Add an E-Commerce Catalog to your Website

Creating an E-Commerce Catalog

In this tutorial, you build an e-commerce catalog that includes products which will assist hikers on expeditions. Using the NetObjects Fusion E-Commerce Catalog tool, you can create an online store with products and descriptions that will match the style of your site.

To follow the steps in this lesson, you must have created the Mountain Jacques site described in Tutorial 1, Creating Your First Web Site. Download sample images here.

This tutorial shows you how to:

- Create a catalog
- Add products
- Add options
- Format the list page
- Format the detail pages

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Adding Pages for the E-Commerce Catalog

Each catalog includes two types of pages: a list page, which displays all catalog items with a thumbnail image and summary of each product, and detail pages, which display one product to a page. You add the list page and NetObjects Fusion automatically adds the detail pages for you.

1. Open the Mountain Jacques.nod site.
2. Go to Site view.
3. Select the Home page and add a new page.
4. Name the new page **Hiking Products**.
5. Change the MasterBorder to DefaultMasterBorder.
6. Display the Hiking Products page in Page view.
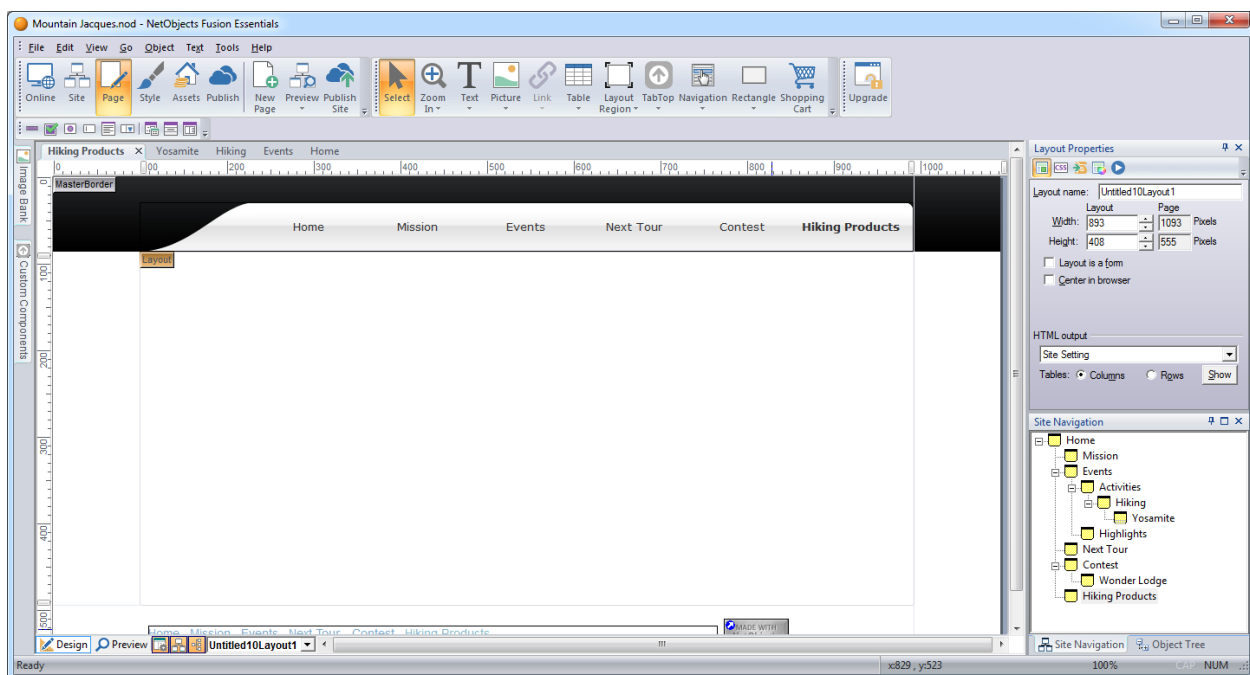
7. Select the *Shopping Cart* tool from the Standard toolbar and click in the upper left corner of the Layout area.

It's a good idea to start in the upper left corner of the Layout to allow as much room as possible for the products. You can adjust the position later, if necessary.

8. In the *Add E-Commerce Catalog* dialog, type **Products** as the name of the catalog and choose *Use catalog without a store engine* as your store.
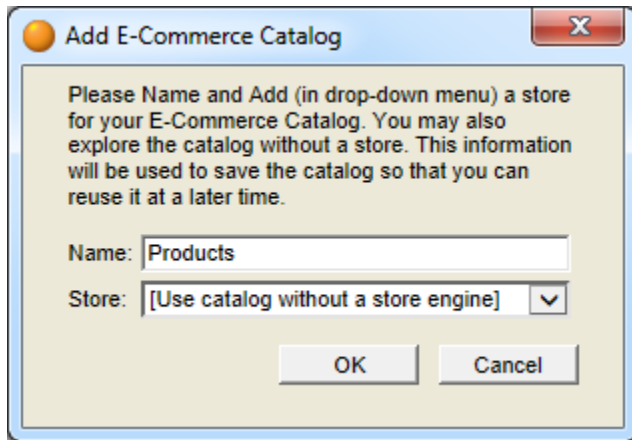
NetObjects Tip: *If catalogs are already associated with the site, you may see a larger dialog. If this happens, use the Create a new E-Commerce Catalog option.*
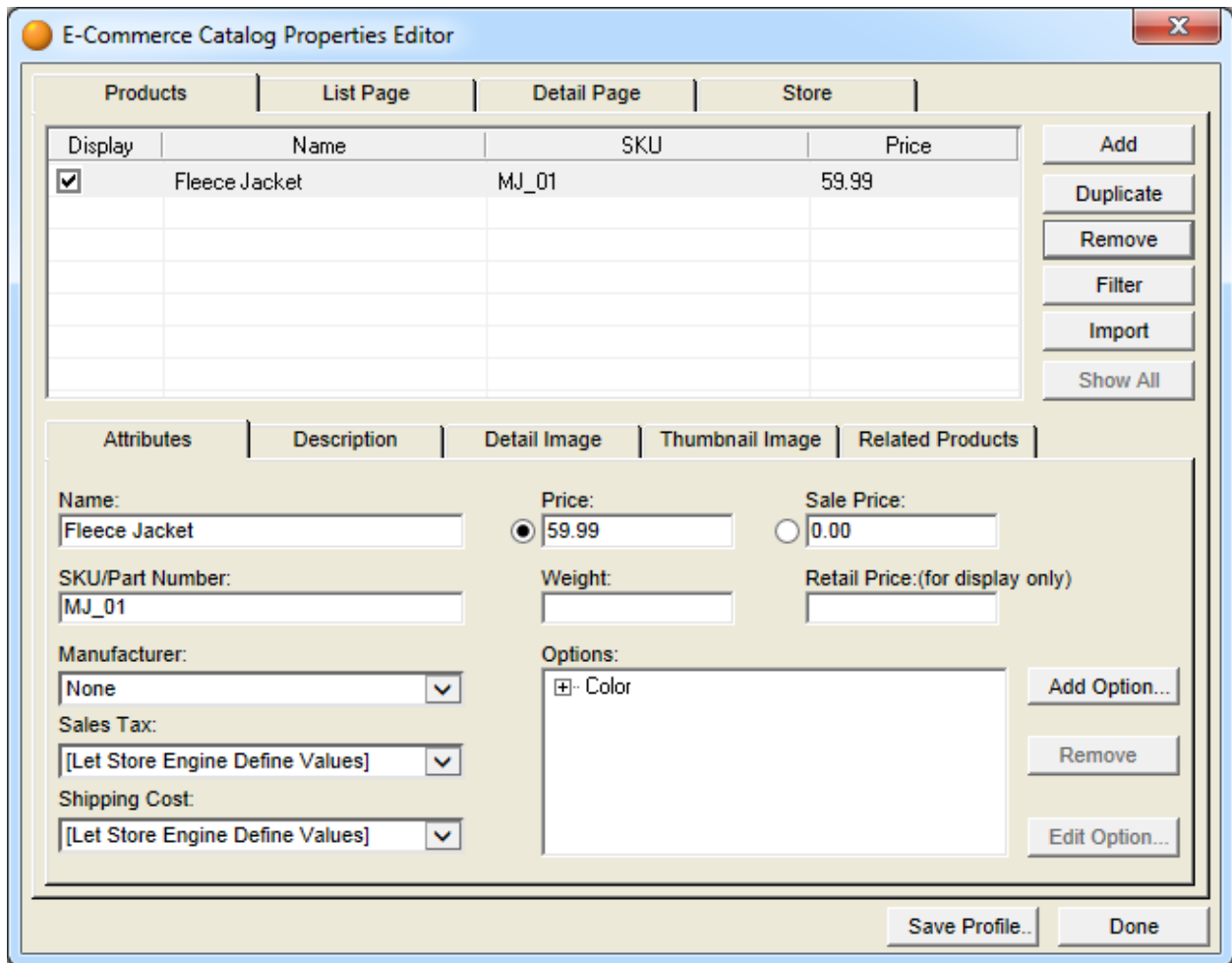
9. Click *OK*.

