Welcome to Web Proofs By LAJ Design

Web Proofs lets small businesses and photographers put their multiple option products on the web with ease.

Web Proofs uses shopping cart technology to allow the user to store a users order, so they can move around your site and place their order when they want.

Web Proofs will:

Create the main index pages, a view cart page, a checkout page, a shipping page and individual product pages for each eSite.

The products can have an image or can be text only.

Each product can have a description, cost, shipping cost.

Creates the server side code (.asp or .php) or use PayPal to process orders.

In the end, you have a product where the user selects what they need, they can see the cost, they submit the order, and then you get an email detailing the order.

This fully functional 20-day demo version is available for Windows and Macintosh (both classic and carbon).

Macintosh System Requirements:

Web Proofs requires a PowerPC CPU running Mac OS version 8.0 or higher *.

Windows System Requirements:

Web Proofs requires a Intel or compatible chip running Microsoft Windows 95, 98, ME, NT, or 2000 *.

* If QuickTime is not installed then you are limited to using only JPEG images. If using QuickTime make sure that you have the still images module installed if Macintosh and if windows have the still image, effect, authoring, 3D and internet extras modules installed).

Web Proofs Features

True Shopping cart - This means that items added from one roll show up on all rolls. Easily add, configure, and delete rolls of pictures.

Configurable html text, and html page properties

Html runs on any platform (as long as its web browser supports JavaScript)

Several different post processing methods (PayPal, ASP email, PHP email, PHP print)

The ability to use templates for registered versions.

The ability to use Save/Load for registered versions.

Free upgrades and support for registered users

Use custom logos for registered users.

How to Operate Web Proofs

The main window for Web Proofs is shown in image 1 below and is the starting point and the end. You will be brought here when the program starts and this will be where you create your eSite from.



Image 1 – Web Proofs Main Window

On the main window there are three options for you to set.

- 1. You need to click the select button and choose where to put your output folder (this is the folder where all of the images, thumbnails, and html is saved to).
- 2. You can choose to show just the order pages, just the album pages, or both (default).
- 3. You need to set the starting product number for that eSite. This sets the number at which the first option for the first product will start at. Make sure that if you are making multiple eSite's that the start number does not interfere with other eSites (so the start of one is greater than the end of the last eSite).

How to add products

When you import products, it will add an individual image, a text product, or a folder of images.

Step 1 - Click the "Configure images + options". This will give you the "add Text, Image, Folder" window shown in image 2.

$\mathbf{\Theta} \mathbf{\Theta} \mathbf{\Theta}$		Add Text, Im	age, Folder				
💽 Text	🔘 Image	O Folder of Images	Select Image Select Folder				
Product N	ame:						
to the imag	e will be in the	product name. Click the Sele Product name. Do not chan	ct Folder or select image to add an image. The path ge this.				
Descriptio	on		Preview				
Close File Name in Short Description Insert - Close Insert - Next							

Image 2 - The add/configure New Roll window

To add a text product (a product with no corresponding image) just enter the product name and a product description. To add an image, click the Image radio button and then select the image by clicking the "Select Image" button. With either a text product or an individual image you can either add the product and then add another product or add the product and return to the main window. To add the product and then add another, click the "Insert Next" button. To add the product and return to the main window, click the "Insert Close" button.

To add a folder of images, click the Folder of Images radio button and the click the "Select Folder" button. You will then be returned to the main window.

With either the individual images or the folder of images, you can set what goes in the various description fields. To add the file name in either the short description or long description, just check the box for what you want. The Short description shows up on the index pages and as the product description in the shopping cart. The long description only shows up on the individual pages.

Step 2 – Next you need to configure the products so you will be taken to the Roll Configuration window as shown in image 3. You can also get to this window by double clicking the products on the main window.

	Roll Configurat	ien -
Number of images per index page:	5	Add New Product Delete All
Name		Description
DSC – _81 –89 copy	DSC81 -89 cop	y 🖌
DSC – _81 –89.jpg	DSC – _81 –89.jpg	n
DSC 817 9 copy	DSC 817 9 copy	
DSC 817 9.jpg	DSC 817 9.jpg	
DSC 818 5 copy	DSC 818 5 copy	
DSC 818 5.jpg	DSC 818 5.jpg	
DSC_8 18 - 6 copy DSC_8 18 - 6.ipg	DSC_8 18 - 6 copy DSC_8 18 - 6.ipg	
		Imaga Browiew
Description Extra	1 Extra 2 Extra 3	Image Preview
Image Name: DSC81 -89	copy	Change)
		Change All a Anth
Image Name: DSC81 -89 Short Description: DSC81 -		Change State And
Short Description: DSC81 -		pages and
Short Description: DSC81 -	-89 copy e short description shows on the order	pages and
Short Description: DSC81 - Long Description: as 1	-89 copy e short description shows on the order	pages and
Short Description: DSC81 - Long Description: The DSC81 -89 copy Path: OSX:Users:lajackso:Desktop:Te	-89 copy e short description shows on the order the product description in the shoppin st 1:images:DSC81 -89 copy	pages and
Short Description: DSC81 - Long Description: The as the second secon	-89 copy e short description shows on the order the product description in the shoppin st 1:images:DSC81 -89 copy Image Rotation	pages and

