



MAGETSYNC USER GUIDE - DRAFT

INSTALLATION GUIDE AND USER MANUAL

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MERCHANT-E PTY LTD



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Introduction

This document outlines the procedures to follow to successfully install and configure MagetSync on a Magento installation. This guide will also list all steps to start selling on Etsy from your Magento Shop.

Where possible we have added links to Etsy help articles to help you understand options a bit further.

System Requirements

- Magento CE 1.6+
- **PHP 5.4+**
- Libcurl-devel¹: This is usually installed on your server. Most servers have this installed by default. If it's missing, you will notice as product images will be missing from your Etsy products after synchronization²
- Oauth support (If you have Magento installed and working) this is probably already installed
- Crons need to be running in your Magento store
- A customer token generated at time of registration. Go to <https://secure.merchant-e.net> to obtain it
- [Download](#) the latest version of MagetSync from your account, if you haven't already

You also need to have an Etsy shop already active, if you don't have one. The process to open one is very easy, and free. Just [register an account](#) on <http://www.etsy.com> and click on [Open a Shop](#).

For more information visit this Etsy help article. <https://www.etsy.com/help/article/246>

¹ If any PHP modules are missing from your installation. Please contact your web hosting provider. They should be able to install any of these for you.

² Please be aware that another reason why product images might not show up on Etsy could be due to image file size exceeding the limit set by Etsy, of 2MB per file.

Installation Process

Important: We strongly recommend creating a backup of your site before installing MagetSync (or any new extension), and/or test it thoroughly on a staging area.

There are multiple ways of installing a Magento module and we offer you MagetSync in two different formats, .zip and .tgz -ready to be installed in any way you prefer. Here we will highlight installation via Magento Connect Manager and FTP/SFTP

Installation via Magento Connect Manager

To install go to your admin area, then System > Magento Connect Manager. Login, if necessary. Under *Direct Package File upload* click on choose file and upload the **.tgz** file you downloaded from the MagetSync secure website. Click *Upload*. The installation will then be handled by Magento.

Installation via FTP/SFTP

- Before uploading MagetSync to your server, make sure the Magento Cache is enabled.
- If Compilation is being used, please disable it temporarily.
- Unzip the MagetSync **.zip** archive and drag all its content into your Magento root folder. Respecting the existing structure. (Selecting all folders and dragging and dropping will work just fine, as this will merge the new content with the existing folders on your server).

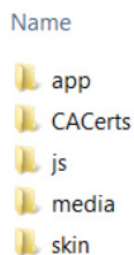


Figure 1: This is a sample of the content within the MagetSync archive

System > Cache Management. [Select All] and Flush Magento Cache.

- Visit your Magento admin area and refresh the Magento cache.
- The module will start installing (this process may take a while so please be patient)
- Magento requires that you log out from your admin area after installing a new module so please do so. If not, you will see a 404 error when accessing any of the modules pages.
- Now set it up with your Etsy Shop
- Enjoy it

If you encounter any issues after installation, please visit our [Knowledge Base](#).

Upgrading your MagetSync Installation

The upgrading process is like installation, just replace any existing MagetSync folders and files and refresh cache. Step by step instructions are found below.

Important: We strongly recommend creating a backup of your site before installing MagetSync (or any new extension), and/or test it thoroughly on a staging area.

- Before uploading MagetSync to your server, make sure the Magento Cache is enabled.
- If Compilation is being used, please disable it temporarily.
- Unzip the MagetSync archive and drag all its content into your Magento root folder. Respecting the existing structure. (Selecting all folders and dragging and dropping will work just fine, as this will merge the new content with the existing folders on your server). Make sure you replace all existing MagetSync files and folders. Your FTP client should inform you if there were any errors in transfer.

System > Cache Management. [Select All] and Flush Magento

- Visit your Magento admin area and refresh the Magento cache.
- MagetSync will start upgrading
- If new sections have been added to the module you might need to log out from your admin area before you're able to access them. If not, you will see a 404 error.
- Test thoroughly
- Enjoy your new MagetSync version

Possible Issues during Installation

Most of the issues and errors that could arise during installation are caused by not having cache enabled before all MagetSync files have been uploaded to the server; or compiler being enabled during [installation](#). In such situations, reinstalling MagetSync is the best solution.

Reinstalling MagetSync

This step is only necessary if you encountered any issues or errors when you first tried installing MagetSync.

- Go to your database and check if any of the MagetSync tables were created in the first attempt. If you see any tables that start with '*magetsync_*' please delete them. (If you are using a prefix in your DB these should be preceded by your prefix, '*prefixmagetsync_*')
- Locate table '*core_resource*'. Under this table there should be an entry for Magetsync. Delete this magetsync entry.

After the MagetSync entry in the *core_resource* table is deleted, Magento will try to install the module.

If any errors persist make sure all files have been uploaded and that there were no issues during the file transfer.

If you continue to experience errors when installing MagetSync, please [contact us](#) or [submit a support ticket](#) and we will be happy to assist you.

Configuration Process

To link your Etsy shop with your Magento store you need to complete the following steps.