Adding Products

Before you begin to add products, it's a good idea to organize the pictures you want to include into a single folder so you can find them easily.

After you add the catalog component, the next step is to add products. You should be looking at the *Products* tab of the E-commerce Catalog Properties Editor.
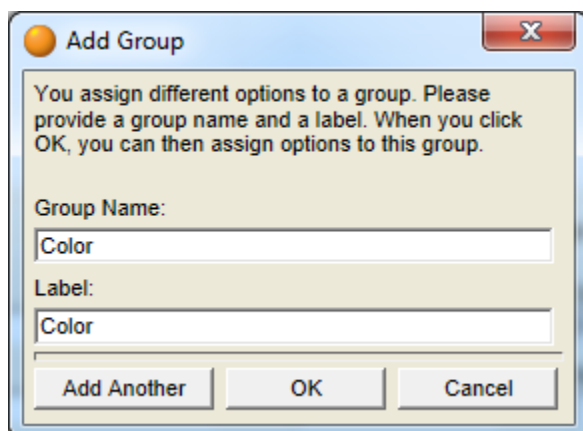

1. Click on the Attributes tab if necessary.
   a. In the *Name* field, type in **Fleece Jacket**.
   b. In the *SKU/Part Number* field, type in **MJ_01**.
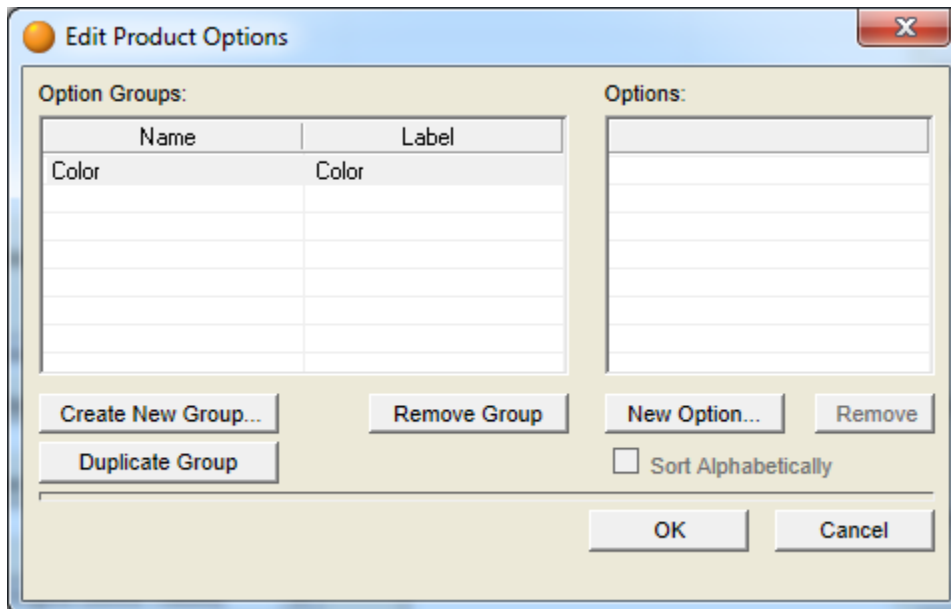   c. In the *Price* field, type in **59.99**.

You can add product attributes such as size and color.

2. Click *Add Option…*
3. In the *Group Name* field, type **Color**.
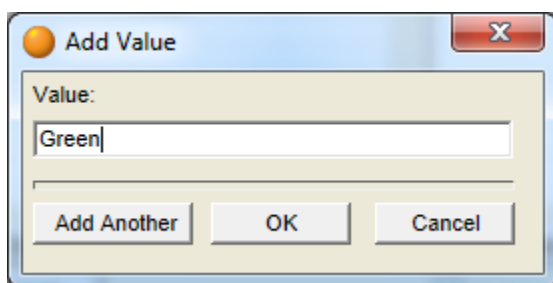
4. Click *OK*.

The Edit Product Options dialog will appear. This is where you add specific attributes.

5. Click on *New Option* and type in **Green**.

6. Click *Add Another* and type in **Blue**.
7. Click *OK* to close the Add Option dialog.
8. Click *OK* to close the Edit Product Options dialog.

You can enter product descriptions to give your customers complete product information.

