



Mercantec SoftCart™ Google Checkout Integration Guide

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Introduction

Google Checkout is a Google service that simplifies online commerce for both merchants and their customers. The Google Checkout user experience starts with Google search, where users see Google Checkout badges on AdWords advertisements, and extends through checkout as shoppers buy from stores using Google Checkout. The service makes online commerce more convenient by showing buyers more relevant information in search results, moving buyers quickly through checkout with a single login for use across multiple stores, and enabling buyers to track their orders and shipping histories in one place.

Integrating Google Checkout to Mercantec SoftCart provides SoftCart merchants with the ability to take advantage of these features while still using the familiar Mercantec software to run their stores. This integration guide describes the steps necessary to enable Google Checkout in a merchant's Mercantec SoftCart store.

Prerequisites

Before beginning to integrate Google Checkout within the Mercantec SoftCart store, you will need the following:

- The Google Checkout integration kit for SoftCart
- Knowledge of the operating system where your SoftCart installation is running (i.e, whether it is Windows-based, FreeBSD, RedHat Linux, Sun Solaris, SGI IRIX).
- FTP access to the server where SoftCart is running.
- A text editor
- Knowledge of HTML
- A Google Checkout merchant account. If you do not have one, you can obtain one at <http://checkout.google.com/sell?promo=smerawc>.
- If you want to use a Google Checkout "test" or to do some test transactions, please also sign up for a Google Checkout Sandbox account instead of just your live merchant id.*

Obtaining the Integration Kit

This integration guide is part of the Google Checkout integration kit for SoftCart, so you probably already have the integration kit. If you obtained this guide elsewhere, you will need to go to http://www.mercantec.com/google/existing/softcart_download.html to download the integration kit for the correct operating system platform for the server where your SoftCart installation is running.

The following platforms are supported:

- Microsoft Windows NT, Windows 2000, Windows 2003 server platforms
- FreeBSD
- RedHat Linux
- Sun Solaris **** Solaris is applicable to most Webii.net customers.**
- SGI IRIX

If you have another platform, or a version of the above operating systems that does not work, please contact Mercantec.

Opening the Integration Kit

Once you have downloaded the integration kit, you will need to open the integration kit in order to extract the files necessary to do the integration. This will involve using WinZip (or another program that can extract files in .zip format) to extract the files. We recommend you create a new directory on your hard drive with a name such as “SoftCartGoogleCheckoutIntegration” and extract the files to that.

The result should be three subdirectories:

- ❑ cgi-bin - contains the executable and configuration file needed for the integration.
- ❑ docs – contains this integration guide.
- ❑ sample-html – contains an example of the HTML required for the Google button

Integration Steps

Once you have extracted the files from the Google Checkout integration kit to your hard drive, you can begin the process of integrating Google Checkout to your store. This requires the following steps, which will be described in detail for the remainder of the guide:

- ❑ Move the executable to the SoftCart site
- ❑ Edit the configuration file
- ❑ Move the configuration file to the SoftCart site
- ❑ Add the Google Checkout button to your HTML
- ❑ Test

Move the Executable to the SoftCart Site

Locate the googpay.exe file in the **cgi-local subdirectory** where you extracted your files. This file will need to be copied to the cgi directory on the server where SoftCart is running. Generally, this is the same directory where the SoftCart executable (generally SoftCart.exe) lives. **Make sure you set the correct permissions for the googpay.exe file. For most customers, the correct permissions setting is 755.**

Normally, an FTP client can be used to transfer this file to the server. You may have to check with your service provider if FTP is available, and to obtain parameters to run FTP. Some service providers provide other means to transfer files. If FTP is used, and a non-Windows platform is used for the server platform, be sure to use binary mode to transfer this file.

Normally the .exe extension is used for executables, but sometimes another extension such as .cgi is used. If this is the case, you may have to rename the googpay.exe file after it is on the server. Generally, the file extension should be the same as the SoftCart executable's.

Edit the Configuration File

Note: from here on, this guide assumes that you have obtained a Google Checkout merchant account, with a merchant ID and merchant key. If you do not have these, you will have to sign up for a merchant account with Google and have access to these parameters. If you need to sign up for a Google Checkout Merchant Account, you can do so by going to <http://checkout.google.com/sell?promo=smerawc>.

