

# Zazzle Store Builder Guide

---

Version 1.0

Copyright © 2008, Zazzle.com

All rights reserved.

WinZip® is a registered trademark of WinZip International, LLC, WinRAR® is a registered trademark of canboy GMBH, Microsoft Windows™ is a trademark of Microsoft Corporation, All other trademarks and registered trademarks are the property of their respective owners.

Redistribution and use in source and binary forms, with or without modification, are permitted provided that the following conditions are met:

- Redistributions of source code must retain the above copyright notice, this list of conditions and the following disclaimer.
- Redistributions in binary form must reproduce the above copyright notice, this list of conditions and the following disclaimer in the documentation and/or other materials provided with the distribution.
- Neither the name of Zazzle.com nor the names of its contributors may be used to endorse or promote products derived from this software without specific prior written permission.

THIS SOFTWARE IS PROVIDED BY Zazzle.com "AS IS" AND ANY EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE ARE DISCLAIMED. IN NO EVENT SHALL Zazzle.com BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; LOSS OF USE, DATA, OR PROFITS; OR BUSINESS INTERRUPTION) HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, WHETHER IN CONTRACT, STRICT LIABILITY, OR TORT (INCLUDING NEGLIGENCE OR OTHERWISE) ARISING IN ANY WAY OUT OF THE USE OF THIS SOFTWARE, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.

# Table of Contents

<b>Welcome to Zazzle Store Builder</b>	4
Requirements	4
<b>Overview</b>	4
<b>Installation</b>	5
<b>Configuration</b>	5
Basic Configuration	6
<b>Your Zazzle Store Index File</b>	6
<b>Configuration Tutorial</b>	10
First Steps	10
Changing the Title and Product Background Color	10
Setting the Number of Products Displayed	13
Adding Another Product Grid	13
<b>The Zazzle Store Builder Source Files</b>	15
<b>Advanced Notes</b>	16
Image Caching	16
<b>Troubleshooting</b>	17
Caching and Product Images	17
Error Messages	17
<b>Feedback</b>	17

# WELCOME TO ZAZZLE STORE BUILDER

Zazzle Store Builder is the Zazzle publishing tool that lets you pull Zazzle products onto your website. Create a complete web site you can use to feature Zazzle products on your own domain. All you are required to do is enter your Zazzle gallery information. You can use or modify one of the four example designs included with Store Builder or you can use your PHP (“PHP: Hypertext Preprocessor”) and CSS (“Cascading Style Sheet”) skills to create your store’s identity. Store Builder retrieves the Zazzle products you choose using RSS and displays them in your site design.

Maybe you have a Zazzle gallery and you’re wondering how you can improve your standing in web search engines and attract more sales? You want to integrate your Zazzle products into your existing web site? You plan to create a site for your Zazzle products designed to reflect your unique corporate identity? Perhaps you want a quick way to bring together your products or any Zazzle products on a web site, so you can collect referral fees.

Zazzle Store creation is simple: just select one of the examples provided, edit the configuration file to use your Contributor ID and Associate ID, and move the files to your hosting space, server or ISP. You can also create a sophisticated custom web site to showcase your Zazzle products or integrate your products with Zazzle product lines from other galleries and earn referral fees.

The file README included with the Zazzle Store Builder distribution contains a complete list of files along with the latest information about the current release. Please consult the README file before reading this guide.

For consistency, this guide uses the term “folder”, following the Windows practice, rather than switching between Windows and Unix terminology, which can be confusing.

## Requirements

To use Zazzle Store Builder, you must have access to a place you can host PHP files, such as your own internet domain available through your own web server, a service provider, or any other hosting plan which allows PHP hosting. For proper operation of Zazzle Store Builder, your server or ISP must support PHP cURL functions.

This guide assumes you already have a Zazzle Associate ID. If you do not, you can get one from <http://www.zazzle.com/sell/programs/associate>. You can earn a 7% referral fee for each sale that you refer to Zazzle from your Zazzle Store.