9. Click on the *Description* tab.
10. Enter the following text:
   a. For *Brief Description*, type **Take the bite out of wind!**
   b. For *Extended Description*, type **Wear Mountain Jacques Designs Fleece Jacket alone or as a mid-layer to stay warm and cozy.**
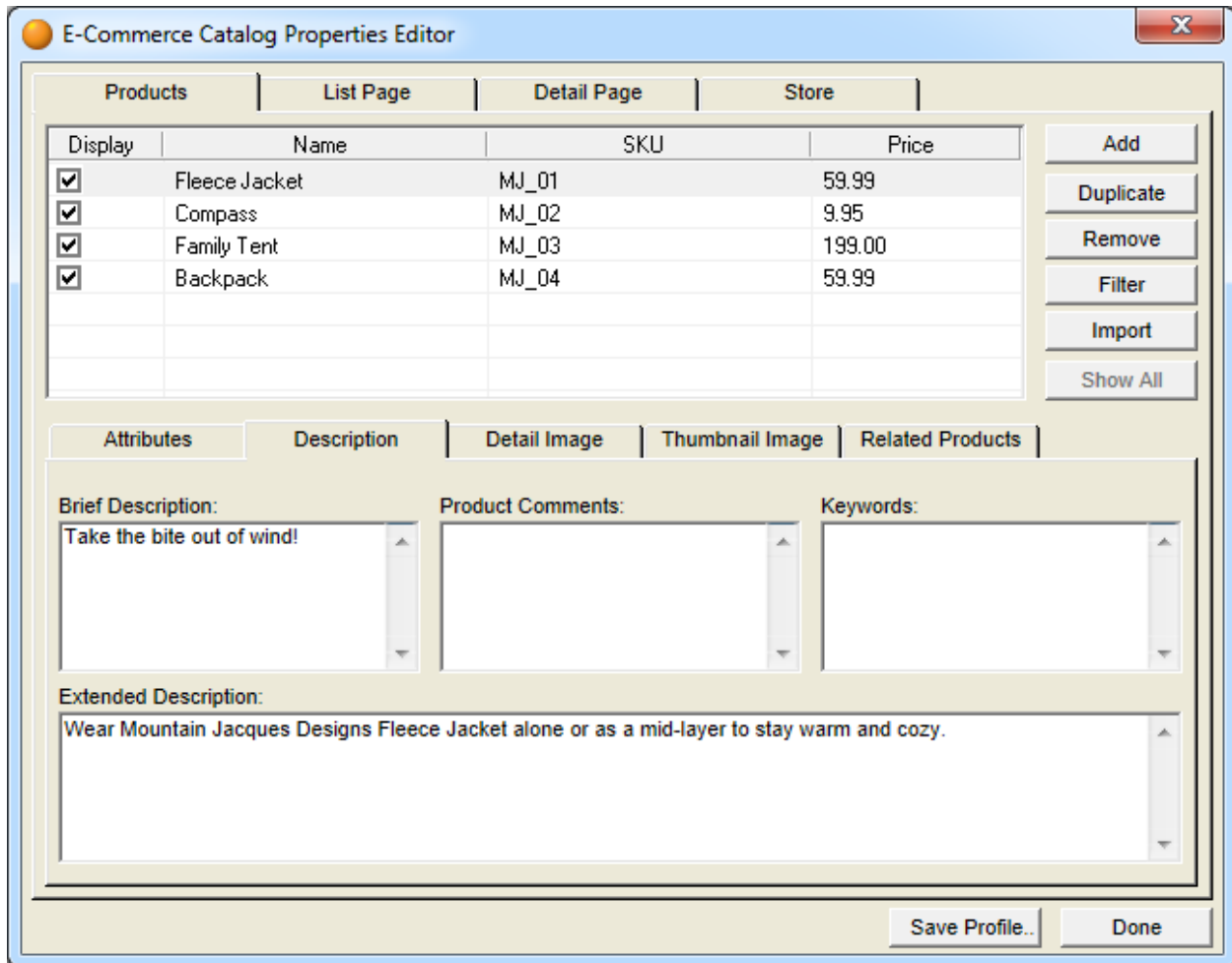
You enter product images on the Detail Image tab. This image appears as the thumbnail image on the List page.

11. Click on the *Detail Image* tab.
12. Click *Browse* to navigate to the *Tutorial Docs\Catalog* folder.
13. Select *fleece.jpg*.
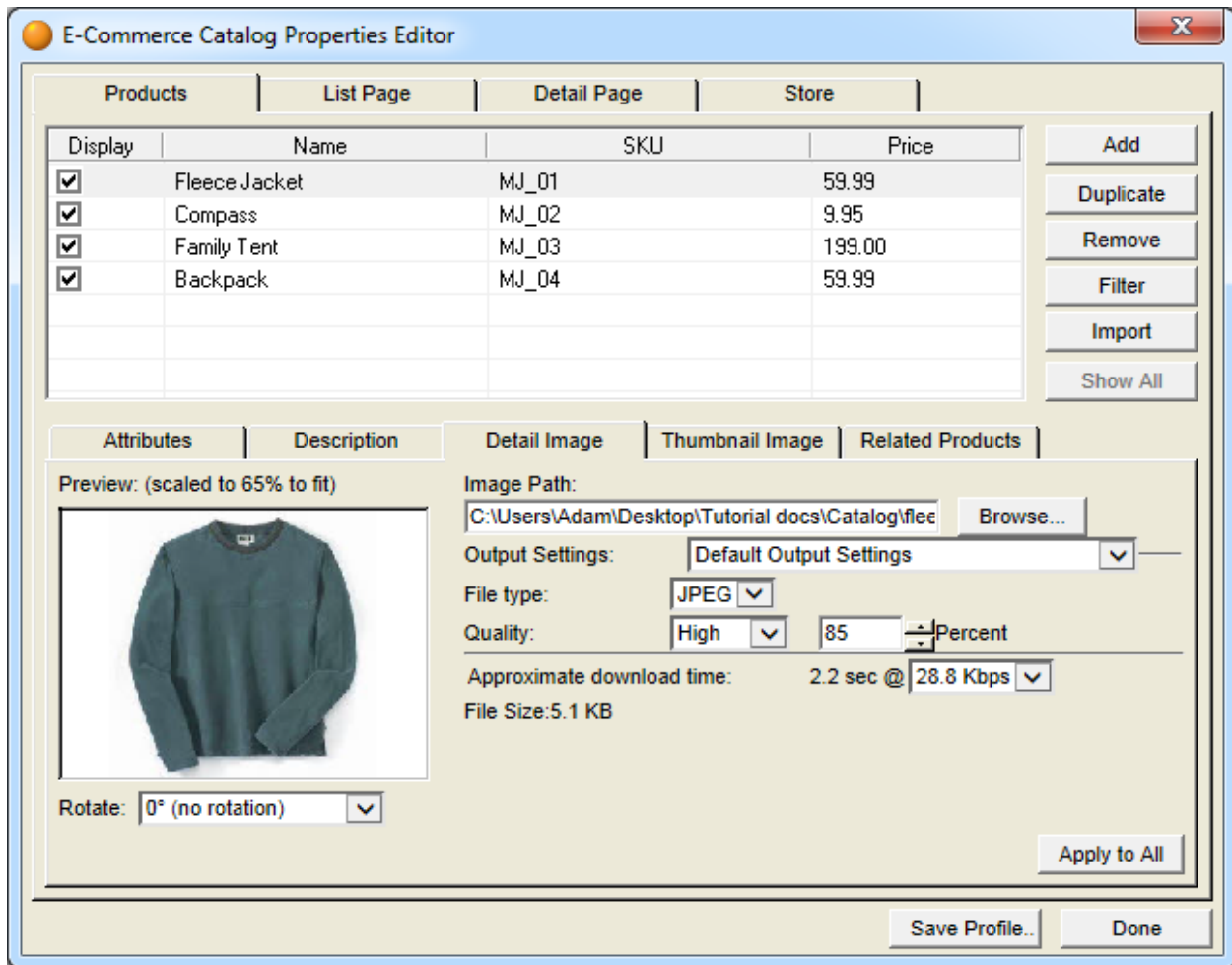
14. Click *Open*.

