

SingleFeed Magento Export Documentation

4/8/2009

Extension Installation

1. Generate Extension Key and copy the generated url to your clipboard
2. Login to your Magento Store Admin and navigate to System > Magento Connect > Magento Connect Manager. Paste the url from step 1 into the extension key installation field and click "Install".
3. Once extension has been installed, navigate back to your Magento Store Admin and go to Catalog > SingleFeed Profiles.
4. Create a Profile by clicking the "+ Add Profile" button. Setup profile using the information below.

We STRONGLY recommend that you test this extension in a development testing or staging area prior to installing on a live site for the first time or upgrading to a newer version of our extension or Magento. SingleFeed is not responsible for any errors or problems that occur with this open source extension with customized or modified Magento stores. We test our extension on basic "out of the box" Magento installations for compatibility issues with every Magento and extension update.

Extension Configuration

Title*: Name the profile for your data feed

Store View*: Select the store view which supports United States and English. SingleFeed does not support stores outside the US and that are not in English. If you have multiple websites with different product offerings you should select the Store View that is associated with that website.

Output File Name*: This is the name of the export file. We suggest including your storename_singlefeed.csv. Output file format must be .csv. The feed will be placed in the .../media/export/ folder of your Magento installation. If you are using multiple websites and store views, the feeds will still be generated in /media/export/ and we recommend including your store name in the name of the feed.. By default, your file should be located at <http://www.mystorename.com/media/export/singlefeed.csv>

Status: Enabled or Disabled. If status is set to enabled, then feed will generate. If status is set to disabled, feed will not be generated.

Field Mappings*: SingleFeed requires specific fields. Other fields are not required but highly recommended. There may be additional recommended fields which are missing from your store that can be used to optimize your feed. Please contact SingleFeed for additional support of missing fields.

Required Fields

UNIQUE INTERNAL CODE = sku
PRODUCT NAME = name
PRODUCT DESCRIPTION = description
PRODUCT PRICE = price
PRODUCT URL = singlefeed.url
IMAGE URL = singlefeed.image
PRODUCT TYPE = singlefeed.product_type
CATEGORY = singlefeed.category
MANUFACTURER = manufacturer

STOCK STATUS = singlefeed.stock_status
CONDITION = singlefeed.condition
CONDITION (IF NOT NEW) = "New"

Recommended Fields

SALE PRICE = special_price
SHIPPING WEIGHT = weight
QUANTITY = singlefeed.qty
COLOR = color

Additional Fields

Static values may be used for any additional SingleFeed Field by using the following format:

SINGLEFEED FIELD = "STATIC VALUE"

Example - ZIP CODE = "94105". Every product will have the same value of 94105 for the ZIP CODE field in your feed.

SingleFeed Field Descriptions

*See SingleFeed Product Import Instructions for full list of available SingleFeed fields.

'UNIQUE INTERNAL CODE'

A SKU or unique internal ID is required for all products. This is not the Manufacturer Part Number or Universal Product Code. If you don't have a unique internal SKU system, create an ordered list, giving each product a number: 1, 2, 3, 4, etc. This ID CANNOT change and must stay consistent throughout imports. It also must be unique to each product. SingleFeed will reject items with duplicate UICs.

'PRODUCT NAME'

Required unless it's a Book, Music, Movie, or Video Game. Short, simple description of your product. Don't use words like best, lowest price, on sale, etc.

'PRODUCT DESCRIPTION'

Describe the product you're selling. Don't use words like best, lowest price, on sale, or other promotional text like "free shipping", etc. Do use the popular keywords users would search for to find that item.

'PRODUCT PRICE'

This is the regular price for the item before rebates, sales, coupons, etc.

'PRODUCT URL'

This is the link where the product is located on your site. Don't use a generic URL. You must start the link with http://

'IMAGE URL'

This is the URL for the image of the product you're selling. Don't use a generic URL.

You must start the link with <http://> and you must be using a standard file extension like .jpg, .gif, etc...

'PRODUCT TYPE'

How would you generally describe this product? Cell Phone, Toy, Faucet, Book, Electronic Microscope, Flowers, Electric Shaver, DVD, Shoe, Computer, etc. For a list of Google's recommended product types, visit <http://base.google.com/support/bin/answer.py?answer=66818&hl=en>. Using accurate Product Types will help SingleFeed categorize your products more efficiently, and get you better results on Google Product Search.

'CATEGORY'

This is the category on YOUR site. Separate category levels with '>' For example, if you sell air conditioners under your Home & Garden section, you'd put "Home & Garden > Air Conditioners". Besides sending your site's categorization to some shopping engines, SingleFeed depends on this field to properly categorize your products into each shopping engine's specific taxonomy. Because of this, you should make sure to include the specific categorization for every product you submit. 'Home and Garden' or 'Electronics' is not enough, you must go deeper. Also, categories like 'Clearance' or 'Full Site Search' are not acceptable. Not including a proper category will significantly hold up the categorization process.

'MANUFACTURER'

The manufacturer or brand of the product. If you personally manufacture the product, insert your name.

'STOCK STATUS'

This field accepts 2 values: Y, N

'CONDITION (IF NOT NEW)'

This field accepts 4 values: New, Used, OEM, Refurbished.

'SALE PRICE'

Optional, but strongly recommended if your product is on sale. If filled out, this price will overwrite the main Product Price on many shopping engines. The others will display both prices together. Only fill out field if the product is on sale. You must also include the regular price in the 'Price' field.

'SHIPPING WEIGHT'

Optional, but recommended if you price shipping according to weight.

'QUANTITY'

For Google Base Only. If your item is of limited availability, enter the number remaining in stock. If left

blank, SingleFeed will enter the default value of '99.'

Product Filter

This allows you to filter out products based on certain attributes. Currently this filter only supports fields that equal a specific value.

Example - color = blue

Default filters

status = enabled

Visibility = catalog; search; catalog, search