



EIS Setup and Showcase E-commerce System: Magento

Final Presentation

Group Members:

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Project Overview

■ **Magento CE Setup**

- Electronics E-Store: ROMIS e-shop
- Social media / RDFa extensions: Msemantic / Beetailer
- D2RQ data publication: Magento DB Publisher

■ **Documentation**

- Pinpoint Magento CE guides
- Focus on extensions and data conversion

■ **Testing**

- Usability and Software tests

Roles in our group

■ **Rose-Mary**

- Promotion and Customer (documentation)
- Usability testing / Magento Extensions

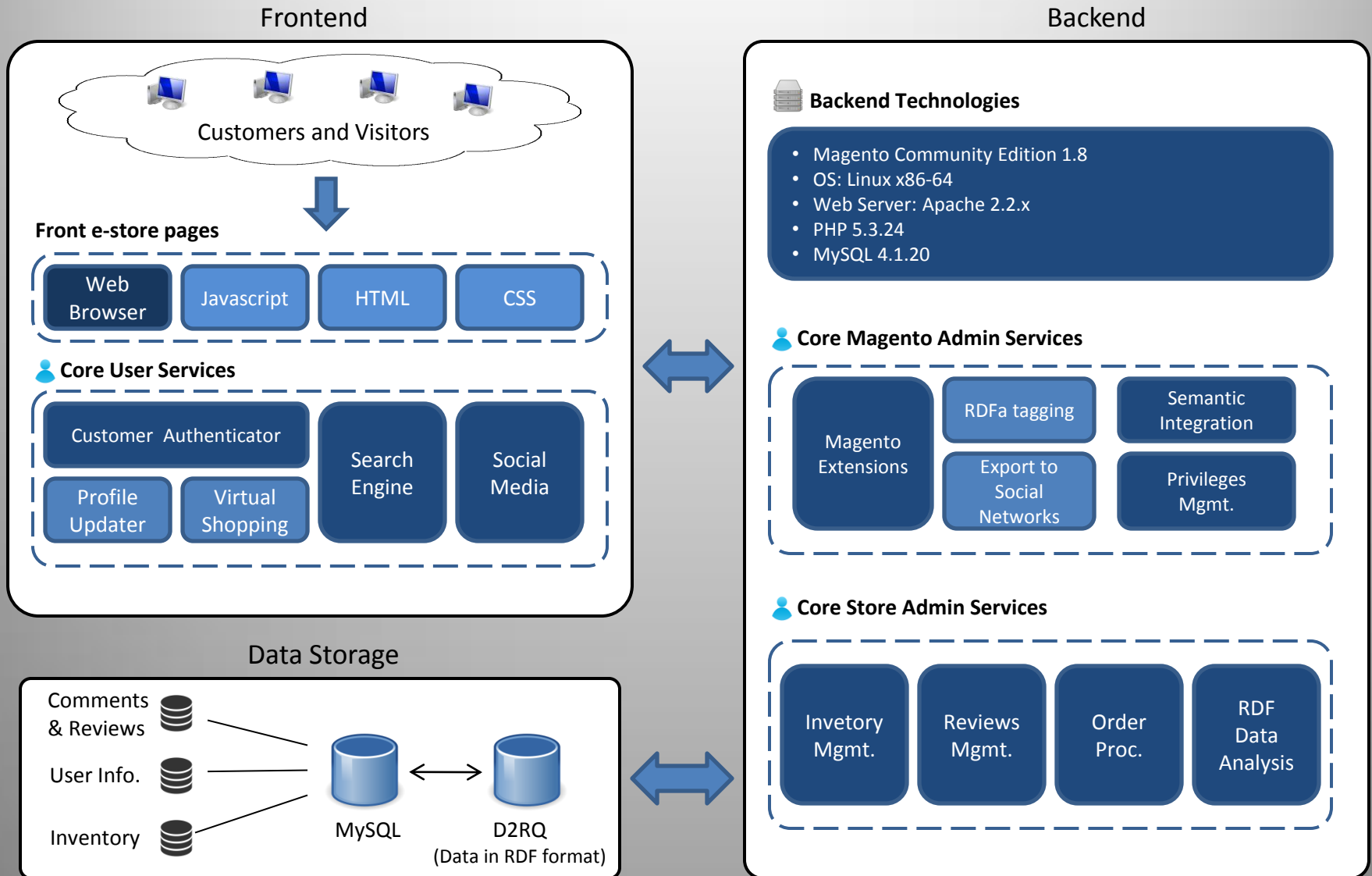
■ **Samuel**

- Reports and Mobile (documentation)
- Virtual Machine setup / Frontend e-store

■ **Cristobal**

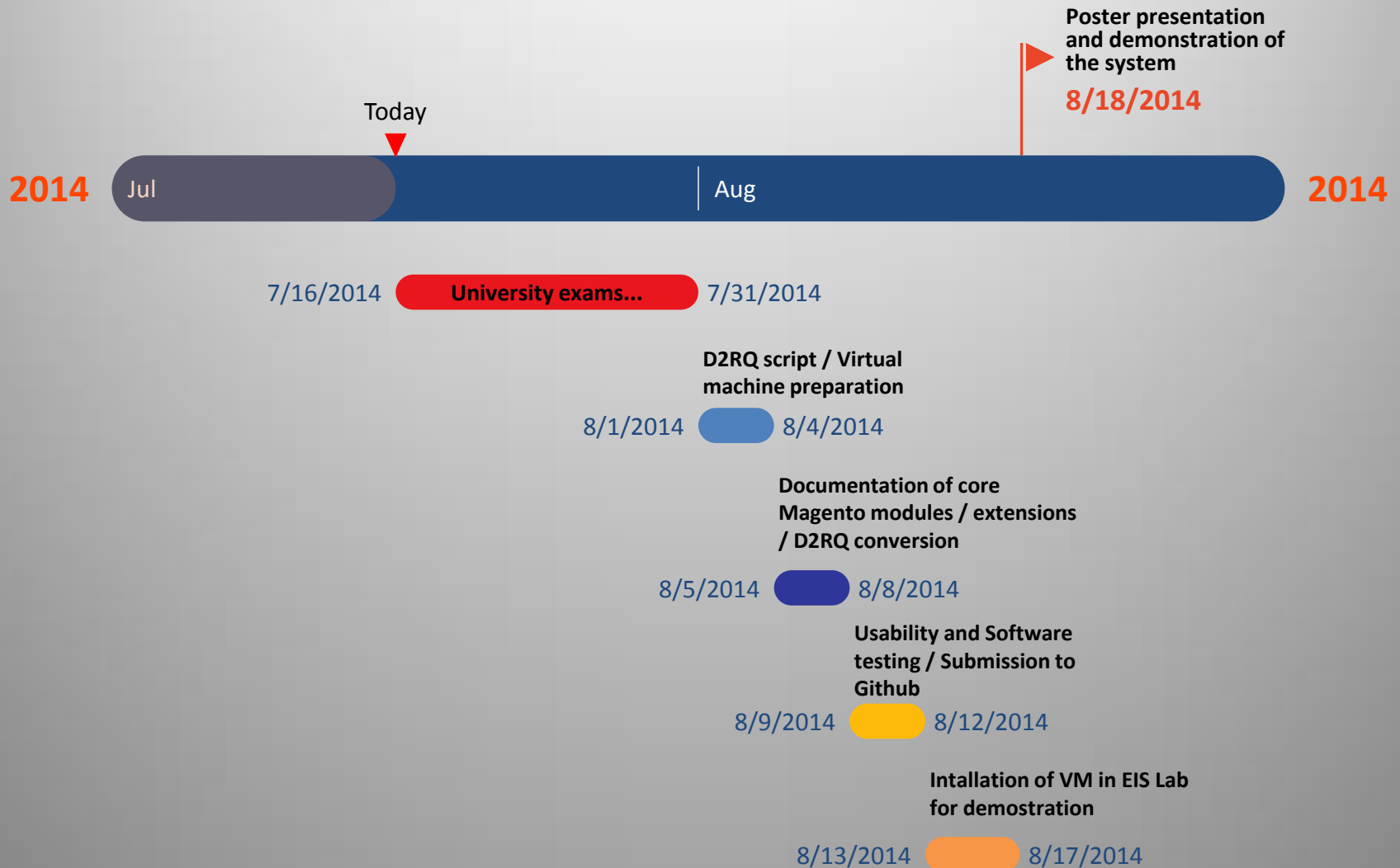
- Sales and Catalog (documentation)
- Magento DB Publisher – Data conversion

