



Getting Started



HOW TO
Start Using Miva Merchant

Revision 1.5



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HOW TO Start Using Miva Merchant

Overview

Miva Merchant is a browser-based Storefront Development and Management System. It integrates cataloging, product, fulfillment, maintenance, category management, inventory, affiliates, and shopping basket, order and credit card processing. Multiple stores can be maintained by one central administrator or specific store functions can be delegated to sub-administrators.

The software is organized as a series of modules that can be upgraded to provide new functionality without changes to the core system. E-merchants can use the browser-based interfaces to build stores, and developers can build modules in XML-based Miva Script. Merchants manage their stores with a user friendly browser-based interface.

Your Miva-enabled hosting provider usually supplies initial installation and configuration support. Ongoing developer and merchant support for using Miva Merchant is available from Miva Corporation. For information about support policies and procedures go to <http://www.miva.com/support>.

Running Miva Merchant requires a Miva Engine enabled site. With Miva Merchant 4.13 and below, the Miva Engine (Empresa) interprets the Miva Merchant code on the fly. Starting with Miva Merchant 4.14, as a compiled program, the Miva Merchant code is executed by the Engine (Miva Virtual Machine). Also available is a desktop Engine, Miva Mia, for use with Microsoft Windows.

Store Screens and Administration Screens

Miva Merchant is a powerful storefront development system that gives you a number of options for customizing your store. It is divided into two core modules:

- **merchant.mv (4.14 and above: merchant.mvc)**

This is the module that displays your store on the Internet, or on your development PC. To display your store, enter the URL to Miva Merchant (found in your Domain Settings, Site Configuration).

To access your site on the internet, it would look something like:

http://www.YourDomainName.com/Merchant2/merchant.mv

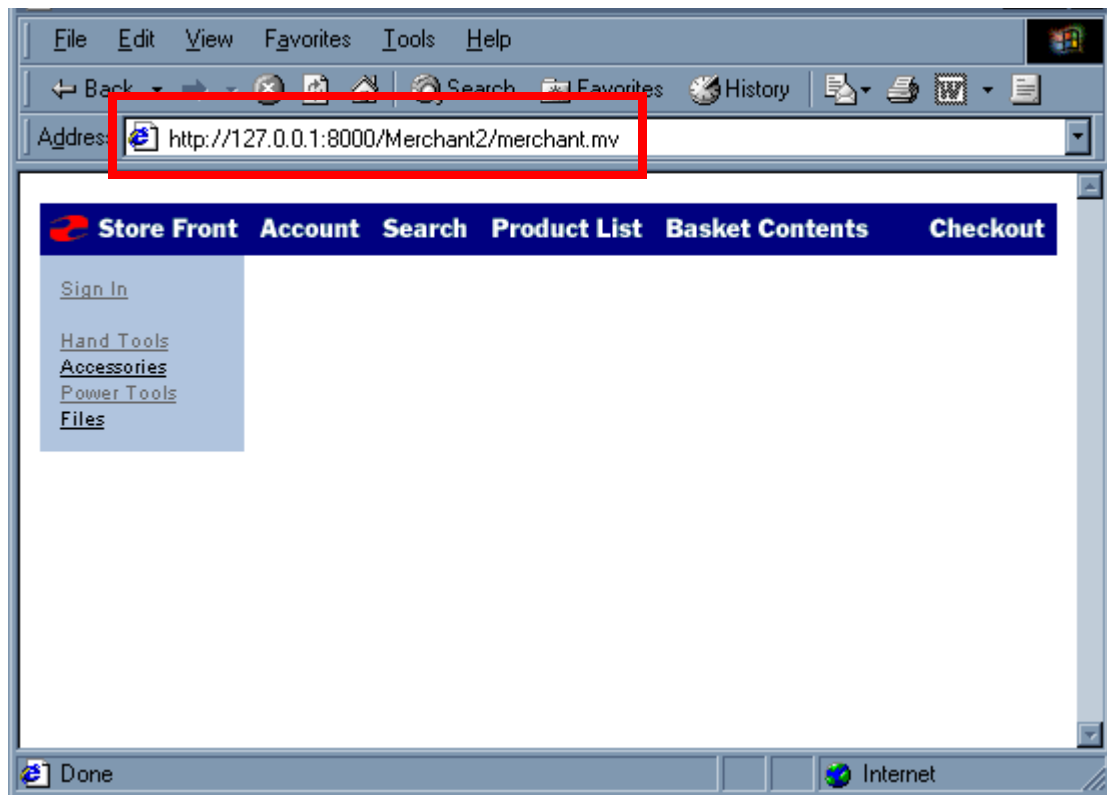
OR

http://www.YourDomainName.com/Merchant2/merchant.mvc (in 4.14)

On your development PC, it would look something like one of these:

http://127.0.0.1:8000/Merchant2/merchant.mv (merchant.mvc in 4.14)

http://YourPCname:8000/Merchant2/merchant.mv (merchant.mvc in 4.14)



- **admin.mv (4.14 and above: admin.mvc)**

This is the module that you use to enter the information into your store. When your installation or upgrade completed, this is the URL it display to access the Administration Interface.

To display the administration module on the internet, enter something like:

http://www.YourDomainName.com/Merchant2/admin.mv

OR

http://www.YourDomainName.com/Merchant2/admin.mvc (in 4.14)

On your development PC, enter something like on of these:

http://127.0.0.1:8000/Merchant2/merchant.mv (.mvc in 4.14)

http://YourPCname:8000/Merchant2/merchant.mv (.mvc in 4.14)



address http://127.0.0.1:8001/merchant2/admin.mv?Session_ID=01C1FDB1277F05F00000042800000000&

MAIN DOCS SUPPORT LOGOUT

Miva Merchant v4.13
Miva Engine v3.9406

Miva[®] merchant™ 4
Storefront Development
and Management System

There were 0 failed login attempts since your last login.


Miva Merchant Quick Start

Domain Name: [127.0.0.1](#)

[Domain Notifications](#) [Check For New Notifications Now](#)

[Miva Script Compiler Now Shipping!](#)

The most common tasks may be accomplished using Wizards. To evoke a Wizard, click the icon above the desired Wizard.



[Create Store Wizard](#)

Store Name: [The Write Shoppe 5](#)

- Refresh
- Main
- Domain Settings
- Store Selection Layout
- Users
- Modules
- Wizards
- Stores
 - Add Store
 - The Write Shoppe 5
 - Wizards
 - Groups
 - Countries
 - States
 - Categories
 - Products
 - Marketing
 - Attribute Templates
 - Upsale
 - Inventory
 - Affiliate Configuration
 - Shipping Configuration
 - Payment Configuration
 - Order Fulfillment Configur
 - Logging Configuration
 - System Extension Configu
 - Customers
 - Availability Groups
 - Price Groups
 - Order Processing
 - Utilities
- Utilities
- Switch to Simple Administration
- About Miva Merchant
- Logout

This guide introduces you to the Miva Merchant interfaces, including menus, common navigation symbols, and wizards. It directs you to Miva publications that help you add features and functions to your store, and discuss tips for maintaining your store.

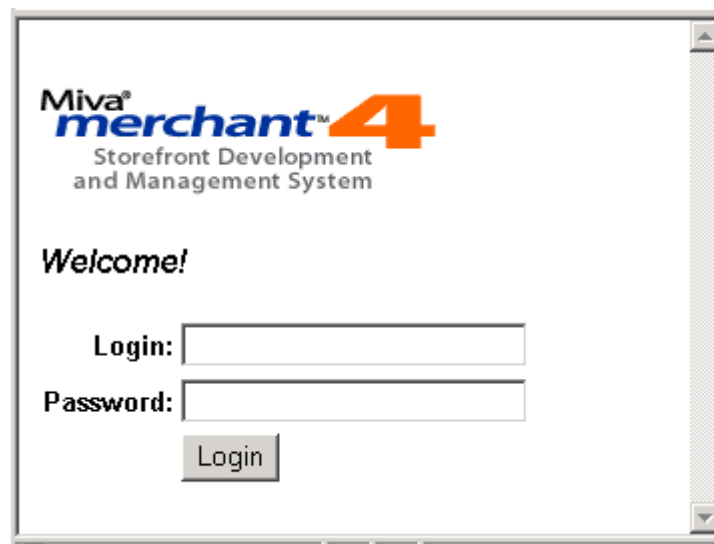
This guide covers the following major topics:

- [“The First Steps” on page 4](#)
 - [Log In](#)
 - [“Simple Administration for New Users” on page 6](#) introduces tasks to help you create the basic configuration, products, and categories for your store.
- [“Next Steps: Add Functionality to Your Store” on page 10](#) provides a glimpse of the functionality you might want to add to your store.
- [“Administration Interface” on page 11](#) describes the sections of the Administration Interface, the navigation symbols, and wizards.
 - [“Administration Interface Menu Items” on page 12](#)
 - [“Using the Administration Interface Menu” on page 14](#)
 - [“Administration Interface Data Entry Area” on page 15](#)
 - [“Administration Interface Navigation Buttons and Arrows” on page 17](#)
 - [“Wizards” on page 18](#)
- [“Next Steps: Maintain Your Store” on page 20](#) is a very important section to help you prevent problems.
 - [Keep Your Store Running Efficiently](#)
- [“Miva Merchant Documentation” on page 21](#)

The First Steps

Log In

Use the URL that displayed on the last page of the Setup process to access the Miva Merchant administration interface module (`admin.mv` or `admin.mvc`). The login screen displays as shown below.



Miva[®]
merchant™ 4
Storefront Development
and Management System

Welcome!

Login:

Password:

Login

If you previously performed Setup and did not bookmark the URL to the Miva Merchant Administration Interface, you can still locate the URL. The file *admin.mv* (***admin.mvc in 4.14***) is located under the Merchant or Merchant2 directory in your script directory (which could be named html, mivascript, etc.) of your domain or sub-domain. Examples:

- **<http://www.YourDomain.com/merchant/admin.mv?> (.mvc in 4.14)**
- **<http://www.Domain.com/~YourSubDomain/merchant/admin.mv?> (.mvc in 4.14 and above)**

OR

- **<http://www.YourDomain.com/merchant2/admin.mv?> (.mvc in 4.14)**
- **<http://www.Domain.com/~YourSubDomain/merchant2/admin.mv?> (.mvc in 4.14)**

If you still cannot locate it, check with your Internet Host/Service Provider.

1. Enter the user name and password you defined in the Setup Wizard. This is the name and password for the domain administrator. Click on Login.

Note: If this is the first time you are logging in, and you did not perform the upgrade or setup, the Miva Merchant License Agreement will display.

2. The Administration Interface is displayed.

If this is the first time you are logging into Miva Merchant after a new installation (setup), the Simple Administration Interface displays.

Simple Administration for New Users

Providing a simple, quick way for you to get your store up and running, the Simple Administration guides you through the phases of the store creation and configuration processes. When one step is complete, a checkmark is placed beside it, and the next wizard automatically loads. If you log out of the Simple Administration interface before completing all the steps, the next time you log in, the Simple Administration will load, with the completed steps checked.

At any time you can go to the Advanced Administration Interface.

Your Internet Host Provider may have set up certain modules or features as part of the package you purchased. Therefore, you may not have all the modules available to you that are described in this publication.

Miva Merchant v4.14 Simple Administration [Switch to Advanced Administration](#) [Logout](#)

I. Welcome!

II. [Create Store Wizard](#)

III. Configure Store

1. Add Categories
2. Add Products
3. Add Attributes
4. Configure Payment
5. Configure Shipping
6. Affiliate Configuration
7. Add Affiliates
8. Order Fulfillment Configuration
9. Configure Look & Feel
10. Configure Sales Tax
11. Miva Marketplace Sign Up Wizard
12. Miva Marketplace List Product Wizard
13. Miva Marketplace Mass-Listing Wizard
14. Miva Mailer Setup Wizard
15. Miva Mailer Add Mailing List Wizard
16. Miva Mailer Send Wizard

IV. [Finished!](#)

There were 0 failed login attempts since your last login.

Welcome to Simple Administration! This interface leads you through a series of tasks to get your store up and running quickly, and allowing you to become familiar with Miva Merchant. The tasks on the left indicate your current task with an arrow, and completed task with a checkmark. A gray link indicates a task that is not available until an associated task has been completed. At each task, a wizard loads and provides you with a basic description of the essential features needed for your store to operate properly.

To begin please press the continue button.

Domain Notifications [Check For New Notifications Now](#)

No Current Notifications Present

Simple Administration Screen

- | | |
|--------------------------------------|---|
| 1. Steps | Indicates the current task with an arrow.
As you complete each step, a checkmark displays next to it and the next step automatically loads. (You can, however, click any available step.) |
| 2. Switch to Advanced Administration | Displays the (Advanced) Administration Interface. See “Administration Interface” on page 11 . |
| 3. Logout | Logs out the current user. Using logout is important, so that Miva Merchant can provide you with the same settings next time you log in. When all tasks are complete (indicated by check marks), and you log out, the next time you log in, the (Advanced) Administration Interface will display. |
| 4. Data Area | Displays the information and selections for each of the steps and corresponding wizards. |
| 5. Notifications | These are notifications from your Administrator or Host Provider. |

Creating Your Store in Simple Administration

The interface first takes you through the process of creating a store and the steps to configure it.

Note: The first time you create a store, it might be beneficial to keep the number of items, such as the categories and products to a small number. You could make a “test store” until you become familiar with the features you want to use for your Miva Merchant store.

Create Store Wizard

To create your store and set up basic configurations, follow the directions in the Simple Administration screens:

- **Enter basic information about your store.**

The wizard asks you to enter a store name, owner information, store settings and layout.

