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.
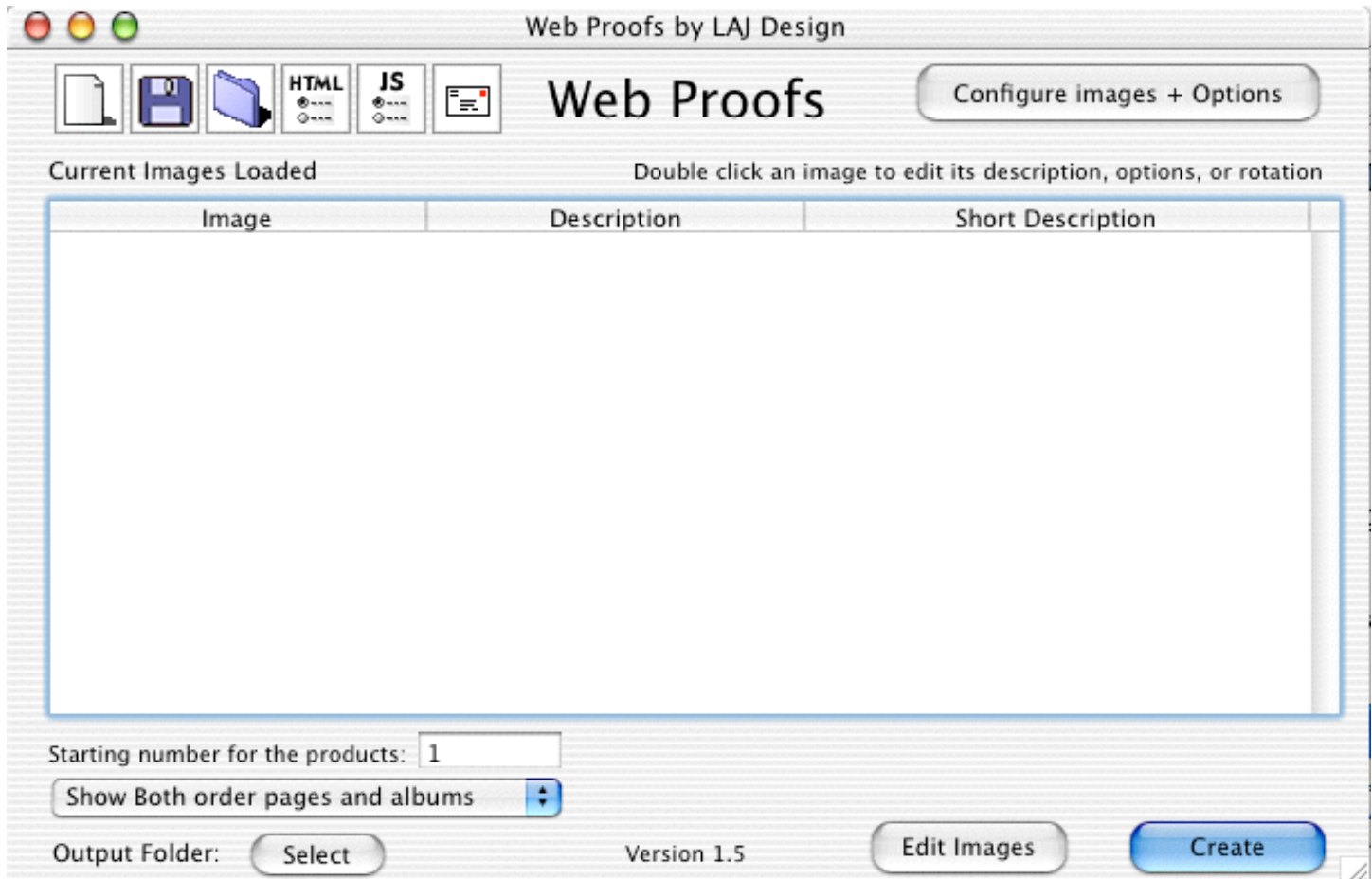

Image 1 – Web Proofs Main Window

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.
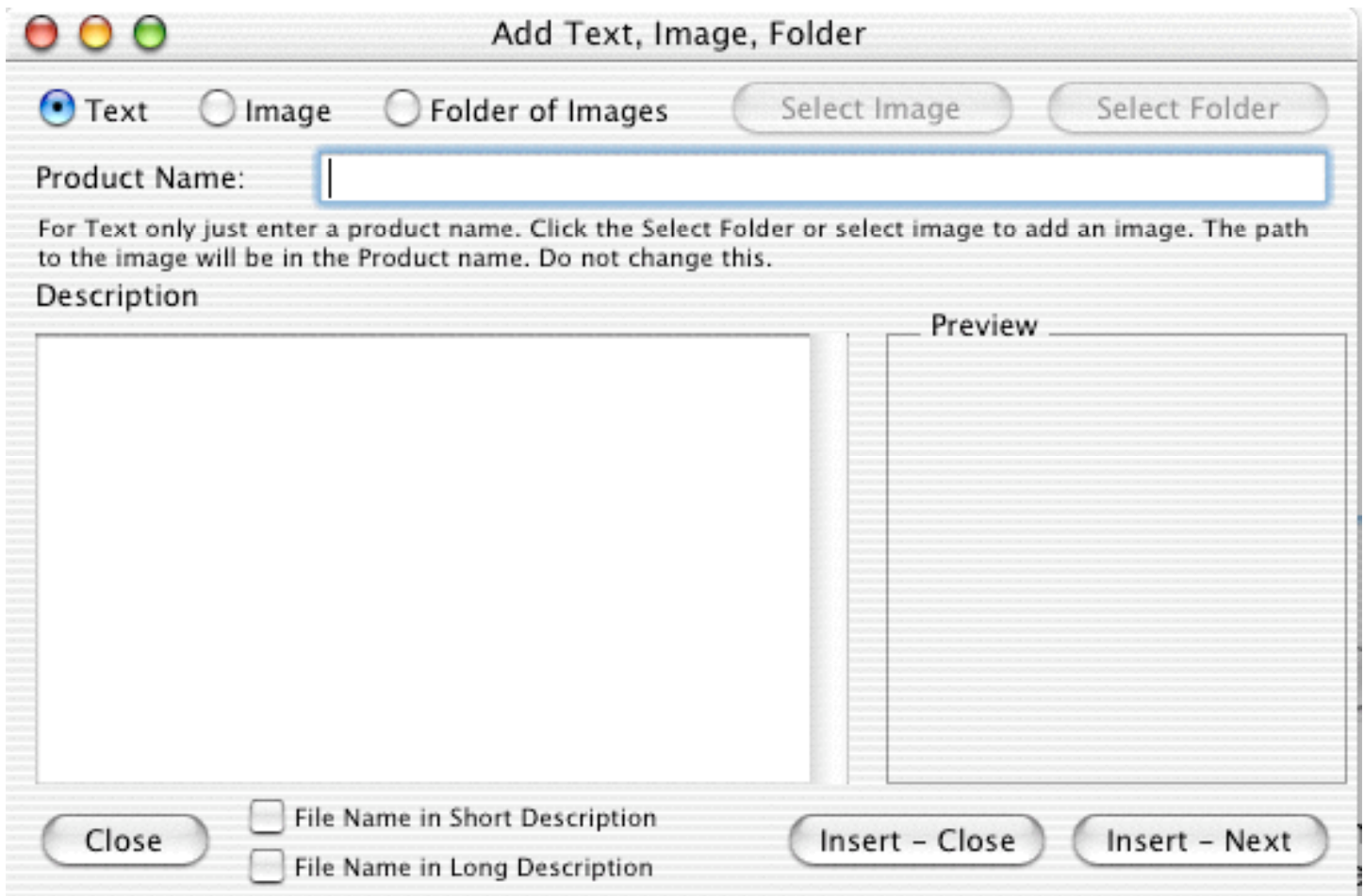
Image 2 - The add/configure New Roll window

