

webShaper CSS Template System

XSLT-Driven Template Technology - Guide to Integrate
Your Unique Design with webShaper e-commerce / ecatalog



webShaper CSS Template System

- A designer guide to template design and integration for webShaper e-commerce & e-catalog



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1. Introduction



Dashboard | Product Catalog Manager | Orders | Customers | Shipping | Tax | Payment | News | Reports | Marketing | Design

The screenshot shows a web application interface for design management. At the top, there is a navigation bar with 'Design' selected. Below it, a sub-menu shows 'Current Design' and 'Manage Design'. On the left, a sidebar contains a tree view with 'Current Design' (selected), 'Static Pages', 'Template Files', and 'Theme Files'. The main content area is titled 'Current Design' and contains a yellow highlighted box with the following text:

Your current layout consists of

- i. Static Pages**
Static pages are additional pages that you can add to your site e.g. About Us, Contact Us. However, links to these pages are not automatically linked to the site. Therefore, you have to manually add these links to the template files.
- ii. Template Files**
Template files make up the frame for your site. It may consists of template.html only, or together with header.html, footer.html, leftbar.html, rightbar.html. This depends on whether these sections are separated out in template.html. If it's separated out, template.html will have the related tags to call those sections e.g. (<header>, <footer>, <leftbar>, <rightbar>)
- iii. Theme Files**
Theme pages consists of images, CSS, and skin files that can be tweaked to customize the design more. The default CSS file has styles that are specific to certain IDs of elements in the layout. As for the skin file, you may find it useful to change the buttons' images. You may also add in additional images.

1.1 About this document

The objective of this document is to help you to understand the concept and nifty gritty details on e-commerce / e-catalog template design using webShaper CSS Template System which integrates with webShaper e-commerce shopping cart or e-catalog software.

webShaper CSS Template System is an XSLT-Driven Template Technology. It let you take full control of your design, save or backup your design and easily replace it with a new one in the future without the need for download/upload using FTP programs thus enable you to do integration at a lightning speed.

Imagine... all these, without touching a single line of programming code. This is what webShaper CSS Template System is designed to solve.

1.2 Intended Audiences

The intended readers are web designers or web developers with fundamental knowledge on HTML and CSS (Cascading Style Sheets). Understanding webShaper CSS Template system will empower you to make your own unique themes and design wick gives the online store the unique look and feel you desire.

However, even if you are not a web designer, you can still pick up lots of interesting knowledge by the end of this documentation (well, you just gotta be curious).

Bottomline is, if you master CSS and HTML, you will find it intuitive and simple to use.

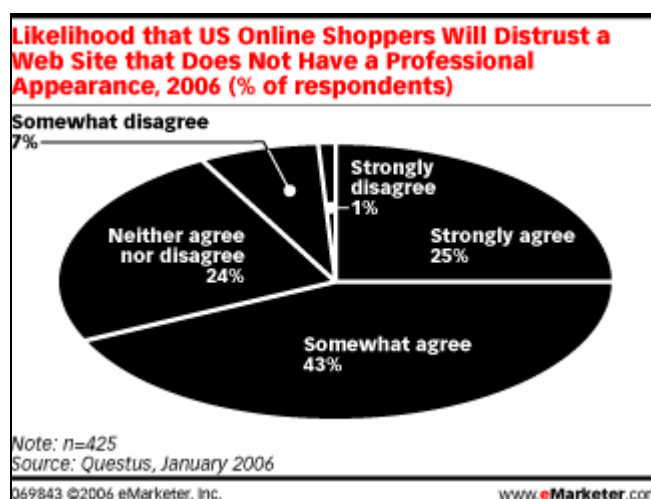
1.3 Top 10 Benefits of webShaper CSS Template System

- Empower you to have your own unique store design that matches your brand.
- Easily change design without leaving webShaper e-commerce control panel
- Changes done via AJAX Editor, FTP not required - Save valuable time.
- Ability to publish as many static pages as you want.
- Simplify the maintenance of your or your clients' stores.
- Backup the existing design.
- Caching Mechanism provides faster website performance and scalability
- Don't need to meddle with programming code
- Ease of maintenance, take full control
- Separated design and programming code which allows for rapid development and complete customization.

