

Zazzle Advanced Store Customization Guide

Version 1.0 **beta**

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Introduction

Welcome to Zazzle Advanced Store Customization (ZAGC), the feature that allows you to create the appearance and choose the functional building blocks you want to appear in your Zazzle store.

Zazzle galleries already include powerful tools that let you change the content and appearance of your store. By clicking boxes you can upload images, change colors, select designer themes, or add and remove the building blocks that make up your store. When you use ZAGC, these great features are just your starting point. You can write part or all of your Zazzle store page from scratch.

You can achieve a consistent, branded experience for your customers across store pages and between your Zazzle store and your external site. You can add navigation or product browsing features to your store. You can use your creativity to stamp your store with your aesthetic. You can do things with your store no one has thought of before.

Is ZAGC for me?

Advanced store customization isn't for everyone. If you don't do anything described in this manual you can still have a successful Zazzle store. The information in this manual is for the technically inclined store owner with very specific ideas about how his or her store should appear.

Before you embark on coding your store directly, consider the **Store Appearance** controls. These easy to use controls, found under the **Appearance** and **Edit Content** links in your store's **Store Settings** page, allow you to take control of many aspects of your store with just a few mouse clicks. You might be able to do everything you want to do with these controls, and fast. However, if you understand HTML and CSS, and you're game to learn a bit about what makes Zazzle galleries shine, you can take the next step with Advanced Customization.

Warning

Just like any web page coding project, there is no guarantee what you write will work. A small error in your HTML or CSS code could cause elusive problems, create unexpected visual elements, or render your store non-functional. Although the ZAGC interface includes some safeguards and you can take other precautions yourself, if you are not accomplished with HTML or CSS you may lose part or even all of your store functionality when you use this tool. ZAGC is only as good as your code.

Using ZAGC

Zazzle Advanced Store Customization lets you write code directly on the Zazzle.com site. There are three store code windows for your store, separating your XML, XHTML, and CSS code. You can find these windows on the Advanced tabs in the Store **Appearance** and **Edit content** pages of your store (<http://www.zazzle.com/my/store/appearance> and <http://www.zazzle.com/my/store/content>).

- The **Layout** window accepts XHTML. You can create the layout information for your store, including column layout, mantle, and other familiar store building blocks.
- The **Style** window accepts CSS. The appearance of your store is limited only by your CSS skills.
- The **Content Definition** window accepts XML. Customize the modules, controls, and pages that make up your store.

Using the ZAGC, you have access to the internal modules and proprietary HTML tags used to create Zazzle galleries.

- ZML, the Zazzle Markup Language, provides the elements that describe the architecture and

content of galleries and manage store resources efficiently across the Zazzle servers.

- ZModules, are the building blocks of Zazzle galleries, such as the Comment Wall or Fan Club.

For more information on ZML, see the [ZML: Zazzle Markup Language Reference](#). For more information on Zazzle modules, see the [Zazzle Content Modules Reference](#).

This is a Beta Release

The Zazzle Advanced Store Customization feature and all related documentation are not final products. You may encounter problems with the software and you may not find certain information in the documentation. This software and documentation are subject to change at any time. You are encouraged to discuss ZAGC on the [Zazzle Forum](#).

Customizing your Store

You can define your store four different ways:

1. The **Store Settings** and **Choose a theme** graphical interfaces.

These are the **Appearance** and **Edit contents** store settings choices long available to Zazzle store owners. You can use these to set colors, header image, and some style options. You can also make simple choices about the pages you would like to include in your store, some of the features of your store, and some of the functionality. All of the selections you make using this interface are also available to you in the code you can now edit, using ZML elements in your store's template.

2. HTML templates and CSS templates.

These templates set the overall appearance of your store, controlling the page-level XHTML and CSS used across all store pages. You can edit the existing templates or create new templates in the windows on the **Advanced** tab, under the **Appearance** and **Edit content** pages.

3. Pages.

Choose the set of pages you want to include in your store on the **Advanced** tab of the **Edit content** page. You can choose which pages will appear in your navigation modules on the **Settings** tab of the **Edit content** page. On the **Advanced** tab you can create and configure entirely new pages for your store.

4. Modules.

Modules are the functional blocks within a page. There are two types of modules, Navigational and Content. Navigational modules are typically located in the "sidebar" or "navigation" part of your store pages. You can choose their colors from the set of "pod" colors on the **Create a custom look, Settings** tab. Content modules typically live in the main content of a page. You can choose the Content modules you want on particular pages of your store in your code in the **Advanced** tab of the **Edit content** page.

Now that you can apply your HTML and CSS skills to the pages, modules, and templates that define your store, no guide could describe all the things you can do. This guide provides the information you need to find and use the tools and resources that make up the ZAGC.

Store Appearance and Content

The **Store Settings** section of the **My Zazzle** tab labeled **Store** contains a number of easy-to-use interfaces you can use to choose what is in your store and how it will be presented. Before you begin to write HTML or CSS code for your store, you can set up many aspects of your store by clicking the graphical interface. You might be able to do everything you need using these menus.

The Store tab offers easy to use store customization interfaces. When you are logged in to your store, you can use these URLs:

- Appearance
<http://www.zazzle.com/my/store/appearance>
- Edit Content
<http://www.zazzle.com/my/store/content>

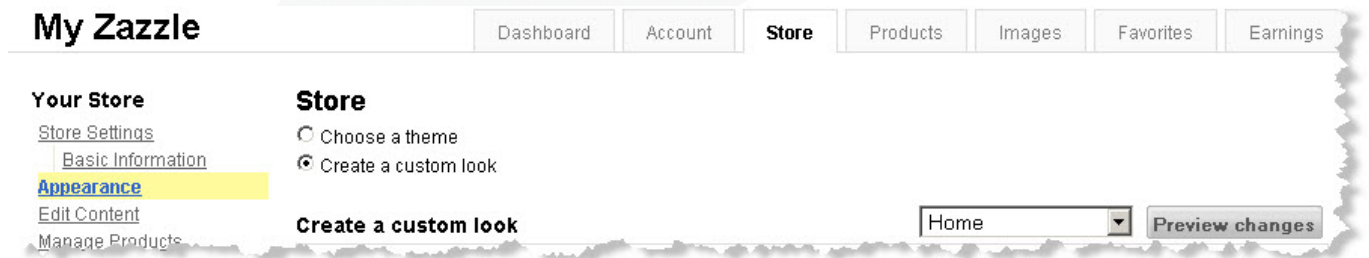
You can find the same pages using the links on **My Zazzle**. Once you have logged in:

1. Click on the **MyZazzle** link on the Zazzle.com home page.
2. In the **Galleries** column, click on **Manage my store**.
3. Under **Your Store** are links to **Appearance** and **Edit Content**.

Edit Content lets you choose the functional pieces you want in your store and the order or location in which you want those pieces displayed. The **Appearance** link contains controls for the graphical elements of your store.

Appearance

The **Appearance** link appears under **Your Store**, on the left side of the **Store** tab.



The Zazzle Store tab **Appearance** page contains two sets of simple store appearance controls:

- **Create a custom look**
- **Choose a theme**

Create a custom look

The **Create a custom look** menu lets you choose specific color combinations and add a header graphic to the top of your store.