Other store settings are automatically set, based on the country in which the Owner resides. These settings are: Measurement (weight), Sales Tax Calculation and Currency formatting. If you want to modify these and other store settings, refer to *HOW TO Change the Sales Tax Calculation for Your Store* and *HOW TO Edit Store Settings, Maintenance Mode & Order Minimums*.

Configure Store

Note: To skip a step, click **Skip** in the top, right corner.

1. Add Categories

Arrange your products into groups. You can have nested categories, where one category is the 'parent' of another. For example, the categories "card holders" and "bookends." might have the parent category "Desk Items." You can also put the products in more than one category. For example, bookends could be under Desk Items, Office Accessories, and Bookshelf Items.

2. Add Products

Enter the basic product information. At this point, consider keeping the number of products you enter to a fairly small number.

After you have set up the basic store you might consider importing your product information, particularly if you are adding quite a few products, will track product inventory, or if many of your products have several attributes (for example, color or size). Refer to *HOW TO Import Product Data Using a Flat File*.

3. Add Attributes

After you have added products using the Simple Administration interface, the Add Attributes link will be enabled. Colors and sizes are examples of attributes.

If you have several products that use the same or similar attributes, use the Miva Merchant feature Attribute Templates, available in Advanced Administration. For example, T-shirts and Shorts may have sizes of small, medium, large, extra large, and jumbo, and Jackets have all the same sizes, except jumbo. You can copy the Attribute Template, then simply delete the jumbo size from the jackets. Refer to *HOW TO Create Attribute Templates*.

Note: Your Internet Host Provider may have already configured your payment and/or shipping modules, therefore you may not need to select or configure them.

4. Configure Payment

Your store must be configured with a payment method so you can sell products. If it is not, your e-shoppers will receive an error. This wizard guides you through the payment module(s) selection and configuration.

5. Configure Shipping

Configuring shipping helps both you and your customer. You can choose the best method(s) for the type of products you sell, include quantity discounts, base the shipping cost on product weight or price, and other options. Your e-shopper sees the specific shipping charges during the checkout process. You can sell products without configuring shipping, but your customers will see a message telling them shipping is not configured.

6. Affiliate Configuration

You can encourage other sites to become one of your affiliates, for which you could see more traffic, increased completed orders, and your affiliates can earn commissions.

In configuring affiliates, the wizard helps you set up the default commissions you will pay out to affiliates. Of course, later you will be able to edit these for any individual affiliate. Other items you configure include Email configuration and notification. For additional information about Affiliates, see *HOW TO Administer Affiliate Program*, which guides you through the Affiliate settings in the (Advanced) Administration Interface.

7. Add Affiliates

Potential affiliates can sign up in your store, depending upon how you configure Affiliates, but you can also add affiliate information yourself. You might do this when you have disabled the Default Application Status, in which case the Affiliate Login does not display on your Store Front. This data also includes the specific commissions you want to pay out for this affiliate.

8. Order Fulfillment Configuration

Confirms orders via Emails to your customers and to designated merchants. To enter more than one Email address in the CC field, separate the Email addresses with commas.

9. Configure Look & Feel

Guides you through choosing a store color scheme, messages, and assigning products that will appear on your Store front. For additional information on this wizard, see *HOW TO Create the Basic Look & Feel for a Store using the Wizard*.

10. Configure Sales Tax

Choose the type of tax you want Miva Merchant to calculate. Then, the wizard guides you through the steps to set up the specific tax you selected.

11. Miva Marketplace Sign Up Wizard

Miva Marketplace is a pay-for-performance service, which assists you in promoting your products to shoppers who are searching or browsing various websites. This wizard takes you through the sign-up process, after which you will be able to add your products to the Miva Marketplace service. For more information about Miva Marketplace, visit <http://www.miva.com/mmp/>.

12. Miva Marketplace List Product Wizard

This wizard helps you list your products within the Miva Marketplace service, choose the categories, and enter the per-click price to position your product.

13. Miva Marketplace Mass-Listing Wizard

Use one or more files that contain your products codes, Miva Marketplace categories, and other pertinent data to upload to Miva Marketplace.

14. Miva Mailer Setup Wizard (new in 4.13)

Establish an account with the Miva Mailer Service.

15. Miva Mailer Add Mailing List Wizard (new in 4.13)

Create the Mailing Lists, including the prompts that will display to your customers and affiliates, providing them the opportunity to subscribe to one or more of your mailing lists.

16. Miva Mailer Send Wizard (new in 4.13)

Enter the subject and body for your Email, and send to one of your lists. The Miva Mailer Server will send to each of the Email addresses in your list.

- When the basic configuration for your store is complete, an option displays for you to switch to the Administration Interface.
- If you are new to Miva Merchant and you have created your store, check these sections:
 - [“Next Steps: Add Functionality to Your Store” on page 10](#)
 - [“Administration Interface” on page 11](#)
 - [“Next Steps: Maintain Your Store” on page 20](#)

Next Steps: Add Functionality to Your Store

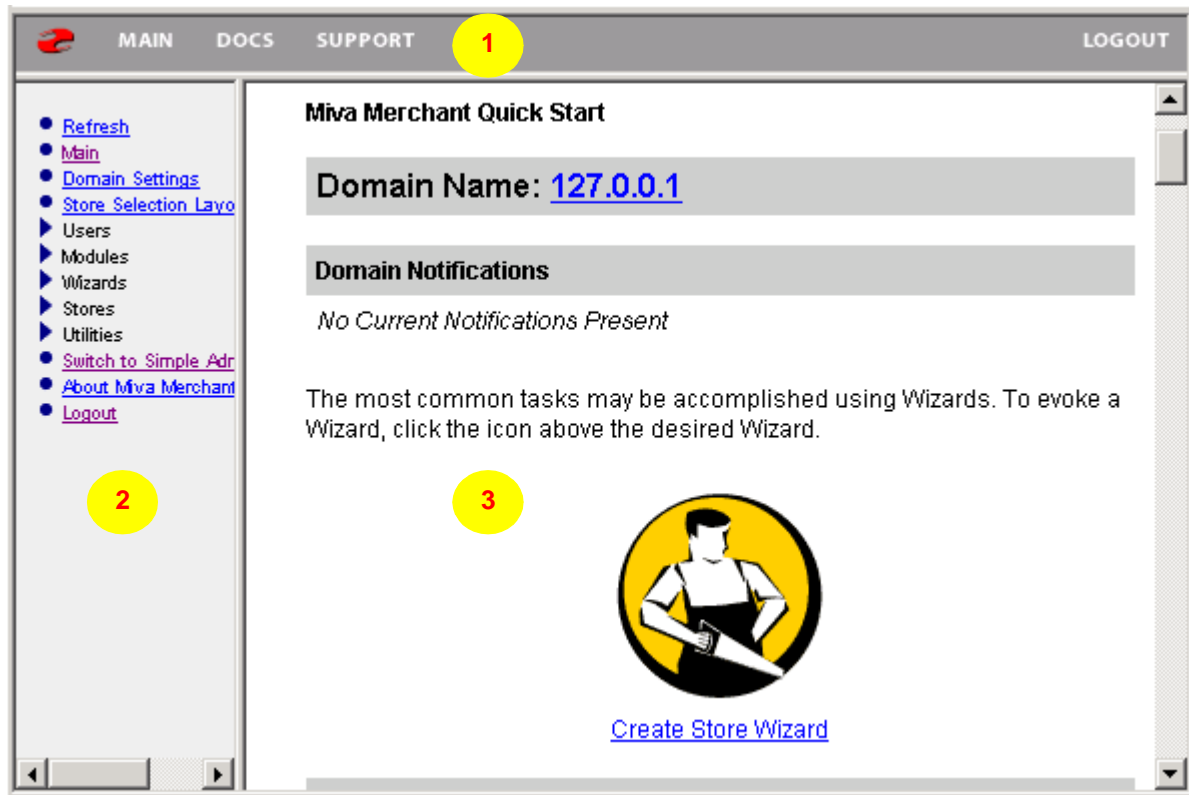
After you have the basic configuration of your store, you may want to further refine its look, or add certain functions. (The Miva Merchant feature or function is identified in parenthesis below.) You may want to:

- **Link your new Miva Merchant store and your current website (Integrate Miva Merchant into an Existing Website).**
- **Make Changes to Your Store**
 - track the inventory of some or all products (Inventory).
 - extend special offers to your customers (Upsales).
 - sell products at reduced rates to certain customers or for whom you have special products (Price Groups and Availability Groups).
 - identify a minimum quantity or order price that must be purchased (Order Minimums).
- **Change the Look & Feel of Your Store**
 - coordinate color scheme with your existing website (Edit Store, Colors).
 - apply the same text at the top of each page (Global Headers and Footers).
- **Promote your products to audiences of qualified shoppers (Miva Marketplace).**

For all these features, and others that you may want to add to your store, go to <http://www.miva.com/docs/merchant/howto4.1.html>, and look for the applicable “How To...” link.

For a description of the publications available for Miva Merchant users, refer to the section “[Miva Merchant Documentation](#)” on page 21.

Administration Interface



The “Advanced Administration Interface” is referred to simply as “Administration Interface” in the rest of this publication, and in other Miva Merchant publications.

The Administration Interface includes the following components:

1. Header menu bar
2. Administration Interface menu
3. Data entry area

Top Menu Bar



	Click this logo to open a new browser and display the home page of the Miva Corporation website (www.miva.com).
Main	Click to go to the Miva Merchant Quick Start in the (Advanced) Administration Interface.
Docs	Click to open a new browser and display the Documentation page of the Miva website.
Support	Click to open a new browser and display the Support page of the Miva website.
Logout	Click to log out of the Administration Interface. Using logout is important, so that Miva Merchant can provide you with the same settings next time you log in.

Administration Interface Menu Items

This menu is where you access the administrative functions of Miva Merchant. When you start, the menu only shows the following items:



Menu Item	Description
Refresh	Refresh the screen.
Main	Displays the Miva Merchant Quick Start that includes: <ul style="list-style-type: none"> Graphical representations of the wizards Domain and Store Notifications Store statistics The exact display depends upon how your domain and store are configured.
Domain Settings	Contains Miva Merchant domain settings for your site, registration, session and login timeouts, and upload and notification settings. Refer to <i>HOW TO Setup & Administer a Miva Merchant Domain</i> for detailed information on these tasks.

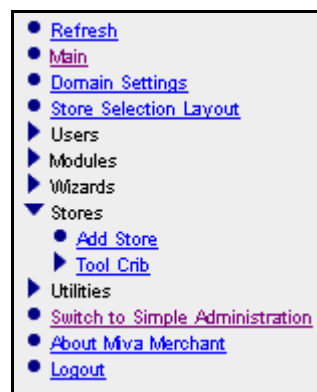
Menu Item	Description
Store Selection Layout	<p>Select or change the basic look of the store. Choose between:</p> <ul style="list-style-type: none"> KoolCat Look & Feel (KCUl) <ul style="list-style-type: none"> Contains fewer layout options than MMUI Miva Merchant Look & Feel (MMUI) <ul style="list-style-type: none"> You choose many layout options
Users	<p>Add administrative users to the Miva Merchant domain. You can also delete or edit user information here. After you add a user, assign the person to a group within a store. (You define privileges/rights for a group). Refer to <i>HOW TO Administer Users & Groups</i> for detailed information on these tasks.</p>
Modules	<p>Modules are the applications that add functionality to Miva Merchant. Add a third-party module and make a module active and inactive. See <i>HOW TO Add Functionality with Modules</i>.</p>
Wizards	<p>Wizards allow you to quickly and easily perform tasks such as creating a store and adding module functionality. See “Wizards” on page 18.</p>
Stores	<p>Add a store and modify existing store data. After creating your basic store, refer to “Next Steps: Add Functionality to Your Store” on page 10.</p>
Utilities	<p>Contains the Domain-level Pack Data Files utility, which compresses the domain databases. Since packing files is a very important maintenance task for your store, there is a store-level Pack Data utility. See “Next Steps: Maintain Your Store” on page 20.</p>
Switch to Simple Administration	<p>Displays the Simple Interface that guides you through creating and configuring a store.</p>
About Miva Merchant	<p>Displays the version of Miva Merchant and Miva Engine, the licensed user name, the license number, and the license agreement.</p>
Logout	<p>Logs out the current user. Using logout is important, so that Miva Merchant can provide you with the same settings next time you log in.</p>

Using the Administration Interface Menu

Click on an item in the main menu to access its functionality. Some menu items are hyperlinks, and some are not.

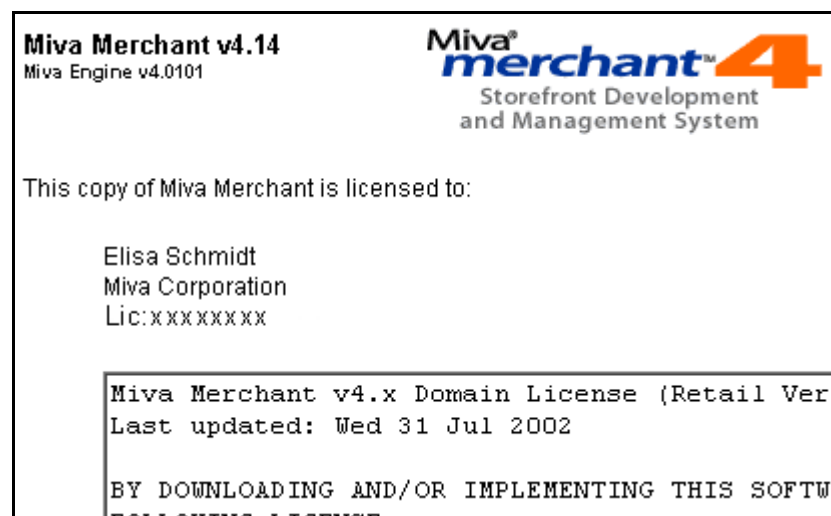
- ▶ Items that have a blue arrow next to them contain subordinate items that may be displayed by clicking the blue arrow to the left ▶ of the item.
- ▶ [Item](#)
 - ▶ [Item](#)
 - ▶ [Item](#)
 - [Item](#)
- Items with no subordinate items have a blue dot ● next to them.