Architecture



Remainder efforts

Time plan



Magento Connect

- a marketplace that allows Magento community members and partners to
- share their open source or commercial contributions
- About 5,000 extensions including community and commercial extensions
- Extensions are installed using the Magento Connect Manager

The screenshot displays the Magento Connect Manager interface. At the top, the header reads "Magentoconnect MANAGER" with "connect" in orange. Below the header, there are two tabs: "Extensions" and "Settings". To the right of the tabs are two links: "Return to Admin" and "Log Out".

The "Settings" section is active and contains the following options:

- ☒ Put store on the maintenance mode while installing/upgrading/backup creation
- ☐ Create Backup Database (dropdown menu)

The "Install New Extensions" section follows, with two numbered steps:

- 1 Search for modules via [Magento Connect](#).
- 2 Paste extension key to install: Install

The "Direct package file upload" section is at the bottom, with two numbered steps:

- 1 Download or build package file.
- 2 Upload package file: Choose File No file chosen Upload

Beetailer

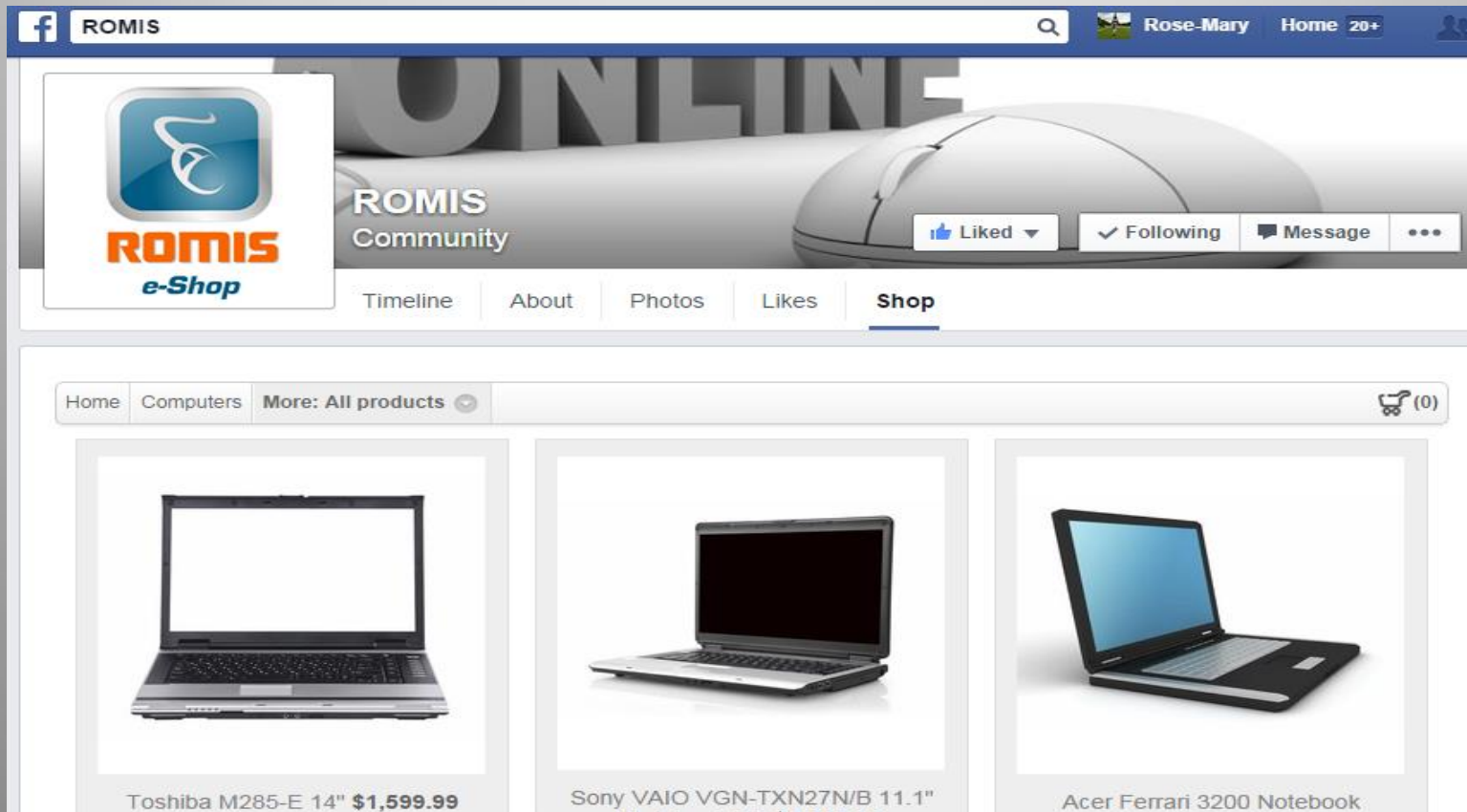
Social Commerce Platform



- Beetailer integrates your Magento store with Facebook, Twitter and Google+, pinterest
- customers can shop inside Facebook but they check out in the regular store.
- Hosted as a service
- Marketing tools – ability to schedule products to be posted in your wall at predefined time intervals, minimizing time required to manage your online Facebook presence.

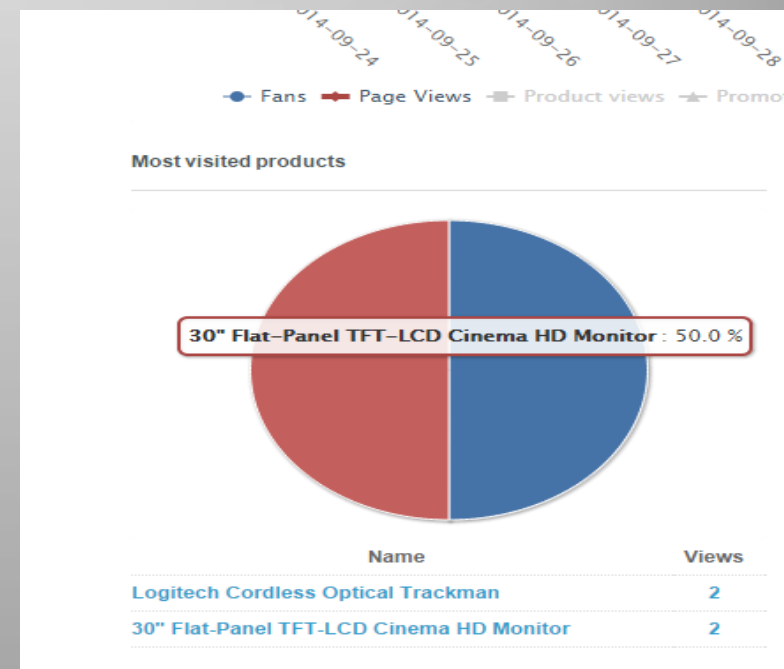
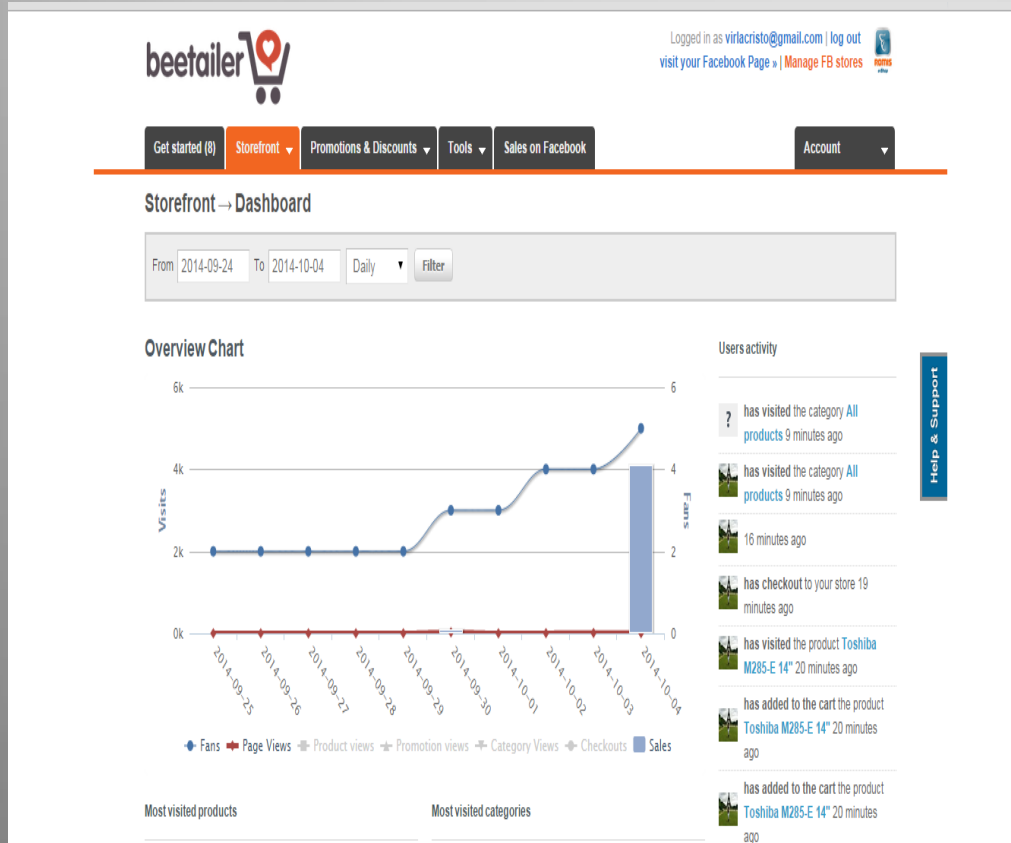
Beetailer

