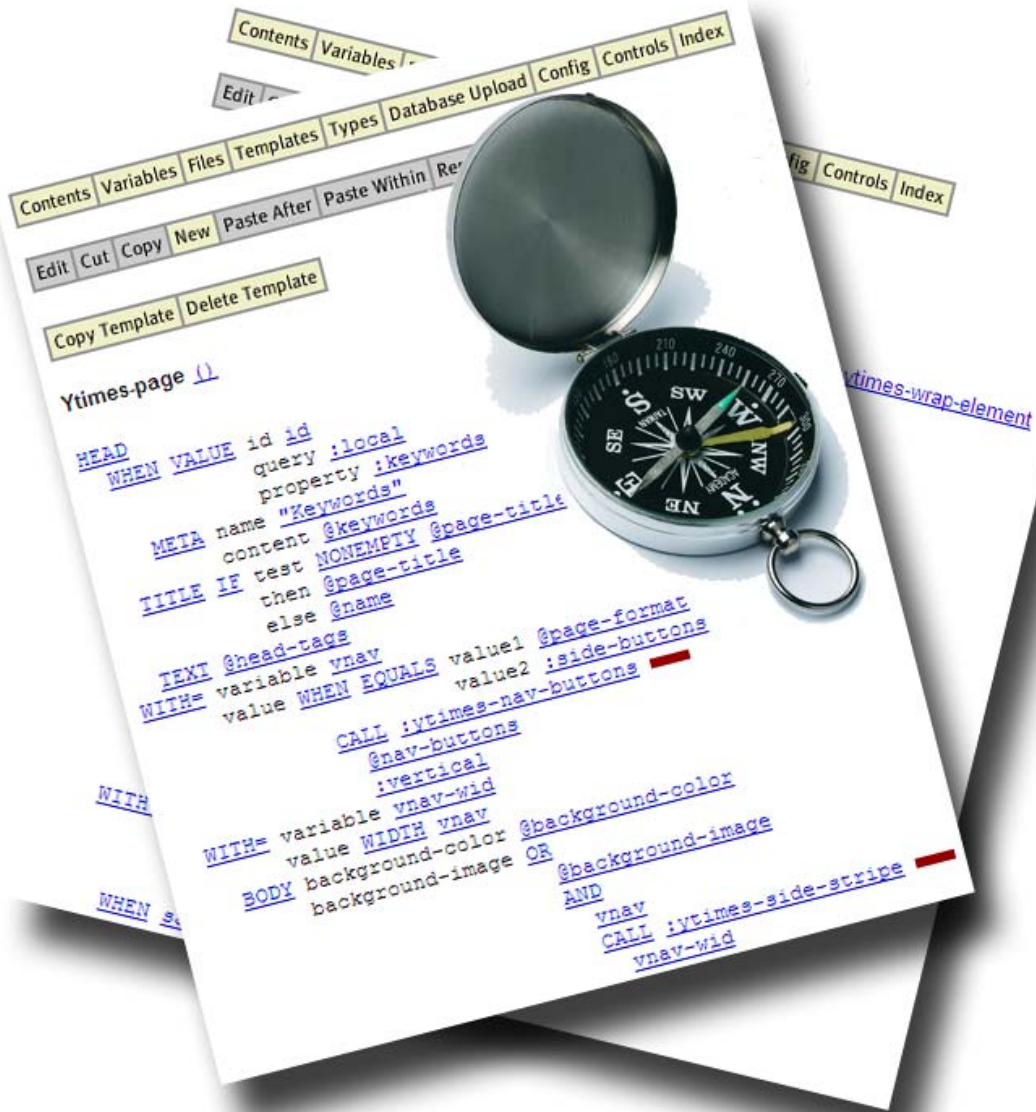


Yahoo! Store[®] Template Reference

By István Siposs

Y-Times Publications, LLC



Copyright and Important Legal Information

Your use of this book means that you have read, understand, and agree to the following terms. The terms are legally binding upon you.

Every reasonable effort has been made to ensure the accuracy of the information presented in this book at the time of its publication. Note, however, that neither the author nor publisher is in charge of your web services provider, nor are they in charge of Yahoo!® stores generally, nor can they control your Yahoo!® store in particular. Consequently, this book may contain passages that are, or that later become, inaccurate. The book probably contains some passages that are not the best solution for your particular needs, too. Therefore, all information presented in this book is provided on an “as is” basis.