See the close up below:



When you click an ▶ arrow, the menu displays the subordinate items, and the arrow points down at these items ▼ .

When you select a link in the menu, its corresponding content or form displays in the Data Entry Area. For example, clicking the About Miva Merchant link displays the following form:



Administration Interface Data Entry Area

The default screen for the Data Entry Area in the Advanced Administrative Interface is the Miva Merchant Quick Start screen. This is the screen that is displayed when you click **Main** in the Header Bar or in the Administration Interface menu on the left.

In the screen below, you see a new store. Store Notifications, Statistics, and Best Sellers are displayed directly below the store name. (Since this is a new store, the statistics show zero.)

The screenshot shows the Administration Interface with a sidebar menu on the left and a main content area. The sidebar menu includes links for Refresh, Main, Domain Settings, Store Selection Layout, Users, Modules, Wizards, Stores (with sub-links for Add Store and Tool Crib), Utilities, Switch to Simple Administration, About Miva Merchant, and Logout. The main content area features a 'Create Store Wizard' link at the top. Below it, the 'Store Name' is 'Tool Crib'. Underneath, there are three sections: 'Store Notifications' showing 'No Current Notifications Present', 'Statistics' showing zero for Hits, Visits, Orders, Revenue, and Products Sold, and 'Best Sellers' showing 'No Best Sellers Currently Available'. At the bottom, there are three circular icons with links: 'Look & Feel' (brush icon), 'Shipping Configuration' (shipping box icon), and 'Payment Configuration' (cash register icon). A 'Reset Statistics' link is also present in the top right of the statistics section.

Before the first store is created, the only wizard on this screen is the Create Store Wizard. After the store has been created, store statistics and the other wizards are displayed under the store name. See [“Wizards” on page 18](#)

When you click a link in the Administration Interface Menu, the corresponding data entry form is displayed in the Data Entry Area. For example, when you click the Domain Settings link, its Data Entry Area displays.

Data Entry Form

The Data Entry Form generally includes the following sections:

1. Title

The title of the form is at the top. It is the same name as the link you selected from the Administration menu on the left.

2. Help button

The Help button loads the applicable Miva Merchant help from Miva Corporation's website.

3. Tabs (Links)

Many Data Entry Areas for the selected link contain more than one form. Clicking these tabs displays additional sets of fields.

4. Field Area

The field area contains text boxes into which you enter data. This area also displays data you or your Internet Host Provider previously entered, or data from the Miva Merchant program.

5. Buttons

The buttons at the bottom of the form will update, reset, or delete the selection.

The screenshot shows a web form titled "Domain Settings". At the top right of the title bar is a help icon (2). Below the title bar is a row of tabs: "Information" (3), "Registration", "Site Configuration", "Timeouts", "Upload Settings", and "Notification Settings". The "Information" tab is selected. Below the tabs is a form area (4) with the following fields: "Domain Name:" with the value "127.0.0.1", "License #:" with a partially visible value, and "Version:" with the value "4.10". At the bottom of the form are two buttons: "Update" (5) and "Reset".

Statistics

Clicking the Main link in the Administration Interface menu on the left, or in the bar at the top, also displays Miva Merchant statistics. They reflect the numbers since the last time you reset the statistics.

Hits: The total number of hits for your store.

Visits: The number of individual visits your store has received.

Orders: Based on baskets converted to orders.





















Revenue: The total of all the order totals.

Products Sold: The total quantity of all products sold.

Best Sellers: List of the top five selling products and the number of each sold.

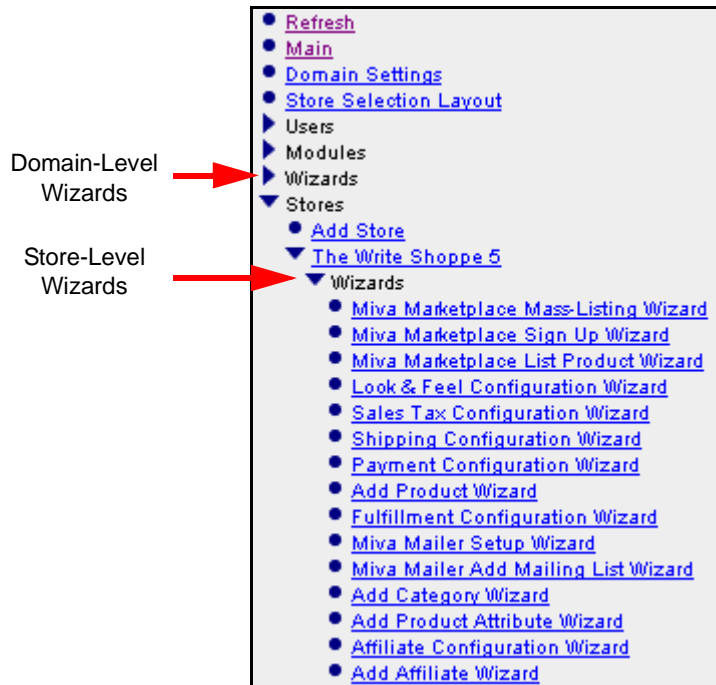
Administration Interface Navigation Buttons and Arrows

There are icons in the Miva Merchant Administration Interface that you can use to access various functions. These icons are described below.

Icon	Name	Description
	Color	Display the color selector palette.
	Edit	Edit the full data record.
	Edit Here	Make a quick edit of the currently displayed data fields.
	Help	Get detailed information about your Merchant page.
	Link	Reveal the relevant links to integrate your site.
	Move Down	Move the list item down one in the list.
	Move Up	Move the list item up one in the list.
	Check All	Put a check next to all displayed items in the list.
	Uncheck All	Remove the checks from all displayed items in the list.
	New	Create a new record.
	Next	Show next part of list.
	Previous	Show preceding part of list.
	First	Go to the first record.
	Prev	Go to the previous record.
	Next	Go to the next record.
	Last	Go to the last record.
	Refresh	Reset your page to its original display.
	Search	Search on the variables you entered in the search text box.
	Select	Choose the record.
	Upload File	Input file name or browse for a file.

Wizards

Wizards help make creating a store and configuring features and functions quick and simple. You can select any wizard directly from the Administration Interface menu (shown below) or from the Miva Merchant Quick Start form. (The Simple Administration Interface automates the process for you. See “[Simple Administration for New Users](#)” on page 6.)



- **Create Store Wizard (Domain Level)**

When you first enter the Administration Interface, if you have not yet created a store, the Create Store Wizard is the only wizard available. It is a fast and easy way to step through the initial phase of creating a store.

This wizard is located at the domain level, and the wizards below are all located at the store level.

- **Add Category Wizard**

You can have nested categories, where one category is the ‘parent’ of another. For example, the categories “card holders” and “bookends.” might have the parent category “Desk Items.” And, “wooden bookends” and “metal bookends” could have the parent category “bookends.”

- **Add Product Wizard**

Guides you through entering the basic product information. If you’re adding quite a few products, will track inventory, or many of your products have several attributes (for example, color or size), you might consider importing your product information.

- **Add Product Attribute Wizard**

From the Add Product Wizard, you can click the Add Attribute(s) button to run this wizard. And, as with other wizards, you can select it from the Administration menu or the Quick Start form. It guides you through entering attributes (features) and options that your products have. It also lets you choose the type of selection methods your e-shoppers will see.
- **Payment Configuration Wizard**

Based on the payment module you choose to use, this wizard displays a series of screens for you to identify the specific data required for the selected payment type.

If you want to use a Payment Gateway, before you can set this up, you need to do the following, unless your IHP (Internet Host Provider) already has.

 - Obtain a merchant account
 - Determine the Payment Gateway you want to use
 - Get an account with the Payment Gateway and register.
 - Enter this information as the wizard asks for it.

Read about the Payment gateways in *HOW TO Set Up Payment Configuration*.
- **Shipping Configuration Wizard**

When you configure shipping, you can choose the best method(s) for the type of products you sell, include quantity discounts, base the shipping cost on product weight or price, and other options. Your e-shopper sees the specific shipping charges during the checkout process. You can sell products without configuring shipping, but your customers will see a message telling them shipping is not configured.

Refer to *HOW TO Set up Shipping Configuration*.
- **Affiliate Configuration Wizard**

In configuring affiliates, the wizard helps you set up the default commissions you will pay out to affiliates. (You can modify these for individual affiliates, if you wish.) Other items you configure include Email configuration and notification.
- **Add Affiliate Wizard**

Potential affiliates can sign up in your store, but you can also add affiliate information yourself. You might do this when you have disabled the Default Application Status, in which case the Affiliate Login does not display on your Store Front. This data also includes the specific commissions you want to pay out for this affiliate.
- **Look and Feel Configuration Wizard**

Helps you customize the basic look and feel of your store. The choices vary, depending upon which Layout you have selected, Kool Cat or Miva Merchant Look & Feel. Refer to *HOW TO Create the Basic Look & Feel for a Store Using the Wizard*.
- **Sales Tax Configuration Wizard**

Guides you through the selections and options for each of the sales tax modules. Only one sales tax module can be selected for a store. Choose the one that best fits your needs.

- **Miva Marketplace Sign Up Wizard**

Miva Marketplace is a pay-for-performance service, which assists you in promoting your products to shoppers who are searching or browsing various websites. This wizard takes you through the sign-up process, after which you will be able to add your products to the Miva Marketplace service. For more information about Miva Marketplace, visit <http://www.miva.com/mmp/>.
- **Miva Marketplace Mass-Listing Wizard (new in 4.13)**

Use the wizard to update many products at one time, using one or more update files to upload your product data to Miva Marketplace.
- **Miva Marketplace List Product Wizard**

Displaying after you sign up with Miva Marketplace, this wizard helps you list your products within the Miva Marketplace service, choosing the categories, and the per-click price to position your product.
- **Miva Mailer Setup Wizard**

Establish an account with the Miva Mailer Service.
- **Miva Mailer Add Mailing List Wizard**

Create the Mailing Lists, including the prompts that will display to your customers and affiliates, providing them the opportunity to subscribe to one or more of your mailing lists.
- **Miva Mailer Send Wizard**

Enter the subject and body for your Email, and the list to which you want to send it. The Miva Mailer Server will send to each of the Email addresses in your list.

Next Steps: Maintain Your Store

Keep Your Store Running Efficiently

To keep your store running efficiently, prevent the size of your store from becoming larger than necessary and overburdened, and for added security, you should put your store into Maintenance Mode on a regular basis to perform some housekeeping.

Refer to the guide *How to Maintain an Efficient Store* for details about:

- Deleting shopping baskets and whether or not to recover order numbers
- Deleting temporary files
- Packing data files
- Removing old orders
- Backing up your data

Miva Merchant Documentation

The Miva Merchant publications are located on the Miva Corporation website, at <http://www.miva.com/docs/merchant/>.

Knowing the version of the software you are using can help you locate the correct publication. To find the version: in the Administration Interface menu, on the left, click About Miva Merchant.



HOW TO... Guides

The HOW TO Guides are written for the e-merchant who wants to build a Miva Merchant store. The guides assume you have a general knowledge of the Internet and e-commerce.

The HOW TO Guides are written to help you perform specific tasks. On the website, they are grouped in the following categories:

- **Getting Started**
Includes publications for installation, starting to use Miva Merchant (this publication), creating a store, and integrating into an existing site.
- **Making Changes to Your Store**
Includes adding and setting up products, categories, attributes, inventory, upsale, groups, countries and states, and customers.
- **Set Up Basic Miva Merchant Configurations**
Includes configuring affiliates, payment, shipping, order fulfillment, and logging.
- **Edit Your Store's Features and Functionality**
Includes changing the look & feel of your store, store setting, maintenance mode, order minimums, and the tax structure.
- **Administer a Miva Merchant Store**
Includes setting up a domain, a mall, users/groups, order processing, exporting and importing data, importing products, and utilities to clean up your domain and store data.

The Miva Merchant 4.1 HOW TO... Guides can be found at <http://www.miva.com/docs/merchant/howto4.1.html>.

Online Help

Miva Merchant contains online help which is readable from your browser. You access help from the Data Entry Area. See where you click the "Help button" on [page 16](#).



HOW TO Set Up Miva Merchant

Revision 1.5



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MM1015-06

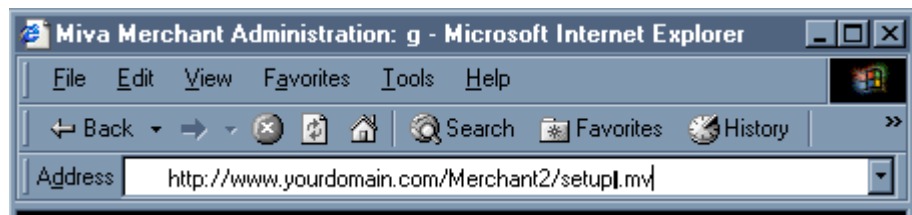
HOW TO

Set Up Miva Merchant

Accessing the Setup Wizard

The Miva Merchant Setup Wizard installs and initializes the system data files in your account on the Miva-enabled Web server. These data files contain information unique to your store and site location. They will also contain your product information, and configuration options such as: shipping, customer payment choices, and order processing.