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.
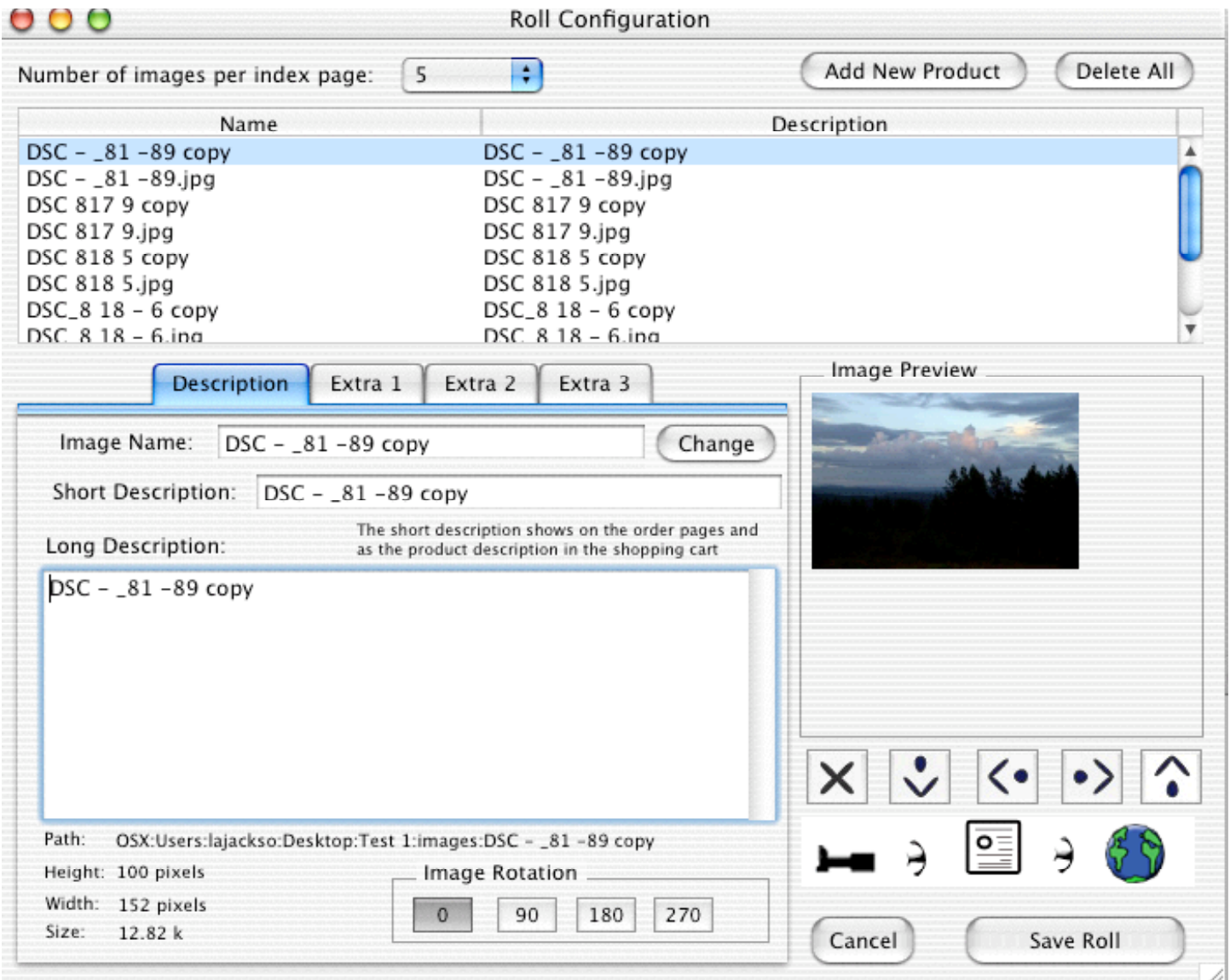
Image 3 – Roll Configuration Window

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.
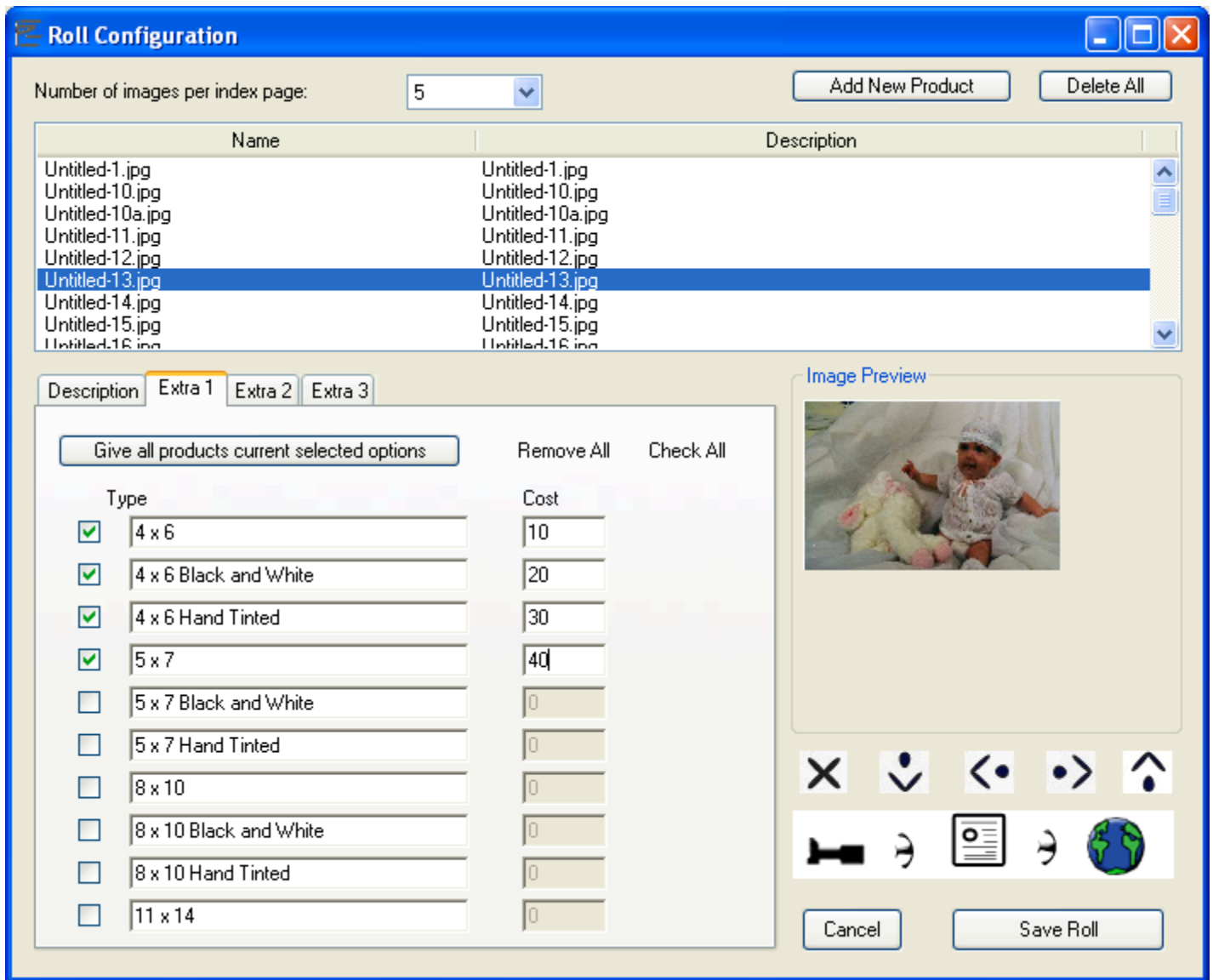
Image 4 – The Extra 1 tab.

