

Bigcommerce Customization Guide

BIGCOMMERCE PTY. LTD.
SHOPPING CART SOFTWARE

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Introduction

Bigcommerce contains a powerful template system that can be used to completely customize the look and feel of your store to your needs to integrate it with an existing website design.

Bigcommerce templates are entirely HTML based and make use of extensive CSS to style page designs. Due to the flexible design of the HTML templates in Bigcommerce, it's possible to create brand new store designs only through customization of the stylesheets and little HTML modification.

This guide serves as an introduction to the methods available for you to customize the appearance of your Bigcommerce store, and an introduction in to how the Bigcommerce template system is structured.

STRUCTURE OF THIS DOCUMENT

The Bigcommerce Customization Guide is divided in to several smaller parts, for easier reference and navigation.

Template Structure deals with the basics in how the template & store design system in Bigcommerce works and how the structure of a page is placed together.

Modifying Your Store Design runs you through all of the available methods for customizing your Bigcommerce store.

Maintaining a Modified Template contains all of the information you need to know as well as some advice on how to keep your store running and up to date with a custom store design.

Template Variables contains an overview of the different kinds of variables (placeholders) that are used by the Bigcommerce template system.

Customizing Stylesheets introduces the stylesheets used within your template, used to apply presentational information (fonts, colors and page layout) to your store and includes some example customizations.

More Information and Resources contains some of our favorite web resources for learning HTML, CSS and design as well as links to must have utilities for template designers.

Template Structure

TEMPLATE FILE TYPES

LAYOUT FILES

Layout files are the files you see in the root directory of a page. Each layout file corresponds with a page that's shown in Bigcommerce. For example, `product.html` refers to the page that's shown when a customer is viewing the details of a product in your store.

The majority of layout files contain nothing more than references to individual panels to be shown on a page. These panels are contained in `<div>` tags that generally define left, center, or right columns of the page.

Having references to panels in the files is the functionality that allows the drag and drop design mode feature to reorganize the contents of the pages.

A list of template layout files and their purpose can be found in *Appendix 1: Layout Files and Panels*. For sample layout files for different column combinations can be found in *Appendix 2: Sample Layout Files*.

PANELS

Panels generally indicate a block or section on the page. Each panel file builds one of the separate blocks shown on pages shown in Bigcommerce. For example, the `SideCategoryList` panel builds a list of categories to be shown throughout the store.

As mentioned above, panels are generally referenced directly from the layout files – they define which content should be shown on a particular page and handle the generation of that specific content.

Some panels contain strictly static content (such as the store name) whilst others need to dynamically generate content. These dynamically generated panels (such as the panel that builds the list of products in a category or the list of categories on the store) make use of panel logic files located in the Bigcommerce application.

A list of the panel files and their purpose can be found in *Appendix 1: Layout Files and Panels*. The panel files in this list are broken down to the page they're on (some panels are

only available on certain pages) in the default store template.

SNIPPETS

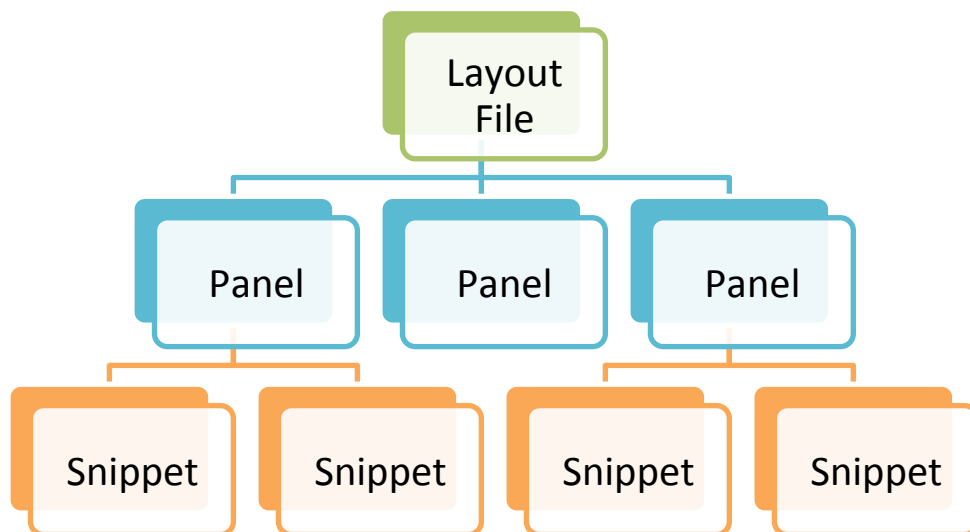
Snippets are templates containing HTML that can be used multiple times on one page either by being used in different parts of the template or being part of a loop that for example builds a list of products on the page (each product in the list being a repeated version of the same snippet)

Snippets (found in the Snippets directory) are generally repeated inside dynamic panel files (outlined above). For example, `HomeFeaturedProductsItem` will refer to an individual product in the `HomeFeaturedProducts` panel.

PAGE STRUCTURE

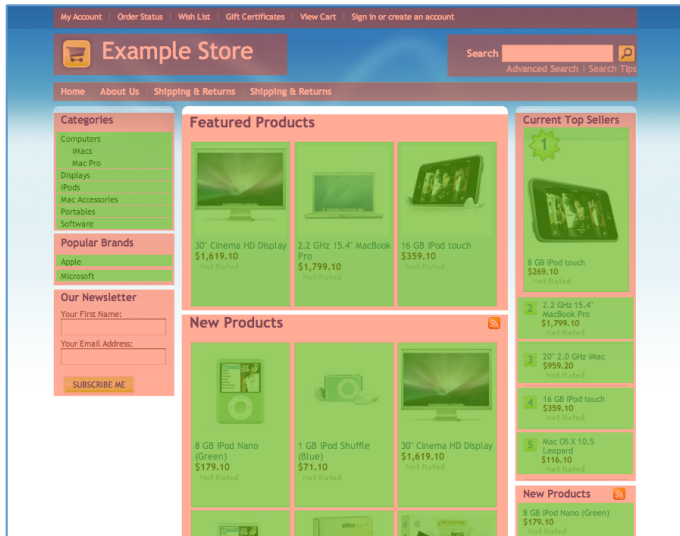
As outlined above, there are three types of template files within Bigcommerce. These three types of files are what Bigcommerce uses to build the layout of a page in the store.

The image below shows a break down of how layout files, panels and snippets work together to build a page:



As you can see, one layout file references many panels that may reference many individual snippets.

A breakdown of the home page of a default installation of Bigcommerce in to the layout file, panels and snippets would look similar to the following:

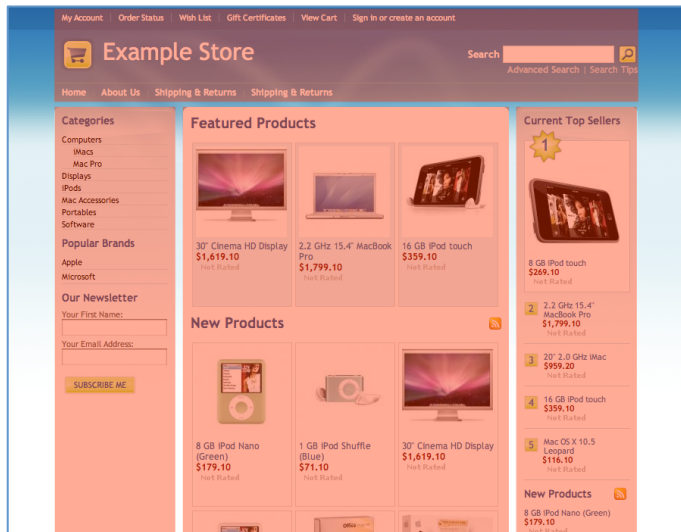


In the image above:

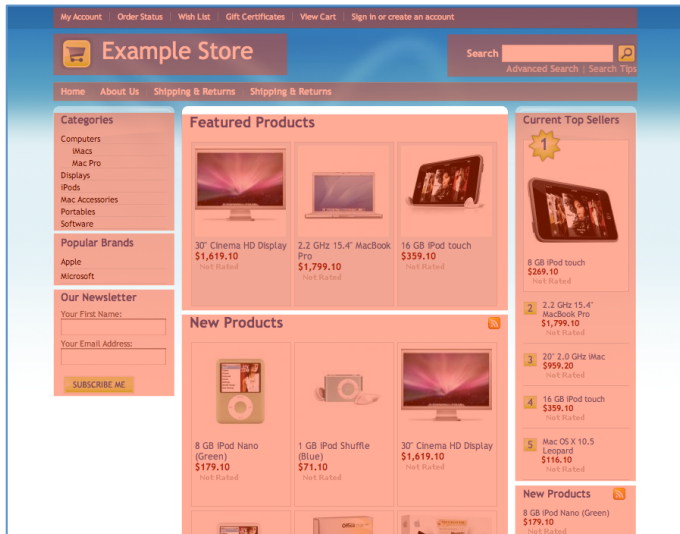
- The layout file is the entire page. The layout file contains all of the snippets and panels on a page once it's all put together.
- Panels are represented by the orange sections. The panels contain the snippets (for example, each product in the new products list)
- Each individual snippet is represented by the green sections.

The entire layout of a page can be broken down in to separate blocks. Try visualizing the home page of the store. You'll notice there are clearly defined sections.

At the most basic level these are the header, left column, content (center) column, right column and the footer.



If you break the layout down even more, you'll notice that each of these sections contain separate sections – so for example on the left menu, the category list, popular products and the newsletter. Each of these items is considered a block.



These blocks are used to create a modular system for content to be easily moved between different portions of the layout and have it restyled to fit that section automatically (such as when a product list is on the left side bar, it does not contain any product images as opposed to when it's in the center of the page and does contain product images)

TEMPLATE DIRECTORY STRUCTURE

The files that apply to your Bigcommerce store design are organized in to several different directories, depending on the type of file. The structure this folder is outlined below:

- **images**
Contains the images for this template.
 - **[color]**
A directory for each of the color schemes in this template should be created. Any color specific images for this template should be placed in this directory.
- **Panels**
Contains the panel HTML files used for this template. An overview of panels can be found below. If a particular panel HTML file is not found in this directory, it is loaded from the master panels directory as outlined in the next section.
- **Snippets**
Contains the snippet HTML files used for this template. An overview of snippets can be found below. If a

referenced snippet is not found in this directory, it is loaded from the master snippets directory as outlined in the next section.

- **Styles**
 - **styles.css**
Contains the primary layout stylesheet for this template.
 - **ie.css**
Contains any Internet Explorer stylesheet overrides for this template.
 - **[color].css**
For each of the color schemes available, a CSS file should be included with the name of the color scheme. This file should contain all color information for the template.
- Several HTML files (also called layout templates) also exist within the base directory for each template. Their purpose is outlined below. Layout files that are referenced by the store and do not exist in this directory will be loaded from the master layout files directory as described in the next section.

Modifying Your Store Design

MODIFYING TEMPLATE FILES VIA DESIGN MODE

Design Mode in Bigcommerce allows you to make simple drag-and-drop layout changes to your store, to rearrange or remove pieces of content from pages on your store.

This is by far the most simple way to begin customizing the appearance of your Bigcommerce store, however as noted above, is limited to changing the order of or removing items from pages.

