

Index

• Symbols •

- < > (brackets, angle) HTML tag delimiters, 56
- [] (brackets, square) template placeholder delimiters, 83
- : (colon) CSS property value separator, 170
- !- (exclamation mark, hyphens) HTML comment prefix, 152
- > (hyphens, angle bracket) HTML comment suffix, 152
- # (pound sign) HTML hexadecimal color code prefix, 66
- / (slash) HTML end tag marker, 56

• A •

- a HTML tag, 73–75
- About Me page
 - e-mail link, adding, 98, 109–110
 - feedback, displaying, 98–99
 - feedback, effect of good About Me page on, 17
 - HTML, 91, 97–102
 - item list, displaying, 100–101
 - JavaScript, 91, 97
 - linking to About Me page from auction, 90, 91
 - linking to another page from, 72, 74, 318, 320
 - mailing list option, adding, 96
 - Me icon, 91
 - News and Industry Highlights section, 319–320
 - promoting yourself through, 91, 92, 312–313, 318–319
 - reputation, building through, 17, 21, 318–319
 - special order service, advertising on, 317
 - story of your business, presenting on, 92
 - template, 17
 - time, displaying, 101
 - trust, building through, 90
 - user ID, displaying, 98
- access key, UPS, 279
- Access VBA Programming For Dummies* (Simpson), 260
- Account Guard feature, 309
- Active Server Pages (ASP), 49, 52, 181, 215, 260
- Active Server Pages For Dummies* (Hatfield), 181, 215
- ActiveState Komodo IDE, 326–327
- activity summary e-mail, 189
- Address XML tag, 199
- AddressValidateRequest XML tag, 199, 208
- AddressValidateResponse XML tag, 200, 201
- Affiliate Program
 - Best Practices section, 104
 - Commission Junction partner, 104, 315–316
 - cost, 103
 - described, 102–103
 - joining, 103–104
 - promoting your own auction through, 103
 - Toolbox feature, 104
 - Web site, 103
- AOL (America Online) e-mail, 107–108, 117–120
- Apache HTTP Server (on the CD), 336
- Apache, MySQL, and PHP Web Development All-in-One Desk Reference For Dummies* (Cogswell), 189
- API (application program interface)
 - authentication call, 236
 - authorization call, 236
 - bar code label API, 270–271, 273–274
 - certifying, 224, 225, 231–232, 271

API (application program interface)

(continued)

connecting to another computer via, 202
 CURL, using with, 209, 210
 data source, 203–206
 data type, 199–200, 206
 database, integrating with, 197, 203, 205–206, 214
 date, retrieving current into, 204
 described, 24, 193–194
 Developers Program resources, 25, 197, 219, 252–253, 284
 documentation, 196–197, 198–201, 219, 252–253
 encryption, 209, 210
 FedEx, 275–277
 FetchToken call, 244, 248–250
 field, 199, 200, 206–207, 252
 GetRuName call, 238
 GetSearchResults call, 243
 hardcode information, retrieving, 203, 204, 207
 header, 209
 image decoding by, 274
 input, 203–206
 Internet API, 197, 202
 license tier system, 220–224, 225, 231
 Microsoft Office support, 255
 output, displaying, 213–214
 PayPal, 202, 261–269
 programming language integration provided by, 196
 protocol, 233–234
 request handling, 198, 202, 206–210
 response handling, 198, 200, 202, 210–213
 REST API, 242, 243
 security key, 230
 server, 196, 197–198, 202, 208–210
 SetReturnURL call, 246, 247, 248
 sharing data between applications, role in, 195–196, 201–202
 specification, 196
 system information, retrieving, 203, 204
 testing, 197, 228–231, 269
 time, retrieving current into, 204
 UPS, 278–279

URL encoding, 208–209

user input, retrieving, 203, 204–205

user input, validating, 206–207

USPS, 209–210, 269–276

XML, using, 197, 199–201, 208, 233–234

application program interface. *See* API

Apycom DHTML software, 145

Arnson, Bob (*Visual C++ .NET For Dummies*), 260

ASP (Active Server Pages), 49, 52, 181, 215, 260

ASP.NET For Dummies (Hatfield), 260

Aucgen.com Web site, 80

auction page, 12–13

Auction-Resources.com Web site, 80

auctionSupplies.com Web site, 80

authentication

API call, 236

application identifier requirement, 237–238, 249–250

cookie, storing token in, 243

copying token, 242

database, storing token in, 241, 243

desktop application, 244, 248–251

eBay login system, obtaining token through, 237, 244–245, 250–251

expiration, token, 237, 244

generating token dynamically, 243–246

generating token using Developers Program generator, 237, 241–242

Individual tier application, 241

return URL, 245–248

revoking token, 242

security, token, 242, 243

variable, storing token as hardcoded, 241

Web-based application, 244, 245–246

authorization, 236, 242

• **B** •

b HTML tag, 60, 61, 298

background color, 66, 67, 301

backup, 39–42, 81

banner, displaying, 138, 143

bar code label API, 270–271, 273–274

- Beginning Programming For Dummies* (Wang), 293
- Beginning Programming with Java For Dummies* (Wiley Publishing), 215
- Best Practices section (Affiliate Program), 104
- BidBoosters Web site, 80
- big HTML tag, 300
- block header, changing heading to, 175
- Blogger Web site, 321
- blogging
- Developers Program Weblog, 226, 227–228
 - promotion tool, as, 320–321
- bold text, 56, 60, 61, 98, 298–299
- bookmark link, creating using JavaScript, 157–158
- Boolean data type, 200
- border
- CSS, formatting using, 175–176
 - image, 69
 - list, 100
 - table, 70, 99, 102
- box CSS class, 178
- br HTML tag, 297
- brackets, angle (< >) HTML tag delimiters, 56
- brackets, square ([]) template placeholder delimiters, 83
- Bradbury TopStyle software (on the CD), 168, 338
- browser
- context menu, adding, 163–164
 - DHTML support, 144
 - eBay Toolbar, adding, 308–309
 - Firefox, 62, 63, 329
 - heading display difference, 61–62
 - image, opening in new browser, 306
 - Internet Explorer, 36, 62
 - JavaScript, outputting text to browser
 - from, 152
 - Mozilla, 36, 62, 63
 - Netscape, 36
 - Opera, 36
 - testing application in multiple browsers, 36, 328–329
- Builder.com Web site, 286
- Building and Maintaining a Robust eBay Application* course, 285
- bullet formatting, HTML, 314
- Business Benefits section (Developers Program), 284
- Button Factory software, 306
- C •
- C++ For Dummies* (Wiley Publishing), 215
- Cascading Style Sheets. *See* CSS
- Cascading Style Sheets For Dummies* (Dean), 166
- Cascading Style Sheets level 2 (CSS2), 290
- catalog, online, 313–314
- CD-ROM with this book
- Apache HTTP Server, 336
 - Dreamweaver MX, 336
 - HomeSite, 45, 337
 - HotDog Professional, 337
 - Mac installation, 335
 - PHP, 337
 - PrimalScript, 337
 - program source code, 7, 336
 - SDK, 336–337
 - system requirement, 333
 - TopStyle, 338
 - troubleshooting, 338–339
 - Windows installation, 334
 - Zend Studio, 338
- certification
- API, 224, 225, 231–232, 271
 - Consultant, 227, 285
 - Engineer, 227, 285
- Certified Provider Program, 285
- character, reserved, 330–331
- CheckLength PHP function, 206–207
- City XML tag, 199, 207
- clarity, organizing auction listing for, 296–297
- class, CSS, 169, 172
- client, e-mail, 108–109, 180
- client-side programming, 8, 144, 152, 197
- CodeToad Web site, 145