You must have, at a minimum, experience creating a simple web site with HTML and have heard of Cascading Style Sheets and PHP. Because you can use Zazzle Store Builder to integrate Zazzle products into any web site, your site can be as complex as your skills allow.

## Overview

Zazzle Store Builder offers you a convenient, flexible way to access Zazzle products through RSS. You can display your Zazzle products on an existing web site or create your own Zazzle Store on a new web site using our example files. You are free to present your Zazzle products in any context you wish: it’s your web page.

In the simplest case, you can create a Zazzle Store by using one of the example files included with the Zazzle Store Builder distribution. You are required only to add your contributor name and associate ID to the include/configuration.php file. Once you have made that change, put the Zazzle Store Builder files on your server or ISP. You have created your own Zazzle Store. If you have other ideas, this guide contains additional information on creating a more ambitious Zazzle Store design.

## Installation

You can customize your Zazzle Store Builder files on your local computer or upload them to your server and change them on the server. Either way, you must extract Zazzle Store Builder on your local computer and then move the files to a place where you are allowed to host PHP files, such as your hosting space, server, or ISP. Make sure you maintain the existing the directory hierarchy (the locations of the files and folders, relative to each other).

Depending on how you access your server or ISP, you might use any number of tools to move and edit files. Your ISP might require the use of certain tools. These instructions tell you what to do, but not how to use specific tools to do it.

Note that the README file may contain additions or corrections to this process specific to the current release.

Extract all of the files and folders from the zStore.zip archive into a folder on your local computer. Use WinZip®, WinRAR®, Microsoft Windows™, or another zip archive extractor.

When you are ready to upload your Zazzle Store Builder files, follow the next steps.

1. Log in to your server or ISP.
2. Create a folder for your Zazzle Store Builder files under the folder your web server or ISP uses to store files associated with public web sites, such as the documents or public\_html folder.
3. In your Zazzle Store's folder, create these folders:
  - c
  - include
  - cssThe c folder must be writeable by your web server if you plan to enable caching.
4. Move the files from the corresponding folders on your computer to the directories on your server or ISP. This arrangement should match the way the files and folder were arranged when you extracted them on your local computer. They should be:

Folder	Files Contained
c	None (used to store cached data if caching is turned on)
css	zstore.css
include	cacheMgr.php, configuration.php, lastRSS.php, zstore.php, strings.php

The README file and the example files, images\_only\_sample, two\_grids\_sample, full\_grids\_sample, and top\_5\_sample, remain in the top directory of your Zazzle Store. You can learn more about the files included in Zazzle Store Builder in the section, *The Zazzle Store Builder Source Files*.

## Configuration

You can customize your Zazzle Store Builder files on your local computer before you upload them to your server or upload them to your server and change them on the server. Use any text editor. Do not use a word processing application.

## Basic Configuration

To create a simple Zazzle Store you must make a couple of small changes. You need to tell Zazzle who you are so you can get paid when sales are made and you must tell your server where to look to find the Zazzle Store.

### Your Zazzle Store's Identity

Add your Zazzle contributor ID and associate ID to the Zazzle Store Builder's configuration file.

1. Open the file `configuration.php`, in the folder `include`, using a text editor.
2. In the section marked, `REQUIRED VARIABLES`, enter the correct information for your Zazzle gallery. Your contributor name or contributor handle is the name of your gallery on Zazzle.com.

To find your Associate ID:

1. Log in to Zazzle.com.
2. Click on the **My Zazzle** link at the top of the page.
3. Click on the **Gallery** tab.
4. Click on the **Associate Information** link.
5. Your Associate ID is displayed in the upper left corner of the page.

Save your `configuration.php` file in the folder `include`.

## Your Zazzle Store Index File

An index file must be present in the top folder of your Zazzle Store. Unless you have another idea, you can use one of the example files included in the Zazzle Store distribution by simply renaming it to `index.php`.

The four example files are excellent starting points for creating your index file. Choose the example file closest to the look you want. You can edit these files or use them as they are.