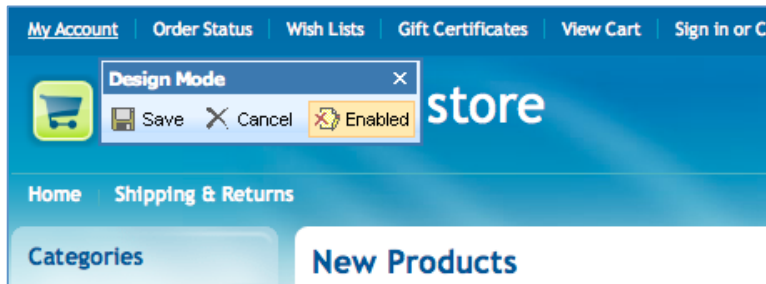
To enable Design Mode on your Bigcommerce store:

- Login to your Bigcommerce Control Panel and click the **Store Design** link at the top of the page.
- Click the **Design Mode** tab to view the option to enable or disable Design Mode on your store.
- Tick **Yes, enable design mode** and then **Save** to enable the design mode functionality on your store.
- To disable design mode, simply untick the **Yes, enable design mode** option and click **Save**. Design Mode will then be disabled.

Note: With the Design Mode feature enabled, you must be logged in to the Bigcommerce Control Panel before visiting your store to see the design toolbar and drag and drop options. Your customers will never see the toolbar nor will they be able to make any changes.

CUSTOMIZING YOUR STORE WITH DESIGN MODE

After you've enabled Design Mode using the steps outlined above, when you next visit your store (Click the **View Store** link in the top of the control panel), you'll now see a floating toolbar that appears at the top of each page.



With the Design Mode toolbar:

- Click **Save** to save any changes you've made to the layout of the page you're currently viewing.
- Click **Cancel** to undo and revert any changes to the layout of the page you're currently viewing.
- Click **Enabled** to temporarily enable or disable the drag and drop design mode features on the current page. This is useful if you need to interact with elements such as text or check boxes that are on the page.

To change the order in which a particular panel is shown or to move it to another column:

1. Enable Design Mode on your store using the steps above.
2. Navigate to the page that contains the panel/section that you wish to move.
3. On that column, move your mouse over the column until you see the cross-hair mouse pointer.
4. Holding the left button down on your mouse, drag the panel to the appropriate position or container.
5. When the panel is positioned correctly, release the left button on your mouse.
6. Repeat as necessary to adjust other items on the page.
7. Click the **Save** button to save your changes.

Removing a panel from a page:

1. Enable Design Mode on your store using the steps above.
2. Navigate to the page that contains the panel that you wish to remove.
3. With your mouse over the panel, right click to display the popup menu.
4. Click **Remove Panel** to remove the panel from the page.
5. Click the **Save** button to save your changes.

Tip: Still not following? We have a comprehensive video that shows off how to use the drag-and-drop mode, as well as edit language variables on pages and remove panels from pages. To watch the video, login to your Bigcommerce

Control Panel, and from the **Dashboard**, locate **Design Mode 101** in the list of **Video Walkthroughs**.

MODIFYING TEMPLATE FILES VIA QUICK EDIT

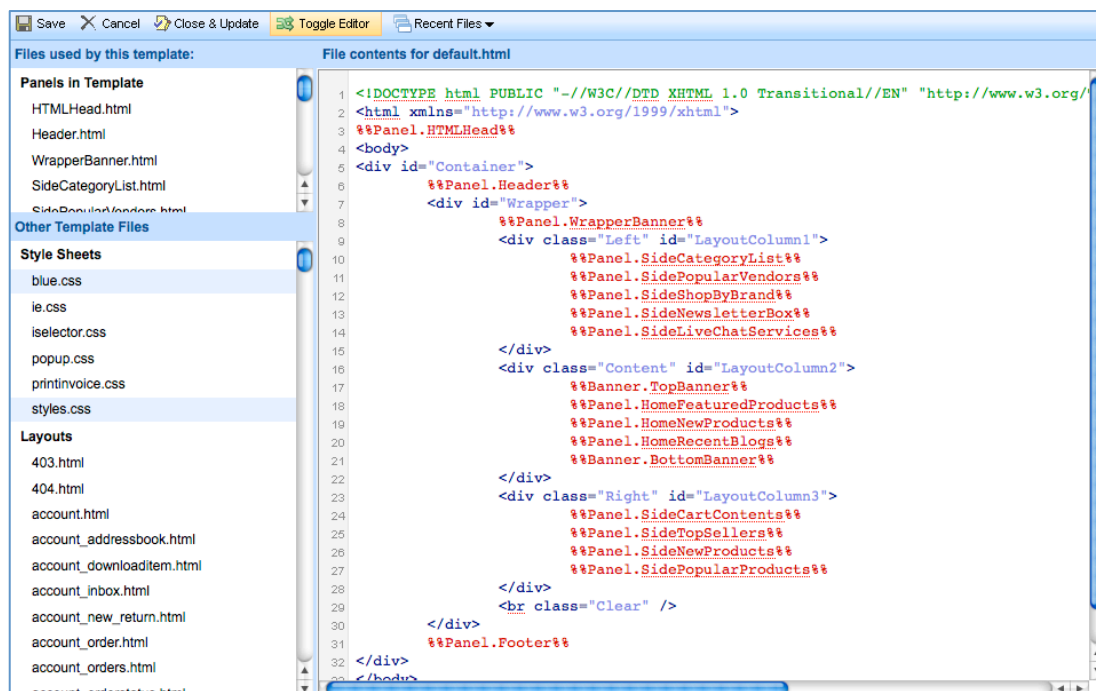
Quick Edit is the template and stylesheet editor integrated in to Bigcommerce. Using the Quick Edit editor, you're able to make HTML and CSS changes to the template files that are applied to your store. The editor is designed for power users who have knowledge of HTML/CSS.

To open the Quick Edit editor on your Bigcommerce store:

- Login to your Bigcommerce Control Panel and click the **Store Design** link at the top of the page.
- Click the **Browse Template Files** button to open the Quick Edit editor in a new window.

CUSTOMIZING TEMPLATE FILES AND STYLESHEETS VIA QUICK EDIT

After opening the Quick Edit editor, you'll be presented with a window similar to the one below.



The toolbar across the top of the editor contains several buttons:

- **Save** will save the changes you've made to the template that's currently loaded in to the editor.
- **Cancel** closes the QuickEdit editor and returns you to the previous page/browser window you had open.
- **Close & Update** allows you to save any customizations you've made to the file loaded in to the editor then

automatically close the editor and return you to the previous page/browser window you had open.

- **Toggle Editor** allows the syntax highlighting feature of the Quick Edit editor to be enabled or disabled.
- **Recent Files** contains a drop down menu of all of the files you've recently edited in the Quick Edit editor.
- If you've customized the particular template file you're editing, a **Revert** button will also appear on the toolbar. This will allow you to undo any changes you've made to the current template file.

Down the left of the Quick Edit editor, two sections show different lists of template files:

- The first **Files used by this template** section will show you any template files that are referenced by the template file loaded in to the editor.
- The second section, **Other Template Files** shows a full list of all of the template files for this template. These template files are grouped by type, explained in *Template File Types* below.

To the right, is the actual Quick Edit editor. This is where you'll make any HTML or CSS modifications to template files. If enabled via the **Toggle Editor** button, a syntax highlighted version of your template file will be shown, otherwise a plain text version of your template file will be shown.

COMPARING & MANAGING TEMPLATE FILES

Bigcommerce has a built in interface to allow you to navigate, view, edit and easily compare any of the template files that apply to your store.

To access the list of template files:

- Login to your Bigcommerce Control Panel and click the **Store Design** link at the top of the page.
- Click the **Template Files** tab. The template file list will be shown.

Your Store Design

Your store's design is based on the template shown below. You can switch to a different store design, download new store design or modify your existing store design below.

Store Design Download Store Designs Logo Settings Design Mode Email Templates **Template Files**

All of the files applied to your store design are shown below. Files shown with an orange background are customized versions of master templates, while those with a green background are custom files in your store design.

Delete/Revert Selected...

<input type="checkbox"/>	File Name	File Size	Last Updated	Action
<input type="checkbox"/>	403.html	1 KB	22nd Feb 2009 @ 10:05 PM	Edit Compare Revert
<input type="checkbox"/>	404.html	1 KB	22nd Feb 2009 @ 10:05 PM	Edit Compare Revert
<input type="checkbox"/>	501.html	1 KB	1st Jan 1970 @ 12:00 AM	Edit Compare Revert
<input type="checkbox"/>	account.html	2 KB	6th Jun 2009 @ 3:07 AM	Edit Compare Revert
<input type="checkbox"/>	account_addressbook.html	1 KB	22nd Feb 2009 @ 10:05 PM	Edit Compare Revert

The template file list will show all of the files and folders that apply to your current store design. Rows are highlighted according to the type of file & customizations applied to the file:

- Custom files or folders you've uploaded to your store that do not exist in our master template will be shown with a green background.
- Master template files that you've made changes to, are shown with an orange background.

Depending on the type of file, various actions can be performed:

- Click **Edit** next to a file to open the file in the Quick Edit editor and make changes to it.
- Click **Compare** next to a file that has had one or more changes made to it to open it in the template comparison window.
- Click **Revert** next to a customized template file or a file you've uploaded to your store to revert it to the original state where your customizations have been deleted.

COMPARING CUSTOMIZED TEMPLATE FILES

From the list of template files on the **Template Files** tab of the **Store Design** page, for any template file that you've

customized on your store, you'll see a **Compare** link. Click the link to open a side-by-side or inline comparison of your changes and our master template.

SIDE-BY-SIDE COMPARISON

Side-by-side comparisons are enabled by default when you open the comparison window and show our template on one side and your customized version of the template on the other.

View differences side by side Show 2 lines around each change Save	
Standard File Contents	Current File Contents (Panels/HomeFeaturedProducts.html)
1 <code><div class="Block FeaturedProducts Moveable</code>	1 <code><div class="Block FeaturedProducts Moveable</code>
2 <code>Panel" id="HomeFeaturedProducts"</code>	2 <code>Panel" id="HomeFeaturedProducts"</code>
3 <code>style="display:%%GLOBAL_HideHomeFeaturedProductsPanel%%"></code>	3 <code>style="display:%%GLOBAL_HideHomeFeaturedProductsPanel%%"></code>
4 <code><h2>%%LNG_FeaturedProducts%%</h2></code>	4 <code><h2>%%LNG_FeaturedProducts%%</h2></code>
5 <code><div class="BlockContent"></code>	5 <code><div class="BlockContent"></code>
6 <code></div></code>	6 <code></div></code>
7 <code><ul class="ProductList"></code>	7 <code><p></code>
8 <code>%%SNIPPET_HomeFeaturedProducts%%</code>	8 <code>Below you'll find a list of some of our favorite products that we sell.</code>
9 <code></code>	9 <code>Click through to a particular product by clicking either the product name or the product image.</code>
10 <code></div></code>	10 <code></p></code>
11 <code><br class="Clear" /></code>	11 <code><ul class="ProductList"></code>
12 <code></div></code>	12 <code>%%SNIPPET_HomeFeaturedProducts%%</code>
13 <code></div></code>	13 <code></code>
14 <code></div></code>	14 <code></div></code>

The left side of the template comparison shows the Bigcommerce master version of the file (without any of your customizations applied), and the right side shows your customized version. Lines and sections changed are highlighted according to the type of change you've made:

- **Changes** - If you've made a change to an existing block of code, your change will be highlighted in **yellow**. So that it's obvious what change you've made, the actual changes in that block of code are highlighted in a different color.
- **Additions** - Any new blocks of code that you've added your customized template file are shown with a **green** background color.
- **Deletions** - Any blocks of code that once existed in our master template that no longer exist in your modified template file will be shown with a **red** background.

