



Quick Start Guide

Congratulations of your decision to use **SearchFit**: The Only Search Engine Friendly Shopping Cart. This document is intended to list some of the main features involved in the setup of your website.

Below is a general order of steps to create your first SearchFit site. It is not required that you follow these steps exactly.

- 1. Study!** Read this guide, the SearchFit manual (www.searchfit.us.com/faq.htm), examine the SearchFit control panel and the examples located within*, look at other SearchFit sites.
- 2. Decide your product structure.**
- 3. Decide how you would like your product displays** to look (brief and detailed).
- 4. Enter your product information.**
- 5. Enter your design templates and CSS.**
- 6. Configure all settings** within the control panel such as per user, shipping, payment methods, taxes, etc.
- 7. Check your site** for usability and errors.
- 8. Let us know** that it's done.

**Studying the SearchFit examples, such as the example Templ Main as well as the Help files is the fastest way to learn SearchFit.*

SearchFit Information

SearchFit Manual & Flash Presentation: Find them both here: <http://www.searchfit.us.com/faq.htm>.

SearchFit Forum: Chat with SearchFit programmers, developers and customers about your questions, comments and see a list of all new SearchFit features. (<http://support.searchfit.us.com/forums/>)

SearchFit Knowledge Base: Are you stuck? See a list of frequently asked questions and general information. (<http://support.searchfit.us.com/index.php>)

Our Services:

We have an outstanding in-house team available at the rate of \$75 per hour offering web site consultation and development services. If you are interested in creating an optimized web page that boosts your search engine listings, or if you do not have the recommended skill (as listed in the next section), our services are strongly recommended.

Recommended Skills for SearchFit Users:

Intermediate knowledge of HTML and CSS. Some Java Script functions are available for advanced users. Resource: <http://w3c.org/>.

Ability to hand code or use an HTML editor such as DreamWeaver or GoLive. Resources: <http://www.macromedia.com/software/dreamweaver/> <http://www.adobe.com/products/golive/main.html>

General SearchFit Principals:

The SearchFit administration area is accessible via web browser. It is a deep site creation and management system. In this guide, we refer to it as the **Control Panel**. After your purchase of SearchFit, you were sent an e-mail with login instructions.

Do not directly FTP anything into your SearchFit site. The SearchFit Control Panel contains areas for you to upload and ad all the required code, images and documents.

Product images can be added via the Product area of the Control Panel. The **Images_Templ** is used to store images used in your templates and Custom Link pages. It can also be used to store .swf and .js files (these must be uploaded as zip files). Multiple files can be uploaded to the Images_Templ simultaneously in a zip file. The path to your images should be:

```
<img src=images_templ/name_of_image....
```

Generate to see changes made in the control panel take effect. Go to the Generate page in the Control Panel and click "Start New Generation". Make sure you do not have a pop up blocker enabled. Generating is SearchFit's process of creating your static pages and moving them to your hosting space. You should create a home page named default.htm in order to have a visible, correctly functioning home page for your site.

Set Up Your SearchFit Shopping Cart:

Your SearchFit site will have several types of pages such as: **product related pages**, **informational pages** like "about us", "contact us", etc. and **checkout pages**, the pages that appear after your customer clicks "buy now". Most of the time spent creating your site will be spent building these pages or adding the related design templates.

Types of SearchFit Pages

Name of Page: Description
Category Type: Lists Categories. Custom Template located in "Templ Repos": Categories Pages.
Category: Lists Sub Categories (if they exist) or lists Brief Product Displays. Custom Template located in "Templ Repos": Categories Pages.
Sub Category: Lists Brief Product Displays. Custom Template located in "Templ Repos": Categories Pages. To create, first create a new Category, then specify that it is a subcategory of an existing category (via drop down box).
Product: Shows an individual, detailed product display. Custom Template located in "Templ Repos": Products.
Custom Link: Any pages not related to the product structure, such as "Home", "About Us", etc. Custom Template located in "Templ Repos": Custom Web Links And Pages.
Checkout: Lists Categories. Templates located in Scart Top and Scart Bottom.
Search Result: Lists Search Results. Custom Template located in "Templ Repos": Dynamic Pages.