1.4 The Importance of Store Design

The design of your store is critical when customers are deciding whether or not to purchase products from your store. The design of your store affects:

- **Credibility & Trust** - A design that perceived to be unprofessional or outdated will be hard to "built trust". Based on the survey, Questus found that the majority of shoppers felt web site appearance affected the amount of trust they had in the online merchant. Shoppers generally make their decision to shop at a site within the first few seconds of their visit, so it's important to make a strong first impression.



- **Navigation** – Navigation needs to be clear, structural and intuitive. Navigation not done right will increase difficulties for customers to locate and thus buy your products.
- **Repeat Purchase** - Whether or not a customer will return to your store. If the design makes it difficult for a customer to find what they are looking for or check out, they may be less likely to return to your store.

The themes and layouts developed by Neowave take all these factors into consideration. Before making modifications, or developing your own design, we recommend that you become familiar with web design principles before continuing.

2. Overall Design Framework

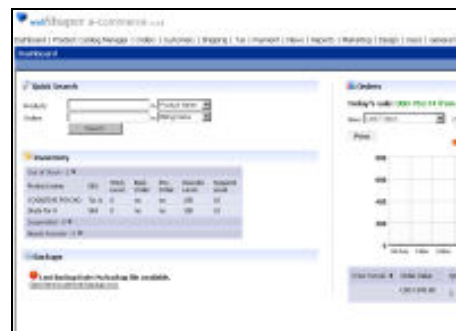
webShaper CSS Template System is built using XSLT technology. XSLT stands for Extensible Stylesheet Language Transformation. XSLT is part of the XML technology.

Why XSLT?

Unlike a lot of other business software like Accounting Software, e-commerce shopping cart software typically consists of the Two Major Interface: Front End and Back End.



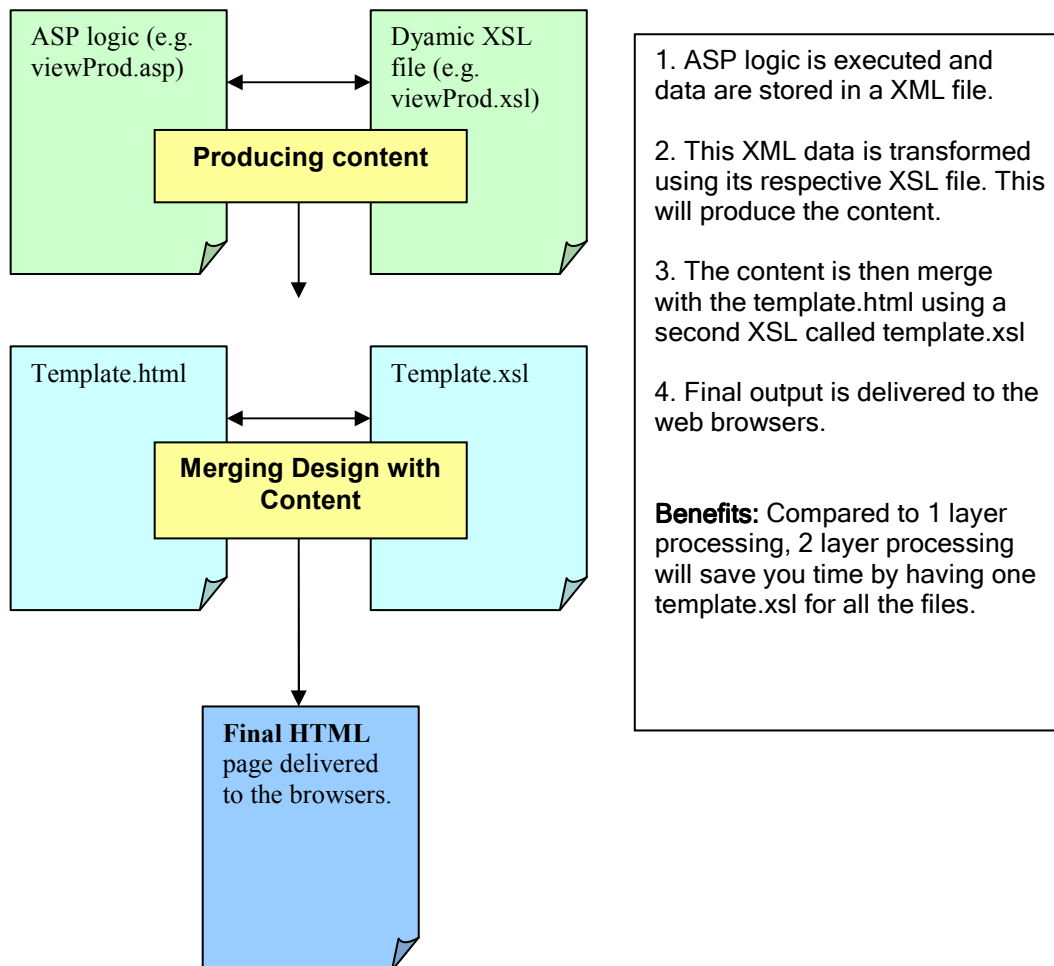
Front End - What your customers see, basically your web store design.



