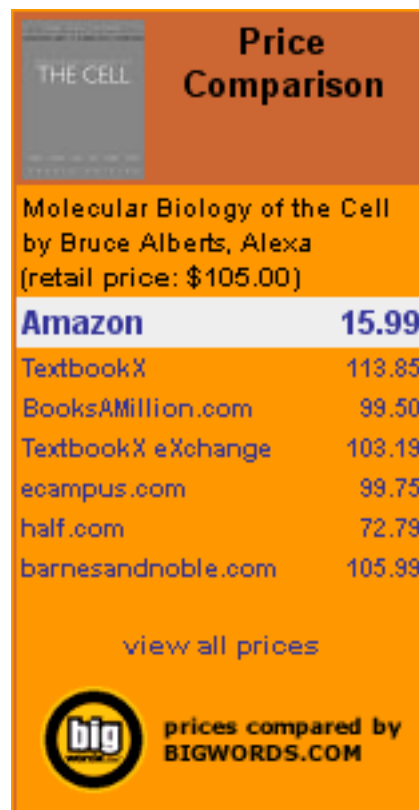


# BIGWORDS.com

## Professor BookBOT User Guide



The screenshot shows a price comparison interface for the book 'THE CELL'. The title 'THE CELL' is in a grey box on the left. To its right, the text 'Price Comparison' is displayed in white on an orange background. Below this, the book title 'Molecular Biology of the Cell' by Bruce Alberts, Alexa is listed, along with its retail price of \$105.00. A table of prices from various retailers is shown, with Amazon highlighted as the lowest price at 15.99. At the bottom, there is a 'view all prices' link and the BigWords logo with the text 'prices compared by BIGWORDS.COM'.

Retailer	Price
Amazon	15.99
TextbookX	113.85
BooksAMillion.com	99.50
TextbookX exchange	103.19
ecampus.com	99.75
half.com	72.79
barnesandnoble.com	105.99

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## Introduction

Welcome to the user guide for the BIGWORDS BookBOT. The BookBOT brings the power and technology of the BIGWORDS book-pricing engine to your site. If you follow these instructions closely, you should be up and running with minimal effort. A basic installation should take between 30 minutes and one hour.

Quickly, here is what you will learn:

- How to embed the BookBOT on your page using an <IFRAME>
- Parameters for the BookBOT, to be put in the <IFRAME> tag
- How to pre-load BIGWORDS pricing information, so that the BookBOT loads more quickly
- How to customize the look of the BookBOT using a style sheet that you control

## Embedding the BookBOT

The BookBOT is embedded on your web page using an HTML tag called <IFRAME>. <IFRAME> is supported by most popular browsers (IE 3.x and up, NS 4.x and up). If your site is viewed by a browser that does not understand the <IFRAME> tag, a link to BIGWORDS will be displayed.

The most basic way to put the BookBOT on your site is to put the following piece of code on the page.

```
<IFRAME  
SRC="http://revenator.bigwords.com/search/index.php?z=revenator&style=a  
&affcode=professor&ISBN=<ISBN_OF_YOUR_BOOK>" WIDTH="170" HEIGHT="320"  
FRAMEBORDER="0" MARGINWIDTH="0" MARGINHEIGHT="0" HSPACE="3" VSPACE="3"  
SCROLLING="auto" ALIGN="RIGHT"><A HREF="http://www.BIGWORDS.com/">Find  
the best prices for new and used textbooks.</A></IFRAME>
```

Replace <ISBN\_OF\_YOUR\_BOOK> with the ISBN of the book you'd like to price. Remove all dashes and spaces from the ISBN. The only characters in the ISBN should be 0-9 and/or X.

### Parameters for the BookBOT

Parameters are placed in the URL string of the IFRAME SRC element. The parameters follow the ? and are separated by &. The code above shows the required parameters, and their values. Below are those variables, their possible attributes, and other optional parameters.

#### Required Parameters:

z

=revenator: Tells BIGWORDS to display the BookBOT  
=revenator\_addonly: Tells BIGWORDS to start gathering the prices. In this case, the only other required parameter is ISBN.

style

=a: Style of output. There is only one style currently.

ISBN

=<your\_isbn>: The ISBN for which you want BookBOT to find prices. Remove all dashes and spaces. The only characters in the ISBN should be 0-9 and/or X.

