Goldfish 4

Online Shop (Product & Shopping Cart)

A Big Thank You to
Tobias Schilpp

Goldfish 4: Online Shop (Product & Shopping Cart)

Set up an online shop on your website. This works with a shopping cart item and some product items, which you can drag from the items to the website.

The product and the shopping cart item is only available in Goldfish Professional. PRO

Goldfish allows you to set up an online shop in only minutes. The shop is based on a shopping cart item and one or more product items. You can add an online shop to each area, slider area and area template. To add an online shop, edit the content of an area, slider or page template and drag one or more product items as well as a shopping cart item from the items in the editor.

Make sure that you only use one single shopping cart in your online shop. Therefore, place the cart item on an area template that you can use on all shopping pages. Use a product item for each different product that you want to sell.

E-Commerce Regulations in the European Union

If you operate the Online Store from within the EU, you need to operate your online store according to the e-commerce regulations of the EU. This guide can help you with that. If you operate your online shop from outside the EU, other rules may apply.
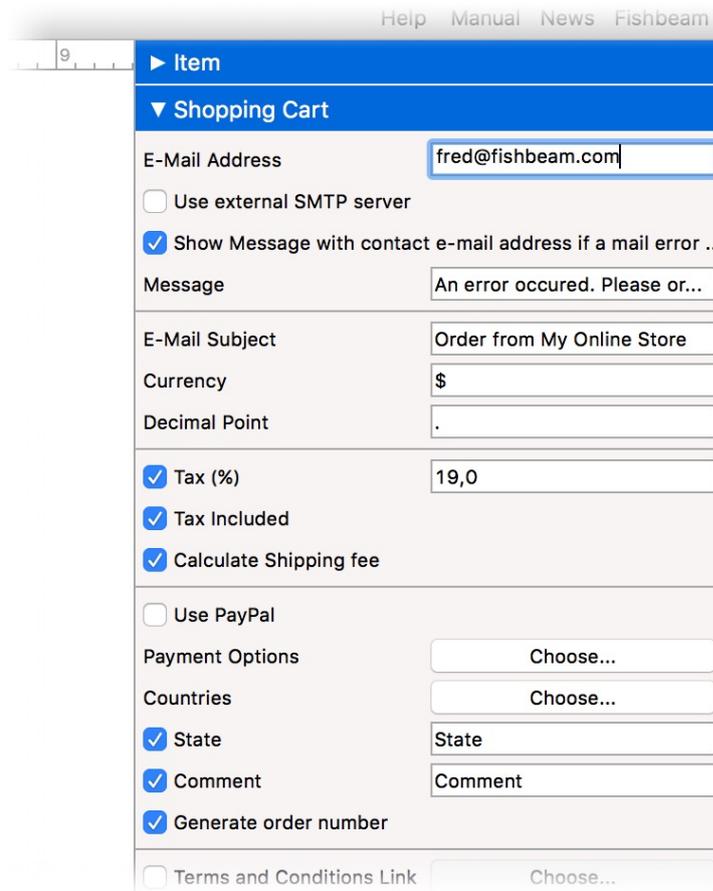
INFO: Please note that we can not assume any liability for completeness and accuracy of this manual and our shop software. Ask a lawyer to check your online shop if you want to make sure that all regulations are respected correctly.

Preparations for the Online Shop on your Website

1. Create a new sub page with **shipping costs**. List your shipping costs there. Additional costs for payment methods (cash on delivery) must also be listed. You have to offer at least one widely-used payment method at no additional cost. Look for assistance on the Internet or ask a lawyer to specify the shipping costs correctly.
2. Create a new sub page for the **terms and conditions**. Place your terms and conditions there. Look for assistance on the Internet or ask a lawyer to specify the terms and conditions correctly.
3. Consumers have the right to cancel orders. Create a new sub page for the **cancellation policy**. Place your cancellation policy there. Look for assistance on the Internet or ask a lawyer to specify the cancellation policy correctly.

Placing the Shopping Cart

Place a shopping cart on the page. Use exactly one cart for your online shop and not more. You can put the cart on an area template if you are using multiple sub pages with products. Then use the area template with the shopping cart on each sub page.

