FACT-Finder®
Europe's leading conversion engine

FACT-Finder® for Magento Installation Manual

Three steps for more sales in online shop.

Website: www.fact-finder.com
Blog: www.fact-finder.com/blog/
Twitter: http://twitter.com/#!/fact_finder
Facebook: www.facebook.com/eCommerce.search

About FACT-Finder

FACT-Finder is the perfect solution for search, navigation, and merchandising in online shops. Being error-tolerant and independent of language, FACT-Finder quickly leads shop visitors to the right product increasing usability, conversion rate and turnover.

More than 1,000 online shops successfully use FACT-Finder globally. This market expansion, positions FACT-Finder as Europe's market leader for search and navigation in online shops. FACT-Finder is known for cutting edge search algorithms, intelligent category, and facetted navigation,– error-tolerant, independent of language and with high-performance functions for merchandising and analysing.

If you are not yet a FACT-Finder customer, we would like to invite you to a free 30-day trial. Please call us at **+44 20 30 08 7715** or write an e-mail at info@fact-finder.com.

About this extension

FACT-Finder's Magento extension makes integrating FACT-Finder into your Magento-based online shop very easy. It takes just a few steps to automatically download and install the module from the Magento Connect download area. This document will help you implement FACT-Finder's numerous search features, including features specific to the FACT-Finder Magento module, quickly and easily.

The FACT-Finder module has been developed and tested for all Magento versions, including:

- **Community Edition 1.4.1.1 +**

- **Professional Edition 1.9.0.0 +**

- **Enterprise Edition 1.9.0.0 +**

Installing FACT-Finder Magento module

This manual shows how to install and set up the Magento FACT-Finder module in just 3 steps. Programming skills are not necessary, however, certain basic knowledge about Magento configurations may facilitate the installation.
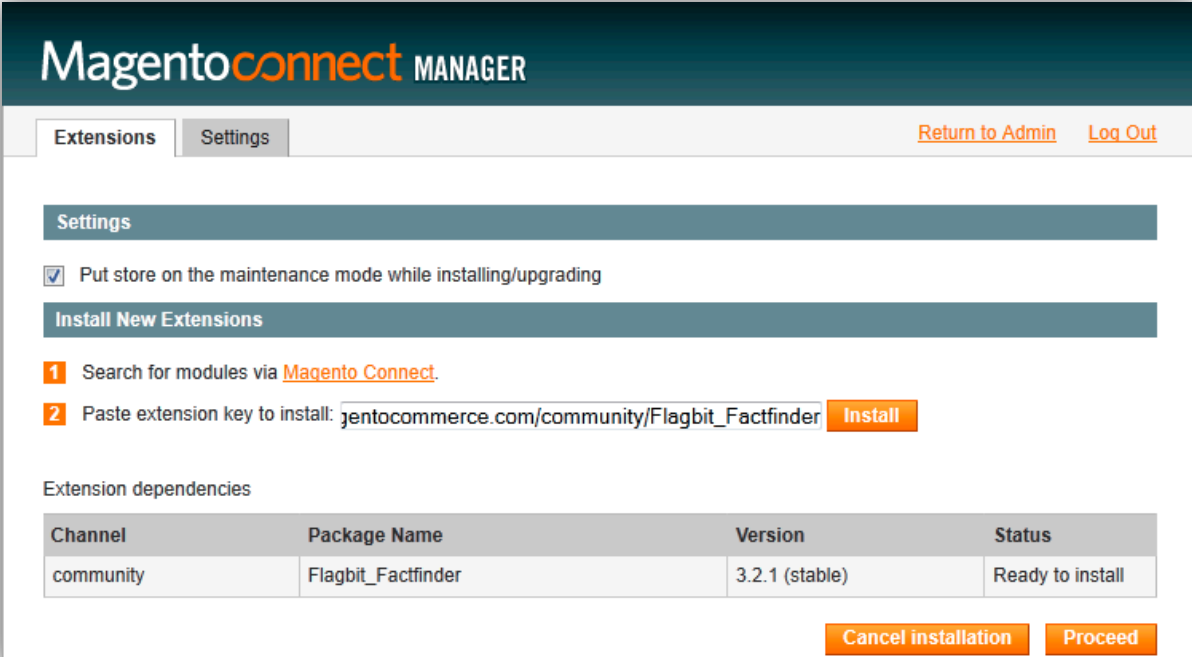
If you have questions or problems, please contact our support: **+49 (0)7231 / 125 97 0** or write an e-mail at support@fact-finder.com.

1. Downloading the module from Magento Connect

The download process may easily be handled by the Magento Connection Manager[1], which may be found in the system tab of the backend menu[2]. In the form shown below, you can install new modules by entering their extension keys. Please enter the following FACT-Finder extension key:

```
http://connect20.magentocommerce.com/community/Flagbit_Factfinder
```

in Magento Connect and then click on „Install"[3].