You use the Output Settings on the Detail Image and Thumbnail Image tabs to balance display quality and download time so your site visitors are not waiting a long time for your photos to appear. For this lesson, the default settings are fine.

You can enter additional products by repeating steps 1 to 13.

15. At the top right of the E-Commerce Catalog Properties Editor, click *Add*. The next line in the products list will be highlighted.
16. Enter the Product 2 information listed below on the Attributes tab.

	Product 2	Product 3	Product 4
ATTRIBUTE NAME			
Name	Compass	Family Tent	Backpack
SKU/Part Number	MJ_02	MJ_03	MJ_04
Price	9.95	199.00	59.99
Add Option	Size	Color	Color
Add Option Name	Small, Large	Green, Blue	Green, Blue
DESCRIPTION TAB			
Brief Description	Great for beginners!	Our most popular tent!	The perfect backpack!
Extended Description	The large numbers make this easy to read compass great for children and adults.	This family size tent offers over 20 square feet of space and endures all types of weather.	With curved shoulder straps, this backpack is great for daytime hikes or late night expeditions.
DETAIL IMAGE TAB			
Add Image	compass.jpg	tent.jpg	backpack.jpg

17. Click *Add* and repeat the process for Product 3 and Product 4.

Formatting the List Page

The list page shows a small preview of each product in the catalog. Site visitors click a thumbnail to go to the detail page.

1. Click the *List Page* tab.
2. On the *Layout* tab, select a *layout*.
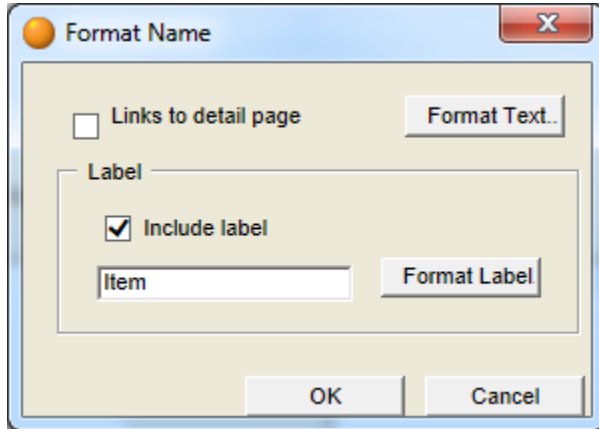3. Click the *Display Items* tab.
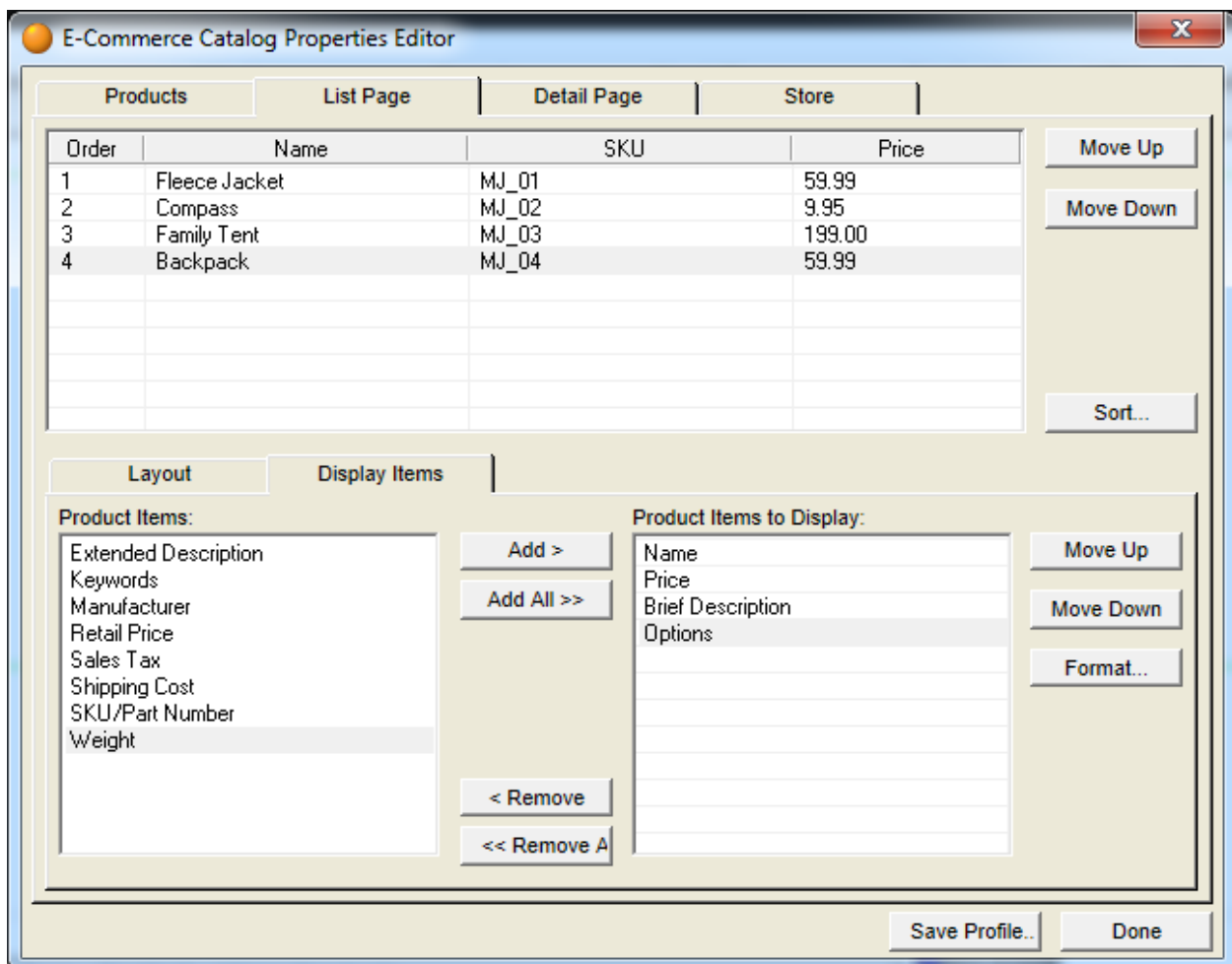
4. In the *Product Items to Display* column, highlight *Name* and click *Format*.

