

XML Data Feeds

Version Notes:

- In version 2.2.21, you can now specify the filename to use for creating the feature Google Categories. See **Special Notes** below.
- Version 2.2.21 changes the way google categories are updated. They are no longer updated automatically upon install of a new version. Weight listed as 0.00 will return the 0.00 value. Previously it detected this as “empty” so did not include the weight in the xml file. Fixed grouped features when duplicate names exist.
- As of the 2.2.19 version, there have been significant changes to the layout of the addon settings area. This will require you to uninstal the addon, reinstall and then redo your settings. These changes allow you to specify the XML encoding and whether to decode data that is encoded in the database when creating the files. The default is to decode data and the default XML encoding is utf-8.
- Also as of version 2.2.19, you can now generate individual xml files based on language and currency. You can setup each language to utilize one or more currencies. Click the “Setup XML Data Feeds” link on the ‘Content’ tab to configure. **Note:** using many languages and currencies will magnify the amount of work the addon has to do. You may find that your server will timeout if you have a large number of products or have several different language/currency combinations. In this case, use the cron interface to run the addon. Instructions are in comments within the addons/obj_feed/cron_iface.php file.
- 2.2.19 also supports using the meta-description field for the description in addition to the short or full descriptions.
- 2.2.19 also supports the new g:google_product_category tag. It can be mapped like other tags. To add the current Google Categories as a product feature named *Google Category* (hidden to customers), please execute the following URL: [<your_domain_admin.php>?dispatch=obj_feed.create_google_categories](#) **Note:** this will create approximately 4600 variants to the feature and by default is setup as a selector. Hence many of the names are too wide to display properly so the select box may extend beyond the width of the screen.

Purpose

The standard Data Feeds addon for cs-cart is awkward at best. There is a special export to deal with Google Base (now called Google Merchant). This addon attempts to provide feeds for all the major shopping aggregators such as Shopping.com, Shopzilla.com and PriceGrabber.com as well as Google Merchant (formerly Google Base).

This addon will (currently) generate two different XML data feed files. One is a Yahoo style XML *StoreExport* file (objinfo.xml) which can be used as a data feed for the majority of shopping aggregators like shopping.com, shopzilla.com and pricegrabber.com.

The other is an Google extended RSS 2.0 feed that can be used for Google Merchant accounts (formerly Google Base) and possibly others who support the Google extended RSS 2.0 format.

Any shopping site that accepts a Yahoo store's objinfo.xml as a feed input should work with your cs-cart.

This addon was developed to provide cs-cart product and category information in the most common format available. This turned out to be the Yahoo objinfo.xml file format. After the initial implementation it was requested to support the Google Merchant RSS 2.0 extended format.

Special Notes

By definition, Google does not support product options. There is an option to include product options as a string which is appended to the product description. This is for the RSS 2.0 feed only. The Yahoo feed fully supports product options and they are created automatically.

The file for creating the product feature "Google Categories" can be specified in a couple of different ways. The default is addons/obj_feed/lib/google_categories.txt. You can also specify it in the URL by either:

- dispatch=obj_feed.create_google_categories.<base_file_name> (note: ".txt" will be appended to the filename and it should be in the addons/obj_feed/lib directory)
- dispatch=obj_feed.create_google_categories&google_cat_file=<full_file_name> (note: ".txt" is not appended in this case)

If neither of the above are used, then the google_categories.txt file in the addons/obj_feed/lib directory will be used if it exists. Note that this file will be replaced on upgrades, so care should be taken to preserve any changes you might make.

Installation

Installation is as automatic as possible. It has been tested with cs-cart version 2.0.15 and version 2.1.4. 2.2.1 has not been explicitly tested here, but customers running 2.2.1 have not had any issues. There should not be an issue with any earlier versions.

A download link will be enabled following capture of your payment. You will be emailed with the link to download the archive. Upon receipt of your

order we will contact you to verify the Domain Name you submitted with the order and to send you the license key. **This addon is licensed software. Failure to enter the license key and/or if the key does not match the domain where the addon is being used will cause the addon to be disabled.** Please contact us if you encounter any problems if you feel you've entered the license key correctly and the domain name is accurate.

Note: EZ Merchant Solutions subscription customers do not need to enter a license key, it will default to using the cart license key if the license key field is empty.

Installation Steps

1. After downloading the archive, extract it in the root of your store. This will "load" the addon into the system.
2. Go to Administration->Addons and click "Install" for the *XML Data Feeds* addon. This will install the addon and the needed files.
3. Click the *edit* link beside *XML Data Feeds* addon and configure the settings you want. Be sure to enter the license key we sent you **exactly**. Then click Save. Note: The "Condition" field is global and you should check with your shopping sites to see what values are supported for their particular site. Some settings (if left blank) will default to standard settings within your store.

