FME Extensions

Extension for Magento 2

User Guide

INTENDED AUDIENCE

The content of this document is designed to facilitate the users - managers, supervisors, and others of **Product Feed** Extension for Magento 2. A step by step instruction has been added to this document to help users to install the extension on Magento 2.

This extension will only work on Magento 2. As a safe practice always backup your files and database before installing any extension on Magento. If you are looking for someone to install the extension, we can do it for you as well. Just go to the following link and let support know the order id to expedite the installation process.

Once you have installed please see the User Guide to help you understand how to use the extension to its full capacity. If you still have questions, feel free to contact us on our website.

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USER GUIDE

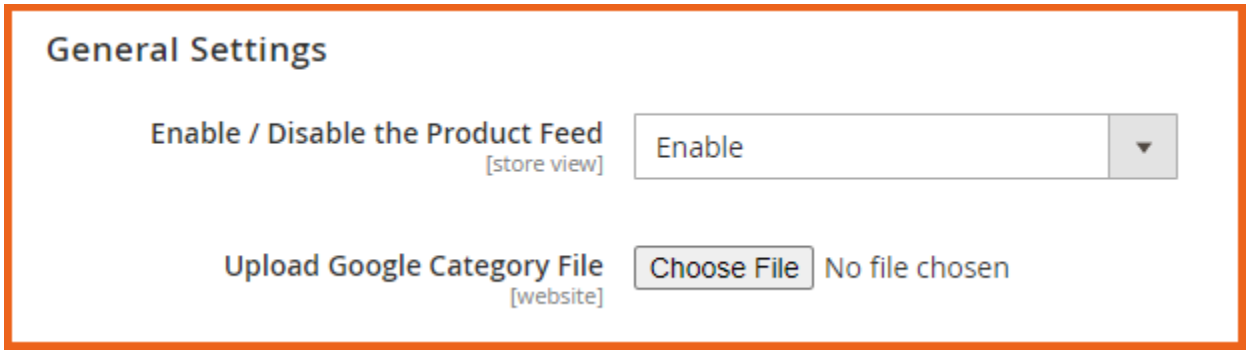
After installation of the extension, make sure the setup is upgraded and static-contents are deployed. Login to the admin panel and flush your Magento cache storage.

HOW TO CONFIGURE THE EXTENSION

At the back end, go to **FME Extensions > Configurations**. Here you will find the following settings:

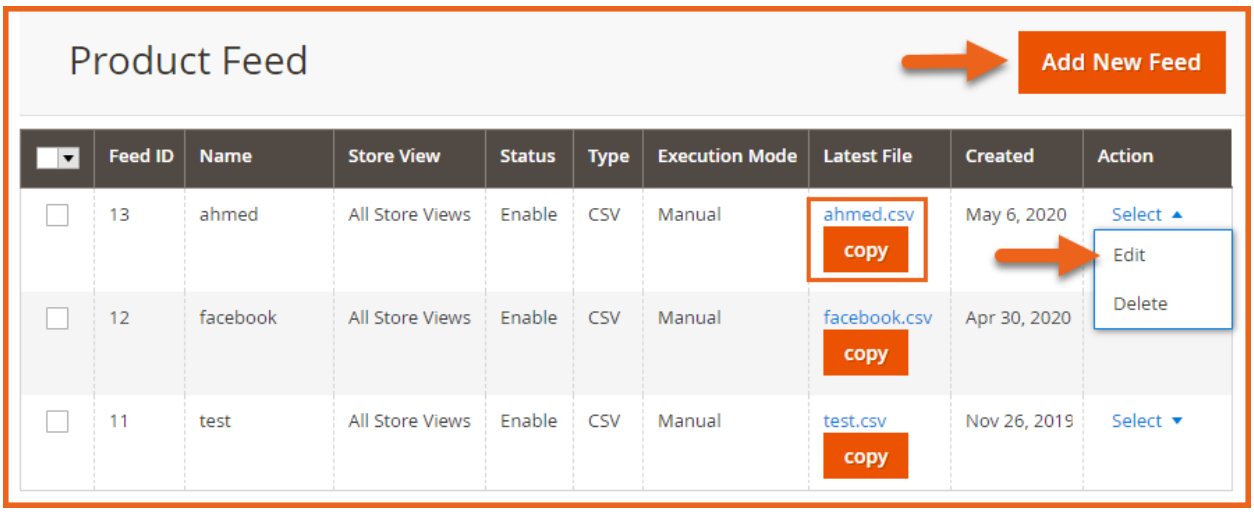
GENERAL SETTINGS

- **Enable/Disable the Product Feed:** Options to Enable or Disable the product feed module
- **Upload Google Category File:** Upload a Google category file (**Note:** Upload only CSV file type)



HOW TO CREATE PRODUCT FEEDS

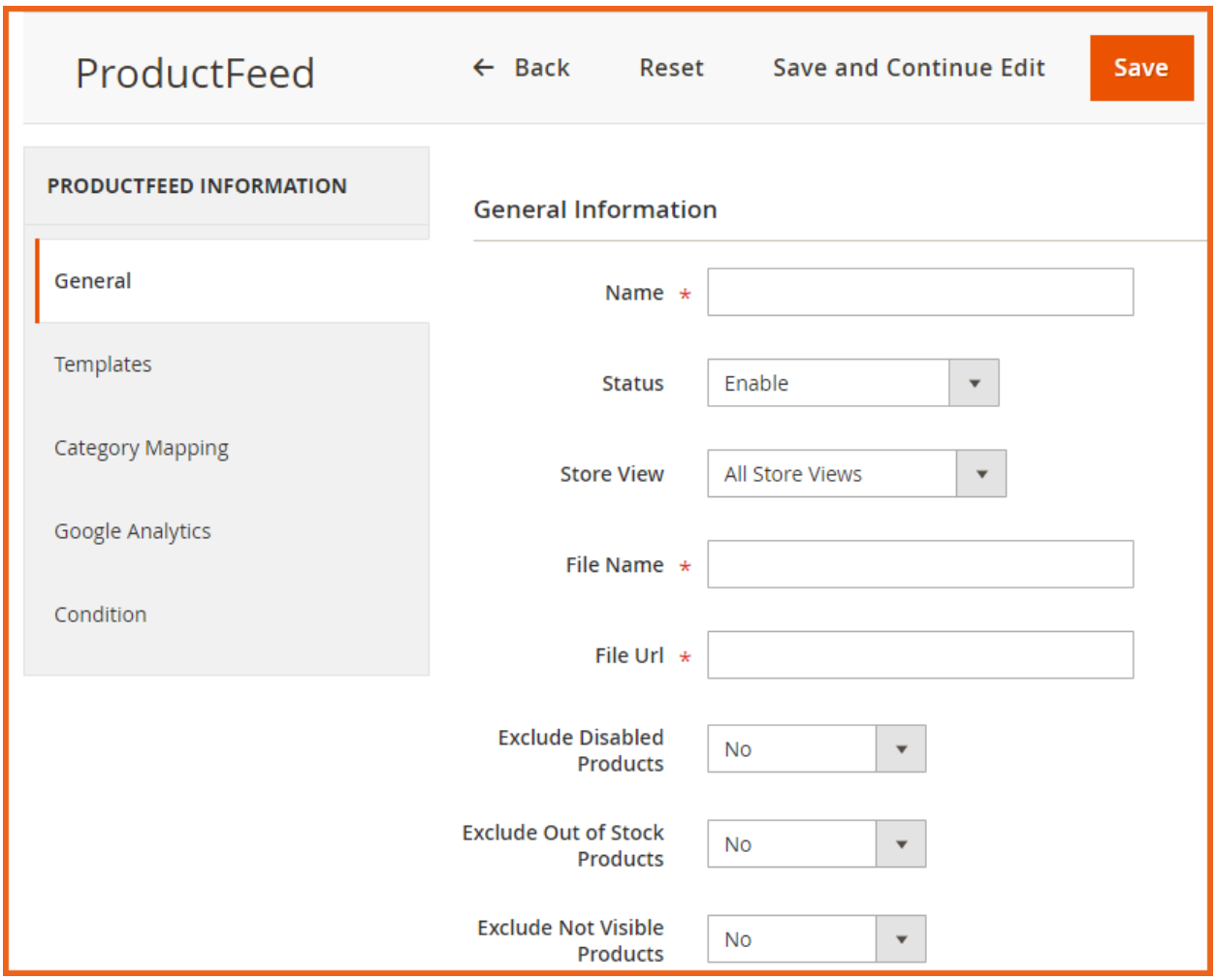
At the backend, go to FME EXTENSIONS > Manage Feeds. Here you will find all the product feeds in a grid. You can Edit any feed, download any previously created feed by clicking on the Copy button or click on the Add New Feed button to continue.