---

[1] May be available only in the Magento Community Edition.
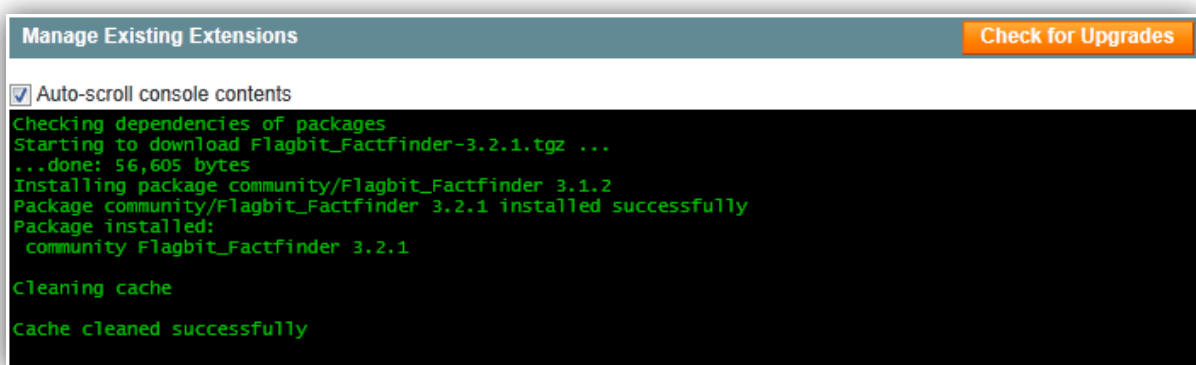[2] You may need to verify your user name and password to start the Magento Connect Manager.
[3] In this manual, we assume that the Magento Connect Manager 2.0 is used which was introduced in version 1.5.0.0 (Community Edition) or 1.10.0.0 (Enterprise Edition). In Magento Connect Manager 1.0, the extension key is the following: magento-community/Flagbit_Factfinder.

Magento will now connect to the Magento Connect server and list all modules necessary for the installation. Normally, a display, as shown above, will appear. The version numbers may differ with current changes. If you then select "Proceed", the Magento Connect Manager will start downloading the necessary files and subsequently perform the installation.

To avoid problems in carrying out this step, the web server needs sufficient write permissions to the Magento registers. If the message „Warning: Your Magento folder does not have sufficient write permissions." is displayed at the upper end of the form, please verify your settings or contact your system administrator, if needed.

The Magento Connect Manager now skips to the bottom of the page and shows a protocol of the downloading or installation process. The following screenshot shows an example of a successful installation.

If the installation is displayed as having been successful, then the installation process via Magento Connect was successful, and you may return to Magento's administration interface.

2. Configuring the module

After returning to the admin interface, you need to configure the FACT-Finder module for service by switching to the Magento configuration interface, which may be found in the menu under System -> Configuration[4].

A new item has been added within the configuration area to the catalogue section in the menu on the left side of the window. After choosing the FACT-Finder tab in the catalogue section, the following window will be displayed[5].

Each of the options shown will be treated separately in the following section. After all options have been properly set, save the configuration by clicking on "Save Config" in the upper right corner of the form.

---

[4] During installation, the module adds new access rights to the system. If the configuration utility or the FACT-Finder area within the utility are not displayed, you may need to log out and log back into the admin interface, because the system reloads the configuration data during the login process.

[5] Depending on the settings, the option group "General Settings" may be closed. Open the option group by clicking on the green bar.

3. Using the new options

At this point, the installation has already been completed; you may now take advantage of FACT-Finder's new capabilities. In the following, each of the configuration options will be described briefly below.

FACT-Finder Access Data

Enabled	Shows whether the FACT-Finder module is currently active or not. With multi-store systems, it may be activated for certain areas and deactivated in others. When enabling the module, a basic module test will be performed, such as checks regarding incompatibilities with other modules.
Server URL	URL of the FACT-Finder server, for example, "magento.fact-finder.de".
Server Port	Server port of the FACT-Finder server, such as "8080".
Context Name	Search context for the current shop. Each store view normally has its own search context.
User Name	User name for communicating with the FACT-Finder server.
Password	Password for communicating with the FACT-Finder server.
Channel	Multiple search indexes may be stored within one FACT-Finder server. Each channel offers access to one of those indexes.
Language	During transmission of search results, the FACT-Finder system also transfers text information. The input box Language permits selecting the language of this text. If no language is selected, FACT-Finder will automatically transfer the language which is preferred by the browser.
Authentication Type	The Authentication Type defines the security level during transmission of FACT-Finder information between the shop's web server and the FACT-Finder server. It is recommended to select the level "advanced". The level must correspond to the configuration in FACT-Finder.

Advanced Authentication Prefix	Security certificate for transmissions between the web server and the FACT-Finder server. Only applies for authentication type "advanced", and must correspond to the setting on FACT-Finder pages.
Advanced Authentication Postfix	Security certificate for transmissions of information between the web server and the FACT-Finder server. Only applies for authentication type "advanced", and must correspond to the setting on FACT-Finder pages.

