

GoMage Feed Pro Extension v.2.0.

User Manual ver. 1.5

Compatibility:

Community Edition: 1.3+ 1.4+, 1.5.0.x

Professional Edition: 1.10.0.x

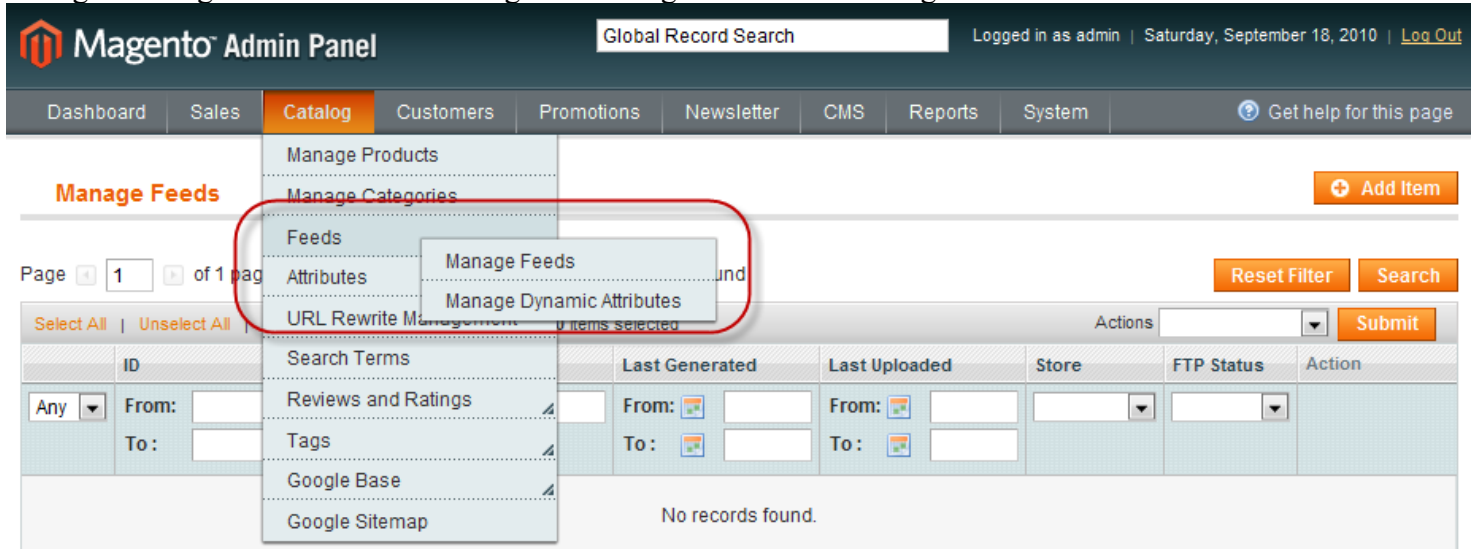
Enterprise Edition: 1.9, 1.10.0.x

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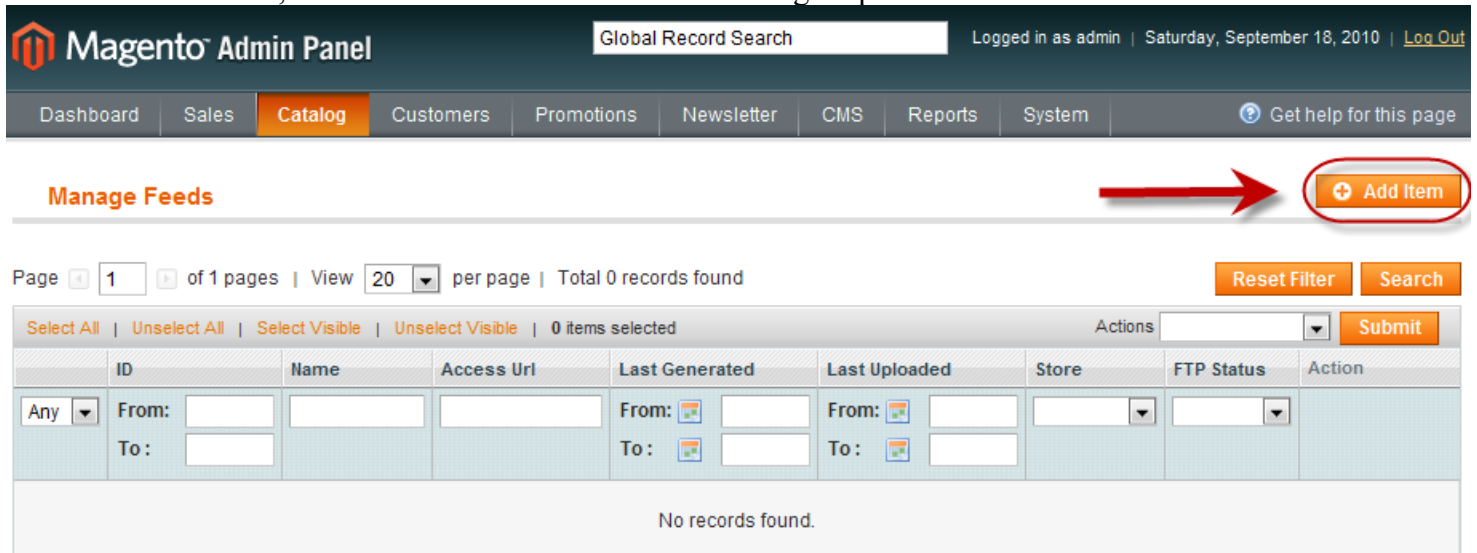
1. Adding a Feed or a Dynamic Attribute

1. Log into Magento Admin Panel and go to Catalog → Feeds → Manage Feeds.



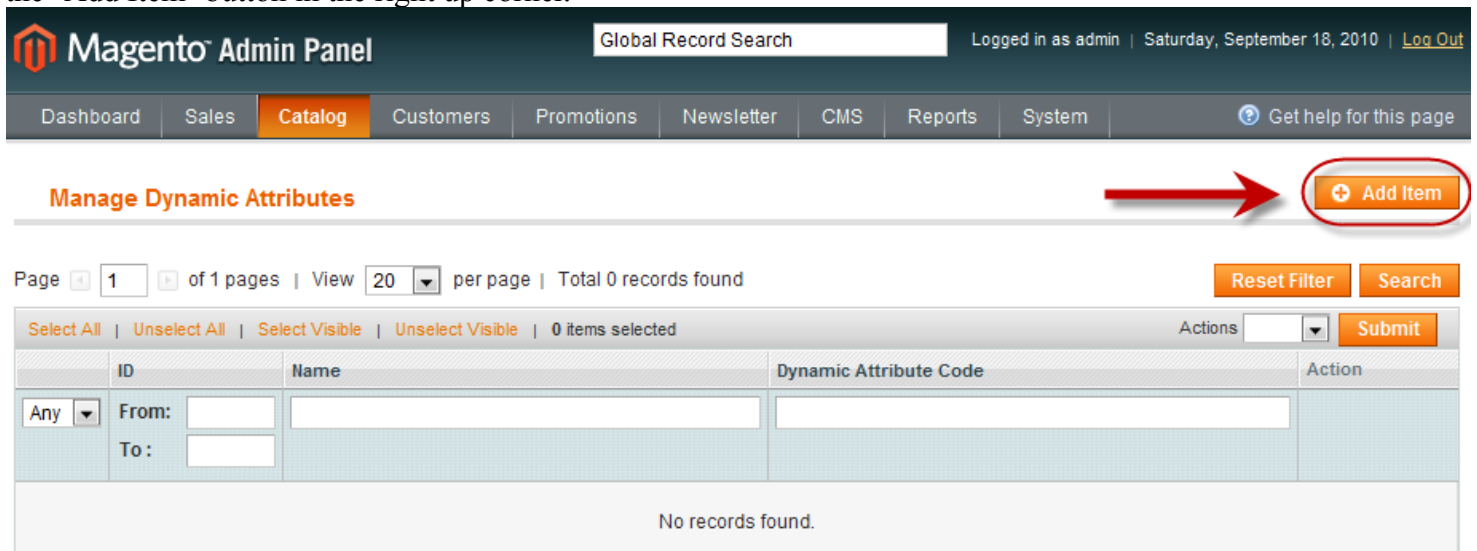
The screenshot shows the Magento Admin Panel interface. The top navigation bar includes 'Dashboard', 'Sales', 'Catalog', 'Customers', 'Promotions', 'Newsletter', 'CMS', 'Reports', and 'System'. The 'Catalog' menu is selected, and a dropdown menu is open, showing options like 'Manage Products', 'Manage Categories', 'Feeds', 'Attributes', 'Manage Feeds', and 'Manage Dynamic Attributes'. The 'Feeds' option is circled in red. The 'Add Item' button is visible in the top right corner. The main content area shows the 'Manage Feeds' page with a table of feeds and a 'No records found' message.