Enter Products

Decide what your product structure will be. Get out the pens and paper and make a diagram before you start entering things into SearchFit. The product structure can be up to 5 levels deep: Category Type, Category, Sub Category, Product, and Options. Enter your product information into SearchFit individually or import your product information using a spreadsheet. For a listing of what types of information you are able to import, see this page:

searchfit.us/scart/docs/products_import_standard.html

To enter products, create your product structure in the control panel from the top down. First create your Category Types, then Categories, Sub Categories and finally: Products. If you are entering your product information individually, each of these items can be created by navigating to the related page in the SearchFit Control Panel and clicking "New". If you import, you can add all of your product information at once. The Import area is located in the Product area of SearchFit. Importing can save you time if you have over 100 products, but requires knowledge of database principles.

Add Your Design

SearchFit uses a template based design system. Templates are HTML based documents that surround the content area (Auto Generated Content) of the page. The minimum requirement is that you add one design template to SearchFit called "Templ Main". This is your main design template that will, by default, surround the content of most pages. See the "Basic Template Structure" diagram.

In SearchFit terms, the content area of the page is called **Auto Generated Content**. Within the SearchFit control panel, almost every page (Custom Link, Category Type, etc.) has a related auto generated content field. Whatever you place in the Auto Generated Content field will appear within the related template for that page.

You can use different templates per page by adding templates to the Templ Repos, then specifying the use of that template on the related screen in the SearchFit control panel via drop down box.

Auto Generated Content will be placed in your template wherever you add the **SearchFit Tag** "AUTO_GENERATED_CONTENT" to your code. Search Fit Tags are code that can automatically place a large variety of content within your page. This allows you to quickly add code and functionality to your pages. For example, adding the Search Fit tag **AUTO_GENERATED_MSG_LASTUPDATED** to your Templ main SearchFit will automatically add the code to your template (upon generation) that displays the date that your site was last generated. Every type of page has Search Fit tags that can be used. View a full list of these in the "Help" area of the related page of the SearchFit control panel. Some tags should almost always be used for certain templates, such as **AUTO_GENERATED_CONENT** for the Templ Main. View the examples provided in the control panel and read the SearchFit manual for more info.

SearchFit Tags can be used to add an automatically updated navigation area. Every time you add a new Category Type, Category, Custom Link, etc., SearchFit can add a corresponding link to your pages.

Most of your pages are styled with the CSS Main. Your control panel comes loaded with the default SearchFit CSS. You can modify, delete and add new classes to the CSS Main to customize the look of your site. A quick way to edit the CSS main is: Copy the CSS main and the source code of a generated page into your HTML editor and save locally.

