

# Cart66 Lite 1.0

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## Cart66 Lite Overview

Cart66 Lite is a free WordPress shopping cart plugin that will easily convert any WordPress site, regardless of what theme you are using, into a fully functioning, search engine friendly e-commerce website.

Cart66 Lite is packed with functionality providing powerful e-commerce features while still maintaining the flexibility of design and presentation inherent with WordPress. Cart66 Lite is built around the idea that WordPress already has great content management functionality and anything that is not already part of WordPress such as image galleries, slide shows, and embedding videos can easily be added with high quality plugins that are already available. The Cart66 Lite WordPress shopping cart plugin brings e-commerce functionality into WordPress. Cart66 Lite does not force you into any sort of product display layout. You simply place "Add To Cart" buttons on any page or post wherever you want them. Cart66 Lite handles keeping track of product prices, promotions, shipping rates, and order management and leaves you free to design your online store however you like.

## Managing Products

Of course the main purpose of having an e-commerce website is to sell products. Cart66 Lite let's you sell physical products, such as headphones, that require shipping, digital products, like your own MP3s or PDF files, delivered as downloads, or services, like WordPress template customization, that don't require any delivery at all.

When selling a product with Cart66 Lite you specify the following fields:

- **Product name:** The name of your product
- **Item number:** A unique item number (SKU) associated with your product
- **Price:** The price you want to charge for your product
- **Taxed:** Whether or not you want to charge sales tax on the sale of the product

- **Shipped:** Whether or not your product requires shipping. Digital products and services would not require shipping whereas physical products like headphones would.
- **Max Quantity:** You may wish to limit the quantity of a product that can be added to the cart. For example, if you are selling a digital product, it might not make sense to allow your customer to buy multiple copies of the same product. So you can limit the max quantity to 1. Enter 0 (zero) or leave this blank to not limit the max quantity.

## Digital Products

If you are selling a digital product you will either upload the digital file through the Cart66 Lite admin panel or FTP the file to your server. You will specify the folder on your server that you want to use for storing your digital products in the Settings panel of Cart66 Lite. If you choose to FTP the file into your products folder, then you just specify the name of the file, not the entire path to the file, in the "File name" field. You then may also specify a limit to the number of times the product may be downloaded by your buyer.

## Digital Products Folder

We suggest that you use a folder on your server that is not directly accessible by a web browser as the folder where you store your digital products. For example, suppose the root directory of your website is located at /home/mysite/public\_html we would suggest storing your products in a folder such as /home/mysite/products so that people cannot link directly to your digital product file. This give Cart66 Lite complete control over the delivery of your product, preventing people from being able to download the product without paying or download the product more times than you allow.

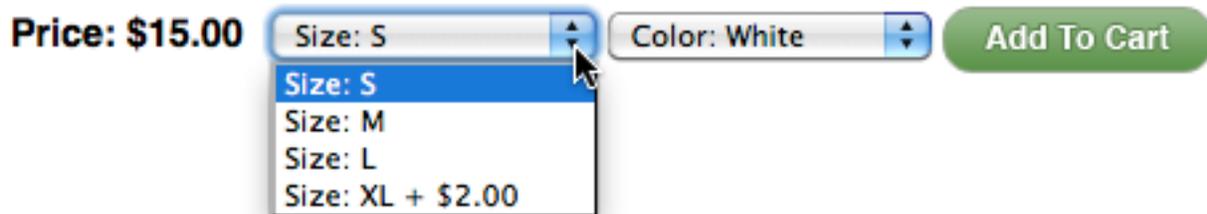
## Product Variations

Cart66 Lite let's you specify product variations. So if you are selling t-shirts you customers can select what size and color they would like using drop down menus on your website. You can even specify product options that change the price of the product. For example, if you are selling t-shirts, you may want to charge an extra \$2.00 of the XXL size. Or perhaps, you are selling headphones and you want to reduce the normal price of a set of headphones by \$10.00 because you have an open box or refurbished set of headphones. You can specify up to two groups of product options with as many options in each group as you like.

Suppose you are selling t-shirts that cost \$15 each and you offer small, medium, large, and extra large sizes. You want to charge an extra \$2.00 for the extra large size. You also have both white and navy blue colors. Cart66 Lite has two product option group fields for you to list these product variations. You would enter them as follows:

Option Group 1: Size: S, Size: M, Size: L, Size: XL +\$2.00  
Option Group 2: Color: White, Color: Navy Blue

After specify these options, you will get a product button that looks like this:

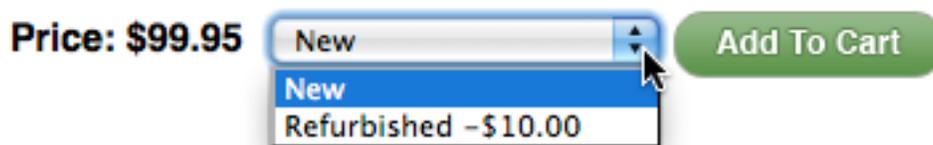


The product options are simply typed in and separated by commas. Notice that all you have to do to change the price of a product is add a plus sign followed by a dollar amount. If you want to decrease the price of your product, such as with the refurbished option, you simply add a minus sign followed by the dollar amount by which you want to reduce the price.