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.
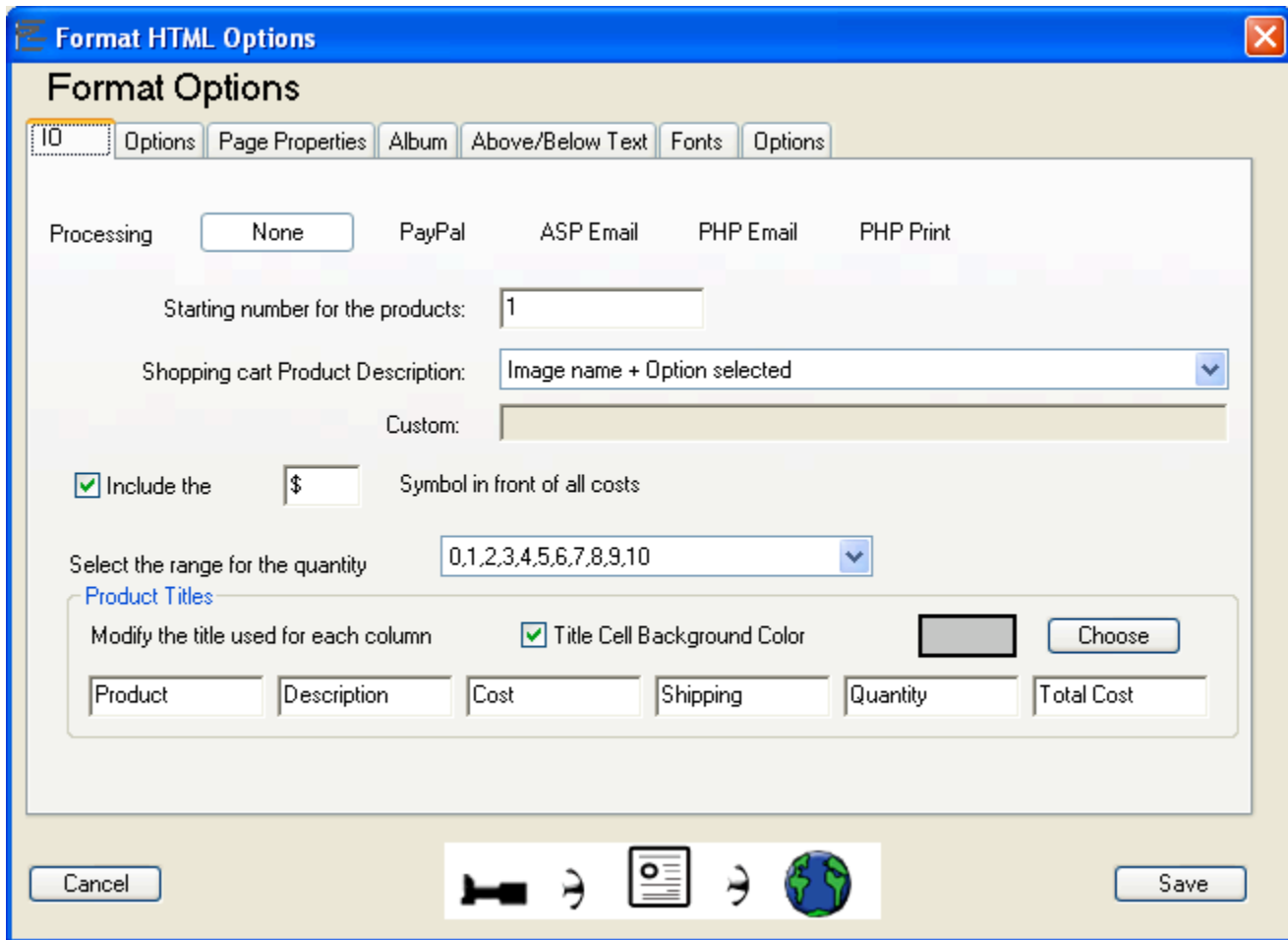The rest is all optional.

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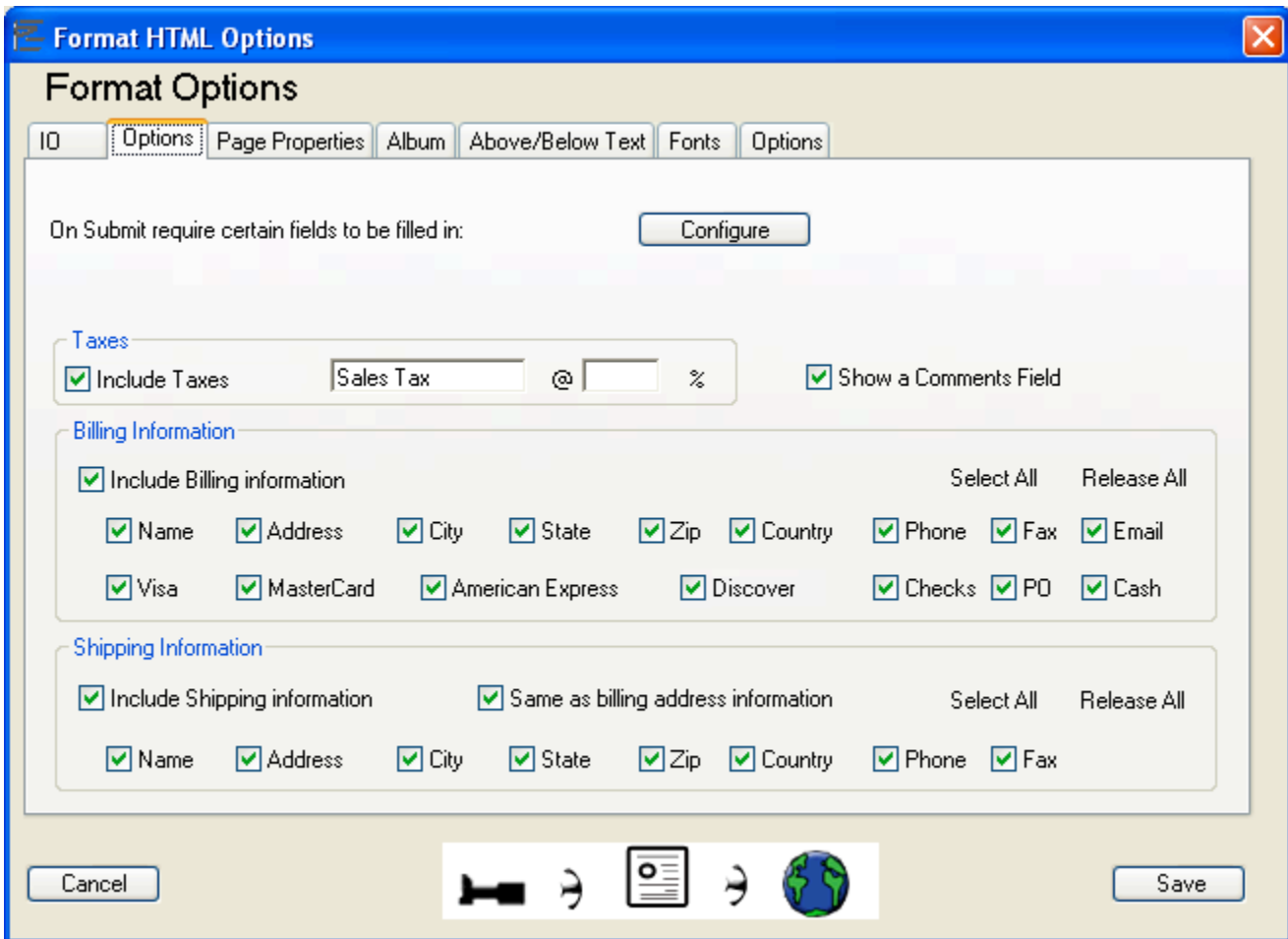
Image 6 – Format HTML Options (the HTML icon button) Options Tab

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.
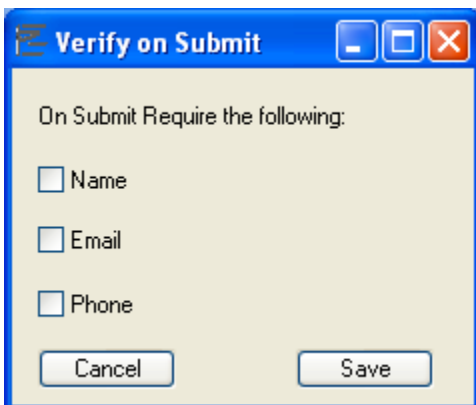

Image 7 – On Submit Verification.