Basic Template Structure

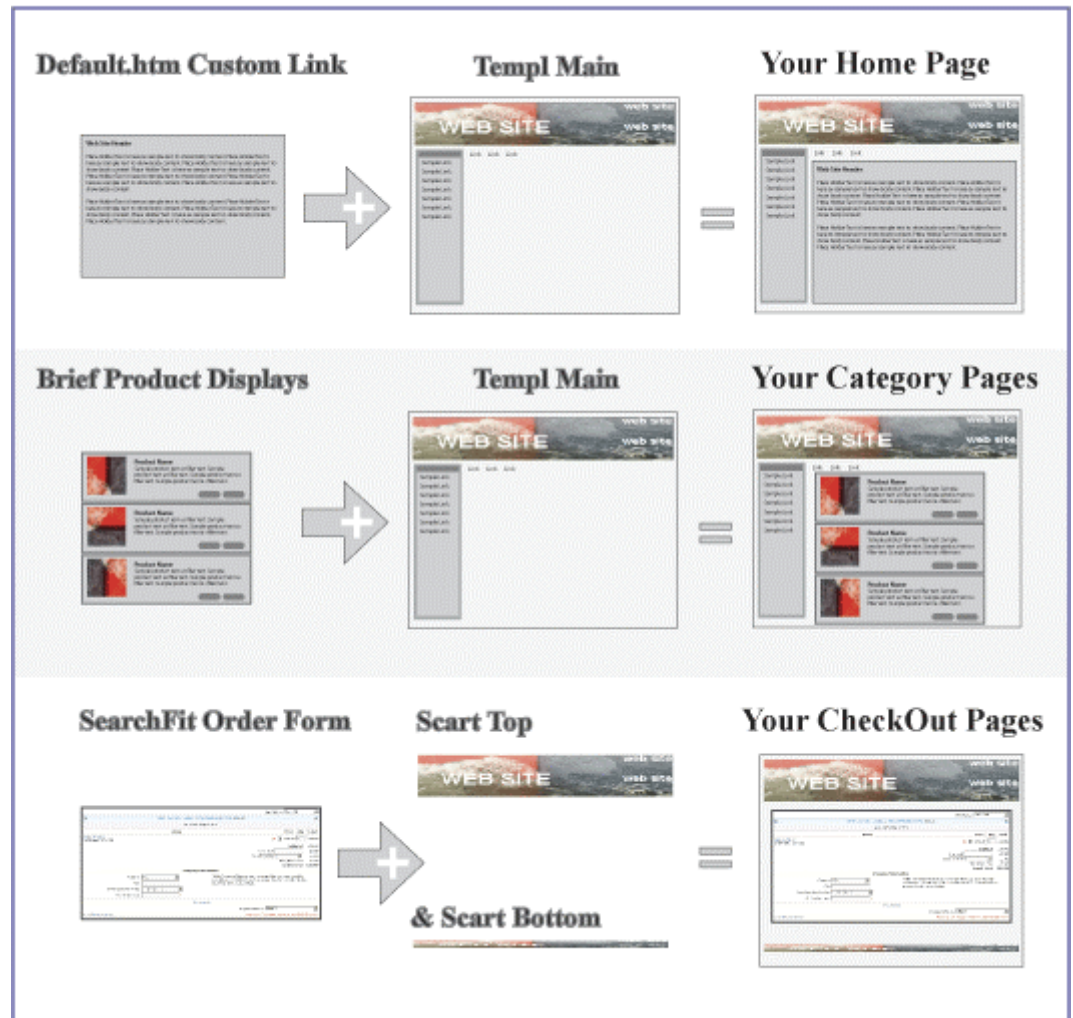
Attach the style sheet to the page. Now you can make changes to the CSS main and see the results instantly without generating. Another benefit is that you can highlight areas of source code in the design area of your HTML editor, then look at the code area to find the style that applies. This will allow you to quickly identify the names of the styles to edit to make your desired change. When you are satisfied with your CSS Main, copy and paste back into the control panel CSS main. It is possible to apply different style sheets to different pages using the CSS Repos.

Order pages: Scart Top and Bottom

Your order page is constructed differently from most others. The standard SearchFit form is used to display your customer's order information. Use the same, relative paths to the images_templ for your images, but you should use absolute URL's for your links. The top of your order page template is contained in the Scart Top and should end with `<td>` (if you are using tables). The middle part of your order page, the order form, is automatically built by SearchFit. The bottom of your order page is contained in the Scart Bottom and begins with `</td>`. The page that contains the related CSS is the Scart CSS.

Add Additional Content To Your Site

Create Custom Links for your additional pages such as your home page, contact form, photo galleries and informational pages. It's recommended to create Custom Links that fit inside a design template, such as the Templ Main. You can specify which template from the Templ Repos is used for a given Custom Link via drop down box. The Examples section in the Custom Link area shows an easy way to add a contact form to your SearchFit site.



Adjust Cart Settings

Many other settings can be adjusted that are outside the scope of this guide. It is especially important to use the Control Panel to setup your Payment Method, Taxes, Shipping Method and Shipping Fees. The Per User area contains a long list of settings that you can adjust to your liking. Images Set contains a customizable collection of images that SearchFit automatically adds to some of your pages. Labels & Messages gives you the ability to change some of the text that SearchFit automatically adds to your pages. Please see the Help files related to these settings as well as the SearchFit manual for details.