



# OpenGlobal Virtuemarket Product Feeds

## Instruction Manual



## Introduction

This Joomla! component makes it easy to provide CSV datafeeds of all of your Virtuemart products for various external companies.

The software comes preloaded with product datafeed configuration for

- Affiliate Window
- Channel Advisor
- Ciao
- Ebay
- Edirectory
- Google Base / Google Products
- Paid on Results
- Play Trade
- PriceGrabber
- PriceRunner
- ShareASale
- Shopping.com
- Shopzilla
- WebGains

And you can configure your own bespoke product feeds very easily.

The datafeeds can be password protected so that only recognised third parties can access them.

**Please note that some of the preconfigured datafeeds will not work “out of the box” because they require you to categorise your products against a strict taxonomy.**



## Installation

The OpenGlobal Virtuemart Product Feeds component installs in exactly the same way as any other Joomla! Component . Simply log into the Joomla! administrative control panel as an Administrator (not “Manager”) and go to Extensions > Install/Uninstall.





Upload and install the package by locating the package on your computer and clicking “Upload File & Install”.










As long as there are no errors, The component is now installed and can be access from the Components menu under “Product Feeds”.



## Product Feeds Manager

The opening screen of the Product Feeds Manager shows all of the available product feeds, showing the package product feed configurations when first installed.

 **OpenGlobal VM Product Feeds Manager**  

ID	<input type="checkbox"/>	Feed Name	Feed	Published
8	<input type="checkbox"/>	Affiliate Window		
6	<input type="checkbox"/>	Ciao		
1	<input type="checkbox"/>	Google Base		
3	<input type="checkbox"/>	PriceGrabber		
7	<input type="checkbox"/>	PriceRunner		
9	<input type="checkbox"/>	ShareASale		
4	<input type="checkbox"/>	Shopping.com		
5	<input type="checkbox"/>	Shopzilla		
2	<input type="checkbox"/>	WebGains		

You can create a new bespoke configuration by clicking on the “New” button in the top right hand corner of the screen, or you can edit an existing configuration either by clicking on its name, or checking the box next to the name and clicking the “Edit” button in the top right hand corner.

Any product feeds that are published will have the product feed URL displayed next to them in the Product Feed Manager list. This is where the third party/application can download the datafeed from.



## Creating a New Product Feed Configuration

From the Product Feeds Manager, click on the “New” button.

The “Feed” options contain the settings that apply to the whole product feed.

**Feed**

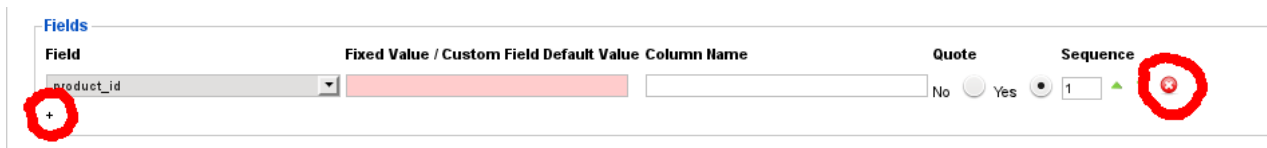
Feed Name:	<input type="text"/>
Virtuemart Database Table Prefix:	<input type="text" value="vm"/>
Field Separator:	<input type="text" value="."/>
Field Quote:	<input type="text" value=""/>
Escape Field Quote:	<input type="text" value="''"/>
Convert newlines to:	<input type="text" value="\n"/>
Show header row:	No <input type="radio"/> Yes <input checked="" type="radio"/>
Password:	<input type="text"/>
Single category per product:	No <input type="radio"/> Yes <input checked="" type="radio"/>
Published:	No <input checked="" type="radio"/> Yes <input type="radio"/>

Feed Name	The name of the product feed you are creating. It is suggested that you use the name of the company or application that the product feed is for.
Virtuemart Database Table Prefix	The prefix used on the Virtuemart tables, the default is vm and this <b>MUST</b> match the same setting in Virtuemart otherwise it will not be possible to access the product data.
Field Separator	This is the character(s) that will separate the fields in the product feed. eg. For CSV this will be a comma ','. If you have trouble entering a <TAB> character for tab-delimited files, you can use '\t'.
Field Quote	This is the character(s) that will quote each of the fields in the product feed. This is usually a double quote, "'", or empty.
Escape Field Quote	If a Field Quote is used, there needs to be some way of escaping those character(s) if they appear within the data itself. The Escape Field Quote character(s) will replace any occurrence of the Field Quote character(s) in the data. This is usually two double quotes, "''", or a backslash and double quote, '\\".
Convert newlines to	Some applications will not allow newlines in the feed except to terminate the end of each product entry. If newlines are permitted, this should be '\n', if they are not permitted, you can leave it blank to simply strip them out, or enter new text to replace new lines with something else appropriate. eg. ' '.
Show header row	This option defines whether a header row will be added to the



	top of the product feed giving the column names for each field.
Password	Enter a password here to prevent unauthorised users from accessing the product feed.
Single category per product	Virtuemart allows products to belong to multiple categories. By selecting “No”, any products which are assigned to multiple categories will be duplicated, once for each category it is in. By selecting “Yes”, each product will only appear in the product feed once and will be assigned the first of its categories selected from the database.
Exclude out of stock products	Whether the feed should only include in-stock products.
Currency	Choose the currency that prices should be converted to. If you only use one currency, leave this as “Original”. This is a very intensive process and converting the native currency to the same native currency is wasteful. “Original” performs no exchange rate calculation.  Please note that only the convertECB module is supported for price conversions.
Published	Whether the product feed is published and available to external users.