Go to *MagetSync > Configuration*

- Select your Etsy shop default language
- Shop ID field: Insert your Etsy shop name or shop ID. (This doesn't contain spaces or punctuation).
 - o To find your shop name, on the Etsy website go to *Your Shop > Shop Settings > Info & Appearance > Shop Name*
- Insert your customer token found under your Merchant-e account (<https://secure.merchant-e.net>)
- Click on '*Save Config*' and then *Authorize*
- Follow the prompts and grant permissions for MagetSync to access your shop (during this step you'll be taken to the Etsy website). After completed, you should be returned to your Magento store, with the following message: *Successfully authorized.*

Managing your Etsy Shop from Magento

Shop Sections

After completing the configuration process, you are ready to start managing your Etsy shop. The first step is to go to *MagetSync > Global Options > Shop Sections*.

Shop sections are required by Etsy and act as your store categories. They won't be visible in the front-end of your Magento shop. You only need to insert a title for them. You can create as many as you need.

Creating Shop Sections

To create a new shop section simply click on the *Add shop section (Category)* button, located at top right hand corner.

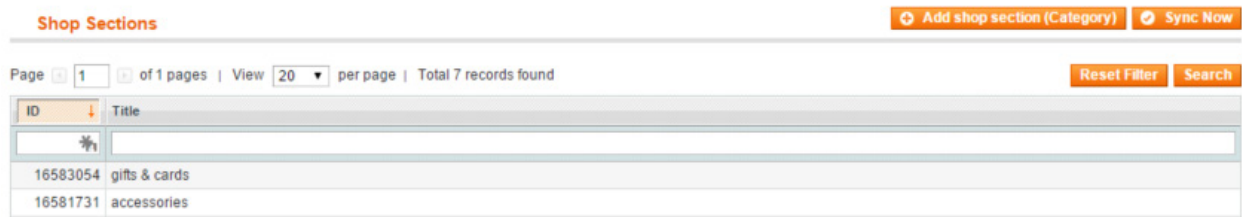


Figure 2: Shop Sections Page - with action buttons on the right hand side

Sync Shop Sections from an Existing Etsy Shop

If you already have shop sections in your Etsy shop, MagetSync can fetch these for you, by clicking on the *Sync Now* button.

Deleting Shop Sections

To delete a category, on the Shop Sections page, click on the title of the shop section you'd like to delete, once the category opens, you will see a delete button.

Add Shipping Profiles/Templates

After creating your shop sections jump to *MagetSync > Global Options > Shipping Profiles*. Here you need to create a list of shipping costs for your Etsy customers.

On this page you need to insert a label that will help you identify the shipping profile you're creating. You can have as many shipping profiles as you need.

Select the typical [processing time](#) that will apply for this shipping profile and the country from where products under this shipping template will be shipped.

Under *Shipping entries* select the countries you ship to and the primary shipping cost. If necessary, you can offer [combined shipping costs](#) by using a secondary shipping cost (under 'With another item' field). Secondary shipping cost is the added value when items are purchased and shipped together.

To learn more about Etsy's shipping option – please read:

<https://www.etsy.com/help/article/6131>

Ships To	Cost	With Another Item	Add
United Kingdom	15	0	Delete
United States	15	0	Delete
France	15	0	Delete
Australia	8.5	0	Delete
New Zealand	10	0	Delete
Canada	15	0	Delete
Belgium	15	0	Delete
Denmark	15	0	Delete
Greece	15	0	Delete
India	15	0	Delete
Ireland	15	0	Delete
Italy	15	0	Delete
Spain	15	0	Delete
Sweden	15	0	Delete
United States Minor Outlying I	22	0	Delete
Japan	12	0	Delete
Switzerland	15	0	Delete

Figure 3 Example of a Shipping Template

Queuing Products

Adding Products to Queue

Go to *Catalog > Manage Products* page and start selecting which products you'd like to make available on your Etsy shop. MagetSync currently supports **single products**, **single products with custom options** and **configurable products**, as those are the types of products that can be reproduced on Etsy.

You have two ways of selecting which products to list on Etsy, individually and in bulk.

Queuing products individually

Open the product you'd like to list and set the new attribute 'Synchronized with Etsy' to Yes. This attribute is found under the General tab.