Neither the publisher nor the author of this book makes any representations or warranties with respect to the accuracy or completeness of the contents of this book. On the contrary, the author and publisher specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The accuracy and completeness of the information provided in this book is not guaranteed or warranted to produce any particular result. Neither the author nor the publisher shall be liable for any loss of profit, money damages, or any other form of relief for problems arising from your use of this book. In other words, even if you believe the information in this book caused something bad to happen, you are not entitled to any remedy from the author or publisher.

All trademarks and product names used in this book are the property of their respective owners. In particular, “Yahoo!” is a registered trademark of Yahoo! Inc., a Delaware corporation headquartered in Sunnyvale, California, USA. Yahoo! Inc. is not the author of this book and this book in no way represents the views or opinions of Yahoo! Inc. or any Yahoo! Inc. personnel or affiliates. Yahoo! Inc.’s mark is used in the title and content of this book only because the subject of this book is otherwise not readily identifiable, especially to the average consumer not expert in Yahoo! Stores/Yahoo! Merchant Solutions.

Published by:
Y – Times Publications, L.L.C.
1055 West College Avenue, #227
Santa Rosa, CA 95401
www.ytimes.info

Copyright © 2003-2005 by Y – Times Publications, L.L.C. All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without written permission from the publisher, except for the inclusion of brief quotations in a review.

ISBN 0-9719663-3-8

Copyright and Important Legal Information.....	2
About the Author	7
Introduction.....	8
Who Should Read This Book?.....	8
What You Will Not Find In This Book	8
How To Use This Book	9
Where To Start?	10
Finding the Right Template to Modify.....	13
Built-in Template Reference.....	19
<=>-nil.	20
3d.....	21
Apparent-width.	22
Banner-font-size.....	23
Banner.	24
Base-item.	25
Body-switch.	27
Box.....	28
Bullet.....	29
Button.....	30
Cmp-nil.	32
Contained-has-image.	33
Contents-table.	34
Contents.	37
Display-paras.	38
Display-text.....	39
Element-contents.....	40
Element-image-cell.	42
Element-order.	44
Element-text-cell.....	46
Element-text.....	48
Element-title.....	49

Ell-element.....	50
Follows.....	52
Get-path.....	53
Group-element.....	55
Group.....	58
Has-price.....	59
Head.....	60
Home-banner.....	63
Home-body.....	66
Home-button.....	68
Home-buttons.....	70
Home-text.....	71
Home.....	72
Image+text.....	75
Imbutton.....	77
Imexpand.....	78
Imexpands.....	80
Index-body.....	81
Index.....	83
Info-body.....	86
Info.....	88
Inscription.....	90
Inset-image.....	91
Item-list.....	93
Item.....	96
light-color.....	98
Mailto.....	99
Mall-button.....	100
Maxim.....	101
Monogram.....	102
Nav-bar.....	104

Nav-button.....	106
Nav-buttons.....	110
Order-body.....	112
Order-page.....	113
Order.....	115
Pack-contents.....	119
Page-body.....	120
Page-name.....	124
Page.....	125
Paras-in-box.....	130
Price-text.....	131
Price.....	134
Privacypolicy.....	137
Privacypolicy-body.....	139
Raw-html.....	140
Regular-contents.....	141
Search-body.....	145
Section-head.....	146
Section.....	147
Show-element-price.....	148
Show-footer.....	149
Show-path.....	150
Show-paths.....	151
Shown-image.....	152
Side-nav.....	153
Side-stripe.....	155
Sort-items-by-name.....	156
Sort-items-by-price.....	157
Special.....	158
Strcasecmp-nil.....	160
Text-nav-button.....	161

Thumbnail..... 165

Verbatim-in-box..... 166

Vertical-element..... 167

Vspace..... 169

Walkup..... 170

Wrap-element..... 171

X-hello-world..... 176

X-item..... 177

X-navbuttons..... 178

Index 179

About the Author

István Siposs is an independent computer consultant. He is a Yahoo! Store[®] designer registered with Yahoo![®]'s Designer Referral Program. He has been a software developer since the early nineties, has been developing web sites since 1993 and Yahoo! Stores[®] sites since 1999. He is a recognized Yahoo! Store[®] expert and a frequent contributor to the Yahoo! Store Forums at <http://www.ystoreforums.com>. He has a degree in Computer Science from the University of California at Berkeley. He is the author and publisher of the best selling “[RTML 101: The Unofficial Guide to Yahoo! Store Templates](#)” and other Yahoo! Store-related publications. He can be reached at info@ytimes.info .