Clicking on the “+” in the Fields options adds more fields to the product feed. Fields can be removed by clicking on the red cross at the far right of each field line entry.



Field	The database field to use for this column in the product feed. The fields are grouped by their appropriate database tables and there are some special options at the end of the list.	
	Full Category Taxonomy	The Category > category_name option will only display the immediate category (eg. London). This option displays the full path to the category (eg. World > Europe > UK > London).



	<p><b>Calculated Price</b></p> <p>This calculates the price including any tax defined for each product.</p>
	<p><b>Product URL</b></p> <p>The complete URL to the product.</p>
	<p><b>Product Image URL</b></p> <p>The complete URL to the main image (Product &gt; product_full_image only displays the filename).</p>
	<p><b>Product Thumb URL</b></p> <p>The complete URL to the thumbnail of the main image (Product &gt; product_thumb_image only displays the filename).</p>
	<p><b>Created Time</b></p> <p>The timestamp of when the product was added to the database (Product &gt; cdata is only a Unix timestamp).</p>
	<p><b>Modified Time</b></p> <p>The timestamp of when the product was last modified (Product &gt; mdata is only a Unix timestamp).</p>
	<p><b>Fixed Value</b></p> <p>A fixed text value which is identical for every product and should be specified in the “Fixed Value / Custom Field Default Value” textbox.</p>
<p><b>Fixed Value / Custom Field Default Value</b></p>	<p>If the field selected is “Fixed Value”, this is where the fixed value will be entered.</p> <p>If the field selected is one of the Custom fields (see Custom Fields), you can add a default value for any products which have not been assigned a value of the custom field. If a default value is not specified, any products which do not have a value assigned for this custom field will not be present in the product feed.</p> <p>If any other fields are selected, this textbox will not be editable.</p>
<p><b>Column Name</b></p>	<p>This is the name of the column which will appear in the header row of the product feed if the header row is shown.</p>
<p><b>Quote</b></p>	<p>Even if a Field Quote value has been specified for the product feed as a whole, some fields may be prevented from using the Field Quote (sometimes the price field or other numeric fields are not allowed to be quoted) by selecting “No”.</p>



Strip HTML	Some fields will contain HTML code which is unacceptable in some product feed formats. If HTML is not permitted, set this option to “Yes” and it will strip out all HTML from this field.
Sequence	The sequence that the fields should appear in the product feed. You can move fields up and down the sequence using the green up and down arrows as appropriate.

Once the product feed settings are complete, click the “Save” button in the top right hand corner of the screen and this will save the product feed. If the product feed has been published, the feed can be accessed from the address displayed next to the product feed on the Product Feeds Manager.

6	<input type="checkbox"/> Ciao		
1	<input type="checkbox"/> Google Base	<a href="#">/index.php?option=com_ogvmpproductfeeds&amp;format=raw&amp;id=1&amp;password=</a>	
3	<input type="checkbox"/> PriceGrabber		



## Using the Preconfigured Product Feeds

There are preconfigured product feeds for

- Affiliate Window
- Channel Advisor
- Ciao
- Ebay
- Edirectory
- Google Base / Google Products
- Paid on Results
- Play Trade
- PriceGrabber
- PriceRunner
- ShareASale
- Shopping.com
- Shopzilla
- WebGains

However, most of these will not work straight out of the box because you may need to set up Custom Fields.

## Custom Fields / Product Types

In order to add custom fields to products, Virtuemart has the “Product Types” functionality.

This functionality adds a new tab to the far right hand side of the product editing screen in Virtuemart. This new tab is called the “Product Type”. Under this Product Type (or tab) are Parameters which you can then use in your product feeds.



So you have a new Product Type, with one or more Parameters, each with selectable values.

To set this up, go to your Virtuemart control panel and under “Products” select “Add Product Type”. Give the Product Type a name, such as “Product Feed Categories”, make sure it is marked as Published and save it by clicking the “Save” button in the top right hand corner.



## Product Type Information

**Publish?:**

**Product Type Name:**

**Product Type Description:**

Rich text editor toolbar with options for Bold, Italic, Underline, Font family, Font size, Styles, Paragraph, and various text formatting tools.

Under the Parameters column, click on “Show” for the Product Type you just created.