The Format Name dialog appears.

The label formats you select here apply to the List page only.

       a. Delete the text Name and enter **Item** as the label name.

       b. Click Format Label.

The Object Format dialog appears.

The text formats you select here for the labels apply to the List page only.

- On the *Character* tab, set *Font* to **Arial**, *Style* to **Bold**, and *Size* to **16px**, then click *OK* to return to the Format Name dialog.

5. Repeat Step 4 for the remaining Product Items to Display.

The label names should be **Price**, **Description** and **Options**.

6. Click *OK* when you have completed the step above.
7. Click *Done* to see the List page.
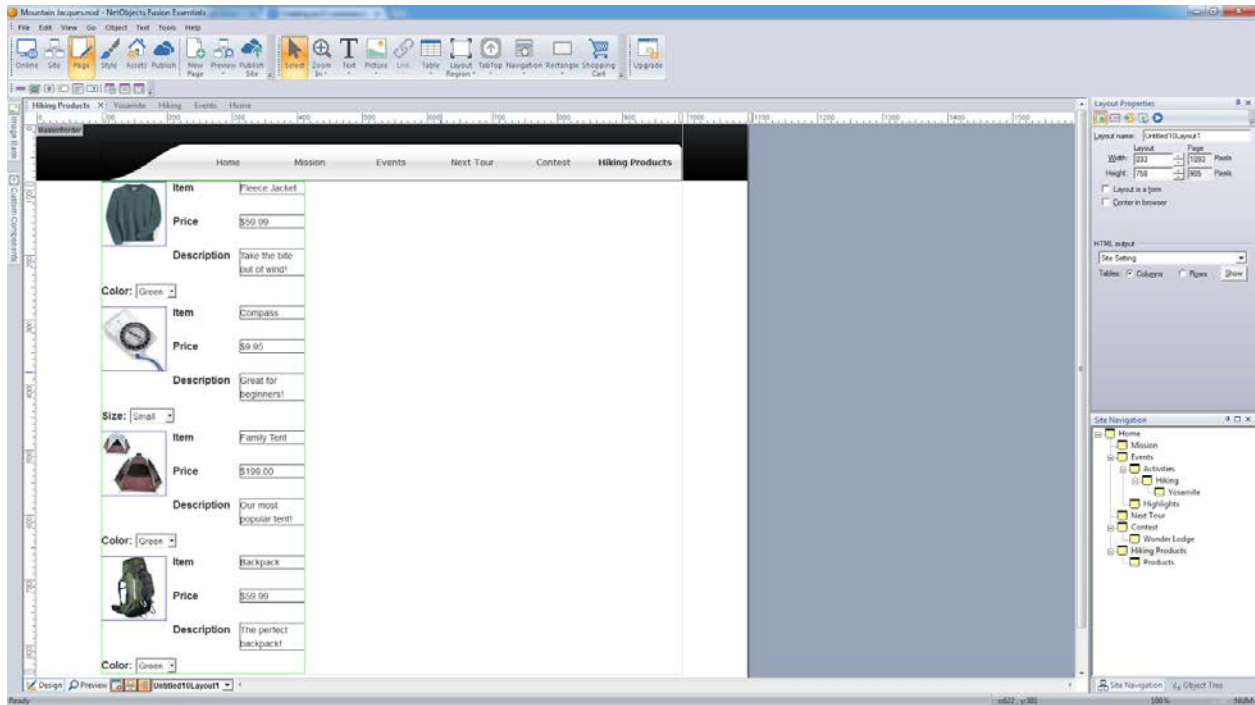
The thumbnails are bounded by a green border. You can change size of the images within the green border, but you cannot edit product information or change dimensions within the border.

8. Drag the catalog so it is centered in the page.
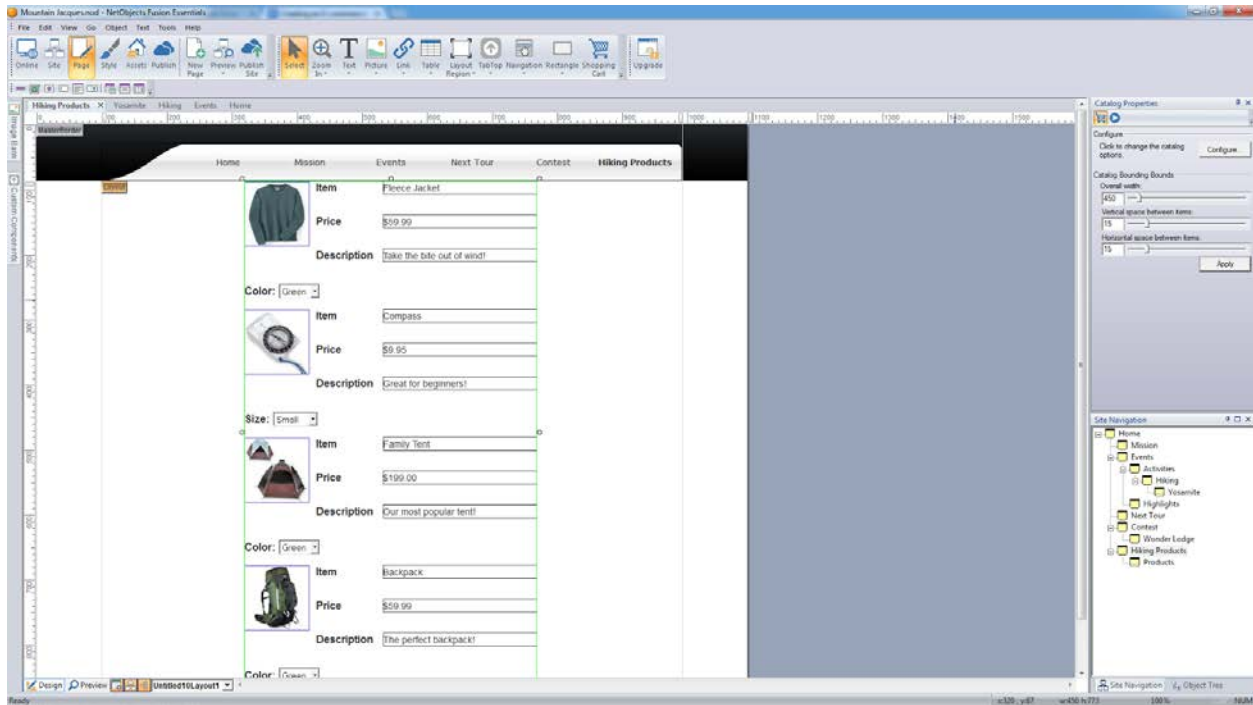
9. In the Properties Palette, make Overall Width **450**, Vertical Space between items **15** and horizontal space between items **15**.
10. Click *Apply*.
11. On the Catalog Properties Palette, click the *Configure* button to return to the ECommerce Catalog Properties Editor.

