**Botify LogAnalyzer OCAPI Integration Guide**

***Version*** *20.1.0*



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# Introduction to Open Commerce API

The Open Commerce API (OCAPI) enables you to access SFCC resources using HTTP requests and HTTP responses. Each resource is addressed by its unique URL, which includes the API version. Data is transported using request or header parameters, or within the request body as a JSON document with a defined structure. OCAPI is divided into different APIs:

* The Shop API allows a client to interact with the system as a shop customer or as an agent shopping on behalf of a customer
* The Data API gives create/read/update/delete access to system resources
* The Meta API is used to retrieve a formal description of the Open Commerce API, including custom attributes

# Botify Overview

Botify is the leading enterprise SEO platform that helps enterprise ecommerce brands turn organic search into a sustainable and profitable channel for revenue. Botify’s full-funnel methodology and platform include:

* **Botify Analytics:** unified data model providing insights from all stages of the search process
  + Botify Analytics combines crawl data (Botify SiteCrawler) for the most robust view into the technical health of a website, webserver log files (Botify LogAnalyzer) to understand exactly what webpages a search engine see, actual searcher queries (Botify RealKeywords) to learn how users are actually finding a website, and web analytics (Botify EngagementAnalytics) to understand the revenue impact of SEO
* **Botify Intelligence**: prescriptive insights and prioritized actions based on the greatest impact
* **Botify Activation:** automated SEO actions to accelerate your website and implement SEO optimizations in one click.

# Botify Cartridge Overview

The Botify cartridge leverages the Data API to secure webserver logs for integration into Botify LogAnalyzer\*. The Botify package contains following two resources:

1. Integration Guide: this document will guide the end users through the setup process to enable the integration process between Botify servers and SFCC servers. The end user will generate credentials for Botify, at which point Botify will automate the integration. The guide also lists the configurations needed on SFCC end to establish a secure connection between the servers.
2. Postman Collection: Since the Botify service relies entirely on OCAPI-based connectivity, the cartridge package also contains a set of postman services which can be used to test and validate SFCC OCAPI configurations. The steps needed to install and configure the postman collection are included in this document

*\*Note: Botify LogAnalyzer typically analyzes crawl (using ‘useragent’) and visits (using ‘referrer’) data from the webserver log files, but for this integration Botify will only report on crawls as the referrer information is not available in OCAPI. Salesforce Commerce Cloud customers are encouraged to make a request directly to Salesforce to add referrer in the logs.*

The resources in this package (documentation and postman collection) have been tested and verified on OCAPI version 20.4.

# Integration Diagram

A screenshot of a cell phone

Description automatically generated

This integration diagram highlights the communication between the Botify server and various SFCC resources:

* API Request 1: The Botify server initiates an oAuth request by passing a valid, registered client id and password. The request is made to SFCC oAuth server at account.demandware.com
* API Response 2: The SFCC oAuth server validates the client id and password and returns an oAuth token
* API Request 3: The Botify server then makes a POST call to SFCC servers to initiate a WAF log fetch request. The Botify server will pass the oAuth token received in #2 as a Bearer token. Botify server will also need to pass the domain/zone of the client and a time frame for which the logs are required
* API Response 4: The SFCC server will validate the request using the Bearer token supplied and if the request is accepted, will return with:
  + LogFetch Request ID
  + LogFetch operation status
  + LogFetch URL (if the status = “finished”)
* API Request 5: If the status of the LogFetch operation in response #4 is pending, the Botify server will make a GET request to SFCC to check the status of the operation
* API Response 6: Once the LogFetch operation has finished, the SFCC server will respond with status = “finished” and a URL to download the WAF logs
* API Request 7: Once the Botify server receives the URL to fetch logs, it will make a request to eCDN server to download and parse the WAF logs

