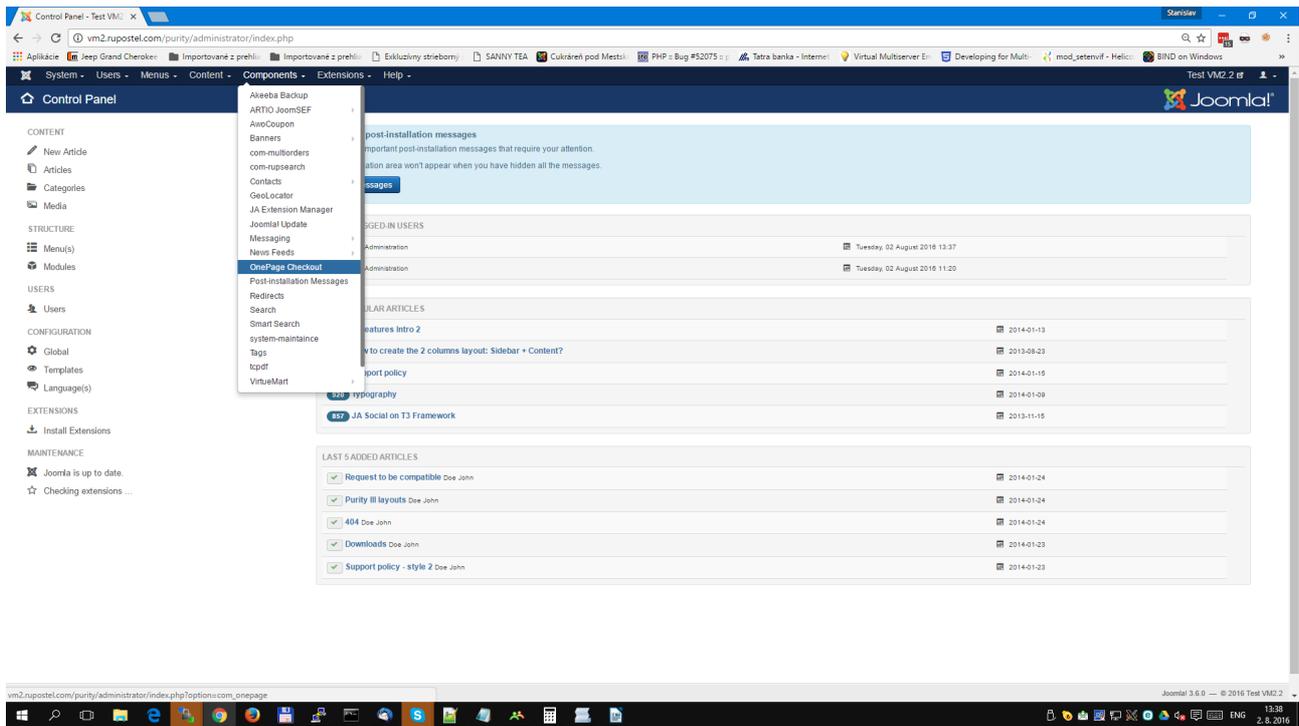


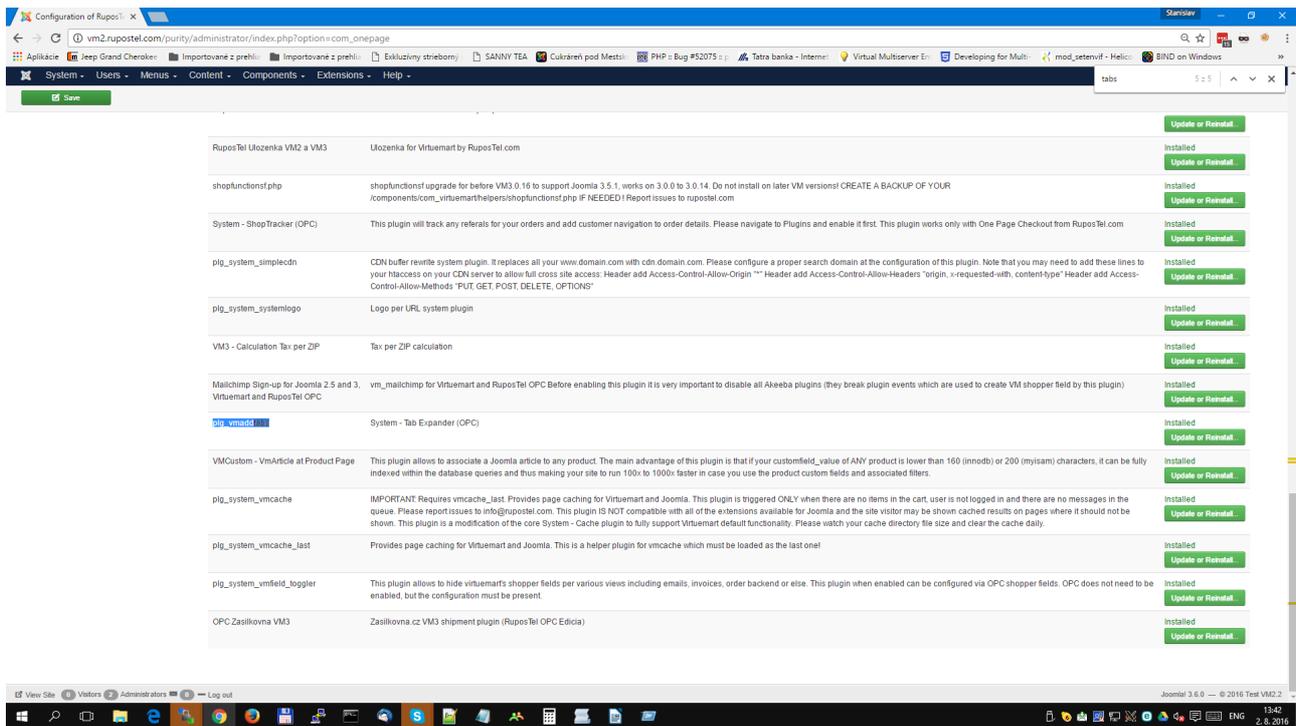
Configuration and setup of OPC's Google XML Export