- CoffeeCup software
 - Button Factory, 306
 - Direct FTP, 304
 - HTML Editor, 45, 58, 72
- Cogswell, Jeff (*Apache, MySQL, and PHP Web Development All-in-One Desk Reference For Dummies*), 189
- Collier, Marsha
 - eBay For Dummies*, 44, 60
 - Starting an eBay Business For Dummies*, 13, 44, 68
 - Web site, 44
- colon (:) CSS property value separator, 170
- color
 - background, 66, 67, 301
 - CSS, formatting using, 167–168, 170
 - design considerations, 300–302
 - feedback entry, 99
 - foreground, 301
 - hexadecimal code, 64–65, 66, 301
 - HTML, formatting using, 64–67, 168, 301
 - span style tag, using with, 301
 - text, 18, 64–67, 167–168, 301–302
- commenting code, 325–326
- Commercial tier application, 218, 220–221, 223–224, 231
- Commission Junction Affiliate Program
 - partner, 104, 315–316
- Community Forum, 226, 228
- connection
 - computer, connecting to another via
 - Internet API, 202
 - database API connection, 197
 - e-mail connection, testing using script, 183–185
 - HTTP connection, opening, 209–210
 - IMAP connection, testing, 183–185
- consistency
 - design, of, 76, 77
 - repeat customer, importance to, 95
- Consultant certification, 227, 285
- consumable item reminder, 97
- container, CSS, 167, 171, 173
- content, dynamic, 197
- context menu, adding to Web browser, 163–164
- cookie
 - authentication token, storing in, 243
 - blocking software, 329
 - policy, 153, 154
- Coollist software, 315
- copyright, 139, 307–308
- cost
 - Affiliate Program, 103
 - API certification, 224, 232
 - backup software, 42
 - Consultant certification, 227, 285
 - Developer Education Program course, 227, 285
 - Developers Program, 34, 218, 220–224
 - Engineer certification, 227, 285
 - FrontPage software, 44
 - help desk, online, 125, 126
 - Listing Designer, 13
 - Opera Web browser, 36
 - shipping cost, stating upfront, 90
 - slide show, 159
 - technical support, 219, 222
 - template, 80
 - USPS delivery confirmation, 270
 - Web hosting, 304
- course offering, Developer Education Program, 226–227, 284–285
- Cover Pages Web site, 289
- cron utility (Linux/UNIX), 190
- cross-selling using link, 302–303
- CSS (Cascading Style Sheets)
 - advantages of using, 165–166
 - block-level formatting, 171, 175–176
 - border, formatting using, 175–176
 - box class, 178
 - class, 169, 172
 - color, formatting using, 167–168, 170
 - container, 167, 171, 173
 - DHTML, integrating with, 144
 - editor software, 168
 - heading, formatting using, 169, 172, 175–176, 177–178
 - HTML page formatting versus, 72, 165–167
 - HTML, relation to, 168
 - importing, 173

- inline tag, 171
 - introduced, 49
 - level 2, 290
 - page, assigning to, 169, 171–172
 - previewing, 178
 - property, 170
 - rule, 167, 170
 - SectionHeading class, 169
 - selector, 172
 - template, using in, 85–86
 - text formatting, 85–86, 167–169, 170, 174–178
 - tutorial, online, 290
 - updating, 166
 - value, 170
 - Web resource overview, 289–290
 - W3C resources, 174, 289
 - CSS Crib Sheet Web site, 290
 - CSS Layout Techniques Web site, 290
 - CSS Zen Garden Web site, 290
 - CSS2 (Cascading Style Sheets level 2), 290
 - CURL programming library, 209, 210
 - customer communication. *See also* e-mail
 - after-sale, 21
 - form, using, 146–149
 - mailing list, 22, 96, 314–315
 - newsletter, 96–97, 314–315
 - payment received message, 21, 23
 - repeat customer, 21, 96–97
 - shipping status message, 23
 - customer referral, 96
 - customer, repeat
 - bookmarking eBay store, facilitating using JavaScript, 157–158
 - communication, importance of, 21, 96–97
 - consistency, importance of, 95
 - newsletter, encouraging using, 314–315
 - product appropriateness to, 96
 - customer service help desk, online
 - answering request, 129
 - auction, integrating with, 129–130
 - cost, 125, 126
 - dashboard, 128
 - e-mail, integrating with, 124, 126, 129–130
 - FAQ document, integrating with, 126, 129
 - forwarding inquiry to employee, 124
 - hosted solution, 124–126
 - logging, 124
 - service ticket system, 126, 128–130
 - staffing, 125, 126
 - customer testimonial, including on Web site, 93
- D •
- data type, 199–200, 206
 - database
 - API, integrating with, 197, 203, 205–206, 214
 - auction list, retrieving from, 205–206
 - authentication token, storing in, 241, 243
 - e-mail, integrating with, 189
 - PHP script, integrating with, 189, 205–206, 214
 - Web host support, 52
 - date
 - API, retrieving current into, 204
 - membership start date, displaying on About Me page, 101
 - Date data type, 200
 - Dean, Damon (*Cascading Style Sheets For Dummies*), 166
 - debugging
 - authentication token return URL, outputting for, 247–248
 - e-mail, sending on error occurrence, 265
 - flag, 327
 - output, adding to code, 327–328
 - PayPal API, 265, 269
 - running program one line at a time, 326
 - variable value, watching, 327–328
 - delegating responsibility for eBay tool development, 29
 - design
 - clarity, organizing auction listing for, 296–297
 - color, 300–302
 - consistency, 76, 77
 - Flash menu system, 307
 - formatting, drawing attention using, 297–299
 - gizmo appropriateness, 139–140