Image 3 – Roll Configuration Window

Step 3 – Change the name, short description, long description and options for each image. On the description tab you can change the image name (this is the actual image file name). After you change the name click the change button (the button exists to remove the temptation to change file names). The file name is not shown on any html or in the shopping cart (unless you opted to show it in the short or long description). The long description is only shown on the individual image page and the short description is used on the index (order) pages and as the shopping cart product description. You can rotate images by 90, 180, and 270 as needed. Lastly you need to setup which options to use as shown in Image 4.

Roll Co	onfiguration			
Number of	f images per index page: 5	*		Add New Product Delete All
	Name		D	escription
Untitled-1 Untitled-1 Untitled-1 Untitled-1 Untitled-1 Untitled-1	10.jpg 10a.jpg 11.jpg 12.jpg 13.jpg 14.jpg	Untitled-1.jpg Untitled-10.jpg Untitled-10a.jpg Untitled-11.jpg Untitled-12.jpg Untitled-13.jpg Untitled-14.jpg		
Untitled-1	15.pg 16.ing	Untitled-15.jpg Untitled-16.ipg		v
Descripti	ion Extra 1 Extra 2 Extra 3			Image Preview
Giv	ype 4 x 6 4 x 6 Black and White 4 x 6 Hand Tinted 5 x 7 5 x 7 Black and White	Remove All Cost 10 20 30 40	Check All	
	5 x 7 Hand Tinted 8 x 10	0		X 🕹 <• 🔸 🏠
	8 x 10 Black and White	0		
	8 x 10 Hand Tinted	0		He 🤊 🖾 🤊 💕
	11 x 14	0		Cancel Save Roll

Image 4 – The Extra 1 tab.

Options allow you to set which product has which different cost options. The options on the Etra1, extra2, and extra 3 tab are available for all products.

To step up options for products, simply select the options to use. To give all of the products the same options click the Give all product current selected options (this is the fastest way to give all the images cost options).

Step 4 – Once you are done Click the Save Roll button, this will return you to the main window as shown in image 1.

Step 5 – Select the output folder (where to store the eSite)
Step 6 – Click the "Create" button to publish the eSite and you are done. The rest is all optional.

🔁 Format HTML Options 🛛 🛛 🔀
Format Options
10 Options Page Properties Album Above/Below Text Fonts Options
Processing None PayPal ASP Email PHP Email PHP Print Starting number for the products: 1
Shopping cart Product Description: Image name + Option selected
Custom:
✓ Include the \$ Symbol in front of all costs
Select the range for the quantity 0.1.2.3.4.5.6.7.8.9.10
Modify the title used for each column 🔽 Title Cell Background Color Choose
Product Description Cost Shipping Quantity Total Cost
Cancel Le 2 2 3 Save

Image 5 – Format HTML Options (the HTML icon button) IO Tab

The bulk of Web Proofs options are given on the Format HTML Options window. The IO tab lets you select the processing options such as PayPal, ASP email, PHP email, PHP Print. PayPal lets you use PayPal as the order processor (see Appendix A). ASP email uses asp to email you the order (see Appendix B). PHP email uses php to email you the order (see Appendix C). PHP Print lets you print to order to the server's printer (See Appendix D).

Starting Number for Products – This allows you to set the starting product number for an eSite. If you are going to tie multiple eSite's together then you need to make sure and change this number to a number greater than the last starting number plus the number of products in the last eSite.

Shopping cart description – This lets you choose what to show when an item is added to the shopping cart.

Dollar field – Let you choose if and what you want to show for the currency. Currency signs other than the dollar, yen, and pound will not show up in the JavaScript calculated fields. They will show up next to the cost and shipping cost though.

Quantity Range – Lets you choose the quantity range to show for each product. If you choose custom then the user enters the quantity.

Product Titles – These are the titles at the top of the index, view cart, shipping and checkout pages.

