REC Release 2.7

Version 2.7.0 & 2.7.1 Released 5th September 2011.

Major Changes

These two versions have been released in combination, bringing some major new features to the ReallyEasyCart system:

- Google Products Feed changes effective 22nd September 2011, meaning you capitalise from the traffic available from Google Product Search.
- Start of asset-based tracking / lead generation based on real-time notifications when site visitors download 'link-bait' documents flagged by you.
- Adwords conversion tracking, lets you accurately see which keywords are making the best return on investment so you turn wasted spend into profitable spend.
- Invoice numbering & PO generation, enabling better recording of invoices and the generation of purchase orders from your sales orders.
- Delivery cost calculation can now be based on sales value, a welcome addition to shipping calculation choices!
- Downloads can be categorised and have permissions set to give you greater control over who sees what.
- Many more useful enhancements across the system, read on!

Admin

- **Google Products Feed - Important.** Added a new Google Products Console (accessible via Admin) which features a check program to ensure all products comply with Google's new regulations (enforced from September 22nd 2011). Products can be batch edited via a link in Google Products Console to add them into the correct Google category. See full release notes at the end of this document for details.
- **Tag Wall Management.** Added the ability to control tags via Manage Tags in the Content section which allows you to add or remove keywords and phrases from your tag wall and add/edit the tag wall blacklist.
- **New User Sign Up Notification.** Added the ability to notify the admin when a new user signs up. Set this via Site Setup > Website Display Elements section > Send email notification to admins when a new user signs up on the site?
- **Download Management.** Added the ability to organise downloads into categories and set permissions to control who can access the downloads, plus the option to receive a notification email when someone accesses the download. You can set individual download categories to pull through onto a page via Page Manager > Sliders & Page Apps with the Download App added to the page. You can also associate a download category or individual download to a user or group of users which they can see when they log in to their User home page. The following programs allow you to use these new features:
    - Set up your categories via Manage Download Categories
    - Set who can access the download via Manage Download Permissions
    - Assign the download to the category via Add Download or Manage Downloads

and tick if you want to receive an alert with the registered users details when they access a download (only applies to downloads that require registration)
- ○ Add the Download App to a page in Page Manager and select which category to show
- ○ Add a selected download to a product via Add Product/Product Manager (Main Details tab) in the Related Download field

Marketing

- • **Google Adwords Conversion Tracking**. Improved the ability to track conversions at a keyword level within Google Adwords. This enables you to optimise your Adwords campaigns to reduce wastage and increase your Adwords ROI. Contact us if you wish to have this set up.
- • **Mini Sites Products In/Out Of Stock.** Mini store site feed option added to choose whether to show products in and out of stock. Go to Site Setup > Stock Management section, tick On minisites, show products in and out of stock?

Store & Product Management

- • **Google Category Added To "Edit Product".** New Google Product Search (GPS) category selector added when you Edit product > Main Details tab. Use this to select the correct Google Products feed category.
- • **Invoice Numbering.** To aid accounting/traceability, you now have the ability to use sequential invoice numbering in addition to the order number (i.e. session activity ID) with the ability to add a prefix to differentiate between multiple stores or non-web sales channels (e.g. STORE1-nnnnnn). The number is generated when the order reaches Order Despatched status, though you can also override the invoice number manually to keep it in sync with a back office system, if in use.You can show this on the customer's order document (which you could rename to "Invoice") and it will appear on the Order Manager screen for each order.
  - ○ The prefix can be set in Site Setup > Tax Information section > Invoice Number Prefix:
  - ○ Change the name from "Invoice" if required via Site Definitions > ORDER_INVOICE_NUMBER.
  - ○ Set the initial invoice start number if required via Set Auto ID Incs. Select "Invoice Number" in Step 1 and then set the start number in Step 2.
  - ○ Display the Invoice number on invoices and emails using the tag {invoice:number}
  - ○ Change the invoice number on a per order basis if required via Order Manager, scroll past the order items and update the new Invoice Number field. Note: The User Order Number field relates to the user inputting a PO Number during the ordering process.
- • **Manufacturer Information.** Added new fields for manufacturers to allow you to store more information which can be printed on the new Purchase Orders feature, accessible via Add Manufacturers/ Manufacturers Manager. The new fields let you show your Account Ref No (given to you by the supplier), Supplier Ref No (which you might use in your accounting system to identify this supplier's account) plus address, tel/fax numbers, email address (required to email a PO to the supplier) plus website address.