- design (*continued*)
 - KISS principle, 298
 - look, creating unique, 80–81
 - organizing presentation, 76
 - theme, 13
 - trust, building through presentation, 19–21
 - white space, 297
- Design Consideration for an Application* course, 285
- desktop application
 - authentication token, 244, 248–251
 - HTTPS support, 245
 - programming language, 214–215
- Dev Shed Web site, 286
- Developer Central feature (PayPal), 262–263
- developer community membership, 197
- Developer Education Program, 226–227, 284–285
- developer key, UPS, 279
- Developers Program
 - API resources, 25, 197, 219, 252–253, 284
 - authentication token generator, 237, 241–242
 - Business Benefits section, 284
 - Commercial membership, 218, 220–221, 223–224, 231
 - Community Forum, 226, 228
 - cost, 34, 218, 220–224
 - Enterprise membership, 224
 - Individual membership, 220, 221–222, 223, 231, 241
 - joining, 34, 218, 224–226
 - license tier system, 220–224, 225, 231
 - Market Data section, 284
 - marketing tool access provided by, 219
 - membership form, 225
 - Microsoft Office resources, 257
 - Newsletter, 227–228
 - process diagram, 226
 - Professional membership, 224
 - Sandbox feature, 218, 221, 228–231, 244
 - SDK resources, 218, 337
 - technical support, 219, 222
 - Web site, 25, 218–219, 222, 225, 237
 - Weblog, 226, 227–228
 - development server, 197
 - DevX Web site, 259, 286
 - dezwozhere.com Web site, 289–290
 - DHTML (Dynamic HTML), 49, 144–146
 - DHTML Menu Studio software, 145–146
 - Direct FTP software, 304
 - discussion resources
 - Developers Program Community Forum, 226, 228
 - eBay Web site forum listing, 33
 - PHP-related, 288
 - seller discussion board, 24
 - Webdeveloper.com forum, 287
 - Webmaster-Talk.com forum, 287
 - div HTML tag, 171
 - documentation
 - API, 196–197, 198–201, 219, 252–253
 - PHP, 288
 - SDK, 234
 - document.write JavaScript command, 152
 - Dornfest, Asha (*FrontPage 2003 For Dummies*), 260
 - Dreamweaver MX software (on the CD), 46, 79, 292, 336
 - dynamic content, 197
 - Dynamic Drive Web site, 137, 144
 - Dynamic HTML Central Web site, 144
 - Dynamic HTML (DHTML), 49, 144–146

● E ●

 - eBay For Dummies* (Collier), 44, 60
 - eBay Live program, 34
 - eBay Toolbar, adding to Web browser, 308–309
 - eBayFeedback HTML tag, 98–99
 - eBayItemList HTML tag, 100–101
 - eBayMemberSince HTML tag, 101–102
 - eBaySearch.html file, 164
 - eBaySearchReg.reg file, 164
 - eBayTime HTML tag, 101
 - eBayUserID HTML tag, 98
 - editor software
 - CSS, 168
 - HTML, 15, 37–39, 40, 43–47, 57–59
 - image, 305
 - script, 40

- text, 15, 37–39
- WYSIWYG, 57
- education resources
 - Building and Maintaining a Robust eBay Application* course, 285
 - CSS tutorial, online, 290
 - Design Consideration for an Application* course, 285
 - Developer Education Program course offering, 226–227, 284–285
 - Introduction to the eBay API: XML and SOAP* course, 285
 - JavaScript tutorial, online, 291
 - Lifecycle of an eBay Listing* course, 285
 - PHP tutorial, online, 288
 - Provider Education Program, 285
- e-mail. *See also* customer communication
 - About Me page, displaying e-mail link on, 98, 109–110
 - activity summary message, 189
 - address, hiding from spambot, 155–156
 - AOL, 107–108
 - archiving, 114
 - boilerplate text, 23
 - client, 108–109, 180
 - close of auction message, sending, 189
 - connection, testing, 183–185
 - database, integrating with, 189
 - eBay message headings, common, 115–116
 - encryption, 185
 - error occurrence, sending on, 265
 - filtering, 21, 110, 113–117
 - folders, organizing in, 114
 - form for submitting, 147–149, 158–159
 - gathering information from message, 182
 - help desk, integrating with, 124, 126, 129–130
 - IMAP, 180, 181, 183–185
 - item number, retrieving from subject line, 189
 - link, 73–74, 98, 109–110, 155–156, 158–159
 - mailbox, limiting script processing to secondary, 182
 - mailing list, 22, 96, 314–315
 - newsletter, 96–97, 314–315
 - opening message, 182
 - password, storing in script, 182
 - payment received message, 21, 23
 - PayPal transaction, generated by, 115–116, 263–269
 - POP, 180, 181, 183
 - privacy, 96, 155–156
 - reply, prewritten, 23, 110–113
 - rule, 113–117
 - scheduling e-mail script, 189–190
 - server, 108–109, 179–180, 181, 183
 - shipping status message, 23
 - signature, 23, 117–118
 - SMTP, 180
 - software overview, 108–109
 - spam, reducing, 109–110, 155–156
 - stationery, 23, 111, 112
 - summary message, generating, 185–189
 - template, 21, 111–113
 - testing e-mail script, 182
 - username, storing in script, 182
 - virus, 108
 - Web-based, 106–107
- Email XML tag, 201
- email-form.com Web site, 147
- eMail2Pop software, 118, 119–120
- encryption. *See also* HTTPS (HyperText Transfer Protocol Secure Sockets)
 - API server connection, 209, 210
 - e-mail, 185
 - RSH, 185
- Engineer certification, 227, 285
- ereg PHP function, 189
- escaping reserved character, 331
- Eudora software, 108, 111
- eval command, 154
- event announcement, 97
- Excel VBA Programming For Dummies* (Walkenbach), 260
- exclamation mark, hyphens (!–) HTML comment prefix, 152
- Expedia Web site, 318
- expert, portraying yourself as, 318–319
- expertise for eBay tool development, assessing personal, 31–32
- expiration, authentication token, 237, 244
- expression, regular, 189

Extensible Hypertext Markup Language (XHTML), 49
 eXtensible Markup Language. *See* XML

• F •

FAQ (frequently asked questions)
 document, 94–95, 126, 129, 316–317
 Favorite Sellers feature, adding user ID link to, 74
 Favorites list bookmark link, 157–158
 FedEx
 account setup, 276
 API, 275–277
 communication path, 276
 data format option, 277
 labeling, automated, 275–276
 Ship Manager feature, 276–277
 tracking parcel, 123
 Web site, 275, 276, 277
 WIS feature, 276
 feedback
 About Me page, displaying on, 98–99
 About Me page quality, effect on, 17
 color, 99
 table, displaying in, 99
 FetchToken API call, 244, 248–250
 field, API, 199, 200, 206–207, 252
 file
 location, storing in script, 204
 writing to visitor hard drive, policy concerning, 153
 File Transfer Protocol (FTP), 68, 304
 Firefox Web browser, 62, 63, 329
 firewall, 329
 Flash menu, creating, 306–307
 Float data type, 200
 font. *See also* text
 bold, 56, 60, 61, 98, 298–299
 color, 18, 64–67, 167–168, 301–302
 heading, 61
 italic, 56, 60, 61, 299
 pixel measurement, 170
 point measurement, 170
 sizing, 18, 169, 170, 174–175, 299–300
 typeface, 298, 299
 font HTML tag, 65, 298, 299–300

foreground color, 301
 form
 Developers Program membership form, 225
 e-mail submission form, 147–149, 158–159
 HTML, 147, 148–149
 script processing, 146–149, 158–159, 204–205
 search form, 204–205
 template, creating using, 147–149
 user input from, retrieving into API, 204–205
 USPS parcel tracking form, 271–273
 Form Breeze Web site, 147
 formatting, drawing attention using, 297–299
 forum, discussion
 Developers Program Community Forum, 226, 228
 eBay Web site forum listing, 33
 PHP-related, 288
 seller discussion board, 24
 Webdeveloper.com, 287
 Webmaster-Talk.com, 287
 forwarding visitor to different page, policy regarding, 153, 154
 fputs PHP function, 209
 freeware, 335
 frequently asked questions (FAQ)
 document, 94–95, 126, 129, 316–317
 Friend XML tag, 201
 FrontPage software, 39, 44, 57, 72, 260
FrontPage 2003 For Dummies (Dornfest), 260
 fsockopen PHP function, 209
 FTP (File Transfer Protocol), 68, 304
 function, naming, 325
 Fusion software, 58