Back End - The Control Panel which administrate everything from product insertion to order processing.

XSLT enable a **Clean, Structured separation of the programming logic from the presentation aspect of the design.** It enables web designers not to meddle with programming codes, when designing their stuff. In fact, you won't even see a single line of HTML in the ASP codes, all of them are just business logic. How wonderful is that?

Here's a diagram on how the dynamic page is generated, when a user request one.



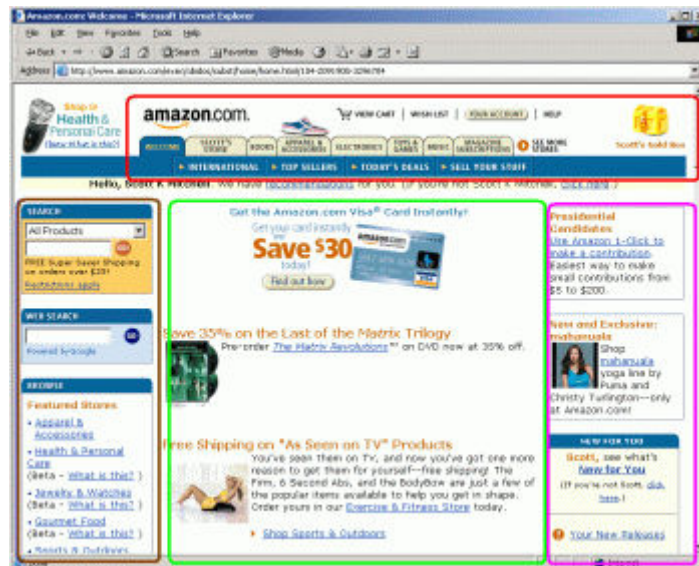
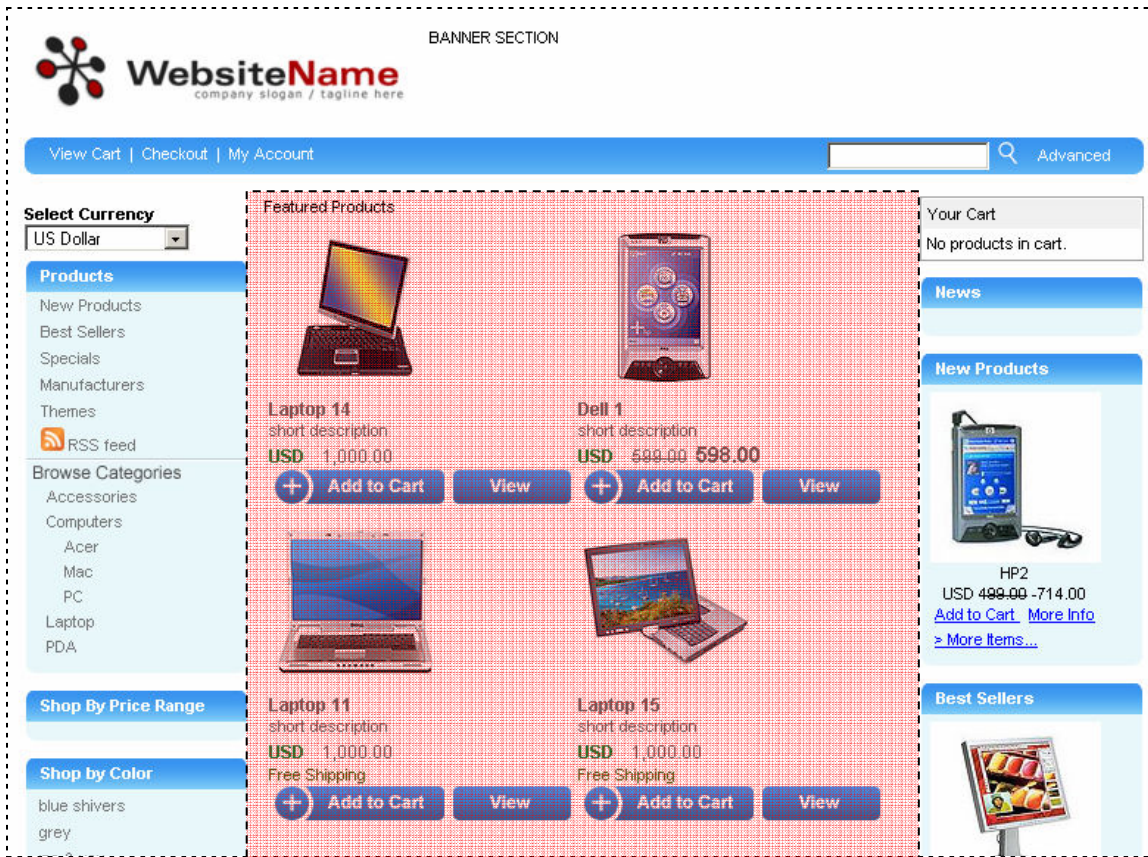
So now we'll move on to the discussion on the 3 main sections for design.