#### Optional Parameters:

stylesheet

=http://www.fullyqualifiedurl.com/to/your/stylesheet.css: This tells BIGWORDS to use a stylesheet that you specify, so that you can manage the look of the BookBOT.

#### Tracking Parameter for Professors.

In order that BIGWORDS can monitor the performance of the professor bookbot, the parameter affcode=professor is required.

### How to pre-load BIGWORDS pricing information

When you request pricing information, BIGWORDS looks at all of its merchant web sites and finds their prices. This takes time. If your site is aware of what ISBN BIGWORDS will have to gather prices for on a subsequent page, you can pre-load the BookBOT with the ISBN. BIGWORDS will then find the prices while your client continues surfing. When the client gets to the page where the BookBOT is displayed, since BIGWORDS will already have the prices, the BookBOT will load more quickly. Technically, you only have to preload a given ISBN once per hour, but this is not a requirement. You may preload more often if you wish, or if it's easier. This function is absolutely not required, and in most cases not possible. Again, this only applies if your visitor will visit a page on your site BEFORE visiting the page where the BookBOT is displayed.

Here is the code to preload an ISBN. Note that nothing will be displayed to the client's browser.

```
<IFRAME
SRC="http://revenator.bigwords.com/search/index.php?z=revenator_addonly
&ISBN=<ISBN_OF_YOUR_BOOK >" WIDTH=1 HEIGHT=1 FRAMEBORDER=0
MARGINWIDTH="0" MARGINHEIGHT="0" HSPACE="0" VSPACE="0"
SCROLLING="auto"></IFRAME>
```

BIGWORDS will reply with "OK" when the ISBN has been added to our database. You do not have to test for the OK. We put that there for your benefit only. Also, you could configure your site to contact that URL in the background, if you have the technical skill, in which case the OK reply might be useful. Note that the response code means that we have received the request, not that we have gathered the prices. Price gathering takes between 5 and 30 seconds.

## How to customize the look of the BookBOT using a stylesheet

Most elements of the BookBOT contain stylesheet references. By placing a stylesheet on your site, and placing its URL in the stylesheet parameter of the <IFRAME> call, you can control the look of the BookBOT displayed on your site. Following is a basic stylesheet, with descriptions of the elements.

```
#BODY controls the <BODY> tag on the page
BODY { font-family: Arial, Helvetica, sans-serif; font-size: 10pt; color: #000000; background-color: #FF9900; }
#BWPriceTable controls the table in which the prices are displayed
.BWPriceTable { font-family: Arial, Helvetica, sans-serif; font-size: 10px; border-width: 1; border-style: solid; border-color:
CC6633; margin: 0px; padding: 0px; }
#BWPriceTable TH controls the first row of the table
.BWPriceTable TH { font-size: 10pt; font-weight: bold; color: 000000; background-color: #CC6633; text-align: center;
border-width: 0; margin: 0px; padding: 2px; }
#BWPriceTable TD controls the cells of the table
.BWPriceTable TD { background-color: #FF9900; border-width: 0; margin: 0px; padding: 2px; }
#BWPriceTable A controls most of the hyperlinks in the table
.BWPriceTable A { font-family: Arial, Helvetica, sans-serif; font-weight: bold; text-decoration: none; color: #333399; }
#BWPriceTable .bestCombo controls the look of the best priced store
.BWPriceTable .bestCombo { color: #000000; font-size: 12; font-weight: bold; background-color: #EEEEEE; border-width:
1; border-color: #EEEEEE; margin: 0px; padding: 2px; }
#BWPriceTable .footer controls the look of the cell where the BIGWORDS logo appears.
.BWPriceTable .footer { font-size: 10pt; font-weight: bold; color: 000000; background-color: #CC6633; text-align: left;
border-width: 0; margin: 0px; padding: 0px; }
#BWPriceTable .retailprice is the retail price of the item.
.BWPriceTable .retailprice { font-size: 10px; font-weight: bold; color: 000000; }
#BWPriceTable .bigLink controls the link to BIGWORDS.com
.BWPriceTable .bigLink { font-weight: bold; }
#BWPriceTable A:hover controls the hover display on hyperlinks
.BWPriceTable A:hover { text-decoration: underline; }
#title is the title
.title { font-weight: bold; }
#author is the author
.author { font-weight: bold; }
```