Formatting the Detail Pages

Each detail page can contain an image and specific information about a product such as price and part number. The layout and text formats you select on the Detail Page tab are reflected on all detail pages. Changes you make directly on a detail page apply only to that page.

1. Click the *Detail Page* tab.
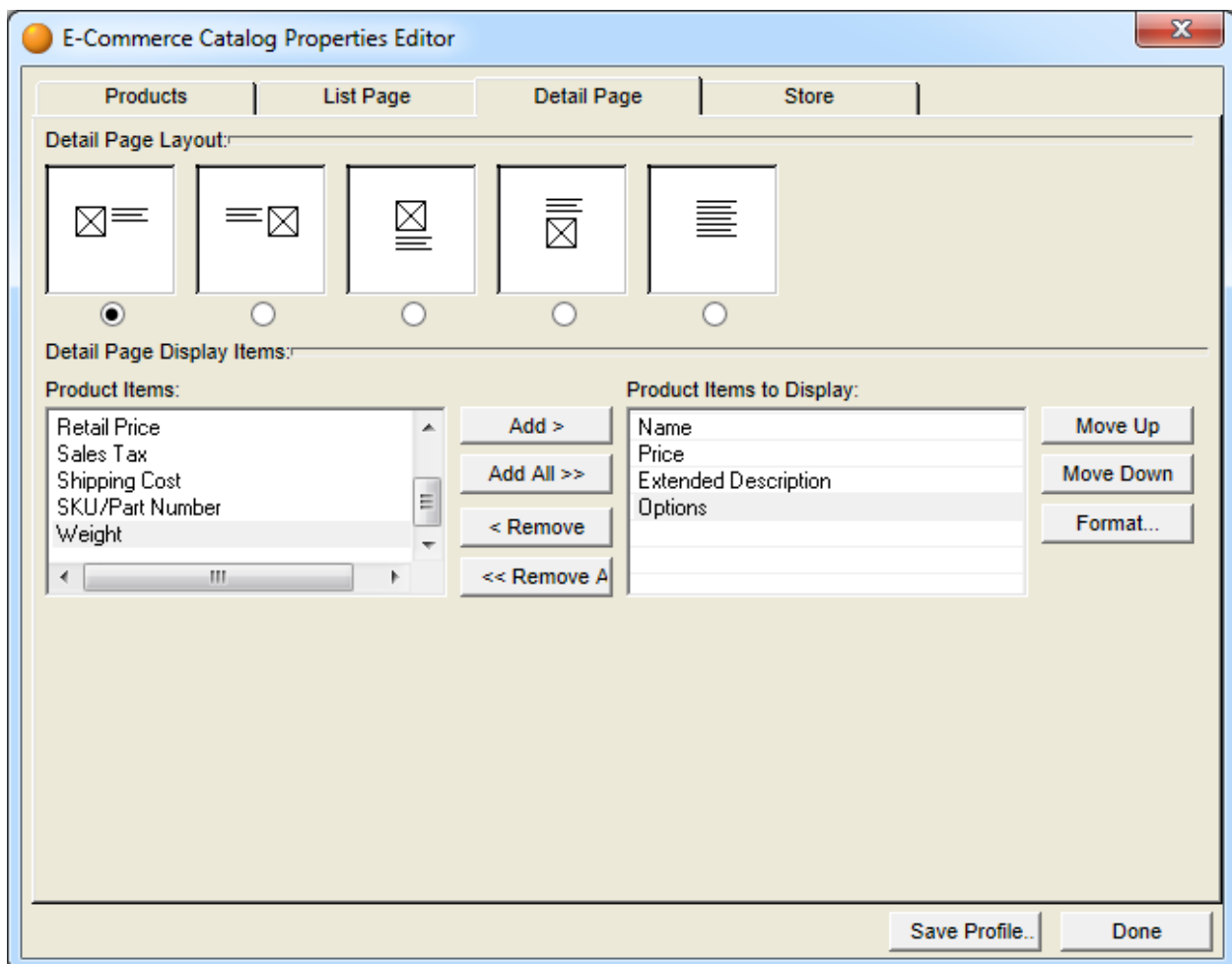
2. Select a *Layout*.

The pictures in this guide use the default layout, but you can experiment with other layouts.

The layout you select applies to all detail pages.

NetObjects Tip: When selecting a layout, consider the shape of your photos and the amount of text you want to include in the caption.

3. Under Product Items to Display, highlight Name and click Format.

The Format Name dialog appears. The label formats you select here apply to all detail pages.