## Product Type List


#	<input type="checkbox"/>	Product Type Name	Product Type Description	Parameters	Products	Publish	ListOrder	Remove
1	<input type="checkbox"/>	Product Feed Categories		2 Parameters [ <b>Show</b> ]	2 Products [ Show ]	<input checked="" type="checkbox"/>		

You now need to add a parameter for each field which requires a custom field. So click the “New” button. Specify a “Parameter Name” for the first field, which will be the name as it appears in the database (so no spaces allowed). For example, for the Google Base feed, a category custom field is required, so you could call this parameter Google\_Category, and then give it a label of “Google Category”.

Set the “Parameter Type” to “Text” or “Short Text” and then enter all of the Google categories (or other custom field values for other feeds) separated by a semi colon ';' into the “Possible Values” field.





























## Product Type: Product Feed Categories

Parameter Name  :

Parameter Label:

Parameter Description: [show/hide]

Font family | Font size | Styles | Paragraph

**B** *I* U |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |



Product List interface showing a toolbar with 'Add Product Type' circled in red. Below is a table of products with the first row circled in red.

#	Product Name	Media	SKU	Price	Category	Manufacturer	Customer Reviews	Publish	Clone Product	Remove	Id
1	Layers Rock (Luru) Poster	(2)	dt_10945126	39.99 GBP	Australia	Manufacturer	- [Add Review]	✓			47

Select the Product Type that you just created (Product Feed Categories) from the dropdown list and click the “Save” button in the top right hand corner of the screen.

## Add Product Type for Pi

Product Type:

Unfortunately, you will need to go through and repeat this process of adding the new (Product Feed Categories) Product Type to each product one by one.

Once you have done this, you can now go into each product (one by one) and assign the values for the Parameter fields. When you click on the product name to edit the product details, there is now a new tab on the far right hand side, called Product Feed Categories (if you called it that). Under this tab is a list of all of the Parameters that you created which dropdown lists so that you can select the appropriate values for this product.

Select the appropriate values, save the product and then repeat for all of the other products.

Product Feed Categories tab interface showing parameter configuration:

Product Type: Product Feed Categories  
 Remove =>

Google Category: Apparel & Accessories > Clothing [ Parameter Type: Short Text ]

PriceGrabber Category: Category 1 [ Parameter Type: Short Text ]

If there is a default value for any of the Parameters which most of the products fit into, you can leave these products out and just assign a default value in the product field itself.

Once you have completed this process, you can now update the Product Feed settings. So, Go back to the Product Feed Manager and click on the feed you want to set up. The field(s) which needs configuring will typically be set to “Fixed Value” with a fixed value something like “Create a new product type for this field, use the Google taxonomy”. You can now change this field to the



appropriate Custom Field which will now have appeared in the dropdown list, and you can change the Fixed Value to an appropriate default value (if there is one) or just leave it blank.

Show header row: No  Yes

Password:

Single category per product: No  Yes

Published: No  Yes

#### Fields

Field	Fixed Value / Custom Field Default Value	Column Name	Quote	Sequence
product_sku		id	No <input type="radio"/> Yes <input checked="" type="radio"/>	1 <input type="text"/> ▲ ▼ ✖
product_name		title	No <input type="radio"/> Yes <input checked="" type="radio"/>	2 <input type="text"/> ▲ ▼ ✖
product_desc		description	No <input type="radio"/> Yes <input checked="" type="radio"/>	3 <input type="text"/> ▲ ▼ ✖
google_category		google_product_category	No <input type="radio"/> Yes <input checked="" type="radio"/>	4 <input type="text"/> ▲ ▼ ✖
Full Category Taxonomy		product_type	No <input type="radio"/> Yes <input checked="" type="radio"/>	5 <input type="text"/> ▲ ▼ ✖
Product URL		link	No <input type="radio"/> Yes <input checked="" type="radio"/>	6 <input type="text"/> ▲ ▼ ✖
Product Image URL		image_link	No <input type="radio"/> Yes <input checked="" type="radio"/>	7 <input type="text"/> ▲ ▼ ✖
Fixed Value	new	condition	No <input type="radio"/> Yes <input checked="" type="radio"/>	8 <input type="text"/> ▲ ▼ ✖



## Troubleshooting

### ***Product feed contains no products***

Some of the pre-configured product feed formats contain a Manufacturer > mf\_name field. If you have not configured your Virtuemart installation to use “Manufacturers”, this will result in an empty product feed.

You should either create a default Manufacturer in Virtuemart and assign all of the products to this Manufacturer, or change this field in your product feeds to a Fixed Value.

### ***I can download the product feed, but some other companies can't***

This is a problem where a SEF URL component such as sh404SEF is installed and is redirecting the product feed URLs to search engine friendly equivalents. This is fine for your browser when you download it, and is fine for most automated software run by the external companies. However, some of these companies (such as PriceGrabber) are running less sophisticated software which does not understand URL redirects.

To get around this problem, simply configure your SEF URL component to skip the OpenGlobal Virtuemart Product Feeds component.

### ***Clicking the save button takes me back to the Joomla Control Panel and nothing is saved***

This has been seen on web servers with strict mod\_security or Suhosin settings which are blocking the configuration form for feeds with long configurations. This may be due to the form length, or number of fields. You will either need to increase your mod\_security/Suhosin settings to accommodate the long configurations, or remove some columns from your feed.