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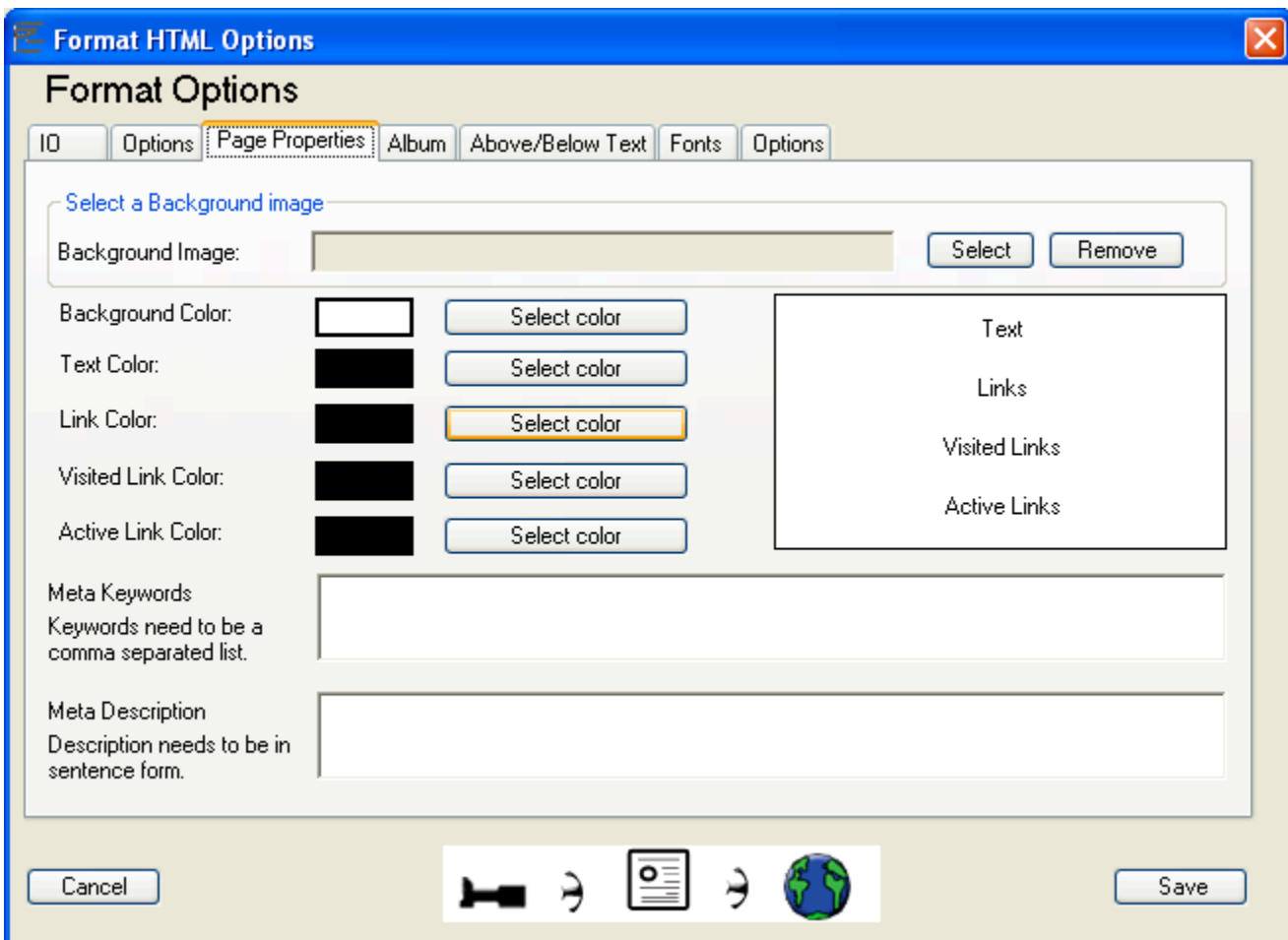
Image 8 – Format HTML Options (the HTML icon button) Page Properties Tab

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.

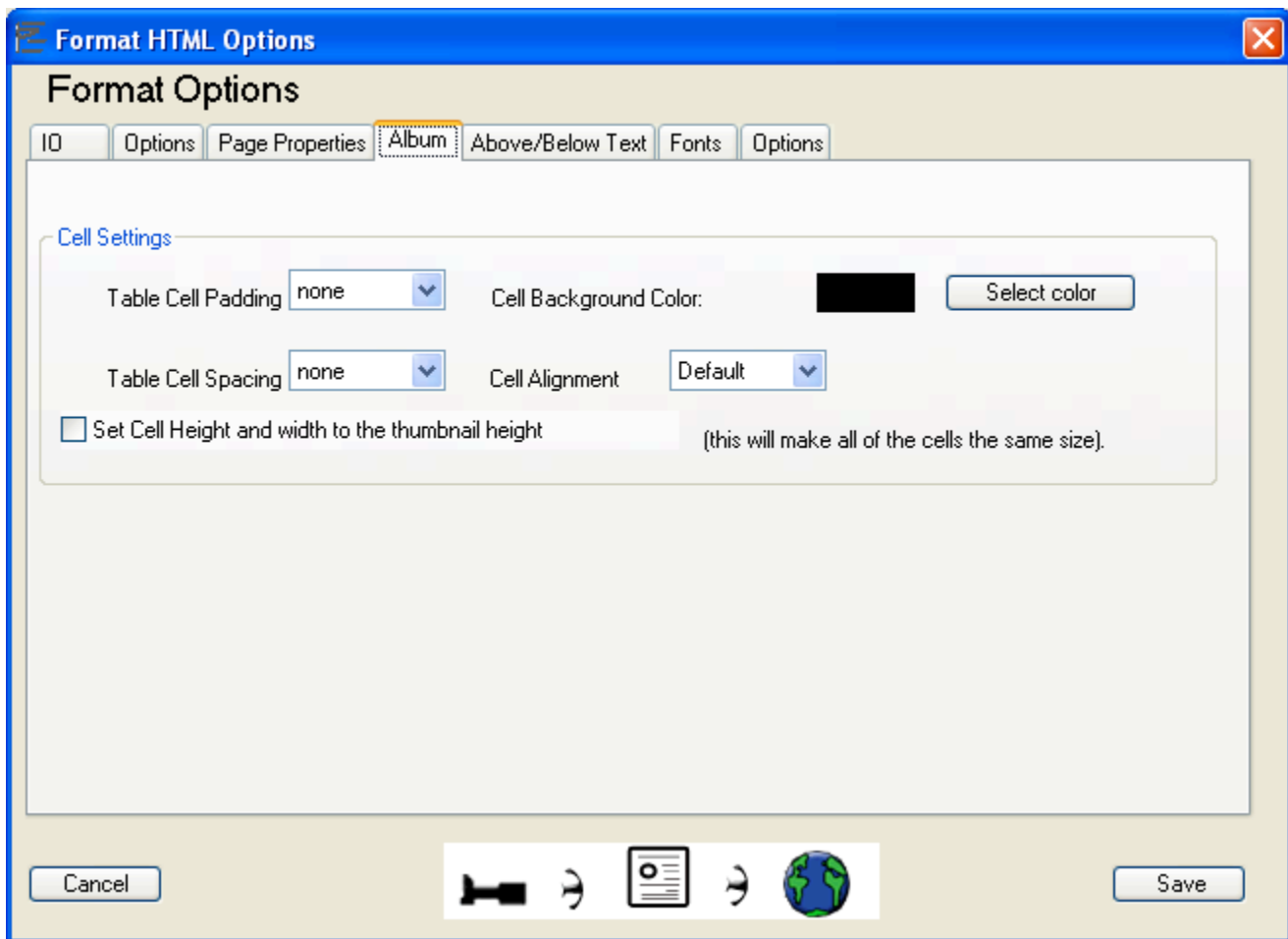Meta Descriptions – Enter a description for the site for search engines to reference.