Here you will have to provide the following information:

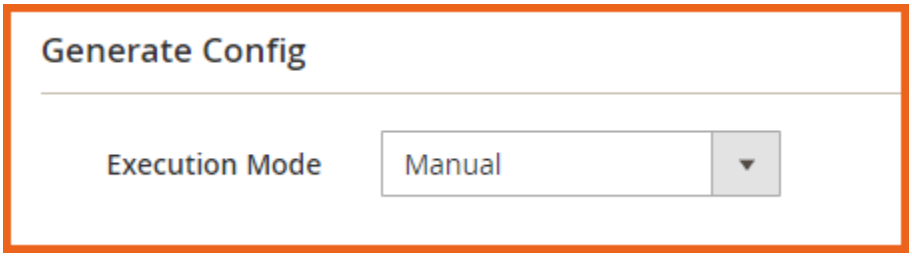
GENERAL INFORMATION

- Name: Enter a name for the product feed
- Status: Options to Enable or Disable the product feed
- Store View: Choose the store views on which you want to enable the product feed
- File Name: Enter a name for the file
- File URL: Provide URL of the file e.g. "/fme_productfeed/" or "/" for the base path (Note: path must be writeable)
- Exclude Disabled Products: Choose 'Yes' or 'No' to Include or Exclude the disabled products from the product feed
- Exclude Out of Stock Products: Choose 'Yes' or 'No' to Include or Exclude the Out of Stock products from the product feed
- Exclude Not Visible Products: Choose 'Yes' or 'No' to Include or Exclude the 'Not Visible Products' from the product feed