<code>images_only_sample</code>	A grid of images with no text.
<code>two_grids_sample</code>	Two grids of products: the top five products with text and the images only grid.
<code>full_grids_sample</code>	A product grid with all available display options enabled.
<code>top_5_sample</code>	The top five most popular products for the specified gallery.

These examples can be complete Zazzle Store index files or they can be starting points for your creativity.

Four examples are included with Zazzle Store Builder. They are ready to be used now. You can also alter them or use them in another context. Here are web pages made from each example included in Zazzle Store Builder:



### Sample page with top 5 most popular AND images only (include script twice)



[Zazzle StoreBuilder](#)  
[Zazzle\\_StoreBuilder](#)  
by [zazzle](#)  
\$32.00



[Zazzle StoreBuilder](#)  
[Zazzle\\_StoreBuilder](#)  
by [zazzle](#)  
\$19.00



[Zazzle StoreBuilder](#)  
[Zazzle\\_StoreBuilder](#)  
by [zazzle](#)  
\$19.00



[Zazzle Store Builder](#)  
[Zazzle\\_StoreBuilder](#)  
by [zazzle](#)  
\$22.00



[Zazzle StoreBuilder](#)  
[Zazzle\\_StoreBuilder](#)  
by [zazzle](#)  
\$25.00

powered by  
**ZAZZLE** ✨



powered by  
**ZAZZLE** ✨

## Sample page with full grids (all display options enabled)

Sort by [date created](#) | [popularity](#) Showing 1 - 20 of 80 products. Go to page: [1](#) [2](#) [3](#) [4](#) > >>



Zazzle StoreBuilder  
Zazzle\_StoreBuilder  
by zazzle  
\$19.00



Zazzle StoreBuilder  
Zazzle\_StoreBuilder  
by zazzle  
\$32.00



Zazzle StoreBuilder  
Zazzle\_StoreBuilder  
by zazzle  
\$19.00



Zazzle StoreBuilder  
Zazzle\_StoreBuilder  
by zazzle  
\$22.00



Zazzle StoreBuilder  
Zazzle\_StoreBuilder  
by zazzle  
\$23.00



Zazzle Store Builder  
Zazzle Store Builder  
by zazzle  
\$22.00



Zazzle Store Builder  
Zazzle Store Builder  
by zazzle  
\$17.00



Zazzle StoreBuilder  
Zazzle\_StoreBuilder  
by zazzle  
\$19.00



Zazzle Store Builder  
Zazzle Store Builder  
by zazzle  
\$19.00



Zazzle StoreBuilder  
Zazzle\_StoreBuilder  
by zazzle  
\$19.00



Zazzle StoreBuilder  
Zazzle\_StoreBuilder  
by zazzle  
\$38.00



Zazzle StoreBuilder  
Zazzle\_StoreBuilder  
by zazzle  
\$14.00



Zazzle StoreBuilder  
Zazzle\_StoreBuilder  
by zazzle  
\$29.00



Zazzle StoreBuilder  
Zazzle\_StoreBuilder  
by zazzle  
\$32.00



Zazzle StoreBuilder  
Zazzle\_StoreBuilder  
by zazzle  
\$19.00



Zazzle Store Builder  
Zazzle Store Builder  
by zazzle  
\$1.00



Zazzle Store Builder  
Zazzle Store Builder  
by zazzle  
\$1.00



Zazzle StoreBuilder  
Zazzle Store Builder  
by zazzle  
\$4.00



Zazzle Store Builder  
Zazzle Store Builder  
by zazzle  
\$5.00



Zazzle StoreBuilder  
Zazzle\_StoreBuilder  
by zazzle  
\$2.00

Sort by [date created](#) | [popularity](#) Showing 1 - 20 of 80 products. Go to page: [1](#) [2](#) [3](#) [4](#) > >>





## Configuration Tutorial

It is not difficult to create a custom Zazzle Store. Store Builder includes a range of easy to configure variables you can use to change the appearance of your site without complex PHP, HTML, or CSS coding. Start with the example file containing the most features of interest to you. This tutorial is based on the two\_grids\_sample. By default, the two\_grids\_sample file presents a grid of the top five products followed by a larger grid displaying images without text.