     a. Delete the text Name and enter **Item** as the label name.
     b. Click Format Label.
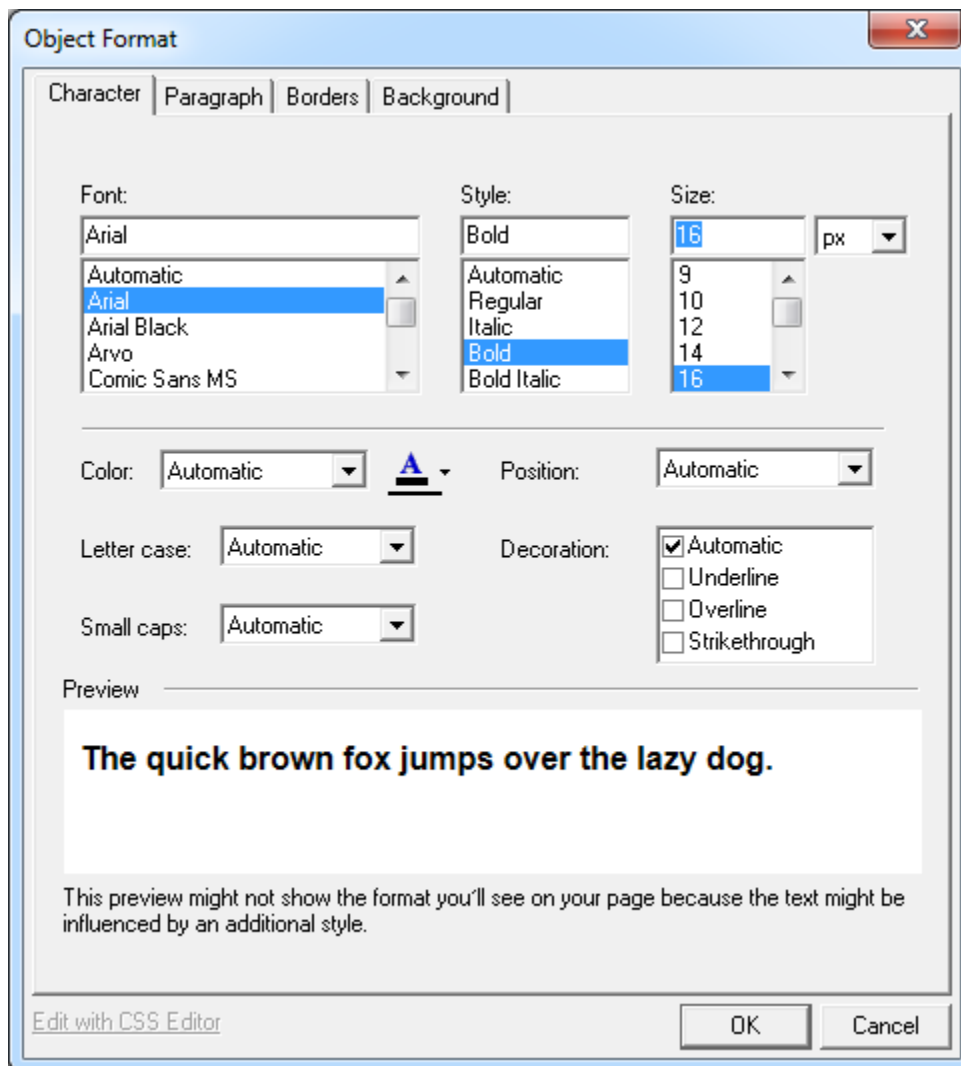
The Object Format dialog appears. The text formats you select here for the labels apply to all product detail pages.

On the *Character* tab, set *Font* to **Arial**, *Style* to **Bold**, and *Size* to **16px**, then click *OK* to return to the Format Name dialog.

4. Repeat Step 3 for the remaining Product Items to Display.

The label names should be **Price**, **Description**, and **Options**.

5. Click *OK* when you have completed the step above.
6. Click *Done* to close the E-Commerce Catalog Properties Editor.

You use the Save Profile option at the bottom of the E-Commerce Catalog Properties Editor to save the settings associated with a specific catalog so it can be used for the next catalog created. For this lesson, we will not create a profile.

Look at the Site Navigation palette. NetObjects Fusion added a page named *Hiking Products* to the site. The new page icon shows multiple pages and has the same name as the catalog. This icon represents the detail pages. The actual number of pages adjusts to accommodate as many or as few products as you add to the catalog.
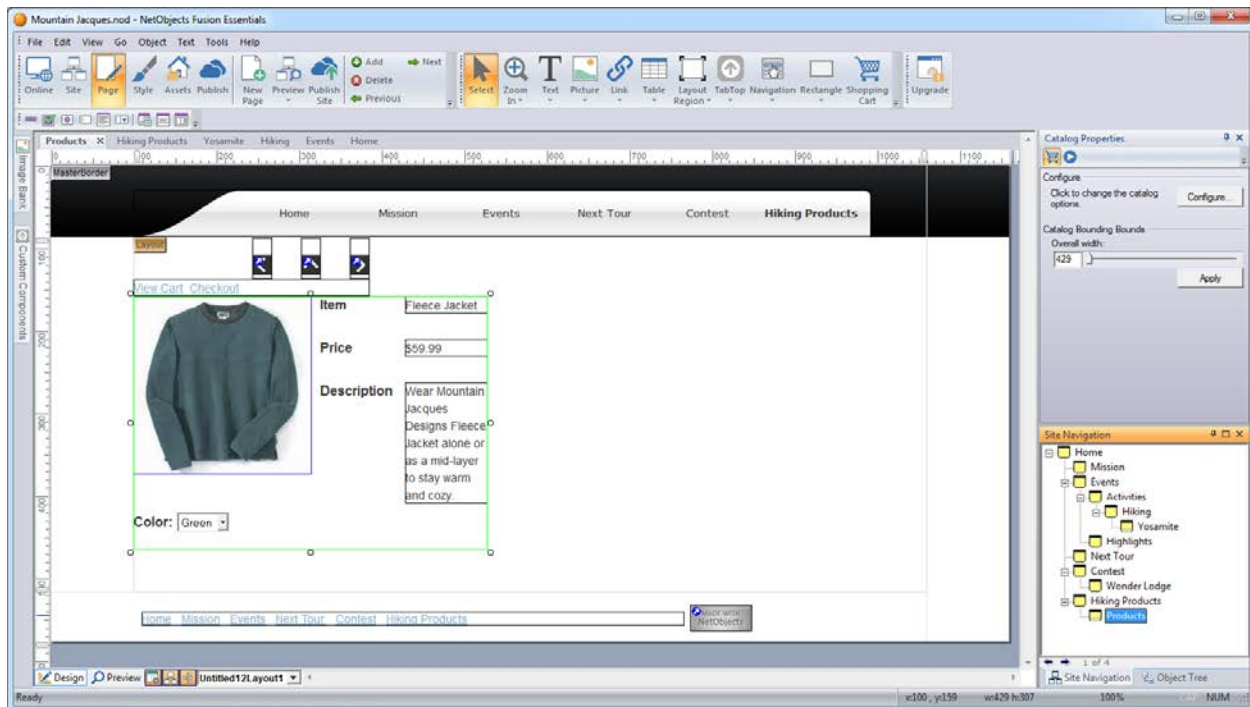
7. Double-click the detail page icon on the Site Navigation palette.

The first detail page appears.

You use the navigation buttons on the control bar to move to the next and previous detail pages, and to add or delete a page. The three navigation buttons below the banner provide a way for site visitors to move to the next or previous product, or back to the thumbnail page.