2. To add a new Feed, click on the "Add Item" button in the right up corner.



The screenshot shows the Magento Admin Panel interface. The top navigation bar includes 'Dashboard', 'Sales', 'Catalog', 'Customers', 'Promotions', 'Newsletter', 'CMS', 'Reports', and 'System'. The 'Catalog' menu is selected, and the 'Manage Feeds' page is displayed. The 'Add Item' button is circled in red and highlighted with a red arrow. The main content area shows the 'Manage Feeds' page with a table of feeds and a 'No records found' message.

3. To add a new Dynamic Attribute, go to Catalog → Feeds → Manage Dynamic Attributes and click on the "Add Item" button in the right up corner.



The screenshot shows the Magento Admin Panel interface. The top navigation bar includes 'Dashboard', 'Sales', 'Catalog', 'Customers', 'Promotions', 'Newsletter', 'CMS', 'Reports', and 'System'. The 'Catalog' menu is selected, and the 'Manage Dynamic Attributes' page is displayed. The 'Add Item' button is circled in red and highlighted with a red arrow. The main content area shows the 'Manage Dynamic Attributes' page with a table of dynamic attributes and a 'No records found' message.

2. New Feed Settings

2.1. Specify your Feed format

Settings

Select file format (extension) for the new Feed and click "Continue". Supported formats are:

- CSV, TXT
- XML



The screenshot shows a form titled "Settings". It has a label "Feed Type *" next to a dropdown menu that currently displays "CSV,TXT". Below the dropdown is an orange button with a white arrow and the text "Continue".

2.2. Item Information

Name

Enter the Feed Name that will be used in Magento. This can be any text/character value.

Access Url

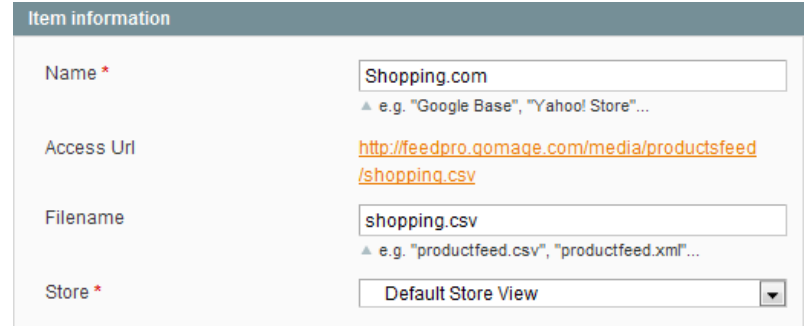
After you generate the Feed file for the first time, the "Access URL" link will become available. Click the link to download the feed file.

Filename

Enter the file name for Feed to be imported. Supported are formats: csv, txt, xml. For example: productfeed.xml

Store View

Select the Story View from which you want to upload product feed information.



