

Cute Kart Features

- Free setup.
- Sell unlimited products from your web site.
- Easy to use: Just use a simple HTML Form submit for each product on your site.
- Take credit cards online with or without an online Merchant Account.
- The following real-time payment gateways are supported: VeriSign Payflow Pro, Linkpoint, Authorize.Net, Pay Pal, or no online gateway
- If you do not have an online merchant account, or do not wish to use a real-time payment gateway, you may simply login to your Cute Kart Administration to look up your orders and collect payment manually.
- Allows your site visitors to purchase directly and securely online.
- Runs on a 128-bit Secure Encrypted Server

How it works for your online shoppers

- Users click a special “Add to Cart” button that you have placed on your web page.
- On the Add to Cart button FORM the shopper can enter the quantity desired, select a color, select a size, etc, for up to 5 different selections that you define for any product, then click to “Add to Cart”.
- The item will be added to the shopper’s cart with their selections. They may then click to Continue Shopping or click to begin the easy, 2-step Checkout.
- If they Continue Shopping, they may add other items to the shopping cart, or remove items as they wish.
- Any applicable sales taxes or shipping costs are automatically calculated, based on how your cart is setup.
- Once the shopper clicks to Checkout, they can enter a shipping address and a separate billing address (or you may optionally allow only a billing address)
- Upon checkout, the shopper securely enters their credit card number for the total amount.
- An email receipt will be sent to your shopper automatically. An email will be sent to you letting you know which items ordered and how much was paid.

How it works for you

- On your Add to Cart HTML FORM, you may define the FORM to request up to 5 entries; having up to 5 drop-down lists or you may specify up to 5 text entries. These can be color selection, size selection, any other information you wish to have submitted with the item being ordered.
- As an example, you may have a request like “Please select a size:” and have several size options in your drop-down. Then you may also ask: “Do you wish to be on our email list?” And offer a drop-down or radio buttons of Yes or No.
- Once a client places an order, you will receive an email with the order information and the questions/answers for each item
- You may also login into your Administrative area and view all your orders securely online at any time. This login is at <https://www.w3now.com/cart/admin.cfm>
- You may delete the order from the report once it is fulfilled.
- If you are not using an online credit card payment gateway, then this Admin Report will also give you (securely) the credit card number associated with the order so you may type it into your in-office credit card terminal to charge the card.

Technical Information

Cart Setup – Please provide us with this information so we may setup your cart, Fax it to: 1-866-469-3669.

Once you purchase Cute Kart, we will setup your cart for you, so please provide the values for each of the parameters below to assist in cart setup.

Field Name	Required?	Field Value	Purpose / Please enter your selections here:
Admit	We provide to you	Assigned to you by W3now	Your unique admission code for your Cute Kart. You will use this in your Add to Cart FORMS in your web page for authentication purposes.
Business Email	Required	<i>Email where orders are to be sent</i>	Enter the email address of the business, where notification of orders should be sent:
Password	We provide to you	<i>Your cart password for login</i>	Used with the Admit code for logging into your cart admin area at https://www.w3now.com/cart/admin.cfm
Site Title	Required	<i>The title of your web site</i>	Enter the name of your business as you wish it to appear at the top of the cart page:
Domain URL	Required	<i>Your main site URL</i>	This must match the high-level domain name that will contains your Add to Cart FORMS. Example http://www.mysite.com :
Cart Display Method	Required	<i>Select Pop or Full</i>	Pop means you would like the shopping cart to pop-up when someone adds something to the cart. Full Screen means you want the main URL to change to the secure shopping cart and display it fully on the screen when someone adds something to the cart. We recommend Pop :
Successful Sale Return URL	Required only if Full Screen Cart Display Method	<i>URL</i>	Applies only if you are using Full Screen as the Cart Display Method. This is the complete URL of the page in your site that should be displayed once the order is completed successfully. Example: http://www.mysite/thankyou.htm :
Cancelled Sale Return URL	Required only if Full Screen Cart Display Method	<i>URL</i>	Applies only if you are using Full Screen as the Cart Display Method. This is the complete URL of the page in your site that should be displayed if the sale is cancelled by the shopper. Example: http://www.mysite/products.htm :