• G •

Geeklog Web site, 321
 GeteBayOfficialTime script, 235–236
 GetRuName API call, 238
 GetSearchResults API call, 243
 gift certificate, offering for customer referral, 96

gizmo, 138–140. *See also specific gizmo*
glish.com Web site, 290
GNU software license, 335
goal, identifying, 29–30
Google News Web site, 194–195
Gookin, Dan (*PCs For Dummies*), 333
guarantee, offering, 90

• H •

h HTML tags, 61, 176, 296
hardcode information, retrieving into API,
203, 204, 207
Hatfield, Bill
Active Server Pages For Dummies, 181, 215
ASP.NET For Dummies, 260
head HTML tag, 141, 152
header
API, 209
auction listing, 296
block header, changing heading to, 175
HTTP, 209
HTTPS, 210
heading
block header, changing to, 175
CSS, formatting using, 169, 172, 175–176,
177–178
font, 61
HTML, formatting using, 61–64, 296
help desk, online
answering request, 129
auction, integrating with, 129–130
cost, 125, 126
dashboard, 128
e-mail, integrating with, 124, 126, 129–130
FAQ document, integrating with, 126, 129
forwarding inquiry to employee, 124
hosted solution, 124–126
logging, 124
service ticket system, 126, 128–130
staffing, 125, 126
HelpDesk Connect software, 126–130
HelpDesks.com Web site, 126
hexadecimal color code, 64–65, 66, 301
HomeSite software (on the CD), 45, 337
horizontal rule, HTML, 74
HotDog software
PageWiz, 39, 44
Professional (on the CD), 46, 58, 337
HotScripts.com Web site, 145
hr HTML tag, 74
HTML Editor software, 45, 58, 72
HTML 4 For Dummies, 4th Edition (Tittel
and Pitts), 50, 173
HTML Help Web site, 173
HTML (HyperText Markup Language)
a tag, 73–75
About Me page coding, 91, 97–102
adding HTML code to auction, 13, 15–16
b tag, 60, 61, 298
big tag, 300
body tag, 152
border, table, 70, 99, 102
br tag, 297
bullet formatting, 314
cell, table, 72, 85, 99, 100, 102
color formatting, 64–67, 168, 301
CSS page formatting versus, 72, 165–167
CSS, relation to, 168
described, 49
DHTML, 49, 144–146
div tag, 171
eBayFeedback tag, 98–99
eBayItemList tag, 100–101
eBayMemberSince tag, 101–102
eBayTime tag, 101
eBayUserID tag, 98
editor software, 15, 37–39, 40, 43–47,
57–59
feedback, displaying in table, 99
font tag, 65, 298, 299–300
form coding, 147, 148–149
h tags, 61, 176, 296
head tag, 141, 152
heading, 61–64, 296
horizontal rule, 74
hr tag, 74
html tag, 152
i tag, 60, 61
IFRAME tag, 154
img tag, 68–69, 304, 305–306
JavaScript compared, 151–152

HTML (HyperText Markup Language)

(continued)

- JavaScript, inserting, 141, 152
 - layout tool, table as, 69–70, 165
 - line break, 297
 - link coding, 73–75
 - linking to external, policy regarding, 154
 - list formatting, 100–101, 313–314
 - nesting table, 165
 - p tag, 64, 167, 171
 - page, formatting entire using, 172
 - programming language versus, 56
 - raw code, 16
 - row, table, 72
 - script, inserting, 140, 141, 152
 - script src element, 154
 - SCRIPT tag, 152
 - selector, 172
 - sizing table, 99, 101
 - small tag, 300
 - space, nonbreaking, 66, 67
 - span style tag, 65–66, 301
 - strong tag, 299
 - style tag, 65, 167, 170, 171
 - tag, nesting, 57
 - tag syntax, 56–57, 60
 - td tag, 72
 - template coding, 82–84, 85–86
 - text formatting, 56, 60–67, 298–300
 - title tag, 152
 - tr tag, 72
 - u tag, 60, 61
 - ul tag, 313
 - XML, relation to, 49, 201
- HTML Source Editing dialog box (MS Office Setup program), 38
- HTTP (HyperText Transfer Protocol)
- connection, opening, 209–210
 - CURL support, 209, 210
 - header, 209
 - PayPal POST operation, 264
 - request handling, 209–210
 - response handling, 211
 - return URL support, 246
- HTTPS (HyperText Transfer Protocol Secure Sockets)
- CURL support, 209, 210
 - desktop application support, 245

header, 210

request handling, 209–210

response handling, 211

return URL support, 246

XML, sending over, 233–234

Hyman, Michael (*Visual C++ .NET For Dummies*), 260HyperText Markup Language. *See* HTMLHyperText Transfer Protocol. *See* HTTPHyperText Transfer Protocol Secure Sockets. *See* HTTPS

hyphens, angle bracket (---) HTML comment suffix, 152



i HTML tag, 60, 61

IDE (integrated development environment), 326–327

identifier, application, 237–238, 249–250

IFRAME HTML tag, 154

IIS (Internet Information Server), 215, 258

iMacs For Dummies (Pogue), 333

image

API, decoding by, 274

border, 69

copyright, 308

editor software, 305

HTML, 68–69, 304, 305–306

importance of, 20, 67

inline, 67, 304–305

licensing fee notice, adding to auction, 307–308

sizing, 305–306

slide show, creating using JavaScript, 159–162

table, embedding in, 18

template, inserting using, 84, 133–134

text, combining with, 67, 304–305

theft, 308

thumbnail, 305

Web browser, opening in new, 306

Web hosting, 67–68, 84, 133–134, 304

imageData variable, 274

IMAP (Internet Message Access Protocol), 180, 181, 183–185

img HTML tag, 68–69, 304, 305–306

indenting code for readability, 324–325
 Individual tier application, 220, 221–222, 223, 231, 241
 inline image, 67, 304–305
 Instant Payment Notification (IPN) feature (PayPal), 263–269
 Integer data type, 200
 “Integrate Your Inventory System with the eBay SDK” (DevX Web site), 259
 integrated development environment (IDE), 326–327
 Internet API, 197, 202
 Internet Explorer Web browser, 36, 62
 Internet Information Server (IIS), 215, 258
 Internet Message Access Protocol (IMAP), 180, 181, 183–185
Introduction to the eBay API: XML and SOAP course, 285
 IPN (Instant Payment Notification) feature (PayPal), 263–269
 italic text, 56, 60, 61, 299
 item list