The screenshot shows a form titled "Item information". It contains four fields: "Name *" with the value "Shopping.com" and a hint "▲ e.g. 'Google Base', 'Yahoo! Store'..."; "Access Url" with the value "http://feedpro.gomage.com/media/productsfeed/shopping.csv"; "Filename" with the value "shopping.csv" and a hint "▲ e.g. 'productfeed.csv', 'productfeed.xml'..."; and "Store *" with a dropdown menu showing "Default Store View".

2.3. Content Settings

CSV(Comma Separated Value sheet), TXT

Show Header

Set "Yes" to include a column header row in the first line of your Feed.

Delimiter

A delimiter allows you to split text into columns in your Feed file. Supported delimiters are:

- Comma (,)
- Tab (\t)
- Colon (:)
- Space ()
- Vertical pipe (|)
- Semi-colon (;)

Enclosure

Use this option to enclose data in your feed file.

Remove line break symbols

This option allows you to remove line break symbols from a Feed file.

You can use this option for shopzilla.com if your uploaded Feed file is not working correctly.

Import Template

These option allows you to import Fields Mapping into other feeds from your server.
Select a **System** and a **Template** and click the **Import** button.

"Export Fields to Server" button

These option allows you to export Fields Mapping to your server.

"Import Fields Settings" and "Export Fields Settings" buttons

These options allow you to export and import Fields Mapping into other feeds from your desktop.
These options will not be available until after you have created at least one Feed file.

GoMage.com doesn't provide the CSV templates!

Order

This function allows you to set the order of the columns in a table form.

Order	Field Name
1	Product Name
2	Product URL
3	SKU

Field Name

Enter the Field Name for each column header.

Prefix

This function allows you to control where data starts in each cell.

Type

You can populate the cells with dynamic or static data.

- **Attribute:** This option allows you to use attributes.
- **Static Value:** This option allows you to enter your own static data into the column.

Type	Value
Attribute	Name
Static Value	New

Suffix

This function allows you to control where data ends in each cell.

Output Type

Output Type is a filter that you can apply to data in each column.

- **Default:** data in this column will be generated as is.
- **Integer:** this function converts numbers into integers.
Example: 50.0000 USD → integer → 50.00 OR USD 50.0000 → integer → 0
- **Float:** this function standardizes numbers to two decimal places. GoMage recommends using this format for price because most Search Engine Companies require prices with a maximum of two decimal places (for example: 50.00).
Example: 50.0000 → float → 50.00 OR USD 50.0000 → float → 0
- **Striptags:** this function removes html tags from the text.
- **Encode special chars:** this function converts special characters to HTML entities.
Example: & → encode special chars → &
Use this function to encode URL's (urlencode).
- **Decode special chars:** this function converts HTML entities to special characters.
Example: & → decode special chars → &
Use this function to decode URL's (urldecode).

Output Type
Default
Integer
Float
Striptags
Encode special chars
Decode special chars

Action

You can delete rows using the "Remove" button.

Add New Row

You can add new rows using the "Add New Row" button.

Content

Enter structure description of the XML file.

Usually Search Engine Services provide a template of the xml file. Ask your Search Engine provider about the preferred XML template.

GoMage.com DOES NOT provide the XML templates!

Important! The Attribute code must be enclosed in curly brackets and contain "var:" variable (see example):
{{var:Attribute_Code}}.

{{block type="product"}}...{{/block}} – required block containing tags and attributes code.

For example:

```
{{block type="product"}}
  <part_number>{{var:sku}}</part_number>
  .....or.....
  <g:price>{{var:price format="float"}}</g:price>
{{/block}}
```

You can find all Attribute codes on the Manage Attributes page (Catalog → Attributes → Manage Attributes)

You can also use static values.

For example:

```
{{block type="product"}}
  <g:condition>New</g:condition>
{{/block}}
```

Important! The Attribute code for a Dynamic attribute must be enclosed in curly brackets and contain "var:" and "custom:" variables (see example): {{var:custom:Attribute_Code}}.