The next step is to set the correct properties of the shopping cart.

1. Enter your e-mail address at *Shopping Cart > E-Mail Address*. Then you will receive an e-mail when a customer has ordered something.
2. Click on *Choose...* behind *Cart > Payment Options* and delete all the payment methods that you do not want to offer. You can write other payment methods, that you want to offer in a new line on the list. All payment methods except PayPal can only be selected by the customer, but there is no automatic payment processing. In the second column, you can specify additional payment costs that are charged to the customer when the payment method is selected. Enter the payment costs according to your specifications on the sub page, that you have created previously.
3. Click on *Choose* behind *Shopping Cart > Countries* and delete all the countries to which you don't want to deliver. You can add other countries at the end of the list. There you can also enter the the shipping costs per country and set an order value, from that the shipping is free. Enter the shipping costs according to your specifications on the sub page, that you have created previously.
4. Disable *Shopping Cart > State*, if you do not sell to countries that need the state in the address (eg. the USA).
5. Activate *Shopping Cart > Link to Terms and Conditions*, and select the earlier created sub page with the terms and conditions as the link target.
6. Activate *Shopping Cart > Link to Cancellation Policy*, and select the earlier created sub page

with the cancellation policy as the link target.

7. Click on *Choose...* behind *Shopping Cart > Text in Cart* and enter the complete shipping and payment costs for your online shop there too.

8. Click on *Choose...* behind *Shopping Cart > Text in Order Confirmation* and paste your cancellation policy at the marked point. The full text of the cancellation policy must be pasted.

Setting up PayPal

Enable *Shopping Cart > Use PayPal* in the properties if you want to use PayPal as a payment method. Then login on the PayPal website and look for the API keys of your PayPal account.

1. Click after the login to *Selling with PayPal > Seller preferences*.
2. Click on the next page at *API Access* on Request or Update.
3. Select Option 2 - Request API credentials to create your own API username and password.
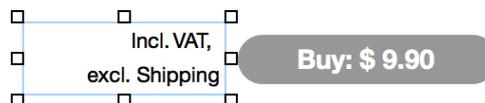4. Click on View API Signature.

Credential	API Signature
API Username	Show
API Password	Show
Signature	Show

Paste the stored data in the corresponding fields from the properties at Shopping Cart > Use PayPal.

INFO: Make sure that you have stored the payment method PayPal in the properties at Shopping Cart > Payment Options. Otherwise, PayPal will not appear in your online store.

Adding Products

Place a Product item on the page for every product that you want to sell.

1. Enter a unique item number for the product in the properties at Product> Product ID . This can not contain any spaces or special characters.
2. Enter the name of your product and a very brief description of the essential features of your product at Product > Product Name. This description must be displayed in the cart if you operate your online shop from the EU.
3. Enter the price of your product at Product > Price. The currency is already set in the shopping cart.
4. Change the price of the product to the price of your choice at Product > Label.
5. Place a text item next to each product item with the text Incl. VAT. excl. shipping costs. Be sure to use the words shipping costs as a link to the page with the shipping shipping costs. We suggest to activate Open link in a new window in the link window.

INFO: This item uses PHP. Your webserver must support PHP to use it.

Properties for the Shopping Cart Item

These properties can be set for the shopping cart item. Select the shopping cart item to see its properties.

Item > Identifier (Id)

Specifies the name of the item in order to address it in animations or as a link target. Use only letters and numbers for the name, no spaces or special characters.

Item > Left

Sets the distance in pixels from the left side of the item to the area where the item is located.

Item > Top

Sets the distance in pixels from the top side of the item to the area where the item is located.

Item > Width

Sets the width of the item in pixels.

Item > Height

Sets the height of the item in pixels.

Item > Padding Left

Sets the distance from the left side of the item to the content in pixels.

Item > Padding Right

Sets the distance from the right side of the item to the content in pixels.

Item > Padding Top

Sets the distance from the top side of the item to the content in pixels.

Item > Padding Bottom

Sets the distance from the bottom side of the item to the content in pixels.

Item > Background Color

Select a background color for the item.