- Integrates with your existing store
- No need to re-enter or migrate your product data



Beetailer

- Detailed statistics detailed historical information about the preferences and behaviour of visitors



Msemantic: Semantic SEO for Rich Snippets in Google and Yahoo



- The work on MSemantic is partly supported by the German Federal Ministry of Research as part of the Intelligent Match project
- adds rich data-markup to your shop pages to enable search engines to display richer item previews
- it can take between 2 - 8 weeks before Google will show Rich Snippets for your pages, depending on the general ranking of your site, and other factors.
- One must submit the URI of the to the GoodRelations Notification Service at
- <http://gr-notify.appspot.com> to help search engines find and update products easily.

MSemantic

How it works

SEO Effects of GoodRelations in RDFa

1. Rich Snippets in Google (up to 30 % higher Click-Through-Rate)

Hepp Research Personal SCSI Controller Card

★★★★★ 99 reviews - \$99.99 - in stock

The Hepp Research Personal SCSI is a 16-bit add-on card that allows attaching up to seven SCSI devices to your computer. Designed in 1991 by Martin Hepp, the maker of the GoodRelations vocabulary for e-commerce.

www.hepp-research.com/commercecollator - [Cached](#) - [Similar](#)



→ More clicks!

★★★★★ 99 reviews - \$99.99 - in stock

Reviews, currency, price and availability

2. Your shop sends precise relevance signals to Google, Yahoo, and Bing

plus up to 20 additional signals

- Prices
- Inventory Level
- Pictures
- Reviews
- Payment Methods
- Eligible Countries
- etc.

→ Better ranking for specific queries!