For example:

```
{{block type="product"}}
  <category>{{var:custom:amazon_category}}</category>
  .....or.....
  <price_vat>{{var:custom:price_vat format="float"}}</g:price_vat>
{{/block}}
```

Custom XML Attribute Codes

Additional images into the Feed file. (Example for Google)

```
{{block type="product"}}
  <g:image_2>{{var:image_2}}</g:image_2>
  <g:image_3>{{var:image_3}}</g:image_3>
  <g:image_4>{{var:image_4}}</g:image_4>
  <g:image_5>{{var:image_5}}</g:image_5>
```

Special Chars (Example forspecialchars and urlencode / urldecode)

```
{{block type="product"}}
  <attribute>{{var:attr format="htmlspecialchars"}}</attribute>
  .....or.....
  <attribute>{{var:attr format="htmlspecialchars_decode"}}</attribute>
{{/block}}
```

2.4. Filter Configuration

Attribute

Select the Attribute you wish to filter and then select the Condition and Value to be applied.

Available Conditions:

- equal
- not equal
- greater than
- less than
- greater than or equal to
- less than or equal to
- like
- not like
- xor

Attribute	Condition	Value	Action
Price	greater than	99	Remove
Price	less than or equal to	999	Remove
Color	equal	red	Remove
Manufacturer	not equal	silk	Remove

Add Filter Row

Value

Enter filter value.

Action

You can delete rows using the "Remove" button.

Add Filter Row

You can add new rows using the "Add Filter Row" button.

2.5. FTP Settings

Enabled

Select "Yes" to enable or "No" to disable FTP Settings for your Feed.

Host Name

Enter the Host/Server Name supplied to you by the Search Engine Service provider.
For example: ftp.domain.com.

User Name

Enter the User Name supplied by the Search Engine Service provider.

Password

Enter the password for your User Name ID supplied to you by the Search Engine Service provider.

Path

Enter path to your Merchant ID folder or number supplied to you by the Search Engine Service provider.

Passive mode

Most FTP servers work in Passive mode, even when you use a firewall.
Set Passive mode to Enable or Disable.

FTP Settings

Enabled: Yes

Host Name: ftp.domain.com
▲ e.g. "ftp.domain.com"
FTP Server uses port #21 by default.
Use "domain.com:portnumber" to change the port.

User Name: user_name

Password: ●●●●●●

Path: /
▲ e.g. "/yourfolder"

Passive mode: Enable

2.6. Advanced Settings

File Creation Settings

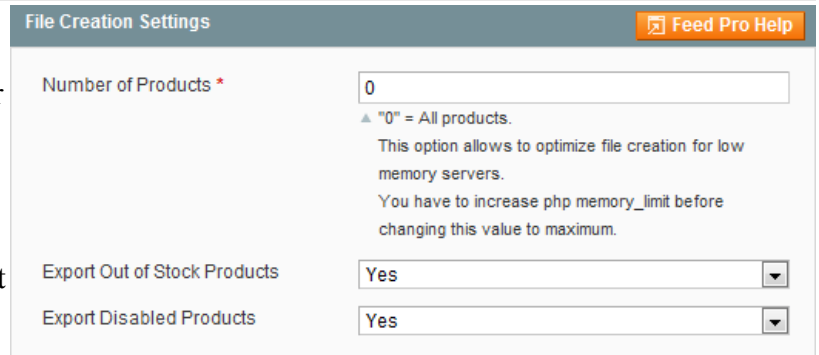
Number of Products

This option allows you to optimize file creation for low memory servers or for stores with a large quantity of products.

Please DO NOT USE "Number of Products" equal 0 if you set "Yes" for the "Export Disabled and Out of stock Products" option.

For example: I have a low memory server and 10.000 (available in stock) products. How can I generate Feed file? Set "Number of Products" equal 50 or 100 (or more) and generate the Feed file.