1. Visit OPC



2. General Information:

- after clicking save in OPC main configuration it automatically installs extensions that are needed for enabled features
- independent extensions are not updated or installed automatically and thus you may want to make sure you update them after updating the OPC
- OPC Product Export uses a new plugin to pair your categories into Google Taxonomy Categories and thus you may want to install/update „plg_vmaddtabs“ plugin from OPC Extensinos tab:



If you are running VM lower than 3.0.16 this plugin will modify your core VM's file: `\administrator\components\com_virtuemart\helpers\adminui.php` to allow the tabs to be used at the VM backend. The code that it adds is already included in recent VM versions:

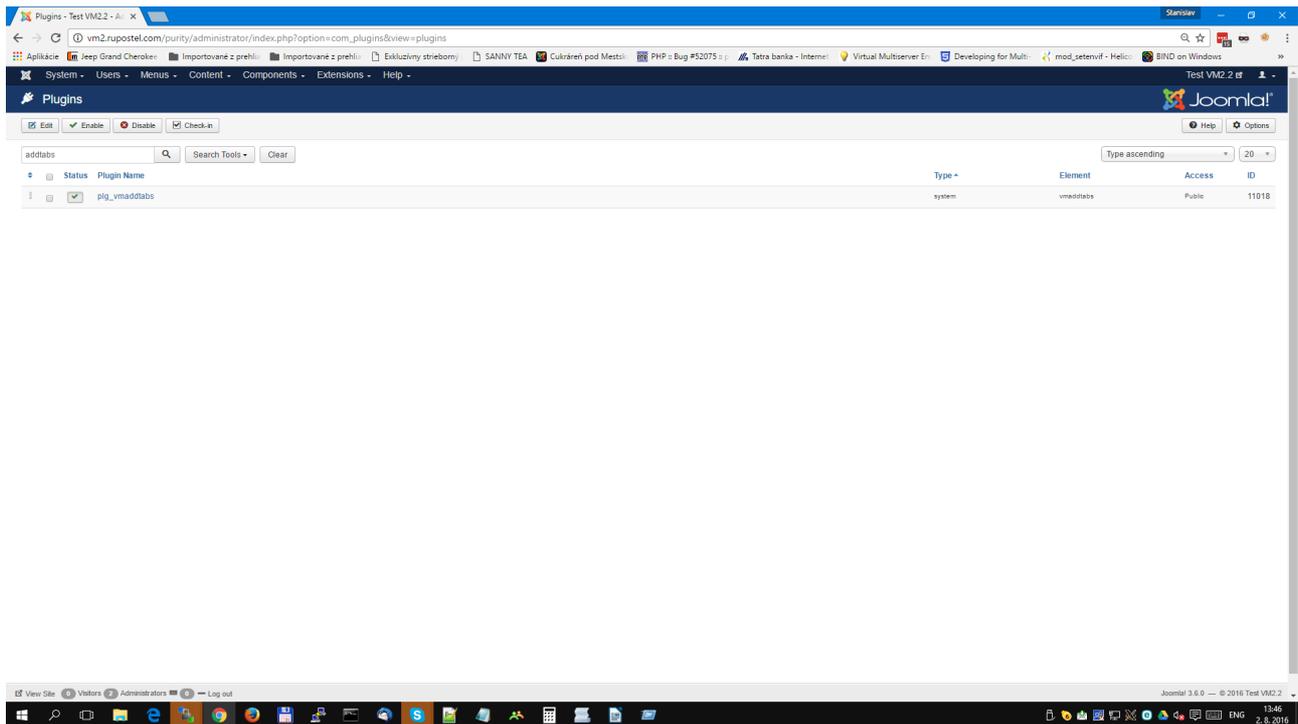
```
static public function buildTabs($view, $load_template = array(), $cookieName='') {
    $cookieName = vRequest::getCmd('view', 'virtuemart').$cookieName;

    vmJsApi::addJScript ( 'vm.cookie', '
var virtuemartcookie="'. $cookieName . '";
');

    $html = '<div id="admin-ui-tabs">';
    /*new code added*/
    $dispatcher = JDispatcher::getInstance();
    $returnValues = $dispatcher->trigger('plgVmBuildTabs', array(&$view, &$load_template));
    /*end of the new code*/
    foreach ( $load_template as $tab_content => $tab_title ) {
        $html .= '<div class="tabs" title="'. vmText::_ ( $tab_title ) . '">';
        $html .= $view->loadTemplate ( $tab_content );
        $html .= '<div class="clear"></div></div>';
    }
    $html .= '</div>';
    echo $html;
}
```

Note - OPC 3.0.315 includes a new plugin that uses this functionality „product tabs“ where you can add multiple descriptions into product backend details per your custom tabs at the product details page.