- **Purchase Orders.** Added the ability to print/email back-to-back purchase orders from sales orders/invoices with optionally added notes. Once a customer places an order, it is now possible to print or email individually selected manufacturers/suppliers with a Purchase Order containing the products relevant to them (i.e. having the manufacturer set on the product record). You can select the delivery address where the good are to be shipped to via a dropdown:
  - Your main company address (i.e. store address held in Site Setup > Company Details section).
  - A separate Warehouse (held in Site Setup > Company Details section).
  - The customer's delivery address so the goods are despatched directly to them.

  If you wish to have notes appear on the Purchase Order, you must add the note prior to printing/emailing, selecting the manufacturer for whom it will appear. Hint: Remember to untick Send Email To Customer unless you want them to see the note!
- **Individual Product Page Downloads.** Add a selected download to a product via Add Product/Product Manager (Main Details tab) in the Related Download field
- **Business Name.** Added business name field to registration on both the checkout and registration pages.
- **Batch Products Processor.** You can now de-categorise products in the batch products processor. Also, added an automatic backup safeguard so that relevant product data is backed up before the program runs. This can be restored upon request by Support.

Payment Processors

- General maintenance changes made.

Content Management

- Added the ability to select a download category on a page.
- Downloads for specific users and groups now show on the customer's homepage.
- Added broken links checker to Page Manager (for internal links only).
- Add Page in Page Manager now has a tick box to enable/disable ckeditor (sometimes it is useful to disable ckeditor if you are using a lot of HTML/CSS coding).
- Ckeditor spell checker turned on as default.

Design Enhancements

- Added template tag for page breadcrumbs identified by {page:breadcrumb} and {page:parent_breadcrumb}
- Improved the look of the testimonials page.

Search Engine, Feeds & Data Import/Export Enhancements

- Facebook and Twitter "Share" text can now be set on a page by page basis via Page Manager > Page Meta Tags. This is then used when people click the Share

button on the site making it more relevant.

- Removed multiple product csv feed as it is no longer in use.
- Modified the google products feed file in preparation for the changes due September 22nd 2011.

General Code Maintenance & Database Improvements

- Admin Reports page improved.
- Removed multiple product csv feed as it is no longer in use.
- Added a backup feature to the batch products processor.

Google Products Feed Changes

Google offers a shopping and price comparison service for online retailers whereby your products can be automatically uploaded via Google Merchant Centre for inclusion in their channel, generating traffic to your website. Google has been tightening up the rules on the quality of the data that can be uploaded, resulting in the need to change the feed we send to them to comply with their data requirements.

Getting Your Data Ready For Google

All stores uploading to Google will need to ensure their data meets the minimum requirements otherwise it will be rejected. The Google Products Console will show which products have errors so you can correct them for your feed.

For most sites your products will have most of the information already set up. However, for your product to appear in the feed in the future, you need to ensure:

1. **Images**. Ensure images are definitely set for all products (no image means the product will not be submitted to the feed).

2. **Google Product Category**. If your products fall into any of the categories below* then you need to set your Google Product Category for each product (applies to UK and US):

'Clothing & Accessories > Clothing'
  • 'Clothing & Accessories > Shoes'
  • 'Clothing & Accessories'
  • 'Media > Books'
  • 'Media > DVDs & Films'
  • 'Media > Music'
  • 'Software > Video Game Software'

The category can be set on each individual product via Products Manager (Main Details tab), or across a number of categories via Batch Products Manager by selecting affected products first and then, in the Process Selected Products box, select the corresponding Google Product Category then run the program.

*We recommend that all store owners set their Google Products Category whatever they sell as it will count towards Google's assessment of your feed quality.

3. **Unique Product Identifiers**. There are 3 Unique Product Identifiers which you may need to set dependent upon what you sell: Brand, Part Number and GTIN. The table below shows which you need to set for your type of product.

Category	Identifiers required for each product
Media (i.e. Music, Films, Video games)	UPCEAN or JAN
Books	ISBN (Either ISBN-10 or ISBN-13. Exceptions apply for books published before 1970.)
Clothing*	Brand
Custom-made goods	No identifiers are required at the moment
All other	At least two of the following three identifiers: • UPCEAN or JAN • Brand • MPN

3.1 **Brand** (aka manufacturer) must be set unless you have custom or handmade products (applies to UK and US). You set brand via Products Manager > Main Details tab. You can also set this via Batch Products Processor as explained in 2 above.