You will get the Feed file with all 10.000 products.



File Creation Settings [Feed Pro Help](#)

Number of Products *
▲ "0" = All products.
This option allows to optimize file creation for low memory servers.
You have to increase php memory_limit before changing this value to maximum.

Export Out of Stock Products

Export Disabled Products

Export Out of Stock Products

Select "Yes" if you want to export Out of stock products into the Feed file.

Export Disabled Products

Select "Yes" if you want to export Disabled products into the Feed file.

Generate and Upload Settings

If you have chosen to Enable FTP Settings (see 2.5 above), you can send the Feed file with information about your products automatically using Upload Settings.

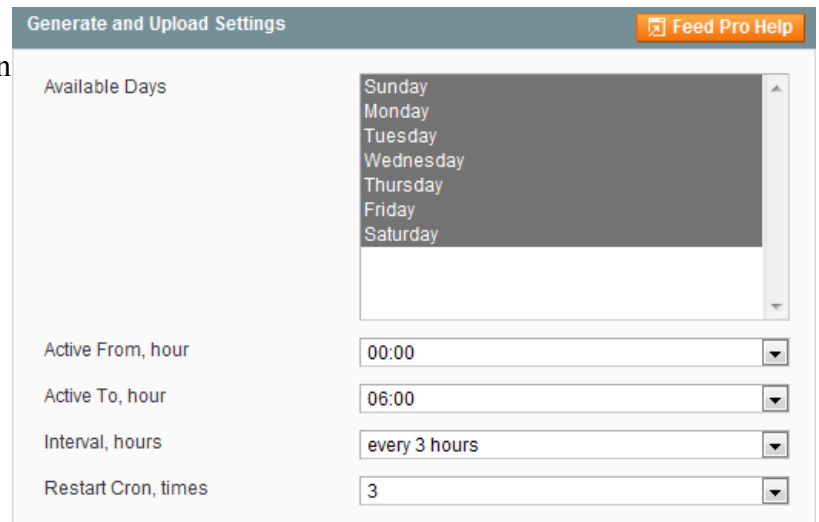
If FTP is disabled only the Feed file will be generated.

Available Days

Select the day(s) which you want to upload the Feed file.

Active from, hour

Set the generate and upload times you want to use to upload the Feed File.



Generate and Upload Settings [Feed Pro Help](#)

Available Days

Active From, hour

Active To, hour

Interval, hours

Restart Cron, times

Active to, hour

Set the generate and upload times you want to use to upload the Feed File.

Interval, hours

- **every 1 hour:** the Feed file will be uploaded every hour from Upload time to 00.00.
- **every 3 hours:** the Feed file will be uploaded every 3 hours from Upload time to 00.00.
- **every 6 hours:** the Feed file will be uploaded every 6 hours from Upload time to 00.00.
- **every 12 hours:** the Feed file will be uploaded 2 times per day from Upload time.
- **every 24 hours:** the Feed file will be uploaded 1 time per day from Upload time.

Restart Cron, times

Set number of times you want to re-start a script if previous attempts were unsuccessful.

Save Feed Settings using the "Save" or "Save And Continue Edit" buttons.

Now you can create your Feed file and upload it.

3. New Dynamic Attribute

3.1. Attribute Information

Dynamic Attribute Code

Dynamic Attribute Code requires an XML format. Please use only letters (a-z), numbers (0-9) or underscore(_) in this field, (the first character should be a letter).

For example: product_category.

Attribute Information	
Dynamic Attribute Code *	<input type="text" value="shopping_category"/> <small>▲ For internal use. Must be unique with no spaces</small>
Name *	<input type="text" value="Shopping.com Category"/> <small>▲ e.g. "Custom Price", "Google Category"...</small>

Name

Enter the Dynamic Attribute Name that will be used in Magento.

This can be any text/character value.

3.2. Conditions and Values

"Import Conditions" and "Export Conditions" buttons

These options allow you to export and import Fields Mapping of the Dynamic Attribute into other feeds.