Unsuccessful Sale Return URL	Required only if Full Screen Cart Display Method	<i>URL</i>	Applies only if you are using Full Screen as the Cart Display Method. This is the complete URL of the page in your site that should be displayed if the credit card did not get approved, or the sale is otherwise not successful. Example: http://www.mysite/tryagain.htm :
Non USA Shipping Charge	Required	<i>0.00-99,999.99</i>	In US Dollars, a flat shipping fee to be added to all orders outside the 48 Contiguous United States. Most common is \$15.00. The amount you enter will help to cover shipping outside the USA. If you wish to deter foreign orders, then make this value prohibitively high (Can be zero):
Shipping for Whole Order	Optional	<i>0.00 – 99,999.99</i>	If you wish to charge shipping as one flat dollar amount for every full order, then enter the dollar value here. This is for the entire order, not per item:
State For Sales Tax	Optional	<i>2-character US State Code</i>	If sales tax is charged in your state, enter your 2-character state code here:
Sales Tax Percent For State	Optional	<i>Decimal</i>	Decimal, up to 4 places. If sales tax is charged in your state, enter the decimal value of the sales tax percentage. For example, if your state charges 2.9%, enter .029:
City For Sales Tax	Optional	<i>City Name</i>	If sales tax is charged in your city, enter your city name:
Sales Tax Percent For City	Optional	<i>Decimal</i>	Decimal, up to 4 places. If sales tax is charged in your city, enter the decimal value of the sales tax percentage. For example, if your city charges 1.2%, enter .012:
County For Sales Tax	Optional	<i>County Name</i>	If sales tax is charged for your county, enter your county name here:
County List For Sales Tax	Optional	<i>Cities in your county</i>	If sales tax is charged for your county, enter the names of all main cities in the county (you can usually find a list at Yahoo.com by typing in “cities in <i>county name</i> ”). When someone buys online and enters one of these cities for the shipping address, then the county tax will be charged. Enter cities separated by commas:

Sales Tax Percent For County	Optional		Decimal, up to 4 places. If sales tax is charged in your county, enter the decimal value of the sales tax percentage. For example, if your county charges .1%, enter .001. Lump any extraneous taxes in here also.
Payment Gateway	Required	<i>Payflow Pro, Login, Pay Pal, Authorize.net</i>	Enter the online payment gateway you are using. If you don't have an online payment gateway, but have a manual key-entry or phone terminal, then enter "Login". This will allow you to login securely to retrieve the credit card number for manual entry.
Credit Card Types	Required	<i>Visa, Master Card, Discover, American Express</i>	Enter the credit card types you are allowed to take through your Online Gateway, or manual terminal. Example: visa, master card... :
Minimum Purchase For Free Shipping	Optional	<i>Dollar Value</i>	Enter a dollar value (greater than zero) if you wish to offer free shipping for purchase totals equal to or over this amount.
Minimum Purchase	Optional	<i>Dollar Value</i>	Enter a dollar value (greater than zero) if you wish to restrict the minimum order amount. The shopper will not be able to check out until they reach at least this order amount in their shopping cart.
Affiliate Program User ID	Optional	<i>Provided by W3 Affiliate Marketing Program signup</i>	If you wish to use W3 Affiliate Marketing Program to help boost your Internet sales, then enter "yes". For more information about W3 Affiliate Program visit here: http://www.W3AP.com

Please fax the above information to: 1-866-Go-W3Now (1-866-469-3669).

Or email to: courtesy@w3now.com

Creating an “Add to Cart” Button for a Product

The “Add to Cart” Button is a simple HTML FORM submit to Cute Kart. You will have an Add to Cart FORM (button) for each unique item to be ordered online in your web site. The submit button for the HTML FORM will say “Add to Cart”.

The following is the minimum set of HIDDEN FORM name/value pairs that should be submitted in each “Add to Cart” FORM for each product. Note many name/value pairs are optional.

Hidden Form Field Name	Required?	Field Value	Purpose
Admit	Required	<i>*Your unique cart admission code</i>	Your unique admission code for the shopping cart. This is provided to you when you sign up to use the cart.
Action	Required	“Add”	Tells the system to add the item to the shopping cart.
businessEM	Optional	<i>Email address</i>	If different than the email in your cart setup, provide the email address where order notification the email should be sent. The entire order will be sent to the last-provided email address sent to the cart.
return	Optional	URL	Use only if you are using Full Screen as the cart display method. This is the complete URL of the page in your site that should be displayed once the order is complete. If you specify this parameter in the form, it will override this URL in your shopping cart setup. Example: http://www.mysite/thankyou.htm
cancel_return	Optional	URL	Use only if you are using Full Screen as the cart display method. This is the complete URL of the page in your site that should be displayed if the order is cancelled by the shopper. If you specify this parameter in the form, it will override this URL in your shopping cart setup. Example: http://www.mysite.com/canceled.htm
ItemNumber	Required	<i>Item Number</i>	Alpha-numeric 1-50 characters. A unique item number or stock number of the item being ordered. Letters, Numbers and Dashes only, no spaces or other special characters allowed.
Description	Required	<i>Item Description</i>	1-250 characters. The name of the item being ordered. This displays to your shopper when they view their shopping cart, and is sent in the emails as the item ordered.
Unit	Required	<i>Each,</i>	The units that the item is sold in, free-