Your Store

[Store Settings](#)

[Basic Information](#)

[Appearance](#)

[Edit Content](#)

[Manage Products](#)

Associate Account

Account Info

[Associate Center](#)

Linkovers

[Linkover History](#)

Link Building

[Store Link](#)

[Product Link](#)

[Zazzle Homepage Link](#)

[Flash Panel](#)

[Blog Panel](#)

[Merch Store on Facebook](#)

[Merch Booth on MySpace](#)

Store

Choose a theme

Create a custom look

Create a custom look

Home

Preview changes

Store Header Image

Use header image



[Change image](#)

Height:

100 pixels

200 pixels

Blend

Fill to edges

Center

Page

Page Background Color

Main Content

Main Background Color

Main Text Color

Main Link Color

Main Title Color

Sidebars

Pod Background Color

Pod Text Color

Pod Link Color

Pod Title Color

Advanced Store Customization

Beta! Enable advanced options

Cancel

Save Changes

Header Images

To add a header image, click on the box by **Use header image**, under **Store Header Image**. The header expects an image 900 pixels wide and either 100 or 200 pixels high. You can choose the height. If your image is larger than this, a portion of the image is used. Accepted image formats include: JPG, PDF, TIFF, GIF, and PNG

Header options:

Blend	Blends the color of your image to the color of the adjacent edge.
Fill to edges	Stretches your image to fit.
Center	Displays your image in the center of the header space.

Colors

You can choose from the colors in the color menu. The hex value for each color is displayed. You can choose one background color and colors for specific pieces in the **Main Content** and **Sidebars** of your store. Choose your color combinations carefully. Some color combinations can be challenging to your customers. Others can frame your products nicely.

Your Store

[Store Settings](#)[Basic Information](#)[Appearance](#)[Edit Content](#)[Manage Products](#)

Associate Account

Account Info

[Associate Center](#)

Linkovers

[Linkover History](#)

Link Building

[Store Link](#)[Product Link](#)[Zazzle Homepage Link](#)[Flash Panel](#)[Blog Panel](#)[Merch Store on Facebook](#)[Merch Booth \(MySpace\)](#)

API

[Create-a-Product API](#)[Declare Your Domains](#)

Serious Tools

[All Promotion Tools](#)

Store

 Choose a theme Create a custom look

Create a custom look

Home

[Preview changes](#)

Store Header Image

 Use header image[Change image](#)

Height:

 100 pixels 200 pixels Blend Fill to edges Center

Page

 Page Background Color

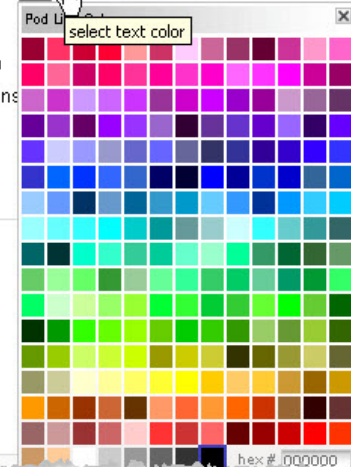
Main Content

 Main Background Color Main Text Color Main Link Color Main Title Color

Advanced Store Customization

 Beta! Enable advanced options

Sidebars

 Pod Background Color Pod Text Color Pod Link Color

Click on the **Use header image** box to display the header menu. Click on any color swatch to display the color picker.

In case you're wondering what all those pods and pieces are in your store, here's a guide. The following figure shows where the colors you pick in the **Create a custom look, Settings** tab will appear in your store.

The image is a screenshot of a Zazzle store page with several callout boxes pointing to specific elements. The callouts are:

- Store header image**: Points to the top banner image.
- Page Background color**: Points to the dark background of the page.
- Pod Background color**: Points to the background of the right-hand navigation menu.
- Main Title Color**: Points to the text of the store title.
- Main Text Color**: Points to the main body text.
- Pod Link Color**: Points to the links in the navigation menu.
- Pod Title Color**: Points to the title of a menu item.
- Pod Text Color**: Points to the text of a menu item.

The store page includes a search bar at the top with the text "Search 15,461,269,480 customizable products" and a dropdown menu for "All Products". The main content area features a "Your Store Title" section with a placeholder text "Lorem ipsum dolor sit amet...". Below this is a "Popular Products" section with a message "Sorry, you don't have any featured products yet." and a "Comment Wall" section with a "Add a comment" form. The right-hand navigation menu includes links for "Home", "Products", "About", "Fan Club", "Favorite Stores", "Promote This Store", "Buy Gift Certificate", "Send", "Join Fan Club", "Store stats", "Products (View all)", "Product Lines", "Product Types", and "Tags".

Choose a theme

Zazzle designers have created some effective design combinations for your convenience. Review the designs in the **Choose a theme** menu. If one appeals, try it out in your store. Remember you can still use the **Create a custom look** menu to make changes to these themes.

My Zazzle

[Dashboard](#)[Account](#)[Store](#)[Products](#)[Images](#)[Favorites](#)[Earnings](#)

Your Store

[Store Settings](#)[Basic Information](#)[Appearance](#)[Edit Content](#)[Manage Products](#)

Associate Account

Account Info

[Associate Center](#)

Linkovers

[Linkover History](#)

Link Building

[Store Link](#)[Product Link](#)[Zazzle Homepage Link](#)[Flash Panel](#)[Blog Panel](#)[Merch Store on Facebook](#)[Merch Booth \(MySpace\)](#)

API

[Create-a-Product API](#)[Declare Your Domains](#)

Serious Tools

[All Promotion Tools](#)

Store

[Choose a theme](#)[Create a custom look](#)

Choose a theme

Zazzle	Malbec	Urban	Seafoam	Linoleum
Van Rensburg	!	Purple Mist	Pot o' Gold	Picnic
Fleur de Lis	Water	Brook	Earthrise	Orange Sky
Moshpit	Paint	SciFi	Circles	Music Merch

Cancel Save Changes

The Preview button is not available from the **Choose a theme** menu. However, once you pick a theme, you can go to the **Create a custom look** menu and click on **Preview** to see your store's new look.

Edit Content

The **Edit Content** link appears under **Your Store**, on the left side of the **Store** tab.

My Zazzle

[Dashboard](#)[Account](#)**Store**[Products](#)[Images](#)[Favorites](#)[Earnings](#)

Your Store

[Store Settings](#)[Basic Information](#)[Appearance](#)**Edit Content**[Manage Products](#)

Associate Account

Account Info

[Associate Center](#)

Linkovers

[Linkover History](#)

Link Building

[Store Link](#)[Product Link](#)[Zazzle Homepage Link](#)[Flash Panel](#)[Blog Panel](#)[Merchant Center Page](#)

Store

Choose Your Content

Pages to include

- Home
- Products
- About
- Favorites
- Fan Club
- Favorite Stores
- Promote This Store

Navigation

- Left column
- Right column

Miscellaneous

- Display store title
- Allow visitors to send you messages

Homepage content

Products to show:

- Featured
- Recent
- Popular

Other content:

- Top Picks Widget
- Comment Wall
- Store Statistics
- Tag Cloud

[Cancel](#)[Save changes](#)

The **Store** tab **Edit Content** page contains a single menu, allowing you to select the pages and pieces you want to remove from, or include in, your store.