### First Steps

1. Install your Zazzle Store Builder files, following the steps in the **Installation** section.
2. Copy two\_grids\_sample and rename it index.php.

Now you're ready to start.

### Changing the Title and Product Background Color

By default, two\_grids\_sample does not specify a background for the product squares, so the value set in include/configuration.php by default is used, white. The sample has some generic descriptive text instead of a true title.

These simple tasks introduce the configuration.php and index.php files.

## Sample page with top 5 most popular AND images only (include script twice)



powered by  
ZAZZLE\*



1. Open index.php with a text editor. Find this line:

```
<h1>Sample page with top 5 most popular AND images only (include script twice)</h1>
```

2. Change the H1 line to:

```
<h1>MY cool ZAZZLE STORE</h1>
```

Now change the background color behind the products in your grid:

3. Open include/configuration.php with a text editor.
4. Find this line:

```
$gridCellBgColor = "FFFFFF";
```

5. Change the gridCellBgColor to:

```
$gridCellBgColor = "0033FF";
```

### Setting Background Color in index.php

You could set the same variable, with the same effect, in the index.php file. Note that you must use a slightly different format to do this. In index.php each grid is described by a set of variables:

```
// configure Zazzle Store Builder display
$_GET['useCaching'] = 'false';
$_GET['showPagination'] = 'false';
$_GET['showSorting'] = 'false';
$_GET['gridCellSize'] = 'medium';
$_GET['showHowMany'] = '5';
$_GET['defaultSort'] = 'popularity';

include "include/zstore.php";
```

```
// configure Zazzle Store Builder display
$_GET['showPagination'] = 'false';
$_GET['showSorting'] = 'false';
$_GET['showProductDescription'] = 'false';
$_GET['showByLine'] = 'false';
$_GET['showProductTitle'] = 'false';
$_GET['showProductPrice'] = 'false';
$_GET['gridCellSize'] = 'small';
$_GET['defaultSort'] = 'date_created';
$_GET['showHowMany'] = '80';
```

```
include "include/zstore.php";
```

Each of these two blocks describes one grid of products. The settings for these variables overrides what you have set in the configuration file. In the first block, add this line:

```
$_GET['$gridCellBgColor'] = '0033FF';
```

Unless you set this variable again in the next block, for the next grid, the value will remain the same for both grids on this page.

## MY cool ZAZZLE STORE



powered by  
ZAZZLE\*



powered by  
ZAZZLE\*

## Setting the Number of Products Displayed

Unfortunately, you don't have enough products to complete that last row in the second grid. Your gallery would look nicer if you limited the number of products you display at once:

1. Open `include/configuration.php` with a text editor.
2. Find this line:

```
$showHowMany = !isset($_GET['ps']) ? "20" : $_GET['ps'];
```

3. Open your `index.php` file (the file that was once `two_grid_sample`) and find this line:  
`$_GET['showHowMany'] = '100';`

Notice that there are more than 20 products returned in the second grid. The setting for `showHowMany` in your `index.php` file overrides the setting in your `include/configuration.php` file.

4. In your `index.php` file, change the value of `showHowMany` from 100 to 16.

### MY cool ZAZZLE STORE



powered by  
ZAZZLE\*



You can add grids with products from your other product lines. You can also add product lines from other Zazzle users and collect the referral fee when purchases are made in your Zazzle Store.

## Adding a Another Product Grid

1. In your `index` file, copy the second grid:

```
// configure Zazzle Store Builder display
$_GET['showPagination'] = 'false';
$_GET['showSorting'] = 'false';
$_GET['showProductDescription'] = 'false';
$_GET['showByLine'] = 'false';
$_GET['showProductTitle'] = 'false';
$_GET['showProductPrice'] = 'false';
$_GET['gridCellSize'] = 'small';
$_GET['showHowMany'] = '16';

include "include/zstore.php";
```

Make sure you get that last *include* line.