Suppose you were selling headphones and wanted to have the option for your customers to buy either new or refurbished headphones. You could specify those options as follows:

Option Group 1: New, Refurbished -\$10.00

After specifying these options, you will get a product button that looks like this:



## Custom Fields

Cart66 Lite allows you to collect information from your user to customize the product they are buying by letting you include a free form text field associated with your product. Suppose you are selling a product that can be engraved upon and you want to let your customer specify what they want engraved. You can include either a single line or a multi-line free form text field along with an explanation of what you want your customer to type into the field.

For example, suppose you sell money clips and you can engrave a name on the money clip. You can include a single line text field to that your customer can enter in what they want to have engraved on the money clip. Or suppose you sell flowers and want to let your customer include a personalized note with the flowers, you can include a multi-line text box where your customer can enter in their own personalized message.

When your customer adds a product that has a custom field to their shopping cart, they can then enter their custom information. The shopping cart looks like this:

## Your Shopping Cart

Product	Quantity	Item Price	Item Total
EMC Engraved Money Clip Enter the name you would like engraved: <input type="text"/> <input type="button" value="Save"/>	1 <input type="button" value="🗑"/>	\$25.00	\$25.00
Shipping Method: <input type="button" value="FedEx Ground"/>			
<input type="button" value="Update Total"/>		<b>Subtotal: \$25.00</b>	
Do you have a coupon? <input type="text"/> <input type="button" value="Apply Coupon"/>		<b>Shipping: \$8.00</b>	
		<b>Total: \$33.00</b>	

## Promotions

You can run either dollar off or percentage off promotions with Cart66 Lite. Simply enter in a promotion code, specify either a dollar off amount or a percentage off amount and, if you like, set a minimum order amount that must be reached before the promotion can be applied. The promotion applies to the entire cart amount, not including shipping. Promotion codes, also known as coupon codes are entered by your customer in the shopping cart. For example, you can have a coupon code that gives your customers \$10 off any order greater than \$50. You may have as many promotion codes as you like.

## Shipping

Cart66 Lite let's you specify as many shipping methods as you like. You can set default shipping rates for each of the shipping methods you create. You can specify specific

shipping prices for each product. Shipping prices may also be specified based on the total value of the shopping cart..

## **Shipping Methods And Default Shipping Rates**

Cart66 Lite let's you set up as many different shipping methods as you like. For each shipping method, you specify a default rate and a default bundle rate. The default rate is what you charge to ship the first item your customer buys. The default bundle rate is what you charge to ship each additional product. Because you can bundle two products together into the same box, you can save on shipping costs.

Suppose you sell headphones, and you ship them via FedEx Ground. You may specify the default rate as \$8.00 and the default bundle rate as \$4.00. So if you customer buys 1 set of headphones it costs \$8.00 to ship them. If they buy two sets of headphones, you can ship both headphones in the same box so it only costs \$12.00 to ship the two sets of headphones (\$8.00 for the first set + \$4.00 for the second set)

## **Shipping Prices For Each Product**

If all your products are roughly the same size and weight you may be satisfied charging the same shipping prices for all the products in your store. For example, if all you sell is t-shirts, since all your t-shirts are basically the same size and weight, you probably don't need to bother setting specific shipping prices for each individual t-shirt. If, on the other hand, you sell t-shirts, guitars, and amplifiers you probably should set up shipping prices for each of the different products. Amplifiers are much bigger and heavier than t-shirts and cost much more to ship. Cart66 Lite let's you define a shipping rate and a shipping bundle rate for each product in your store. Just like with the default rates, the shipping rate is the rate you charge for the first item and the shipping bundle rate is the rate you charge for each additional item.

If you specify shipping rates for specific products then the rates you specify are used to calculate the total shipping cost of the order. You do not have to specify specific rates for every product you sell. If a product does not have specific shipping rates set, the default rates for the selected shipping method are used.

## **How Shipping Costs Are Calculated**

Shipping rates are calculated by taking the rate of the product with most expensive shipping rate and then adding the bundle rate for all the other products in the cart. The best way to demonstrate this is with a couple examples.

