
COPYRIGHT AND IMPORTANT LEGAL INFORMATION.....	3
INTRODUCTION.....	6
A NOTE ABOUT CHANGES	7
WHO SHOULD READ THIS BOOK.....	7
PLANNING	8
PLANNING THE STRUCTURE.....	8
PLANNING THE DESIGN	10
IDENTIFYING THE MAJOR PARTS.....	11
GETTING TO WORK	13
SETTING UP THE STRUCTURE.....	13
ON TO THE TEMPLATES	15
LAYING THE FOUNDATION	16
<i>Copying the built-in templates</i>	<i>16</i>
<i>A small bug in the old editor.....</i>	<i>16</i>
TOOLBOX.....	18
<i>Creating an Image from an image variable.....</i>	<i>18</i>
<i>Building any html tag.....</i>	<i>20</i>
THE FRAMEWORK.....	22
BASE-PAGE	25
<i>A better page header.....</i>	<i>26</i>
<i>Page without margins</i>	<i>27</i>
<i>Designing a layout with tables.....</i>	<i>28</i>
FOOTER	32
TEXT-NAV.....	33
PAGE-BODY.....	35
LEFT NAVIGATION BAR	37
<i>Left-nav-bar</i>	<i>38</i>
<i>Putting ads below the navigation buttons.....</i>	<i>39</i>

MAIN-BODY	40
<i>Tell-a-friend</i>	41
Y-BODY-SWITCH	43
PAGE-HEADER.....	45
BREADCRUMBS	47
TEXT HEADLINES	49
GRAPHICAL ORDER BUTTON.....	51
POP-UP ENLARGED IMAGE.....	52
USING CUSTOM TEMPLATES.....	57
APPLYING TEMPLATES TO EXISTING PAGES	57
CONFIGURING DATABASE UPLOAD.....	59
ADDITIONAL FEATURES YOU MIGHT WANT TO ADD	60
BESTSELLERS	60
CROSS SELLS	65
WHAT'S NEXT?	69
APPENDIX – CUSTOM TEMPLATES OF WWW.YTIMES.INFO	70

INTRODUCTION

I've been building Yahoo!® Stores since 1999. Over the years, I've been consulting numerous Yahoo!® Store merchants on how to use the service and how to customize their stores using Yahoo!® Store's proprietary template language, RTML. About a year ago, I started answering Yahoo!® Store-related questions on Yahoo!®'s Expert Board. Both on that board and in my private practice, I've been asked more and more frequently to explain how a truly customized Yahoo!® Store could be built. My answer always was, "Well, there is no easy answer to that. It's a process that could probably fill a small book." Recently, someone asking the same question—upon hearing my "usual" response—said, "Then why don't you write that book?" I had no reason why I couldn't, so I decided to sit down and do it. The result is the book you are reading now.

This book is a complete, step-by-step description of the systematic approach I always take whenever I build a custom Yahoo!® Store (I've been asked, so let me point out that I don't use the exact same templates you will find in this book for all Yahoo! Stores I build. Every store and every design is different but the approach is the same.) In particular, it will walk you through the process of building www.ytimes.info, Y-Times Publication, L.L.C.'s online store. Among other things, you will read about:

- How to create the custom framework for a Yahoo!® Store that does not have the usual "plain vanilla" *template look*.
- How to set up *breadcrumbs* (and what they are)
- How to add a "Tell-a-friend" button and link
- How to add text navigation to the bottom of the pages
- And more.

While obviously you wouldn't want to copy the exact look of my store into yours (and for copyright reasons, you shouldn't either) you will be able to use many of the techniques described here. Some techniques (the *breadcrumbs*, for instance) can even be used without any modification on your part.

So buckle up and embark on a journey to read and learn exactly how a truly customized Yahoo!® Store is built.

A note about changes

Every web site is (or should be) a work in progress. You can never say that, “here, this is my web site or online store, it is done.” As time goes by, new information is added, old information is removed, or you may find out that certain things can be done differently, or perhaps you change the appearance of some buttons, banners, images. Our store is no different. You may find that when you read this book and compare the screen shots to the pages of www.ytimes.info, they won’t match. We do upgrade our store from time to time and for obvious reasons we cannot keep updating this book each time we make a change in the store. This book, therefore, describes how our store, www.ytimes.info, was first built using completely custom-written templates in RTML.

Who should read this book

In order to understand and appreciate what’s contained within this book, you should have a good working knowledge of Yahoo!® Store. You should know how to build a “plain vanilla” store and you should also be familiar with how to work the store in the Advanced Interface. It is also highly recommended that you know something about RTML and HTML. This book should not be your first introduction to RTML! If you need an RTML foundation, I recommend you start with a copy of *RTML for Yahoo!® Store* at www.monitus.com, or my book, *RTML 101: The Unofficial Guide to Yahoo!® Store Templates* at www.ytimes.info. The book you are now reading will not discuss the Advanced Interface or the elements of RTML.