



## **Getting Started with Mal's**

Adding "Buy Now" buttons to your web page

*October 2008*



In this guide we will show you how easy it is to add "Buy Now" buttons to your web page.

Open your web page in any html editor (eg. Macromedia's Dreamweaver or Frontpage). Like all normal product pages in a shopping cart it should contain a product name, description, image, price and a "Buy Now" button to purchase the product.

The beauty of Mal's is that you can design and layout your product page however you wish, we are only interested in the code behind the "Buy Now" button and how it sends product information to the shopping cart.



## SERVER NAME – VERY IMPORTANT!

***Not all Mal's e-commerce shopping carts are set-up on the same server. Your account has been setup on: All the links you create to the cart MUST USE THIS DOMAIN. The documentation refers to ww#.aitsafe.com but your links will not work if you use that host name, this server address does not exist.***



## Method 1 : Hyperlinks

The simplest method for adding items to your cart is by using a conventional hyperlink with the details of the item appended onto the end of the URL.

When one of your customers clicks on the hyperlink they are presented with a page hosted on our servers, showing their current cart with that item added. Here they can choose to edit their order, delete items or move on to the payments section.

Like any other hyperlink, what you click on can be text or an image (here we are using an image). A hyperlink always takes the following form:

```
<a href="http://ww#.aitsafe.com/cf/add.cfm?...">
```

This is the line of code which does all the work, it's just a simple hyperlink which passes information to your shopping cart when clicked.

A hyperlink always takes the same form. The initial http:// reference locates the cart page on our secure servers. What goes after the "add.cfm?" is your Username, plus a description of the product and its price

The syntax for data in a hyperlink is always the same, fieldname=value, and the pairs are linked together with the & character.

If you have a product "Book of Maps" priced at 59,99 and your username is ab12345. The final link to add the product to the cart is:

```
<a href="http://ww#.aitsafe.com/cf/add.cfm?  
product=Orange+V+Neck+Cardigan&price=79.99&userid=ab12345  
>
```



## Important

- ✓ The link should be on one line of html code.
- ✓ It doesn't matter what order you put the fields, there should be no spaces in the link.
- ✓ DO NOT use the "&" character in your product descriptions – it is used to join up the fields. Use the "+" sign or the characters "%20" to create a space instead
- ✓ Field names are case sensitive and all are lower case letters.

## Optional hyperlink fields

You can also set a variety of optional hyperlink fields in order to pass more detail to your cart pages. The most useful fields refer to the quantity purchased, a weight or value for calculating shipping and a return URL for the Continue shopping button:

\*qty = a number (default = 1)

\*units = a weight or other value for calculating shipping (default = 0)

\*return = www.yoursite.com/yourpage.htm (default = none)

Here we have entered the return link, which is usually either your home page or the page the customer has just come from.

```
<a href="http://ww#.aitsafe.com/cf/add.cfm?
product=Orange+V+Neck+Cardigan&price=79.99&userid=ab12345
&return=www.myfashionstore.com">
```



## Quantity discounts

You can also pass quantity discounts to the cart via the hyperlink, so that the price is reduced as the customer buys more.

To do this, instead of a single price, you pass in an array of price points in a field called discountpr. The syntax for the field is a little complicated at first glance.

*You can have an unlimited number of prices points, each one is separated by a comma. Each price point has a range and a price for the product, separated by a colon.*

```
<a href="http://ww#.aitsafe.com/cf/add.cfm?product=Orange+V+Neck+Cardigan&discountpr=3,79.99:4,69.99:0,59.99&userid=ab12345&return=www.myfashionstore.com">
```

This example means:

- ✓ if they order 3 or less the price is \$79.99,
- ✓ if they order up to 4 more (i.e. 7), the price is \$69.99,
- ✓ if they order more than 3 + 4, the price is \$59.99.

The last range always means "more than". It is set to 0 in the example above but in fact what you enter is simply ignored

## Method 2: HTML Forms

You can also add items to your cart using an HTML form post instead of an ordinary hyperlink.

Using a form you set the same values that you set in a hyperlink; your username, the product description and a price. You can also post a quantity and a url for the continue shopping button in the cart.

You can use the full range of GUI form elements; radio buttons, check boxes and drop down lists. You can have as many forms as you like on a web page. The only rule is, you must post AT LEAST the required variables – userid, product, price

Returning to the previous example, you will see that we can achieve the same result using an html form instead of a hyperlink. In this case, the code goes like this...

```
<FORM METHOD="POST"
ACTION="http://ww#.aitsafe.com/cf/add.cfm">
<INPUT TYPE="HIDDEN" NAME="userid" VALUE="ab12345">
<INPUT TYPE="HIDDEN" NAME="product" VALUE="Orange V Neck
Cardigan">
<INPUT TYPE="HIDDEN" NAME="price"
VALUE="79.99"> <b>79.99</b>
<INPUT TYPE="SUBMIT" VALUE="BUY NOW!">
</FORM>
```

Again, you can use an image in place of the submit button by inserting the following html code...

```
<INPUT type="image" src="images/button_buynow.gif">
```

where "images/button\_buynow.gif" is the reference to the image file you have uploaded to your web server.

## Product options

Forms are useful to build up a list of options by posting more than one descriptor for each product. This is a useful way of dealing with colour and size options for products or posting multiple items to the cart.

Select a product



Product: **Orange V Neck Cardigan**

Price: **79.99 USD**

Size:

**BUY NOW!**

The methodology for adding options to a product is by appending a pair of square brackets [ ] onto each field name...

```
<INPUT TYPE="HIDDEN" NAME="product" VALUE="Orange V Neck Cardigan">
<SELECT name="product[]">
<OPTION value="S" > Small </OPTION>
<OPTION value="M" SELECTED > Medium </OPTION>
<OPTION value="L"> Large </OPTION>
</SELECT>
```

The two descriptions will appear in the cart separated by a comma:  
Orange V Neck Cardigan, Medium

There is no limit to the number of options that you can post in this way.