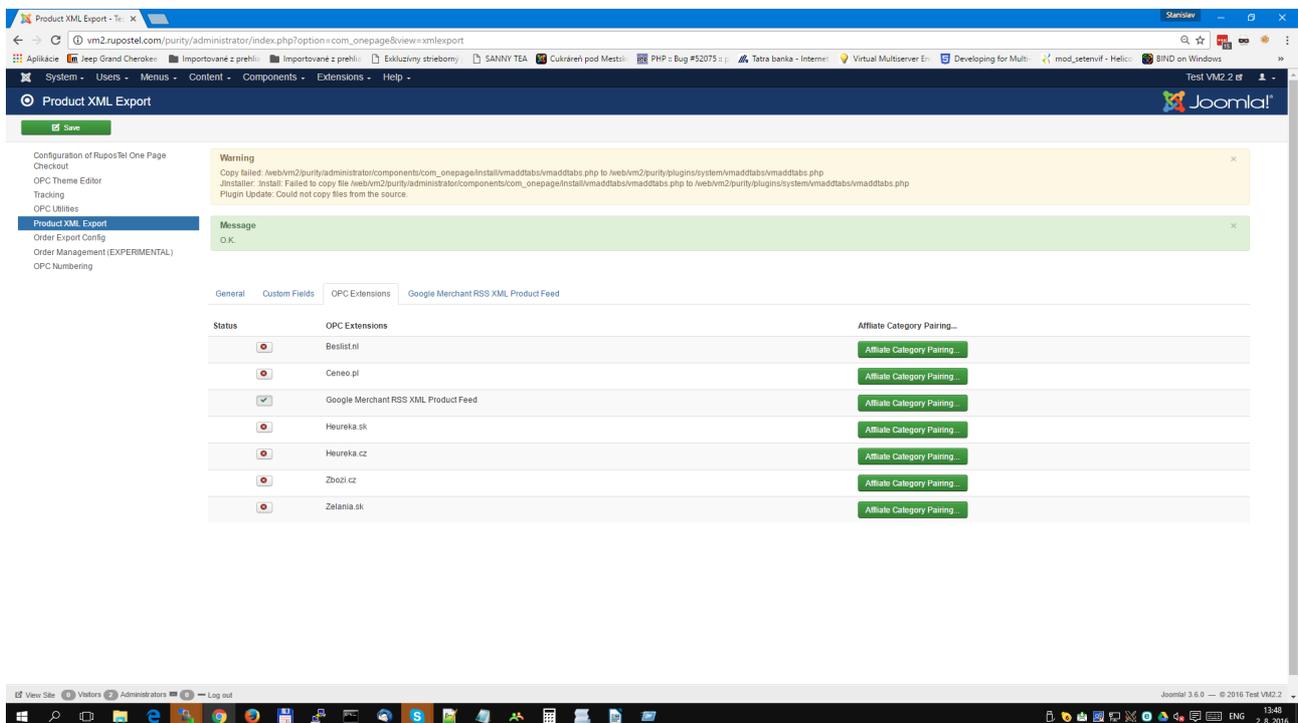
3. Enable the plugin in Joomla Plugin manager



4. Visit OPC's Product Export page

(`administrator/index.php?option=com_onepage&view=xmllexport`)

5. Enable Google Merchant RSS Feed

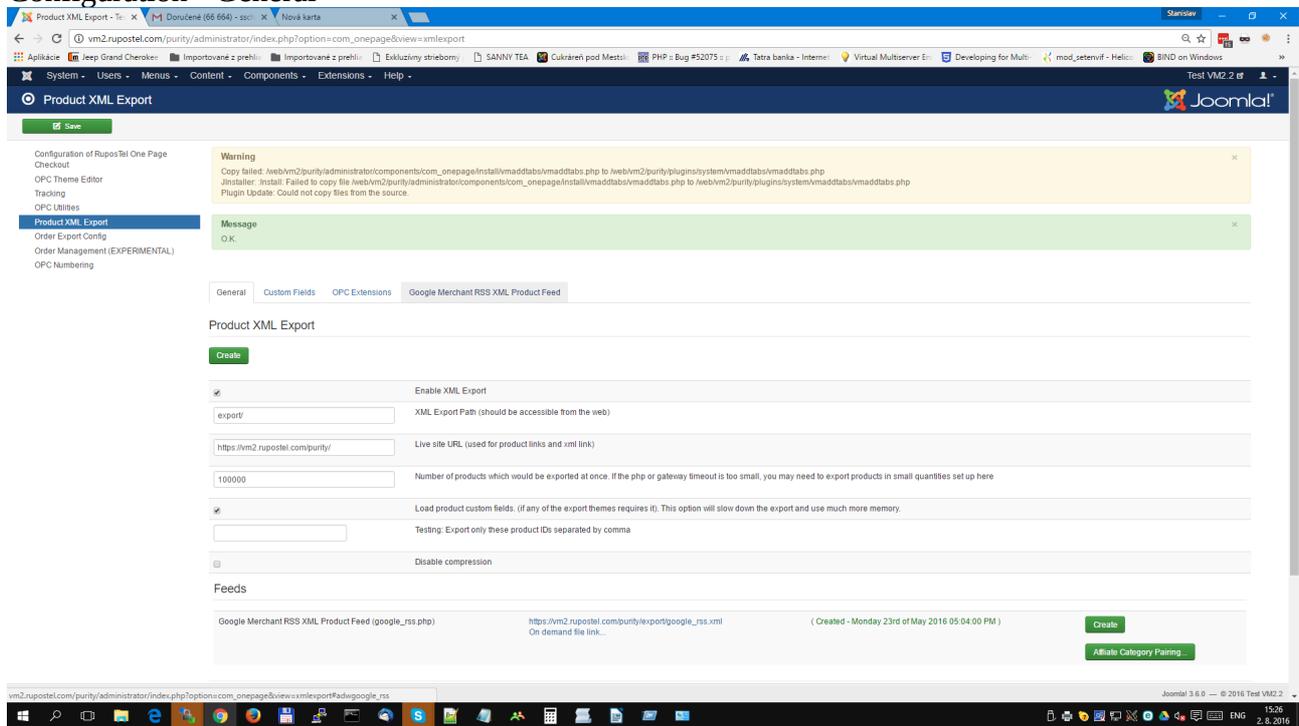


Note: This will install and enable the plugin (`vm_addtabs`) as described in step3 as far as Export

general feature is enabled (see 6.1)

6. Configure the OPC Export and Google specific settings:

Configuration - General



6.1 Enable XML Export (when this is checked /enabled/ the tabs plugin will get automatically installed/updated after you click save within this section.