GENERATE CONFIG

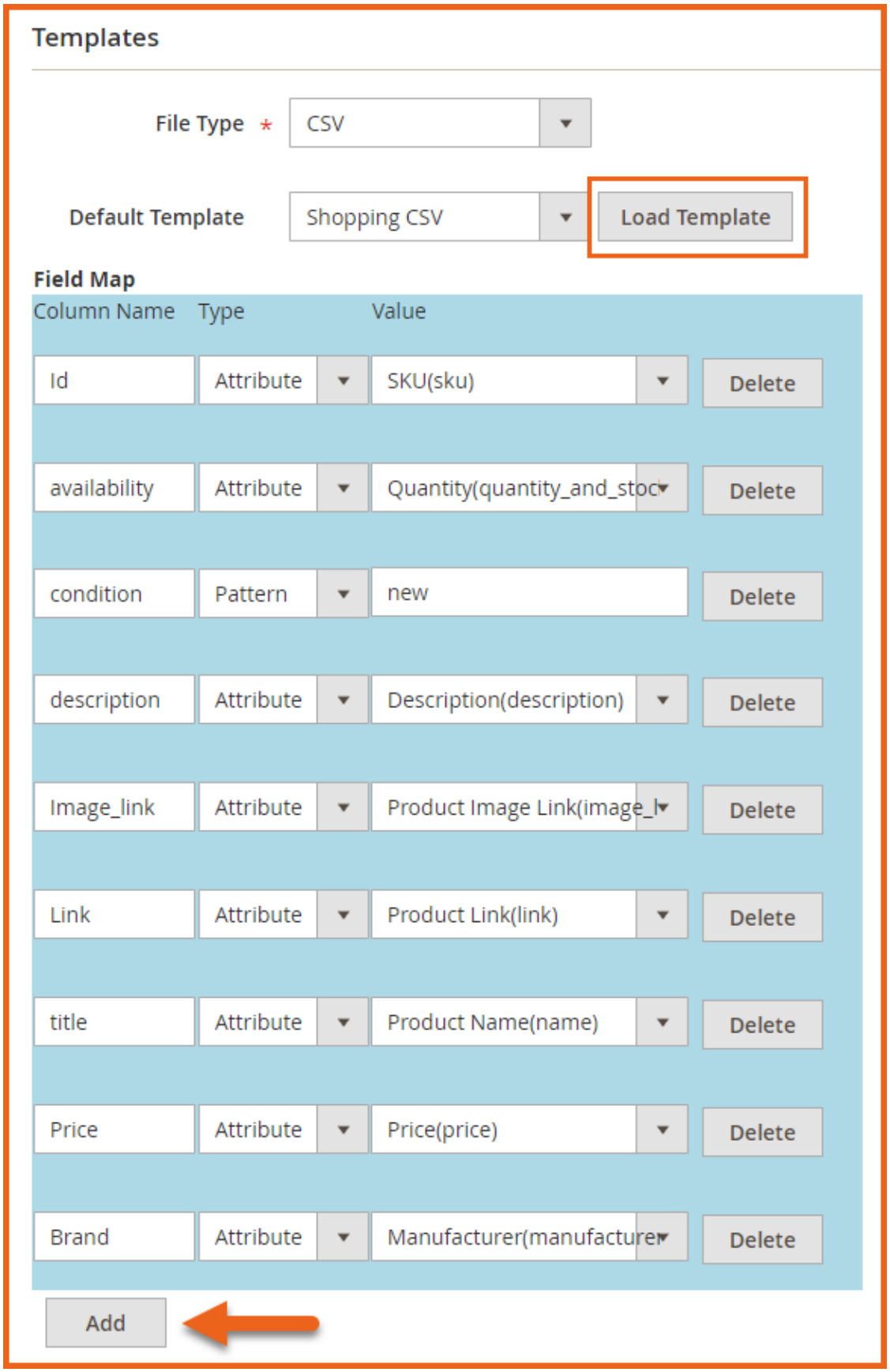
- Execution Mode: Select the execution mode i.e. Manual



TEMPLATES

- **File Type:** Choose the type of template file, if you choose 'CSV' then following fields will appear at your screen:
    - **CSV**
        - **Default Template:** Our extension is equipped with custom-made CSV templates to help you create product feed according to the shopping platform you aim to submit for. You can create your own custom templates. Available default CSV templates are:
            - **Facebook CSV**
            - **eBay CSV**
            - **Bing CSV**
            - **Shopping CSV**