Advance Store Customization

The tab containing the ZAGC interface is displayed when you enable the Advanced options. Once you have enabled this feature, you will have access to your store code and the interface you can use to customize it.

Enabling the Advanced Interface

Enable the Zazzle Advanced Store Customization interface on the **Store Appearance** page. To start using ZAGC:

1. Select the Create a custom look option.

My Zazzle

[Dashboard](#)

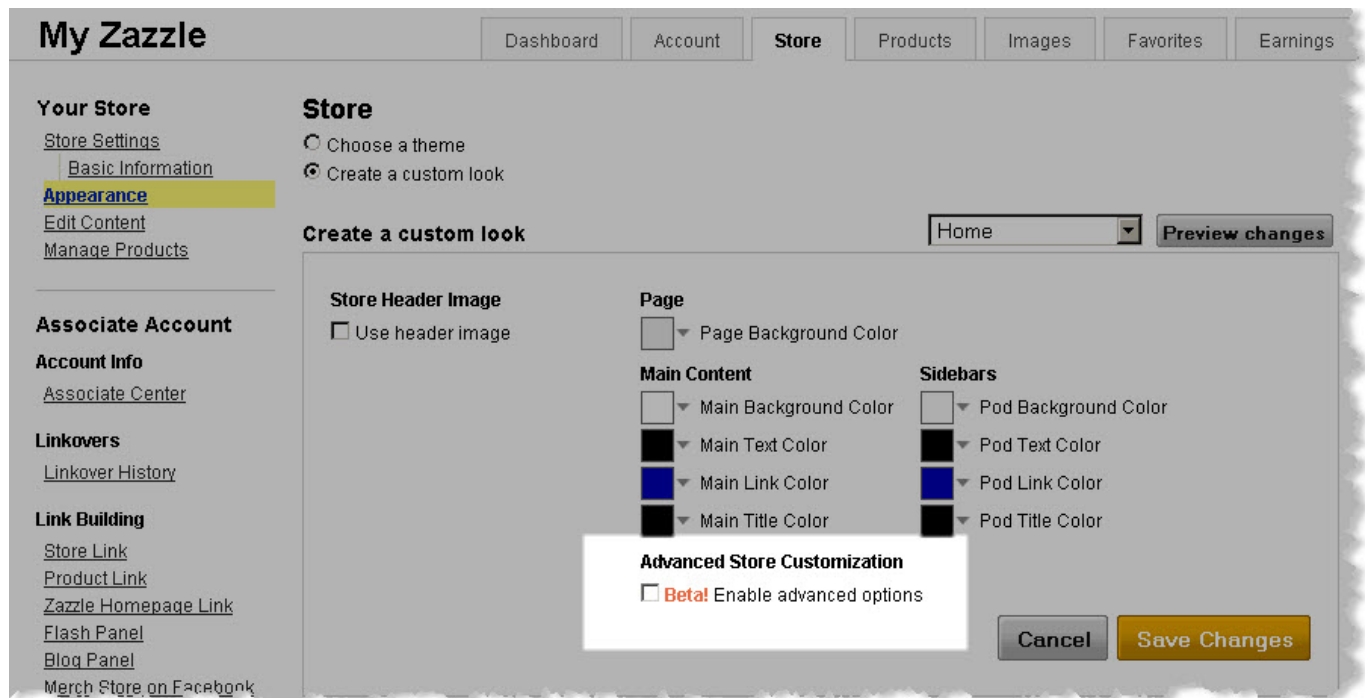
Your Store

[Store Settings](#)[Basic Information](#)**Appearance**

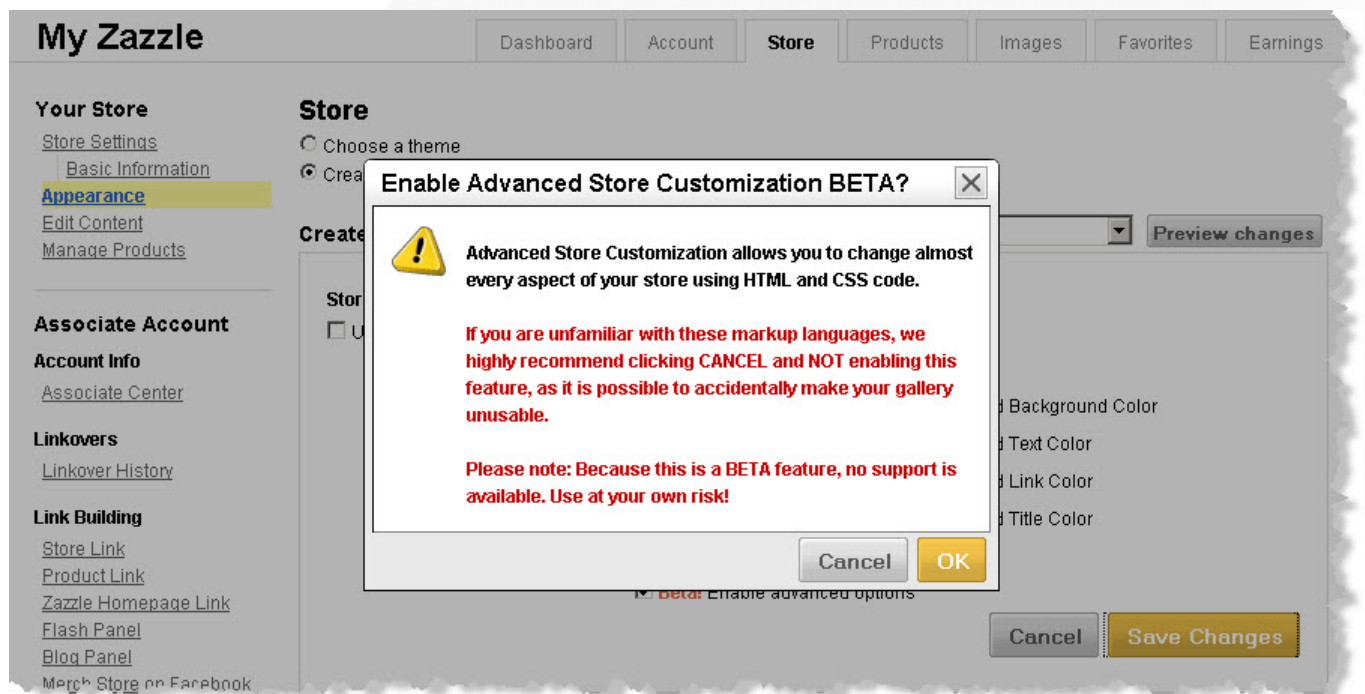
Store

- Choose a theme
- Create a custom look

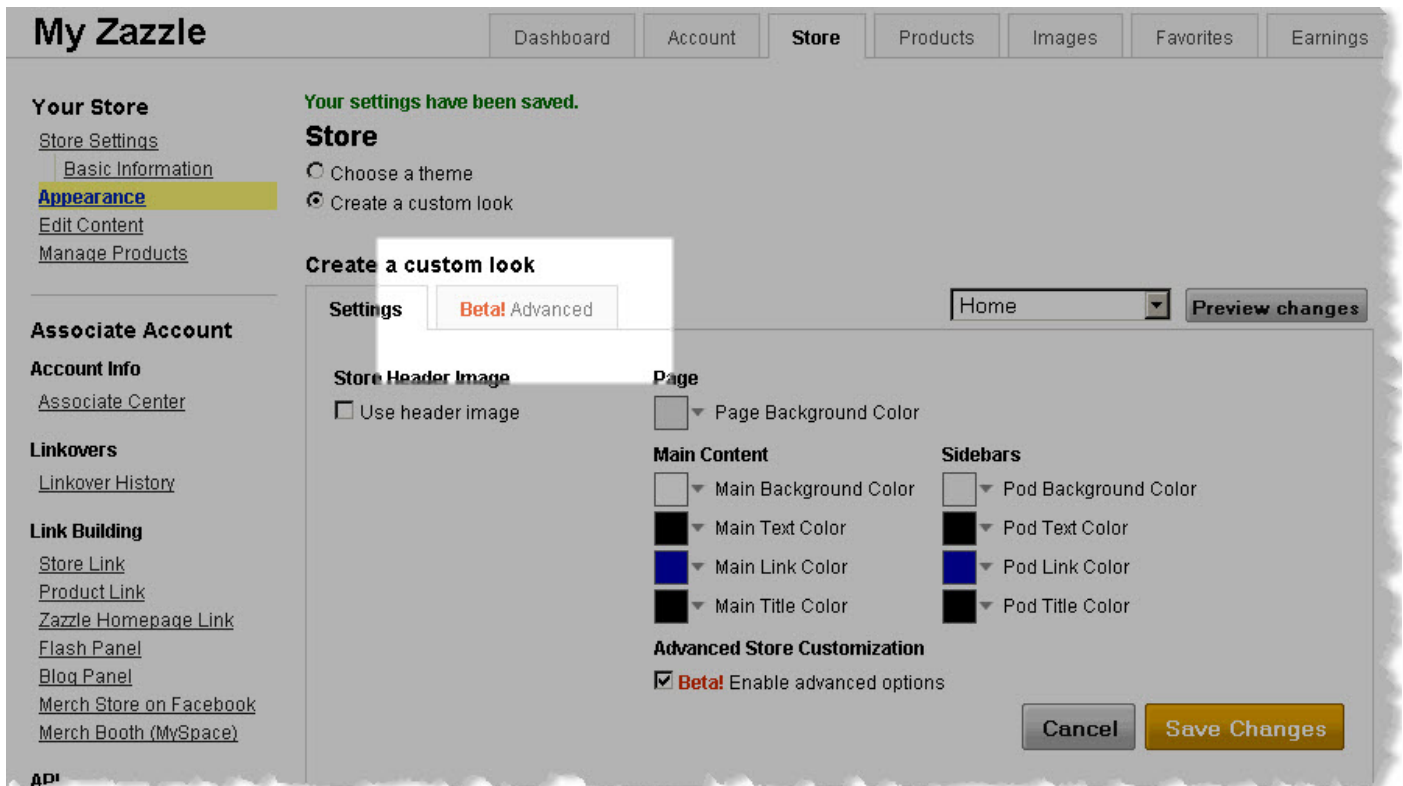
2. Click the button labeled, **Enable advanced options**, under **Advanced Store Customization** and click **Save Changes**.



3. In the pop-up window, click **OK**.



4. Click on the new **Advanced** tab to start editing your code.



Once you have enabled this feature, you can scroll down the **Advanced** tab to use the **Layout** and **CSS** windows. To use the **Content** window, go to the **Advanced** tab now displayed on the **Edit Content** page for your store.

You now have access to internal Zazzle code and design. Make the most of it. You can use Zazzle's own HTML tags and manipulate the familiar pieces of your Zazzle store. Remember that you are using software and documentation that are not yet final and are not supported. Use ZAGC and its documentation at your own risk. Both ZAGC and the ZAGC documentation are subject to change at any time.

Store

- Choose a theme
- Create a custom look

Create a custom look

Settings **Beta! Advanced** Home Preview changes

NOTE: Modifying the code below could make your store unusable.
This feature requires knowledge of XHTML and CSS.
For information on customizing your store, read the [Zazzle Advanced Store Customization Guide \(1.9Mb, PDF\)](#).

Layout (XHTML)

```
<z:htmltemplate id="maintemplate" live="true" xmlns:z="urn:zazzle:api" xmlns="urn:zazzle:xhtml">
<html>
<head>
<z:placeholder name="headcontent"></z:placeholder>
<z:cssinclude zazzlepage="z.2/css/default.css.aspx" />
<z:cssinclude zazzlepage="z.2/css/cn/contributor.css.aspx" />
<z:cssinclude storepage="css" />
</head>
<body class="zeroFourOne">
<a class="skiplink" href="#main">Skip to content</a>
<div id="page" class="contributorPage">
<div id="mainShell">
<div id="pageMantle">
<z:pagelink name="pageMantleLink" target="">
<span class="pageMantleSpacer"></span>
</z:pagelink>
</div>
<div id="pageHeader"></div>
<div id="main" class="clearfix">