Introduction

If you ever tried to modify your Yahoo! Store’s templates either to customize your store or to try to add some new or modified features to it, the very first obstacle you faced was the lack of documentation on Yahoo’s proprietary template language, RTML. With our first book, “RTML 101: The Unofficial Guide To Yahoo! Store Templates” we tried to fill this void of information by providing a complete documentation on the language.

Another, perhaps equally major source of frustration was the lack of documentation on the built-in templates themselves. Indeed, if you took the first step of switching over to the Advanced Editor and clicking the “Templates” button, you were faced with a list of built-in templates with no clear point of entry or any sort of information on what any of those some 80 templates or RTML programs do. With no pointers it was easy to get lost or not know where to begin. This is where we hope to help you with this book. Throughout these pages you will learn not only where to begin or how these templates are executed to produce the pages of your store, but you will also find out what the individual templates do – where applicable even line-by-line –and how you can modify some of the templates to add some custom functionality to your store or enhance the way your store currently works.


Who Should Read This Book?


This book was written for Yahoo! Store owners or designers who already know how to work with the Store Editor but who hit a wall when trying to go beyond what the Store Editor offered; those who know some (or a lot of) HTML but were unable to make use of this knowledge to enhance their stores at the level they wanted; and those who tried to wet their feet in modifying templates or using RTML but did not know which templates to modify to achieve a particular result.

What You Will Not Find In This Book



Yahoo! Store® Template Reference is a guide to the templates that make up the nuts and bolts of Yahoo! Store. It, however, does not include any information on what the individual RTML operators do, nor will it teach you how to use the RTML editor. These topics are beyond the scope of this book. If you need information on the RTML language or the template editor, we recommend “RTML 101: The Unofficial Guide To Yahoo! Store Templates” or “RTML for Yahoo! Store”, both available on-line at our web site, www.ytimes.info.

How To Use This Book

This is an interactive book. Most of the information is presented much like the way you read an informational web site: there are hyperlinks and comments, so you can easily cross-reference the information as you read it. Wherever you see blue text, you can click it to quickly jump to the referenced topic. The template examples and source codes work like they do in your store's template editor: wherever the template calls another template, you will see a red rectangle like this one: . Upon clicking the rectangle, you will jump to the section of the book that deals with that particular template. For example, if you saw the following code:

```
1.     WITH= variable fs
2.         value CALL :banner-font-size 
3.             :helvetica-bold.
4.         4
5.         100
```

you could click the red rectangle next to banner-font-size to find out what that template does.

At some places you will also find symbols such as this one: . This symbol indicates a comment related to the specific line by the symbol. To display the comment, double-click the  symbol.

Since this is a reference, you don't need to read the entire book from the beginning to the end. If you are interested in a specific template, you can quickly look it up and read about it. Or, you can glance through the table of contents or the index at the end and read whatever you find interesting. Of course, if you do want to read the entire book from the beginning to the end, you are free to do so.

Where To Start?

If you have done some template customization before you can safely skip to the next section. However, if you haven't touched the templates before, the very first thing you need to do is copy the "top level" templates. When you first click the "Templates" button, you will see a list of built-in templates. While you can click on them and traverse the template tree, you cannot modify these templates. This is a safety net you might appreciate later: because you cannot modify the built-in templates, you cannot break your store beyond repair. If you break a custom template, you can always fall back to the default templates and everything will work.

By looking at the template list, it is not obvious where to start. There is no clear point of entry; nothing indicates which template to "start with". Every page in your store falls into one of six categories or types: home, info, index, order-page, page, and privacy policy. Every single page in your store has a specific type that determines what fields you see when you edit the page, and what the actual page will look like. These different types of pages use different templates to render the page. The template used is your point of entry into the template tree. You can tell what template a particular page uses by editing the page in advanced mode and looking at the "Template" field on the edit screen. For example, your home page uses the template called "[home](#)." It means that when the home page is generated, the expressions within the "[home](#)." template are evaluated from the top and based on the properties and global variables, some other templates are executed to arrive at the output you see when you look at your home page. Similarly, all item and section pages (as well as the search page) in your store use the "[page](#)." template. These main templates are commonly referred to as the "top level templates", because every other template is called by one of these. The info page uses the "[info](#)." template; the index or site map page uses the "[index](#)." template; the shopping cart page uses the "[order-page](#)." template; and the privacy policy page uses the "[privacy policy](#)." template. In order to make changes to these templates, you need to create copies of the top-level templates. When you do so, all other templates are copied for you automatically, so you can modify those as well.