INLINE COMPARISON

The inline comparison feature can be enabled by changing the **View differences** option to **Inline** and clicking **Save**. The inline comparison shows both our template and your customized version in the same view.

View differences inline Show 2 lines around each change Save	
Old	New
Differences for Panels/HomeFeaturedProducts.html	
1	<div class="Block FeaturedProducts Moveable Panel" id="HomeFeaturedProducts" style="display:%%GLOBAL_HideHomeFeaturedProductsPanel%%">
1	<div class="Block FeaturedProducts Moveable Panel" id="HomeOurProducts" style="display:%%GLOBAL_HideHomeFeaturedProductsPanel%%">
2	<h2>%%LNG_FeaturedProducts%%</h2>
3	<div class="BlockContent">
4	<p>
5	Below you'll find a list of some of our favorite products that we sell.
6	Click through to a particular product by clicking either the product name or the product image.
7	</p>
8	
4	<ul class="ProductList">
5	%%SNIPPET_HomeFeaturedProducts%%
6	
7	</div>
8	<br class="Clear" />
9	</div>
10	

Lines and sections changed are highlighted according to the type of changes you've made. Sections or lines of code that you've modified from our master template are shown with our version in **red**, and your customized version is shown in **green**.

Maintaining a Modified Template

When a new version of Bigcommerce is made available, you'll have the choice of upgrading your store to the new version. When you login to your control panel, you'll receive message asking if you if you want to schedule a time for an upgrade.

Due to the nature of Bigcommerce with changes we're making and customized templates you may have, you may need to revert your custom template changes or update them when you schedule an upgrade on your store, to ensure that new features are working correctly and existing features continue to work as expected.

Note: Before scheduling an upgrade on your live Bigcommerce store, we recommend you set up another store just to ensure that your template customizations still work correctly. You can set up a test or development store by signing up for the free Bigcommerce plan via our website.

For ease of maintenance between different releases of Bigcommerce, we recommend that if possible, the majority of store design/template customizations be performed entirely with CSS. CSS is a powerful mechanism for applying presentational information to pages and all template files in Bigcommerce has been built from the ground up to allow limitless customization via CSS modifications.

There are a few recommended ways to modify and maintain a custom template:

- **Take note of template files modified and changes made as you make them.**
As a custom template is developed, if only a small amount of changes are to be made it may be worth keeping a separate document that contains a list of files that have been changed and what was changed in them.

This means on newer releases, the custom template can be redeveloped off the new version of it and a simple list of instructions be followed to re-apply any custom modifications.

- **Use a differences program such as WinMerge or BeyondCompare to merge changes. (Changes on Mac OS X)**
Using a differences program, the contents between the new version and customized versions of template files can be analyzed and in most cases merged across.

- **Keep modifications as CSS/stylesheets modifications as much as possible.**

Add custom CSS rules to the bottom of the existing stylesheets or create a new color scheme (which does not just contain color information – contains actual CSS overrides for the template) of an existing template.

On a new release, the custom color scheme or additional CSS rules can simply be moved across to the new version of the template.

Template Variables

Each of the layout, panel and snippet files in Bigcommerce uses variables (also called place holders) to show external content, or content fetch from the database (such as the name of a product)

Template variables are enclosed within %% tags. There are various types of variables, each with their own purpose that's outlined below.

GLOBAL VARIABLES

Global variables are generally used to swap content from the database in to a specific template file. For example, the name and description of a product are set as global variables and then referenced in the template files.

Global variables are referenced in template files as follows:

```
%%GLOBAL_[placeholder name]%%
```

For example:

```
%%GLOBAL_ProductName%%
```

The availability of specific variables differs on the template file that's being edited (for example, the variable for the description of a product is available on the product details page, but not on the category view/product listing page).

There are also global variables available throughout the entire store (such as the store name or store URL). An overview of these can be found in *Appendix 3: Store Wide Global Variables*.

LANGUAGE VARIABLES

Language variables display text that's located within the language files, which are being referenced from the source code. You can change these language variables [%%LNG_abc%%] to replace them with static text, however you do not have access to modify the source code that these variables are referencing. This is not something that can be modified in Bigcommerce. If this is something that you need to have access to, then we recommend going with our licensed version of Bigcommerce called [Interspire Shopping Cart](#).

PANEL REFERENCES

Panels (as outlined above) are the different blocks used by Bigcommerce to build a page. Panels are referenced both inside layout files and inside other panel files.

Panels are referenced in templates as follows:

```
%%Panel.[panel name]%%
```

Where [panel name] is the name of a file in the template's Panels directory. For example:

```
%%Panel.HomeFeaturedProducts%%
```

This panel reference will load in the content from the Panels/HomeFeaturedProducts.html panel file.

SNIPPET REFERENCES

Snippets are templates containing HTML that can be used multiple times on one page either by being used in different parts of the template or being part of a loop that for example builds a list of products on the page (each product in the list being a repeated version of the same snippet)

Snippets are referenced in templates as follows:

```
%%SNIPPET_[snippet name]%%
```

Where [snippet name] is the name of the snippet as referenced in the PHP code that generates it. In most cases, this will correspond with a similarly named file in the template's Snippets directory. For example:

```
%%SNIPPET_HomeFeaturedProducts%%
```

This snippet reference will contain a repeated copy of Snippets/HomeFeaturedProductsItem.html, one for each featured product to be shown in the list.

FILE INCLUDES

It's also possible to include another file within a template. This can be accomplished using file include variables. This is

extremely useful if external files such as banners, site-network headers or other content need to be included.

File includes can either be local (relative to the **template/Includes/** directory), contain absolute file system paths, or be remote includes by specifying the full URL to a file to be included.

Includes are referenced in the template files as follows:

```
%%Include.[file path]%%
```

For example:

```
%%Include.relative_file.html%%  
%%Include.http://www.example.com/remote_file.html%%
```


Customizing Stylesheets

Bigcommerce makes extensive use of a web design language called CSS (Cascading Stylesheets) to define the appearance (colors, fonts, placement of items) for store designs.

CASCADING STYLESHEETS

CSS (Cascading Stylesheets) is a stylesheet language that's used to describe the presentation (appearance) of documents written in a markup language such as (X)HTML or XML. CSS files (also referred to as stylesheets) contain a series of instructions on how text and other elements should appear on a web page.

More information on CSS and stylesheets as well as various resource sites and development tools can be found in *More Information & Resources*.

STYLESHEETS IN BIGCOMMERCE

As mentioned previously, Bigcommerce uses cascading stylesheets to define the appearance of pages throughout the store. This allows complete customization of store designs to be performed entirely via CSS stylesheet changes with little or no architectural changes to the page.



The stylesheet files for your Bigcommerce store design can be found in the **Styles** directory for your template. By default, your Bigcommerce store will inherit these files from your selected store design, unless you've specifically uploaded your own to the **Styles** directory:

- **styles.css**
Contains the primary stylesheet rules for this template.
- **[color].css**
This stylesheet file will exist for each of the color schemes that are available for this specific template. This file contains all of the color related stylesheet rules (colors, background colors, borders, etc)
- **ie.css**
Contains any Internet Explorer specific stylesheet overrides.
- **custom.css**
Contains any stylesheet overrides that should override any of the existing stylesheets. If you have small layout modifications you need to make to your store via CSS, it's recommended you make them to this file as opposed to editing the styles.css or color CSS files.

STYLE SHEET GUIDE

The stylesheet guide provides an overview of the stylesheets for your Bigcommerce store as well as the various sections of content that can be styled.

This is by no means a comprehensive listing of the classes and selectors available but is more of a starting guide to the most commonly customized items.

Using Mozilla Firefox and the Firebug extension (see *More Information and Resources* for URLs), it's possible to browse/navigate the HTML source of the document in a tree view, which provides a fully detailed structure and outline of the document. It's also possible to discover how to target additional non-documented elements using CSS and the class names/selectors available.

BASIC ELEMENTS

GLOBAL RESET

CSS Style: *

A global reset can be found at the top of most documents. The purpose of the global reset is to reset the margins and padding of all elements in the document to 0. Each element

then defines it's own margins and padding to avoid inconsistencies between different web browsers.

PAGE BODY

CSS Style: `body`

The page body (controlled by `body`) outlines the general formatting options (such as text color, page background color and fonts as well as sizes) for the entire document.

HEADINGS

CSS Style: `h1`, `h2`, `h3`, `h4`

Various heading levels are used throughout the store. The `<h1>` tag will contain the name of the store whilst `<h2>` tags are used for the titles of each section in the left, right and center columns. `<h3>` and `<h4>` tags are used throughout the document in other locations where deeper nested headings are required.

BLOCKS

CSS Style: `.Block`

Each block (or panel) on the store is wrapped in it's own container. (`<div class="Block">`). If the block has a title, the title is an immediate child of the container (generally a `<h2>` tag) and the content of the block (such as lists of products, reviews or general page content) is enclosed within a separate DIV with a class name of `BlockContent`.

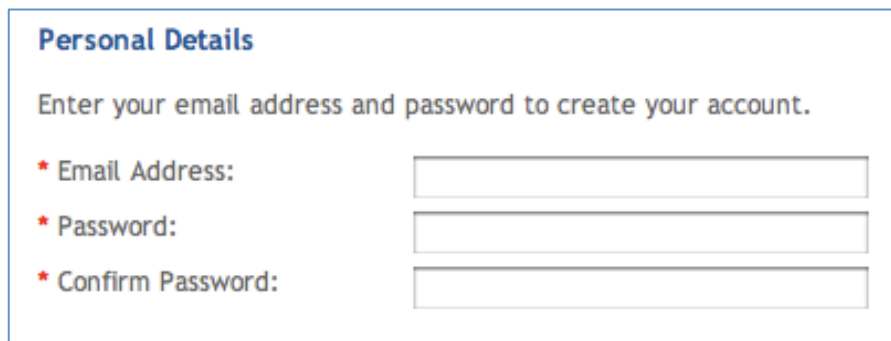
```
<div class="Block">
  <h2>Block Title</h2>
  <div class="BlockContent">
    <p>Content</p>
  </div>
</div>
```

FORMS & FORM CONTAINERS

CSS Style: `.HorizontalFormContainer`, `.NarrowFormContainer`, `.VerticalFormContainer`

All forms are enclosed within form containers. These forms (for users to enter data) are constructed with definition lists (`dl`, `dt` and `dd`) and are styled in one of three manners:

- **Horizontal Form Containers**
(`.HorizontalFormContainer`)



Personal Details

Enter your email address and password to create your account.

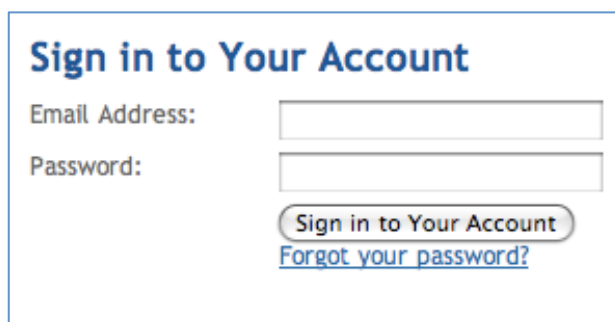
* Email Address:

* Password:

* Confirm Password:

Used when there is enough horizontal space on the page for the form field labels (dt) and the form fields (dd) to fit beside each other.