<div id="group_1"></div>
<div id="group_2" class="contentPane">
```

Style (CSS)

Insert image at cursor

```
<z:csstemplate id="csstemplate" live="true" xmlns:z="urn:zazzle:api">
/*-----
| page colors
|-----*/
body {
background:none #000;
color:#<z:color name="MainText" />;
}
body.zBarred {
background-color:#<z:color name="PageBackground" />;
}
body.iframeed {
background-color:#<z:color name="PageBackground" />;
}
#mainShell {
width:100%;
background-color:#<z:color name="PageBackground" />;
padding-bottom:40px;
/* add main background image here, if desired:
background-image:url0;
*/
}
```

The **Edit Content** page now has a **Content Definition (XML)** code window, too.

Remember that you don't have to edit code to have a great store, some things are easier to do in the Store Appearance interface, and you can always go back and forth between editing code and using the interface.

What is in your Store code?

Your store code contains many Zazzle-specific tags, elements, and pieces you've never seen. Before you start editing your store, take a moment to familiarize yourself with these features.

Zazzle galleries are made up of many parts. When you use ZAGC, you can choose the parts you want to use and how you want to use them. When you look at a Zazzle store, you can see many of the pieces, such as the **Comment Wall**, **Navigation** links, and header image. In addition to standard HTML and CSS content you will find the internal Zazzle code used to create and modify these pieces of your store. The more you know about what each of these parts of your store does, the more you can do with Advanced Store Configuration.

Zazzle Store Features

You've seen a Zazzle store, so you've seen the various features that make up a Zazzle store. You probably don't know what they are called within the code you will be editing. Be careful about changing or removing the current content of your store. Be sure you know what something is before changing or removing it. Some changes you might make, like colors and their location, are obvious. Here is a list of some of the major features.

header image	An image you can add to the top of your store. May be linked.
module	Almost every building block in a Zazzle store is referred to as a module. For example, Top Picks, Comment Wall, Store Statistics, and Product Lines. For more information on what you can do with modules, see <i>The Zmodule Reference</i> .
navigation	The areas of navigation functionality on the sidebar
pod	Refers to modules within the sidebar.
sidebar	The vertical bar of navigation and other links.