- About Me page, displaying on, 100–101
- border, 100
- HTML, 100–101, 313–314
- sorting, 100
- table, displaying in, 100–101

 item number, retrieving from e-mail subject line, 189

• J •

Java & XML For Dummies (Wiley Publishing), 215
Java 2 For Dummies (Wiley Publishing), 215
 JavaScript

- About Me page, 91, 97
- bookmark link, creating using, 157–158
- client-side nature of, 152
- context menu, adding to Web browser using, 163–164
- DHTML, integrating with, 144
- `document.write` command, 152
- e-mail address, hiding from spambot using, 155–156
- e-mail form processing, 148, 158–159
- execution, conditional, 152

HTML code, inserting in, 141, 152
 HTML compared, 151–152
 introduced, 49
 limitation on eBay, 141, 153
 logic added by, 151
 policy, 141, 153
 prewritten, 154–155
 search tool, creating using, 163–164
 security, 153
 slide show, creating using, 159–162
 text, outputting to Web browser, 152
 tutorial, online, 291
 validation, 153, 154
 Web resource overview, 290–291
`window.location` command, 154
`window.open` command, 154
 JavaScript City Web site, 154
JavaScript For Dummies, 4th Edition (Vander Veer), 293
 JavaScript Kit Web site, 154, 291
 JavaScript Search Web site, 154
 The JavaScript Source Web site, 154, 291
 JavaScript.com Web site, 137

• K •

KISS (Keep It Simple, Seller) principle, 298
 Komodo IDE, 326–327

• L •

language, programming. *See also* scripting; *specific language*
 API, programming language integration provided by, 196
 character, reserved, 330–331
 choosing appropriate, 47–50, 197–198
 client-side, 197
 desktop, 214–215
 IDE, 326–327
 server-side, 197
 syntax, 203
 Web, 215
 word, reserved, 330–331
 licensing

- API license tier system, 220–224, 225, 231
- fee notice, adding to auction, 307–308

Lifecycle of an eBay Listing course, 285
line break, 297

linking

About Me page, linking from auction to, 90, 91
About Me page, linking to another page from, 72, 74, 318, 320
auction, to another, 91, 302–303
bookmark link, creating using JavaScript, 157–158
cross-selling using, 302–303
e-mail link, 73–74, 98, 109–110, 155–156, 158–159
Favorite Sellers, adding user ID link to, 74
HTML coding, 73–75
HTML, policy regarding linking to external, 154
image thumbnail, 305–306
`mailto` link, 74, 98, 110, 155–156
MapQuest, to, 318
PayPal link, 141–143
policy, 22, 72, 153, 154
script, opening from link, 74
script, policy regarding linking to external, 153, 154
shipping tracking link, 123
template, adding link using, 84, 303
URL, copying, 303
View Seller's Other Items link, 91, 303
Web site, to/from external, 22, 72, 93

Linux

`cron` utility, 190
SDK support, 234

list

About Me page, displaying item list on, 100–101
border, 100
HTML, 100–101, 313–314
sorting, 100
table, displaying in, 100–101

Listing Designer feature, 13

LiveJournal.com Web site, 321

logic, scripting, 151

login system, obtaining authentication token through, 237, 244–245, 250–251

look, creating unique, 80–81

Lopuck, Lisa (*Web Design For Dummies*), 293

• M •

Mac OS

CD-ROM with this book, installing on Mac, 335

SDK support, 234

Macromedia software

Dreamweaver MX (on the CD), 46, 79, 292, 336

Flash, 306–307

HomeSite (on the CD), 45, 337

Mac's For Dummies (Pogue), 333

mailing list, 22, 96, 314–315

`mailto` link, 74, 98, 110, 155–156

Mann, Anthony T. (*NET Web Services For Dummies*), 293

Mansfield, Richard (*XML All-in-One Desk Reference For Dummies*), 50

MapQuest Web site, 318

Market Data section (Developers Program), 284

marketing tool access provided by

Developers Program, 219

markup language, 48, 56

Marlin software, 108, 117

Me icon, 91

menu

context menu, adding to Web browser, 163–164

Flash menu system, 306–307

Merchant Tools feature (PayPal), 264

mezzoblue.com Web site, 290

Microsoft Office

API support, 255

Developer Center Web site, 259–260

Developers Program resources, 257

FrontPage, 39, 44, 57, 72, 260

.NET development environment, 215, 257, 259, 260, 293

sample integration application, 257–258

SDK resources for integration application, 258, 259

Setup program, 38

VBA development environment, 257

Word, using for HTML editing, 37–38

Microsoft Windows Me Millennium Edition For Dummies (Rathbone), 334

MicroVision Development WebExpress software, 45
 “Monitor eBay Auctions with Visual Studio.NET” (DevX Web site), 259
 Mozilla Web browser, 36, 62, 63
 MSE . EXE file, 40
 MSE7 . EXE file, 40
 myAddressList variable, 213
 MySQL database, integrating PHP application with, 189, 205–206, 214
 MyXMLAddressBook XML tag, 201

• N •

Name XML tag, 201
 need for eBay tool development, assessing, 27–29
 Need Scripts Web site, 145
 Neopets Web site, 69
 .NET development environment, 215, 257, 259, 260, 293
.NET Web Services For Dummies (Mann), 293
 NetObjects Fusion software, 58
 Netscape Web browser, 36
 News and Industry Highlights section, adding to About Me page, 319–320
 newsletter
 Developers Program Newsletter, 227–228
 e-mail newsletter, 96–97, 314–315

• O •

Office Setup program, 38
 OOP (object-oriented programming), 257
 open source software, 49
 OpenCube DHTML software, 145
 Opera Web browser, 36
 Outlook software, 108

• P •

p HTML tag, 64, 167, 171
 PageWiz software, 39, 44
 Paint Shop Pro software, 305
 paragraph, text, 64, 167, 171, 297
 password, storing in script, 182, 204, 237

Pay Now button, 142
 payment
 e-mail payment received message, 21, 23
 FAQ document, including payment information in, 94
 PayPal
 account, creating, 262–263
 banner, 138, 143
 communicating transaction via API, 202, 263–269
 connecting to API, 264
 debugging API, 265, 269
 Developer Central feature, 262–263
 e-mail generated by PayPal transaction, 115–116, 263–269
 HTTP POST operation, 264
 IPN application, 263–269
 link, adding, 141–143
 logo, 82, 142, 143
 Merchant Tools feature, 264
 searching transaction, 263
 security, 264
 signing up for API, 262–263
 testing API, 269
 validation, 264
 verifying transaction, 264–265
 Web site, 143, 264
PCs For Dummies (Gookin), 333
 Pegasus Mail software, 109, 114
Perl For Dummies (Wiley Publishing), 215
 photoCount variable, 161
 photograph
 border, 69
 copyright, 308
 editor software, 305
 HTML, 18, 67–69
 importance of, 20, 67
 inline, 67, 304–305
 licensing fee notice, adding to auction, 307–308
 sizing, 305–306
 slide show, creating using JavaScript, 159–162
 table, embedding in, 18
 template, inserting using, 84, 133–134
 text, combining with, 67, 304–305
 theft, 308