6.2 XML Export Path (defaults to export/), this is the path where the static XML files generated can be found. If mod_rewrite and mod_headers is enabled, htaccess will be created to send pre-gzipped version of the XML instead of pure text XML or live compression via mod_deflate. Pre-gzipped static XML is sent to the receive much faster and takes almost no server resources, while compressing 200 Mb XML files on the fly may have significant impact on server performance. The export path can be accessed via web at <https://yourdomain.com/export/> or via file server at /your_joomla_root/export/ It is safe to clear all contents of this directory in case of permission or other problems. The export path must end with /

6.3 Since we support this feature over CLI (cron job) you should set your full domain path that is appended to all links in the XML within this feed, use either http or https and the path must end with /

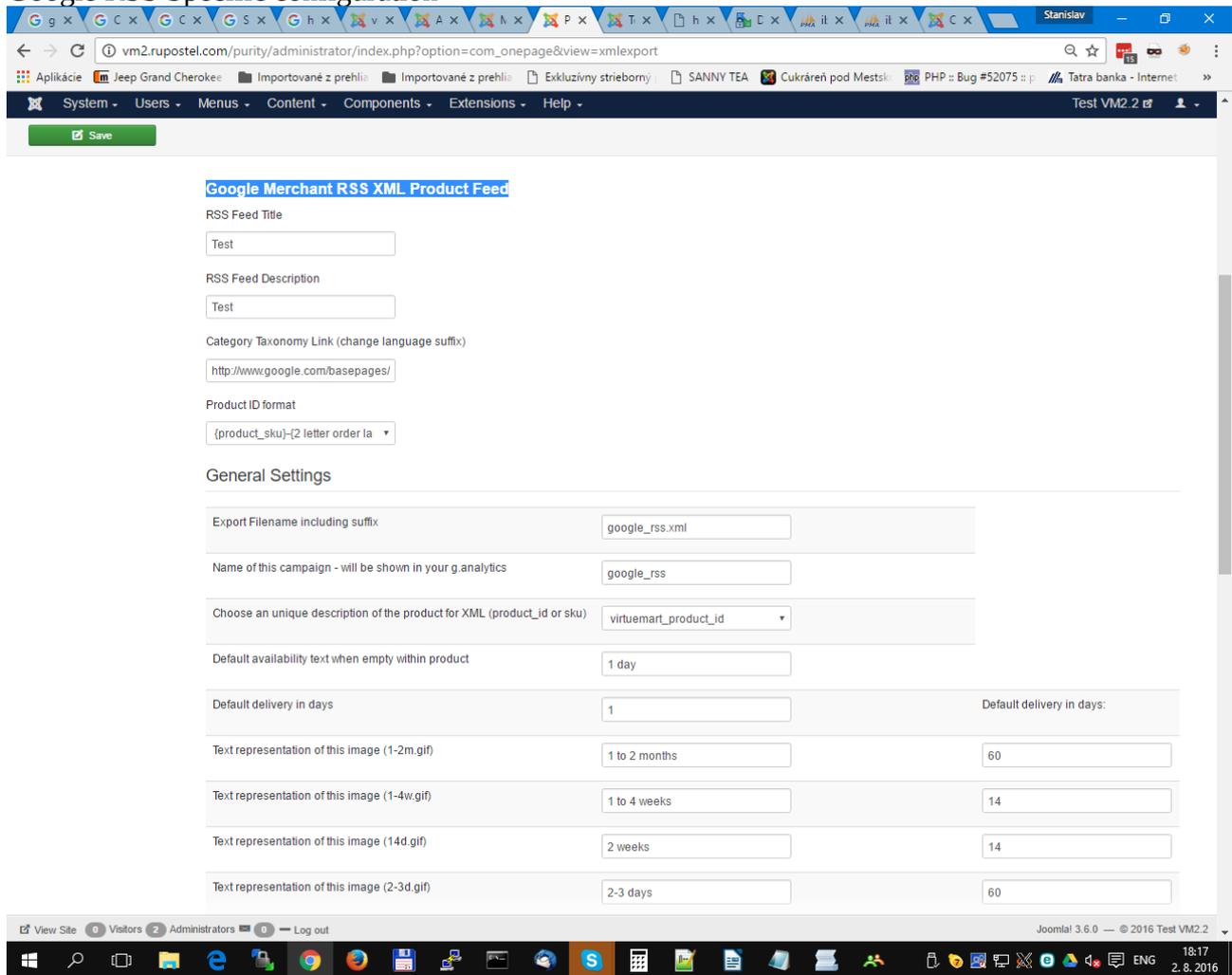
6.4 Number of products to export at once -> If your backend is configured at webserver and proxy level not to give timeouts after thousands of seconds you may want to raise this number above the number of the products in your shop. If your hosting does not support unlimited timeouts at the backend, you may want to try a number which would work both fast and reliably. If you still cannot export the products, you may want to lower this number to a small batch such as 10 products at once.

IMPORTANT: note the **session expiry time** which may break the script if there is no activity at your backend for some period of time. We generally suggest to use session expiry time at 150 minutes depending on your server performance and the number of visits: 10 000 visits (incl. robots) a day and 150 minutes of session expiry may lead to 5 000 rows (sessions) created in #__session which get written on every page impression.