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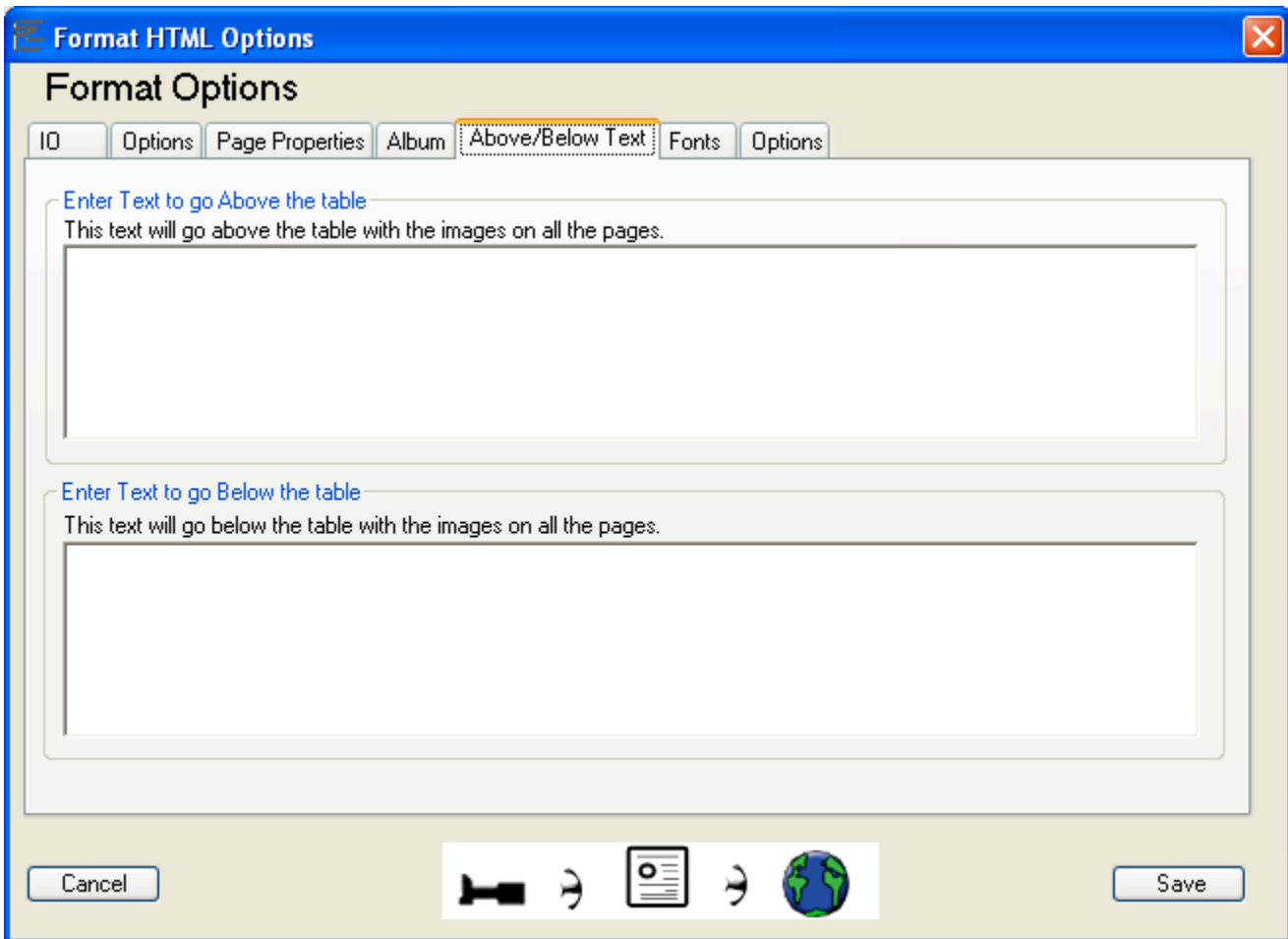
Image 10 – Format HTML Options (the HTML icon button) Above and Below Tab

The above and below tab let you enter text that will show up above and below the body text on all html pages.
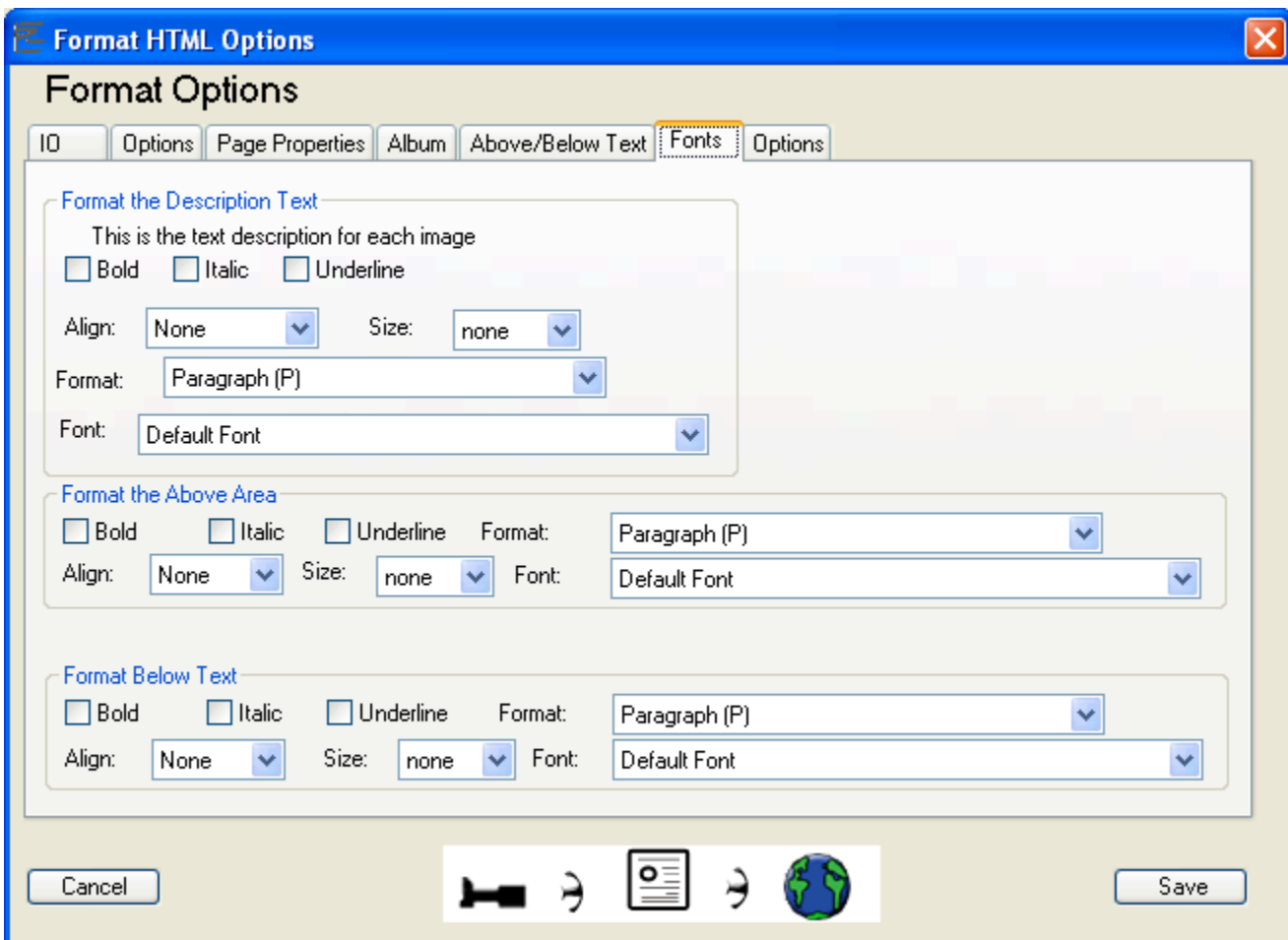
Image 11 – Format HTML Options (the HTML icon button) Fonts Tab