- photograph (*continued*)
 - thumbnail, 305
 - Web browser, opening in new, 306
 - Web hosting, 67–68, 84, 133–134, 304
- Photoshop Elements software, 305
- PHP and MySQL For Dummies*, 2nd Edition (Valade), 293
- PHP 5 For Dummies* (Valade), 50
- PHP Freaks.com Web site, 288
- PHP Group Web site, 337
- PHP programming language (on the CD)
 - character, reserved, 330–331
 - CheckLength function, 206–207
 - CURL, using with, 209, 210
 - database, integrating PHP application
 - with, 189, 205–206, 214
 - discussion forum, 288
 - documentation, 288
 - ereg function, 189
 - form processing, 204–205
 - fputs function, 209
 - fsockopen function, 209
 - IDE, 326–327
 - introduced, 49
 - regular expression, 189
 - split function, 212
 - tutorial, online, 288
 - USPS address validation API request,
 - 198–199, 208
 - Web host support, 52
 - Web resource overview, 287–288
 - word, reserved, 330–331
- PHPBuilder.com Web site, 288
- PHP.net Web site, 288
- Pitts, Natanya
 - HTML 4 For Dummies*, 4th Edition, 50, 173
 - XHTML For Dummies*, 293
- pixel font measurement, 170
- placeholder, template, 79, 83
- PocoMail software, 109, 114, 116
- Pogue, David
 - iMacs For Dummies*, 333
 - Macs For Dummies*, 333
- point font measurement, 170
- policy
 - cookie, 153, 154
 - file, writing to visitor hard drive, 153
 - forwarding visitor to different page, 153, 154
- image theft, 308
- JavaScript, 141, 153
- linking, 22, 72, 153, 154
- pop-up window, 153, 154
- script, linking to external, 153, 154
- text theft, 308
- POP (Post Office Protocol), 180, 181, 183
- pop-up window
 - blocking software, 329
 - policy, 153, 154
- PorkChup Solutions eMail2Pop software, 118, 119–120
- POST operation, HTTP, 264
- Postal Service. *See* USPS (United States Postal Service)
- pound sign (#) HTML hexadecimal color code prefix, 66
- power user, 43
- presentation. *See also* design
 - building trust through, 19–21
 - organizing, 76
- PrimalScript software (on the CD), 46, 47, 58, 59, 337
- priority, identifying, 30
- Priority Mail (USPS), 270
- privacy, e-mail address, 96, 155–156
- programming language. *See also* scripting;
specific language
 - API, programming language integration provided by, 196
 - character, reserved, 330–331
 - choosing appropriate, 47–50, 197–198
 - client-side, 197
 - desktop, 214–215
 - IDE, 326–327
 - server-side, 197
 - syntax, 203
 - Web, 215
 - word, reserved, 330–331
- Project Cool Web site, 286
- promotion
 - About Me page, through, 91, 92, 312–313, 318–319
 - Affiliate Program, promoting your own
 - auction through, 103

auction text, in, 90–91
 blogging as promotion tool, 320–321
 catalog, online, 313–314
 consumable item reminder, 97
 expert, portraying yourself as, 318–319
 importance of, 89–90, 311–312
 mailing list, 22, 96, 314–315
 newsletter, 96–97
 special event announcement, 97
 store, brick-and-mortar, 317–318
 Web site, through, 93
 protocol, API, 233–234
 Provider Education Program, 285

• R •

Rate Calculator (USPS), 274
 Rathbone, Andy
 Microsoft Windows Me Millennium Edition For Dummies, 334
 Windows 98 For Dummies, 334
 Windows 95 For Dummies, 333–334
 Windows 2000 Professional For Dummies, 334
 Windows XP For Dummies, 334
 redirecting visitor to different page, policy regarding, 153, 154
 referral, customer, 96
 Registry, 163–164
 regular expression, 189
 regulations, eBay. *See* policy
 Remote Shell (RSH) encryption, 185
 repeat customer
 bookmarking eBay store, facilitating using JavaScript, 157–158
 communication, importance of, 21, 96–97
 consistency, importance of, 95
 newsletter, encouraging using, 314–315
 product appropriateness to, 96
 reputation, building through About Me page, 17, 21, 318–319
 request handling, API, 198, 202, 206–210
 Responders.com Web site, 147
 response handling, API, 198, 200, 202, 210–213
 responsibility for eBay tool development, delegating, 29

REST (Representational State Transfer)
 API, 242, 243
 revoking authentication token, 242
 RSH (Remote Shell) encryption, 185
 rule
 CSS, 167
 e-mail, 113–117
 rules, eBay. *See* policy
 RuName application identifier, 238, 244, 246

• S •

Sandbox feature (Developers Program), 218, 221, 228–231, 244
 sandbox server, 197
 Sapien PrimalScript software, 46, 47, 58, 59, 337
 satisfaction guarantee, offering, 90
 Sausage Software
 HotDog Professional (on the CD), 46, 58, 337
 PageWiz, 39, 44
 scheduling Web-based script, 189–190
 scraping (programming technique), 24
 Script Editor software, 40
 SCRIPT HTML tag, 152
 script src HTML element, 154
 scripting. *See also specific programming language*
 appropriateness, importance of, 139–140
 client-side, 8, 144, 152, 197
 commenting code, 325–326
 copyright, 139, 307–308
 described, 137
 dividing program into sections, 328
 editor software, 40
 execution, conditional, 152
 file location, storing in script, 204
 form processing, 146–149, 158–159, 204–205
 gizmo, 138–140
 HTML, inserting in, 140, 141, 152
 indenting code for readability, 324–325
 linking to external script, policy regarding, 153, 154
 logic, 151
 password, storing in script, 182, 204, 237