Memory limit plays a role in limiting the maximum number of products that can be exported at once. If your php memory limit is not enough for managing large number of products at once you

9. Configuration

Google RSS Specific configuration



OPC product export follows google feed specification that can viewed here:
<https://support.google.com/merchants/answer/160589?hl=en>

9.1 RSS Feed Title: see generated XML's {feed title}

9.2 RSS Feed Description, see {feed description}

9.3 Category Taxonomy Link:

By default OPC uses dynamic link where the language is determined automatically – set either to the backend language or the first Virtuemart language configured. If you want to force just a single language you may want to change this URL to any of the following see links localized to your own language:

<https://support.google.com/merchants/answer/160081>

<http://www.google.com/basepages/producttype/taxonomy.{lang}.txt>

english txt feed is available also at:

<https://www.google.com/basepages/producttype/taxonomy-with-ids.en-US.txt>

since OPC 3.0.16 the Google Taxonomy link was updated to use Ids so that references to the categories are stored regardless of the feed that was used. If you change the Feed URL in Google Feed configuration, you should clear previous data by:

- clearing site cache

- re-visiting pairing page
- re-assign the virtuemart categories to proper google categories
- **ADVANCED:** optionally you can delete data in #__onpage_config by running delete from #__onpage_config where config_name LIKE 'xmlexport_pairing' and config_subname LIKE 'google_rss'
(replace #__ with your real prefix)

10 General settings of a particular feed

General Settings

Export Filename including suffix	<input type="text" value="google_rss.xml"/>
Name of this campaign - will be shown in your g.analytics	<input type="text" value="google_rss"/>
Choose an unique description of the product for XML (product_id or sku)	<input type="text" value="virtuemart_product_id"/>
Default availability text when empty within product	<input type="text" value="1 day"/>
Default delivery in days	<input type="text" value="1"/> Default delivery in days:
Text representation of this image (1-2m.gif)	<input type="text" value="1 to 2 months"/> <input type="text" value="60"/>
Text representation of this image (1-4w.gif)	<input type="text" value="1 to 4 weeks"/> <input type="text" value="14"/>
Text representation of this image (14d.gif)	<input type="text" value="2 weeks"/> <input type="text" value="14"/>
Text representation of this image (2-3d.gif)	<input type="text" value="2-3 days"/> <input type="text" value="60"/>
Text representation of this image (24h.gif)	<input type="text" value="24 hours"/> <input type="text" value="24"/>
Text representation of this image (3-5d.gif)	<input type="text" value="3 to 5 days"/> <input type="text" value="4"/>
Text representation of this image (48h.gif)	<input type="text" value="48 hours"/> <input type="text" value="48"/>
Text representation of this image (7d.gif)	<input type="text" value="7 days"/> <input type="text" value="7"/>
Text representation of this image (na objednavku.png)	<input type="text" value="2-3 days"/> <input type="text" value="60"/>
Text representation of this image (not_available.gif)	<input type="text" value="Not available"/> <input type="text" value="60"/>

10.1 Filename – choose a filename of the feed that will be used to access the feed as

<http://yourdomain.com/export/filename.xml>

11.2 Unique product identification – see {product_unique_id} within the generated XML below. It is important that each item in the Feed has it's own ID. If SKU is used, but your products got them empty, the product ID will be used instead. It is important that the Ids match your configuration in OPC Tracking and remarketing as well.

Not applicable for Google Feed (11.3 to 11.5):

11.3 Default availability – if a product has no availability text or image set up at it's configuration, this text will be shown as the default availability if the feed uses it.

11.4 Default availability in days – if a product has no availability text or image set up at it's configuration, this number will be shown as the default availability if the feed uses it.

11.5 Translation of the availability images into text values within the feed – choose a text per all detected image types of your availability.

Note: Google feed displays either „In Stock“ or „Out of Stock“ messages if the stock of the product is detected.

11.6. Language – choose a frontend registered and Virtuemart configured language in which the products should get exported. Untranslated products will not get exported.

11.7 Shopper Group – you can choose a non-default shopper group if you would like to export custom prices to the feed

11.8 Child product handling: Depending on your Virtuemart configuration you may want to choose to export only child products or parent products, or all products configured and published in your shop. If you are using a more complicated structure of the parent and child products with multivariants please double checkout your feed and provide us any feedback.

12 Stock Handling

vm2.rupostel.com/purity/administrator/index.php?option=com_onepage&view=xmlexport

System - Users - Menus - Content - Components - Extensions - Help - Test VM2.2

Save

Text representation of this image (no_available.gif) Not available 60

Text representation of this image (on-order.gif) 1 week 168

Language en-GB

Shopper Group Default Shopper Group

Product URL configuration Use product non-SEF url with c

You may choose what kind of product links will be sent to the export. There are some advantages of using SEF urls which may help you build your page rank, but if the SEF URLs are purged daily, the URL may return 404. If you are using any type of page cache OPC will not be able to associate clicks with your affiliate tracking campaigns. Non SEF url is the most stable, but may also lead to TOO MANY REDIRECTS error when you are using SEF. If you decide to use OPC's non-sef URLs with campaign information, OPC will create a javascript redirect page for your products and create a cookie that saves referral information.

Child products handling Include both child and parent p

Other Settings

Export products in stock only No

How to calculate product stock: Stock only (recommended)

Export products only in these categories (IDs separated by comma):

Export products not in these categories: 7,8,0,3

View Site 0 Visitors 2 Administrators 0 Log out Joomla! 3.6.0 © 2016 Test VM2.2 18:17 2.8.2016

12.1 Export products in Stock only – you may want to choose if you'd like to provide products in the feed which are not in stock