Item > Background Picture Clip

Select a background picture from the Fishbeam Clips (http://www.fishbeam.com/en/goldfish/clips.php) library. This option is only available if you have the Fishbeam Clips library installed.

Item > Background Picture

Select a background picture for the item. With Repeat, you can choose how the picture will be displayed. On Retina websites the background picture will be displayed with double resolution, but half the size (except SVG images).

Item > Repeat

Repeats the background picture.
- Don't Repeat displays the picture only once.
- Repeat tiles the picture over the entire space.
- Repeat Horizontally tiles the image in a row.
- Repeat Vertically tiles the image in a column.
- Cut to Fill displays the image once over the entire space. Overlapping edges will be cropped.

Item > Position Horizontal

Sets the horizontal position of the background picture. If the picture will be repeated, it will be placed once on the specified position and the remaining space on the left, on the right, above and below will be filled.

Item > Position Vertical

Sets the vertical position of the background picture. If the picture will be repeated, it will be placed once on the specified position and the remaining space on the left, on the right, above and below will be filled.

Item > Fix relative to Browser window

The position of the background picture is calculated on the basis of the browser window. The picture is pined to the window and will not move when scrolling. The picture can be hidden or only parts are visible if it is outside of the visible space.

Item > Border Left Width

Displays a border on the left side of the item in the choosen width (pixels).

Item > Border Left Color

Select a color for the left border.

Item > Border Right Width

Displays a border on the right side of the item in the choosen width (pixels).

Item > Border Right Color

Select a color for the right border.

Item > Border Top Width

Displays a border on the top side of the item in the choosen width (pixels).

Item > Border Top Color

Select a color for the top border.

Item > Border Bottom Width

Displays a border on the bottom side of the item in the choosen width (pixels).

Item > Border Bottom Color

Select a color for the bottom border.

Item > Opacity (%)

Makes the item transparent. From 0% (fully transparent) to 100% (completely visible).

Item > Rotation

Rotation of the object in a clockwise direction from 0° to 360°.

Item > Moving Mouse Over Animation PRO

Select an animation that you have previously created with an Animation item. The animation will be started as soon as the website visitor moves the mouse over the item.

Item > Moving Mouse Out Animation PRO

Select an animation that you have previously created with an Animation item. The animation will be started as soon as the website visitor moves the mouse from the item.

Shopping Cart > E-Mail Address

Enter the e-mail address to which the orders will be sent.

Shopping Cart > Use external SMTP server

Allows you to send emails through an SMTP server. Enable this option if you encounter problems when sending emails.

Shopping Cart > SMTP Server

Enter your SMTP server. You can get this information from your e-mail provider or your email client.

Shopping Cart > SMTP User

Enter your SMTP user. You can get this information from your e-mail provider or your email client.

Shopping Cart > SMTP Password

Enter your SMTP password. You can get this information from your e-mail provider or your email client.

Shopping Cart > Show message with contact e-mail address if a mail error occures

If an error occurs while sending the order, the e-mail address for order will be shown. Then the page visitor can order directly via e-mail.

Shopping Cart > Message

The message that appears to order by e-mail. Write % s as a placeholder for the email address.

Shopping Cart > E-Mail Subject

Subject in order notification e-mails.

Shopping Cart > Currency

Currency for orders.

Shopping Cart > Decimal Point

Decimal point for currency formatted numbers.

Shopping Cart > Tax (%)

Tax ammount for all orders.

Shopping Cart > Tax Included

Enable this if the tax is included in the prices of the products. Otherwise the tax will be added to Estimated Total.

Shopping Cart > Calculate Shipping Fee

Enable this option to calculate shipping fees. The amount of shipping fees is set in Shopping Cart > Countries.

Shopping Cart > Use PayPal

Enable this option if you want to allow payments via PayPal. In addition, PayPal has to be stored in Shopping Cart > Payment Options.

Shopping Cart > API User

Enter the API username, that you have received from PayPal.

Shopping Cart > API Password

Enter the API password, that you have received from PayPal.

Shopping Cart > API Signature

Enter the API signature, that you have received from PayPal.

Shopping Cart > PayPal Checkout Text

Text that appears in PayPal durinmg the payment.

Shopping Cart > Payment Options

List of payment options, that are supported in the store.