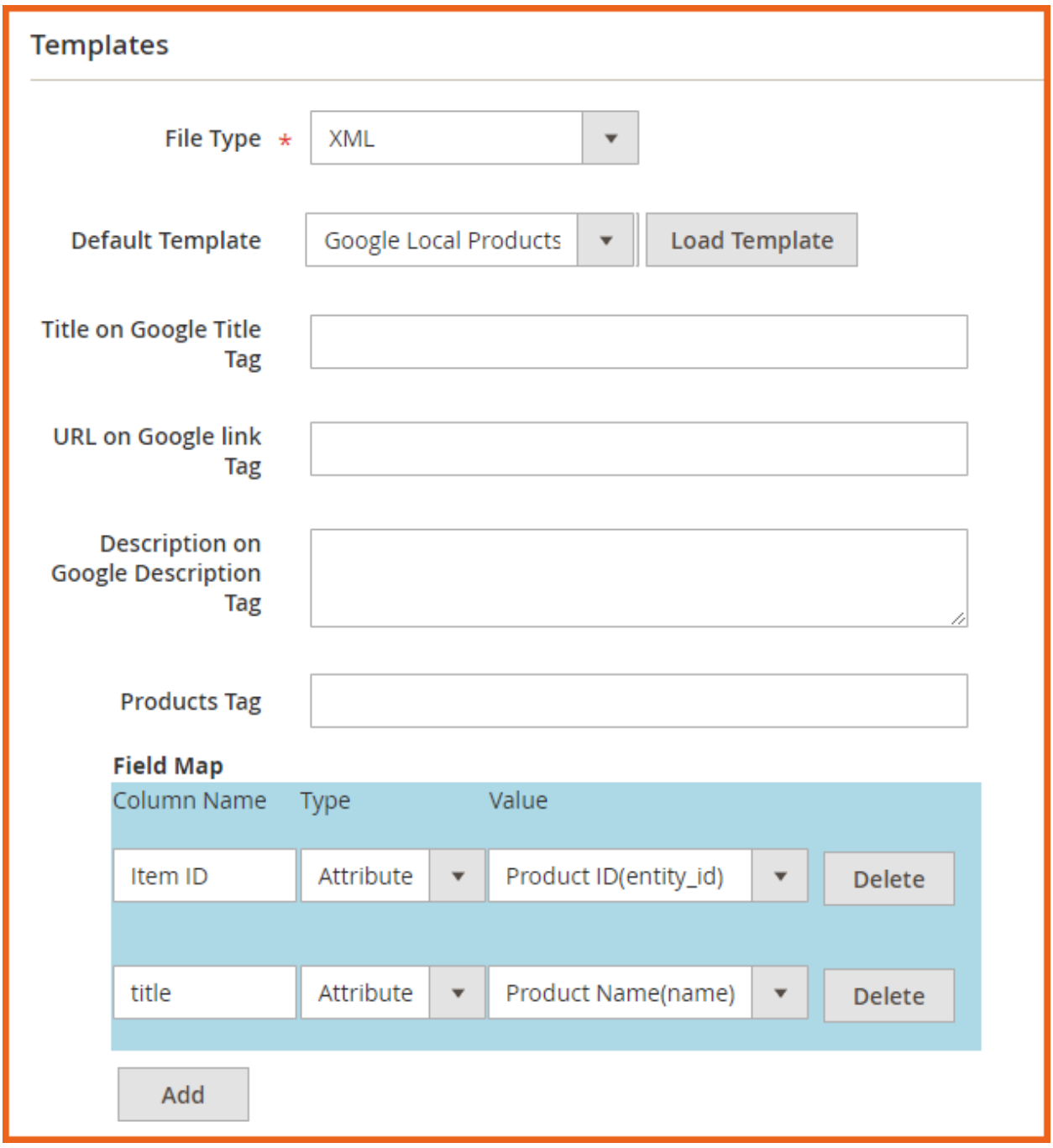
(**Note:** You can amend the values of the product attributes for each feed to decide which products to show on a shopping platform. Customize the fields map accordingly)


Templates
File Type *
CSV
Default Template
Shopping CSV
Load Template
Field Map
Column Name
Type
Value
Id
Attribute
SKU(sku)
Delete
availability
Attribute
Quantity(quantity_and_stoc
Delete
condition
Pattern
new
Delete
description
Attribute
Description(description)
Delete
Image_link
Attribute
Product Image Link(image_l
Delete
Link
Attribute
Product Link(link)
Delete
title
Attribute
Product Name(name)
Delete
Price
Attribute
Price(price)
Delete
Brand
Attribute
Manufacturer(manufacture
Delete
Add

- File Type: Choose the type of template file, if you choose 'XML' then following fields will appear at your screen:
    - XML
        - Default Template: Our extension is also equipped with custom-made XML templates to help you create product feed according to the shopping platform you aim to submit for. You can create your own custom templates. Available default XML templates are:
            - Google Shopping XML
            - Google Remarketing-DRM
            - Google-DSA
            - Google Local Products Feed
            - Google Local Products Inventory Feed

(Note: You can amend the values of the product attributes for each feed to decide which products to show on a shopping platform. Customize the fields map accordingly)