# Integration Guide

## Generate API Client ID

The Open Commerce API requires that each client (in this case, Botify server) have a client ID. The client must append this ID to the URLs they use to interact with the Open Commerce API. The client ID is also required to generate oAuth token. To add a client ID, an administrator on the SFCC merchant side will have to perform the following steps:

1. Log into Account Manager <https://account.demandware.com/>
2. Click **API Client**. The API Clients page will open, showing a list of client IDs and, for each ID, a related display name. The display name is a human readable value that identifies the client
3. Click **Add API Client**. The Add API Client page will open
4. Enter **Display Name**, **Password**, and **Confirm Password**
5. Click **Add**

## Configure API Client ID

The above generated client ID is now ready to be configured in SFCC environment which needs to connect with Botify server. To configure a client ID, an administrator on the SFCC merchant side will have to perform the following steps

1. Log into Business Manager
2. Click **Administration > Site Development > Open Commerce API Settings**
3. From the dropdown, select Type as **Data**
4. Select Context as **Global** (organization-wide)
5. Add the following configuration JSON in the text-area

|  |
| --- |
| 1. { 2. "\_v": "20.4", 3. "clients": [ 4. { 5. "allowed\_origins": [ 6. "https://development-web-client.demandware.net" 7. ], 8. "client\_id": "aaaaaaaaaaaaaaaaaaaaaaaaaaaaaa", 9. "resources": [ 10. { 11. "methods": [ 12. "post" 13. ], 14. "read\_attributes": "(\*\*)", 15. "resource\_id": "/log\_requests/ecdn", 16. "write\_attributes": "(\*\*)" 17. }, 18. { 19. "methods": [ 20. "get" 21. ], 22. "read\_attributes": "(\*\*)", 23. "resource\_id": "/log\_requests/ecdn/{id}", 24. "write\_attributes": "(\*\*)" 25. } 26. ] 27. } 28. ] 29. } |

**NOTE**: replace the allowed\_origins and client\_id with your SFCC domain and client id

## Contact Botify

After API Client ID is configured, contact the Botify team and send:

* Client ID
* Password
* Zone ID

Upon receipt, Botify will complete setup and pull the logs through the API on a recurring basis.

# Postman Collection Installation

For testing only: since the Botify service relies entirely on OCAPI-based connectivity, the cartridge package also contains a set of postman services which can be used to test and validate SFCC OCAPI configurations.

1. Open Postman app
2. Click **Import**
3. Select **Upload Files** and browse and select the “Botify.postman\_collection.json” that came as part of this package
4. Once the collection is imported, click the … icon next to the Botify collection in postman
5. Select **Edit**. The Edit Collection screen will appear
6. Click on **Variables**
7. Here is the list of collection level variables that will need to be set specific to your environment
   * env: Enter your SFCC instance URL, without HTTPS:// and trailing slash
   * client\_id: App Client ID generated for Botify Integration
   * client\_pwd: App Client Password
   * zone\_name: the domain/zone for which WAF logs needs to be accessed
   * start\_time: Start time for the log request time frame
   * end\_time: Endtime for the log request time frame
8. The postman collection contains three APIs that can be executed in the sequence listed below to replicate Botify API invocation sequence
   * OAuth: This request generates the OAuth token and saves it in a local variable that gets used by the following two APIs
   * Request Logs: This request submits the LogFetch request to SFCC server and save the received logRequestId in a local variable to be used by the following API
   * Fetch Logs: This request fetches the status of the logRequestId that was initiated in the previous API

# Error Handling

This section describes the various error codes you may receive during this integration

1. invalid\_client: The client id used in the request is not valid
2. InvalidAccessTokenException: The bearer token used in the request is invalid or expired
3. ZoneNotFoundException: The zone used in post log request is not valid
4. EcdnLogFetchRequestNotFoundException: The logFetchRequestId passed in the API is incorrect

# Release History

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| --- | --- | --- |
| **Version** | **Date** | **Changes** |
| 20.1.0 | 07-02-2020 | - Initial document |