Don't forget you can code your own functional features, too.

Zazzle Store Templates

Zazzle galleries contain reference to a page template. The page template is required for each zazzle store page. The page template is referred to using the `z:pagetemplate` element. Your store can use more than one template. You can use a different template for separate pages of your store.

Zazzle Store Head Content

Your Zazzle store HTML uses the `<head>` element to include quite a bit of code in your store, including system CSS code and the code from the CSS page you can edit using ZAGC. If you remove the contents of the `<head>` element, you will lose this formatting and you will not be able to edit your own CSS.

Zazzle Markup Language (ZML)

Zazzle has created special tags, or elements, you can use to customize your store. The Zazzle Markup Language (ZML) elements describe the architecture and content of galleries and manage store resources efficiently across the Zazzle servers.

ZML elements are present in the default Zazzle store HTML and CSS pages. Exercise caution when using, deleting, or modifying ZML elements. Some of these elements are required or are expected by system settings. You are not required to add, remove, or configure ZML elements; some have no attributes and cannot be configured.

ZML lives in the namespace “z” with this URN definition:

```
* xmlns:z="urn:zazzle:api"
```

The “z” namespace, all ZML elements, and all of their attributes are always lower case.

There are two kinds of ZML elements, those used to define pages and their content, including modules, in your store, and those used to define the template and design elements of your pages.

For a complete reference to ZML elements, see: *ZML: Zazzle Markup Language Reference* (PDF).

Zazzle Content Modules

As you edit the HTML code in your store, you will see references to proprietary Zazzle modules which constitute parts of your store. Zazzle content modules are the functional pieces of your Zazzle store. You’re already familiar with features such as the Comment Wall or Fan Club. Some of the smaller pieces of your store are also considered modules, like the title displayed by default on each page of your store or the “About” link. You can configure these modules on the Content Definition page.

For more information about Zazzle Content Modules, see: *Zazzle Content Modules Reference* (PDF).

The Input Windows

When you customize your store, your code goes in three separate text entry windows, all under Store Settings. Your code is divided between these windows to separate functionality. Under the Edit Content link is the Content Definition window. The code here contains the pages of your store, including Home, Fan Club, Products, About, and Favorites. Generally, the pages and their modules are defined in the **Content** Definition window, while the design, layout, images, and look of your store are determined by the code in the **Layout** and **Style** windows. The appearance of your pages is determined by the design of your layout and CSS.

You can’t change existing Zazzle templates or the content represented by the placeholder, but you can write your own.

Editing and Backing up

The Advanced Store Customization windows provided for entering your HTML, CSS, and XML do not offer the features of your favorite text editor, XML editor, or HTML editor, such as the ability to search, line numbering, or save multiple versions. If you have an editor you like, use it. Copy your code to and from the windows in your store. Do not use a word processor; make sure you are transferring plain, unformatted text.

Whether or not you use an external editor, save your work as often as possible. If possible, save many versions of your work. You may need to go back to an earlier version in order to find working code for your store.

Validating and Saving

You can move your code between your favorite editor and the **Layout**, **Style**, and **Content** windows using your browser's copy and paste feature. As you add, remove, or edit code in these windows, you must save your work in your store or it will be lost. Save or discard your work using the buttons on each of the store customization pages.

A rectangular button with a light gray background and a thin border, containing the text "Revert all to default".

The **Revert all to default** button returns all code on the current page to the code provided by Zazzle.com when you started editing your store. All changes you have ever made to your store will be removed from your store. Another good reason to use an editor to write and save local backups of your store.

A rectangular button with a light gray background and a thin border, containing the text "Cancel".A rectangular button with a light gray background and a thin border, containing the text "Validate all".A rectangular button with a yellow background and a thin border, containing the text "Validate and Save Changes".

Cancel returns your code to the most recent saved version. All changes made since your code was last saved are lost. **Validate all** validates your XHTML code against the store schema, but does not save changes. Use **Validate all** to check your work. **Validate and Save Changes** validates against the schema and, if the code is valid, saves your changes. Zazzle Store validation is probably more restrictive than XHTML with which you are familiar. If you're not sure what is meant by validating XHTML against a schema, read the next section, *XHTML*.

XHTML

The term HTML in the ZAGC interface and in this guide really refers to XHTML, a type of HTML code with some additional rules which check code validity. You should be familiar with the basics of XHTML before you edit the HTML code for ZAGC. All HTML code in your Zazzle store must be compliant with XHTML 1.0 Transitional (as opposed to Strict).

If you know HTML but don't know XHTML, don't worry- you don't have to learn a whole lot more, you just have to be more careful. Before you begin, you can learn everything you need to know from one of the many books on XHTML or on the web at sites such as:

http://www.w3schools.com/xhtml/xhtml_intro.asp

Preview

You can see the changes you're making to your store using the **Preview** button. Once you have made changes, on the Settings or the **Advanced** tab or both, click on the **Preview** button.



The **Preview** button displays your store in its current state in a new browser window. You don't have to save your changes. Your code is validated before it is displayed and is displayed only if it passes validation.

You can choose the page of your store you wish to preview using the **Preview** drop down menu.



The **Preview** window, where your changes are displayed, carries a special *zbar*, containing the word, “PREVIEW”. You cannot use the links and other interfaces in the **Preview** window. It is for display purposes only.

Freedom and Security

You probably know you can put a very limited subset of HTML in your store comments and a few other places on Zazzle.com. You might have seen a list of HTML elements you can or cannot use for this purpose in the Zazzle Help. For Advanced Store Customization forget about that list. You can do almost anything you would do with HTML or CSS on any web site. However, the security of each seller’s store and Zazzle.com is a high priority. For that reason, some things are not allowed in your store code.

Not allowed in HTML

Here is the list of HTML tags you may not use in Zazzle galleries.

- The `<script>` tag. This means no JavaScript, for example.
- The `<object>` tag.
- The `<embed>` tag.
- The `<applet>` tag.
- No `form` fields (fields allowing user input).

No “inline styles”, or use of the `<style>` tag is are permitted. If you need to define `style` attributes, you can put this information in your CSS code. For example, in your **Layout** window, you may not do something like this:

```
<div style="color:blue">Buy My T-Shirt</div>
```

Instead, you could put this in your Layout HTML window:

```
<div class="aBlueDiv">Buy My T-Shirt</div>
```

To define the class color, put this in your Style CSS window:

```
.aBlueDiv { color:blue; }
```

Not allowed in CSS

In your Zazzle store CSS you may not use `expression` properties.

In CSS you may not import external CSS styles. For example:

```
@import ('filename.css')
```

URLs

When you add URLs to your code, you can use fully qualified URLs, with a protocol and hostname, or a URL path without protocol or hostname. The protocols supported are `http` and `https`. For example:

1. `http://www.zazzle.com/YourStoreTitle`
2. `/YourStoreTitle`

If you use a URL that is not qualified, like the second example, ZAGC will fill in the details using the domain and protocol of the Zazzle site your customer is using to view your store. Your fully qualified URL is also translated to use the protocol and domain in current use. For example, if a customer in the United Kingdom is browsing your store using the `http` protocol, both of the example URLs above would be translated to be `http://www.zazzle.co.uk/YourStoreTitle`.