1. To begin, log into the Store Manager and edit your store in *Advanced Mode*.
2. Once in *Advanced Mode*, click the Templates button.
3. Locate and click on the template named **home**.
4. Click the "Copy Template" button. When prompted for the name of the copy, enter the Yahoo! Id of your store followed by a hyphen and then the word home. Our store's ID is ytimes, so we

would type `ytimes-home` (do not include the period at the end.) If you want to call this template something else, you are free to do so: you can call it “home2” or “custom-home”, or whatever you think is the most meaningful to you.

5. Click "Copy". The template will be copied along with a number of other templates that are referenced by the **home.** template.
6. Now locate and click on the template named **index.** and make a copy of that too, except name this copy the ID of your store hyphen index. In our case, this would be `ytimes-index`
7. Repeat these steps for (make copies of) these templates: **info.**, **order-page.**, **page.**, and **privacy-policy.**

Now that you have copies of the built-in templates, you need to tell the store software to use them.

There are many ways to do this:

A. Specifying Templates Manually

1. In *Advanced Mode*, click Contents. You should see a list of all the pages in your store.
2. Click the first link (page) that has *item. page.* written next to it.
3. Click the “Edit” button.
4. Under *Template*, erase *page.* and replace it with the name you gave your copy of the **page.** template. If you followed the instructions above, this name would be your store's ID hyphen home.
5. Click Update.
6. Repeat these steps for all the pages that have *item. page.* written next to them.
7. You can replace the template in any of the other pages (such as the home page or the index page, etc.) by clicking their name and changing their template to the **appropriate** copy. The appropriate copy would be, again, your store's ID hyphen and the name of the built-in template less the period at the end. For example, for our home page, we would type `ytimes-home` for *Template*. Again, if you gave a different name to your top-level templates, you would use that name. For example, if you copied the “page.” template to “page2”, then for item or section pages, you would change the template name from “page.” to “page2”.
8. There is one special page whose template you cannot change the same way you do for the other templates: it is the index or site map page. This page has no “Edit” button. You can, however, edit the page by going to the “Controls” page, typing *ind* into the “Edit by ID” box and hitting the “Edit” button. This will bring up the index page’s edit screen and you can now replace the

default “index.” template with your copy. When you do this, though, your index page will come up completely blank. This is because for some reason, copies of the “index.” template don’t work. To fix this, please refer to the discussion of the “[index.](#)” template.

B. Specifying Templates Automatically

If you are normally using the Database Upload feature to populate your store, you can specify your copy of the **page.** template for items and sections right on the database upload screen. Simply select your copy of the template next to *Item Template* and *Section Template*. To make these selections permanent (for all new uploads,) click the Config button, and select your copy of the page. template from the drop-downs next to *Default-item-template* and *Default-section-template* (don't worry about *Default-group-template* on that screen: groups have never been implemented in Yahoo! Store, so that setting is not used for anything.)

Once your existing pages use your copies of the built-in templates, you can make changes to the copies and these changes will be applied to all of your store pages.

Unfortunately, unless you’ve been using the “Database Upload” feature to update your store, there is no easy way to switch all of your store pages over to custom templates. If your store has less than 100-200 pages, you can manually switch the pages over; this should not take more than a few hours. For large stores, however, manually editing and updating each page can be a very time-consuming process. If you are in that situation, we have a service called “TemplateXchange” (<http://www.ytimes.com/tem.html>) where we can switch your store pages over to custom templates for a flat fee regardless of the number of pages in your store. For more information on that service, please visit <http://www.ytimes.com/tem.html>.

Finding the Right Template to Modify

Once you have copied the built-in templates, you are ready to start making changes. The question is, which template to modify to achieve a particular result? For example, where should you go if you wanted to change the appearance of your “add to cart” button? Or if you wanted to change the way the prices are displayed? To help you find your way, we created the visual template maps below. These maps show the main pages of a typical Yahoo! Store. In these screen-shots we indicated the templates responsible for the particular sections of the page.