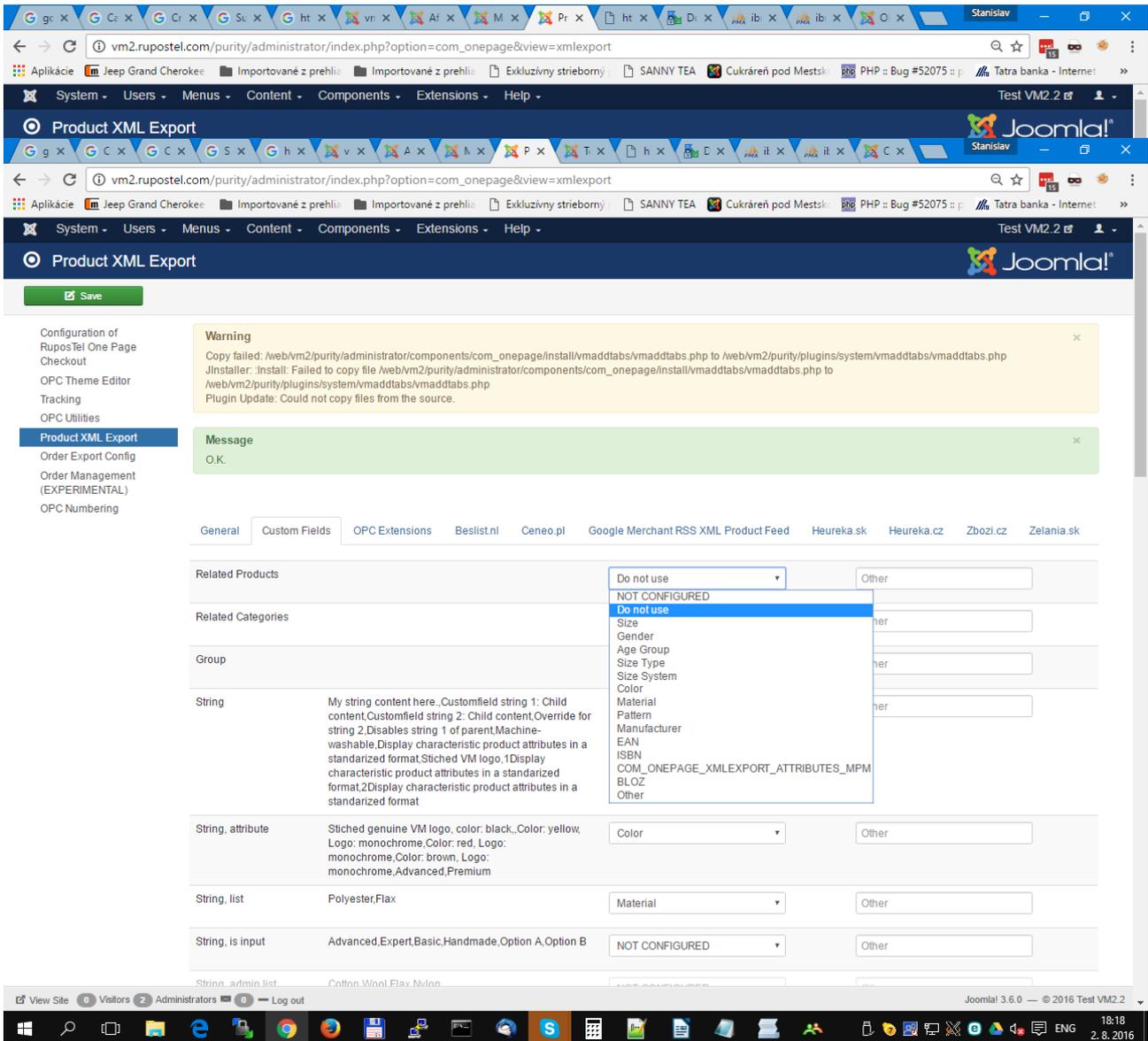
12.2 Calculation of the stock:

Stock only – the value of the product's stock is taken from `#__virtuemart_products.product_in_stock`

Stock minus Booked – the value of the stock is reduced by the number of booked products which