Store Appearance and Content and Store Code

The settings in **Store Appearance** and **Edit Content** graphical interfaces offer an easy way to make predefined changes to the code in your store. These changes are, of course, reflected in the HTML and CSS that defines your store. If the changes offered by these controls are sufficient for your needs, you can customize your store very quickly. If you need more, use the Advanced Store Customization features.

You can use a combination of both the graphical interface and your own code. Before you begin coding, you might want to make some general changes with the interface. For example, you can select colors, remove or add features, and upload graphics. It's fast, easy, and reliable. When you look at the code for your store, these changes will appear. You can then further refine your store manually, changing the code or adding new code.

For example, if you want to include a **Comment Wall** in your store, click the **Comment Wall** box on the **Edit Content** page to select it and then click on the **Save changes** button. In the **Content Definition** window you will see:

```
<z:module name="commentwall" visible="true" />
```

Click on the **Comment Wall** box to deselect it and click on **Save changes**. The **Comment Wall** module is set to `false` and disappears from your store.

```
<z:module name="commentwall" visible="false" />
```

By default, your store's home page is visible and is also set to navigable, so buyers can find your store in search results. The home page also has a template associated with it.

```
<z:page id="home" title="Home" navigable="true" visible="true"
template="maintemplate">
```

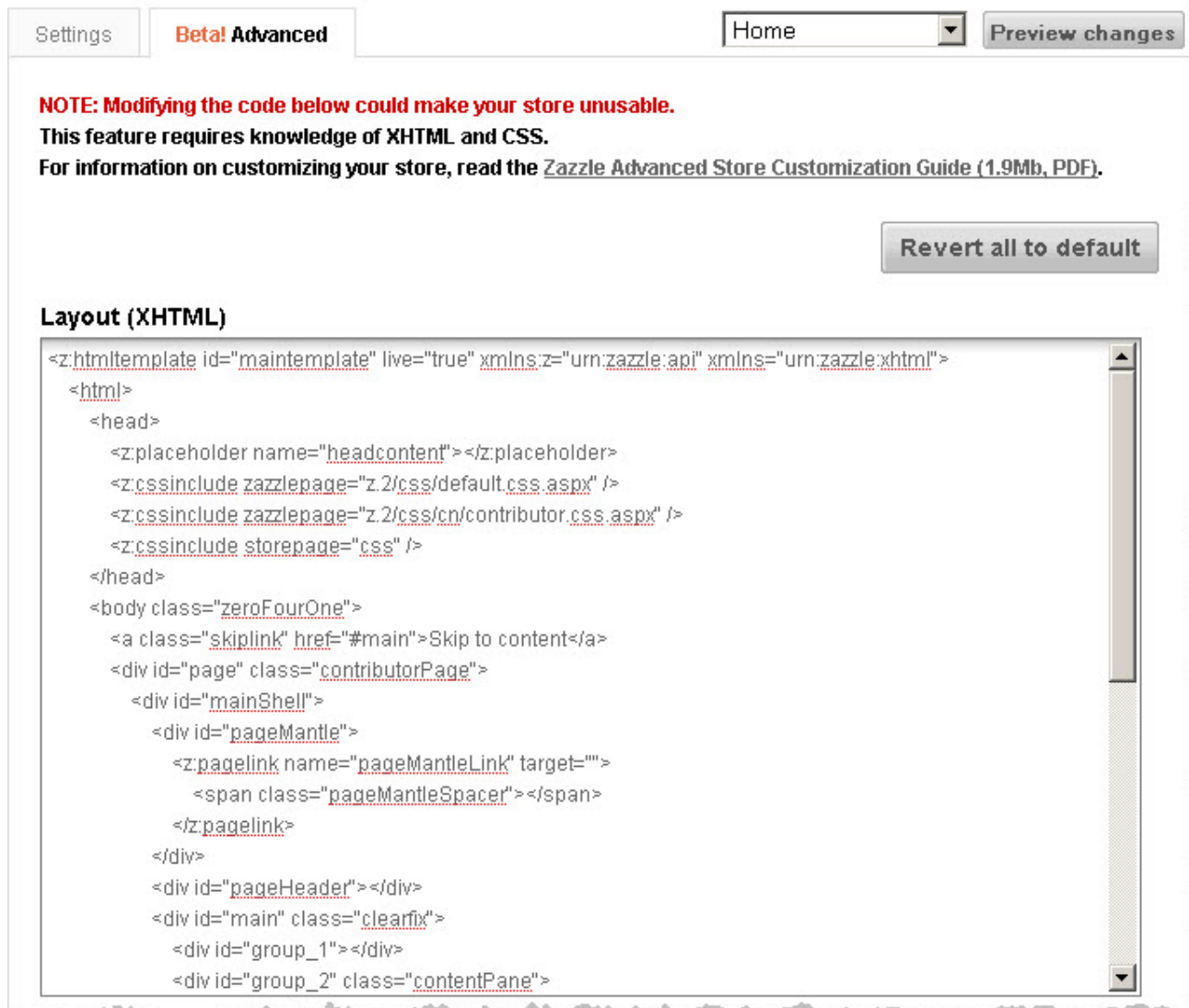
Layout (HTML)

Create the presentation of your store in the Layout window. This is where you bring together the pieces of your pages, such as your mantle image, the colors you want for the areas of your store, and designs for additional store pages.

Your Layout code must contain the `<z:template>`, `<html>`, `<head>`, and `<body>` elements. Do not edit the `</z:placeholder>` element or its settings.

ZAGC allows you to customize your store, not create it from scratch. You could create a web site and paste it in to the code windows, replacing the default code. However, the store would not be functional. The store might also violate your *Zazzle User Agreement*. You can do a lot with ZAGC, but some parts of your store code must remain if you want a functional Zazzle.com store.

Create a custom look



The screenshot shows a web interface for customizing a store. At the top, there are tabs for 'Settings' and 'Beta! Advanced', a dropdown menu set to 'Home', and a 'Preview changes' button. Below this is a red warning note: 'NOTE: Modifying the code below could make your store unusable. This feature requires knowledge of XHTML and CSS. For information on customizing your store, read the Zazzle Advanced Store Customization Guide (1.9Mb, PDF)'. A 'Revert all to default' button is located to the right of the note. The main section is titled 'Layout (XHTML)' and contains a text area with the following code:

```
<z:htmltemplate id="maintemplate" live="true" xmlns:z="urn:zazzle:api" xmlns="urn:zazzle:xhtml">
  <html>
    <head>
      <z:placeholder name="headcontent"></z:placeholder>
      <z:cssinclude zazzlepage="z.2/css/default.css.aspx" />
      <z:cssinclude zazzlepage="z.2/css/cn/contributor.css.aspx" />
      <z:cssinclude storepage="css" />
    </head>
    <body class="zeroFourOne">
      <a class="skiplink" href="#main">Skip to content</a>
      <div id="page" class="contributorPage">
        <div id="mainShell">
          <div id="pageMantle">
            <z:pagelink name="pageMantleLink" target="">
              <span class="pageMantleSpacer"></span>
            </z:pagelink>
          </div>
          <div id="pageHeader"></div>
          <div id="main" class="clearfix">
            <div id="group_1"></div>
            <div id="group_2" class="contentPane">
```

Using a Second Template

You can add additional page templates for separate pages in your store. Each page must be separate- you may not nest pages.