- scripting (*continued*)
 - policy, 141, 153
 - prewritten, 137, 139, 140–141, 144–145, 154–155
 - reviewing code, 330
 - scheduling Web-based script, 189–190
 - server-side, 48, 144, 197
 - user ID, storing in script, 237
 - username, storing in script, 182
- SDK (Software Development Kit) (on the CD)
 - advantages/disadvantages, 234
 - Developers Program resources, 218, 337
 - documentation, 234
 - learning curve, 234
 - Mac OS support, 234
 - Microsoft Office integration resources, 258, 259
 - SOAP, as alternative to, 234
 - UNIX support, 234
 - updating, 337
 - XML over HTTPS, as alternative to, 234
- searching
 - form for entering search string, creating, 204–205
 - GetSearchResults API call, 243
 - item number, retrieving from e-mail
 - subject line, 189
 - JavaScript, creating Web site search tool using, 163–164
 - PayPal transaction, 263
 - regular expression, 189
 - SectionHeading CSS class, 169
 - Secure Shell (SSH), 185
- security. *See also* HTTPS (HyperText Transfer Protocol Secure Sockets)
 - Account Guard feature, 309
 - API security key, 230
 - API server connection encryption, 209, 210
 - authentication token, 242, 243
 - e-mail encryption, 185
 - JavaScript, 153
 - PayPal, 264
 - RSH encryption, 185
 - spoofer Web site, 309
 - virus, 108
- selector, HTML/CSS, 172
- self assessment for eBay tool development, 29, 32–33
- seller discussion board, 24
- Seller Sourcebook Web site, 80
- server
 - Apache HTTP Server (on the CD), 336
 - API server, 196, 197–198, 202, 208–210
 - described, 195
 - development server, 197
 - e-mail server, 108–109, 179–180, 181, 183
 - IIS, 215, 258
 - sandbox, 197
- server-side programming, 48, 144, 197
- SetReturnURL API call, 246, 247, 248
- shareware, 335
- sharing data between applications, 195–196, 201–202
- Ship Manager feature (FedEx), 276
- ShipperTools Web site, 122–123, 275
- shipping. *See also specific carrier*
 - bar code label API, 270–271, 273–274
 - cost, stating upfront, 90
 - delivery confirmation, 270
 - labeling, automated, 275–276
 - status information, e-mailing, 23, 122
 - tracking, 122–123, 271–273, 279
- Shipping Assistant feature (USPS), 275
- signature, e-mail, 23, 117–118
- Simple Mail Transfer Protocol (SMTP), 180
- Simple Object Access Protocol (SOAP), 233–234, 285
- Simpson, Alan (*Access VBA Programming For Dummies*), 260
- SitePoint Web site, 286
- SiteScripts Web site, 145
- sizing
 - HTML table, 99, 101
 - image, 305–306
 - text, 18, 169, 170, 174–175, 299–300
- skill for eBay tool development, assessing
 - personal, 31–32
- skill in programming, assessing personal, 31–32
- slash (/) HTML end tag marker, 56
- slide show, creating using JavaScript, 159–162
- small HTML tag, 300

- SMTP (Simple Mail Transfer Protocol), 180
 - Snow Flake script, 139–140
 - SOAP (Simple Object Access Protocol), 233–234, 285
 - Softcomplex DHTML software, 145
 - Software Development Kit. *See* SDK (on the CD)
 - Solutions Directory Web site, 220–221
 - sorting list, 100
 - spam, reducing, 109–110, 155–156
 - SpamAssassin software, 110
 - `span` style tag HTML, 65–66, 301
 - special event announcement, 97
 - special order service, 317
 - specification, API, 196
 - `split` PHP function, 212
 - spoof Web site, 309
 - SSH (Secure Shell), 185
 - Stamps.com Web site, 275
 - Starting an eBay Business For Dummies* (Collier), 13, 44, 68
 - State XML tag, 207
 - stationery, e-mail, 23, 111, 112
 - store
 - bookmarking eBay store, facilitating using JavaScript, 157–158
 - promoting brick-and-mortar retailer, 317–318
 - story of your business, presenting on
 - About Me page, 92
 - String data type, 200
 - strong HTML tag, 299
 - Studio software (on the CD), 46, 292, 338
 - style HTML attribute, 65, 167, 170, 171
 - Style Master software, 168
 - syntax, programming language, 203
 - system information, retrieving into API, 203, 204
- T •**
- table, HTML
 - border, 70, 99, 102
 - cell, 72, 85, 99, 100, 102
 - CSS versus, 72, 165
 - feedback, displaying in, 99
 - image, embedding, 18
 - layout tool, as, 69–70, 165
 - list, displaying in, 100–101
 - nesting, 165
 - row, 72
 - sizing, 99, 101
 - Task Scheduler (Windows), 190
 - `td` HTML tag, 72
 - technical expertise, assessing personal, 31–32
 - technical support, paid, 219, 222
 - template
 - About Me page, formatting using, 17
 - auction, posting using, 87
 - backing up, 81
 - consistency of design, achieving using, 77
 - creating, 79, 81–86
 - CSS, using in, 85–86
 - e-mail template, 21, 111–113
 - filling using online service, 130–134
 - form, creating using, 147–149
 - HTML, 82–84, 85–86
 - image, inserting using, 84, 133–134
 - link, adding using, 84, 303
 - PayPal logo, adding using, 82, 143
 - placeholder, 79, 83
 - purchasing, 80–81
 - reminder to include information, inserting, 79
 - stencil analogy, 78
 - terminology, using generic, 84
 - time saver, as, 23
 - updating, 87
 - Template Filler software, 81
 - TemplateFiller.com Web site, 130–134
 - testimonial, including on Web site, 93
 - testing
 - API, 197, 228–231, 269
 - e-mail script, 182
 - Sandbox Developers Program feature, using, 218, 221, 228–231
 - script, prewritten, 146
 - USPS API, 270
 - Web browsers, in multiple, 36, 328–329
 - text
 - attention, drawing using formatting, 297–299
 - bold, 56, 60, 61, 98, 298–299

text (*continued*)

- box, displaying in, 177–178
 - clarity, organizing for, 296–297
 - color, 18, 64–67, 167–168, 301–302
 - copyright, 308
 - CSS, formatting using, 85–86, 167–169, 170, 174–178
 - editor software, 15, 37–39
 - escaping reserved character, 331
 - HTML, formatting using, 56, 60–67, 298–300
 - image, combining with, 67, 304–305
 - italic, 56, 60, 61, 299
 - JavaScript, outputting text from, 152
 - line break, 297
 - paragraph, 64, 167, 171, 297
 - promoting yourself through auction text, 90–91
 - sale aid, formatting as, 60
 - sizing, 18, 169, 170, 174–175, 299–300
 - space, nonbreaking, 66, 67
 - spacing, letter, 174
 - theft, 308
 - trust, building through auction text, 90
 - typeface, 298, 299
 - underlining, 60, 61
 - white space, placing around, 297
- theme, 13
- time
- About Me page, displaying on, 101
 - API, retrieving current into, 204
 - eBay official time, retrieving, 235–236
- Time data type, 200
- title HTML tag, 152
- Tittel, Ed
- HTML 4 For Dummies*, 4th Edition, 50, 173
 - XHTML For Dummies*, 293
 - XML For Dummies*, 3rd Edition, 201
- token, authentication
- application identifier requirement, 237–238, 249–250
 - cookie, storing in, 243
 - copying, 242
 - database, storing in, 241, 243
 - described, 237
 - desktop application, 244, 248–251
 - eBay login system, obtaining through, 237, 244–245, 250–251