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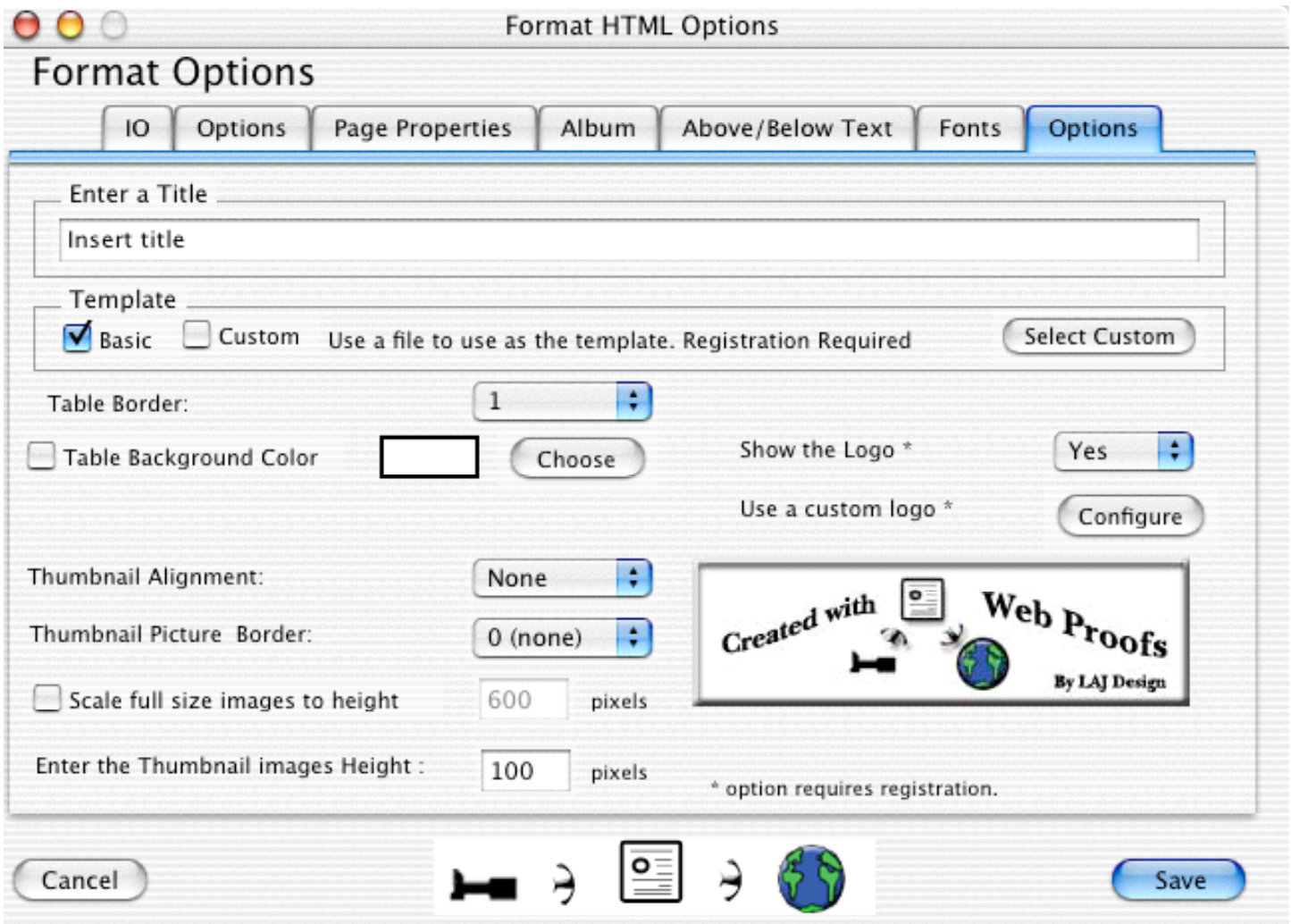
Image 12 – Format HTML Options (the HTML icon button) Options Tab

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).

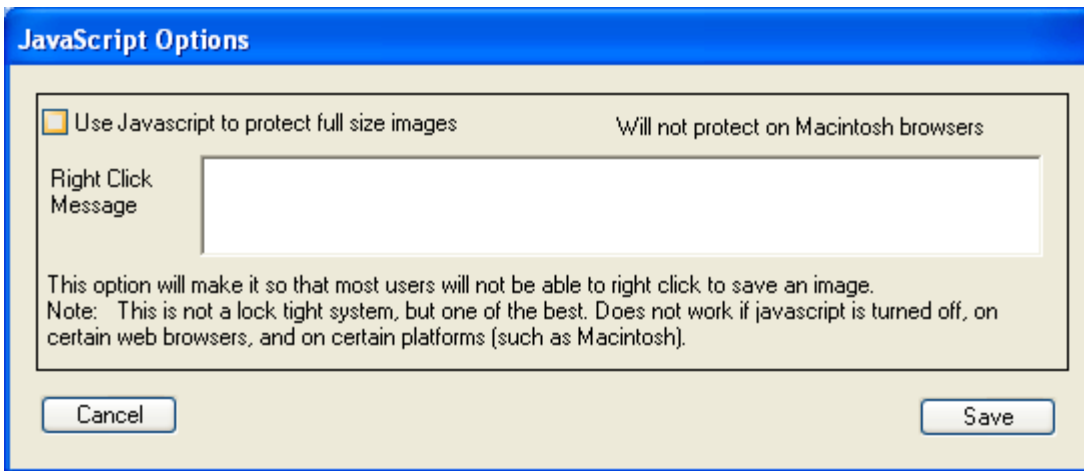JavaScript options let you protect images on the web as shown in image 14.

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.
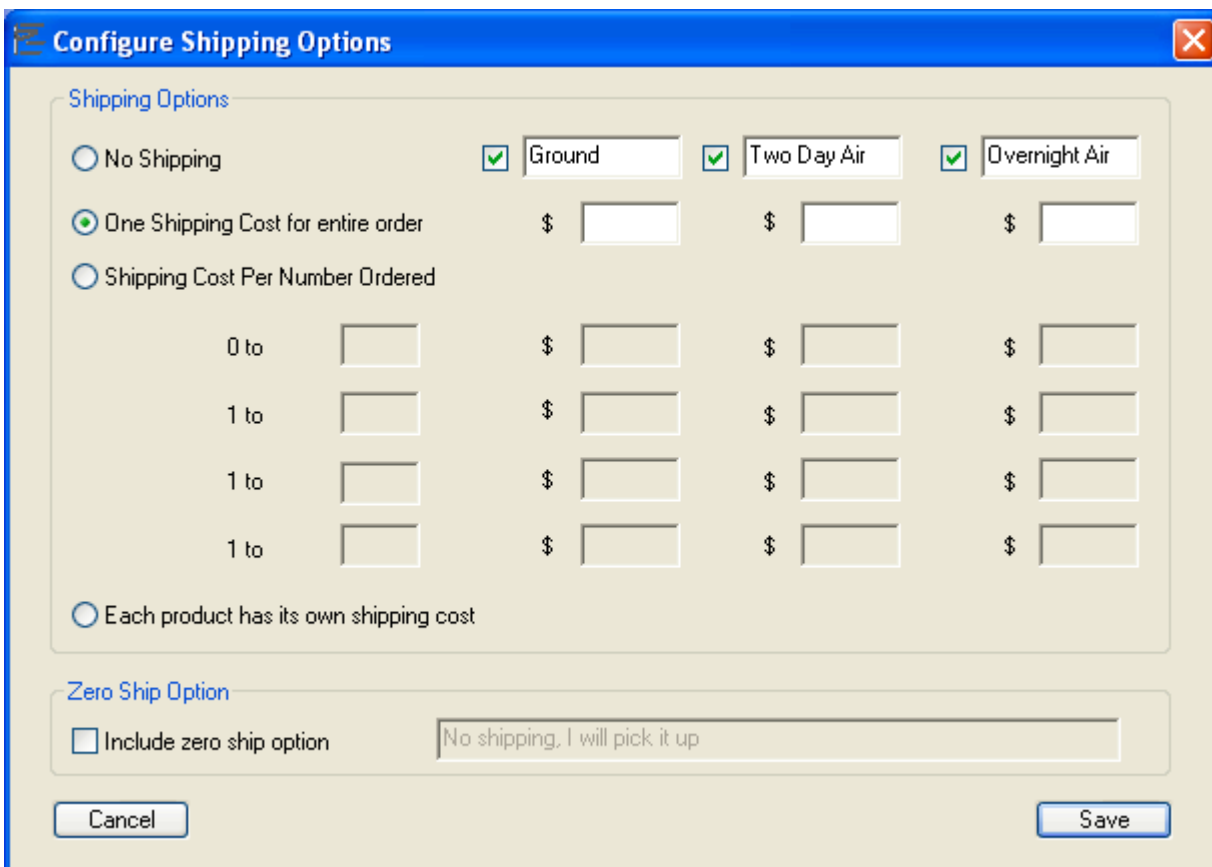