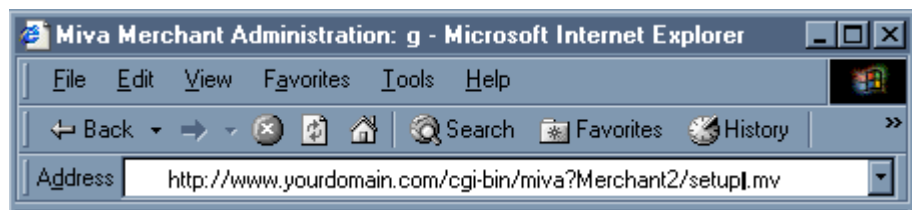
In some cases the Setup Wizard can be run directly from the last screen on the installation program. If you cannot run the Setup Wizard from the last installation screen, setup is initialized by accessing a URL in your browser similar to one of the following (depending upon your specific configuration). Contact your Internet Hosting Provider or system administrator if you are unsure of which one to use.



`http://www.yourdomain.com/Merchant2/setup.mv`

`http://www.yourdomain.com/Merchant2/setup.mvc (4.14 & above)`

This is the most common way to access Miva Merchants setup program. This URL points to your setup file in a directory called `/Merchant2` in your top web documents directory (often called document root).



`http://www.yourdomain.com/cgi-bin/miva?Merchant2/setup.mv`

`http://www.yourdomain.com/cgi-bin/miva?Merchant2/setup.mvc (4.14 & above)`

In some cases, Miva Merchant is accessed directly through your servers `cgi-bin` with a URL similar to the one shown above.



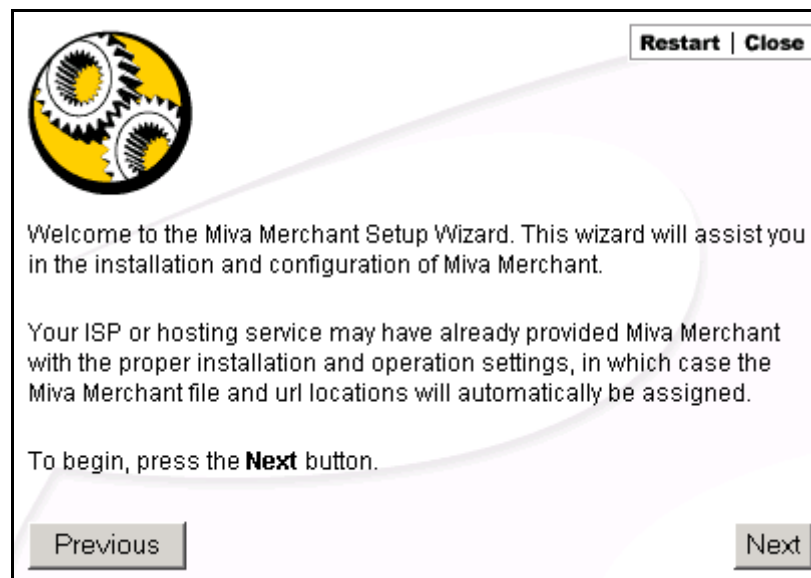
`http://127.0.0.1/Merchant2/setup.mv`

`http://127.0.0.1/Merchant2/setup.mvc (4.14 & above)`

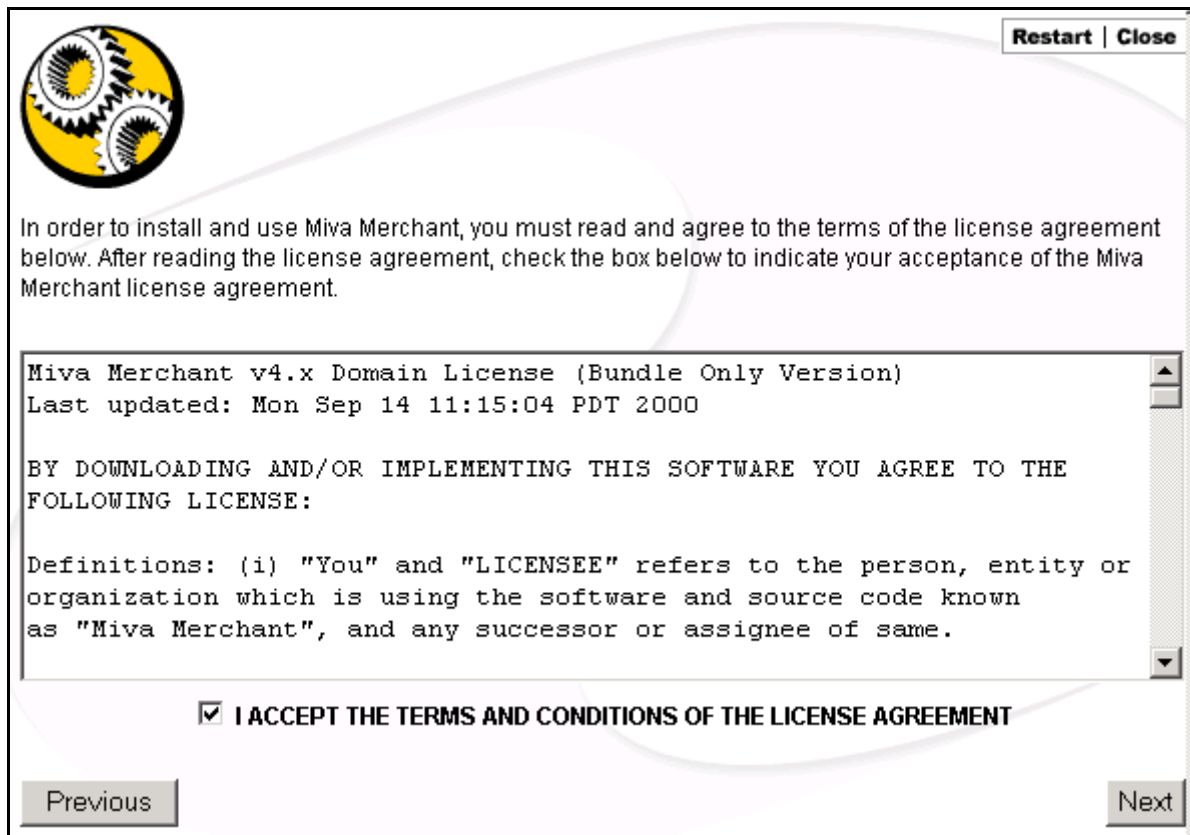
To install Miva Merchant on a Windows® system using Miva Mia, a URL like the one above should be used. Miva Mia must be installed and running.

The Setup Process

1. After reading the welcome, click Next to display the License Agreement screen.




2. Scroll through the agreement, and after reading it, check the "I ACCEPT THE TERMS..." box. Click the Next button to start the setup.



3. Enter the Miva Merchant license number. If you have purchased licenses for multiple stores, the number you enter here is the Domain license. Click Next.

4. Enter the name and address information. Fields that have a bold title [e.g. Owner] are required.
5. When you are finished entering all the information, click the Next button at the bottom of the screen. The system checks the data for required field entry. If any information is missing or incorrect, the above screen will re-appear with an error message designating what you need to do for Miva Merchant to proceed.

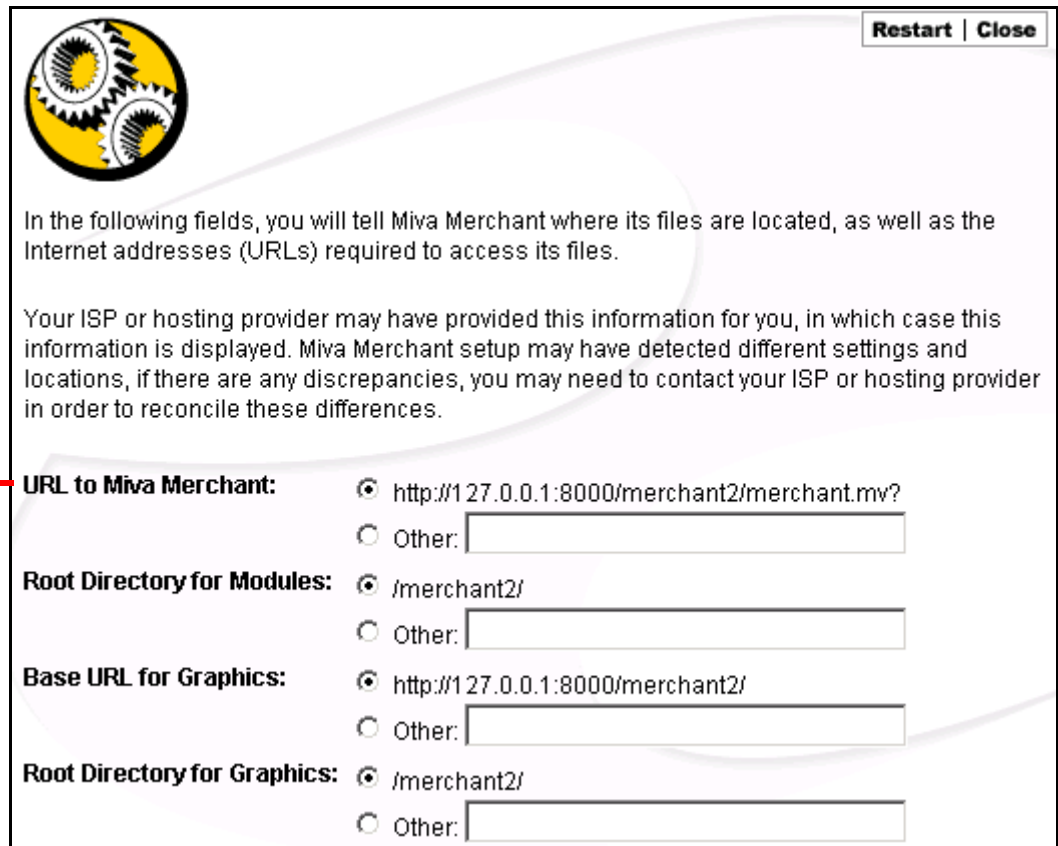


Restart | Close

Enter your name and address information below. This will be used in case Miva needs to contact you regarding Miva Merchant.

Owner:	<input type="text" value="Elisa Schmidt"/>
Email Address:	<input type="text" value="ElisaSchmidt@miva.com"/>
Company:	<input type="text"/>
Address:	<input type="text" value="5060 Santa Fe Street"/>
City:	<input type="text" value="San Diego"/>
State/Province:	<input type="text" value="California"/>
Other State/Province:	<input type="text"/>
Zip/Postal Code:	<input type="text" value="92109"/>
Country:	<input type="text" value="United States"/>
Phone:	<input type="text" value="858-731-4200"/>
Fax:	<input type="text"/>

- The default URLs you see may have been given by your Internet Service Provider. If the URLs you see are not the ones provided to you by your ISP, contact your ISP.



Restart | Close

In the following fields, you will tell Miva Merchant where its files are located, as well as the Internet addresses (URLs) required to access its files.

Your ISP or hosting provider may have provided this information for you, in which case this information is displayed. Miva Merchant setup may have detected different settings and locations, if there are any discrepancies, you may need to contact your ISP or hosting provider in order to reconcile these differences.

URL to Miva Merchant: `http://127.0.0.1:8000/merchant2/merchant.mv?`
 Other:

Root Directory for Modules: `/merchant2/`
 Other:

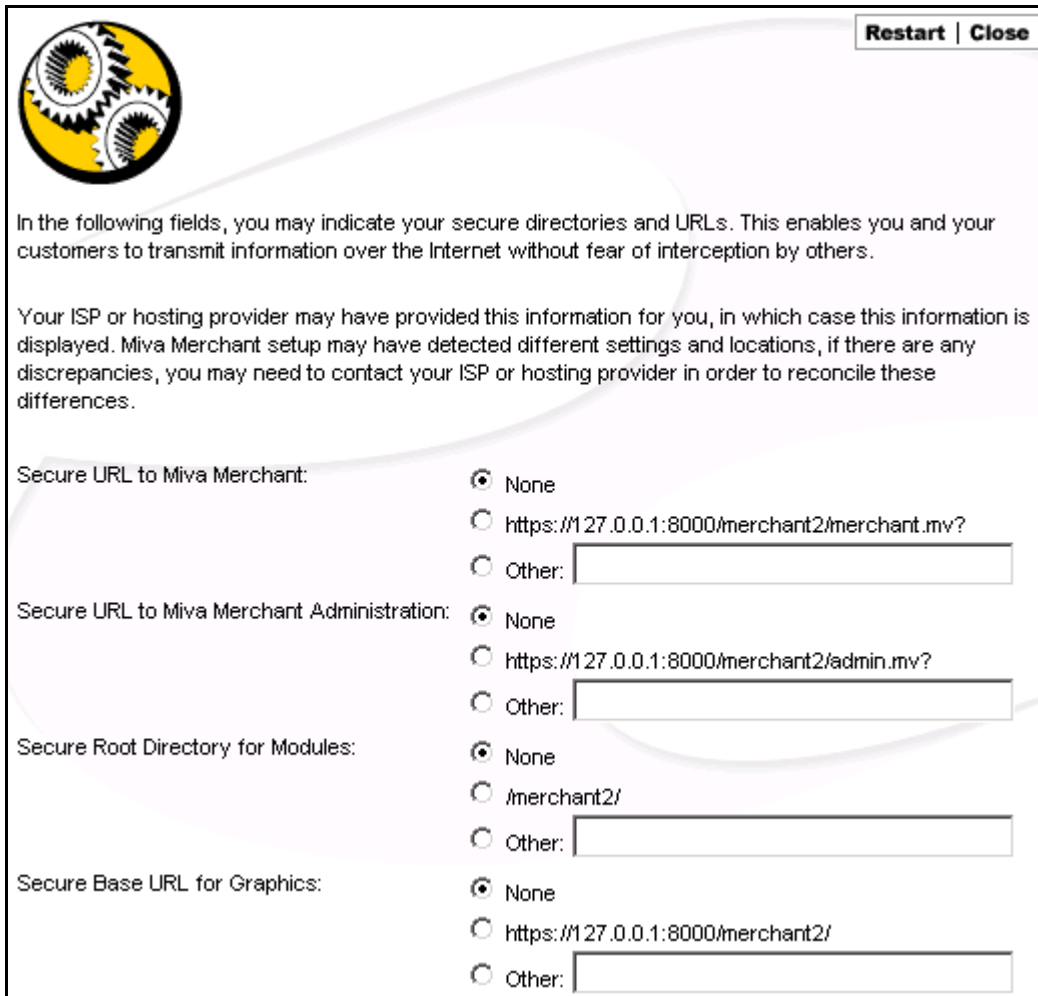
Base URL for Graphics: `http://127.0.0.1:8000/merchant2/`
 Other:

Root Directory for Graphics: `/merchant2/`
 Other:

4.14

URL to Miva Merchant: `http://127.0.0.1:8000/merchant2/merchant.mvc?`

7. Leave the URLs at default unless your Internet Hosting Provider (IHP) has given you secure directories. In this case, check Other and enter the secure URL into the text box.