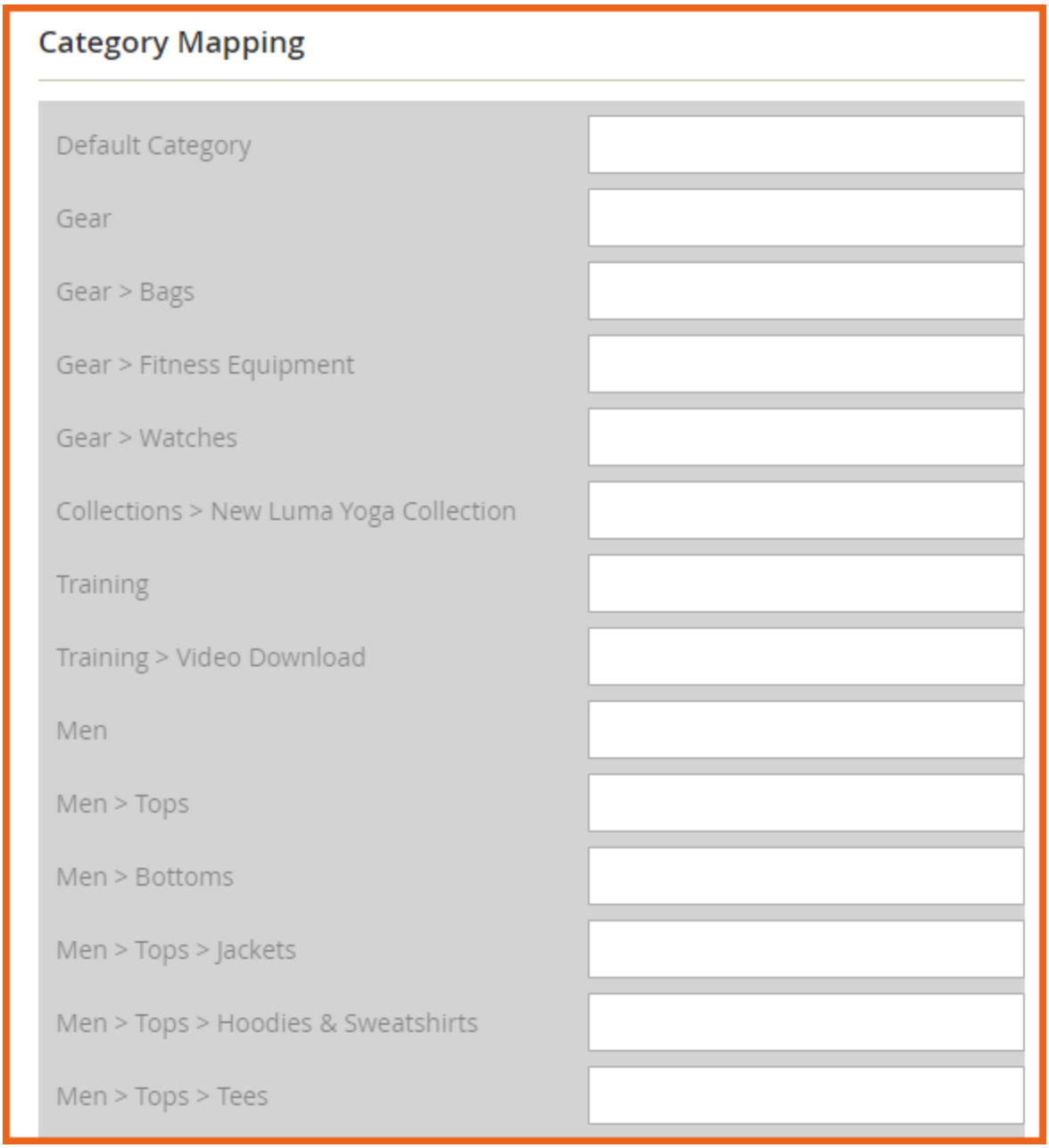
- Title on Google Title Tag: Enter a title for the Google title tag
- URL on Google Link Tag: Provide a URL for the Google link tag
- Description on Google Description Tag: Enter a description for the Google description tag
- Products Tag: Enter the product tag. Special Characters and White Spaces are considered to be invalid for product tags.