Suppose you sell t-shirts, guitars, and amplifiers and you have the shipping rates set up as follows:

Product	Shipping Rate	Shipping Bundle Rate
T-Shirt	\$8.00	\$4.00
Guitar	\$30	\$15
Amplifier	\$50	\$30

Suppose your customer buys 3 t-shirts. The shipping costs would be calculated as follows:

Product	Shipping	Reason
T-Shirt	\$8.00	The most expensive shipping rate of the products purchased in this order.
T-Shirt	\$4.00	The bundle shipping rate for the t-shirt
T-Shirt	\$4.00	The bundle shipping rate for the t-shirt
<b>TOTAL</b>	<b>\$16.00</b>	

Now, suppose another customer buys 1 t-shirt, 1 guitar, and 1 amplifier. The shipping costs would be calculated as follows:

Product	Shipping	Reason
Amplifier	\$50.00	The most expensive shipping rate of the products purchased in this order.
Guitar	\$15.00	The bundle shipping rate for the guitar
T-Shirt	\$4.00	The bundle shipping rate for the t-shirt
<b>TOTAL</b>	<b>\$69.00</b>	

So, in summary, add the shipping rate for the product with the most expensive shipping rate the add the bundle shipping rate for each additional product.

## Cart Price Shipping Rates

Cart66 Lite let's you set shipping rates based on the total value of the order. You could set up your store so that you give free shipping on all orders over \$100. You can even configure your store so that you offer free shipping on orders over \$100, \$5 shipping on order over \$50 but less than \$100, and for orders under \$50 you charge whatever the shipping rate is based on the products order as described above. To set up tiered shipping rates like this you would configure Cart66 Lite as follows:

Minimum Cart Amount	Shipping Cost	Explanation
\$100	\$0.00	Free shipping on orders \$100 or more
\$50	\$5.00	\$5.00 shipping for orders \$50 to \$99.99

If the customer orders less than \$50 worth of products, then the shipping rate is calculated using the shipping rates and shipping bundle rates as described above.

In order of importance, cart price shipping rates take precedence over product shipping rates and product shipping rates take precedence over the default shipping rates.

## Live Shipping Rates

[Cart66 Professional](#) supports calculating live shipping rates from UPS. Enter in your UPS account details in the Cart66 Professional Shipping Settings panel and Cart66 Professional will calculate shipping costs for your customers based on their location and the weight of the products in the cart.

*Coming soon:* We plan to add additional shipping carriers including FedEx, and United States Postal Service (USPS).

# Settings

The settings panel in Cart66 Lite is the screen where you configure your payment gateways, your tax rates, and a variety of other configuration settings for your store.

## Main Settings

**Hide system pages:** Hiding system pages will hide all the pages that Cart66 Lite installs from your site's navigation. Some of the system pages such as Express, IPN, and Receipt will always be hidden. Selecting 'Yes' will also hide Store, Cart, and Checkout which you may want to have your customers access through the Cart66 Lite Shopping Cart widget rather than your site's main navigation.

**Home country:** The home country will be the default country used on your checkout form. If you have chosen to sell to multiple countries, your home country will be the top choice.

**Currency symbol:** The currency symbol is used when rendering prices on your website. The default currency symbol is the USD dollar sign. When setting the currency symbol you should use the HTML entity such as &pound; for £ or &euro; for €.

**Currency character:** The currency character is used when when a text based rendering of a price is needed such as in the email receipt. This value should be the actual currency character, not the HTML entity.

**International sales:** If you would like to sell your products to more than just your home country, select “yes” then select the countries to which you would like to sell by clicking on the (+) next to the country name. You can drag and drop the country names to arrange their sort order.

**Use SSL:** If you have a valid SSL certificate installed on your server and you wish to have your order pages encrypted (accessed via https) then select Yes, otherwise select No.

**Track inventory:** [Cart66 Professional](#) can track inventory levels for every variation of every product you are selling. If you would like to track inventory select Yes and, after you have entered your products, you should then specify your initial inventory levels. Inventory is decremented only after successful sales. Adding a product to the cart does not change inventory levels. Inventory levels are checked when products are added to the cart and also on the checkout page.

## Tax Rates

Cart66 Lite let's you charge sales tax for all sales or you can specify tax rates by state, zip code, or zip code ranges. You can also specify whether or not you want to apply the sales tax to the shipping costs. When specifying sales tax by state, simply select the

state, enter the percentage to charge for sales tax, and select whether or not to include shipping costs when calculating sales tax.

When specifying sales tax by zip code, you can enter a single zip code or a range of zip codes. To enter a range of zip codes, enter the low value, a hyphen, then the high value. For example, to charge 5% sales tax to shipping addresses with a zip code between 23200 and 25000 you would enter: 23200-25000

Note that zip code rates take precedence over state rates. So you can charge 7% sales tax for the 23227 zip code which is a zip code in VA and you can also specify a 5% sales tax for VA. Buyers in the 23227 zip code will be charged 7% sales tax while all other buyers with shipping addresses in VA are charged 5% sales tax.

## PayPal Express Checkout Settings

To use PayPal Express Checkout you must enter get an API Username, API Password, and API Signature. Enter those values in this section of the Cart66 Lite settings panel if you plan to use either of these payment methods.

## PayPal Website Payments Standard

Cart66 Lite supports using PayPal Website Payments Standard. To configure this payment method, enter your

**PayPal Email:** The email address you used to register your PayPal account.

**Shopping URL:** The link used when your customer clicks the "Continue Shopping" link from the PayPal website.

**Return URL:** The page on your website where PayPal directs your customers after a successful payment has been made.

**Notification URL:** This is the url that is used for the instant payment notification (IPN) when using PayPal Website Payments Standard. You may enter this URL into your PayPal account's IPN settings.