3. Template Files

In the previous section, you already learned that we use XSLT to get our design out. Now in this section, we will explain more on what are template files.

For most of the web design, you will find that there are parts of the website that are **consistent** throughout the whole website (every pages)

E.g. shown below:



The outer box is the section that will be **consistent** throughout all other pages, while the middle red section is the content part, that will keep changing, depending on which dynamic page is requested.

So, we can separate the outer part, and put this into a template file, called template.html

Now since we are using XSLT for our design system, the template.html file must conform to the XHTML formatting. This means the template.html must be well formed. E.g.:

- i. `` must have a closing tag ``
- ii. `
` which is a single html element, must have a slash `
`
- iii. HTML attributes such as nowrap must be inserted like this.
`<td nowrap="nowrap" >`
- iv. `&` must be encoded as `&`;
- v. `>` must be encoded as `>`;
- vii. `<` must be encoded as `<`;

Sounds complicated? No worry, you can use this nice tool call **HTML TIDY** which can help you **check and clean up HTML source files**

<http://infohound.net/tidy/>

All right, so let's see an example how our template file would look like:

```
<?xml version="1.0" encoding="UTF-8"?>
<html>
<head>
  <meta http-equiv="content-type" content="text/html; charset=ISO-8859-1" />
  <title></title>
  <description/>
  <keywords/>
  <theme></theme>
</head>
<googleAnalytics></googleAnalytics>
<body>
<div id="wrapper" >
  <header/>
  <leftbar/>
  <div id="gutter"></div>
  <div id="col1">
    <content/>
  </div>
  <div id="gutter"></div>
  <rightbar/>
  <footer/>
</div>
<statCounter/>
</body>
</html>
```


Now, if you noticed, we have some **Special Tags** of our own, which are **NOT standard in HTML**.

i. <title/>

This is standard HTML element, but in the final output, the values for it, would be replaced with SEO-Friendly title between the title tags like <title>Product Name </title>.

ii. <description/>

This will print out <meta type="description " content="..." >

iii. <keywords/>

This will print out <meta type="keywords" content="..." >

iv. <googleAnalytics/>

This will print out the Google Analytics Web Site Statistic Tracking code.

More on Google Analytics at <http://www.google.com/analytics/>

v. <theme/>

This will print out <link href="/theme/default.css" rel="stylesheet" type="text/css">

vi. <header/> or <footer/> or <leftbar/> or <rightbar/>

You can further divide the template into 4 major sections, header.html, footer.html, leftbar.html, and rightbar.html. To call up that section of HTML, just insert the above tags.

If not, you can always have only one template file -> Template.html

vii. <content>

This section is the center section which prints the content of pages excluding those printed by <header/>, <footer/>, <leftbar/> and <rightbar/>.

viii. <statCounter/>

This will print out the Statcounter Web Site Statistic Tracking code.

More on Statcounter at <http://www.statcounter.com>

All template files are stored under the folder /template and their filenames are

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The screenshot shows the 'Design' control panel with a sidebar containing 'Current Design', 'Static Pages', 'Template Files', and 'Theme Files'. The main area is titled 'Template Files' and contains a table of template files.