- **Narrow Horizontal Form Containers (.NarrowFormContainer)**



Sign in to Your Account

Email Address:

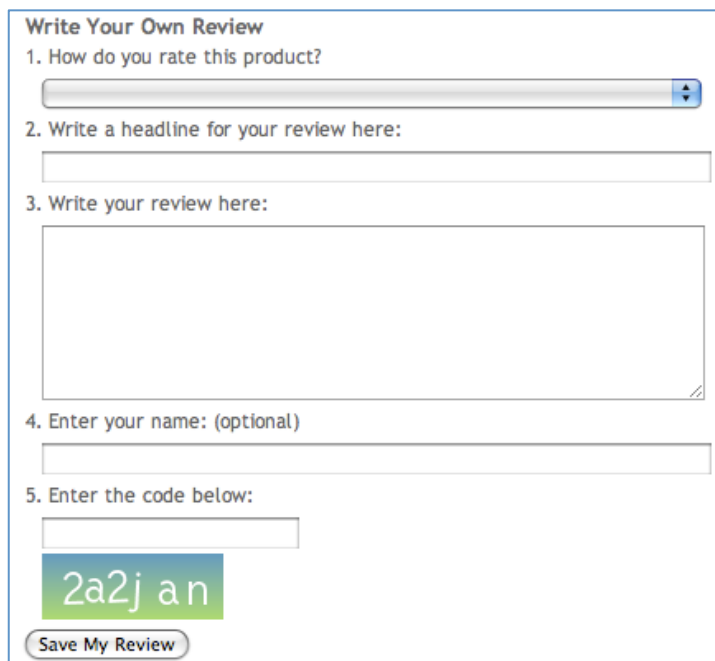
Password:

[Sign in to Your Account](#)

[Forgot your password?](#)

Used when there is slightly less horizontal space and the form labels (dt) and values (dd) should still be stacked next to each other. Used only in places with short labels.

- **Vertical Form Containers (.VerticalFormContainer)**



Write Your Own Review

1. How do you rate this product?

2. Write a headline for your review here:

3. Write your review here:

4. Enter your name: (optional)

5. Enter the code below:

2a2j an

[Save My Review](#)

Used when there is not enough horizontal space for the form labels and values to be stacked next to each other or the labels (dt) and values (dd) should be stacked underneath each other.

The submit buttons and any other associated links for a form are to be in the form container and be enclosed within a paragraph with the class name of Submit. (`<p class="Submit">`). This allows for the submit buttons to be aligned depending on the type of form container.

STATUS MESSAGES


CSS Style: `.SuccessMessage`, `.ErrorMessage`, `.InfoMessage`

Various status messages may be shown throughout the store when an action is performed or an error message needs to be shown. There are three types of status messages. All status messages are shown within an individual paragraph (`<p>`) with a class name applied.

- Successful action messages - `.SuccessMessage`
- Error messages - `.ErrorMessage`
- General information messages and warnings - `.InfoMessage`

GENERAL TABLES

CSS Style: `table.General`, `table.General thead`, `table.General th`, `table.General tbody`, `table.General tbody td`

Cart Items	Qty	Item Price	Item Total
 Mac Pro	<input type="text" value="10"/> Remove	\$2,799.00	\$27,990.00

All tables shown throughout the frontend of the store have a similar style. They're styled using a class of `.General`. The header of the tab is separated from the body by using a table header (`<thead>`) and the body of the table is enclosed within a table body tag (`<tbody>`).

TABBED NAVIGATION

CSS Style: `.TabNav`, `.TabNav li`, `.TabNav li a`

Description	Similar Products	Reviews
-----------------------------	----------------------------------	-------------------------

Tabs are used to navigate between different views on a single page. Each tab refers to a different piece of content, usually shown directly below the tab when it is selected.

Tabs can be found on product pages, when the tabs feature is enabled, as well as when the customer chooses to ship their order (if they wish to ship to one address, or items to different addresses)

The tab list is constructed using an unordered list (), with each tab being a list item (). Each list item must contain a link (<a>).

PAGE CONTAINER

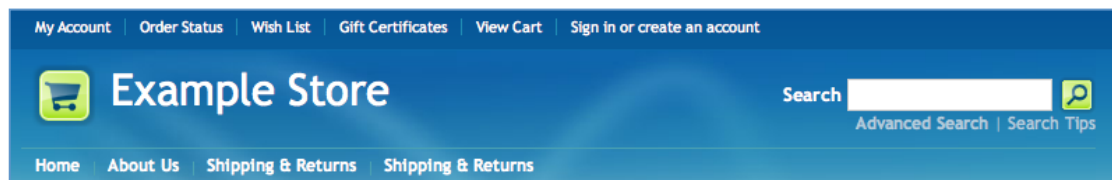
CSS Style: #Container

The page container (#Container) contains the entire page of the store. All content on the page should be positioned within this container.

HEADER

CSS Style: #Header

The store header consists of various subsections (outlined below) including the top navigation menu, the store logo, the search box, and the pages menu)



TOP NAVIGATION MENU

CSS Style: #TopMenu

The top menu, shown on every page of the store is constructed with an unordered (- #TopMenu ul) list. Each list item (- #TopMenu li) contains a different link (#TopMenu li a) pointing to a different page of the store.

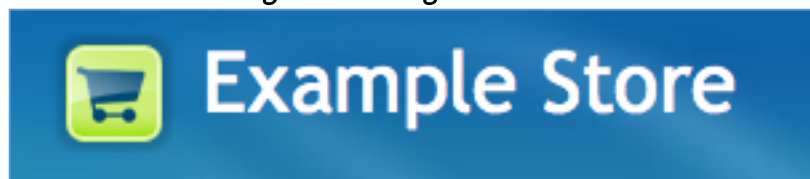


STORE LOGO

CSS Style: #Logo h1, #LogoImage

Depending on the top of logo in use on the store, the store logo can either be styled by:

- **Text Based Logo - #Logo h1**

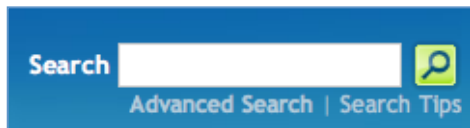


- Image Based Logo - #LogoImage



SEARCH BOX

CSS Style: #SearchForm



The header of the store contains a search box that can be quickly used by customers to find products on the store. Results are either shown inline (See the quick search section below) or on a search results page.

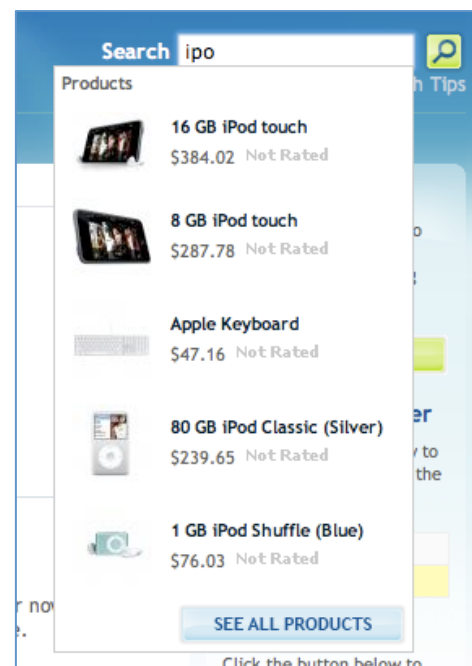
The search box comprises of a form, textbox and a submit button (in this case, an image) as well as text links. Each item in the search box can be targeted using CSS (#SearchForm input.Textbox for the textbox, #SearchForm .Button for the button, #SearchForm p for the text links etc)

QUICK SEARCH

CSS Style: .QuickSearch

The product quick search, performed automatically via AJAX when using the simple search box in the page header, is constructed using a table with a class of .QuickSearch.

The title of the search results ("Products") is enclosed within a table row with a class name of .QuickSearchTitle. Each result consists of an additional table row (class name .QuickSearchResult) containing the product thumbnail image cell (.QuickSearchResultImage) and the title, price and rating of the product in the adjacent cell (.QuickSearchResultMeta)



If there are more matching results than what's shown, an additional row at the end of the table will be present

containing the link to view all search results. This table row has a class name of `.QuickSearchAllResults`.

PAGES MENU

CSS Style: `#Menu`



The pages menu is constructed using a nested unordered (``) list. The nested list is used so that pages existing under the top level menu items can be shown as a dropdown menu. Each list item contains a link to the page, and for top level menus that contain child menus, a nested unordered list.

The first item in the menu has a class of `"First"` and any top level menu item that has a submenu has a class of `"HasSubMenu"`. The submenus are dynamically shown and hidden when the mouse is over them using CSS. (See `#Menu li:hover` styles)

CONTENT

CONTENT WRAPPER

CSS Style: `#Wrapper`

All content on the body of the page (what immediately follows the header) is within a wrapper div (`#Wrapper`).

LEFT AND RIGHT COLUMNS

CSS Style: `.Left`, `.Right`

The left and right columns of the store (different columns are available on different pages depending on the amount and type of content shown) contain all secondary page navigation and content.

Each left and right column consists of a series of blocks (as outlined above with `.Block`) to construct the content. The content of these blocks will change it's appearance (using CSS) if using design mode and the block is dragged in to the middle content area of the page. (For example, product images are generally not shown on the left and right columns but if you drag a product listing in to the middle of the page, the product images will be shown)

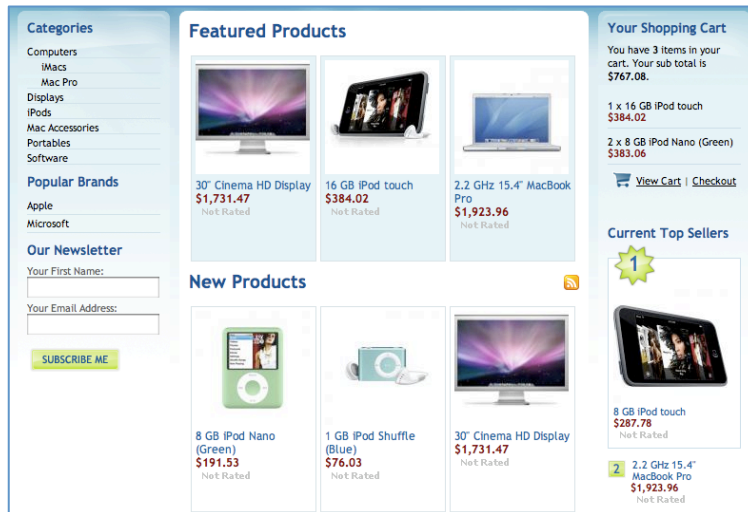


CONTENT COLUMN

CSS Style: `.Content`, `.Content.Wide`, `.Content.Widest`

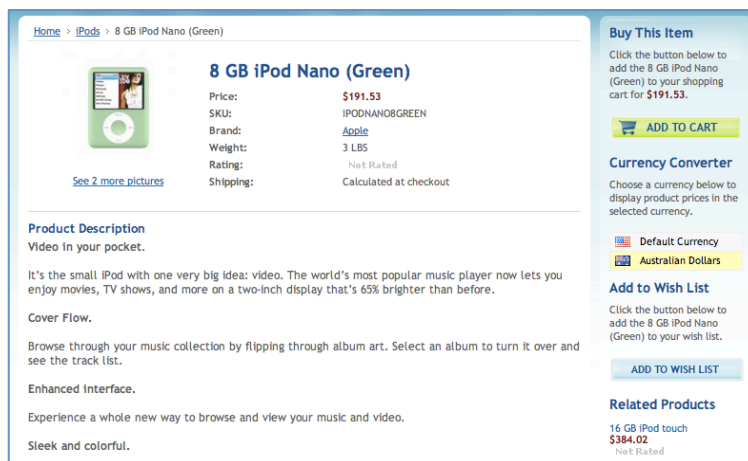
The content column (where the actual body content of the page belongs) has three different states:

- **Normal - `.Content`**
Used whenever there are both left and right side bars on the page.