## Payment Gateway Settings

With [Cart66 Professional](#) you can accept credit cards right on your own website. Configure your connection to either Authorize.net or any other payment gateway that implements the Authorize.net API such as [Quantum Gateway](#) or eProcessingNetwork.

## Email Receipt Settings

Cart66 Lite lets you configure your email receipt that is sent to your customers. You can specify the from name, from address, email subject, and even include your own message that will appear above your customer's detailed order information. You can also copy other people on the receipt. For example, if you drop ship orders, you can copy your fulfillment center's email address so they are emailed every time someone places an order.

## Order Status Options

User order status options to keep track of the status of your orders. For example you might want to set up new, completed, and canceled as your order status options. You can customize the status options to match your own order management processes.

## Digital Product Settings

If you plan to sell digital products, you need to specify a directory on your server where you will store your digital product files. We suggest you pick a directory that is not directly accessible by a web browser. The path you specify will start with a / character and will NOT start with http://. For example, if the root directory of your website is located at /home/<username>/public\_html then you should store your digital products in /home/<username>/products so that your products cannot be accessed directly via a web browser. This will protect your digital files so that Cart66 Lite can control the access to your products and limit the number of times your product can be downloaded.

## Store Home Page

This is the link to the page of your site that you consider to be the home page of your store. When a customer views the items in their shopping cart this is the link used by the "continue shopping" button. You might set this to be the home page of your website or, perhaps, another page within your website that you consider to be the home page of the store section of your website. If you do not set a value here, the home page of your website will be used.

## Zendesk Account Information

If you want to put a forum, support ticket system, or knowledge base in your membership website so that only members can access them [Cart66 Professional](#) integrates with Zendesk so that there is a single sign-on for your members. Once logged into your website they will also be logged into Zendesk.

## Customize Cart Images

If you would like to use your own shopping cart images (Add To Cart, Checkout, etc), enter the URL to the directory where you will be storing the images. The path should be outside the plugins/Cart66 Lite directory so that they are not lost when you upgrade your Cart66 Lite installation to a new version. For example, you may want to put your new cart images in your wp-content/uploads folder.

Be sure that your path ends in a trailing slash ( <http://www.mysite.com/wp-content/uploads/> ) and that you have all of the image names below in your directory:

- add-to-cart.png
- checkout.png
- complete-order.png
- continue-shopping.png
- remove-item.png

## Customize Styles

You can customize virtually every aspect of the design of Cart66 Lite by specifying your own CSS. If you like, you can put your custom CSS in your theme or you can upload your own custom CSS file so that your CSS changes aren't lost if you switch themes. If you want to upload your own CSS file, just tell Cart66 Lite where you put your CSS file by specifying the URL to your CSS file.

## Error Logging & Debugging

While you are building your Cart66 Lite powered website you may want to enable logging or use a PayPal sandbox account. If so, check the checkboxes next to the debugging features you want to enable then click the Save button.

**Enable Logging:** A file named log.txt will be created in your plugins/Cart66 Lite directory and Cart66 Lite will write log messages to the log file as you interact with your site. Logging should only be enabled during testing because the log file will grow very quickly. Also, because the log file is designed to help you see what data is getting saved, the log file may contain private information. Therefore, **do not enable logging for live websites.**

If you delete your log file from your server, you need to enable logging again to create another log file or manually create another log.txt file. The only time Cart66 Lite tries to create a log file is when you click the Save button in the Cart66 Lite Error Logging & Debugging settings. Without a log.txt file present Cart66 Lite will not write log messages. This is to prevent the accidental logging of information if you delete the log.txt file but forget to disable logging in the Cart66 Lite settings panel.

**Use PayPal Sandbox:** If you wish to test your Cart66 Lite powered site with a PayPal sandbox account, enable this feature so that Cart66 Lite will know to use the PayPal Sandbox API.

## Orders

Manage all of your orders in the orders panel of Cart66 Lite. The default view is a chronological list of all of your orders. You can filter your orders by your order status options (as configured in the Settings panel of Cart66 Lite). You can also search your orders by email address, last name, or order number.

To view an individual order, click the "View" link next to the order you want to view. When viewing an individual order you will see all of the details of the order and can change the order status. If your customer needs another copy of their receipt, you can email them a link to view their receipt online by opening up your mail client and copying the URL from the "View Receipt Online" link into your email. This is especially helpful if you customer ordered a digital product because they will be able to download the digital product file again from their online receipt.