Filename	Created	Modified	Action
template.html	2/24/2007 2:26:49 PM	2/2/2007 7:35:12 PM	Edit
header.html	2/24/2007 2:26:49 PM	2/24/2007 2:34:59 PM	Edit
footer.html	2/24/2007 2:26:49 PM	2/24/2007 2:34:33 PM	Edit
leftbar.html	2/24/2007 2:26:49 PM	2/2/2007 7:35:12 PM	Edit
rightbar.html	2/24/2007 2:26:49 PM	2/2/2007 7:35:12 PM	Edit

- i. template.html – main template file
- ii. header.html
- iii. footer.html
- iv. leftbar.html
- v. rightbar.html

Dashboard | Product Catalog Manager | Orders | Customers | Shipping | Tax | Payment | News | Reports | Marketing | Design | User

The screenshot shows the 'Design' control panel with the 'Edit Template Page 'template.html'' section active. The sidebar is the same as in the previous screenshot. The main area shows the HTML code for the template page.

```
<?xml version="1.0" encoding="UTF-8"?>
<html>
<head>
  <meta http-equiv="content-type" content="text/html; charset=utf-8" />
  <title></title>
  <description/>
  <keywords/>
  <theme></theme>
  <link rel="shortcut icon" href="/favicon.gif" />

  <!--template specific functions to initialize:
  1. Currency component
  ...
```

Since these files can be modified directly from the control panel, the folder /template has to be set to Read/Write/Modify for the user IUSR_<machineName>.

4. Theme Files

Dashboard | Product Catalog Manager | Orders | Customers | Shipping | Tax | Payment | News | Reports | Marketing

Design

Current Design | Manage Design

- Current Design
- Static Pages
- Template Files
- Theme Files

Theme Files










Use CSS and skin to change layout.

Filename	Created	Modified	Action
images	2/24/2007 2:26:49 PM	2/2/2007 6:50:40 PM	View
default.css	2/24/2007 2:26:49 PM	2/2/2007 7:35:12 PM	Edit
skin.xml	2/24/2007 2:26:49 PM	2/2/2007 7:35:14 PM	Edit

Now, template files are only HTML files. One concept that you have to remember is always use a CSS (Cascading Style Sheet) file to separate out the styling of your pages, from HTML. CSS design is already gaining tremendous foothold in the market, even Adobe is pushing towards this trend, so it's inevitable.

So this is where Theme section comes in. All theme files are stored under **/theme folder**. Like the template files, which can be edited through the AJAX editor in webShaper e-commerce, you have to enable Read/Write/Modify permission (for user IUSR_<machineName>) as well for the /theme folder. Inside the "themes" folder, you will find the following items:

- i. **/theme/images folder**
Stores button images, background images, and images specific to that theme.

Button Name	Button Images (Standard)
btnAddToCart.gif	
btnBack.gif	
btnCheckout.gif	
btnClear.gif	
btnCreateAccount.gif	
btnNext.gif	
btnPagingNext.gif	
btnPagingPrev.gif	
btnSearch1.gif	

btnSignIn.gif	
btnSubmit.gif	
btnSubscribe.gif	
btnUnsubscribe.gif	
btnUpdate.gif	
btnUpdateCart.gif	
btnView.gif	
button_tell_a_friend.gif	

ii. /theme/default.css

Define CSS classes for dynamic pages, as well as the template.