🚰 Format HTML Options	
Format Options	
10 Options Page Properties Album Above/Below Text Fonts Options	
On Submit require certain fields to be filled in: Configure	
Taxes	
✓ Include Taxes Sales Tax @ % Show a Comments Field	
Billing Information	
☑ Include Billing information Select All Release	All
🔽 Name 💌 Address 🔍 City 💌 State 🔍 Zip 💌 Country 💟 Phone 🔍 Fax 🔍 Email	
Visa Visa American Express Discover Checks PO Cash	
Shipping Information	\equiv
✓ Include Shipping information ✓ Same as billing address information Select All Release	All
🗸 Name 🔽 Address 🔽 City 🔽 State 🔽 Zip 🔽 Country 🔽 Phone 💌 Fax	
	Save

Image 6 – Format HTML Options (the HTML icon button) Options Tab

On submit Verification – This lets you require certain fields before an order can be submitted as shown in Image 7. You can require the users to enter a name, email, phone number.

🔁 Verify on Submit 💦 🗖 🔀
On Submit Require the following:
Name
🗌 Email
Phone
Cancel Save

Image 7 – On Submit Verification.

Taxes – You can choose to include taxes in prices, what percent tax rate to change and the name for the tax.

Billing Information – You can choose what billing information to show on the checkout page.

Shipping Information – You can choose what shipping information to show on the checkout page.

🚰 Format HTML Option	s 🛛	K
Format Options		
10 Options Page Pro	perties Album Above/Below Text Fonts Options	
Select a Background imag	je	
Background Image:	Select Remove	
Background Color:	Select color Text	
Text Color:	Select color Links	
Link Color:	Select color Visited Links	
Visited Link Color:	Select color Active Links	
Active Link Color:	Select color	
Meta Keywords Keywords need to be a comma separated list.		
Meta Description		
Description needs to be in sentence form.		
Cancel		

Image 8 – Format HTML Options (the HTML icon button) Page Properties Tab

Under the page properties tab you can choose a background page color, set text colors and input Meta information.

Background image – Just select the background image to include

Text colors – Pick the text colors to show

Meta Keywords – Enter keywords for search engines to reference.

Meta Descriptions – Enter a description for the site for search engines to reference.

🚰 Format HTML Options 🛛 🔀
Format Options
10 Options Page Properties Album Above/Below Text Fonts Options
Cell Settings
Table Cell Padding none 🕑 Cell Background Color: Select color
Table Cell Spacing none 💙 Cell Alignment Default 🗸
Set Cell Height and width to the thumbhail height (this will make all of the cells the same size).
Cancel La A 🔤 A 🚱 Save

Image 9 – Format HTML Options (the HTML icon button) Album Tab

On the album page you can set album options such as cell padding, cell spacing, cell alignment, and cell background color.

You can also set the cell height and width to the thumbnail height and width so that when a page loads the table does not resize.

🗏 Format HTML Options 🛛 🔁	
Format Options	
10 Options Page Properties Album Above/Below Text Fonts Options	
Enter Text to go Above the table	
This text will go above the table with the images on all the pages.	
Enter Text to go Below the table	
This text will go below the table with the images on all the pages.	
Cancel Save	

Image 10 – Format HTML Options (the HTML icon button) Above and Below Tab

The above and below tab let you enter text that will show up above and below the body text on all html pages.

🚰 Format HTML Options 🛛 🔁
Format Options
IO Options Page Properties Album Above/Below Text Fonts Options
C Format the Description Text
This is the text description for each image
Bold Italic Underline
Align: None 🗸 Size: none 🗸
Format: Paragraph (P)
Font: Default Font
Format the Above Area
Bold Italic Underline Format: Paragraph (P)
Align: None 🗸 Size: none 🗸 Font: Default Font
Format Below Text
Bold Italic Underline Format: Paragraph (P)
Align: None 🗸 Size: none 🗸 Font: Default Font
Cancel Save

Image 11 – Format HTML Options (the HTML icon button) Fonts Tab

The fonts tab lets you format the fonts for the description area, the above text area, and the below text area.

Select from bold, italics, underline, alignment, format, size and font. Format sets the html format for the text. Size sets the size for the text (can be absolute (7) or relative (+7)).