## Placing Products On You Site

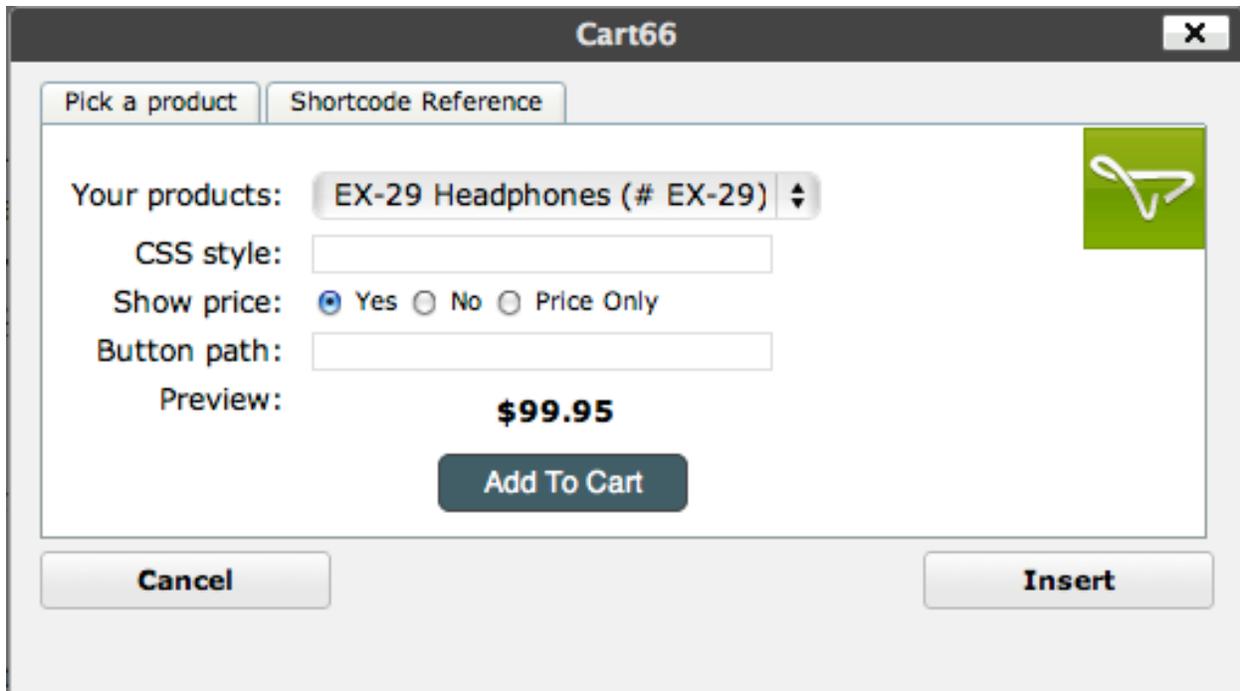
Cart66 Lite is designed to compliment the functionality in WordPress, not replace it. WordPress is an amazingly powerful content management system and already includes a wealth of functionality for managing page layout. There are also a variety of plugins available to provide functionality for showing image galleries, light box effects, slide shows, embedded videos, etc. Cart66 Lite allows you to place Add To Cart buttons anywhere on any page or post of your site.

To add a product to your site, simply create a page or a post and describe your product just like you would for any other page or post on your site. Then, wherever you would like to place your Add To Cart button just follow these easy steps:

- 1) Place your cursor in the WordPress editor where you want the button to appear
- 2) Click the Cart66 Lite icon in the editor toolbar



- 3) Select the product you want to add to the page
- 4) Click insert



A short code will appear in your post where your cursor is. Then, when you view your webpage you will see the add to cart button for your product. You can add as many Add To Cart buttons on the page as you like.

You can customize the way your add to cart button displays in the following ways:

- Show just the add to cart button and not the price
- Show just the price and not the add to cart button
- Specify your own image to use for the add to cart button
- Apply CSS styles to the display

As you make adjustments, you can see a live preview of what the button will look like.

## Customize The Add To Cart Button

The Add To Cart button can be customized in several ways. If you want to replace all the add to cart buttons on your site with your own button, you can upload a new set of cart images and specify the location of those images in the Settings panel of Cart66 Lite. For more information about this, see the [Settings documentation](#).

If you want to use a custom Add To Cart button just for an individual occurrence, you can specify the URL to the image you want to use in the button path field. After you enter the URL to the image, you will see the Add To Cart image update in the preview area of the pop-up window.

Cart66



CSS style:

Show price:  Yes  No  Price Only

Button path:

Preview:



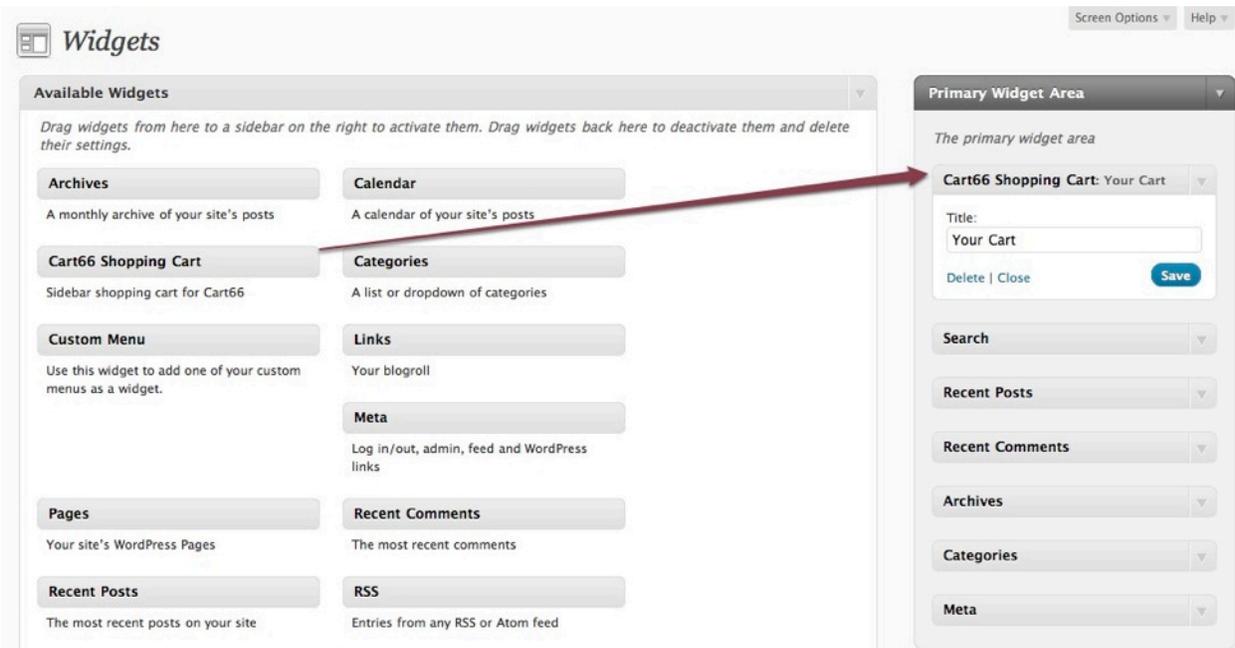
Cancel

Insert

# The Cart66 Lite Shopping Cart Sidebar Widget

The Cart66 Lite Shopping Cart sidebar widget shows your customer how many products are in their cart, the total price of the cart (not including tax or shipping) and provides links to view the shopping cart and check out.

After you install Cart66 Lite, you will probably want to activate the Shopping Cart Sidebar Widget. To activate the widget navigate in your WordPress admin panel to the Appearance -> Widgets tab. Drag the Cart66 Lite Shopping Cart widget on to the sidebar. You can specify a title for the widget such as "Your Shopping Cart".



## Working With Short Codes

One of the most powerful features of Cart66 Lite is that you can have extremely powerful control over the presentation and layout through the use of shortcodes. Shortcodes are snippets of code that you can insert into your posts and pages to execute various functions. Cart66 Lite provides the following shortcodes.

### Cart66 Lite Shortcodes

#### **add\_to\_cart**

Display an add to cart button which, when clicked, will add a product with the specified item number to the customer's shopping cart.

```
[add_to_cart item="EX-29"]
```

**item:** The only required attribute is the item number of the product.

**style:** (optional) CSS style information to be applied to the add to cart button

**showprice:** (optional) Either yes or no enabling you to show or hide the price associated with the product.

**img:** (optional) The URL to the image to be used for the add to cart button. This lets you specify any image you want to use for the add to cart button.

An example of using the add\_to\_cart shortcode with all of the optional attributes would look like this:

```
[add_to_cart item="EX-29" style="padding: 5px; float: right;" showprice="no" img="http://www.site.com/path/to/img.jpg"]
```

#### **add\_to\_cart\_anchor**

Display a link that will add a product to the shopping cart. In its basic usage, the shortcode has an item attribute and the content of the shortcode is used as the text of the link.

```
[add_to_cart_anchor item="EX-29"]  
    Click here to buy headphones  
[/add_to_cart_anchor]
```

You may optionally provide a css class attribute as well as product options. Cart66 Lite products may have two groups of options. If you choose to have two options for the product link, separate the options with a tilde ( ~ ).

```
[add_to_cart_anchor item="EX-29" class="myCssClassName"
options="white~large headband"] Buy white headphones with the large
head band [/add_to_cart_link]
```

## cart

The shopping cart listing all of the products the customer has added to their cart can be displayed on any page allowing you to customize your checkout process however you like. For example, you could include the shopping cart and the checkout form (short code below) on the same page to create a one page checkout process for your store.

[cart]

Product	Quantity	Item Price	Item Total
EX-29 Extreme Isolation Headphones (9ft cord)	<input type="text" value="1"/> 	\$99.95	\$99.95
<input type="button" value="Update Total"/>		<b>Shipping: \$8.00</b>	
Do you have a coupon code? <input type="text"/>		<input type="button" value="Apply Coupon"/>	<b>Subtotal: \$107.95</b>

The cart shortcode supports the following optional attributes:

**mode:** (optional) read – this puts the shopping cart in read-only mode which displays the products and their quantities in the shopping cart but does not let the user modify the contents of the cart. This is a good way to display the shopping cart on the checkout page so that your customer can see exactly what they are buying.