- expiration, 237, 244
 - generating dynamically, 243–246
 - generating using Developers Program generator, 237, 241–242
 - Individual tier application, 241
 - return URL, 245–248
 - revoking, 242
 - security, 242, 243
 - variable, storing as hardcoded, 241
 - Web-based application, 244, 245–246
- toolbar, adding to Web browser, 308–309
- Toolbox feature (Affiliate Program), 104
- TopStyle software (on the CD), 168, 338
- tr HTML tag, 72
- tracking parcel, 122–123, 271–273, 279
- trust, building
- About Me page, through, 90
 - auction text, through, 90
 - expert, portraying yourself as, 318–319
 - presentation, through, 19–21
 - Web site for your business, through, 22, 90
- tutorial, online
- CSS, 290
 - JavaScript, 291
 - PHP, 288
- TXT files, 37



- u HTML tag, 60, 61
- ul HTML tag, 313
- Uniform Resource Locator. *See* URL
- United States Postal Service. *See* USPS
- UNIX
 - cron utility, 190
 - SDK support, 234
- UPS (United Parcel Service)
 - access key, 279
 - API, 278–279
 - developer key, 279
 - labeling, automated, 275–276
 - tracking parcel, 123, 279
 - Web site, 275
- URL (Uniform Resource Locator)
 - authentication token return URL, 245–248
 - encoding, 208–209
 - link URL, copying, 303

user ID
 About Me page, adding to, 98
 Favorite Sellers feature, adding to, 74
 script, storing in, 237

user input into API
 retrieving, 203, 204–205
 validating, 206–207

username, storing in script, 182

USPS (United States Postal Service)
 address validation, 198–199, 208
 bar code label API, 270–271, 273–274
 certifying API, 270
 delivery confirmation, 270
 Priority Mail, 270
 Rate Calculator, 274
 registering for API, 270
 sending data to USPS API, 209–210
 Shipping Assistant feature, 275
 testing API, 270
 tracking parcel, 123, 271–273
 Web Tools feature, 269–270

• U •

Valade, Janet
PHP and MySQL For Dummies, 2nd Edition, 293
PHP 5 For Dummies, 50

Valentine, Chelsea (*XHTML For Dummies*), 293

Vander Veer, Emily A. (*JavaScript For Dummies*, 4th Edition), 293

variable
 authentication token, storing as
 hardcoded variable, 241
 debugging, watching variable value when, 327–328
 imageData, 274
 myAddressList, 213
 naming, 325, 330
 photoCount, 161

VBA (Visual Basic for Applications), 257

View Seller's Other Items link, 91, 303

virus, 108

visitor hard drive, policy concerning
 writing file to, 153

Visual Basic .NET Database Programming For Dummies (Wiley Publishing), 215

Visual Basic .NET For Dummies (Wang), 260

Visual Basic 6 For Dummies (Wiley Publishing), 215

Visual C++ .NET For Dummies (Arnson and Hyman), 260

Visual QuickMenu Pro software, 145

• W •

Wagner, Richard (*XML All-in-One Desk Reference For Dummies*), 50

Walkenbach, John (*Excel VBA Programming For Dummies*), 260

Wang, Wallace
Beginning Programming For Dummies, 293
Visual Basic .NET For Dummies, 260

Web browser
 context menu, adding, 163–164
 DHTML support, 144
 eBay Toolbar, adding, 308–309
 Firefox, 62, 63, 329
 heading display difference, 61–62
 image, opening in new browser, 306
 Internet Explorer, 36, 62
 JavaScript, outputting text to browser
 from, 152
 Mozilla, 36, 62, 63
 Netscape, 36
 Opera, 36
 testing application in multiple browsers, 36, 328–329

Web Design For Dummies (Lopuck), 293

Web Design Group HTML Help Web site, 173

Web Effects DHTML software, 145

Web hosting
 business site, 50–52
 cost, 304
 image, 67–68, 84, 133–134, 304

Web Integration Solutions (WIS), 276

Web programming language, 215

Web site for your business
 background information, including, 93
 bandwidth, 51
 builder software, 38–39
 catalog, online, 313–314
 context menu, adding to Web browser, 163–164
 customer testimonial, including, 93

Web site for your business (*continued*)

- database support, 52
- disk space needed, 51
- Flash menu system, 306–307
- hosting, 50–52
- importance of, 22
- linking to/from eBay, 22, 72, 93
- name, 51
- product description, including, 93
- promoting yourself through, 93
- special order page, 317
- tracking tool, adding, 271–273, 279
- trust, building through, 22, 90
- update, facilitating using CSS, 166
- Web Tools feature (USPS), 269–270
- Web-based e-mail, 106–107
- Webdeveloper.com Web site, 287
- WebExpress software, 45
- Weblog, Developers Program, 226, 227–228
- Webmaster-Talk.com Web site, 287
- Webmonkey Web site, 286
- WebReference Web site, 291
- What You See Is What You Get (WYSIWYG) editor, 57
- white space, 297
- Wiley Product Technical Support contact information, 339
- Wiley Publishing
 - Beginning Programming with Java For Dummies*, 215
 - C++ For Dummies*, 215
 - Java & XML For Dummies*, 215
 - Java 2 For Dummies*, 215
 - Perl For Dummies*, 215
 - Visual Basic .NET Database Programming For Dummies*, 215
 - Visual Basic 6 For Dummies*, 215
- window
 - image, opening in new, 306
 - pop-up window blocking software, 329
 - pop-up window policy, 153, 154
- window.location JavaScript command, 154
- window.open JavaScript command, 154
- Windows 98 For Dummies* (Rathbone), 334
- Windows 95 For Dummies* (Rathbone), 333–334
- Windows Registry, 163–164
- Windows 2000 Professional For Dummies* (Rathbone), 334

- Windows XP For Dummies* (Rathbone), 334
- WIS (Web Integration Solutions), 276
- word, reserved, 330–331
- Word software, using for HTML editing, 37–38
- W3C (World Wide Web Consortium) CSS resources, 174, 289
- WYSIWYG (What You See Is What You Get) editor, 57



- XHTML (Extensible Hypertext Markup Language), 49
- XHTML For Dummies* (Pitts, Tittel, and Valentine), 293
- XML All-in-One Desk Reference For Dummies* (Wagner and Mansfield), 50
- XML (eXtensible Markup Language)
 - Address tag, 199
 - AddressValidateRequest tag, 199, 208
 - AddressValidateResponse tag, 200, 201
 - API, using in, 197, 199–201, 208, 233–234
 - City tag, 199, 207
 - HTML, relation to, 49, 201
 - HTTPS, sending over, 233–234
 - image decoding by API inside XML response, 274
 - Introduction to the eBay API: XML and SOAP* course, 285
 - State tag, 207
 - tag structure, 201
 - URL encoding, 208–209
 - Web resource overview, 288–289
- XML For Dummies*, 3rd Edition (Tittel), 201
- XMLFiles.com Web site, 288
- XMLMania.com Web site, 288
- XML.org Web site, 289
- Xtreeme DHTML Menu Studio software, 145–146



- Zend
 - Studio software (on the CD), 46, 292, 338
 - Web site, 287
- Zeop software, 315
- Zip5 XML tag, 199