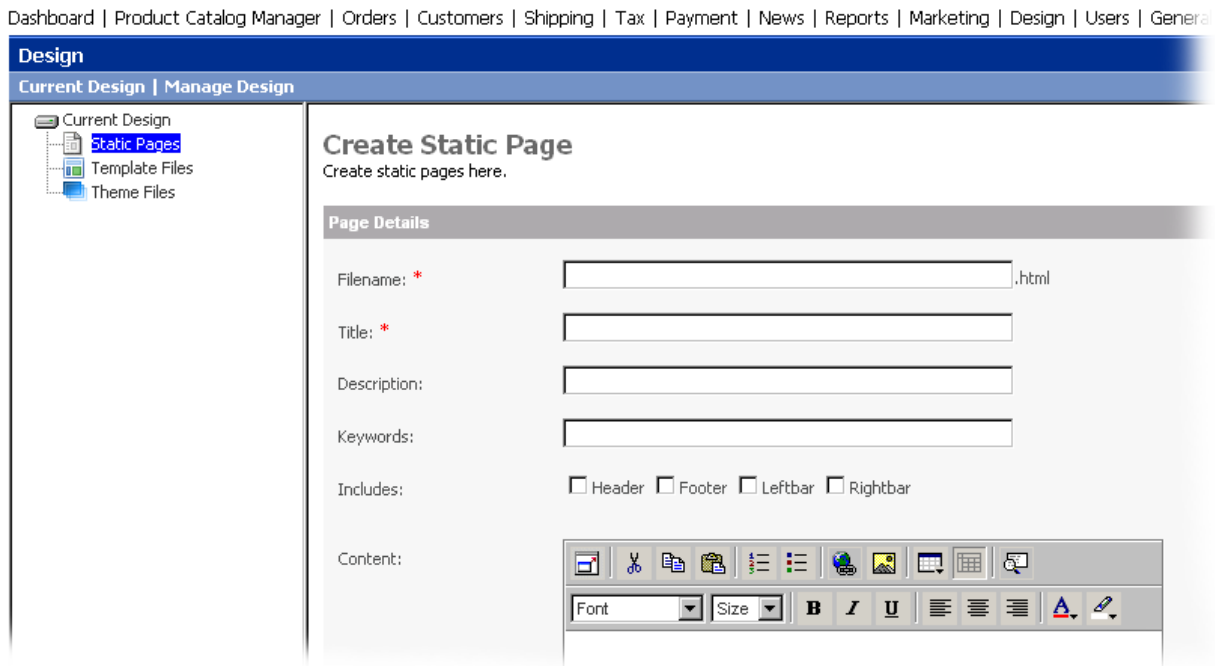
iii. /theme/skin.xml

Allows you to change buttons, and also tweak the dynamic pages display further.

The most important point to remember is to use the **default.css** to style certain portion of the dynamic pages as well as components in the template.

Every dynamic page has HTML elements that have class name. So you could add the class name in the default.css, and style it from there.

5. Static Pages



webShaper CSS Template System also allows you to add as many static pages as you wish. Static pages are stored under **/static folder**.

Now, every time you create a static page. It has to be called from the <http://www.yourwebstore.com/index.asp> file.

Assume you created a Static Page name myStatic.html.

So the link to it will be <http://www.yourwebstore.com/index.asp?p=/static/myStatic.html>

This actually means, that you are calling the file /index.asp with the parameter “/static/myStatic.html”. What index.asp does is to merge the static content with the template.

Another reminder, creating static pages won't add the link directly to your template. You will need to add a Hyperlink in your template files. For e.g.

`My Link`

6. Managing Your Design

Dashboard | Product Catalog Manager | Orders | Customers | Shipping | Tax | Payment | News | Reports

Design

Current Design | Manage Design

Manage Design

Select new, Create new, Backup Current, Restore

Select New

Create New

Backup Current Design

Delete

<input type="checkbox"/>	Design Backup	Date Created	Action
<input type="checkbox"/>	Blue Theme	3/7/2007 3:54:29 PM	View Folder Restore
<input type="checkbox"/>	Xmas Theme	3/7/2007 3:54:39 PM	View Folder Restore

Now we did mention that you can change to a new design, or backup the current one. In the Control Panel of webShaper e-commerce, click on Design->Manage Design and you could do the following:

1. Select a new design.

By default there are a few ready made template and themes for you to select. All new templates are stored under /webshaper/template/tmpl/<template name>.

When applying the new design, it will overwrite the current one, so please backup a copy of your current design.

2. Backup/Restore Design

Now one of the nice feature of the template system is, it allows you to backup and restore your design. All design backups are under /webshaper/template/backup.

3. Create New Design

Now, this allows you to create a backup folder, and then you may upload all template and theme files into it. After that, you will need to restore this design, in order to activate it.

7. Useful References

Introduction to XSLT

<http://www.xml.com/lpt/a/619>

Discovering the wonder of XSLT

<http://www.developer.com/xml/article.php/3314291>

Explore, Create and Share website themes

<http://kuler.adobe.com/>

A demonstration of what can be accomplished visually through CSS-based design

<http://www.csszengarden.com/>

CSS Border Style Wizard

<http://www.somacn.com/p141.php>

CSS Cheat Sheet Widgets – For Mac OS X Only

<http://www.apple.com/downloads/dashboard/developer/csscheatsheet.html>

CSS Cheat Sheet

<http://lesliefranke.com/files/reference/csscheatsheet.html>

71 CSS Menus

<http://razvan.seopedia.ro/2006/07/19/71-de-meniuri-css-utopic/>

CSS Cheat Sheet

Boxes

margin *
margin-top
margin-right
margin-bottom
margin-left

padding *
padding-top
padding-right
padding-bottom
padding-left

border *
border-top *
border-bottom *
border-right *
border-left *

border-color *
border-top-color
border-right-color
border-bottom-color
border-left-color

border-style *
border-top-style
border-right-style
border-bottom-style
border-left-style

border-width *
border-top-width
border-right-width
border-bottom-width
border-left-width