**tax:** (optional) The amount of tax you will be charging the customer. Usually tax is charged during the checkout process because the buyer's location is not known. In the case of PayPal Express Checkout, however, you will know the buyer's location when they return to your website after having logged into PayPal. So, Cart66 Lite will display the amount of tax that is going to be charged to the order in the shopping cart view. The Express Checkout page that Cart66 Lite uses is already setup to show the tax, you don't have to do anything. It is very rare that you will ever need to customize your site with the tax attribute, but it is there if you need it.

An example of using the cart shortcode with the optional mode attribute looks like this:

```
[cart mode="read"]
```

Product	Quantity	Item Price	Item Total
EX-29 Extreme Isolation Headphones (9ft cord)	1	\$99.95	\$99.95
<b>Shipping Method: FedEx Ground</b>			
			<b>Shipping: \$8.00</b>
			<b>Subtotal: \$107.95</b>

## Cart66\_download

Provide a text link that will download a protected file. The visitor must be logged in with an active account in order to gain access the the file. The file may be located on the server and the path specified by absolute path to the file or remotely and referenced by a URL.

```
[Cart66_download path="/path/to/file" text="click here to download"]
```

**path:** The path may be the absolute path to the file or a URL. If you provide a URL it is up to you to make sure you include some means of protecting the URL from being downloaded directly. You can do this with a .htaccess file. Also, if you provide a URL, the remote file will first be downloaded to your server then streamed down to the visitor. Therefore, it is best to host files on your server's file system especially if the file is large.

**text:** The text used in the download link

## checkout\_manual

To collect billing and shipping address information but not payment data, use the checkout\_manual shortcode. This shortcode does not collect credit card information and does not use a payment gateway. Use this shortcode to collect enough information from your customer so that you can handle the financial aspect of the sale in some other way - perhaps by sending an invoice.

```
[checkout_manual]
```

## checkout\_paypal

PayPal Website Payments Standard takes your buyer to the PayPal website to complete the sale. PayPal then communicates the successful sale back to Cart66 Lite on your website via PayPal's Instant Payment Notification (IPN). When Cart66 Lite receives the IPN from PayPal, the sale is logged and the Cart66 Lite email receipt is sent to your buyer.

```
[checkout_paypal]
```

The `checkout_paypal` shortcode accepts an optional `style` attribute so that you can provide CSS styles to the checkout with PayPal button. For example, you might want to float the button to the right, which you can do as follows:

```
[paypalcheckout style="float: right;"]
```

## **checkout\_paypal\_express**

PayPal Express Checkout is a payment method provided by PayPal where your buyers complete their purchase on your site. Like PayPal Website Payments Standard, there is no monthly cost for using this checkout method, only the per transactions fees which are the same as Website Payments Standard.

```
[checkout_paypal_express]
```

PayPal Express Checkout supports the following optional attribute:

**style:** (optional) CSS style information to be applied to the Express Checkout form. This is a very popular shortcode and very useful. You can put a Check Out With PayPal button anywhere on your site to allow your customers to checkout with PayPal Express Checkout. Using PayPal Express Checkout lets you keep control of the checkout process while letting your buyers pay with PayPal. This is a great way to sell digital products.

You can specify CSS styles to your express checkout button which gives you powerful control over where and how your Express Checkout button is displayed. For example, you may want to float the button to the right.

```
[checkout_paypal_express style="padding-right: 20px; float: right;"]
```

## **clear\_cart**

The `clear_cart` shortcode empties the shopping cart. Use this shortcode on your PayPal "thank you" page where buyers are directed after completing a sale with PayPal Website Payments Standard. Remember that the success of the sale is communicated to Cart66 Lite by PayPal via IPN, not by redirecting to your "thank you" page. Since the "thank you" page you set up is not an actual receipt, if you want the cart to be emptied when your buyer is directed to this page, use this shortcode.

It is common to create a pseudo-receipt on the PayPal "thank you" page but displaying a read-only version of the cart, then clearing the contents of the cart.

```
[cart mode="read"]  
[clear_cart]
```

Be sure you use the `clear_cart` shortcode AFTER the `[cart]` shortcode. Otherwise you will be rendering a read only view of an empty cart.

## **ipn**

Cart66 Lite integrates with PayPal Website Payments Standard and is alerted to sales processed through PayPal via PayPal's Instant Payment Notification system. When you install Cart66 Lite the `store/ipn` page is created for you and includes the `ipn` short code. You should probably never have to modify this page. When you are configuring your PayPal account you should provide the URL to your `store/ipn` page to PayPal so that PayPal can save the sale to your Cart66 Lite order management system.

You do not have to use PayPal's Instant Payment Notification system, but if you do not, then Cart66 Lite will not know about the sales that are processed through PayPal. This may not be a problem as PayPal will send receipt emails to you and your customer and you don't have to use the Cart66 Lite order management panel if you don't want to.