The installation is now complete. To test, you should have a link on the Content tab of the Admin panel named "Create XML Data Feeds". Clicking it will force creation of the data feeds regardless of the frequency set unless the frequency is set to "Disabled".

You should see a green notification stating that the file *objinfo.xml* and/or the file *google_merchant.xml* was created. To view the created files use the following URL:

http://www.<your_store>.com/admin.php?dispatch=obj_feed.view_obj for the Yahoo Store Export and

http://www.<your_store>.com/admin.php?dispatch=obj_feed.view_rss for the RSS feed file.

Customization

There are many settings which can be changed for customizing the output of the files. The addon settings are broken into different sections. A description of each follows:

General

General settings related to the behavior of the addon.

License Key	Required for non-EZ Merchant subscription clients. The license key should have been emailed to you along with your purchase invoice.
Frequency of upgrade checks	Select the frequency that you want to check our servers for upgrades to this addon.
Automatic Installation	Whether to automatically install updates or require clicking of a link to do so.
Silent Installation	Whether to install silently or to provide info on upgrade check status.

XML Common

Common setting amongst the different formats

Create on login	Whether to create the export files when an admin logs in (and is needed based on frequency). This option is not recommended for stores with greater than 200 products. The creation of the files can be lengthy. Note: There is a link on the Contents tab to "Create XML Data Feeds".
Payment methods	The comma-separated list of payment methods that your store accepts.
Shipping methods	The comma-separated list of shipping methods that your store supports.
Use active products only	Restrict items to those designated as "active" only or include "hidden" items too.
Include zero quantity products	Include products with zero inventory quantity.
Which description	Use either the short or long description of products.

Yahoo Style

Settings specific to the Yahoo style of xml data file (objinfo.xml).

Object filename	The output filename. Note: you can use a path for the filename. I.e. you can specify it as var/exim/my_file.xml to have the file created in the cart's exim directory.
Update frequency	The data file will be updated at the defined frequency.
Availability phrase	Literal value to use for the <i>Availability</i> tag for all products. Usually this is something like "Usually ships the next business day".

Include tags for empty fields	If the resolution of a tag's value is empty, include the tag anyway. Otherwise, do not include the tag in the data file at all.
Restrict to single path	use the first category path found for the product. Do not list other categories if product belongs to more than one category.
Path separator	The separator to use when listing a category path (default is " > " – ie. "Space > Space")
XML Encoding	Encoding of the resulting xml file. Default is utf-8.
Encode data fields	Whether to leave data fields like descriptions encoded with html-entities or to decode characters to their literal values (I.e. convert '&' to '&'). Default is to leave values encoded.

Google/RSS Style

Setting specific to the Google-extended RSS 2.0 style of xml data file (google_merchant.xml).

RSS filename	The output filename. Note: you can use a path for the filename. I.e. you can specify it as var/exim/my_file.xml to have the file created in the cart's exim directory.
Update frequency	The data file will be updated at the defined frequency.
RSS title	Usually your company name. Leave blank to use Company name from store settings.
RSS URL	The URL of your store. Leave blank to use "http_location" from store configuration.
RSS description	A brief description of your store. I.e. "Lowest prices on blah_blah widgets on the internet".
Include store location	Whether to include the store location (address, city, state, zip, country)
RSS FTP to Google	Following creation of the data file, it can be automatically FTP's to Google.
Include availability tag	Use "in stock" and "out of stock" for items based on the <i>RSS/Google Zero quantity is in stock</i> setting.
Zero quantity is in stock	Whether items with zero quantity should be considered "in stock" for the <i>availability</i> tag.
Expire based on update frequency	Whether to compute an <i>expiration</i> tag that will be set to the <i>Update</i>

Frequency plus one day or to skip the *expiration* tag entirely.

Append options to description Google does not currently support product options. Making this selection will add the product options as a “name:values” line for each option which is appended to the item *description* tag.

Include tags for empty fields If the resolution of a tag’s value is empty, include the tag anyway. Otherwise, do not include the tag in the data file at all.

Use category(s) for google_category_name tag Whether to include the new google tag of g:google_category in the output. It ends up duplicating the g:type field which also lists the categories.

Restrict to single path use the first category path found for the product. Do not list other categories if product belongs to more than one category.

Category separator The separator to use when listing a category path (default is “ > ” – ie. “Space > Space”)

XML Encoding Encoding of the resulting xml file. Default is utf-8.

Encode data fields Whether to leave data fields like descriptions encoded with html-entities or to decode characters to their literal values (i.e. convert ‘&’ to ‘&’). Default is to leave values encoded.