You can open the sample gbuy.cfg file using any text editor, such as Notepad. If you use a word processor, such as Microsoft Word, be sure to save the file as text file.

The gbuy.cfg file uses the same tab-delimited format as the SoftCart configuration file:

```
name value
```

With name/value pairs one-per-line with a tab separating them.

The gbuy.cfg file requires only three name/value pairs to operate:

```
LiveMerchantID 9999999999
```

Replace this with the Merchant ID for your Google Checkout merchant account. You should be able to see this on the management screen for your Google Checkout account.

```
LiveMerchantKey bj1-OSylCRnvsrgW6fXEyA
```

Replace this with the Merchant Key for your Google Checkout merchant account. You should be able to see this on the management screen for your Google Checkout account.

```
SendAllShipping yes
```

This should be specified as a yes or no value. If yes, all possible shipping zones are sent to the Google Checkout, and the shopper can select his or her zone in the Google Checkout UI. If no, only the current zone selected by the shopper via the "PromptForGeography" prompt in the SoftCart UI is sent.

```
InSandbox no
```

This value should be added if you are using a live merchant Google Checkout account with the store. Sandbox accounts are for development/testing with the Google platform. (See Google for more information on setting up a Sandbox test account.)

Move the Configuration File to the SoftCart Site

After editing the gbuy.cfg configuration file, it can be moved to the server containing the SoftCart site. It should be moved to the same CGI directory as the googpay.exe file was. The googpay.exe executable will look for the gbuy.cfg file in the same directory where it resides.

If your server is a non-Unix platform, and you are using FTP to transfer the file, be sure to use ASCII mode to transfer this file, since it is a text file.

You need to secure this file, because it contains your Merchant Key. Make sure that it is not accessible via the web. Also, set the permissions on this file the same as the SoftCart configuration file (usually scstore.cfg).

Add the Google Checkout Button to Your HTML

Now that the integration executable and configuration files have been added to your SoftCart site, the next step is add a Google checkout button to your content. You will normally want to do this in both the live content on your SoftCart site, as well as the template content from which you generate your content (if you are using SmPageGen to generate your store). (Optionally, you can modify your template and regenerate your store, but this lengthens the feedback cycle for proper button placement).

Google has specific requirements regarding button placement within your store. See the Google publication "Google Checkout Program Policies and Guidelines" for more information. This publication can be found here: <http://checkout.google.com/seller/policies.html>.

You will probably want to use FTP to transfer the HTML files to your local drive for editing. You can then make your changes and use FTP to transfer the files back to the server. Similar to the `gbuy.cfg` configuration file, you should use ASCII mode to transfer the HTML files between Windows and non-Windows systems.

The following HTML (which can be found in the `SampleButton.html` file in the `sample-html` subdirectory of the Google Checkout integration distribution) can be used to implement the Google Checkout button):

```
<A HREF="NOPARSE#/cgi-bin/googpay.exe?scstore+%%softcart.sessionid%%">

</A>
```

The `NOPARSE#` tag in the link tells SoftCart not to alter this URL. `cgi-bin` should be changed to however you address the cgi directory from your HTML. `googpay.exe` should be changed if you had to rename the executable. `scstore` indicates the name of the SoftCart configuration file. The `%%softcart.sessionid%%` will be substituted at the server with the current session ID.

Note: If you are running a version of SoftCart prior to 5.0, use `%%SoftCart.cartID%%` instead of `%%softcart.sessionid%%`.

The `` tag specifies an image hosted by Google for the checkout button. You should substitute your merchant ID, desired width and height, and other style parameters if desired. You can see the Google documentation for more information on these if necessary.

Testing the Integration

At this point, you are ready to test the integration. Prior to doing this, you will have to have a separate buyer account to test your merchant account. You can sign up for one at <http://www.google.com>, but you will need to use a different e-mail address for this account.

Try putting various items in your shopping cart, select various geographies, and press the Google Checkout button rather than the SoftCart checkout button. Check on the Google screen to make sure products, pricing, shipping, and taxes match. Take a transaction or two through with your buyer account.

You will be able to see the transactions you run by accessing your Google Checkout merchant account. These orders are not sent back to your SoftCart StoreManager. You will need to manage the orders through the Google Checkout user interface.