These options will not be available until after you have created at least one Dynamic Attribute.

Condition

Select the Attribute you wish to use and then select the Condition and Value to be applied.

Condition		
<input type="text" value="Category ID"/>	<input type="text" value="equal"/>	<input type="text" value="3"/>

Output Value

Enter an "Output Value" that replaces or changes the "Value" from Condition.

Output Value	Output Type	Action
<input type="text" value="810"/>	<input type="text" value="Static"/>	<input type="button" value="Add Condition"/> <input type="button" value="Remove"/>

Output Type

- **Static:** This option allows you to enter static data from the Output Value field into the column of the Feed file.
- **Percent from value:** Select the Attribute from which you would like to get the percentage.

Output Value	Output Type	Action
<input type="text" value="10"/>	<input type="text" value="Percent from value"/>	<input type="button" value="Add Condition"/> <input type="button" value="Remove"/>
	<input type="text" value="Price"/>	

Action

You can Add or Delete condition using the "Add Condition" or "Remove" buttons.

Use Default Attribute

Select the Attribute that will be used if the condition was not found.

Add New Value

You can add new values with condition(s) using the "Add New Value" button.

4. Creating a Feed file manually

Use the "Generate File" button for creating a Feed file.



After you successfully create a Feed file, you will see an "Access Url" link. This link shows the location of your Feed file. Click the "Access Url" link to download and check your Feed file.

If some columns are empty that should contain data, it may mean that some content settings are incorrect. Check the settings for your Feed file under the Content Settings tab. (see Sections 2.3 and 2.4 above)

A screenshot of the 'Item information' form. The form has several fields: 'Name *' with the value 'Shopping.com', 'Access Url' with the value 'http://feedpro.qomage.com/media/productsfeed/shopping.csv', 'Filename' with the value 'shopping.csv', and 'Store *' with the value 'Default Store View'. The 'Access Url' field is highlighted with a red circle.

5. Upload a Feed file manually

There are three ways to upload the Feed file, either Manually, Automatically or Automatically (edit the config.xml file).

5.1. Manually

Use the "Upload File" button for uploading Feed file to Search Engine Service provider.



After you successfully upload your Feed file you will see this message:



If you are unable to upload the Feed file, please check the FTP Settings.

We recommend you upload the Feed file manually for the first time to check the FTP settings.

6. Server Configurations

ATTENTION: USING THESE OPTIONS CAN VIOLATE LICENSING AGREEMENTS WITH YOUR HOST PROVIDER. PLEASE DO NOT USE THESE OPTIONS IF YOU KNOW THEY WILL VIOLATE YOUR LICENSING AGREEMENT!

Step 1. Check current parameters.

Use the **phpinfo()** function to check the current parameters used on your server:

- `memory_limit` – maximum memory size allowed on your server.
- `upload_max_filesize` – maximum size allowed for uploading files on your server.
- `post_max_size` – maximum size allowed for uploading files on your server.

Learn more about parameters at <http://php.net/manual/en/ini.core.php>

Step 2. Contact to your hosting provider.

Contact to your host provider to know the maximum allowed size of the parameters on your server.

Using the **ini_set** function will only allow parameters to be used for one session.

Get permission from your host provider to use this function.

Go to **System** → **Configurations** → **Gomage / Feed Pro**

Server Configurations

Enable

Set "Yes" to use options.

Memory Limit, Mb

Set the maximum size allowed by your host provider for the server.

Max Upload File Size, Mb and Max Post Size, Mb

Upload or/and Post sizes have to be greater than the size of the created (generated) file. 100 MB is a sufficient size.

7. Questions and Examples

How can I specify Category for Amazon.com in my Feed File?

Question: I have a category (for example, "Travel Books") in my store but Search Engine Services (like Google Base, Yahoo! Store, Shopzilla.com, Shopping.com, GPS, Amazon, EBay and many more) require me to specify their own category (for example, "Books") in which to list my product. How can I add this Category to my Feed file?