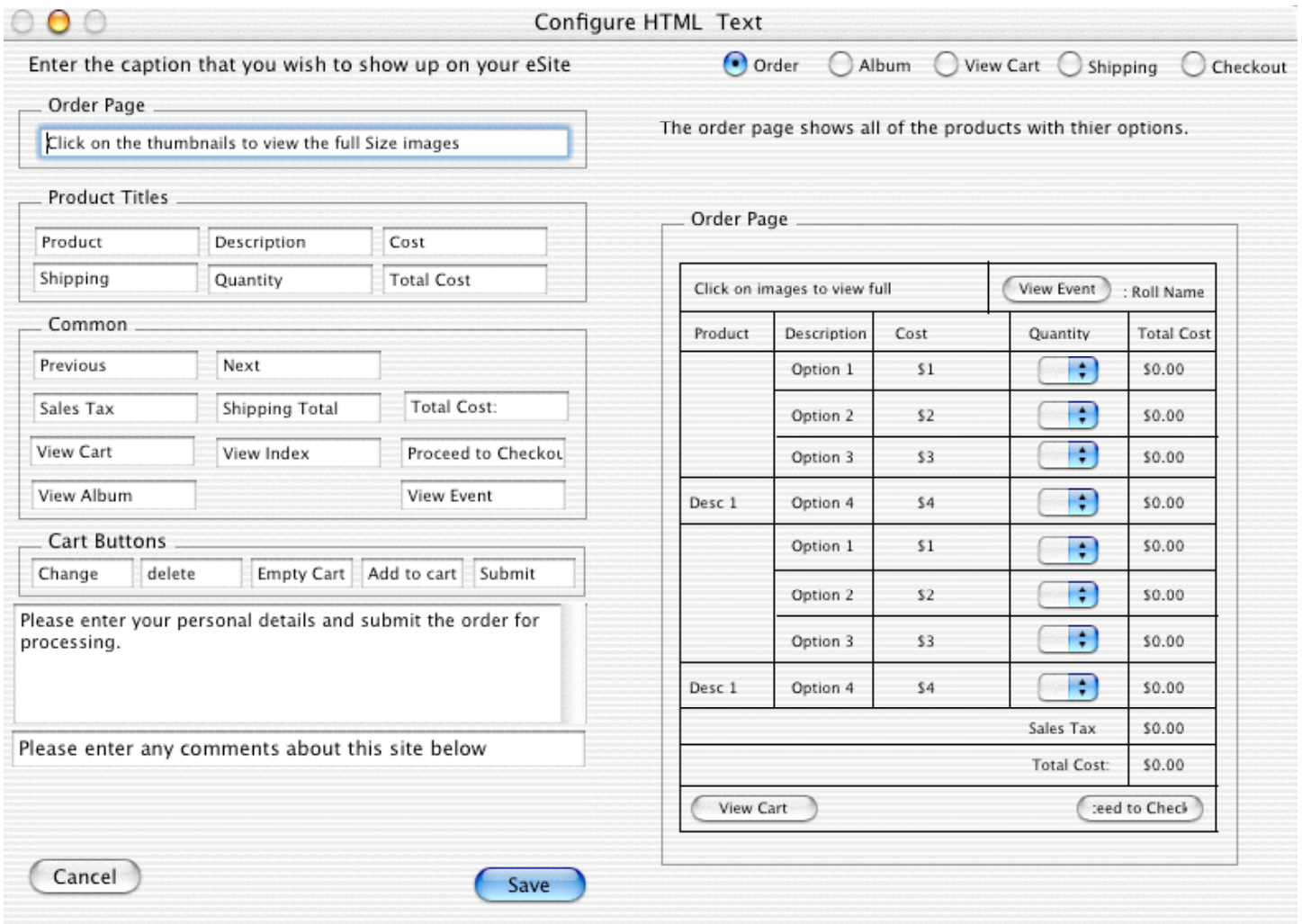Image 15 – Shipping Options window

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".
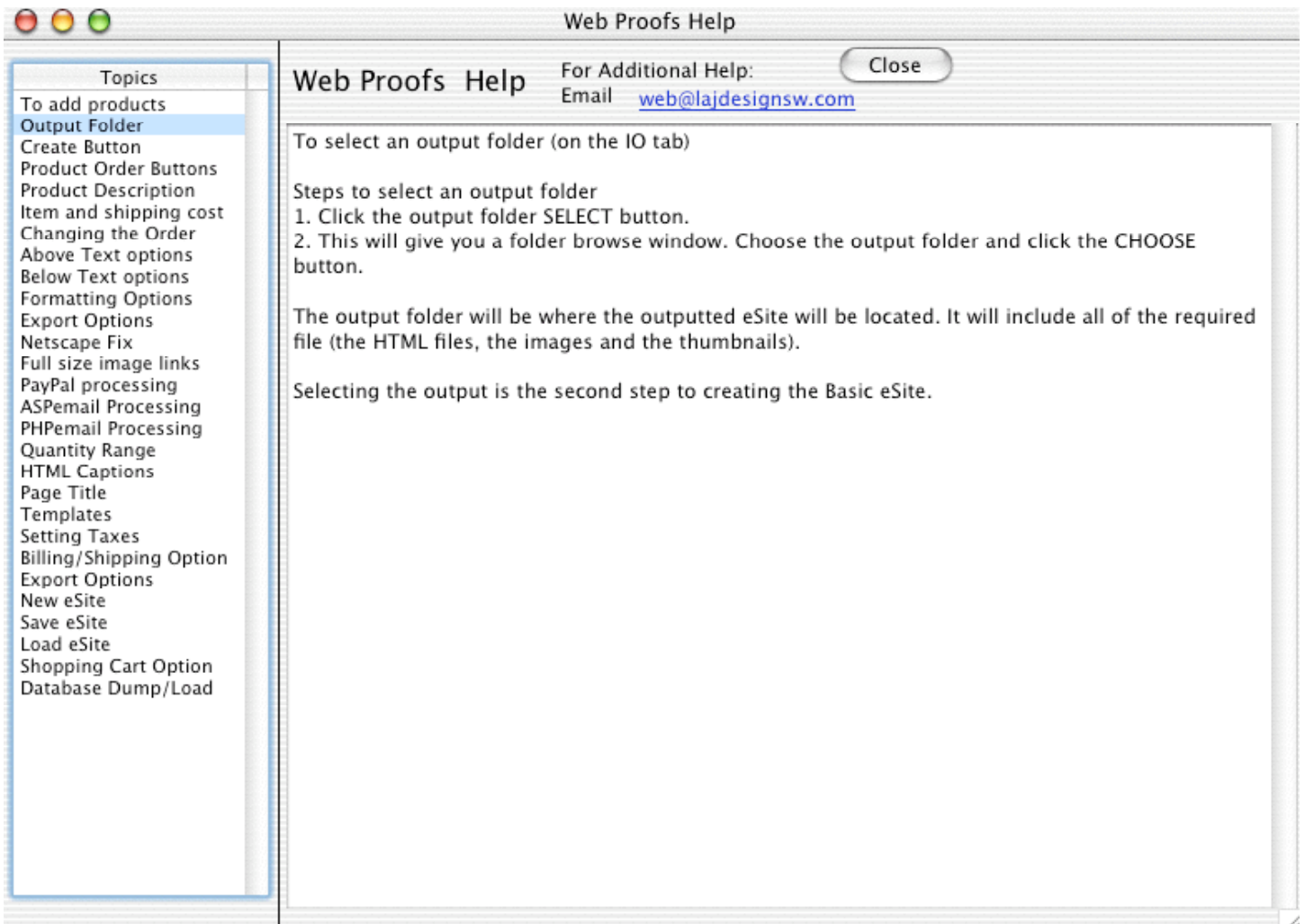
Topics

- To add products
- **Output Folder**
- Create Button
- Product Order Buttons
- Product Description
- Item and shipping cost
- Changing the Order
- Above Text options
- Below Text options
- Formatting Options
- Export Options
- Netscape Fix
- Full size image links
- PayPal processing
- ASPemail Processing
- PHPemail Processing
- Quantity Range
- HTML Captions
- Page Title
- Templates
- Setting Taxes
- Billing/Shipping Option
- Export Options
- New eSite
- Save eSite
- Load eSite
- Shopping Cart Option
- Database Dump/Load

Web Proofs Help

For Additional Help:
Email   web@lajdesignsw.com

Close

To select an output folder (on the IO tab)

Steps to select an output folder
1. Click the output folder SELECT button.
2. This will give you a folder browse window. Choose the output folder and click the CHOOSE button.