00			Forr	mat HTM	L Options			
Format	Options							
ю	Options	Page Proper	ties	Album	Above/Below Text	Fonts	Options	
Enter a Ti	itle							
Insert title	e							
— Template 🗹 Basic	Custom	Use a file to u	se as th	e template	e. Registration Required	(Select Custo	m
Table Borde	r:		1	;				
Table Back	ground Colo	·	C	hoose	Show the Logo *		Yes	;
					Use a custom lo	go *	Configu	ire
Fhumbnail Ali	gnment:	(None	;		• 1 47		-1
Thumbnail Pic	ture Border:		0 (nor	ne) 🛟	Created with		eb Proof	5
Scale full s	size images t	o height	600	pixels		V	By LAJ Desig	
Enter the Thu	ımbnail imag	es Height :	100	pixels	* option requires reg	istration.		
Cancel		,	-)] 🦂 🏠		C	Save

Image 12 – Format HTML Options (the HTML icon button) Options Tab

The options tab lets you enter a html page title, select a template (see appendix F), choose table options, scale full size images and scale thumbnail images. It also lets you choose a custom logo as shown in image 13.



Image 13 – Custom Logo window

The custom logo and the templates options both require registration. Just select the image to use and where to link the image to. Currently this logo will show at the bottom of every page, but can be turn to not show (if registered).

JavaScript options let you protect images on the web as shown in image 14.

J	JavaScript Options							
	🔲 Use Javascri	pt to protect full size images	Will not protect on Macintosh b	rowsers				
	Right Click Message							
	This option will make it so that most users will not be able to right click to save an image. Note: This is not a lock tight system, but one of the best. Does not work if javascript is turned off, on certain web browsers, and on certain platforms (such as Macintosh).							
	Cancel			Save				

Image 14 – JavaScript Options window

Just check the box to protect images and enter the message for the user to get when they right click on the image.

Shipping Options let you specify the shipping options that your clients can use per eSite as shown in image 15.

🔁 Configure Shipping Options 🛛 🔀						
	Shipping Options				1	
	🔿 No Shipping	Ground	🔽 🛛 Two Day Air	✓ Overnight Air		
	One Shipping Cost for entire order	\$	\$	\$		
	O Shipping Cost Per Number Ordered					
	0 to	\$	\$	\$		
	1 to	\$	\$	\$		
	1 to	\$	\$	\$		
	1 to	\$	\$	\$		
	C Each product has its own shipping cost					
	Zero Ship Option				í	
	Include zero ship option No shipping, I will pick it up					
	Cancel			Save)	

Image 15 – Shipping Options window

000		Configu	re HTML Text				
Enter the capt	tion that you wish to	show up on your eSite	🖲 o	rder 🔾 Al	lbum 🔿 Vie	ew Cart 🔘 Ship	ping 🔘 Checko
Order Page _							
Click on the thumbnails to view the full Size images			The order page shows all of the products with thier options.				
Product Title	S		O-d P-				
Product	Description	Cost	Order Pa	ge			
Shipping	Quantity	Total Cost	Click on images to view full (View Event)		: Roll Name		
Common			Product	Description	Cost	Quantity	Total Cost
Previous	Next			Option 1	\$1	•	\$0.00
Sales Tax	Shipping Total	Total Cost:		Option 2	\$2		\$0.00
View Cart	View Index	Proceed to Checkou		Option 3	\$3	:	\$0.00
View Album		View Event	Desc 1	Option 4	\$4		\$0.00
Cart Buttons				Option 1	\$1		\$0.00
Change delete Empty Cart Add to cart Submit				Option 2	\$2		\$0.00
Please enter your personal details and submit the order for processing.				Option 3	\$3	:	\$0.00
			Desc 1	Option 4	\$4		\$0.00
Please enter any comments about this site below						Sales Tax	\$0.00
						Total Cost:	\$0.00
			View C	art		:eed	to Check
Cancel							
Cancel		Save					

Image 16 – Configure HTML Text Window

You can configure all of the text that shows up on the html pages via the HTML text Window. You can get to this window by pulling down the options window and selecting "Edit HTML Captions".



Image 17 – Help Window

The Help window gives help with different parts of Web Proofs. Just click on the topic on the left that you want to learn more about.

Appendix A How setup the PayPal module

🔁 PayPal Site Configuration					
Since PayPal adds shipping and sales tax per how each account is setup, shipping and taxes are not included from this software (disregard the shipping and sales tax in this program).					
PayPal Email	me@home.com				
PayPal Item Name	Use Image Name plus the option selected 💽				
PayPal Item Number *	None				
Logo Image URL ×	http://				
Return URL *	http://				
Cancel/Return URL *	http://				
* denotes optional parameters not required by PayPal Web Accept Buttons					
	ADD ITEM TO CART				
Custom http://					
View Cart Buttons					
• View Cart • View Cart					
O Custom http://					
This is the item name. When the user orders it will show this as the item name. Web Proofs will add the selected options to the seelct option.					
Cancel Visit PayPal at www.paypal.com Save					

Image A1 - The PayPal Module

The PayPal window sets all the requirements for creating a site that uses the PayPal shopping cart. The only thing that is required is you PayPal email address (the address that you entered when you signed up for your PayPal account).