The screenshot shows a window titled "Restart | Close" with a logo of three interlocking gears. The text inside reads: "In the following fields, you may indicate your secure directories and URLs. This enables you and your customers to transmit information over the Internet without fear of interception by others. Your ISP or hosting provider may have provided this information for you, in which case this information is displayed. Miva Merchant setup may have detected different settings and locations, if there are any discrepancies, you may need to contact your ISP or hosting provider in order to reconcile these differences."

Secure URL to Miva Merchant:

- None
- https://127.0.0.1:8000/merchant2/merchant.mv?
- Other:

Secure URL to Miva Merchant Administration:

- None
- https://127.0.0.1:8000/merchant2/admin.mv?
- Other:

Secure Root Directory for Modules:

- None
- /merchant2/
- Other:

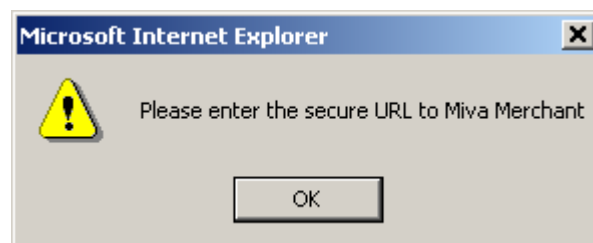
Secure Base URL for Graphics:

- None
- https://127.0.0.1:8000/merchant2/
- Other:

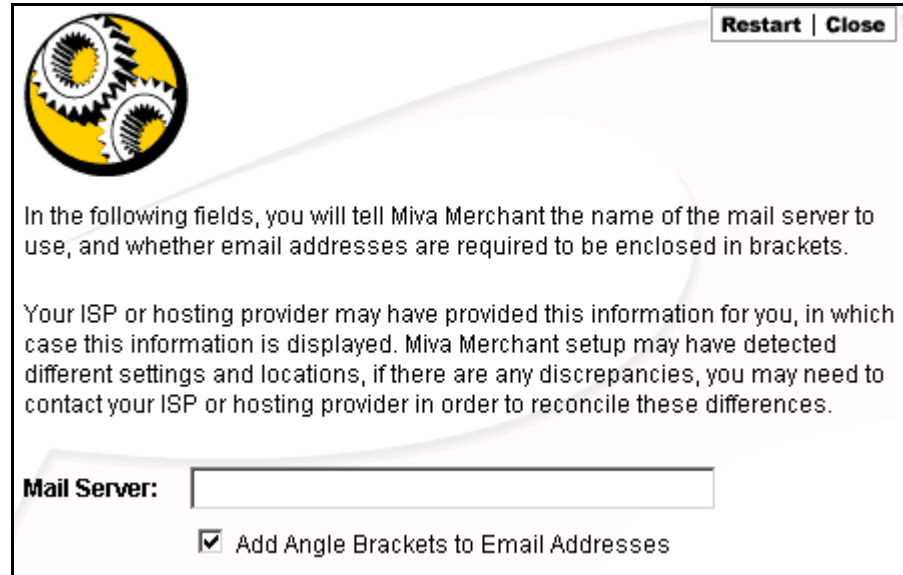
4.14:
merchant.mvc

4.14:
admin.mvc

8. If you check Other and do not enter the information, the following screen displays.

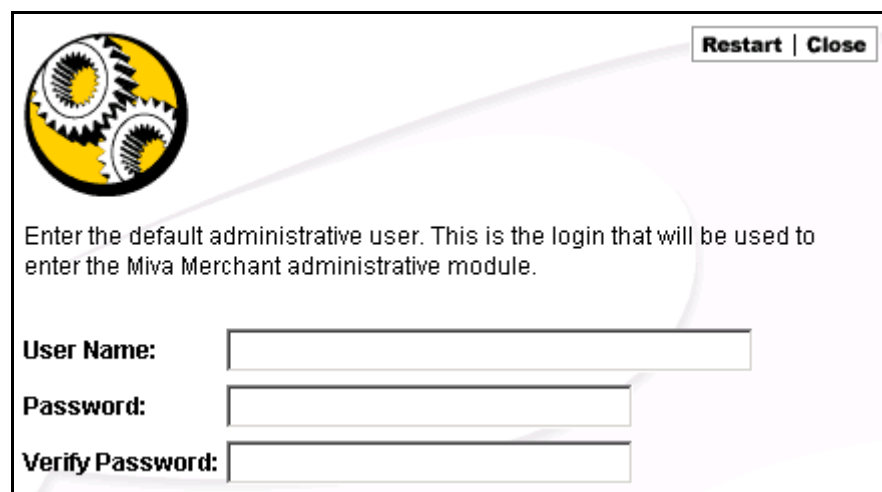


9. Enter the mail server name. Some mail servers require that angle brackets (< and >) are displayed around the Email address. If your IHP mail server requires this, check the Add Angle Brackets to Email Addresses box. Contact your IHP if you do not know whether you require angle brackets.



The screenshot shows a dialog box with a yellow and black gear icon in the top left corner. In the top right corner, there are two buttons: "Restart" and "Close". The main text reads: "In the following fields, you will tell Miva Merchant the name of the mail server to use, and whether email addresses are required to be enclosed in brackets. Your ISP or hosting provider may have provided this information for you, in which case this information is displayed. Miva Merchant setup may have detected different settings and locations, if there are any discrepancies, you may need to contact your ISP or hosting provider in order to reconcile these differences." Below the text, there is a label "Mail Server:" followed by a text input field. Underneath the input field is a checked checkbox with the label "Add Angle Brackets to Email Addresses".

10. Select the type of notices, as well as the schedule for notifications you would like to receive from Miva Corporation.
11. The default administrative user is the person who will control the Miva Merchant domain. If you have purchased multiple store licenses, this person will have control over all the stores, and is the one who will assign the managers for each store. This person is in fact the system administrator for your Miva Merchant domain.



The screenshot shows a dialog box with a yellow and black gear icon in the top left corner. In the top right corner, there are two buttons: "Restart" and "Close". The main text reads: "Enter the default administrative user. This is the login that will be used to enter the Miva Merchant administrative module." Below the text, there are three labels with corresponding text input fields: "User Name:", "Password:", and "Verify Password:".

Caution: Write down the User Name and Password for future use. If you do not remember what you have entered here, you will not be able to get into your store.

12. This screen displays the information you have entered. Check the information and if you have made an error, click the Previous button on each screen until you return to the proper entry screen where you can change the information.
13. If all information is correct, click Finish.



4.14:
merchant.mvc

14. You have completed the installation and setup and can now go to the administration screen and start building your store.
15. The last screen gives you the URL to the Miva Merchant administration interface and the URL to the storefront. (See following image.)

It is wise to Bookmark (add to Favorites) these URLs.

For Miva Merchant 4.13 (and below):

Congratulations! Miva Merchant v4.00 has been successfully installed.

You may access the administrative interface at:

<http://127.0.0.1:8000/merchant2/admin.mv?>

Login as **elisa**, using the password you specified during the installation process.

The URL to the storefront is: <http://127.0.0.1:8000/merchant2/merchant.mv?>

For Miva Merchant 4.14 (and above). Notice the .mvc extension:

Congratulations! Miva Merchant v4.14 has been successfully installed.

You may access the administrative interface at:

<http://127.0.0.1:8000/merchant2/admin.mvc?>

Login as **elisa**, using the password you specified during the installation process.

The URL to the storefront is: <http://127.0.0.1:8000/merchant2/merchant.mvc?>

Note: Copy or bookmark these two URLs and keep them for future reference.



HOW TO

**Create a New Store Using the
Administration Interface**

Revision 1.3



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MM1022-04

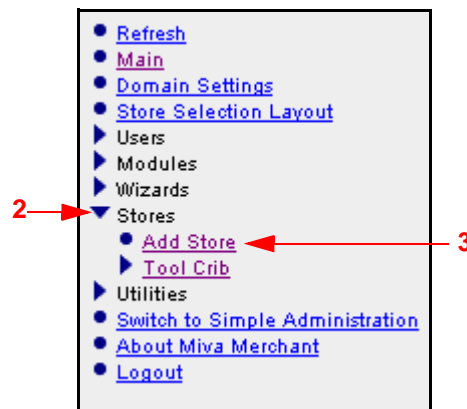
HOW TO

Create a New Store Using the Administration Interface

You can create additional new Miva Merchant stores using the Create Store Wizard, Create a Store in Simple Administration, or Add Store in the (Advanced) Administration Interface. This Guide describes the methods used with the Administration Interface.

Use the following procedures to create a new store with the Miva Merchant Administrative Interface.

1. Log on to Miva Merchant.
2. Click the triangle next to Stores in the Administration Interface Menu.
3. Select the Add Store link.



The following screen is displayed. (The license tab does not appear for your first store.) The links are used to configure the new store.

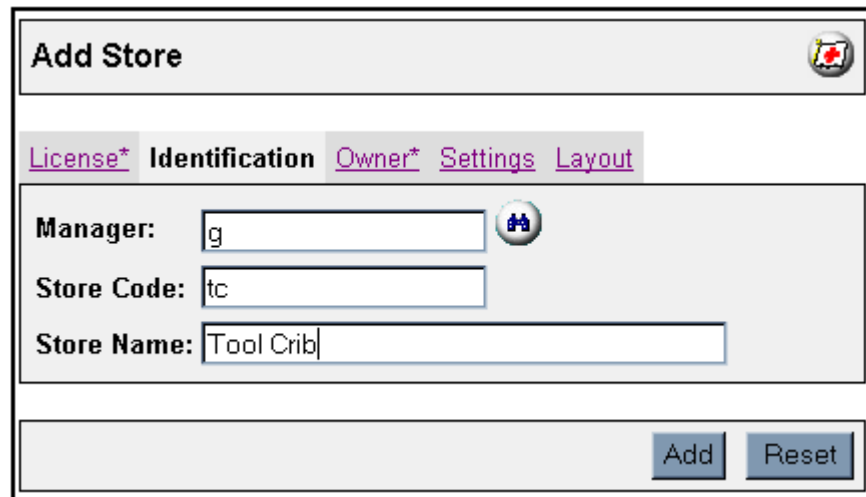
The screenshot shows the 'Add Store' form with the following elements: a title bar with 'Add Store' and a logo; a tabbed interface with 'License*' selected; a 'License #' input field; 'Add' and 'Reset' buttons; and a disclaimer at the bottom: '* Information on tabs marked with asterisks will be sent over the Internet to Miva Corporation'.

License

The License screen is displayed when you open the Add Store link. Enter the new license number for the store, then click the Identification link.

Identification

The Identification screen allows you to name your store and the manager of the store.




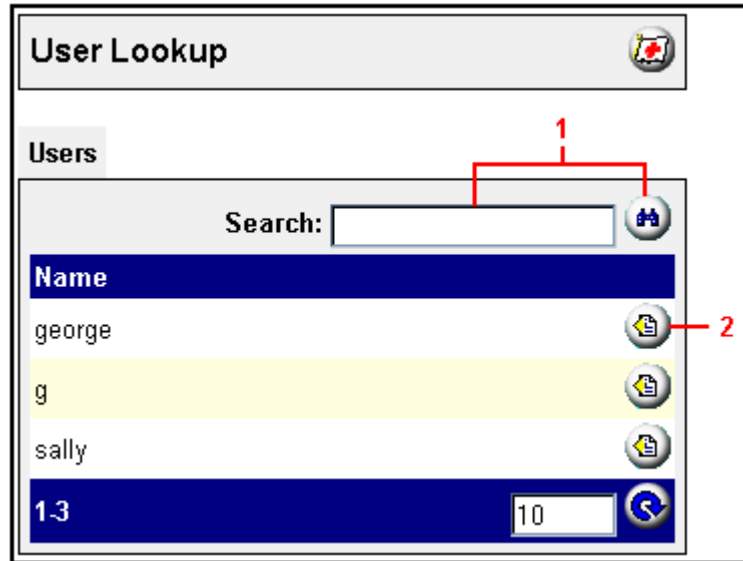
The screenshot shows a web interface titled "Add Store" with a help icon in the top right corner. Below the title is a navigation bar with five tabs: "License*", "Identification", "Owner*", "Settings", and "Layout". The "Identification" tab is currently selected. The main content area contains three input fields: "Manager:" with the value "g" and a user selection icon; "Store Code:" with the value "tc"; and "Store Name:" with the value "Tool Crib". At the bottom right of the form are two buttons: "Add" and "Reset".