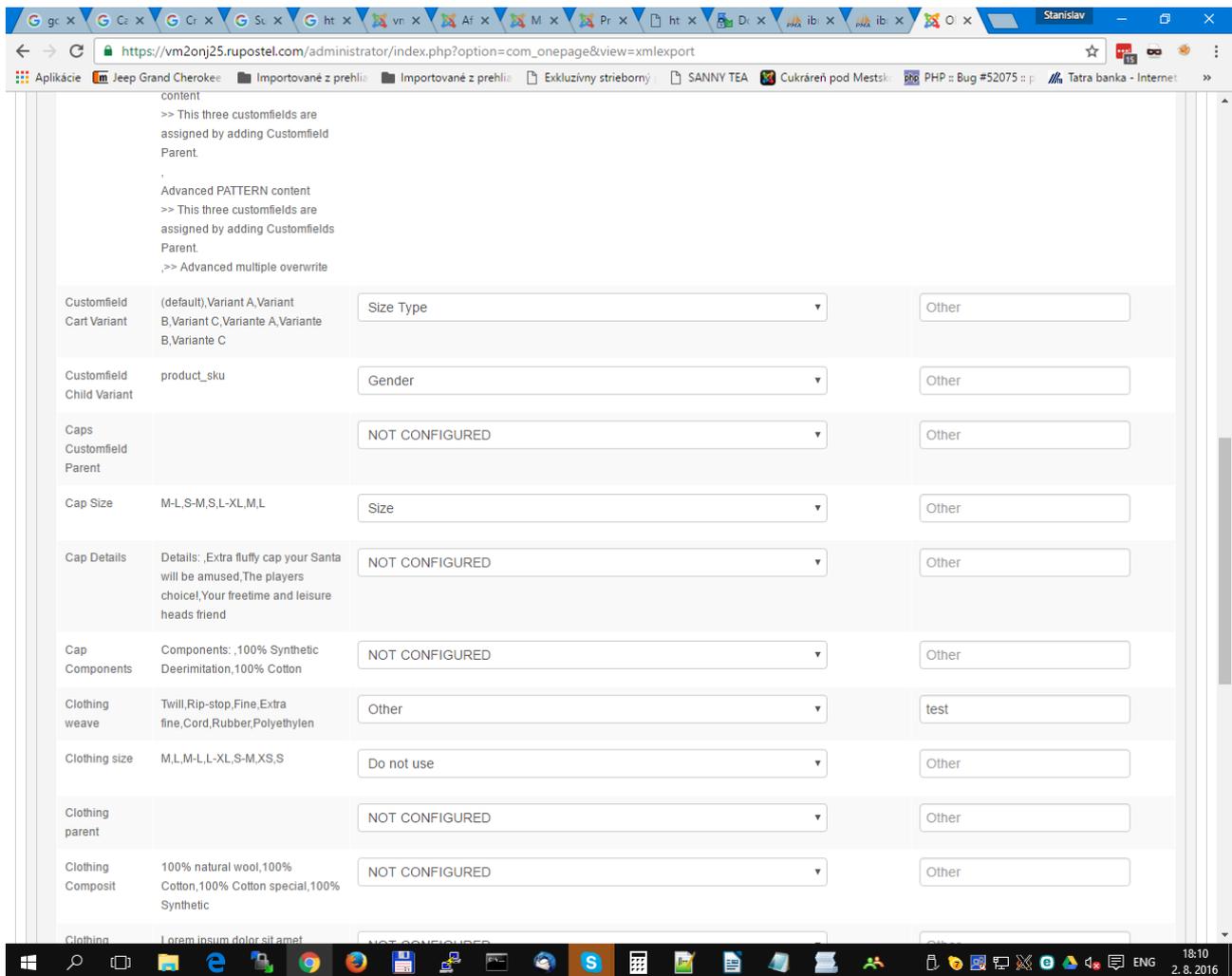
may be faulty if you got pending orders

13. Attribute Configuration



Before reading further, please see your country's specifications for the Product attributes:
https://support.google.com/merchants/answer/1344057?hl=en&ref_topic=3404778

see: Detailed Product Attributes and Item Groups



Associate all your Product attributes such as Color, Gender, Size to Google attributes per the link above. Leave all custom fields which are not needed for the feed as „NOT CONFIGURED“. Test export of the Attributes with XML Export test product settings:

- enter the product ID with such attributes in section 6.5
- click save
- click generate feed at the frontpage of OPC Export
- click generated XML to see if the data are correct

Example of the Product Feed per OPC Configuration

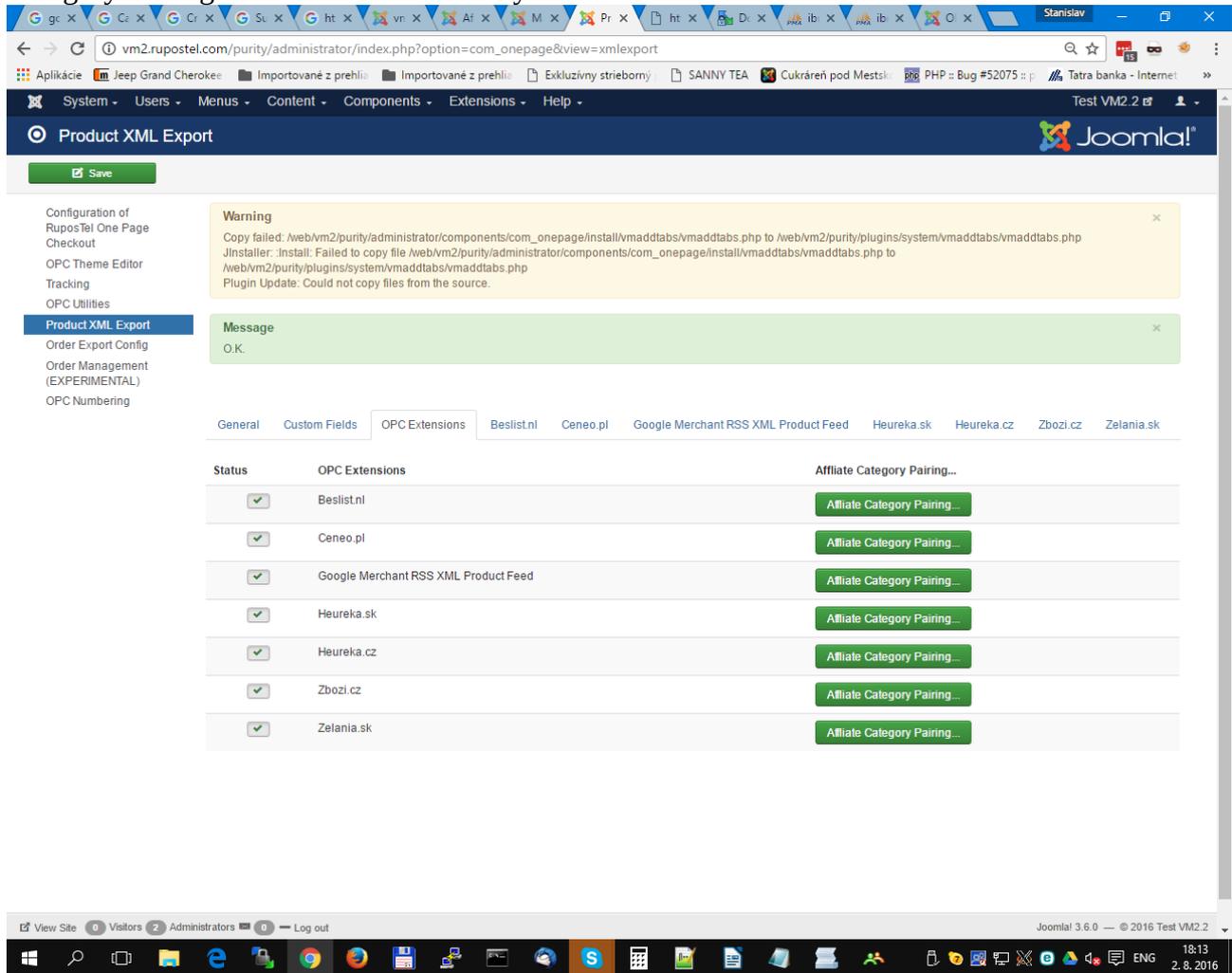
```
<?xml version="1.0"?>
<rss version="2.0"
xmlns:g="http://base.google.com/ns/1.0">
<channel>
<title>{feed title}</title>
<link>{your url configured in general configuration}</link>
<description>{feed description}</description>
<item>
<title>{product name per selected language - if language translation does not
exists, the product will not be exported}</title>
<link>{product_link - see section </link>
<description>{product_description}</description>
<g:image_link>{product thumb image}</g:image_link>
```

```
<g:price>{product price}</g:price>
<g:condition>new</g:condition>
<g:id>{product_unique_id}</g:id>
</item>
</channel>
</rss>
```

Category Pairing

Category pairing is one of the most important sections to OPC Export feature as it allows you to pair the categories against the 3rd party provider (Google, Beslist, etc..) and your products will get listed much faster at the provider.