Shopping Cart > Countries

A list of countries to that you want to deliver.

Shopping Cart > State

Adds a field for the state to the order process (needed for US and Canadian addresses).

property]Shopping Cart > Comment

Adds a field for comments to the order process.

Shopping Cart > Generate order number

Generates a unique order number for every order and displays it in all order e-mails.

Shopping Cart > Terms and Conditions Link

Displays a link to the Terms and Conditions during the order process. In the link window, you can determine where the link should lead to.

- Internal Link to Page sets a link to one of the pages or sub pages in your project. Select the page from the list. From the action list below, you can select an action on the page as the link target.
- E-Mail Address sets a link to an e-mail address. This opens the user's e-mail app, and a new e-mail to the specified e-mail address will be opened.
- File sets a link to a file that will displayed or download. For example, if you select a PDF document, it will be displayed by clicking on the link.
- Custom Link sets a link to another website or link target. For example, enter an external address, such as http://www.fishbeam.com.

Shopping Cart > Cancellation Policy Link

Displays a link to the Cancellation Policy during the order process. In the link window, you can determine where the link should lead to.

- Internal Link to Page sets a link to one of the pages or sub pages in your project. Select the page from the list. From the action list below, you can select an action on the page as the link target.
- E-Mail Address sets a link to an e-mail address. This opens the user's e-mail app, and a new e-mail to the specified e-mail address will be opened.
- File sets a link to a file that will displayed or download. For example, if you select a PDF document, it will be displayed by clicking on the link.
- Custom Link sets a link to another website or link target. For example, enter an external address, such as http://www.fishbeam.com.

Shopping Cart > Text in cart

Text that appears in the shopping cart.

Shopping Cart > Text in Order Summary

Text that appears on the order summary page.

Shopping Cart > Text in Order confirmation

Text that is displayed in the order confirmation e-mail.

Button > Button Type

Specifies the appearance of the shopping cart.

- Button shows the shopping cart as a button.
- Text shows the shopping cart as text.

Button > Font Style

Specifies the font style for the shopping cart. Activate a checkbox to set a style attribute and override the global Font Template of the project.

- Font specifies the font. Please note that the font must be installed on the computer the website visitor to get displayed.
- Style sets the style. Choose between Bold, Italic, Underline and Strikethrough.
- Size specifies the font size in pixels.
- Color sets the font color.
- Line Space sets the line spacing in pixels. The line height is calculated of the Font Size + Line Space.
- Alignment sets the alignment of the paragraph. Possible values are Left, Center, Right and Justified.

Please read the chapter *Typography & Font Styles* for more information about Font Styles and Font Templates.

Button > ... Items

Text in the shopping cart for *... Items*

Button > 1 Item

Text in the shopping cart for *1 Item*

Button > Checkout

Text in the shopping cart for *Checkout*

Button > Use cart animation

Displays a star, flying from the product to your cart, when buying.

Button > Color of Count Badge

Color for the counter display in the shopping cart.

Button > Font Color of Count Badge

Font color for the counter display in the cart.

Button > Custom Button Picture

Select a picture as an icon for the button, if you don't like the default shopping cart.

Visual Effects

You can specify a visual effect, if a website visitor interacts with the shopping cart (e.g. change the picture if the visitor moves the mouse over the button). The following properties are the same for *Moving Mouse Over Link Effect* and *Clicking on Link Effect*.

Effect > Change Picture

Changes the picture. Select an picture to which you want to change.

Properties for the Shopping Cart Item

Page Background > Background Color

Select a background color for the shopping cart page.

Page Background > Background Picture Clip

Select a background picture from the Fishbeam Clips (
http://www.fishbeam.com/en/goldfish/clips.php) library. This option is only available if you have the Fishbeam Clips library installed.

Page Background > Background Picture

Select a background picture for the shopping cart page. With *Repeat*, you can choose how the picture will be displayed. On Retina websites the background picture will be displayed with double resolution, but half the size (except SVG images).

Page Background > Repeat

Repeats the background picture.
-   *Don't Repeat* displays the picture only once.
-   *Repeat* tiles the picture over the entire space.
-   *Repeat Horizontally* tiles the image in a row.
-   *Repeat Vertically* tiles the image in a column.
-   *Cut to Fill* displays the image once over the entire space. Overlapping edges will be cropped.