Templates
File Type *
XML
Default Template
Google Local Products
Load Template
Title on Google Title Tag
URL on Google link Tag
Description on Google Description Tag
Products Tag
Field Map
Column Name
Type
Value
Item ID
Attribute
Product ID(entity_id)
Delete
title
Attribute
Product Name(name)
Delete
Add

CATEGORY MAPPING

Kindly check Google Taxonomy and rename your categories to match the corresponding Google categories according to the requirements.

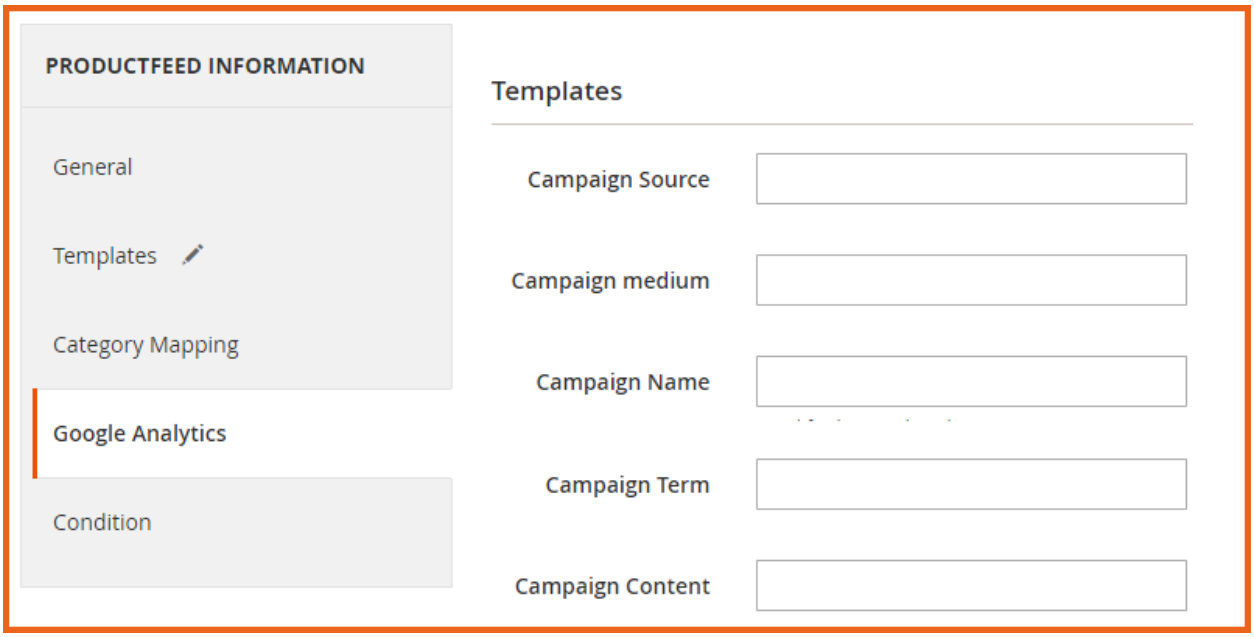
(**Note:** You should define the full path of the category exactly as it is in the taxonomy. For instance, if you are trying to associate your '**Shorts**' category with Google, you might rename it to "**Apparel & Accessories > Clothing > Shorts**")