Category Pairing can be accessed in 3 ways:



The screenshot shows the Joomla! administrator interface for the Product XML Export feature. The page title is "Product XML Export" and it includes a "Save" button. The left sidebar lists various configuration options, with "Product XML Export" selected. The main content area shows a list of OPC Extensions with checkboxes and "Affiliate Category Pairing..." buttons. A warning message is displayed at the top, and a message "O.K." is shown below it. The interface includes a top menu bar and a footer with Joomla! version information and the date 2.8.2016.

Status	OPC Extensions	Affiliate Category Pairing...
<input checked="" type="checkbox"/>	Beslist.nl	Affiliate Category Pairing...
<input checked="" type="checkbox"/>	Ceneo.pl	Affiliate Category Pairing...
<input checked="" type="checkbox"/>	Google Merchant RSS XML Product Feed	Affiliate Category Pairing...
<input checked="" type="checkbox"/>	Heureka.sk	Affiliate Category Pairing...
<input checked="" type="checkbox"/>	Heureka.cz	Affiliate Category Pairing...
<input checked="" type="checkbox"/>	Zbozi.cz	Affiliate Category Pairing...
<input checked="" type="checkbox"/>	Zelania.sk	Affiliate Category Pairing...

or at Google configuration page in OPC Export

The screenshot shows the Joomla! administrator interface for the 'Product XML Export' extension. The top navigation bar includes 'System - Users - Menus - Content - Components - Extensions - Help'. The left sidebar lists various configuration options, with 'Product XML Export' selected. The main content area features a 'Save' button and a 'Warning' message: 'Copy failed: /web/vm2/purity/administrator/components/com_onepage/install/vmaddtabs/vmaddtabs.php to /web/vm2/purity/plugins/system/vmaddtabs/vmaddtabs.php'. Below this is a 'Message' box with 'O.K.'. The 'General' tab is active, showing the 'Google Merchant RSS XML Product Feed' configuration. The 'Description' section states: 'Google Merchant RSS XML Product Feed. You may want to link the generated XML from your Joomla! template as well.' The 'Affiliate Category Pairing' section has a 'Save' button. The configuration form includes: 'RSS Feed Title' (Test), 'RSS Feed Description' (Test), 'Category Taxonomy Link (change language suffix)' (http://www.google.com/basepages/), and 'Product ID format' ([product_sku]-2 letter order la).

or directly at Virtuemart Category management (when addtabs plugin is enabled)

Browser tabs: g x, C x, C x, S x, h x, v x, A x, h x, P x, T x, h x, D x, it x, it x, C x, Stanislav

Address bar: vm2.rupostel.com/purity/administrator/index.php?option=com_virtuemart&view=category&task=edit&cid=7

System - Users - Menus - Content - Components - Extensions - Help - Joomla!

Product Category [Edit] Wear

Save & Close Save Cancel Help Permissions

Error
vmError: Couldnt create thumb, file not found /web/vm2/purity/images/stories/virtuemart/category/images/stories/virtuemart/productshirt5.png

English (en-GB) Product Category Form Images Affiliate Category Pairin

PRODUCTS

- Product Categories
- Products
- Custom Fields
- Inventory
- Taxes & Calculation Rules
- Reviews & Ratings

ORDERS & SHOPPERS

MANUFACTURERS

SHOP

CONFIGURATION

TOOLS

VirtueMart 3.0.17.4

Ceneo Category
Ceneo Pairing Category: Prezenty

Google Category
Google Pairing Category:
Sporting Goods > Outdoor Recreation > Hunting & Shooting > Paintball & Airsoft > Paintball

- Sporting Goods > Outdoor Recreation > Hunting & Shooting > Hunting > Wildlife Attractants > Hunting & Wildlife Calls
- Sporting Goods > Outdoor Recreation > Hunting & Shooting > Hunting > Wildlife Attractants > Hunting & Wildlife Decoys
- Sporting Goods > Outdoor Recreation > Hunting & Shooting > Hunting > Wildlife Attractants > Wildlife Bait, Feed & Minerals
- Sporting Goods > Outdoor Recreation > Hunting & Shooting > Paintball & Airsoft
- Sporting Goods > Outdoor Recreation > Hunting & Shooting > Paintball & Airsoft > Airsoft
- Sporting Goods > Outdoor Recreation > Hunting & Shooting > Paintball & Airsoft > Airsoft > Airsoft Gun Parts & Accessories
- Sporting Goods > Outdoor Recreation > Hunting & Shooting > Paintball & Airsoft > Airsoft > Airsoft Gun Parts & Accessories > Airsoft Gun Batteries
- Sporting Goods > Outdoor Recreation > Hunting & Shooting > Paintball & Airsoft > Airsoft > Airsoft Guns
- Sporting Goods > Outdoor Recreation > Hunting & Shooting > Paintball & Airsoft > Airsoft > Airsoft Pellets

Sporting Goods > Outdoor Recreation > Hunting & Shooting > Paintball & Airsoft > Paintball

View Site 0 Visitors 2 Administrators 0 Log out Joomla! 3.6.0 © 2016 Test VM2.2 javascriptvoid(0) 18:14 2.8.2016