The output folder will be where the outputted eSite will be located. It will include all of the required file (the HTML files, the images and the thumbnails).

Selecting the output is the second step to creating the Basic eSite.

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

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

If you have questions email web@lajdesignsw.com

Appendix B
How setup the ASP email module

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 www.lajdesignsw.com 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.
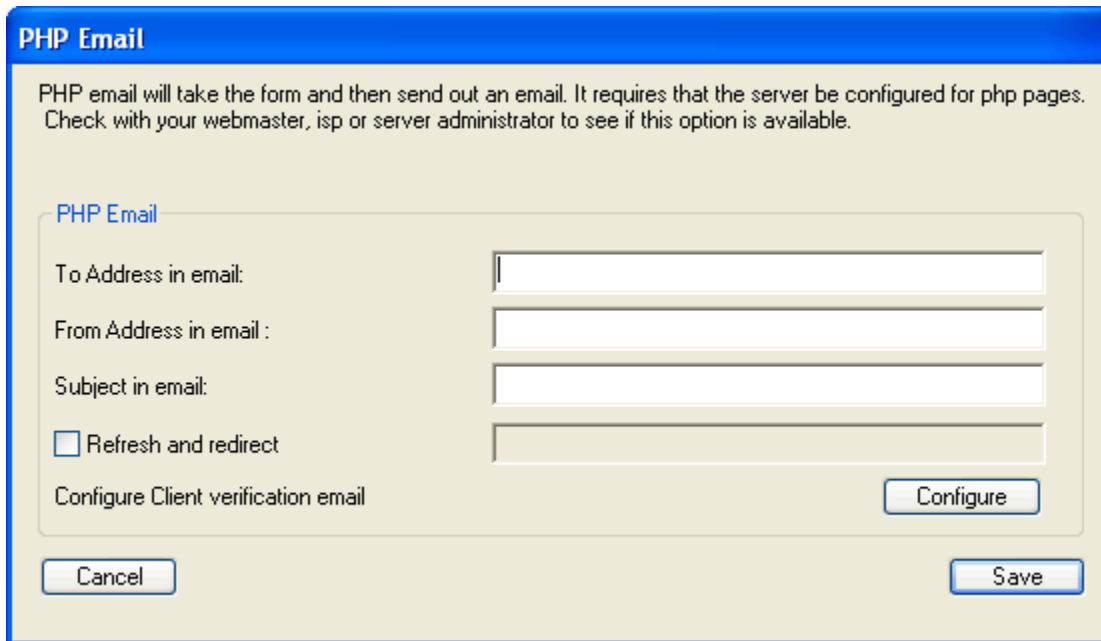> The Show only option will show only the ordered items.

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)

If you have questions email web@lajdesignsw.com

Appendix C
How setup the PHP email module

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)

If you have questions email web@lajdesignsw.com

Appendix D
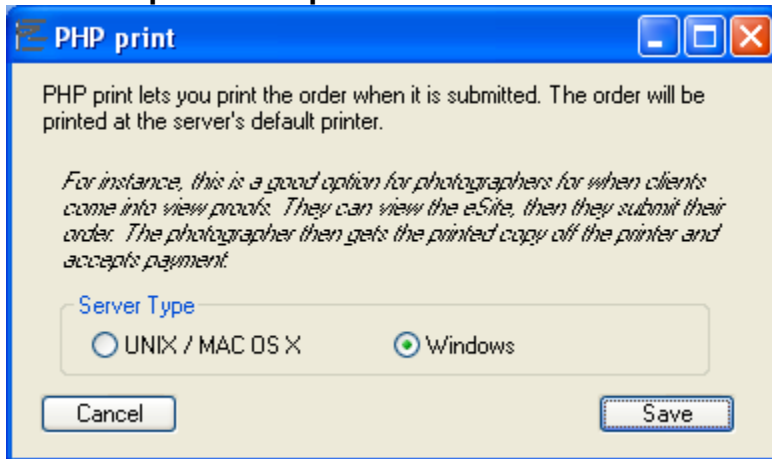### How setup the PHP print module

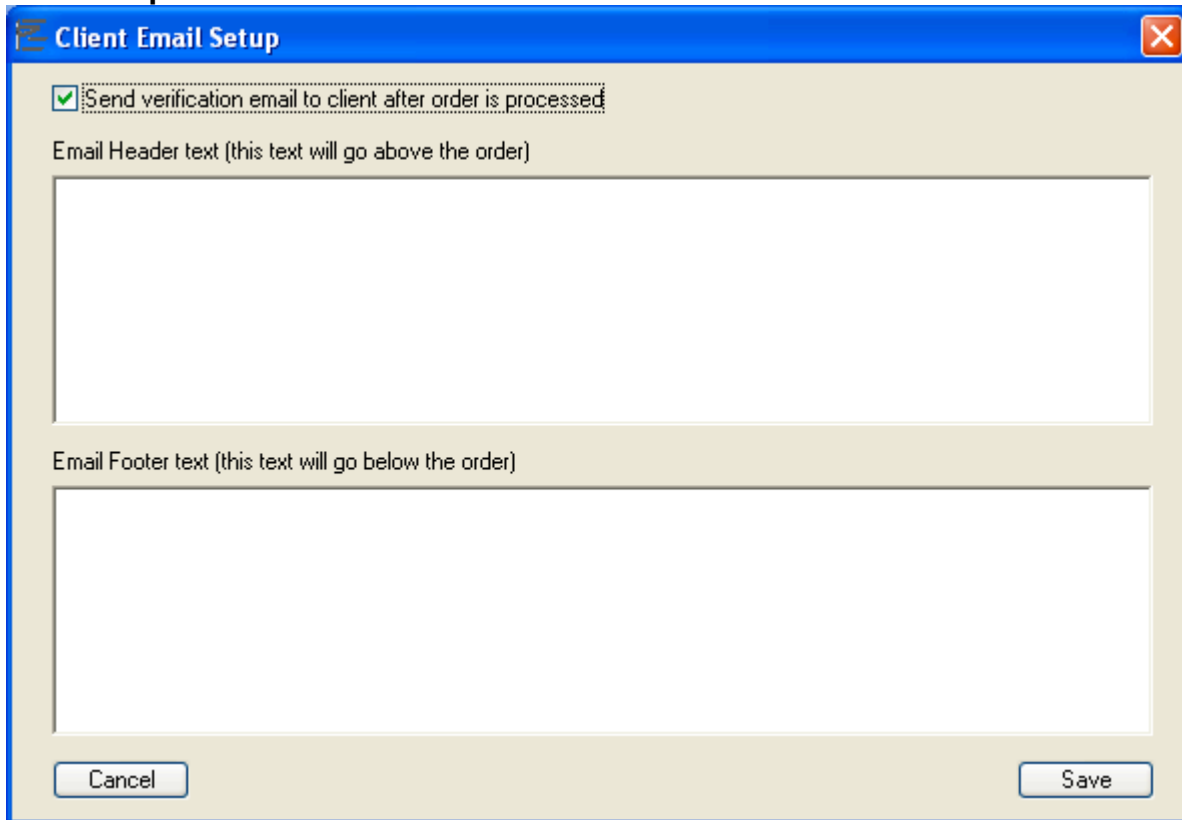
Image D1 – PHP Print Module

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.

If you have questions email web@lajdesignsw.com

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.

If you have questions email web@lajdesignsw.com

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).