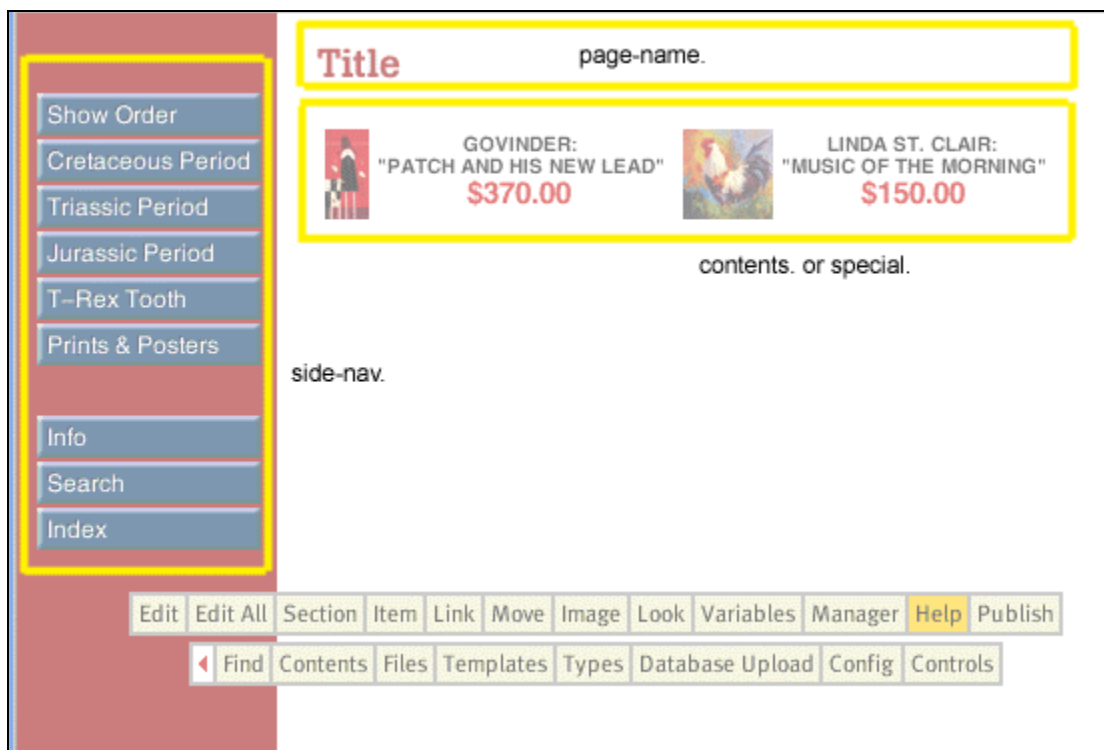


Figure 1 - Home page - "home." Template



Home Cretaceous Period Triassic Period Jurassic Period T-Rex Tooth Prints & Posters Info Search Privacy Policy Index Download Email Help Y! SHOPPING Next Register Request Catalog Show Order Up	Title page-name.		
	New Releases head.		
	 John Barber Handsigned and Numbered Limited Edition Print Paper:"Journey's End" \$110.00	 Liudmila Kondakova Handsigned and Numbered Limited Edition Serigraph on Paper:"Le Paris" \$1,150.00 price.	 Govinder Handsigned and Numbered Limited Edition Giclee on Canvas:"Patch and His New Lead" \$370.00
	vertical-element., wrap-element, or ell-element.  Govinder Handsigned and Numbered Limited Edition Sculpture:"Eternal Kiss" \$375.00	 Govinder Handsigned and Numbered Limited Edition Sculpture:"Lars" \$225.00	 Govinder Handsigned and Numbered Limited Edition Sculpture:"Lee Passione II" \$525.00
	 Renee Steger Simpson Handsigned and Numbered Limited Edition Canvas:"Do you have this in Pink" \$400.00	 Renee Steger Simpson Handsigned and Numbered Limited Edition Canvas:"Visions" \$400.00	 Renee Steger Simpson Handsigned and Numbered Limited Edition Canvas:"Must Have That One" \$400.00
	contents.		

Figure 2 - Section page - "page." template

The image shows a screenshot of a Yahoo! Store item page. On the left is a side navigation menu with buttons for Home, Cretaceous Period, Triassic Period, Jurassic Period, T-Rex Tooth, Prints & Posters, Info, Search, Privacy Policy, and Show Order. The main content area features a title 'Journey's End' with a yellow box around it. Below the title is an image of a sailboat on the water, also with a yellow box. To the right of the image is the artist's name 'John Barber' and other details: 'Title Journey's End', 'Edition: 1500', and 'Image size: 13 1/4" x 25"'. A paragraph of text describes the artist and his work. Below this is a 'Description' section and an 'Availability' section, both with yellow boxes. At the bottom, there is a price of '\$110.00', a 'Framing Options' dropdown menu, and an 'Add to cart' button.