3.2 **Manufacturer Part Number** (MPN) aka **Product Code**. This should be set along with Brand if you sell "All Other" products as shown in the table above. This can be set via Products Manager > Main Details tab > Product Code.

3.3 **GTIN**. These are Global Trade Item Numbers (GTINs), which include UPC, EAN (in Europe), JAN (in Japan) and ISBN. The table below summarizes the different ones:

Name	Description	Location	Format	Feed Attribute
Universal Product Code (UPC)	A unique numerical identifier for commercial products that's usually associated with a barcode printed on retail merchandise.	Primarily North America	12 numerical digits	GTIN
European Article Number (EAN)	A unique numerical identifier for commercial products that's usually associated with a barcode printed on retail merchandise.	Primarily outside North America	Typically, 13 numerical digits (can occasionally be either eight or 14 numerical digits)	GTIN
Japanese Article Number (JAN)	A unique numerical identifier for commercial products that's usually associated with a barcode printed on retail merchandise.	Only in Japan	8 or 13 numerical digits	GTIN
International Standard Book Number (ISBN)	A unique numerical identifier for commercial books published since 1970 that can	Globally	**ISBN-10**: 10 numerical digits (last digit may be "X",	GTIN

			which represents the number "10") **ISBN-13**: 13 numerical digits and typically starts with either 978 or 979	
	be found on the back of the book, along with the barcode.			

These are usually set for Media and Books. Clothing requires Brand and "All Other" can have the GTIN set, otherwise a combination of brand and product code must be set. If using GTIN, then add it as an attribute called GTIN in the right format for each product via Products Manager.

4. **Weight.** Ensure you have a weight set for each product. If you don't calculate shipping by weight then we suggest setting it to 1 via Batch Products Processor.

5. **Shipping.** We will automatically calculate the <u>estimated</u> shipping for each product based on your site settings.

Special Notes:
1.Google has limited scope for shipping cost configuration hence it may be an **estimate** that is provided in the feed.
2. Due to Google limitations, we are only able to upload shipping cost estimates for the following countries, in line with what Google allows to be added in Merchant Centre: Australia, China, France, Germany, Italy, Japan, Netherlands, Spain, UK, United States.
3. The unit of weight is taken from the system define WEIGHT_MEASUREMENT and should be one of the following: lb, pound, oz, ounce, g, gram, kg, kilogram (spelt exactly as shown).

6. **Condition**. There are 3 settings for condition: new, used or refurbished. The system will default to 'new' for all products. To override this, you need to set up an attribute called Condition with a value of used or refurbished (spelt exactly as shown but not case sensitive) via Products Manager.

7. **Product Variants.** Google accepts product "variants" for clothing (applies to US but recommended for UK). For example, if you sell a t-shirt in 5 colours and 4 sizes then Google expects you to upload 20 product variants to cover each combination. The system will automatically loop through your options and attributes and create these variations in the feed for you.

A variant could be *colour, size, pattern or material*. Colour and size have been discussed earlier. These would normally already be set as options or, in the case of different colours, you could either have them set as options or you might have created a separate product per colour (in which case you would set a colour attribute as well).

7.1 Colour & Size
You need to ensure each product has options set for colour and size (spelt exactly as shown but not case-sensitive). Alternatively, you can set these as product attributes via Products Manager where you have a unique product for each colour and/or size variation.

7.2 Age Group

You need to ensure each product has options or attributes set for age group. The permitted values are: kids, adults. The system will check any pre-existing options to see if they contain references to age and automatically populate this field in the feed for you. The references it checks are shown below:

kids: kids, children, child, boys, girls
adult: adult, mens, women, ladies

If you do not have these then you need to set up an age group attribute via Products Manager.

Important Note! If you have products with both kids and adults sizes then you will need to consider splitting these out into separate products as you can only set one age group per product.

7.3 Gender

You need to ensure each product has options or attributes set for gender. The permitted values are: male, female, unisex. The system will check any pre-existing options to see if they contain references to age and automatically populate this field in the feed for you. The references it checks are shown below:

female: girls, women, ladies
male: boys, men, man

If you do not have these then you need to set up a gender attribute via Products Manager.

Important Note! If you have products with male, female and unisex variations then you will need to consider splitting these out into separate products as you can only set one gender per product.