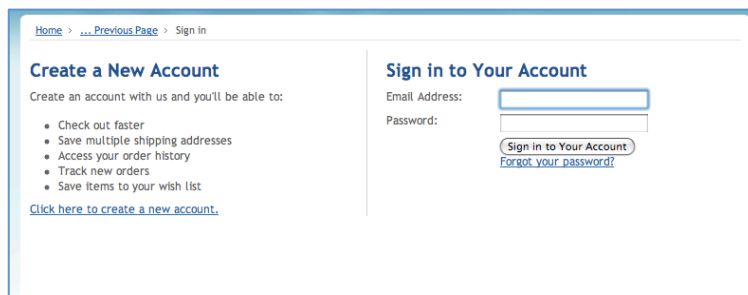
- **Wide - .Content.Wide**

Used if there is a single side bar (left or right) on the page with the content column. Additionally, if the side bar is on the left, a `WideWithLeft` class is also appended.



- **Full Width (Widest) .Content.Widest**

Used when there are no left or right columns on the page and the content column should span the entire width of the page.



PAGE FOOTER

CSS Style: `#Footer`

All prices are in USD. Copyright 2008 Example Store. Powered by [Interspire Shopping Cart](#)

The store footer is enclosed within it's own section that clears all existing content. Inside the page footer are paragraphs (and sometimes lists for menu items) with the footer content.

PAGE BREADCRUMBS

CSS Style: .Breadcrumb

[Home](#) > [iPods](#) > 8 GB iPod Nano (Green)

Breadcrumb trails shown through the store are structured using an unordered () list. Each list item () will contain a link to parent pages or, if the active page, simply the text for the current item.

CATEGORY LISTING

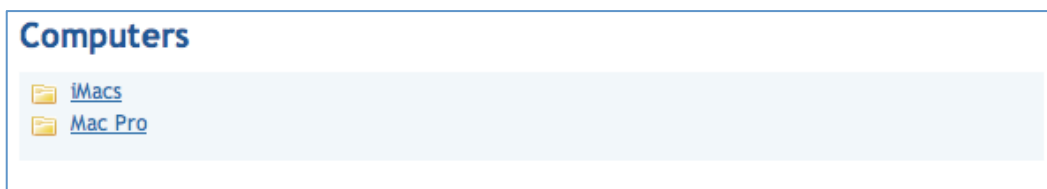
CSS Style: .CategoryList

The list of categories shown on the store is structured using an unordered list (). This is enclosed within a containing panel with a class name of .CategoryList. Each category is shown as a list item (). If one or more subcategories are to be shown in the list, these are also nested list unordered lists/items of the parent category item.



SUB CATEGORY LISTING

CSS Style: .SubCategoryList



If a category contains one or more sub categories, when viewing the category view for that particular category, the list of sub categories is shown. This is enclosed within a DIV with a class name of .SubCategoryList and structured using an unordered list (). Each category is structured using a list item ().

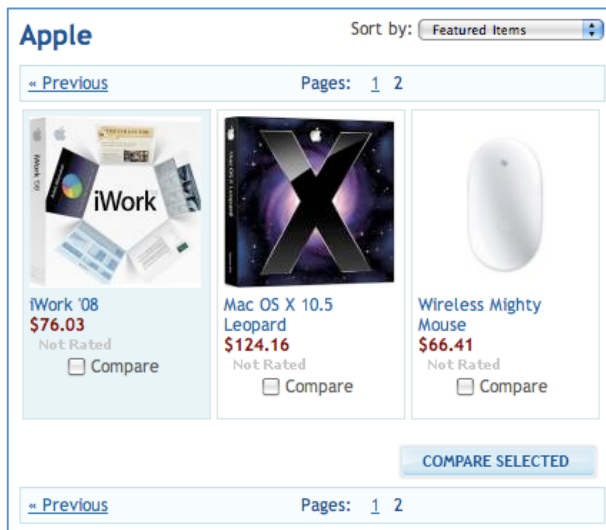
RECENT NEWS

CSS Style: `.RecentNews`

The list of recent news items on the store (shown on the home page by default) has a class name of `.RecentNews`. The actual news items are constructed using an unordered list (``) with each news item being an individual list item (``)

PRODUCT LISTINGS

CSS Style: `.ProductList`



All product lists (both in side bars and the content column) are constructed using an unordered list (``) and contain a class name of `ProductList`.

Each item in the product list (a list item - ``) contains structural elements for the image of a product (`.ProductThumb`) and the details for a particular product (`.ProductDetails`). Product images in the side bar (by default) are hidden using CSS and when moved to the center, the images automatically appear.

Product prices are displayed in `` tags whilst the name of the product is wrapped in a `` tag. Various other elements such as ratings (`.Rating`) and comparison checkboxes (`.ProductCompareButton`) may also be present when appropriate.

Product listings that require paging (such as categories containing large amounts of products) are structured from an unordered list (`.PagingList`). If a sort box, to sort the display order of products is present then it is enclosed within a container with a class of `.SortBox`.

NEW PRODUCTS LIST

CSS Style: `.NewProducts` (and `.ProductList`)

Listings of new products (ordered by the time they're created) have an additional class of NewProducts applied to them.

FEATURED PRODUCTS LIST

CSS Style: .FeaturedProducts (and .ProductList)

Listings of featured products (those configured in the control panel) have an additional class of FeaturedProducts applied to them.

POPULAR PRODUCTS LIST

CSS Style: .PopularProducts (and .ProductList)

Listings of popular products (based on their ratings/reviews) have an additional class of PopularProducts applied to them.

TOP SELLING PRODUCTS LIST




CSS Style: .TopSellers (and .TopSellers)

Listings of top selling products (based on the number sold) have an additional class of TopSellers applied to them. The top selling products list also contains additional styles/items for each products to show their position (#1, #2 etc - .TopSellerNumber) and allow different styling for the top seller from the other top selling products (.TopSeller1 in the case of the top selling product)

PRODUCT LISTS (LIST VIEW MODE)

CSS Style: .ProductList.List , .ProductList.List

ProductImage, .ProductList.List .ProductDescription

	<p>Mac Pro \$2,799.00 Quantity <input type="text" value="1"/></p> <p><small>Not Rated</small></p> <p>Boost your productivity with the Apple Mac Pro desktop PC - the fastest Mac Apple has ever made. Combining two of Intel's new 64-bit, 45-nanometer Quad-Core Xeon 5400 processors running at 2.8 GHz, the Mac Pro is an unbelievably powerful workstation...</p> <p><input type="checkbox"/> Compare</p>
	<p>MacBook \$1,299.00 Choose Options</p> <p><small>Not Rated</small></p> <p>Redesigned with a precision unibody enclosure crafted from a single block of aluminum, the MacBook is thinner and lighter than its predecessor as well as stronger and more durable. But Apple didn't stop innovating with the body's design. The MacBook...</p> <p><input type="checkbox"/> Compare</p>
	<p>MacBook Air \$1,799.00 Choose Options</p> <p><small>Not Rated</small></p> <p>With the MacBook Air, Apple has created the world's thinnest laptop--measuring an unprecedented 0.16-inches at its thinnest point (and 0.76 inches thick overall). Apple brings its vaunted multi-touch technology, found on the iPhone, to its laptops...</p> <p><input type="checkbox"/> Compare</p>

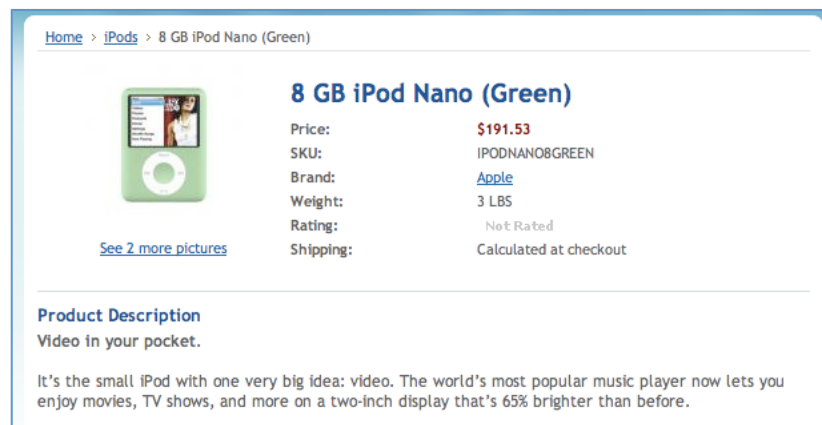
When enabled, the product list mode as a list of products shows each product in a category on it's own row when the image on the left and the product details on the right.

The list of products, similar to the standard product layout, is constructed with a series of list items. The parent container however (), has an additional class of .List.

Product images are enclosed within each product () and have a class of .ProductImage whilst the description and other details carry a class of .ProductDescription.

PRODUCT DETAILS

CSS Style: .PrimaryProductDetails,
.ProductDescriptionContainer



The product detail page displays all of the actual information about a product to the customer. This can be broken down in to a few sections – the product thumbnail, if it has one, the details about the product and the description of the product.

The top half of the product details, containing the product thumbnail and product information is enclosed within a DIV tag with a class name of .PrimaryProductDetails.

The thumbnail for a product, located in the primary product details DIV is nested in it's own DIV with a class of .ProductThumb.

The actual information for the product, including the product title can be found in a sibling DIV of .ProductMain. The detail rows (price, SKU, brand, rating etc) are constructed using a series of DIV tags as the container items for a row, the title for a row and the value for a row.

The product description contains a class name of .ProductDescriptionContainer. This will only be present if the product has a description assigned to it.

PRODUCT REVIEWS

CSS Style: `.ProductReviewList`, `.ProductReviewPaging`, `.ProductReviewForm`



Product reviews are structured using an ordered list (``) with each individual product review being a list item (``). The list of reviews contains a class name of `.ProductReviewList`.

If paging (to navigate between multiple pages of product reviews) is to be shown, this is enclosed within a containment `<div>` tag with a class name of `.ProductReviewPaging`.

The product review form (class name of `.ProductReviewForm`) to post a new review for a product is constructed using a vertical form container (as outlined in the forms section closer to the top of the style guide)

CURRENCY CONVERTER

CSS Style: `.CurrencyList`

The currency converter shows a list of currencies available within the store. This list is constructed using a definition list containing document definitions (`<dd>` tags).

Each definition tag then contains a link which also contains a span with a class of "Flag" containing the currency flag image and a span containing a class of "Text" containing the text based name of the particular currency.



PRODUCT COMPARISONS

CSS Style: `.ComparisonTable`

[Home](#) > [... Previous Page](#) > Product Comparison

Product Comparison: 16 GB iPod touch VS 80 GB iPod Classic (Silver) VS...

ⓘ Your product comparison is shown below. Click a product attribute in the left column to sort by that attribute.