Manager

A manager can be any User previously set up by an administrator. The Domain administrator must set up the person as a User before being assigned as a manager of a store.

Refer to *HOW TO Administer Users & Groups* for in-depth information about creating Users.

1. Enter a valid User name, or click the Search  button and the User Lookup form is displayed.
2. Click the Select button for the desired user.



Store managers have full access to store administration. A store manager does not have access to the administration of the Miva Merchant Domain unless they were assigned as an Administrator when added as a User.

Store Code

Each store must have an identifier that is used by Miva Merchant as it constructs URLs to its different screens. Keep the store code short and unique.

Store Name

Enter the name of the store as it is to be displayed to your customers.

Owner

The owner screen allows you to enter the owner's name, address and contact information. As a default, Miva Merchant displays the information that was entered for the last store. You can change any of the information listed on the screen and click the Add button, or proceed to the next link.

Settings

Each store has groups of settings that are used to administer the store. These settings are used by Miva Merchant to make calculations.

Units of Measurement (Weight)

This is the unit of weight measurement by which the products in your store are measured. You may choose any unit of measure that suits your product line. This information is used by Miva Merchant for shipping calculations.

Basket Timeout (Minutes)

When a customer logs into your store, a basket is assigned to that customer. Sometimes a person will come in to your store only to browse. Miva Merchant times each session and if a basket has been left untouched for a designated time, the basket is deleted.

This setting is the maximum amount of time, in minutes, that a shopping basket will be allowed to remain unused before being deleted. By default, this is set to sixty minutes.

Price Group Overlap Resolutions

Miva Merchant allows you to create special groups, called Price Groups, so you can designate certain customers as having special pricing on products. This applies to wholesale customers, or it could be for any customer that has created an account with your store. The reason it totally up to you. You create as many Price Groups as you wish.

If there is a conflict between prices for a customer that may belong to more than one price group, you may select whether the customer gets the benefit of the lowest price or pays the highest price. Make your resolution selection from the drop-down menu.

Price Group Overlap Resolution:	Highest Price ▾
First Order #:	Highest Price Lowest Price

First Order

This is the number that will be assigned to the very first order placed in your store. The order numbers will then follow sequentially. By default, this is set to 1000. This order number is restricted to numeric values only and after the store is created, it can not be modified.

Sales Tax Calculation

You can select the way sales tax is computed for your store's products. The options are in the Store Settings and are selected from a drop-down list.

Units of Measurement (Weight):	<input type="text" value="pounds"/>
Basket Timeout (Minutes):	<input type="text" value="60"/>
Price Group Overlap Resolution:	Highest Price ▾
Sales Tax Calculation:	State Based Sales Tax ▾
Currency Formatting:	<Select One>
Store 'USA Store' updated	
<div style="border: 1px solid black; padding: 5px;"> <Select One> Generic VAT State Based Sales Tax Shopper Selected Sales Tax German VAT CertiTAX Canadian VAT </div>	
<input type="button" value="Save"/> <input type="button" value="Reset"/>	

When you select the tax calculation method, the method becomes a link on the Edit Store form. To access this form, click the store's link on the Administration Interface Menu as shown in the example below.

- [Refresh](#)
- [Main](#)
- [Domain Settings](#)
- [Store Selection Layout](#)
- Users
- Modules
- Wizards
- Stores
 - [Add Store](#)
 - [Tool Crib](#) ←
- Utilities
- [Switch to Simple Administration](#)
- [About Miva Merchant](#)
- [Logout](#)

Edit Store: Tool Crib

Identification	Owner	Settings	Layout	Maintenance Mode
Order Minimums	Customer Fields	State Based Sales Tax	Messages	Pagination
Colors	Fonts	Images	Headers & Footers	Buttons
Page Sections	Product List Layout	Search Layout	Customer Accounts	

State	Rate	Tax Shipping?	
California	7.25%		
<input type="text" value="Outside US"/> ▾	<input type="text" value="0.00"/> %	<input type="checkbox"/>	

After you complete the initial process of creating a store, you must go to the Edit Store form and complete the creation process. In the area of tax calculation, you need to open the tax link (shown as Shopper Selected Sales Tax in the example above) and enter the necessary information to complete the store creation process.

Refer to *How to Change the Sales Tax Calculation for Your Store* for information about these methods, and how to complete the process.

Currency Formatting

You can select the way currency is formatted for your store. The formatting is for the prices displayed on the store, and for prices printed on invoices, etc. These are the options for formatting currency.

The screenshot shows a form field labeled 'Currency Formatting:'. The dropdown menu is open, displaying the following options: '<Select One>', 'US Currency Formatting', 'Generic Currency Formatting', and 'European Currency Formatting'.

Formatting Type	Description
US	Formats the currency as standard US currency, with dollar sign, commas at thousands, and two decimal places for cents.
Generic	When you select this option a new link displays at the top section of the Edit Store screen form. Select or enter the options you need for the currency you are using.
European	When you select this option a link displays at the top section of the Edit Store screen. Select or enter the options you need for the currency you are using.

Note: After you complete the initial process of creating a store, you must go to the Edit Store form and complete the creation process. When you select either Generic or European Currency Formatting, a link is placed on the Edit Store form, into which you must enter additional information to complete the currency formatting process. See *HOW TO Edit Store Settings and Order Minimums* for detailed information about the currency settings.

Layout

The layouts are the options for the basic look and feel of the store. To get a closer look at these options, click on one and a larger version is displayed.

- KoolCat Look & Feel
- Miva Merchant Look & Feel

1. Click on the radio button for the look and feel you want for your store.
2. Click on the Add button.

Add Store

[License*](#) [Identification](#) [Owner*](#) [Settings](#) Layout

Hank's Hardware Haven

Power Tools

<small>Cordless Drill by DeWalt Limited Price: \$129.99 Buy 1.000x Buy 1.000x</small>	<small>Screwdriver by DeWalt Limited Price: \$49.99 Buy 1.000x Buy 1.000x</small>	<small>Saw by DeWalt Limited Price: \$99.99 Buy 1.000x Buy 1.000x</small>

[Back](#) [View More](#)

Select Store Store Name Search Product List Register Contents [Checkout](#)

Power Tools

Cordless Drill by DeWalt Limited
Price: \$129.99
Quantity in Stock: none
[Add 1 To Basket](#) [Buy 1.000x](#)

Screwdriver by DeWalt Limited
Price: \$49.99
Quantity in Stock: none
[Add 1 To Basket](#) [Buy 1.000x](#)

Saw by DeWalt Limited
Price: \$99.99
Quantity in Stock: none
[Add 1 To Basket](#) [Buy 1.000x](#)

[Checkout](#)

KoolCat v1.x Look & Feel
 Miva Merchant Look & Feel

Add
Reset

* Information on tabs marked with asterisks will be sent over the Internet to Miva Corporation

Additional Steps Required to Complete the Store

The store has now been created, but it is not fully operational. You will need to perform the several tasks to make it operational. You can perform these tasks using one of the following methods:

- Simple Administration
- Store Wizards

Note: If you switch to Simple Administration, Miva Merchant will guide you step-by-step through setting up the functions for your store. Refer to *Start Using Miva Merchant, Wizards, & Maintain Your Store*.

If you want to use the (Advanced) Administration Interface, you should complete the following tasks in the order listed.

1. Create Categories
See *HOW TO Set Up Categories*.
2. Add Products
See *HOW TO Set Up & Modify Products*.
3. Set up payment processing
See *HOW TO Set Up Payment Processing* for details about this task.
4. Set up shipping configuration
See *HOW TO Set Up a Shipping Configuration* for details about this task.
5. Set up order fulfillment
See *HOW TO Set Up an Order Fulfillment Configuration* for details about this task.
6. Configure the Look & Feel of your Store
See *HOW TO Create the Basic Look & Feel with a Wizard* or *HOW TO Change the Look & Feel of Your Store*.



***HOW TO
Integrate Miva Merchant
into an Existing Website***

Revision 1.3



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MM1013-04

HOW TO

Integrate Miva Merchant into an Existing Website

Miva Merchant can easily be integrated into an existing website. There are three types of links available for integration, with several links for the store front.

1. Store Front Links
 - Store Front
 - Search
 - Product List
 - Basket Contents
 - Order Form
2. Category Links
3. Product Links

Methods of Integration

Miva Merchant allows you to customize the linking of the store to your website in great detail, if you wish. There are two basic methods for linking to the Miva Merchant store from your website.

1. Link directly to the store front.
2. Link to each page individually.

Or, you could do a combination of these. You could link the main storefront site at one place on your website, and then link products that you want to highlight at other places on your website.

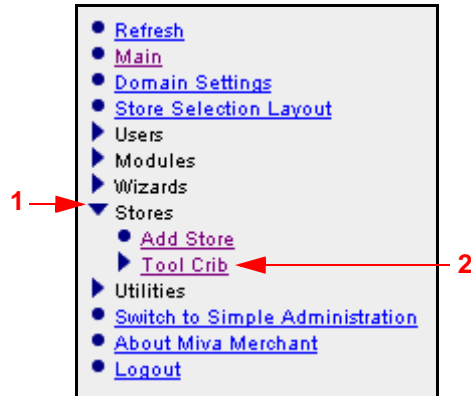
The easiest method is to link the Miva Merchant Store Front directly to your website and allow your customers to use all of the functionality of the store from that page.

You can customize the integration by linking to category, product, search, product list, basket contents, and order form pages individually. If you choose to integrate Miva Merchant with your website in this way, you will have to link to each category separately. You can also choose to not display the categories and link to individual product pages.

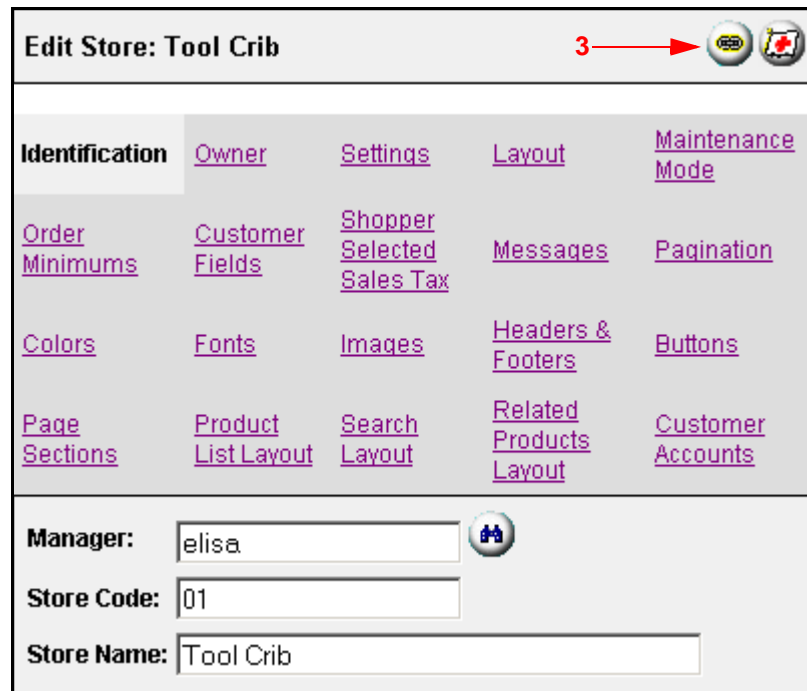
Store Front Links

The store front has links to several areas within the store. Use the following procedure to view these URLs.

1. Click the triangle next to Stores on the Administration Interface Menu.
2. Click the link for the store.



3. Click the Link button on the Edit Store screen to view the URLs.



Links in 4.13 and below:

Store Links For Store: Tool Crib

Store Front: http://127.0.0.1:8000/mm/merchant.mv?Screen=SFNT&Store_Code=01
Search: http://127.0.0.1:8000/mm/merchant.mv?Screen=SRCH&Store_Code=01
Product List: http://127.0.0.1:8000/mm/merchant.mv?Screen=PLST&Store_Code=01
Basket Contents: http://127.0.0.1:8000/mm/merchant.mv?Screen=BASK&Store_Code=01
Order Form: http://127.0.0.1:8000/mm/merchant.mv?Screen=OINF&Store_Code=01
Customer Login: http://127.0.0.1:8000/mm/merchant.mv?Screen=LOGN&Store_Code=01
Customer Add Form: http://127.0.0.1:8000/mm/merchant.mv?Screen=ACNT&Store_Code=01
Affiliate Login: http://127.0.0.1:8000/mm/merchant.mv?Screen=AFCL&Store_Code=01
Affiliate Add Form: http://127.0.0.1:8000/mm/merchant.mv?Screen=AFAE&Store_Code=01

Links in 4.14 and above:

Store Links For Store: The Write Shoppe 5

Store Front: http://pcelise:8002/merchant/merchant.mvc?Screen=SFNT&Store_Code=ws6
Search: http://pcelise:8002/merchant/merchant.mvc?Screen=SRCH&Store_Code=ws6
Product List: http://pcelise:8002/merchant/merchant.mvc?Screen=PLST&Store_Code=ws6
Basket Contents: http://pcelise:8002/merchant/merchant.mvc?Screen=BASK&Store_Code=ws6
Order Form: http://pcelise:8002/merchant/merchant.mvc?Screen=OINF&Store_Code=ws6
Customer Login: http://pcelise:8002/merchant/merchant.mvc?Screen=LOGN&Store_Code=ws6
Customer Add Form: http://pcelise:8002/merchant/merchant.mvc?Screen=ACNT&Store_Code=ws6
Affiliate Login: http://pcelise:8002/merchant/merchant.mvc?Screen=AFCL&Store_Code=ws6
Affiliate Add Form: http://pcelise:8002/merchant/merchant.mvc?Screen=AFAE&Store_Code=ws6

The displayed URLs can be used to link to specific pages of the Miva Merchant store to your website.