Page Background > Position Horizontal

Sets the horizontal position of the background picture. If the picture will be repeated, it will be placed once on the specified position and the remaining space on the left, on the right, above and below will be filled.

Page Background > Position Vertical

Sets the vertical position of the background picture. If the picture will be repeated, it will be placed once on the specified position and the remaining space on the left, on the right, above and below will be filled.

Page Background > Fix relative to Browser window

The position of the background picture is calculated on the basis of the browser window. The picture is pined to the window and will not move when scrolling. The picture can be hidden or only parts are visible if it is outside of the visible space.

Page Background > Opacity (%)

Sets the opacity for the background.

User Interface > Background Color

Select a background color for the shopping cart.

User Interface > Background Picture Clip

Select a background picture from the Fishbeam Clips (http://www.fishbeam.com/en/goldfish/clips.php) library. This option is only available if you have the Fishbeam Clips library installed.

User Interface > Background Picture

Select a background picture for the shopping cart. With *Repeat*, you can choose how the picture will be displayed. On Retina websites the background picture will be displayed with double resolution, but half the size (except SVG images).

User Interface > Repeat

Repeats the background picture.
- *Don't Repeat* displays the picture only once.
- *Repeat* tiles the picture over the entire space.
- *Repeat Horizontally* tiles the image in a row.
- *Repeat Vertically* tiles the image in a column.
- *Cut to Fill* displays the image once over the entire space. Overlapping edges will be cropped.

User Interface > Position Horizontal

Sets the horizontal position of the background picture. If the picture will be repeated, it will be placed once on the specified position and the remaining space on the left, on the right, above and below will be filled.

User Interface > Position Vertical

Sets the vertical position of the background picture. If the picture will be repeated, it will be placed once on the specified position and the remaining space on the left, on the right, above and below will be filled.

User Interface > Fix relative to Browser window

The position of the background picture is calculated on the basis of the browser window. The picture is pined to the window and will not move when scrolling. The picture can be hidden or only parts are visible if it is outside of the visible space.

User Interface > Padding Left

Sets the distance from the left side of the shopping cart to the content in pixels.

User Interface > Padding Right

Sets the distance from the right side of the shopping cart to the content in pixels.

User Interface > Padding Top

Sets the distance from the top side of the shopping cart to the content in pixels.

User Interface > Padding Bottom

Sets the distance from the bottom side of the shopping cart to the content in pixels.

User Interface > Border Left Width

Displays a border on the left side of the shopping cart in the choosen width (pixels).

User Interface > Border Left Color

Select a color for the left border.

User Interface > Border Right Width

Displays a border on the right side of the shopping cart in the choosen width (pixels).

User Interface > Border Right Color

Select a color for the right border.

User Interface > Border Top Width

Displays a border on the top side of the shopping cart in the choosen width (pixels).

User Interface > Border Top Color

Select a color for the top border.

User Interface > Border Bottom Width

Displays a border on the bottom side of the shopping cart in the choosen width (pixels).

User Interface > Border Bottom Color

Select a color for the bottom border.

User Interface > Font Style

Specifies the font style for the shopping cart. Activate a checkbox to set a style attribute and override the global Font Template of the project.

- *Font* specifies the font. Please note that the font must be installed on the computer the website visitor to get displayed.
- *Style* sets the style. Choose between *Bold*, *Italic*, *Underline* and *Strikethrough*.
- *Size* specifies the font size in pixels.
- *Color* sets the font color.
- *Line Space* sets the line spacing in pixels. The line height is calculated of the Font Size + Line Space.
- *Alignment* sets the alignment of the paragraph. Possible values are *Left, Center, Right and Justified.*

Please read the chapter Typography & Font Styles *for more information about Font Styles and Font Templates.*

User Interface > Items

Text in the user interface for *Items*.

User Interface > Item Price

Text in the user interface for *Item Price*.

User Interface > Quantity

Text in the user interface for *Quantity*.

User Interface > Item Total

Text in the user interface for *Item Total*.