Create your new page template in the **Layout** window, following your existing page template.

1. The easiest way to start is to copy the default content of the **Layout** window and paste it after the default page template.
2. Change the template id to something new and meaningful to you.

```
<z:htmltemplate id="mynewpagetemplate" live="false"
```

3. Set the value of `live` to `false`.

You can make your page available when it is complete by setting `live` to `true`.

4. Navigate to the **Content** page **Advanced** tab to associate a CSS template with your new page.
5. Find the reference to page id in the default code:

```
<z:page id="css" navigable="false" visible="true" template="csstemplate"></z:page>
```

```
    <z:page id="home" title="Home" navigable="true" visible="true"
    template="hometemplate">
```

6. Copy this line and edit your new line to refer to your new page template.

```
    template="mynewpagetemplate">
```

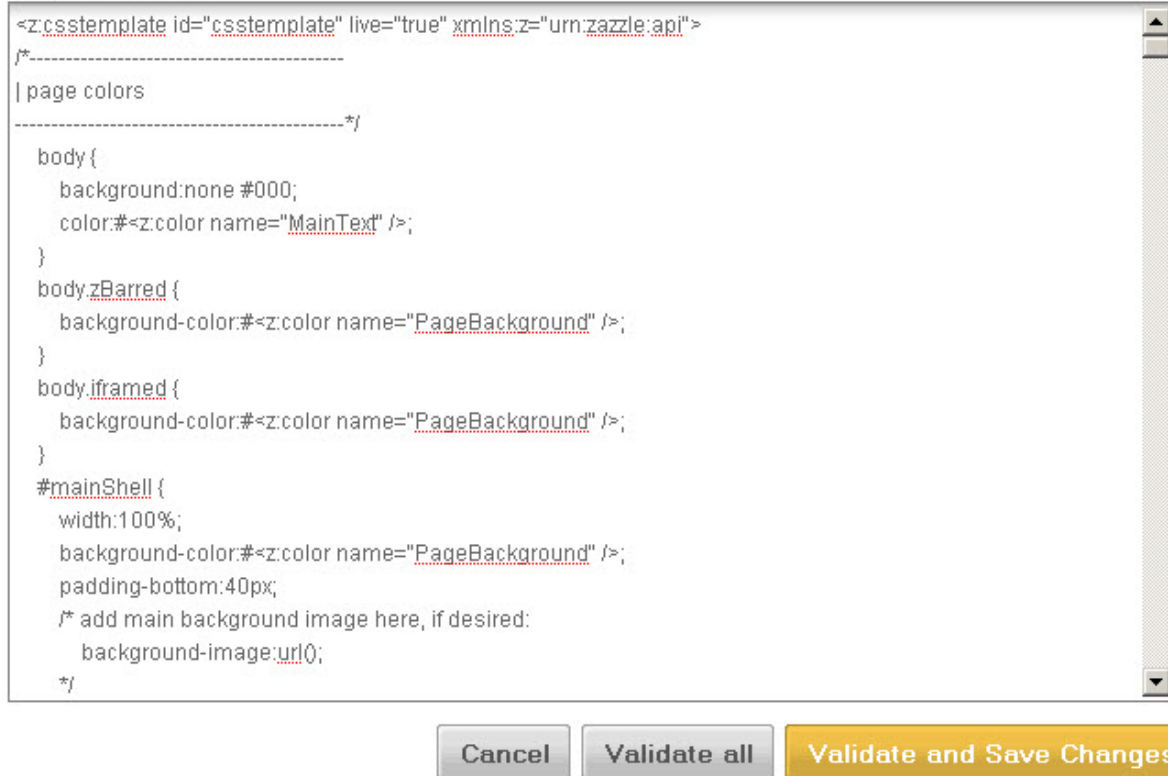
You can also associate your new page template with your own CSS template by editing `template="csstemplate"`.

Style (CSS)

Your Cascading Style Sheet code lives in the **Style (CSS)** window. The **Style** window appears underneath the **Layout (HTML)** window, on the **Create a custom look Advanced** tab. You can edit the existing CSS code, override the default style sheet, and add additional CSS templates here. Zazzle galleries benefit from complex CSS. You can edit anything here, but the implications of your edits might not be immediately apparent. Test and examine the results of your edits carefully.

Style (CSS)

Insert image at cursor



The Style window code must contain the `<z:csstemplate>`, element. CSS expressions are not allowed. ZAGC supports CSS 2.1.

For more information on CSS, try one of the many books and web sites dedicated to the subject, such as, http://www.w3schools.com/css/css_examples.asp

Background Image

You can use any image as your background image, using the `background-image` or CSS background elements. Background images should load quickly. Choose the lowest quality acceptable image in order to minimize file size. Because JPG format images are compressed, they tend to be smaller and therefore display faster. If your desired background image has text or very sharp lines, you might try a GIF format file. Uploading your background image to Zazzle.com is allowed, but for performance reasons it is not recommended. If you upload your image to Zazzle.com it can be no larger than 500 by 500 pixels. For better performance, use a URL for your background image.

By default, your image will tile infinitely in both axes. You can also set your image not to repeat.

```
#mainShell {
  position:relative;
  width:100%;
  padding-bottom:40px;
  background:#bbccdd url("http://www.yoursite.com/inc/yourImage-bkg.jpg") top
  center no-repeat;
}
```

You can use the `background` CSS property and play with more parameters. Here's a good web page on

CSS background:

http://www.w3schools.com/css/pr_background.asp

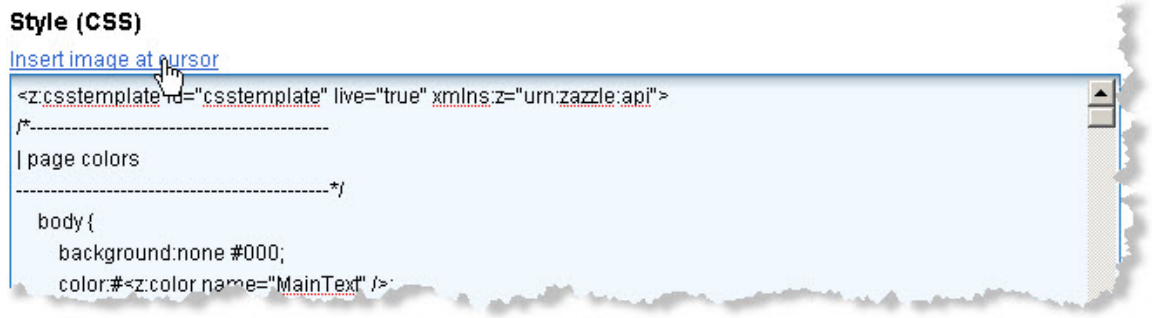
Placing Images

You can use the **Insert image at cursor** link at the top of the Style window to insert an image in your CSS code. You can add a JPG, PNG, GIF, or TIFF format image from your computer or your My Zazzle Images collection. To upload and use an image:

1. Use your cursor to select the spot in your CSS code at which you want to insert your image.
2. Click on the link **Insert image at cursor**, at the top of the Style window.

