

## SHOPPING CART:

Element's Shopping Cart uses the PayPal shopping cart exclusively.

**\*\*NOTE:** This shopping cart DOES NOT require your buyers to have a PayPal account. Your buyers can use their Visa, MasterCard, American Express, Discover or their PayPal account to purchase your products.



For detailed instructions on how to setup your PayPal account to be used with Element [click here](#).

### Let's take a look at Element's Shopping Cart:

This is where you enter in all your products and manage them. You DON'T enter them into PayPal. As you add products here, they immediately become available for sale on your website. Element's Shopping Cart is broken into 3 sections:

- [Department/Category Listing](#)
- [Product Listing](#)
- [Product Detail](#)

## DEPARTMENT/CATEGORY LISTING:

### ADD CATEGORY:

The [Add Category] button will allow you to add a new category to your shopping cart. You can add a sub-category to a current category by selecting the category you want to place it under and then clicking on the [Add Category] button. To add a main category, select the "Shopping Cart" item at the top and then click on the [Add Category] button. You can have up to 5 levels of categories.

### EDIT CATEGORY:

The [Edit Category] button will allow you to change the selected category's name. Just select the category you wish to change, click on the [Edit Category] button and then enter the new category name.

### DELETE CATEGORY:

The [Delete Category] button will allow you to remove a category from your shopping cart. Select the category you want to remove and click on the [Delete Category] button. **NOTE:** All the categories and products under the category you are removing will be removed as well.



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## PRODUCT LISTING:

### ADD PRODUCT:

The [Add Product] button will allow you to add a product to the currently selected category. When you click on the [Add Product] button, a window similar to the [Edit Product](#) window below will open and allow you to enter your new product.

### DELETE PRODUCT(S):

The [Delete Product(s)] button will allow you to delete any product(s) that you have selected in the product listing. You can select multiple products by holding down the 'Ctrl' key while left clicking on the product.

### EDITING A PRODUCT:

If you want to edit a currently listed product just double click on the product in the listing.



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## PRODUCT DETAIL:

The Add/Edit Product window has several fields that allow you to enter many details about your products. Although there are several fields, you are only required to provide values for the ones marked with a red circle. Now let's take a look at all the fields available.

### UPLOAD MAIN IMAGE:

This button will allow you to upload an image of your product that will be displayed in the shopping cart. Once you have

uploaded a main image you will then be presented with two new buttons, [Upload Alternate Images] and [Remove All Images]. The [Upload Alternate Images] will allow you to upload as many alternate images as you desire for the product. This will allow your buyers to see the product in many different ways.

*NOTE: The images uploaded will not be resized. Whatever size you upload will be displayed to your buyers. A thumbnail image will be created for the Main Image only.*

The screenshot shows the 'Edit Product' window with a form containing various fields. A red circle highlights the 'Upload Alternate Images' button. The form includes fields for Product/Item Name, Item SKU ID, Price, Regular Price, Accepted Currency, Add Drop-Down Menu With Prices, Add Drop-Down Menu Without Prices, Add Text Field, Use Specific Shipping/Handling Amount, Tax Rate, Current Quantity, Model, Brand, Featured Product, Best Seller, On Sale, Out of Stock, and Take Off New Product Listing. There are also buttons for Summary, Overview, Specifications, Accessories, Shipping Details, Save, and Close.



**PRODUCT/ITEM NAME:**

This is the name of the product/item. This name will be listed throughout the shopping cart to identify the product.

**ITEM SKU/ID:**

This is where you can enter a unique identification number to be used to identify the product. If you decide not to enter an item ID, we will send a unique ID generated by Element to identify the item in the shopping cart when submitted to PayPal.

**PRICE:**

This is the price you are charging for the product NOT including the tax. The tax will be calculated for you based on the tax rate you set below.

**REGULAR PRICE:**

Here you can enter in the regular price for the product. If you enter a value here we will automatically subtract the price you entered above and show your buyers what they will save.

**ACCEPTED CURRENCY:**

This is where you selected the accepted currency for the purchase. This value will be passed to PayPal. The buyer's cart must contain items all based in the same currency or the item will not be added to the cart.

You can set the default value for the currency in Element's [\[Administration\]](#) > [\[Sites\]](#) > [\[Site Options\]](#) > [\[Shopping Cart Options\]](#) section.

**ADD DROP-DOWN MENU WITH PRICES:**

You may have a product that has a different price depending on what size, color or other attribute it has. Here is where you can enter multiple selections for the visitor to select from and the prices associated with each.

If you check this box a listing will be displayed where you can enter the drop-down menu's label and up to 10 options. An example would be selling t-shirts at different sizes. Option One is small for \$6.00, Option Two is Medium for \$12.00 and Option Three is Large for \$18.00.