2. Paste that block below the block you copied.
3. Add these two lines at the top of your new block, just below the comment:

```
$_GET['contributorHandle'] = "strk3";
$_GET['productLineId'] = '196882622762425947';
```

Note that you must set the contributorHandle that corresponds to the product line.

4. Save your index file.

When you view your gallery, you should now see a third grid with products from another gallery:

## MY cool ZAZZLE STORE



powered by  
ZAZZLE\*



powered by  
ZAZZLE\*



powered by  
ZAZZLE\*

The `productLineId` variable sets the product line for that grid. To get a product line number, click on a product line in a gallery. In the URL you will see something like this:

<http://www.zazzle.com/coatsofarms/products/cg-196595220567583981>

The string of numbers at the end is the product line ID.

All of the Zazzle Store Builder variables are described in place in the configuration file comments.

## The Zazzle Store Builder Source Files

You can edit any file in the Zazzle Store Builder distribution to customize your Zazzle Store. This section introduces each file.

### The css Folder

The `css` folder contains one file, `zstore.css`. The `zstore.css` file has one function: it contains the Cascading Style Sheet information for your Zazzle Store. You don't have to edit this file at all. If you know what CSS is and know what you want to do with it, this is where you do it.

## The include Folder

The include folder contains most of the Zazzle Store Builder source files. This is where you will do most of your Zazzle Store Builder customization.

### cacheMgr.php

This file handles caching. Almost anything you might want to do with caching can be set in the configuration.php file.

### configuration.php

As the name implies, this file is the central location for configuring variable values in your Zazzle Store. Variables are divided between Required and Optional. Required values contain information specific to your Zazzle gallery. Optional variables are set to reasonable defaults; your Zazzle Store will work even if you don't change anything. The options in this file are explained within the file, including both possible values and the function of each line.

Note that you can override settings in this file by setting the variable in your index file. For example, if you set the variable showHowMany in configuration.php to display five products and then set it again in your index file to show 20, 20 products will be displayed.

### lastRSS.php

A PHP class for parsing RSS files. We have made some modifications to lastRSS. If you feel strongly about it, you can modify it, too. You can find the documentation here:

<http://lastrss.oslab.net/>.

### strings.php

This file contains the literal strings used in Zazzle Store Builder, separated for good programming form. It's just the words that appear in your Zazzle Store controls and error messages.

### zstore.php

The Zazzle Store Builder main source file, for implementation, not configuration. Defines many aspects of your Zazzle Store and performs most tasks, including fetching RSS data, keeping track of variables, and stores Zazzle URLs. You probably won't need to change this file.

## Advanced Notes

For those interested in special areas of the Zazzle Store, here is a bit more information.

### Image Caching

Image caching is off (or false) by default in Zazzle Store. If you have a reason to want caching, you can turn it on by setting this line in **configuration.php** to true:

```
$useCaching = false;
```

At the same time you might consider the period you would like to cache your images. In the configuration.php file it is set to 7200 seconds by default:

```
$cacheLifetime = 7200;
```

If you set caching to true, check to make sure your c folder is readable, writeable, and searchable by all (0777). readable, writeable, and searchable by all (0777).

The Zazzle server is fast. You will probably see slower rendering performance if you cache images locally. In particular, if your Zazzle Store displays a lot of images (e.g., a Zazzle Store based on the two\_grids\_sample) you will probably notice the change in performance.

On the other hand, if your priority is search engine optimization, caching images locally may help.

## Troubleshooting

### Caching and Product Images

If you turn on caching and your products fail to load in your Zazzle Store, your c folder is probably not writeable by your server. To be safe, make the folder readable, writeable, and searchable by all (0777).

### Error Messages

#### **Error: Products temporarily unavailable**

This means the RSS socket is not responding. It is probably not a problem with your Zazzle Store unless you have changed certain RSS settings. Try again soon.

#### **Error: Feed temporarily unavailable**

No RSS data is available. Probably a RSS feed failure. Try again soon.

## Feedback

We'd love to hear what you think of Zazzle Store Builder. Join the discussion on Zazzle Forum.