Msemantic – testing our installation

- Using Google's structured data testing tool to test the effect of the MSemantic extension on ROMIS webstore

The screenshot shows the Google Structured Data Testing Tool interface. At the top left is the Google logo, and at the top right is the user profile '+Rose-Mary'. Below the logo is the 'Webmaster Tools' section. On the left sidebar, there are links for 'Home', 'Structured Data Testing Tool' (which is highlighted with a red vertical bar), and 'Structured Data Markup Helper'. Under 'Help with:', there are links for 'Troubleshooting' and 'Help Center'. The main content area is titled 'Structured Data Testing Tool' and has two tabs: 'URL' (selected) and 'HTML'. Below the tabs is a text input field containing the URL 'http://test01.cristoleiva.com/'. To the right of the input field are a red 'PREVIEW' button and a grey 'Examples' button with a dropdown arrow. Below the input field, a message says: 'Select the HTML tab to view the retrieved HTML and experiment with adjusting it.' Below this message are two tabs: 'Google search results' (highlighted with a red bar) and 'Google Custom Search'. Under the 'Google search results' tab, there is a 'Preview' section. The preview shows a search result for 'Venus Hitech' with the URL 'test01.cristoleiva.com/'. Below the URL, a message states: 'The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.'

Google

+Rose-Mary

Webmaster Tools

Home

Structured Data Testing Tool

Structured Data Markup Helper

Help with:
[Troubleshooting](#)
[Help Center](#)

URL HTML

PREVIEW

Examples ▾

Select the HTML tab to view the retrieved HTML and experiment with adjusting it.

Google search results Google Custom Search

Preview


Venus Hitech

test01.cristoleiva.com/

The excerpt from the page will show up here. The reason we can't show text from your webpage is because the text depends on the query the user types.

MSemantic

- Results obtained from Google's structured data testing tool



Webmaster Tools

[Home](#)

[Structured Data Testing Tool](#)

[Structured Data Markup Helper](#)

Help with:

[Troubleshooting](#)

[Help Center](#)

Extracted structured data

rdfa-node

type:	BusinessEntity
relationship:	
name:	adr
child:	
type:	Address
property:	
country-name:	United States
href:	http://test01.cristoleiva.com/#address
name:	url
href:	http://test01.cristoleiva.com/
name:	offers
child:	
type:	Offering
relationship:	
name:	isDefinedBy
href:	http://test01.cristoleiva.com/
name:	eligibleCustomerTypes
href:	http://purl.org/goodrelations/v1#Enduser
property:	
validFrom:	2014-08-17T15:10:07-08:00