FACT-Finder Export Configuration

Export Images and Deeplinks	Determines whether images or deeplinks should be determined during the export and whether they should be transferred to FACT-Finder. This allows the automatic completion to display images and direct links to the results of the current search during the entry. However, this option may lead to a higher use of the server's capacity during the export.
Track Shopping Cart Events	Determines whether information should be collected and transferred to FACT-Finder telling which products the users put into the shopping cart. This improves search results as well as upselling and cross-selling entries.
Track Sold Products	Determines whether information should be collected and transferred to FACT-Finder telling which products the users put into the shopping cart. This improves search results as well as upselling and cross-selling entries. WARNING: For the transmission of the sold products to FACT-Finder, the Magento-CronJob mechanism must be working. In the following, you will find an explanation how to install it.

FACT-Finder Config Data

Product Identifier	Defines which product attribute should be used to identify each product. Options are the product ID or its stock keeping unit.
Use Proxy for Suggest	Specifies whether JavaScript should be sent to FACT-Finder directly, or via the web server, to get keyword suggestions.

Use FACT-Finder for Layered Navigation	If this option is enabled, Magento directly gets each entry of the Layered Navigation from FACT-Finder. This leads to a higher quality of the entries and a better performance. WARNING: Enabling this option might cause additional costs.
Use Proxy for Automatic Completion	Specifies whether JavaScript should be sent to FACT-Finder directly, or via the web server, to get keyword suggestions.
Use FACT-Finder for Up-sellings	In general, up-sellings are displayed at the product detail page in order to suggest other products that could be interesting for the user. By enabling this option, the standard upselling display is filled with products by FACT-Finder's Recommendation Engine. For the optimal use of the Recommendation Engine, you should enable the extended tracking mechanisms (Track Shopping Cart Events and Track Sold Products).
Use FACT-Finder for Cross-sellings	Cross-sellings are generally displayed at the shopping cart page in order to suggest other products that could be interesting for the user. By enabling this option, the standard cross-selling display is filled with products by FACT-Finder's Recommendation Engine. For the optimal use of the Recommendation Engine, you should enable the extended tracking mechanisms (Track Shopping Cart Events and Track Sold Products).

Frequent problems and questions

How can I verify if my FACT-Finder settings are working?

A first verification is already carried out during configuration. Once you enable the FACT-Finder search in the configuration and save the settings, the module will carry out a test search in the background. If this test search could not be carried out successfully, a message is displayed; in most cases, a wrong setting is the reason for this problem. You can also use this mechanism to verify later if everything is fine just by sending the configuration again.

The configuration shows that everything is fine. But the frontend is showing Magento's standard search. What is wrong now?

The FACT-Finder module has closely been adapted to the Magento standard. For this, some functions have intentionally been changed, but in most cases we used the standard HTML templates of Magento. This should normally enable FACT-Finder to replace and improve the search results right after the installation.

If the outputs from FACT-Finder are not displayed, this can have several reasons which mainly are connected with the customizing in the particular Magento entity. The two most probable possibilities are:

- other modules have been installed in Magento changing the same functions, but being favored at the processing. These other modules must either be deactivated or a developer has to make adjustments.

- The layout and/or the templates have been changed in Magento, so that the FACT-Finder logics are no longer selected. The templates must either be adjusted or the templates/layouts must be reset to the system standard. You can test this case by deactivating the shop-specific themes in the tab General -> Design in the system configuration and carrying out a new test.

How do I have to set the Cron-Job in order to activate the order tracking?

Cron-Jobs help you complete recurring tasks. Magento offers the possibility to do several jobs via one central Cron-Job. You must have your (Linux) operating system regularly process the file cron.php with PHP. You can assure this by executing the following command in the command line:

```
crontab -e -u www-data
```

Crontab opens an editor helping you adjust the Cron-Job definitions in the Cron-Job index. The parameter -e opens the edit mode helping you see and change existing jobs as well as add new ones. The second parameter -u www-data opens the jobs of the user www-data. For www-data, you should enter the user of your web server, so that the jobs can be executed with the respective rights later.

Please enter the following line in the editor which is subsequently displayed:

```
*  *  *  *  *         /usr/bin/php /var/www/cron.php
```

This line will open the above mentioned cron.php every minute[6] and consequently also start and execute the FACT-Finder job. Please keep in mind to adjust the path leading to php (in this example: /usr/bin/php) and Magento (in this example: /var/www) to your system, if needed.

Once you save this setting and close the editor, the Cron-Job should automatically be installed and activated. In order to verify if everything is working, you can either check this in your Cron-Log, when activated, or for example by searching for current entries in the index cron_schedule of your Magento data base by using phpMyAdmin – if those entries exist, the job will be started correctly.

If you have further questions, please contact your system administrator.

We wish you a lot of success and a high conversion rate!

Your FACT-Finder team

---

[6] The five stars symbolize a time schedule which helps you define minutes, hours, days, months and weekdays of an execution. In this case, the job will be carried out at those optionally defined values, i.e. every minute. It is generally recommended to retain these settings.