Product Details	Remove	Remove	Remove	Remove
Product	16 GB iPod touch	80 GB iPod Classic (Silver)	1 GB iPod Shuffle (Blue)	8 GB iPod Nano (Green)
Image				
Price	\$384.02	\$239.65	\$76.03	\$191.53
Brand	Apple	Apple	Apple	Apple
Availability	N/A	N/A	N/A	N/A
Rating	Not Rated	Not Rated	Not Rated	Not Rated
Summary	The iPod touch features Apple's revolutionary multi-touch user interface that enables you to find and enjoy all of your music, videos, and more on its gorgeous widescreen display with just the touch...	With 80GB or 160GB of storage, iPod classic gives your music and video room to move. It also has plenty of energy (up to 40 hours of audio playback), good looks (a sleek, all-metal design), and a gr...	Born to be worn. Clip on the world's most wearable music player and take up to 240 songs with you anywhere. Choose from five colors -- including four new hues --...	Video in your pocket. It's the small iPod with one very big idea: video. The world's most popular music player now lets you enjoy movies, TV shows, and more on a two-inch di...
Other	N/A	N/A	N/A	N/A

Product comparisons are built using a table with a class name of `.ComparisonTable`.

The header rows (containing the product details label and remove links) have a class name of `.CompareFiedTop` whilst the feature labels down the left have a class name of `.CompareFieldName`.



Each product in the comparison table is structured using a series of table cells (`<td>`).

VIEW CART PAGE

CSS Style: `.CartContents.`, `.ProceedToCheckout.`, `.KeepShopping.`, `#SideCouponCodeBox.`, `#SideGiftCertificateBox`

[Home](#) > [... Previous Page](#) > Your Shopping Cart

Your Shopping Cart [PROCEED TO CHECKOUT](#)

Cart Items	Qty	Item Price	Item Total
 16 GB iPod touch	<input type="text" value="1"/> Remove	\$384.02	\$384.02
 8 GB iPod Nano (Green)	<input type="text" value="1"/> Remove	\$191.53	\$191.53
		Items:	\$575.55
		Calculate Shipping & Handling	
		Subtotal:	\$575.55

[UPDATE QUANTITY](#) [PROCEED TO CHECKOUT](#) [Click here to keep shopping](#)

Coupon Code

If you have a coupon code enter it in the box below and click 'Go'.

 [GO](#)

Redeem Gift Certificate

To pay for this order using a gift certificate, enter the gift certificate code in the box below and click 'Go'.

 [GO](#)

You Recently Viewed...

- ☐ 16 GB iPod touch **\$384.02** Not Rated
- ☐ 8 GB iPod Nano (Green) **\$191.53** Not Rated
- ☐ 30" Cinema HD Display **\$1,731.47** Not Rated

The “your shopping cart” page shows a list of items in the customer’s shopping cart as well as provides links to begin the store checkout process. The list of items in the shopping cart is structured using a table with a class name of `.CartContents`.

The table headings are constructed using `<th>` tags whilst each individual item in the cart is constructed using table rows and table cells. The calculated total rows at the bottom of the table have a class name of `.SubTotal`.

The proceed to checkout buttons on the cart page have a class name of `.ProceedToCheckout` whilst the “keep shopping” link has a class of `.KeepShopping`.

If the coupon code and gift certificate entry boxes are shown on the page, these have IDs of `#SideCouponCodeBox` and `#SideGiftCertificateBox` respectively.

MINI CART CONTENTS PANEL

CSS Style: `.SideCart`

If one or more items are placed in a customer’s shopping cart, a small side panel is shown with a list of items in the customer’s cart. This panel contains a class name of `.SideCart` and contains an unordered list (``) with each individual item in the cart constructed from a list item (``)



SUGGESTIVE CART MINI CART CONTENTS

CSS Style: `.MiniCart`

If the “suggestive cart” functionality is enabled and there are one or more recommended products to be shown to a customer after they add a product to their shopping cart, a mini version of the shopping cart is shown in the side bar. This panel has a class name of `.MiniCart`.

The first product in the list contains the product that was just added to the customer’s shopping cart. This item is constructed using a DIV with a class name of `.JustAddedProduct`. It contains the same child elements as a normal product listing as outlined above.

Any subsequent items in the customer’s



shopping cart are in a standard product list format (unordered list with a class name of `.ProductList`)

The proceed to checkout button has a class name of `.ProceedToCheckout`, the subtotal of the customer cart has a class name of `.SubTotal` and the “View your entire cart” link has a class name of `.ViewCartLink`.

CREATE ACCOUNT & LOGIN PAGES

CSS Style: `.CreateAccount`, `.AccountLogin`

The “Create a New Account” section on the login page has a class name of `.CreateAccount` applied.

The “Sign in to Your Account” section on the right of the login page has a class name of `.AccountLogin` applied and contains a narrow form container with the login form.

EXPRESS CHECKOUT

CSS Style: `.ExpressCheckoutBlock`,
`.ExpressCheckoutBlockCompleted` ,
`.ExpressCheckoutBlockCollapsed`, `.ExpressCheckoutTitle`,
`.ExpressCheckoutContent`

The express checkout page (also referred to as single page checkout) consists of a series of blocks for each step of the checkout process. Each of these blocks is constructed using a DIV tag with a class of `.ExpressCheckoutBlock`.

Once an express checkout step is completed, `.ExpressCheckoutBlockCompleted` is appended to the list of class names for the step. Whenever an individual step is collapsed, it contains another additional class name of `.ExpressCheckoutBlockCollapsed`.

The title of each of the express checkout steps is structured using a heading level 3 tag (`<h3>`) with a class name of `.ExpressCheckoutTitle`. Once the step is completed, any user selected details are shown inside a nested SPAN with a class

of `.ExpressCheckoutCompletedContent` and if a “Modify” link is to be shown, the link contains a class name of `.ChangeLink`.

The content for each of the express checkout steps is enclosed within a DIV tag with a class name of `.ExpressCheckoutContent`.

EXAMPLE STYLE SHEET CUSTOMIZATIONS

Below are a few example customizations that can be performed entirely through stylesheet modification.

BOLD ROOT LEVEL CATEGORIES

If showing more than one level deep of categories on the left category menu (configurable on the Settings > Store Settings > Display Settings page) it may be desirable to have the top level categories bold.

This can be accomplished by adding the following CSS to the bottom of **styles.css**:

```
.CategoryList li a {
    font-weight: bold;
}

.CategoryList li li a {
    font-weight: normal;
}
```

DIFFERENT STAR RATING IMAGES FOR SIDE COLUMNS

If a template contains left or right side columns that are of a darker color, the standard GIF formatted star rating images for product ratings may not look nice on the dark background. (For example in the default Fashion template)

It's possible using entirely CSS to replace the images in the left or right columns with a version of the images designed to be used on dark backgrounds.

This can be accomplished by adding the following CSS to the bottom of **styles.css**:

```
.Left span.Rating, .Right span.Rating {
    display: block;
    height: 12px;
    width: 60px;
    background: url('../images/DarkIcoRating0.gif') no-repeat;
}

.Left span.Rating1, .Right span.Rating1 {
    background-image: url('../images/DarkIcoRating1.gif');
}

.Left span.Rating2, .Right span.Rating2 {
    background-image: url('../images/DarkIcoRating2.gif');
}
```

```

.Left span.Rating3, .Right span.Rating3 {
    background-image: url('../images/DarkIcoRating3.gif');
}

.Left span.Rating4, .Right span.Rating4 {
    background-image: url('../images/DarkIcoRating4.gif');
}

.Left span.Rating5, .Right span.Rating5 {
    background-image: url('../images/DarkIcoRating5.gif');
}

.Left span.Rating img, .Right span.Rating img {
    display: none;
}

```

RESTYLED AND ALTERNATING COLOR PRODUCT REVIEWS

Another example showing the flexibility provided by CSS – the appearance of product reviews can be completely changed and alternating background colors implemented.

Product Reviews

[WRITE A REVIEW](#)

1. Great! ★★★★★

Posted by Jane on 1st Dec 2000

This is a must have for anyone who aspires to being a firefighter. Vivid descriptions, Helpful tips, How-to Skill Sheets, and Clear illustrations help the student master otherwise difficult material. I'm currently going through firefighting class and would not be able to live without this book.

2. A very good book! ★★★★★

Posted by David on 11th Aug 2000

I've taught the fire academy using the textbook. It is a very good book for beginning firefighters as well as those who been firefighters for a while.

David

3. Firefighter Review ★★★★★

Posted by Sarah on 21st Apr 2000

The book is excellent in its layout. Is easy to follow and is a very informative piece of necessary literature for any firefighter taking firefighter 1. Is very informative on NFPA regulations and guidelines. I was impressed with the detail that was given in the book, our instructor was impressed with this book as well.

4. Essentials of Firefighting ★★★★★

Posted by The Firefighting Library on 7th Mar 2000

This manual helps not only the new recruit, but the veteran firefighter to enhance their basic training or to review techniques on tasks & operations.

Product Reviews

[WRITE A REVIEW](#)

Great! ★★★★★

Posted by Jane on 1st Dec 2000

This is a must have for anyone who aspires to being a firefighter. Vivid descriptions, Helpful tips, How-to Skill Sheets, and Clear illustrations help the student master otherwise difficult material. I'm currently going through firefighting class and would not be able to live without this book.

A very good book! ★★★★★

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I've taught the fire academy using the textbook. It is a very good book for beginning firefighters as well as those who been firefighters for a while.

David

Firefighter Review ★★★★★

Posted by Sarah on 21st Apr 2000

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Essentials of Firefighting ★★★★★

Posted by The Firefighting Library on 7th Mar 2000

This manual helps not only the new recruit, but the veteran firefighter to enhance their basic training or to review techniques on tasks & operations.

Great Read ★★★★★

Posted by Jim on 29th Feb 2000

I recently joined a volunteer fire department and this book truly helped me through the six months probationary period.

This can be accomplished by adding the following CSS to the bottom of `styles.css`:

```

.ProductReviewList, .ProductReviewList li {
    margin: 0;
    padding: 0;
    list-style: none;
}

.ProductReviewList li {
    position: relative;
}

```

```

border: 1px solid #AEE1FF;
margin-bottom: 10px;
background: #F2FAFF;
}

.ProductReviewList h4 {
background: #D2EEFF;
padding: 4px 6px;
border-bottom: 1px solid #AEE1FF;
}

.ProductReviewList p {
margin-top: 0;
padding: 4px 6px;
}

.ProductReviewList .Meta {
position: absolute;
right: 0;
top: 3px;
text-align: right;
}

.ProductReviewList hr {
display: none;
}

.ProductReviewList li.Alt, .ProductReviewList li.Alt h4 {
background: #F4FDF2;
border-color: #BCF2B0;
}

.ProductReviewList li.Alt h4 {
background: #DCF7D5;
}

```

MOVING PRODUCT IMAGES TO THE RIGHT

Another simple modification that can be performed using CSS is moving the details of a product to the left, and the image to the right on the product details page.