`[ipn]`

## **receipt**

The receipt shortcode displays the customers receipt, you probably won't use this shortcode often because it is automatically installed for you on the `store/receipt` page when you install Cart66 Lite. To customize the receipt page, the best thing to do is navigate to your `store/receipt` page in your WordPress admin panel and configure the page however you see fit. Include a thank you message, instructions, etc. Then put the receipt short code at the bottom of the page.

`[receipt]`

## Order Number: 7KJ12746SU024882W

### Billing Information

Buyer Account  
4215 Seminary Ave  
Richmond VA, 23227

### Contact Information

Phone: (804) 266-1789  
Email: buyer@phpoet.com  
Date: 11/27/2009 1:48 pm

### Shipping Information

Buyer Account  
4215 Seminary Ave  
Richmond VA, 23227

*Delivery via: FedEx Ground*

Product	Quantity	Item Price	Item Total
Extreme Isolation Headphones (9ft cord)	1	\$99.95	\$99.95
			<b>Shipping: \$8.00</b>
			<b>Tax: \$5.00</b>
			<b>Total: \$112.95</b>

## shopping\_cart

This shortcode displays the Cart66 Lite shopping cart sidebar widget. You can put the shopping cart sidebar widget anywhere on your WordPress site including in the header, the footer, any page or post, and you can manually add it to the sidebar. To include the shopping cart widget manually in your page or post content simply use the shortcode:

```
[shopping_cart]
```

If you want to include the shopping cart widget somewhere other than in your page or post content, such as if you want to manually place the shopping cart widget in your sidebar or if you want to include the shopping cart code in your theme's header, you need to use the PHP code snippet:

```
<?php echo do_shortcode('[shopping_cart]'); ?>
```

You may also specify your own message that gets displayed with the shopping cart is empty. The default message is "Your cart is empty", but if you would like it to say something else you can include an `empty_msg` attribute as follows:

```
<?php  
echo do_shortcode('[shopping_cart empty_msg="Please buy something"]');  
?>
```

## PCI Compliance

Cart66 Lite has been designed to make it as easy as possible to meet the requirements to be PCI DSS certified. Cart66 Lite never stores any credit card numbers of any kind. If credit card information is collected on your website it is immediately sent to your payment gateway. Your WordPress only stores the information you need in order to fulfill your orders such as the names and quantities of the products purchased and where to ship the orders.

The PCI DSS Security Standard has 12 requirements that you must meet to be compliant and all of them are up to you as a merchant to observe. Cart66 Lite handles virtually all of the technical issues for you. Below is a list of the 12 requirements. Please consult with a QSA if you have additional questions about how the PCI requirements apply to your environment.

### Build and Maintain a Secure Network

#### **1) Install and maintain a firewall configuration to protect cardholder data.**

This is outside of what Cart66 Lite can do. Firewall configuration is part of your web hosting environment. Cart66 Lite does not store credit card numbers, expiration dates, or cvv2 codes.

#### **2) Do not use vendor-supplied defaults for system passwords and other security parameters.**

You should be sure to change your mysql and wordpress passwords to something other than the default passwords that are used when you first install your software. It is a good idea to change the admin username in WordPress to something other than admin as well.

### Protect Cardholder Data

#### **3) Protect stored cardholder data**

Cart66 Lite does not store credit card numbers, expiration dates, or cvv2 security codes.

#### **4) Encrypt transmission of cardholder data across open, public networks**

If you ask your customers to enter their credit card information on your website you must install and SSL certificate and make sure that it is always active when transmitting the credit card information from your website to your payment gateway.

### Maintain a Vulnerability Management Program

#### **5) Use and regularly update anti-virus software**

This is outside the scope of Cart66 Lite and is the responsibility of the merchant site owner.

**6) Develop and maintain secure systems and applications**

This is outside the scope of Cart66 Lite and is the responsibility of the merchant site owner.

**Implement Strong Access Control Measures**

**7) Restrict access to cardholder data by business need-to-know**

Cart66 Lite does not store any credit card numbers, expiration dates, or cvv2 codes. The order information is protected by the WordPress account system. It is the responsibility of the merchant to protect the account information for both the WordPress website and any payment gateway accounts.

**8) Assign a unique ID to each person with computer access**

This is outside the scope of Cart66 Lite and is the responsibility of the merchant site owner.

**9) Restrict physical access to cardholder data**

It is the responsibility of the merchant site owner to ensure that the hosting facility has policies in place to restrict physical access to their servers

**Regularly Monitor and Test Networks**

**10) Track and monitor all access to network resources and cardholder data**

This is outside the scope of Cart66 Lite and is the responsibility of the merchant site owner.

**11) Regularly test security systems and processes**

This is outside the scope of Cart66 Lite and is the responsibility of the merchant site owner.

**Maintain an Information Security Policy**

**12) Maintain a policy that addresses information security**

This is outside the scope of Cart66 Lite and is the responsibility of the merchant site owner.