Figure 3 - item page - "page." template

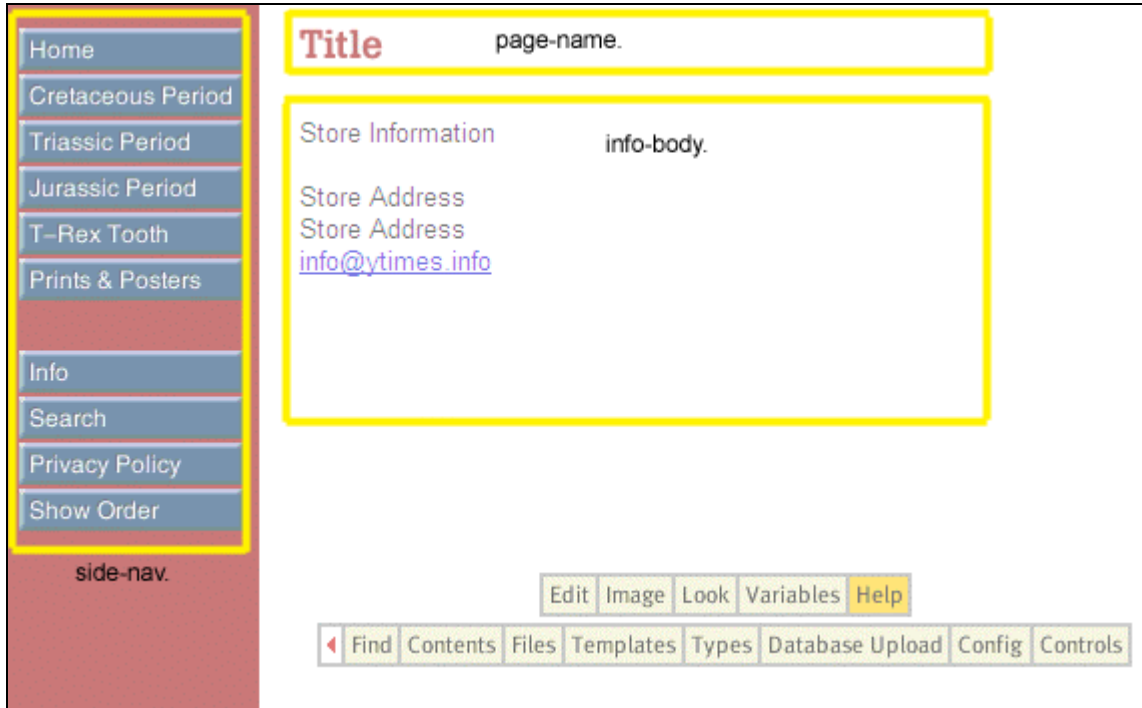


Figure 4 - Info page - "info." template

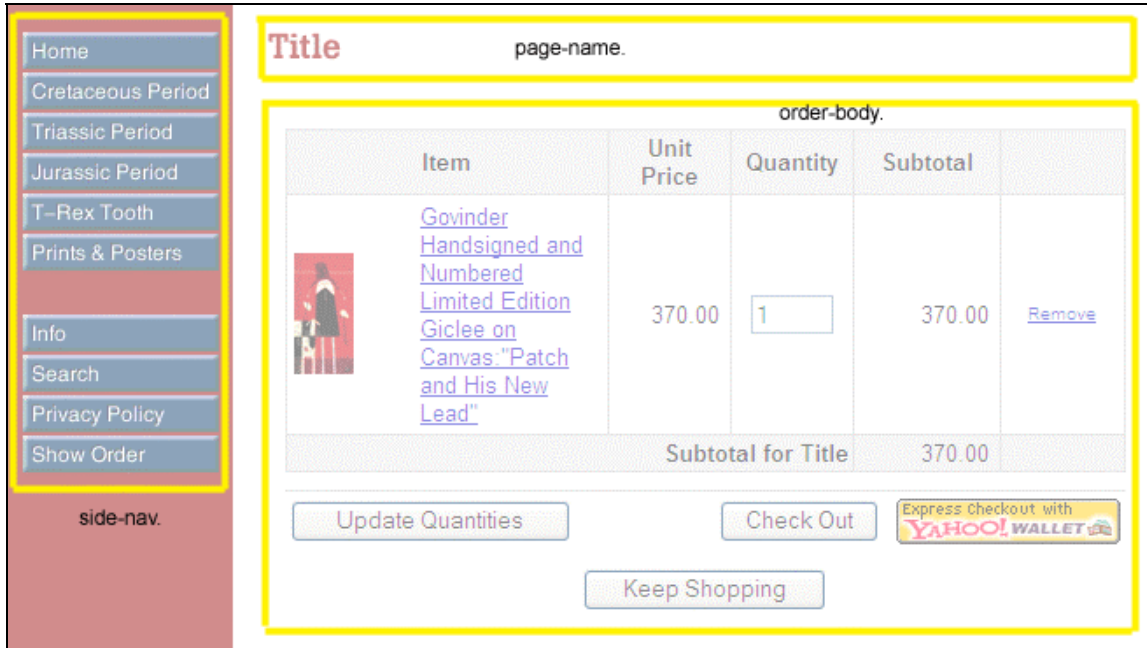


Figure 5 - Shopping Cart Page - "order-page." template



Figure 6 - Privacy Policy Page - "privacypolicy." Template



Figure 7 - Index page - "index." template



Figure 8 - Search Page - "page." template

If your store is set to use “top buttons”, the same templates apply but there will be no side navigation bar. In that case, the top navigation bar is created by the [nav-buttons](#) template.

Built-in Template Reference

<=>-nil.**Called by:****sort-items-by-price.**

This is a helper function used by the **sort-items-by-price** template to compare two temporary numeric values. This template extends the functionality of the **<=>** operator by introducing an additional parameter, *nilgreater*, so that the caller can determine how to handle *nil* values (when one or both of the values to compare are empty.) The template takes three arguments, *var1*, *var2*, and *nilgreater*. *Var1* and *var2* are the two numeric values to compare. It then returns the value of the **<=>** operator, but if either *var1* or *var2* is empty (*nil*), it uses the *nilgreater* parameter to determine whether the empty parameter should be considered greater or less than the non-empty one.

This template has no other practical uses beyond the **sort-items-by-price** template (which is why this template was created in the first place.)

```
<=>-nil. (var1 var2 nilgreater)
```

```

1.  OR
2.    AND
3.      var1
4.      var2
5.      <=> n1 var1
6.        n2 var2
7.    AND
8.      var1
9.      IF test nilgreater
10.        then -1
11.        else 1
12.  AND
13.    var2
14.    IF test nilgreater