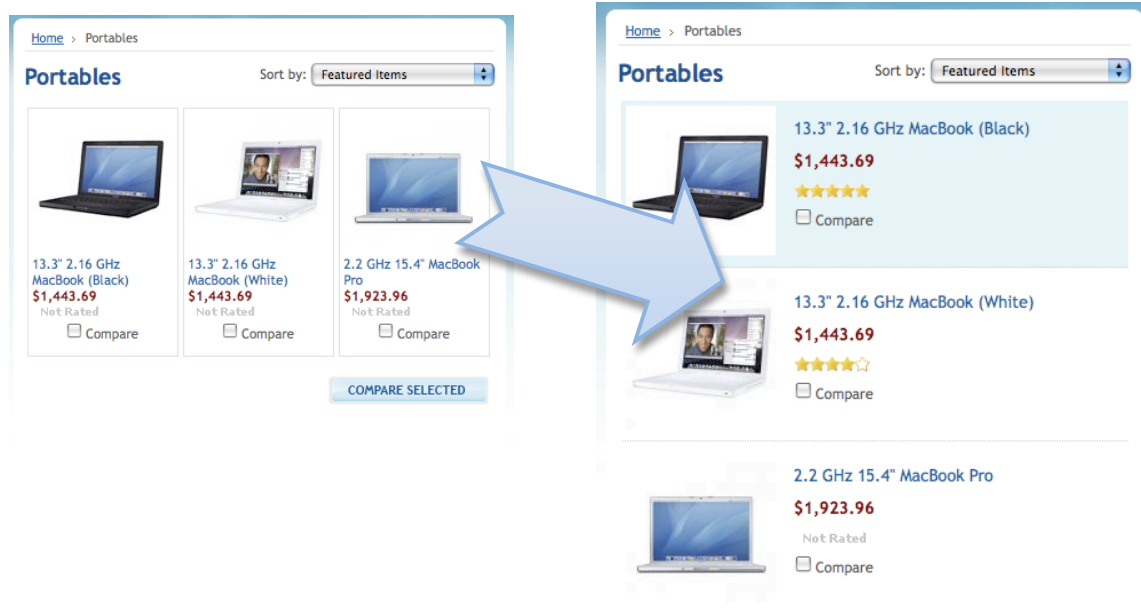


This can be accomplished by adding the following CSS to the bottom of **styles.css**:

```
.PrimaryProductDetails .ProductThumb {
    float:right;
}
```

LIST VIEW BASED PRODUCT LISTINGS

It's also possible using entirely CSS to change the default grid based product listings in to a list based (one product



per row) view.

This can be accomplished by adding the following CSS to the bottom of **styles.css**:

```
.Content .ProductList li {
    display: block;
    float: none;
    width: auto;
    border: 0;
    border-bottom: 1px dotted #ccc;
    min-height: 80px;
}

.Content .ProductList li .ProductImage {
    float: left;
}

.Content .ProductList li .ProductDetails {
    margin-top: 10px;
    margin-left: 135px;
    font-size: 115%;
}
```



```
.Content .ProductList li .ProductDetails strong {  
    display: block;  
    margin-bottom: 10px;  
}  
  
.Content .ProductList li .ProductDetails .Rating {  
    margin-top: 10px;  
}  
  
.Content .ProductList li .ProductCompareButton {  
    margin-left: 135px;  
    margin-top: 7px;  
    text-align: left;  
}
```

More Information and Resources

(X)HTML, DESIGN AND WEB STANDARDS

- **W3 XHTML Working Group**
<http://www.w3.org/MarkUp/>
- **W3Schools XHTML Tutorial**
<http://www.w3schools.com/xhtml/>
- **Developing with Web Standards**
http://www.456bereastreet.com/lab/developing_with_web_standards/
- **Web-Developers Handbook**
<http://www.alvit.de/handbook/>
- **SitePoint**
<http://www.sitepoint.com/>
- **FiftyFourEleven - Web Development Resources**
<http://www.fiftyfoureleven.com/resources/>
- **Smashing Magazine**
<http://www.smashingmagazine.com/>

CASCADING STYLESHEETS

- **W3 - Cascading Stylesheets**
<http://www.w3.org/Style/CSS/>
- **Learn Web Standards - Hands on CSS Tutorial**
http://westciv.com/style_master/academy/hands_on_tutorial/index.html
- **CSS Based Design**
<http://adactio.com/articles/1109/>
- **The benefits of Web Standards to your visitors, your clients and you!**
<http://www.maxdesign.com.au/presentation/benefits/>

DEVELOPMENT TOOLS

- **EditPlus (Text Editor, Windows)**
<http://www.editplus.com/>
- **TextMate (Text Editor, Mac OS X)**
<http://www.macromates.com/>
- **Mozilla Firefox and the Firebug & Web Developer Toolbar Extensions**
Addons for Mozilla Firefox provide powerful tools for web developers to explore the DOM for generated web pages.
Mozilla Firefox - <http://www.mozilla.com/>
Firebug - <http://www.getfirebug.com/>
Web Developer Toolbar - <http://www.chrispederick.com/work/web-developer/>
- **CSSEdit (Mac OS X)**
<http://www.macrabbit.com/cssedit/>

- **Style Master CSS Editor (Windows and Mac OS X)**
http://www.westciv.com/style_master/

Appendixes

APPENDIX 1: LAYOUT FILES AND PANELS

For each of the layout files, the default panels (those that show content) are also listed.

- **General Panels**

Panels used throughout entire parts of the store and available for use on any page.

- **HTMLHead**
Content shown between the <head> tags of each page. This includes code for visitor tracking, RSS feeds etc.
- **Header**
The header for each page in the store (includes the TopMenu, HeaderSearch panels)
- **Footer**
The footer for each page in the store.
- **SideCategoryList**
A list of categories shown in the store to the configured category depth in the control panel.
- **SideNewProducts**
A list of products recently added to the store.
- **SideNewsletterBox**
The newsletter subscription form.
- **SideShopByBrand**
A list of popular brands (based on the number of products in each brand) on the store.
- **SideProductRecentlyViewed**
A list of the products recently viewed by the customer on the store.
- **SideTopSellers**
A list of top selling products (based purely on the number of times the product has been sold) on the store.
- **SidePopularProducts**
A list of popular products (by average rating) on the store.
- **SideLiveChatServices**
Any live chat service code that's been integrated in to the store.
- **SideCurrencySelector**
The store currency selection box containing the list of configured currencies on the store.
- **SideCartContents**
A list of items in currently in the customers cart.
- **TopMenu**
The top navigational menu (Home, My Account, Sign in or create account etc)

- PagesMenu
A list of parent level pages configured on the store.
 - HeaderSearch
The search box included at the top of each page of the store.
- **403.html**
Shown when a customer does not have the permissions necessary to view a particular category, product or web page.
- **404.html**
Shown when a customer accesses an invalid URL (such as an old removed product) or there is a typo in the URL they're viewing.
- **account.html**
The "My Account" welcome page with an explanation on each of the sections available for the customer.
 - SideAccountMenu
The list of links/options available in the "My Account" section of the store.
 - SideAccountStoreCredit
If the customer has any store credit, the amount of store credit their account contains.
- **account_addressbook.html**
A list of shipping addresses (found under the My Account > Address Book menu) that the customer currently has as well as edit/remove links.
 - ChooseShippingAddress
A list of shipping addresses for the customer to choose from.
- **account_downloaditem.html**
 - AccountDownloadItemsBreadcrumb
The breadcrumb navigation shown when downloading digital items from an order.
 - AccountDownloadItems
The list of downloadable items in a digital order.
- **account_inbox.html**
The list of order messages the customer has associated with any of their past orders and the "new order message" form for submitting a new order message.
 - AccountInbox
A list of order messages in the customer's account. Also includes the form to send a message relating to a past order placed on the store.
 - AccountInboxJavascript
The Javascript validation for submitting a new message via the order messages page.
- **account_new_return.html**
The new return request/submission page.
 - AccountNewReturnBreadcrumb
The breadcrumb navigation menu.
 - AccountNewReturnProducts
A table of products in the particular order including choices to select the quantity of each item to return.
 - AccountNewReturnInfo
Form for entering details about the new return request such as the reason, action and comments.

- **account_order.html**
Shown when a customer is viewing the details of a past order they've placed on the store.
 - AccountOrder
The details of the order (billing and shipping address as well as the products purchased)
 - AccountOrderLinks
Links shown on the right to submit a return request for this order or print a copy of the invoice for this order.
- **account_orders.html**
A list of previously completed orders placed on the store by the customer.
 - AccountOrders
The list of previously placed orders on the store by the customer.
- **account_orderstatus.html**
A list of currently pending and completed orders placed on the store by the customer.
 - AccountOrderStatus
The list of pending orders placed on the store by the customer.
- **account_recentitems.html**
A list of products recently viewed on the store by the customer.
 - AccountRecentItems
The list of items that the customer has recently viewed on the store.
- **account_returns.html**
A list of previously submitted returns requests by the customer.
 - AccountReturns
The list of submitted returns requests.
- **account_saved_return.html**
Shown after a customer successfully submits a new returns request on the store.
- **authorizenet.html**
The Authorize.net payment module form. This form is included on both the multi-step and express checkout pages.
- **brands.html**
A list of products in a particular brand, or if no brand is specified, a list of brands configured in the store.
 - BrandBreadcrumb
The breadcrumb navigation menu.
 - BrandContent
The contents of the brands page. Either the products in a particular brand or a list of brands in the store.
 - SideBrandTagCloud
A tag cloud showing the popularity/density of brand names on the store.
 - SideShopByBrandFull
A complete list of brand names on the store ordered alphabetically.
- **cart.html**
The "View Cart" page showing the contents of the current customers cart.

- **CartBreadcrumb**
The breadcrumb navigation menu.
- **CartHeader**
The header of the cart contents page with the title and the top “Proceed to Checkout” button.
- **CartErrorMessage**
If an error message is to be shown, the error message.
- **CartStatusMessage**
If an alternate status message is to be shown, the status message.
- **CartFreeShipping**
A message explaining that the cart either qualifies for free shipping or \$X more needs to be sent before free shipping is available.
- **CartContent**
The contents of the customers shopping cart and the bottom “Proceed to Checkout” button.
- **SideCouponCodeBox**
The coupon code entry box shown on the side of the cart page.
- **SideGiftCertificateCodeBox**
The gift certificate code entry box shown on the side of the cart page.
- **category.html**
A list of products or sub categories that exist within a particular category.
 - **SideCategoryNewProducts**
A list of new products in the category currently being viewed.
 - **CategoryBreadcrumb**
The breadcrumb navigation menu.
 - **CategoryHeading**
The heading (category name) as well as the “sort” box for a particular category view.
 - **CategoryPagingTop**
If any paging (to browse between the pages of products in a particular category) is shown, the list of paging links at the top of the page.
 - **CategoryContent**
The list of products in the category being viewed on the store.
 - **CategoryPagingBottom**
If any paging (to browse between the pages of products in a particular category) is shown, the list of paging links at the bottom of the page.
 - **SideCategoryTopSellers**
The list of top selling products (based on the number sold) for a particular category.
 - **SideCategoryPopularProducts**
List of the popular products (based on the ratings/reviews) for a particular category.
 - **SideCategoryShopByPrice**
The price point options for browsing items between different price ranges in the current category.
- **ccmanual.html**
The credit card (manual) payment method credit card details form.