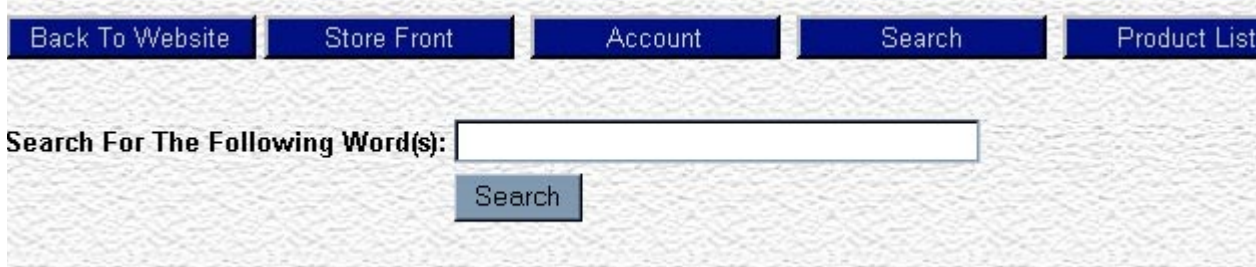
Store Front

This URL can be used with a link on your website to access the full functionality of a Miva Merchant store. This link displays the store front and the customer can move anywhere within the store.



Search

Displays the Search page of the store. This allows your customers to search the Miva Merchant product inventory from your website.




Product List

Displays the Product page of the store. This allows your customers to review the Miva Merchant product inventory from your website.

		Store Front	Account	Search	Product List
Code	Name			Price	
ham1	Finish Hammer			\$15.00	Add One to
hardwr	file			\$9.00	Add One to
ns	Nail			\$0.00	Add One to
Hmnr1	Finish Hammer			\$12.00	Add One to
shaprn001	ShopApron			\$5.95	Add One to
sndppr001	200#Sandpaper			\$3.95	Add One to
Tap001	25-footTapeMeasure			\$5.95	Add One to
vac001	HandVacuum			\$39.95	Add One to
hmr001	FinishHammer			\$12.00	Add One to
hmr002	FramingHammer			\$20.95	Add One to
nlset001	NailSet			\$6.95	Add One to

Basket Contents

Displays the Basket page of the store. This allows your customers to review the basket content from your website.

				Store Front	Account	Search	Proc
	Code	Product	Quantity		Price/Ea.	Total	
Remove	ham1	Finish Hammer	<input type="text" value="1"/>	Update	\$15.00	\$15.00	
Remove	plnr001	Planer	<input type="text" value="1"/>	Update	\$595.00	\$595.00	
Remove	drl002	CordlessDrill	<input type="text" value="1"/>	Update	\$59.95	\$59.95	
						Total: \$669.95	

Order Form

Displays the Order Form page of the store. This allows your customers to purchase products from your website.

Code	Product	Quantity	Price/Ea.	Total
ham1	Finish Hammer	1	\$15.00	\$15.00
plnr001	Planer	1	\$595.00	\$595.00
dr1002	Cordless Drill	1	\$59.95	\$59.95
				Total: \$669.95

Bold = Required
Italic = Optional

Ship To:

<i>First Name:</i>	<input type="text"/>	<i>First Name:</i>	<input type="text"/>
<i>Last Name:</i>	<input type="text"/>	<i>Last Name:</i>	<input type="text"/>
<i>Email Address:</i>	<input type="text"/>	<i>Email Address:</i>	<input type="text"/>
<i>Phone Number:</i>	<input type="text"/>	<i>Phone Number:</i>	<input type="text"/>
<i>Fax Number:</i>	<input type="text"/>	<i>Fax Number:</i>	<input type="text"/>
<i>Company:</i>	<input type="text"/>	<i>Company:</i>	<input type="text"/>
<i>Address:</i>	<input type="text"/>	<i>Address:</i>	<input type="text"/>
<i>City:</i>	<input type="text"/>	<i>City:</i>	<input type="text"/>
<i>State/Province:</i>	Outside US <input type="button" value="v"/>	<i>State/Province:</i>	Outside US <input type="button" value="v"/>
<i>Other State/Province:</i>	<input type="text"/>	<i>Other State/Province:</i>	<input type="text"/>
<i>Zip/Postal Code:</i>	<input type="text"/>	<i>Zip/Postal Code:</i>	<input type="text"/>
<i>Country:</i>	United States <input type="button" value="v"/>	<i>Country:</i>	<Select One>

Customer Login

Displays the Login to Existing Account page, which also provides the Create New Account link.

Customer Add Form

Displays the Customer Information page, blank if the customer has not logged in.

Affiliate Login

Displays the Login to Existing Account page for the Affiliate, which also provides the Create New Account link.

Affiliate Add Form

Displays the Affiliate Information page, blank if the affiliate has not logged in.

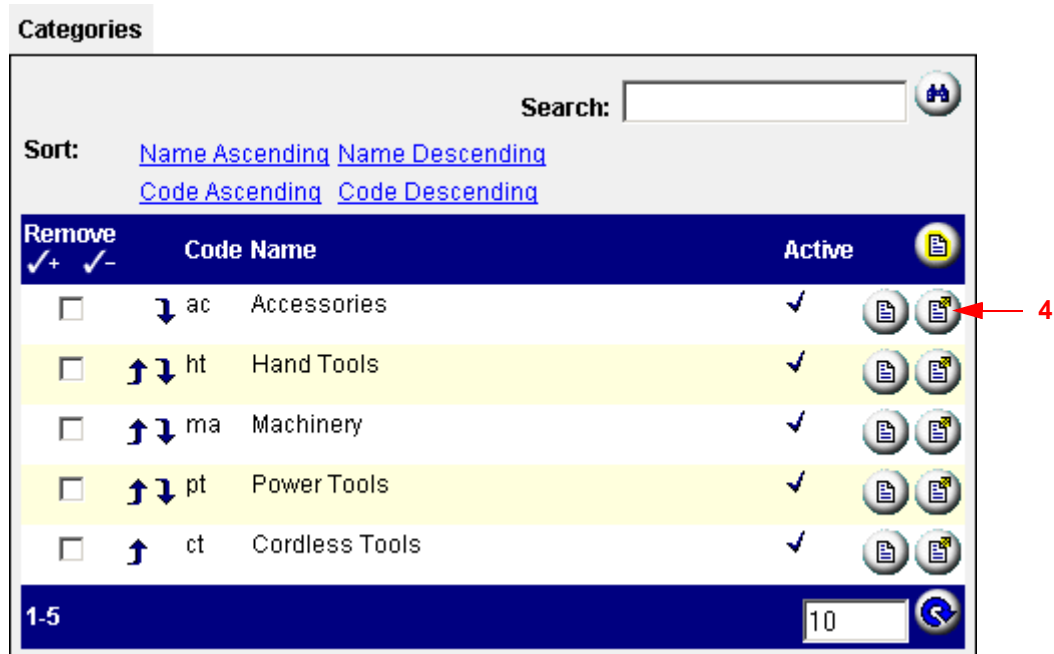
Category Links

Each category can be linked to your website. Use the following procedure to view the category URL.

1. Click the triangle next to Stores.
2. Click the triangle next to the store's name.
3. Select the Categories link.



4. Click the Edit button of the category to which you want a link.



- Click the Link button to display the URL for the category.

- Use the displayed URL to link from your website to the category page. You will need a link for each category that you wish to display from your website.

In 4.14 & above:
merchant.mvc

Product Links

Each product can be linked to your website. Use the following procedure to view the product URL.

- In the Administration Interface Menu, click the triangle next to the store's name.
- Select the Product link.











- Click the Edit button for the product you wish to view.



Products

All **Uncategorized** Search:

Display: Code Name Price
 Cost Weight Description
 Taxable Thumbnail Image Full-sized Image
 Active



Sort: [Name Ascending](#) [Name Descending](#)
[Code Ascending](#) [Code Descending](#)

Remove ✓+ ✓-	Code	Name	
<input type="checkbox"/>	P001	Finish Hammer	 
<input type="checkbox"/>	P002	Screwdriver set - 4-piece	 
<input type="checkbox"/>	P003	200# Sandpaper	 
<input type="checkbox"/>	P004	Wrench Set	 

14  

Note: A red arrow labeled '3' points to the Edit icon for the first product row.

- Click the Link button to view the URL links for the product.

Edit Product: Finish Hammer  

Product [Images](#) [Related Products](#) [Attributes](#) [Upsold Products](#)
[Headers & Footers](#)

Product Code:

Product Name:

Price:

Cost:

Weight:

Description:

Note: A red arrow labeled '4' points to the Link icon in the top right corner.

The URL links for this specific product display:

- Product Display
- Add 1 To Basket
- Buy 1 Now

You can use these links to display the applicable pages and have full functionality for those pages.

Product links in 4.13 and below:

Product Links For Store: Tool Crib

Product: Finish Hammer

Product Display: http://pcgeorge:8001/Merchant2/merchant.mv?Screen=PROD&Store_Code=TC&Product_Code=hmr001

Add One To Basket: http://pcgeorge:8001/Merchant2/merchant.mv?Screen=BASK&Store_Code=TC&Action=ADPR&Product_Code=hmr001&Attributes=Yes&Quantity=1

Buy One Now: http://pcgeorge:8001/Merchant2/merchant.mv?Screen=OINF&Store_Code=TC&Action=ADPR&Product_Code=hmr001&Attributes=Yes&Quantity=1

Product links in 4.14 and above:

Product Links For Store: The Write Shoppe 5

Product: Victorian Brass Inkwell

Product Display: http://pcelise:8002/merchant/merchant.mvc?Screen=PROD&Store_Code=ws6&Product_Code=I-01

Add One To Basket: http://pcelise:8002/merchant/merchant.mvc?Screen=BASK&Store_Code=ws6&Action=ADPR&Product_Code=I-01&Attributes=Yes&Quantity=1

Buy One Now: http://pcelise:8002/merchant/merchant.mvc?Screen=OINF&Store_Code=ws6&Action=ADPR&Product_Code=I-01&Attributes=Yes&Quantity=1

If you choose to display the product page from your website using the product URL, you must use the URL for each product that you wish to display.

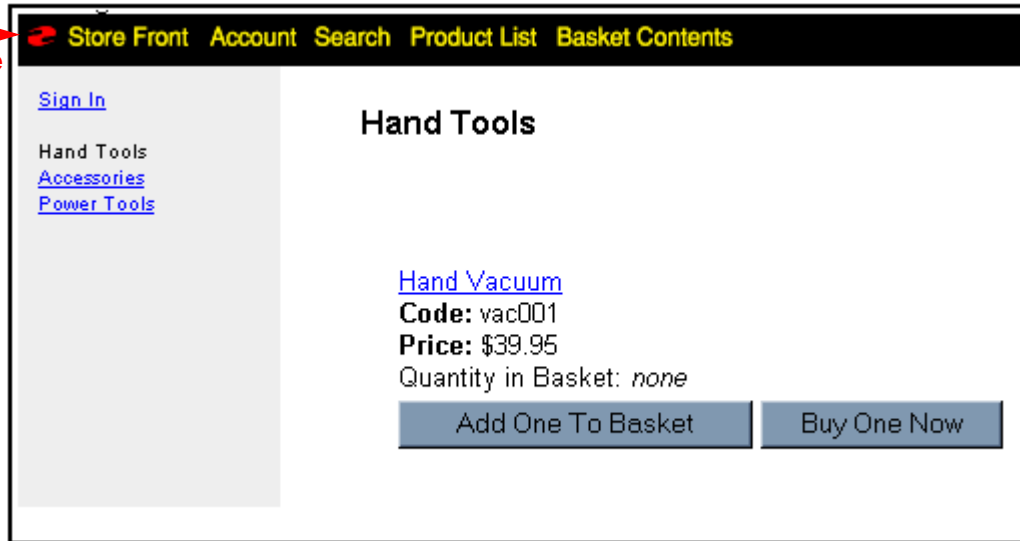
Returning to Your Website

When your customers have selected one of the links, you want to make it as easy as possible for them to return to your website. There are two methods you can use to do this.

Using the Miva Merchant Navigation Bar

Miva Merchant has an image on the navigation bar that by default has the Miva Blades logo.

Return to
Web Site image



This menu item can be populated with any graphic and any link you wish. This is the item you can use to allow your customers to return to your web site from any page in the store.

Use the following procedure to set your return-to-website button.

1. Select the Store link on the Administration Interface Menu. This opens the Edit Store form.
2. Select the Images link. This opens the Links form.



3. Upload the Navigation Bar Logo graphic to Miva Merchant.

- a. Click the Upload button to locate the graphic on your local system. If you have uploaded the graphic before, and you are updating the file, click on the Overwrite checkbox.

Edit Store: Tool Crib

Identification	Owner	Settings	Layout	Maintenance Mode
Order Minimums	Customer Fields	State Based Sales Tax	Messages	Pagination
Colors	Fonts	Images	Headers & Footers	Buttons
Page Sections	Product List Layout	Search Layout	Customer Accounts	

Body Background:

Navigation Bar Logo: **3**

Navigation Bar Logo Link: **4**

Navigation Bar "Select Store":

- b. If you know the path, enter it. If you need to find the graphic on your system, click the Browse button and find the file and open it.
- c. Click the Upload button.