7.4 Pattern Variant

The pattern or graphic print featured on a product. For example, a dress might come in two prints and have pattern values of "Polka Dot", "Striped", "Paisley", etc. There must be either an option or attribute set called *pattern* with the relevant value set.

7.5 Material Variant

The material or fabric that a product is made out of. For example, a sofa might have values of "Canvas", "Twill", "Velvet", etc. There must be either an option or attribute set called *material* with the relevant value set.

7.6 Group / Variant Product ID

For product variants, Google requires you to specify a unique "Group / Variant Product ID" on the product record for the group of product variants. For example, if you have two products set up for the same dress, but one is green and the other blue, then you would set up the same Group / Variant Product ID on each of their product records in Products Manager > Main Details tab. The Group / Variant Product ID must be unique to just those products and cannot clash with any other product codes or ID's used in the system. It is

recommended that you use the prefix *GVP-* to help maintain that uniqueness. For example, if you had two products which were variants, take the product code from the first product (e.g. ABC1278) and add GVP- (e.g. GVP-ABC1278) to the Group / Variant Product ID's of both products.

You can set Group / Variant Product ID for several products via the Batch Products Processor.

9. **Availability**. The system will calculate your product availability based on your stock settings.

10. **Google Feed URL Naming**. We recommend the following standard URL's are used for your product feed setup in Google Merchant Centre:

For sites with up to 25,000 products:
[store URL]/product_feed.csv

For large sites with greater than 25,000 products:
[store URL]/pages/product_feed.csv.php?i=1

where i=1 is the first 25,000 products in the database, i=2 is the second 25,000 products and so on.

We also recommend setting the Google feeds to run DAILY so that special offer prices are uploaded quickly and also because Google prefers more regular updates.

For reference, the Amazon product feed URL is [store URL]/amazon_products.csv

11. **US Tax & Delivery Settings**
For US store owners, you must also setup your Tax settings inside Google Merchant center as they currently require this for feeds submitted to the US. Below are the notes taken directly from Google:

Overview
The tax setting should only be used for merchants submitting feeds to the US. Please do not use this setting if you are not submitting feeds to the US.

You can submit this information in two ways:
1. Set account-level default values in your Google Merchant Center account: These preferences will serve as the default values for all of your items. This is the easiest way to set up tax and delivery for your account.
2. Include item-level override values in your data feeds or via the API: These values will override your account-level default settings for that item.

Tax (US only)
You have three options in your Google Merchant Center account:
1. Opt not to charge tax.
2. Set a tax rate based on the state to which an item is delivered.
3. Use an estimate based on the destination ZIP code. Note: To estimate the tax rate, we use data from Tax Data Systems, based on the destination ZIP code.

You can also include item-level override values, using the new tax attribute, which replaces the attributes, tax percentage and tax region.

Delivery

You have three options in your Google Merchant Center account:

1. Specify a flat delivery rate (or free delivery).
2. Define customised tables if the delivery rate that you charge varies by price, weight or number of items. Note: If you define a table based on the number of items, for now, we'll use the rate in the first row only.
3. (US only) Apply an operator-calculated rate, if the delivery rate that you charge is based on rates from UPS, FedEx or USPS. Note: We use daily rates for UPS and standard (non-retail counter) rates for FedEx.

If you use either the operator-calculated option (US only) or the weight-based table option, please make sure that you include the weight attribute. You can include item-level override values if, for instance, you sell oversized items, calculate a specific rate for each item or have separate rates for specific regions. Please use the revised delivery attribute for this option.

Delivery Defaults

You can set up one delivery default per region. For example, if you are submitting products to both the US Product Search and the German Product Search, you could set up one delivery default with the region as Germany and the other with the delivery region as the US. The US default rule will then be applied to your offers submitted to US Product Search and the German default rule will be applied to your offers submitted to German Product Search. This allows you to show accurate delivery information automatically for products targeted in different regions.

References

The full Google Product Feed specifications can be viewed here:

Changes to Google Product Search - Summer 2011
http://www.google.com/support/merchants/bin/answer.py?answer=1346661

Unique Product Identifiers
http://www.google.com/support/merchants/bin/answer.py?answer=160161

Products Feed Specification
http://www.google.com/support/merchants/bin/answer.py?answer=188494

Tax & Delivery
http://www.google.com/support/merchants/bin/answer.py?answer=160162