15.      then 1
16.      else -1
17.  0

```

3d.

Called by:

[Button.](#)
[Home-banner.](#)
[Home-button.](#)
[Home-buttons.](#)
[Mall-button.](#)
[Nav-buttons.](#)
[Text-nav-button.](#)

3d returns true if the current button style settings result in three-dimensional buttons. When *button-style* is set to *solid* or *incised*, the buttons are three-dimensional. If *button-style* is set to *icon* or *text*, the buttons are considered flat, and 3d returns nil.

3d. ()

```
1. OR
2.   EQUALS value1 @button-style
3.     value2 :solid
4.   EQUALS value1 @button-style
5.     value2 :incised
```

Apparent-width.

Called by:

[base-item.](#)
[home.](#)
[index.](#)
[info.](#)
[item-list.](#)
[order-page.](#)
[page.](#)
[privacypolicy.](#)
[section.](#)

Apparent-width takes a single argument, *bar*, which is a RENDER-ed image. If the global variable *button-edge-color* is the same as *background-color*, Apparent-width returns the difference between the width of *bar* and the double of *button-edge-width*. Otherwise, it returns the width of *bar*.

In the default templates, Apparent-width is only used when *page-format* is set to *top-buttons*. Its purpose is to figure out the width of the page body, which for top-button stores is equal to the width of the top navigation bar. If *button-edge-width* has a value, then it is used as a margin on either side of the page body. Essentially, apparent-width determines the visible width of the top navigation bar.

Apparent-width. (bar)

```

1.   WITH= variable bwid
2.       value WIDTH bar
3.   IF test AND
4.       OR
5.       NOT @button-edge-color
6.       EQUALS value1 @button-edge-color
7.           value2 @background-color
8.       @button-edge-width
9.   then bwid - (2 * @button-edge-width)
10.  else bwid

```