Positioning

display
position
top
right
bottom
left
float
clear
z-index
direction
unicode-bidi
overflow
clip
visibility

Dimensions

width
min-width
max-width
height
min-height
max-height
line-height
vertical-align

Miscellaneous

content
quotes
counter-reset
counter-increment
marker-offset
list-style *
list-style-type
list-style-image
list-style-position

Shorthand properties
are marked with *

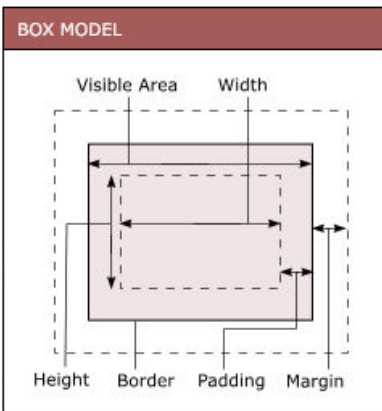
```
SYNTAX

/* Comment */
@media type {
  selector {
    property: values;
  }
}
(Media type optional)
```

SELECTORS	
	<i>Styles apply to:</i>
*	All elements
div	<div>
div *	Elements within <div>
div span	 within <div>
div, span	<div> and
div > span	 with <div> as parent
div + span	 preceded by <div> ... </div>
.class	Elements of class "class"
div.class	<div> of class "class"
#itemid	Element with id "itemid"
div#itemid	<div> with id "itemid"
a[class]	<a> with class attribute
a[class='x']	<a> when class is "x"
a[class~='x']	<a> when class is a list of space-separated values and one of those is 'x'
a[lang]='en']	<a> when lang begins with "en"

PSEUDO-SELECTORS	
	<i>Styles apply to:</i>
:first-child	First child of element
:first-line	First line of element
:first-letter	First letter of element
:hover	Element when mouse over
:active	Active element
:focus	Element with focus
:link	Non-active, unvisited links without mouse over.
:visited	Visited links
:lang(lang)	Element with text of language "lang"

MEDIA TYPES (@media)	
all	projection
braille	screen
embossed	speech
handheld	tty
print	tv



UNITS	
px	Pixels
em	1em equal to font size of parent (same as 100%)
ex	Height of lower case "x"
%	Percentage
in	Inches
cm	Centimeters
mm	Millimeters
pt	1pt = 1/72in
pc	1pc = 12pt
#789abc	RGB Hex Notation
#acf	Equates to "#aacff"
rgb(0,25,50)	Value (0 to 255) of each of red, green, and blue. May also be percentages
0	0 requires no unit

PROPERTIES THAT INHERIT	
azimuth	list-style
border-collapse	list-style-image
border-spacing	list-style-position
caption-side	list-style-type
color	orphans
cursor	page
direction	page-break-inside
empty-cells	quotes
font	speak
font-family	speak-header
font-stretch	text-align
font-size	text-indent
font-size-adjust	text-transform
font-style	volume
font-variant	white-space
font-weight	widows
letter-spacing	word-spacing
line-height	

Paging

size
marks
page-break-before
page-break-after
page-break-inside
page
orphans
widows

Color / Background

color
* background
background-color
background-image
background-repeat
background-attachment
background-position

Fonts

* font
font-family
font-style
font-variant
font-weight
font-stretch
font-size
font-size-adjust

Text

text-indent
text-align
text-decoration
text-shadow
letter-spacing
word-spacing
text-transform
white-space

Tables

caption-side
table-layout
border-collapse
border-spacing
empty-cells
speak-header

Interface

cursor
* outline
outline-width
outline-style
outline-color

Aural

volume
speak
* pause
pause-before
pause-after
* cue
cue-before
cue-after
play-during
azimuth
elevation
speech-rate
voice-family
pitch
pitch-range
stress
richness
speak-punctuation
speak-numeral



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