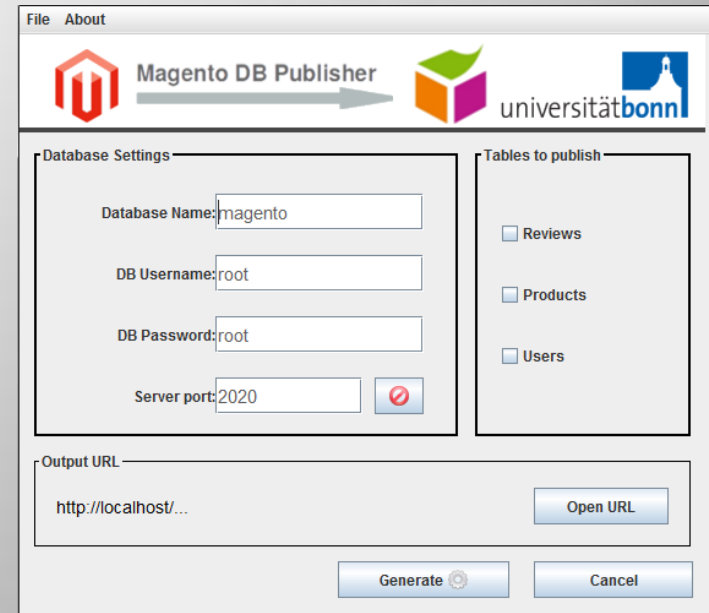
Magento DB Publisher

■ Overview

- Standalone Java Application
- Based on D2RQ Server
- HTML / RDF Publication

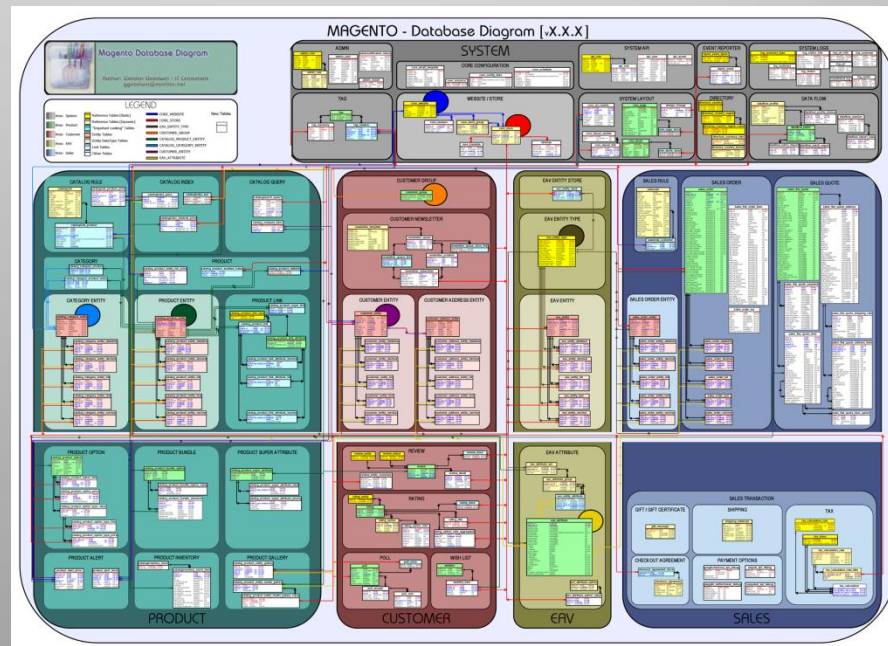
■ System Requirements

- Linux x86, x86-64
- Apache Web Server
- MySQL 5.1+
- Working Magento 1.7+ installation



Magento DB Structure

- The Magento "EAV" Data Model
- around 300 tables that covers information from users to catalogs and products.



D2RQ Server

- D2RQ Server is a tool for publishing the content of relational databases on the Semantic Web, a global information space consisting of Linked Data.

The screenshot shows a web browser window with the address bar displaying 'localhost:2020'. The page title is 'Start Page | D2R Server'. The main content area has a green header with the text 'D2R Server' and 'Running at http://localhost:2020/'. Below this is a navigation bar with links: Home, catalog_category_entity, catalog_category_entity_datetime, catalog_category_entity_decimal, catalog_category_entity_int, catalog_category_entity_catalog_product_entity, core_store, core_url_rewrite, eav_attribute, review, review_detail, review_entity, review_entity_summary, review_status, and review_store. The main body of the page is divided into sections: 1. HTML View, 2. RDF View, and 3. SPARQL Endpoint. Each section provides instructions on how to access the database and includes a URL for the SPARQL endpoint.

Start Page | D2R Server x +

localhost:2020

D2R Server
Running at <http://localhost:2020/>

Home | [catalog_category_entity](#) [catalog_category_entity_datetime](#) [catalog_category_entity_decimal](#) [catalog_category_entity_int](#) [catalog_category_entity_catalog_product_entity](#) [core_store](#) [core_url_rewrite](#) [eav_attribute](#) [review](#) [review_detail](#) [review_entity](#) [review_entity_summary](#) [review_status](#) [review_store](#)

This is a database published with D2R Server. It can be accessed using

1. your plain old web browser
2. Semantic Web browsers
3. SPARQL clients.

1. HTML View

You can use the navigation links at the top of this page to explore the database.

2. RDF View

You can also explore this database with **Semantic Web browsers** like [Disco](#) or [Marbles](#). To start browsing, open this entry point URL in your Semantic Web browser:

<http://localhost:2020/all>

3. SPARQL Endpoint

SPARQL clients can query the database at this SPARQL endpoint:

<http://localhost:2020/sparql>

The database can also be explored using [this AJAX-based SPARQL Explorer](#).

Thank you