User Interface > Shipping Fee

Text in the user interface for *Shipping Fee*.

User Interface > From ...

Text in the user interface for *From ....*

User Interface > Estimated Total

Text in the user interface for *Estimated Total*.

User Interface > Close

Text in the user interface for *Close*.

User Interface > Checkout

Text in the user interface for *Checkout*.

User Interface > Back

Text in the user interface for *Back*.

User Interface > Next

Text in the user interface for *Next*.

User Interface > Submit Order

Text in the user interface for *Submit Order*.

User Interface > First Name

Text in the user interface for *First Name*.

User Interface > Last Name

Text in the user interface for *Last Name*.

User Interface > Street

Text in the user interface for *Street*.

User Interface > Zip/Postal Code

Text in the user interface for *Zip/Postal Code*.

User Interface > City

Text in the user interface for *City*.

User Interface > Country

Text in the user interface for *Country*.

User Interface > Phone

Text in the user interface for *Phone*.

User Interface > E-Mail Address

Text in the user interface for *E-Mail Address*.

User Interface > Reenter E-Mail Address

Text in the user interface for *Reenter E-Mail Address*.

User Interface > Payment

Text in the user interface for *Payment*.

User Interface > Personal Information

Text in the user interface for *Personal Information*.

User Interface > Thank You Message

Text of thank you message after a successful order.

User Interface > Date Format

Date format in the user interface (PHP formatted).

User Interface > Info about Terms and Conditions

Information text about Terms and Conditions.

User Interface > Accept Terms & Conditions

Text in the user interface to accept the Terms and Conditions.

User Interface > Empty Cart

Text in the user interface for *Empty Cart*.

User Interface > VAT

Text in the user interface for *VAT*.

User Interface > Sub Total

Text in the user interface for *Sub Total*.

User Interface > ...% VAT on ...

Text in the user interface for *...% VAT on ...*.

User Interface > Background Color to Highlight the Order

Choose a background color to highlight the order.

User Interface > Terms and Conditions

Text in the user interface for *Terms and Conditions*.

User Interface > Cancellation Policy

Text in the user interface for *Cancellation Policy*.

User Interface > Continue with PayPal

Text in the user interface for *Continue with PayPal*.

Link Style > Font Style

Specifies the font style for links. Activate a checkbox to set a style attribute and override the global Font Template of the project.

- *Font specifies the font. Please note that the font must be installed on the computer the website visitor to get displayed.*
- *Style sets the style. Choose between Bold, Italic, Underline and Strikethrough.*
- *Size specifies the font size in pixels.*
- *Color sets the font color.*

Please read the chapter Typography & Font Styles for more information about Font Styles and Font Templates.

Visual Effects

You can specify a visual effect, if a website visitor interacts with a link (e.g. change the color if the visitor moves the mouse over the link). The following properties are the same for *Moving Mouse Over Link Effect, Clicking on Link Effect* and *Already Visited Link Effect.*

Effect > Change Font

Changes the font style of a link.

Effect > Font Style

Specifies the font style, to which you want to change. Activate a checkbox to set a style attribute and override the global Font Template of the project.

- *Font specifies the font. Please note that the font must be installed on the computer the website visitor to get displayed.*
- *Style sets the style. Choose between Bold, Italic, Underline and Strikethrough.*
- *Size specifies the font size in pixels.*
- *Color sets the font color.*

Please read the chapter Typography & Font Styles for more information about Font Styles and Font Templates.

Properties for Product Items

These properties can be set for a product item. Select a product item to see its properties.

Item > Identifier (Id)

Specifies the name of the item in order to address it in animations or as a link target. Use only letters and numbers for the name, no spaces or special characters.

Item > Left

Sets the distance in pixels from the left side of the item to the area where the item is located.

Item > Top

Sets the distance in pixels from the top side of the item to the area where the item is located.

Item > Width

Sets the width of the item in pixels.

Item > Height

Sets the height of the item in pixels.

Item > Padding Left

Sets the distance from the left side of the item to the content in pixels.

Item > Padding Right

Sets the distance from the right side of the item to the content in pixels.

Item > Padding Top

Sets the distance from the top side of the item to the content in pixels.