Upload File

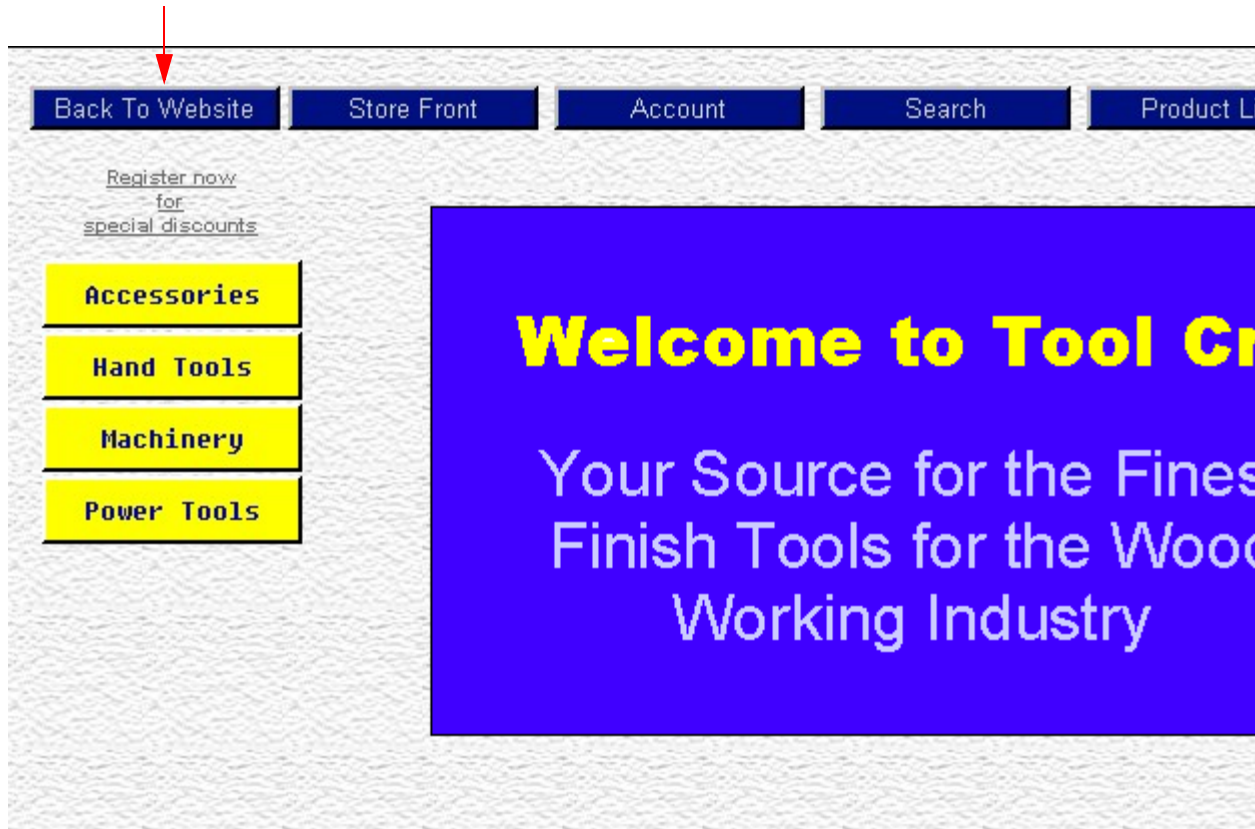
Overwrite

File: **3b**

3c

4. Enter the URL for returning to your website in the Navigation Bar Logo Link text entry box.

You can place any text on the button that you wish. The following store front shows the return.



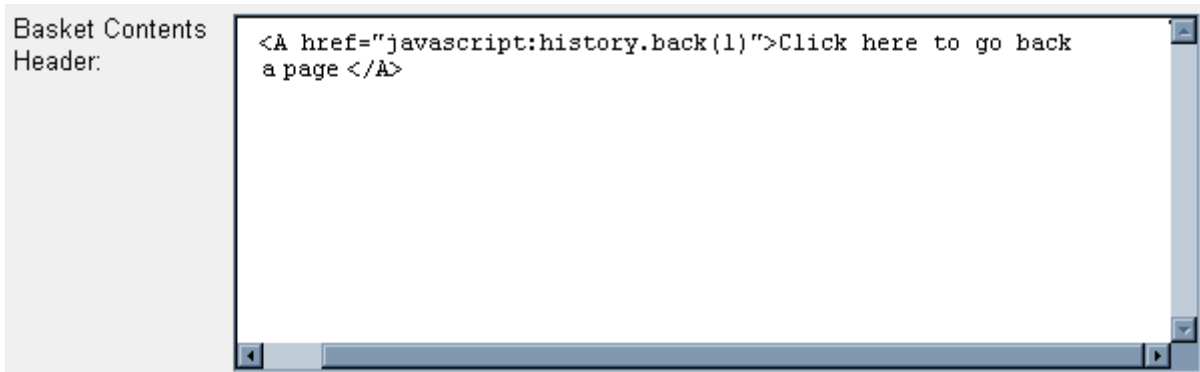
Using Javascript

When you use the “Buy 1 Now” and/or “Add To Basket” links, the customer is taken to the Basket Contents page. An easy method for returning the customer to the website is to have a link that takes them back one page. The link tells them to click and go back. It works the same as the Back button of the browser, but the link provides simple directions for returning.

This can be implemented using the following JavaScript link.

```
<A href="javascript:history.back(1)">Click here to go back  
a page</A>
```

This link should be placed in the Basket Contents Header.



This statement will display as shown below.

[Back To Website](#)
[Store Front](#)
[Account](#)
[Search](#)
[Product Li](#)

Click here to go back a page

	Code	Product	Quantity	Price/Ea.	Total
Remove	shaprn001	ShopApron	<input type="text" value="1"/> Update	\$5.95	\$5.95
Remove	ham1	Finish Hammer	<input type="text" value="1"/> Update	\$15.00	\$15.00
Remove	hardwr	file	<input type="text" value="1"/> Update	\$9.00	\$9.00
Remove	Tap001	25-footTapeMeasure	<input type="text" value="1"/> Update	\$5.95	\$5.95
Remove	wdpln001	WoodPlane	<input type="text" value="1"/> Update	\$16.95	\$16.95
Total:					\$52.85

The link will take the customer back to the page on your website where they purchased the product.

This example is very simple, but you can use the javascript.history.back in as complex an HTML script as desired to create the return button.



HOW TO **Maintain an Efficient Store**

Revision 1.0



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MM1119-01

Maintain an Efficient Store

Introduction

Just as it is with many other items we use, such as our cars, web sites, and hard drives, your Miva Merchant store also requires regular maintenance to run properly.

The activities described in this guide will prevent the size of your store files from becoming larger than necessary and remove unnecessary files, which would overburden your store.

You should adhere to a regular maintenance schedule to keep your store running efficiently. The schedule varies from store to store. It is dependent on the volume of traffic and number of orders, module usage, if administrative changes have been done, and other factors. Your store maintenance activities could be daily or weekly.

Before performing maintenance, you should put your store into maintenance mode during a period of slow(er) activity.

Maintenance Mode

Maintenance Mode allows you to take your store offline while performing maintenance activities, such as the following:

- updating existing products (particularly the prices and inventory)
- removing products, categories, price and availability groups
- changing payment or shipping configurations
- upgrading your store
- before downloading store files to modify on your local system (which you will upload back to your store)

Maintenance Mode allows you to:

- Post a warning message that your store will close in a certain number of minutes.
- Disallow any new customers from entering
- Designate the time and date that your store will go off line.
- Post a message that your store is currently in maintenance mode

Activating Maintenance Mode:

1. In the Administration Interface menu, click the arrow next to Stores.
2. Select your store name.
3. In the Edit Store form, select the Maintenance Mode tab (link).
4. In the Maintenance Mode form, under the section **Store Activity**:
 - a. Click the option "Offline At". Enter the time (in 24 hour notation) your store will be off line.
 - b. Enter the date (if other than today).

Note: Remember, this is the local time at your host server. So, set the time and date accordingly.

- Next to No New Customer, enter how many minutes before going into maintenance mode your store will stop letting customers enter.
This allows time for current shoppers to check out, without having new shoppers adding items to their baskets.

Store Activity: Store Online
 Offline At On Month: Day: Year:
It is currently: 16:20:54 Pacific Daylight Time on 08/19/2002

No New Customer: Minutes before store goes offline.

Warning Message:

```
Attention! %store_name% will be closing in
%maint Countdown% minutes.<BR>
%maint Countdown Formatted% (formatted time)
```

Maintenance Message:

```
<font size = "+2" color = "red"><b>
Sorry, %store_name% is closed for maintenance as of %maint
<P>We apologize for any inconvenience</P>
<P>Please check back approximately 18:00:00 (6:00 pm)
Pacific Daylight Time.</P></font>
```

Available Tokens: %store_name% Name of your store

- Modify the Warning Message as desired. Data must be present in this message text box when the option Offline At is selected.
 - The %store_name% entry picks up the name of the store you identified in the Identification tab (link) in Edit Store.
 - %maint Countdown% entry reflects the number of minutes before your store will close.
 - %maint Countdown Formatted% shows the time remaining before your store will close for maintenance, formatted with the day, time, hour.
- Modify the Maintenance Message as desired. Data must be present in this message text box when the option Offline At is selected.

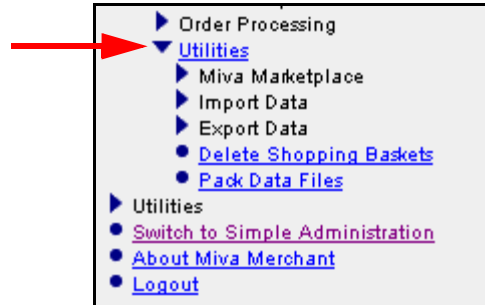
How often you should perform maintenance activities will depend upon the amount of traffic and the number of orders your store receives.

Keep Your Store Running Efficiently

The publication *HOW TO Use Miva Merchant Utilities*, contains information about removing expired baskets and packing data. These are both located under your store utilities.

1. Click the triangle next to your store name.
2. Click the triangle next to Utilities.

The Delete Shopping Baskets and Pack Data Files functions display in the submenu.



Delete Expired Shopping Baskets

- **What are they?**

These are left when an e-shopper, who is browsing in your store, adds one or more items to the Shopping Basket, but leaves without buying anything. These will expire on their own. (You set the expiration time in Store Settings.) However, Miva Merchant provides a way for you to overtly clear the expired baskets.

- **Recover Order Numbers?**

When a shopper leaves your store without buying anything — after having started the order process — that order number is skipped. (That is why you will see skipped numbers when you process orders.) Typically, you do not want to recover these order numbers.

So, select **No** to Recover Order Numbers when you delete the expired shopping baskets.

- **How Often?**

Usually a daily activity

Remove Old Orders

Refer to *How To Administer Order Processing* for information on creating batches, processing orders, and running reports for orders.

You should also regularly remove old orders. You may, however, want to retain an archive of your batched orders for financial or tax reasons. Miva Merchant provides these ways for you to retain order information:

- **Print Orders**
- **Export to an outside file**

Refer to *How To Export Data to an Outside File* for information on archiving your order data.

After archiving your older, batched and processed orders (by printing and/or exporting), you can delete the batch order.

Note: After removing your archived orders, be sure to use the Pack Data utility.

Delete Temporary Files

During normal operation, Miva Merchant removes temporary files when it completes an operation. However, there are certain times when these files may require manual deletion.

- if a process is interrupted due to a server error
- file upload timeout
- other timeout errors

Temporary files may be left in the mivadata directory. (your Miva Merchant data directory may be named htldata, datadir, mvdata, etc.). These files would start with FUP, and may be deleted.

- **How Often?**

These temporary files should automatically removed. You might want to occasionally look for them. Once a week, or once a month, depending upon the activities at your store.

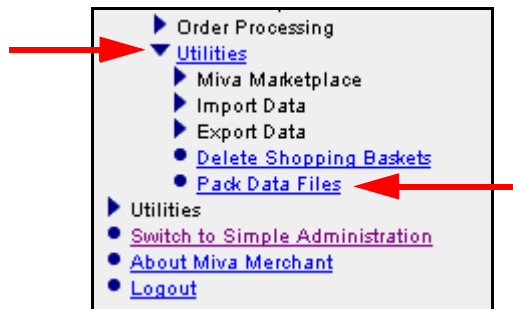
Pack Data Files

Packing data removes extraneous data that has been left in the database files of your store. The extraneous data occurs when your store has traffic, abandons shopping baskets, and when you delete any items (expired shopping baskets, old orders, products, etc.) from your store.

You may also have third-party modules that perform other activities which may leave extraneous data.

To pack store data files:

1. In the Administration Interface menu, click the arrow next to Stores.
2. Click the arrow next to your store name.
3. Click the triangle next to Utilities.
4. Select Pack Data Files.



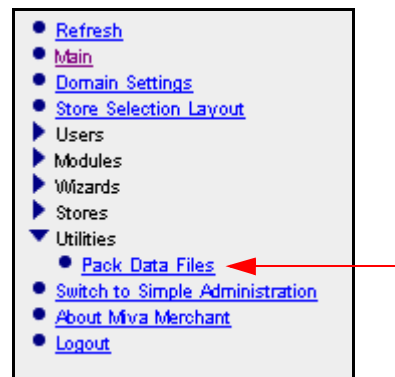
- **How Often?**

- After you Delete Expired Baskets
- After making changes in your store
- After deleting data (products, customers, categories)
- After batching and removing Orders

Caution: You should use the Store Pack Data utility on a regular basis, and after making major changes to your store to prevent efficiency problems.

Packing Domain Files

You rarely need to pack data files at the Domain level. However, you may want to pack these files after deleting user(s), modules, and if you have added and removed multiple stores.



Backing up your data

You should back up your Miva Merchant data, as you would make backup copies of any of your vital files. You should perform backups:

- **Before an upgrade.**
- **After you have set up your initial store.**
- **After adding several categories, products, or making other major changes.**
- **On a regular basis. How often depends on the amount of traffic and the number of orders your store receives.**