- **checkout.html**
The first page of the standard multi-page checkout shown for guests asking them to either login, create an account or checkout as a guest.
- **checkout_address.html**
The billing/shipping address form shown as the second step of the checkout process.
 - ChooseShippingAddress
If the customer is logged in, this panel is shown containing the list of shipping addresses in their address book.
 - CheckoutNewAddressForm
If the customer is not logged in and checking out as a guest this panel is shown containing the fields to enter their billing/shipping address.
- **checkout_confirm.html**
The order confirmation page (last page of the multi-page checkout) showing a summary of the order.
 - ConfirmOrder
The order confirmation and payment method selection form.
- **checkout_express.html**
The express single-page checkout.
- **checkout_payment.html**
The payment details collection form shown in the multi-page checkout. This page will be shown if the selected payment method has an additional form (such as one for requesting credit card details)
- **checkout_shipper.html**
The shipping provider selection page shown for the multi-page checkout.
 - ChooseShippingProvider
A list of shipping providers allowing the customer to choose which shipping provider the order will be shipped by.
- **compare.html**
Shown when a customer chooses to compare one or more products with each other.
 - CompareBreadcrumb
The breadcrumb navigation menu.
 - CompareContent
The table showing the products being compared.
- **createaccount.html**
The account creation/signup form where customers can create an account on the store.
 - CreateAccountBreadcrumb
The breadcrumb navigation menu.
 - CreateAccountForm
A form containing the fields necessary to create a customer account on the store.
- **createaccount_thanks.html**
A thank you page shown after the customer has successfully registered an account on the store.
- **default.html**
The default index page of the store.
 - HomeFeaturedProducts
A list of store-wide featured products (products marked as featured in the control panel)

- HomeNewProducts
A list of store-wide new products (based on the date they were added to the store)
 - HomeRecentBlogs
A list of recent blogs/news items posted on the store (based on the date they were posted)
 - HomeSaleProducts
A list of products that are on sale (those that have a sale price configured that's less than the normal price of the product)
- **editaccount.html**
Shown in the "My Account" section of the store when a customer chooses to edit their account.
 - EditAccountBreadcrumb
The breadcrumb navigation menu.
 - EditAccountForm
Form shown allowing the customer to change the details (email address, password, name etc) of their registered account.
- **error.html**
A generic page that can be shown whenever there is an error message on the store and no additional content on the page needs to be shown.
- **eselectplusdp.html**
The payment details collection form for the eSelect DirectPost payment module.
- **eway.html**
Shown when a customer chooses to pay via eWay when making a purchase on the store.
- **forgotpassword.html**
The page shown when a customer clicks the "Forgot your password?" link on the login page. Used to reset their account password.
 - ForgotPasswordBreadcrumb
The breadcrumb navigation menu.
 - ForgotPasswordForm
The form shown for the customer to enter their email address to have their password reset.
- **giftcertificates.html**
Shown when a customer clicks the "Gift Certificates" link on the top menu of the store. Displays how to purchase/use a gift certificate.
 - PurchaseGiftCertificate
Displays the form used to make the purchase of a gift certificate from the store.
- **giftcertificates_balance.html**
Allows customers to check the remaining balance (and shows the remaining balance) of a gift certificate.
 - GiftCertificateBalanceRemaining
Shown after a customer enters their gift certificate code and displays the remaining balance and expiry date.
 - CheckGiftCertificateBalance
Displays the form asking for the gift certificate code to check the balance of.
- **giftcertificates_redeem.html**
The page shown containing instructions on how to redeem a gift certificate during the checkout process.

- RedeemGiftCertificate
Displays instructions on how to redeem a gift certificate during the checkout process.
- **invoice_print.html**
A printable invoice for an order that a customer can print from the front end of the store.
- **login.html**
 - LoginBreadcrumb
The breadcrumb navigation menu.
 - LoginForm
The “Create an Account” and “Sign in to Your Account” options shown on the login page.
- **message.html**
Shown when a page simply needs to show a particular message to the user.
- **news.html**
The page that shows an individual news item on the store.
 - NewsBreadcrumb
The breadcrumb navigation menu.
 - NewsContent
Used to display an individual news item on the news page.
- **newsletter_subscribe.html**
The thank you page shown after a visitor subscribes to the store newsletter.
 - NewsletterBreadcrumb
The breadcrumb navigation menu.
 - NewsletterContent
Shows a confirmation message after the customer has subscribed to the store newsletter.
- **order.html**
The “Thank you for your order” page shown after an order is successfully placed on the store.
- **page.html**
The layout file shown when viewing a web page created on the store.
 - PageBreadcrumb
The breadcrumb navigation menu.
 - PageContent
Displays the title and the content of the web page currently being viewed.
 - SideSubPageList
A list of pages that exist under (sub-pages) the page currently being viewed. Shown on the left column by default.
- **page_contact_form.html**
The form shown when a web page is configured as a “Contact Form” allowing users to submit a question/message to the store owner.
- **payflowpro.html**
The payment details (credit card entry) form shown when a customer chooses to pay via PayPal PayFlow Pro.
- **price.html**
Displays a list of products in a particular category between a specified price range.
 - SideCategoryShopByPrice
 - The price point options for browsing items between different price ranges in the current category.

- PriceBreadcrumb
The breadcrumb navigation menu.
- PriceContent
Displays the products in the current category in between the specified price range.
- **product.html**
 - ProductBreadcrumb
The breadcrumb navigation menu.
 - ProductDetails
Contains the details (price, brand, shipping information, product image and product name) to be shown on the product view page.
 - ProductDescription
Contains the description of the product currently being viewed.
 - ProductWarranty
If the product has any warranty text/information set, it will be shown in this panel.
 - ProductOtherDetails
Displays the custom fields configured for the product being shown.
 - ProductByCategory
Shows a list of categories related to the product currently being viewed.
 - ProductReviews
A list of product reviews for this particular product as well as the form for posting a new review for this product.
 - SideProductAddToCart
The button to add this product to the customer's cart. If the product has variations, the select boxes to choose the variation combination will also be shown.
 - SideProductAddToWishList
The button to add this product to the customer's wishlist.
 - SideProductRelated
A list of products related to this product (either automatically fetched or manually configured)
 - SideProductAlsoBought
Shows a list of products that customers have purchased who have also purchased the product being shown.
- **productimage.html**
The popup window used to display product images.
 - ProductImagePopup
Shows an individual product image in the product image popup and the buttons to navigate between the product images.

- **search.html**
The page that either shows the form to search for products or product search results if a search is currently being performed.
 - SearchPageHeader
The header containing the search form and breadcrumb navigation menu.
 - SearchPagingTop
If showing search results that span more than one page, the page list shown at the top of the page.
 - SearchPage
If a search is being performed, this panel will be shown containing any results matching the search terms.
 - SearchPagingBottom
If showing search results that span more than one page, the page list shown at the bottom of the page.
- **search_tips.html**
The page that shows tips and tricks for using the product search.
 - SearchTips
Displays a list of tips and tricks for using the product search.
- **shippingaddressform.html**
Shown when a customer wishes to edit a shipping/billing address in their address book from the “My Account” section.
 - AccountBreadcrumb
The breadcrumb navigation menu.
 - ShippingAddressForm
The form containing the fields for either editing or adding a shipping/billing address to the customer address book.
- **suggestive_cart.html**
Shown instead of the normal “View Cart” page when there are one or more product recommendations to be shown (shown immediately after a product is added to the cart)
 - SuggestiveCartBreadcrumb
The breadcrumb navigation menu.
 - SuggestiveCartHeader
The header for the cart suggestions page.
 - CartFreeShipping
A message explaining that the cart either qualifies for free shipping or \$X more needs to be sent before free shipping is available.
 - SuggestiveCardContent
Displays recommended products after a product was added to the cart. This includes products that customers who purchased this product have also purchased, related products and popular products.
 - SideCartMiniCart
A small condensed version of the customers cart showing which product they’ve just added and any other products also in their shopping cart.
- **wishlist.html**
The page shown when any action related to wishlists (adding items, managing wishlists etc) is shown.

- **WishListItems**
Used when displaying the contents of a particular wishlist.
- **WishLists**
Shown whenever a list of wishlists the customer has is to be displayed.
- **WishListAddForm**
The form that allows creation of a wishlist.

APPENDIX 2: SAMPLE LAYOUT FILES

1 COLUMN LAYOUT FILE

The HTML to generate a 1 column (content column) page would be as follows:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
%%Panel.HTMLHead%%
<body>
    <div id="Container">
        %%Panel.Header%%
        <div id="Wrapper">
            <div class="Content Widest" id="LayoutColumn1">
                [Content]
            </div>
        </div>
        %%Panel.Footer%%
    </div>
</body>
</html>
```

2 COLUMN (LEFT + CONTENT) LAYOUT FILE

The HTML to generate a 2 column page with a left side bar and a content column would be as follows:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
%%Panel.HTMLHead%%
<body>
    <div id="Container">
        %%Panel.Header%%
        <div id="Wrapper">
            <div class="Left" id="LayoutColumn1">
                [Left Content]
            </div>
            <div class="Content Wide WideWithLeft"
id="LayoutColumn2">
                [Content]
            </div>
        </div>
        %%Panel.Footer%%
    </div>
</body>
</html>
```

2 COLUMN (RIGHT + CONTENT) LAYOUT FILE

The code to generate a 2 column page with a content column and a right side bar would be as follows:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
%%Panel.HTMLHead%%
<body>
    <div id="Container">
        %%Panel.Header%%
        <div id="Wrapper">
            <div class="Content Wide" id="LayoutColumn1">
                [Content]
            </div>
            <div class="Right" id="LayoutColumn2">
                [Right Content]
            </div>
        </div>
        %%Panel.Footer%%
    </div>
</body>
</html>
```

3 COLUMN LAYOUT FILE

The code to generate a 3 column page with both left and right side bars as well as a content column would be as follows:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
%%Panel.HTMLHead%%
<body>
    <div id="Container">
        %%Panel.Header%%
        <div id="Wrapper">
            <div class="Left" id="LayoutColumn1">
                [Left Content]
            </div>
            <div class="Content Wide" id="LayoutColumn2">
                [Content]
            </div>
            <div class="Right" id="LayoutColumn3">
                [Right Content]
            </div>
        </div>
        %%Panel.Footer%%
    </div>
</body>
</html>
```

APPENDIX 3: STORE WIDE GLOBAL VARIABLES

- `%%GLOBAL_StoreName%%` - The name of the store.
- `%%GLOBAL_ShopPath%%` - The full URL to the store without a trailing slash. If on an SSL based page, this will be the HTTPS version of the store path.
- `%%GLOBAL_AppPath%%` - The path to the store (full URL without the domain) including a trailing slash.
- `%%GLOBAL_ShopPathNormal%%` - The normal (non SSL) version of the store URL.
- `%%GLOBAL_ShopPathSSL%%` - The SSL version of the store URL.
- `%%GLOBAL_StoreAddress%%` - The address of the store (as configured on the store settings page)
- `%%GLOBAL_AdminEmail%%` - The email address of the store administrator.
- `%%GLOBAL_CurrentCustomerFirstName%%` - The first name of the currently logged in customer. For guests, this is set to "Guest".
- `%%GLOBAL_CurrentCustomerLastName%%` - The last name of the currently logged in customer.
- `%%GLOBAL_CurrentCustomerEmail%%` - The email address of the currently logged in customer.
- `%%GLOBAL_SiteColor%%` - The current template's active color scheme.
- `%%GLOBAL_template%%` - The current template name.
- `%%GLOBAL_StoreLogo%%` - The store logo (image or `<h1>` text logo)
- `%%GLOBAL_DownloadDirectory%%` - The name of the product downloads directory.
- `%%GLOBAL_ImageDirectory%%` - The name of the product images directory.
- `%%GLOBAL_ThousandsToken%%` - The thousands separator currently active on the store.
- `%%GLOBAL_DecimalToken%%` - The decimal token currently active on the store.
- `%%GLOBAL_DimensionsDecimalToken%%` - The dimensions (length & weight) decimal token.
- `%%GLOBAL_DimensionsThousandsToken%%` - The dimensions (length & width) thousands separator.
- `%%GLOBAL_CartItems%%` - A textual string representing the number of items in the cart (1 item, 2 items etc)