GOOGLE ANALYTICS

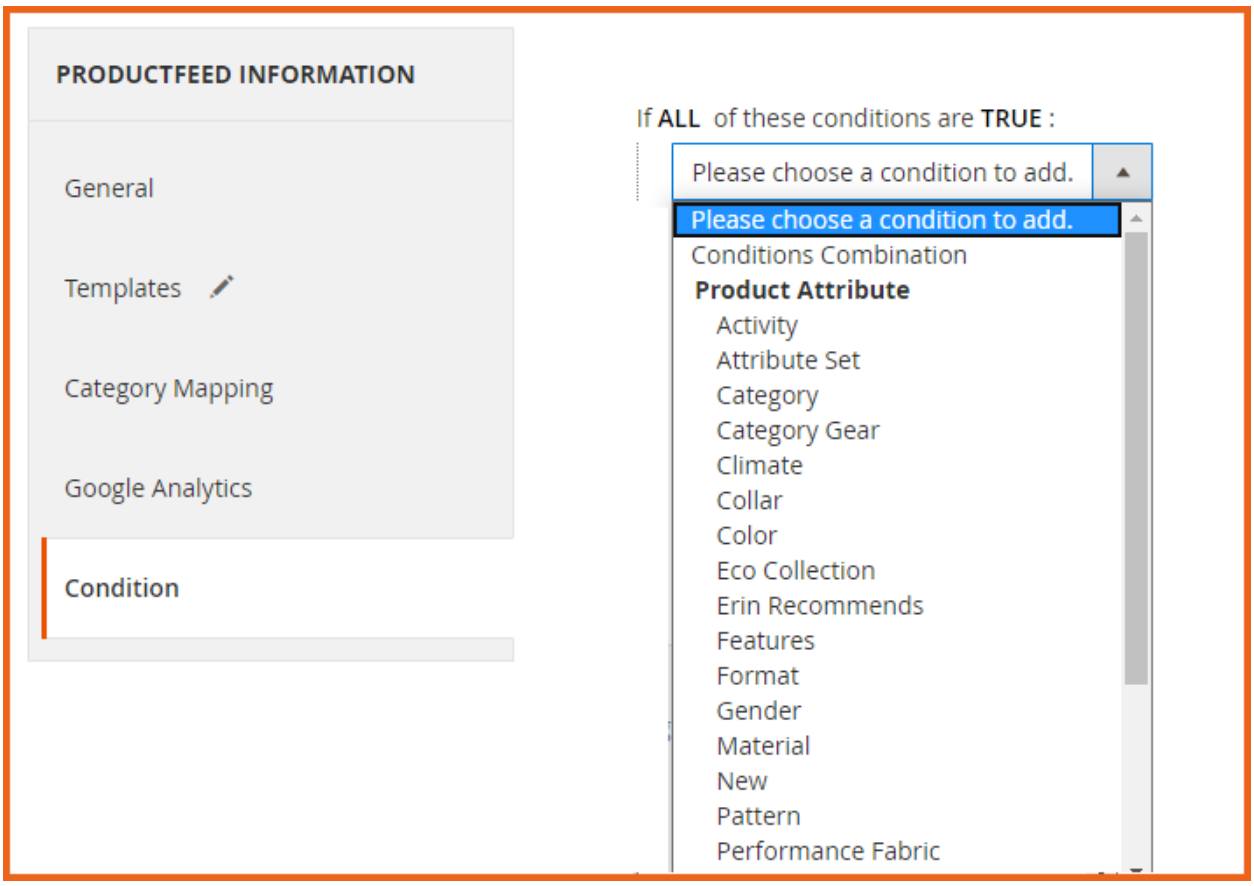
Configure Google Analytics to monitor your web store traffic coming through the shopping platforms.

- **Campaign Source:** Use **utm_source** to identify a search engine, newsletter name, or other sources **e.g.** Google
- **Campaign Medium:** Use **utm_medium** to identify a medium such as an email or cost-per-click **e.g.** CPC
- **Campaign Name:** It is used for keyword analysis. Use **utm_campaign** to identify a specific product promotion or strategic campaign **e.g.** spring_sale
- **Campaign Term:** It is used for paid search. Use **utm_term** to note the keywords for this ad **e.g.** running+shoes
- **Campaign Content:** It is used for A/B testing and content-targeted ads. Use **utm_content** to differentiate ads or links that point to the same URL **e.g.** logo link or text link



CONDITION

Apply the rule only if the following conditions are met (leave blank for all products).



DISCLAIMER

It is highly recommended to back up your server files and database before installing this module.

No responsibility will be taken for any adverse effects occurring during installation.

It is recommended you install on a test server initially to carry out your own testing.