NOTE

For all of the PayPal options if you move the mouse over the option, you will receive more detailed instructions at the bottom of the page.

To get a PayPal account click on the link below. https://www.paypal.com/refer/pal=web%40lajdesignsw.com

Appendix B How setup the ASP email module

ASP Email					
ASP email will take the form and then send out an email. It requires that the server be configured for active server pages and CDONTS. Check with your webmaster, isp or server administrator to see if this option is available.					
	ASP Email				
	To Address in email:				
	From Address in email * :				
	Subject in email:				
	◯ Show all the fields on the form in the email * optional				
	 Show only the selected fields in the email (makes asp page bigger) 				
	Choose the format for the email HTML email				
	Refresh and redirect				
	Select and Configure Client verification email Configure				
	Cancel Save				

Image B1 - The ASP email Module

The ASP Email sets all the requirements for the ASP email option. This option requires that the host server is set up for ASP and the CDONTS are configured correctly. Check with your system administrator to see if this is available.

The To Address is the address that you want the order email sent to

The From Address can be any address usually (use it for sorting orders). Some administrator require that the from address be from the same domain as the website (for instance the from for <u>www.lajdesignsw.com</u> has to be testing@lajdesignsw.com).

The Subject can also be anything that will help with sorting orders (such as "Order 1052152") The Show all option will show all the items that could possibly be ordered with the ordered items having a quantity next to them and non ordered having a zero.

The Show only option will show only the ordered items.

Both the Show all and Show Only will have the Billing and shipping information above the order in the email. The pro and cons for the Show all are slightly smaller html, but messier emails. The pros and cons for the Show Only are clean emails, but slightly bigger html files.

The Refresh and Redirect will after processing the order move the user to a different section of your site.

The Select and configure Client Verification let you configure an email that is sent to clients when they order (See Appendix E)

Appendix C How setup the PHP email module

PHP Email				
PHP email will take the form and then send out an email. It requires that the server be configured for php pages. Check with your webmaster, isp or server administrator to see if this option is available.				
PHP Email				
To Address in email:				
From Address in email :				
Subject in email:				
Refresh and redirect				
Configure Client verification email Configure				
Cancel Save				

Image 5- The PHP email module

The PHP Email sets all the requirements for the PHP email option. This option requires that the host server is set up for PHP and that sendmail is configured correctly. Check with your system administrator to see if this is available.

The To Address is the address that you want the order email sent to.

The From Address can be any address usually (use it for sorting orders).

The Subject can also be anything that will help with sorting orders (such as "Order 1052152") The Refresh and Redirect will after processing the order move the user to a different section of your site.

The Select and configure Client Verification let you configure an email that is sent to clients when they order (See Appendix E)

Appendix D How setup the PHP print module



Image D1 – PHP Print Module

The PHP print option prints the order on the server's printer. This is a good option for a photographer or print shop since no email is required. Or at an event where no email is available.

The only option is to select the type of server that this is going to run on. Check with your system administrator or ISP to make sure that this is ok.

Appendix E How setup the Client Verification Email

Client Email Setup	
Send verification email to client after order is processed	
Email Header text (this text will go above the order)	
' Email Footer text (this text will go below the order)	
Cancel	Save

Image E1 – Client Verification Email.

If you wish to email the client when you get an order just check the box for send client verification email. Then enter any information that you want to go above or below the order. The order will show everything except for the billing options.

Appendix F How setup Custom Templates (requires registration)

Custom templates are one of the benefits of registering. It allows you to use a template design to create pages. Templates work by taking a generic web page design and entering comments. This way when pages are created they are made around the generic web page design.

Below is a mock html page showing where each comment goes. Comments are html comments and are between the <!-- and --> tags.

```
<html>
<head>
<title><!--QuickieTitle --></title>
<!--QuickieHead -->
</head>
<Body>
<!--QuickieBody -->
<!--QuickieHeader-->
<!--QuickieTable -->
<!--QuickieFooter-->
</body>
</html>
```

The above shows what a simple template looks like.

Now for a brief description about each tag.

<!--QuickieTitle --> defines where the title goes

<!--QuickieHead --> defines where Meta tags go

<!--QuickieBody --> Defines where the body starts (needs to be right after the html body tag <body>)

<!--QuickieHeader--> Defines the above area(the text area above the image table).

<!--QuickieTable --> Defines where the content (images and shopping cart stuff) needs to go.

<!--QuickieFooter--> Defines the below area (the text area below the image table).