Item > Padding Bottom

Sets the distance from the bottom side of the item to the content in pixels.

Item > Background Color

Select a background color for the item.

Item > Background Picture Clip

Select a background picture from the Fishbeam Clips (
http://www.fishbeam.com/en/goldfish/clips.php) library. This option is only available if you have
the Fishbeam Clips library installed.

Item > Background Picture

Select a background picture for the item. With *Repeat, you can choose how the picture will be
displayed. On Retina websites the background picture will be displayed with double resolution,
but half the size (except SVG images).*

Item > Repeat

Repeats the background picture.
- *Don't Repeat displays the picture only once.*
- *Repeat tiles the picture over the entire space.*
- *Repeat Horizontally tiles the image in a row.*
- *Repeat Vertically tiles the image in a column.*
- *Cut to Fill displays the image once over the entire space. Overlapping edges will be cropped.*

Item > Position Horizontal

Sets the horizontal position of the background picture. If the picture will be repeated, it will be
placed once on the specified position and the remaining space on the left, on the right, above and
below will be filled.

Item > Position Vertical

Sets the vertical position of the background picture. If the picture will be repeated, it will be placed
once on the specified position and the remaining space on the left, on the right, above and below
will be filled.

Item > Fix relative to Browser window

The position of the background picture is calculated on the basis of the browser window. The
picture is pined to the window and will not move when scrolling. The picture can be hidden or only

parts are visible if it is outside of the visible space.

Item > Border Left Width

Displays a border on the left side of the item in the choosen width (pixels).

Item > Border Left Color

Select a color for the left border.

Item > Border Right Width

Displays a border on the right side of the item in the choosen width (pixels).

Item > Border Right Color

Select a color for the right border.

Item > Border Top Width

Displays a border on the top side of the item in the choosen width (pixels).

Item > Border Top Color

Select a color for the top border.

Item > Border Bottom Width

Displays a border on the bottom side of the item in the choosen width (pixels).

Item > Border Bottom Color

Select a color for the bottom border.

Item > Opacity (%)

Makes the item transparent. From 0% (fully transparent) to 100% (completely visible).

Item > Rotation

Rotation of the object in a clockwise direction from 0° to 360°.

Item > Moving Mouse Over Animation *PRO*

Select an animation that you have previously created with an *Animation item. The animation will be started as soon as the website visitor moves the mouse over the item.*

Item > Moving Mouse Out Animation *PRO*

Select an animation that you have previously created with an *Animation item. The animation will be started as soon as the website visitor moves the mouse from the item.*

Product > Product ID

Enter a unique item number for the product. The item number can not contain spaces or special characters.

Product > Produktname

Product Name. This will be displayed in the shopping cart.

Product > Price

Price of the product. The currency and tax is set in the shopping cart.

Product > Differing Tax (%)

Enable this if the tax for this product differs from the global tax which is set in the shopping cart.

Product > Label

The text in the product button.

Product > Alignment

Sets the alignment of the text in the product button.

Product > Font Style

Specifies the font style of the product button. Activate a checkbox to set a style attribute and override the global Font Template of the project.

- *Font specifies the font. Please note that the font must be installed on the computer the website visitor to get displayed.*
- *Style sets the style. Choose between Bold, Italic, Underline and Strikethrough.*
- *Size specifies the font size in pixels.*
- *Color sets the font color.*

Please read the chapter Typography & Font Styles for more information about Font Styles and Font Templates.

Product > Padding Left

Sets the distance from the left side of the product button to the content in pixels.

Product > Padding Right

Sets the distance from the right side of the product button to the content in pixels.

Product > Padding Top

Sets the distance from the top side of the product button to the content in pixels.

Product > Padding Bottom

Sets the distance from the bottom side of the product button to the content in pixels.

Button > Custom Button Picture

Select a picture as an icon for the button, if you don't like the default product button.

Visual Effects

You can specify a visual effect, if a website visitor interacts with the product button (e.g. change the picture if the visitor moves the mouse over the button). The following properties are the same for *Moving Mouse Over Link Effect* and *Clicking on Link Effect*.

Effect > Change Picture

Changes the picture. Select an picture to which you want to change.