Style (CSS)

[Insert image at cursor](#)



```
<z:csstemplate id="csstemplate" live="true" xmlns:z="urn:zazzle:api">
/*-----
| page colors
-----*/
body {
  background:none #000;
  color:#<z:color name="MainText" />
```

3. In the pop-up window, "Select an Image to Insert" choose an image from **My Zazzle Images** or an image from your computer.

Your image is inserted, represented by an internal Zazzle ID number.

The code inserted in your CSS will look something like this:

```
<z:myimageurl id="8A784A6C-3C33-4D0A-B817-6785EFE31061"/>
```

You can use this image as you would any image in your CSS code.

Content Definition (XML)

The **Content Definition Window**, under **Edit content**, is where you specify the pages in your store and the Zazzle modules the pages will contain.

My Zazzle

Dashboard Account **Store** Products Images Favorites Earnings

Your Store
[Store Settings](#)
Basic Information
Appearance
Edit Content
[Manage Products](#)

Associate Account
Account Info
[Associate Center](#)

Linkovers
[Linkover History](#)

Link Building
[Store Link](#)
[Product Link](#)
[Zazzle Homepage Link](#)
[Flash Panel](#)
[Blog Panel](#)
[Merch Store on Facebook](#)
[Merch Booth \(MySpace\)](#)

API
[Create-a-Product API](#)

Serious Tools
[All Promotion Tools](#)

Store
Choose Your Content
Settings **Beta! Advanced**

NOTE: Modifying the code below could make your store unusable.
This feature requires knowledge of XML.
For information on customizing your store, read the [Zazzle Advanced Store Customization Guide \(1.9Mb, PDF\)](#).

Revert to default

Content Definition (XML)

```
<z:pages xmlns:z="urn:zazzle:api">
  <z:page id="css" navigable="false" visible="true" template="csstemplate"></z:page>
  <z:page id="home" title="Home" navigable="true" visible="true" template="maintemplate">
    <z:content placeholder="contentpane">
      <z:module name="homecontent" visible="true" />
      <z:module name="toppicks" visible="true" />
      <z:module name="homeproducts" visible="true" />
      <z:module name="commentwall" visible="true" />
    </z:content>
    <z:content placeholder="navpane">
      <z:module name="infonavigation" visible="true" />
      <z:module name="gallerystatistics" visible="true" />
      <z:module name="productsearch" visible="true" target="products" />
      <z:module name="featuredcategories" visible="true" target="products" />
      <z:module name="productlines" visible="true" target="products" />
      <z:module name="producttypes" visible="true" target="products" />
      <z:module name="tags" visible="true" target="products" />
    </z:content>
  </z:page>
  <z:page id="products" title="Products" navigable="true" visible="true" template="maintemplate">
    <z:content placeholder="contentpane">
```

Cancel Validate **Validate and Save Changes**

Testing and Troubleshooting

Here are a few things you might check if you're having trouble with your customized store. Remember that, in the worst case, you can always return to a working store by restoring the default code. If you use an editor to write your code and save your work regularly, you can try an earlier version.

XHTML Validation

If you're used to writing HTML it can be difficult to remember the details required by XHTML. If your code won't validate, you might check these common mistakes:

- All `<p>` tags must have a corresponding `</p>`
- All `` tags must be closed with either a `` or a slash at the end of the tag, like ``

- All `
` tags must look like `
`
- Query strings on URLs in tag attributes must be valid XML, which means using `&` instead of `&`. In other words, this:

```
<a href="http://www.zazzle.com/pd/find?qs=test&p=2">search for page 2 of "test" on Zazzle</a>
```

Must look like this:

```
<a href="http://www.zazzle.com/pd/find?qs=test&amp;p=2">search for page 2 of "test" on Zazzle</a>
```

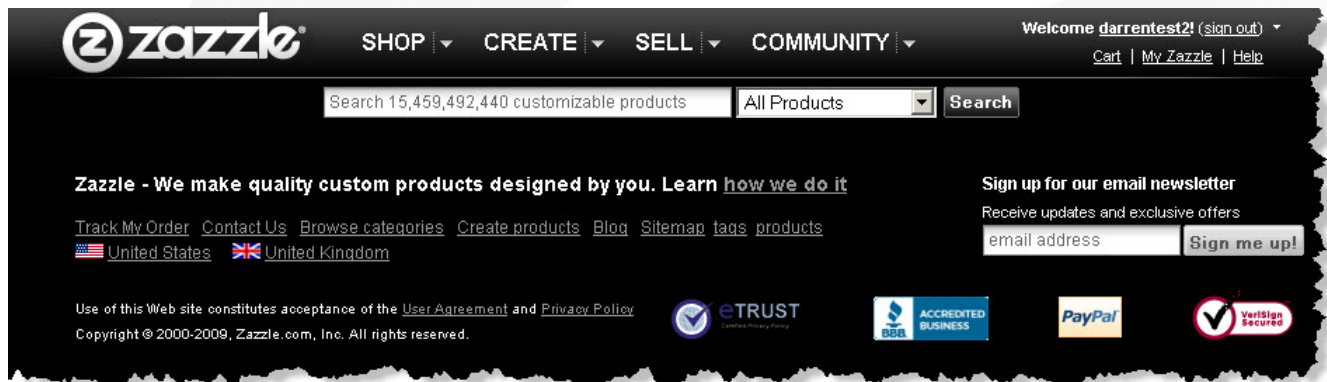
The same thing is true on URLs in `` tags. This is true in store CSS as well.

Valid code is not Enough

Validation is not a guarantee of success. Validation tells you your code meets specific syntax requirements. Here is complete valid Layout code for a store:

```
<z:htmltemplate id="maintemplate" live="true" xmlns:z="urn:zazzle:api"
xmlns="urn:zazzle:xhtml">
  <html>
    <head>
      <z:placeholder name="headcontent"></z:placeholder>
      <z:cssinclude zazzlepage="z.2/css/default.css.aspx" />
      <z:cssinclude zazzlepage="z.2/css/cn/contributor.css.aspx" />
      <z:cssinclude storepage="css" />
    </head>
    <body class="oneFourZero">
      Hello
    </body>
  </html>
</z:htmltemplate>
```

The code passes validation, but it does not create a very useful store:



Yes, valid XHTML can produce a completely useless store.

Character Entities

Character entities are special characters, reserved in HTML, usually for symbols. Many common character entities used in HTML will fail validation at present. If you must use one of these characters, you will have to use full text rather than a symbol, or the entity number, not the entity name. For example:

Symbol	Entity Name	Entity Number
©	©	©
™	™	™
€	€	€

There are many lists of XHTML entities with both name and number on the Web. You can find one here:
http://www.w3.org/TR/xhtml-modularization/dtd_module_defs.html#a_xhtml_character_entities

Product Page and Shopping Cart Appearance

The Product Page (the page you see when you choose a product, used for specifying size and other options) and the Shopping Cart do not display the changes you make in your store code in the Advanced tabs. However, the colors you choose in the Store Appearance menus are picked up by these pages.