Step 1. Go to Catalog → Feeds → Manage Dynamic Attributes, and then choose Add Item.

Step 2. Edit and save the new dynamic attribute.

For example:

Attribute Information:

- Dynamic Attribute Code: "amazon_category"
- Name: "Amazon Category"

Conditions and Values:

- Condition: "Category ID" "equal" "3" (You can find Category ID on the Manage Categories page)
- Output Value: "Books"
- Output Type: "Static"

Step 3. Select the "* Amazon category" in the Value column on the Content Settings page when you create Data Feed file for Amazon.com.

What is the Final Price attribute?

The "Final Price" attribute allows you to get the "latest" prices for your products.

For example:

1. If your product has only "Price" the Final Price Attribute will add this Price in your Feed file.
2. If your product has "Price" and "Special Price" the Final Price Attribute will add the "Special Price" in your Feed file.

What is the "Store Price" attribute?

The "Store Price" attribute allows you to get the prices in local currency for the chosen store.

What is the URL (Parent Product) attribute?

The "URL (Parent Product)" attribute allows you to get the "parent" url for all simple products that belong to it.

What is the Image 2, Image 3, Image 4 and Image 5 attributes?

Use these attributes to upload the additional images of the products to the Feed file.

How can I add Tax/VAT to price?

For example:

Step 1. Go to Catalog → Feeds → Manage Dynamic Attributes, and then choose Add Item.

Step 2. Edit and save the new dynamic attribute.

For example:

Attribute Information:

- Dynamic Attribute Code: "price_incl_vat"
- Name: "Price including VAT"

Conditions and Values:

- Condition: "Price" "greater than" "0"
- Output Value: "115" (price = 100% and VAT = 15%)
- Output Type: "Percent from value" "Price"

Step 3. Select the "* Price including VAT" in the Value column on the Content Settings page when you create Data Feed file.

8. Troubleshooting

Please read FAQ at: <http://www.gomage.com/faq/extensions/feed-pro>

The "Can't generate feed file" message.

Step 1. Change "Number of Products" in the Advanced Settings.

Try to change "Number of Products" in the Advanced Settings.
For example: set "Number of Products" equal 50 or 100.

OR

Step 2. Check the Permission settings for the "Media" directory.

Make sure the "media" directory of your Magento product has a permission equal to 777 or 0777.

OR

Step 3. Check the "allow_url_fopen" option.

Check that the "allow_url_fopen" option is enabled.

This option enables the URL-aware fopen wrappers that enable accessing URL object like files.

Learn more at: <http://php.net/manual/en/filesystem.configuration.php>

The same Feed file after changing options.

Step 1. Clear a story cache.

Log into Magento Admin Panel and go to System → Cache Management.
Clear the store cache.

Step 2. Clear a Browser cache.

Clear your Browser cache or download the Feed file with another Browser.

Can't generate Feed file. A "Time out" error.

Please, ask an administrator of your server to increase the time allowed to run script.

Learn more at: <http://php.net/manual/en/function.set-time-limit.php>

The "Export Out of stock Products" options is "No", but I still see out of stock products.

Go to System → Configuration → Catalog\Inventory → Stock Options and set a "Display Out of Stock Products" option equal to "No".

I set Upload time for Cron in "Upload Settings" but it doesn't work.

Please, check the Cron settings on a server. You need to set your Cron for every 5 minutes.

Learn more at: [Cron Settings](#)

All correct but attribute isn't uploaded in the Feed file.

Go to Catalog → Attributes → Manage Attributes. Select an attribute and set "Yes" for the "Used in Product Listing" option.

Support

We offer six (6) months free support and one (1) year free extension updates from date of purchase for all extensions. [Learn more about our Support](#)

If you need support or have questions directly related to a GoMage.com extension, please use our Online Message Form to contact our support team or send us an email at: support@gomage.com

Best Regards, GoMage.com Team