Here's how it all works:

1. When she has a new product to add to her Web site, Blanca launches the Expression Engine back end and begins a new "blog" entry.

   Expression Engine allows users to customize the interface fields. Blanca can enter the description of a new piece of art in a Description field, instead of a Body field.

2. In the new entry page, shown in Figure 15-5, Blanca enters the name, cost, shipping cost, and description, and selects a category for the product.

   While blogging software is easy to use, it doesn't have the same error checking capabilities as e-commerce software. If Blanca enters the price as "sixty-five dollars" the software doesn't tell her she needs to enter it as numerals, and if she leaves the decimal point out, it doesn't alert her that her cost is too high.

3. Using Expression Engine's built-in image upload tool, Blanca uploads the image and creates a thumbnail image for the product.

   Expression Engine handles storing the files in folders, and the creation of smaller versions of the pictures.

4. Blanca clicks Submit, and the product is automatically published to her Web site in all the appropriate categories.

   The templates that generate the pages themselves include the code nec-essary to make the Buy Now buttons and add selected products to the PayPal shopping cart.