8. Click the *Next* and *Previous* buttons to display each product page.
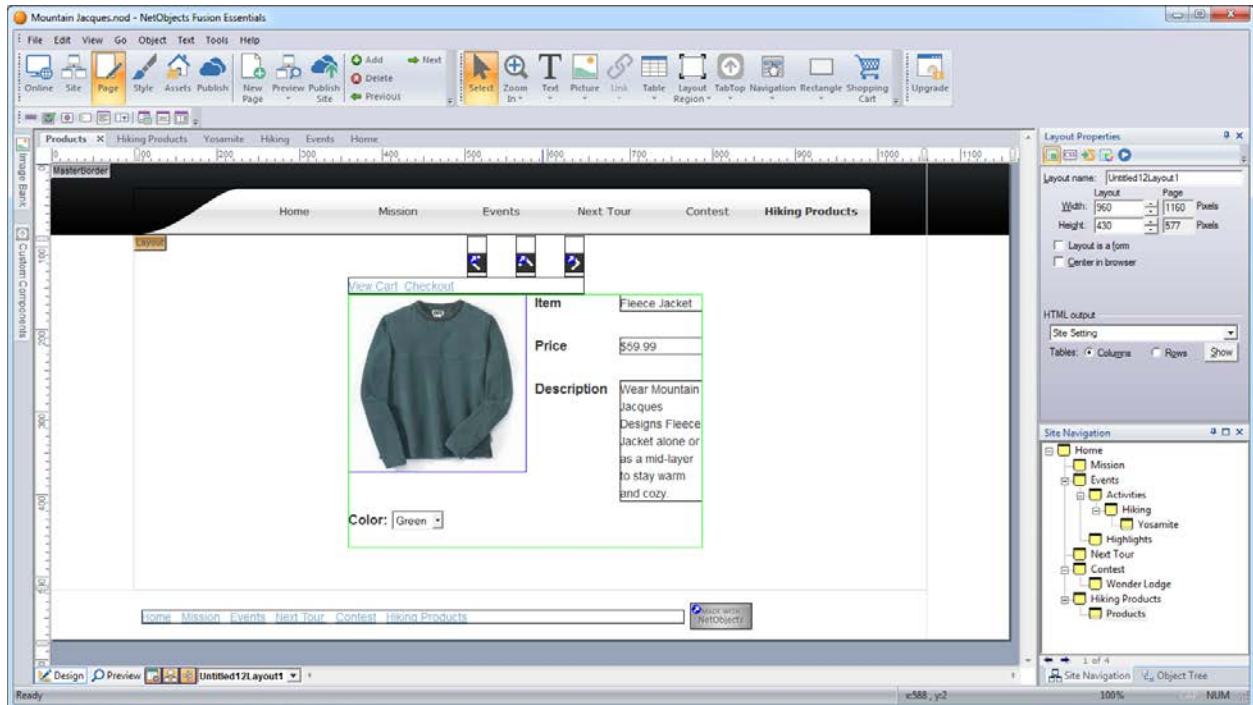
9. Press Shift and click the catalog and each navigation button to select all of these objects.
10. Press the right arrow key to move the selected objects so they are centered under the banner.

This centers the objects on all photo pages.

11. Click the *Next* button on the control bar to move to the Compass detail page.
12. Preview the site.
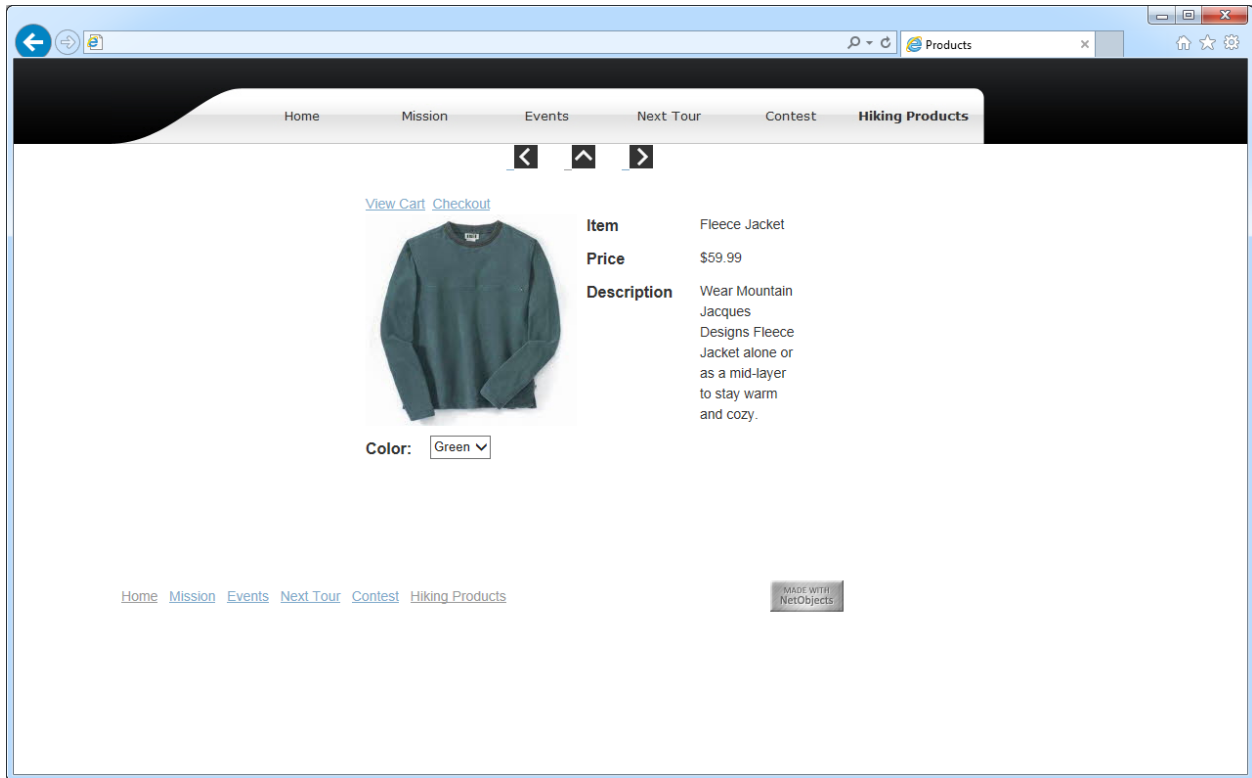
13. Click the up arrow to return to the List page and then click an image to go to the detail page. Use the left and right arrows to move between detail pages.

Your catalog is complete.

Where To Go From Here

You just learned how to put your products on the Web using the NetObjects Fusion Catalog tool.

If you enjoyed using NetObjects Fusion Essentials, consider the benefits of stepping up to Fusion 2013! With our latest award winning software you will be able to even more. Find out about our special exclusive offer to upgrade to Fusion 2013. More Info.