		<i>Set, Pound, Case of 6...</i>	form entry.
PriceEach	Required	1.00 – 99999.99	Price in US Dollars with no commas, a decimal point and 2 decimal places. Examples: “10.00” or “10.95”
Qty	Required	.01-999999.99	1-99999 Integers Only. This can either be passed in a hidden form field, or from a shopper entry. If an integer is not sent to the cart, it will set it to 1.
Selection1Name	Optional	<i>Reference name for selection 1</i>	1-20 characters. A short name to describe what value is contained in Selection1. Example: “Color:” or “Size:”
Selection1	Optional	A selection made by the shopper	1-200 characters. A short text selection or entry made by the user. Usually used in a form Select statement or text entry. For example: if you entered “Color:” for Selection1Name, you would want a color to be selected from a drop-down list here. So the shopper may select “Red” or “Blue” as the value submitted for Selection1.
Selection2Name	Optional	<i>Reference name for selection 2</i>	Works like Selection1Name
Selection2	Optional	A selection made by the shopper	Works like Selection1
Selection3Name	Optional	<i>Reference name for selection 3</i>	Works like Selection1Name
Selection3	Optional	A selection made by the shopper	Works like Selection1
Selection4Name	Optional	<i>Reference name for selection 3</i>	Works like Selection1Name
Selection4	Optional	A selection made by the shopper	Works like Selection1
Selection5Name	Optional	<i>Reference name for selection 3</i>	Works like Selection1Name
Selection5	Optional	A selection made by the shopper	Works like Selection1
MemoName	Optional	<i>Reference name for Memo field</i>	Works like Selection1Name

Memo	Optional	An entry made by the shopper to give you more information.	Unlimited characters, but best to keep it down to less than 250. Usually used in a form TEXTAREA. For example, if you sell custom-engraved jewelry, you can ask the shopper to enter the words to be engraved on the jewelry. Then you might use a value of "Words to Engrave:" for the MemoName field. This Memo field may also simply be used as a 6 th Selection drop-down. You don't have to use it as a form TEXTAREA.
NoQtyChg	Optional	True/false	If you do not want the shopper to be able to change the quantity once the item is in the shopping cart, then send NoQtyCharge form field with value "True"
ShippingPercent	Optional	Decimal Number	If you wish to charge shipping based on a percentage of the item price amount, then enter the percentage decimal here. For example, if you wish for 7% of the item price to be charged for shipping, enter value ".07". This per individual item, not for the whole order. This may be used on some items in your site, while other items may use the ShippingQty1PriceEach ShippingQty2PriceEach ShippingQtyAfter2Each shipping fields.
ShippingQty1PriceEach	Optional	Dollar Value	If you wish to charge shipping based on the number of items ordered, then enter the flat dollar shipping amount for a quantity of 1 ordered here. This works with the ShippingQty2PriceEach and ShippingQtyAfter2Each fields. If you elect this shipping method, you must use all 3 fields on each item. If you use the same dollar amount for all 3 fields, then the specified shipping amount will be charged for every item multiplied by the quantity ordered.

ShippingQty2PriceEach	Optional	Dollar Value	Enter the dollar shipping amount to charge the item in a quantity of 2. This might be equal to the ShippingQty1PriceEach, or it might be a lower price, giving a shipping-price break if they buy 2. This works with the ShippingQty1PriceEach and ShippingQtyAfter2Each fields. If you elect this shipping method, you must use all 3 fields on each item. If you enter 3.00 here, then a purchase quantity 2 would result in \$6.00 total shipping for this item.
ShippingQtyAfter2Each	Optional	Dollar Value	Enter the dollar shipping amount for the third (of the same) item and thereafter. This might be a value lower than the ShippingQty1PriceEach value, so if they buy 3 or more then they might not pay as much shipping on the 3 rd one and thereafter. This works with the ShippingQty1PriceEach and ShippingQtyAfter2Each fields. If you elect this shipping method, you must use all 3 fields on each item.
Submit (not hidden)	Required	Add to Cart	Place a SUBMIT button on your form that says "Add To Cart". When the user clicks this button, it submits all the form fields above to Cute Kart.

FORM SUBMIT EXAMPLE

Purchase a Widget for \$99.95. Shipping is \$4.00 each. If you buy 3 or more, shipping is just \$2.00 each

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<FORM target="W3ShoppingCart" action="https://www.w3now.com/cart/cart.cfm"
method="post">
<input type="hidden" name="Admit" value="yourcode">
<input type="hidden" name="Action" value="Add">
<input type="hidden" name="ItemNumber" value="widget-1">
<input type="hidden" name="Description" value="Widget">
<br>Enter the quantity you would like to order:
<input type="text" name="Qty" value="1" size="1">
<input type="hidden" name="Unit" value="Each">
<input type="hidden" name="PriceEach" value="99.95">
<input type="hidden" name="Description" value="Widget">
<input type="hidden" name="ShippingQty1PriceEach" value="4.00">
<input type="hidden" name="ShippingQty2PriceEach" value="4.00">
<input type="hidden" name="ShippingQtyAfter2Each" value="2.00">
<input type="hidden" name="Selection1Name" value="Size:">
<br>
Please select your size:
<select name="Selection1">
    <option value="Small">Small</option>
    <option value="Medium">Medium</option>
    <option value="Small">Large</option>
</select>
<input type="hidden" name="Selection2Name" value="Email List?">
<br>
Do you wish to join our email list?
<input type="radio" name="Selection2" value="YES" checked>YES
<input type="radio" name="Selection2" value="NO">NO
<input type="submit" value="Add To Cart">
</FORM>
```

Use **target="W3ShoppingCart"** ONLY if your Cart Display Method is **Pop** in your cart setup. You **MUST NOT** use **target="W3ShoppingCart"** if your cart Display Method is **Full Screen**.