Mappings

The *XML Data Feeds* addon is highly configurable. The *Mappings* settings screen allows you to identify the source of data to be used in the data files. Generally, the source (*type*) is one of 4 different types. These are *Not Used*, *Products DB Field*, *Product Feature* or *Literal Value*. For some fields (like *product_type*) there may be other types such as *Category Tree* which will generate *product_types* for Google based on the structure of your categories.

ISBN type Select the source of the ISBN data

ISBN field/feature/value Enter the field name, feature name or literal value to be used.

MPN type Select the source of the MPN (Manufacturer Part Number) data

- MPN field/feature/value** Enter the field name, feature name or literal value to be used.
- UPC type** Select the source of the UPC (Universal Product Code) data
- UPC field/feature/value** Enter the field name, feature name or literal value to be used.
- Brand type** Select the source of the Brand (Manufacturer) data
- Brand field/feature/value** Enter the field name, feature name or literal value to be used.
- Product Type type** Select the source of the Product Type data. Generally, this is of type *Category Tree* to have the product type be a categorization.
- Product Type field/feature/value** Enter the field name, feature name or literal value to be used.
- Condition type** Select the source of the Condition (product condition) data. Normally in cs-cart this is a literal value unless you have setup product features specific to selling new and used items.
- Condition field/feature/value** Enter the field name, feature name or literal value to be used.

Screen Shots

Screen shots of the different addon settings screens and examples of the data files are below:

XML Data Feeds: options

General | [XML Common](#) | [Yahoo Style](#) | [Google/BSS Style](#) | [Mappings](#)

Addon Configuration

License key (required):

Frequency for upgrade checks: ▼

Automatic Installation:

Silent Installation:

Save or [cancel](#)

XML Data Feeds: options

General | **XML Common** | [Yahoo Style](#) | [Google/BSS Style](#) | [Mappings](#)

Common configuration data

Create on login (not recommended for > 200 products):

Payment Methods (comma separated):

Shipping Methods (comma separated):

Use Active Products Only:

Include Zero Qty Products:

Which description: Short description Full description

Save or [cancel](#)

XML Data Feeds: options

[General](#)[XML Common](#)**Yahoo Style**[Google/RSS Style](#)[Mappir](#)

Yahoo Style XML Feed Configuration

Object Filename:

Update Frequency: 

Availability Phrase:

Include tags for empty fields?:

Restrict to single path?:

Path separator:

XML Encoding:

Encode data fields?:

XML Data Feeds: options

[General](#) [XML Common](#) [Yahoo Style](#) [Google/BSS Style](#) **Mappings**

Field Mappings

ISBN type:	<input type="text" value="Product Feature"/>
ISBN field/feature/value:	<input type="text" value="ISBN"/>
MPN type:	<input type="text" value="Products DB field"/>
Mfr. part num field/feature value:	<input type="text" value="product_code"/>
UPC type:	<input type="text" value="Products DB field"/>
UPC field/feature/value:	<input type="text" value="product_code"/>
Brand type:	<input type="text" value="Product Feature"/>
Brand field/feature/value:	<input type="text" value="Manufacturer"/>
Product type type:	<input type="text" value="Category tree"/>
Product type field/feature value:	<input type="text"/>
Condition type:	<input type="text" value="Literal value"/>
Condition field/feature/value:	<input type="text" value="new"/>

Save or [cancel](#)

XML Data Feeds: options

[General](#)[XML Common](#)[Yahoo Style](#)**Google/RSS Style**[Mappir](#)

Google Merchant Feed Configuration

RSS Filename:

Update Frequency:

RSS Title (blank to use
Company name):RSS URL (blank to use
store url):

RSS Description:

Include store location:



RSS FTP to Google:



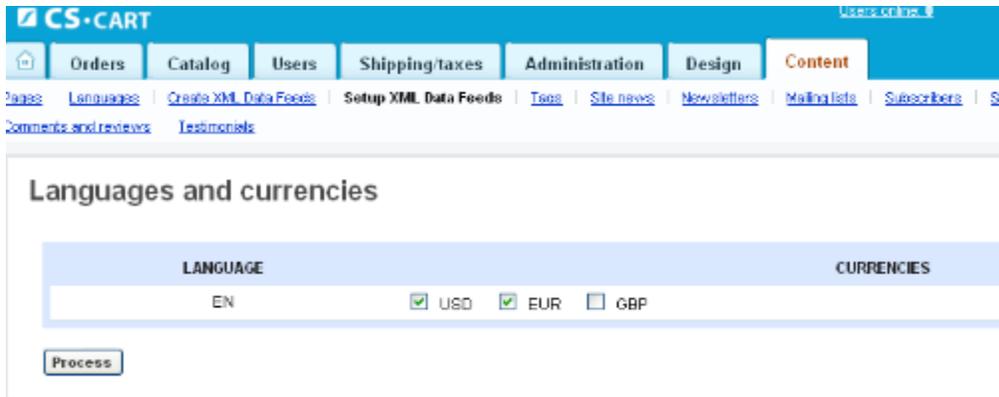
Include availability tag:



Zero quantity is in stock:

Expire based on update
frequency:Append options to
description?:Include tags for empty
fields?:Use category(s) for
google_category_name?:

Screen shot of the *Setup XML Data Feeds* link is:



ObjInfo.xml example:

```
<?xml version="1.0" encoding="utf-8"?>
<!DOCTYPE StoreExport SYSTEM
"http://store.yahoo.com/doc/dtd/StoreExport.dtd">
<StoreExport>
  <Settings>
    <Published timestamp="1283369275" rfc_2822="Wed, 01 Sep
2010 23:27:55 +0400" />
    <Locale code="C" name="English" encoding="iso-8859-1" />
    <Currency>USD</Currency>
    <ShipMethods>
      <ShipMethod>UPS Ground</ShipMethod>
      <ShipMethod>UPS Next Day Air</ShipMethod>
      <ShipMethod>UPS 3 Day Select</ShipMethod>
    </ShipMethods>
    <PayMethods>
      <PayMethod>Discover</PayMethod>
      <PayMethod>Visa</PayMethod>
      <PayMethod>American Express</PayMethod>
      <PayMethod>Mastercard</PayMethod>
      <PayMethod>Paypal</PayMethod>
    </PayMethods>
  </Settings>
  <Products>
    <Product Id="1492">
      <Code>0141301155</Code>
      <Description>Charlie and the Chocolate Factory
(Puffin Novels)</Description>
      <Url>http://www.dev.test.ez-ms.com/books/childrens-
books/charlie-and-the-chocolate-factory-puffin-
novels.html</Url
>
```

```

    <Thumb>#60;img src=#34;http://www.dev.test.ez-
ms.com/images/product/0141301155.01._SCMZZZZZZZZ_.jpg#34;
width=#
34;120#34; height=#34;120#34; alt=#34;No Image#34;
/&#62;</Thumb>
    <Weight>0.00</Weight>
    <Orderable>YES</Orderable>
    <Taxable>YES</Taxable>
    <Availability>Electronic download</Availability>
    <Condition>new</Condition>
    <UPC>0141301155</UPC>
    <MPN>0141301155</MPN>
    <ISBN>9285837465</ISBN>
    <Pricing>
        <BasePrice>6.99</BasePrice>
        <LocalizedBasePrice>6.99</LocalizedBasePrice>
        <OrigPrice>6.99</OrigPrice>
        <LocalizedOrigPrice>6.99</LocalizedOrigPrice>
        <SalePrice>6.99</SalePrice>
        <LocalizedSalePrice>6.99</LocalizedSalePrice>
    </Pricing>
    <Path>
        <ProductRef Id="children's-books"
Url="http://www.dev.test.ez-ms.com/books/childrens-
books/">Children's Books</P
roductRef>
    </Path>
</Product>

```

A sample from the google_merchant.xml file is:

```

<?xml version="1.0" encoding="utf-8"?>
<rss version="2.0"
xmlns:g="http://base.google.com/ns/1.0">
    <channel>
        <title>ez-ms.com</title>
        <link>http://www.dev.test.ez-ms.com</link>
        <description>Tools and Services for the
professional Ecommerce merchant</description>
        <item>
            <g:id>1492</g:id>
            <title>Charlie and the Chocolate Factory (Puffin
Novels)</title>
            <link>http://www.dev.test.ez-
ms.com/books/childrens-books/charlie-and-the-
chocolate-factory-puffin-novels.html</li
nk>

```

```
<g:image_link>http://www.dev.test.ez-
ms.com/images/product/0141301155.01._SCMZzzzzzzz_.jpg</
g:image_link>
  <g:location>44 Main street, Boston, MS, 02116,
US</g:location>
  <g:price>6.99</g:price>
  <g:condition>new</g:condition>
  <g:mpn>0141301155</g:mpn>
  <g:upc>0141301155</g:upc>
  <g:isbn>9285837465</g:isbn>
  <g:product_type>Books &#62; Children's
Books</g:product_type>
  <g:payment_accepted>Discover</g:payment_accepted>
  <g:payment_accepted>Visa</g:payment_accepted>
  <g:payment_accepted>American
Express</g:payment_accepted>
  <g:payment_accepted>Mastercard</g:payment_accept
ed>
  <g:payment_accepted>Paypal</g:payment_accepted>
</item>
```

Contact Us

If you have any difficulty you can contact us via one of the following contact points:

- Email – support@ez-ms.com
- Phone – (503) 906-3563

We will do our best to ensure you are satisfied.