If you select to have a drop-down menu with prices it will remove the Price and Regular Price fields above.

**ADD DROP-DOWN MENU WITHOUT PRICES:**

Some products allow the buyer to choose an aspect about the product during purchase that doesn't affect the price of the product such as what color they want. This drop-down menu will give the buyer the ability to select from the options you provide. An example would be a label of Color and Option One of Red, Option Two of Blue and Option Three of Green.

**ADD TEXT FIELD:**

Another option for your buyers is to enter information you need to fulfill the order such as a monogram



or an engraving. The Add Text Field allows you to ask a specific question and have your buyer enter the information you desire.

An example would be to enter Monogram for the text field. This will place an input box on the shopping cart for the buyer to enter their monogram and will then be passed on to you for processing.

**USE SPECIFIC SHIPPING/HANDLING AMOUNT:**

This field will allow you to enter a specific shipping/handling amount to be used instead of it being calculated based on the preferences you setup on your PayPal account.

You can setup specific shipping options that will be presented to your buyers within your PayPal account. Just login to your PayPal Merchant Services account and choose the Shipping Calculations option. From there you can setup your shipping options.

This field is used to add to your PayPal shipping options and apply a specific shipping/handling amount to this particular product.

**TAX RATE:**

You can set the default tax rate in the [Administration](#) area of Element under [\[Administration\]](#) > [\[Sites\]](#) > [\[Site Options\]](#) > [\[Shopping Cart Options\]](#) or use this field to set it for this particular product. Setting it to 0 will make the product tax free.

**CURRENT QUANTITY:**

You can use this field to track your current inventory for the product. Element will automatically update this value as purchases are made.

Example: As your visitor places a purchase, they can choose the quantity in the PayPal shopping cart. Once they checkout, that quantity is sent back to Element from PayPal and this value is modified with the new quantity. Once the quantity is at 0 it will stay at 0.

*NOTE: This will NOT prohibit your buyers from purchasing more than what you currently have. It is only to be used as an inventory guide.*

**MODEL:**

You can enter the model of the product here. If you leave this field blank, the model will not be listed in the shopping cart.

**BRAND:**

You can enter the brand of the product here. If you leave this field blank, the brand will not be listed in the shopping cart.

**SUMMARY:**

Click on the [Summary] button to enter a brief summary of the product. The summary will be listed directly below the product's name throughout the shopping cart.



**OVERVIEW:**

The Overview is a more detailed section of the product. Overview will allow you to be very descriptive and provide the buyer with detailed information.

If you leave this field blank, then it will not be displayed for the product.

**SPECIFICATIONS:**

Specifications can be used to list out all the dimensions of the product, the weight, colors, etc.

If you leave this field blank, then it will not be displayed for the product.

**ACCESSORIES:**

In the Accessories area you can list other products that can be added to this product.

If you leave this field blank, then it will not be displayed for the product.

**SHIPPING DETAILS:**

The Shipping Details area is where you can inform the buyer of specific shipping needs or explain more about the shipping process.

If you leave this field blank, then it will not be displayed for the product.

**FEATURED PRODUCT:**

You can identify a product as a featured product and have it automatically placed on the shopping cart's home page as well as have a notification placed on the product that it is featured.

You can set how many featured products will be placed on the shopping cart's home page under Element's [Administration](#) > [Sites](#) > [Site Options](#) > [Shopping Cart Options](#).

**BEST SELLER:**

With the Best Seller indicator you can inform your buyers that this item is a best seller. Being marked as a best seller will place the product on the shopping cart's home page as well.

You can set how many best seller products will be placed on the shopping cart's home page under Element's [Administration](#) > [Sites](#) > [Site Options](#) > [Shopping Cart Options](#).

**ON SALE:**

You can indicate that this product is currently on sale. This will automatically place the product on the shopping cart's home page.

You can set how many on sale products will be placed on the shopping cart's home page under Element's [Administration](#) > [Sites](#) > [Site Options](#) > [Shopping Cart Options](#).

**OUT OF STOCK:**

You can indicate that a product is currently out of stock. This will allow the product to still be visible in the shopping cart but will not allow the buyer to add it to their shopping cart.



**TAKE OFF NEW PRODUCT LISTING:**

When you add a new product to your shopping cart, a date is automatically added to the product to indicate that it is new. Once this date is reached, the product will be taken off the new product listing.

The date that is automatically assigned to the product can be manually adjusted here. If you would like to adjust the default number of days a product should be on the new product listing, you can change this value in the [Administration](#) area of Element under [\[Administration\]](#) > [\[Sites\]](#) > [\[Site Options\]](#) > [\[Shopping Cart Options\]](#).

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