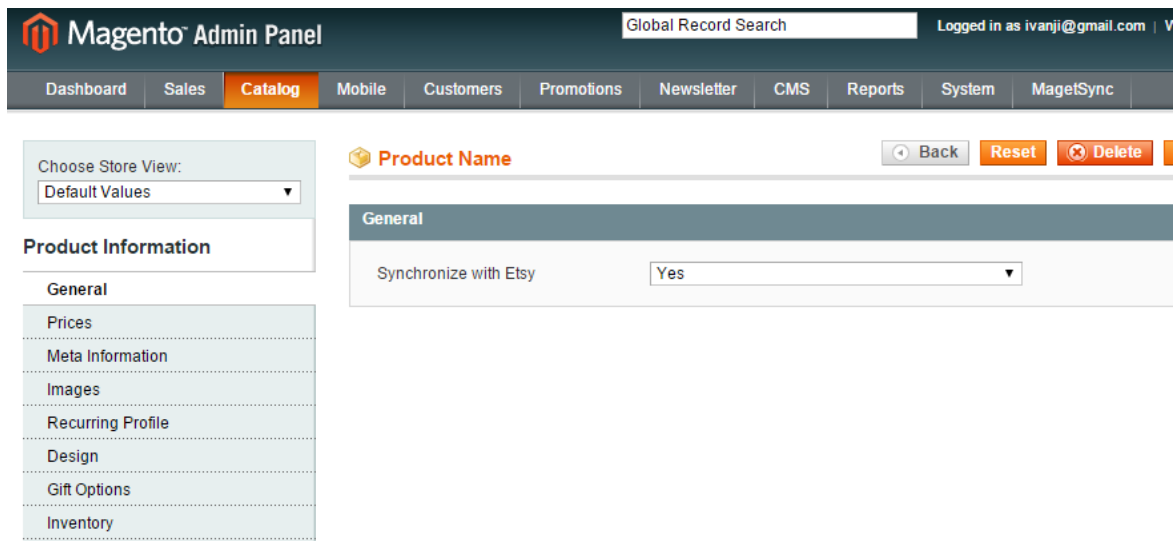


Figure 4: Setting a single product for synchronization.

Queuing products in bulk

If you want to select multiple products at once, go to the *Manage Products* page and select the products you want to list on Etsy. From the *Actions* dropdown menu select 'Queue to Etsy' and click submit and you will be presented with the *Update Attribute* page, where you will be able to set 'Synchronized with Etsy' to Yes.

Dashboard Sales **Catalog** Mobile Customers Promotions Newsletter CMS Reports System MagetSync [Get help for this page](#)

Manage Products [Add Product](#)

Choose Store View: All Store Views

Page 1 of 47 pages | View 20 per page | Total 932 records found | [Notify Low Stock RSS](#) [Reset Filter](#) [Search](#)

Select All | Unselect All | Select Visible | Unselect Visible | 20 items selected

Actions Queue to Etsy [Submit](#)

	ID	Name	Type	Attrib. Set Name	SKU	Price	Qty	Visibility	Status	Websites	Action
<input checked="" type="checkbox"/>	1179	Snow White gift pack	Simple Product		SKU1370	\$40.00	6	Catalog, Search	Enabled	Main Website	Edit
<input checked="" type="checkbox"/>	1174	Nerdy Birdy	Simple Product		SKU1421	\$20.00	4	Catalog, Search	Enabled	Main Website	Edit
<input checked="" type="checkbox"/>	1173	Life size baby fawn grey	Simple Product		SKU1420	\$179.00	2	Catalog, Search	Enabled	Main Website	Edit
<input checked="" type="checkbox"/>	1172	Lang Leav - Lullabies	Simple Product		SKU1415	\$20.00	2	Catalog, Search	Disabled	Main Website	Edit
<input checked="" type="checkbox"/>	1171	Shimmer bunny pink	Simple Product		SKU1412	\$45.00	1	Catalog, Search	Enabled	Main Website	Edit
<input checked="" type="checkbox"/>	1170	Miffy lamp	Simple Product		SKU1411	\$269.00	2	Catalog, Search	Enabled	Main Website	Edit
<input checked="" type="checkbox"/>	1169	NEW snow white calico bag (pack of 3)	Simple Product		SKU1410	\$28.50	5	Catalog, Search	Enabled	Main Website	Edit

Figure 5: Queuing multiple products

Important notes about listings

- Etsy has certain validations and limitations on what they allow as product names. To learn more about these, please read the following help article: <https://www.etsy.com/au/help/article/188>
- [Tags](#) are used on Etsy to find your items. They are words or short phrases related to your products. MagetSync generates these tags from the Magento Keywords attribute.
- Child products that belong to a configurable product cannot be queued by themselves. Instead choose its parents and these will all automatically be queued.

Listing Manager

All your queued products will appear under *MagetSync > Listing Manager*. Here you need to fill out some extra details required by Etsy. This is the last step before synchronizing your products to Etsy.

Listing Manager

Page 1 of 4 pages | View 20 per page | Total 73 records found Reset Filter Search

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected Actions Submit

ID	Title	Quantity	Status
609 (SKU617)	Snow white calico bag	8	SYNCED
1168 (SKU1409)	Sonia Brit Design badge tin snow white	10	SYNCED
1089 (SKU1293)	Sonia Brit Design tea towel Mr.Wolf	10	SYNCED
1088 (SKU1296)	Sonia Brit Design tea towel Short Walk	20	SYNCED
1076 (SKU1261)	Sonia Brit Design "short walk" cushion	10	SYNCED
1075 (SKU1260)	Sonia Brit Design "hug" Cushion	8	SYNCED
935 (SKU968)	Sonia Brit Design mirror Red riding hood	7	SYNCED
934 (SKU967)	Sonia Brit Design mirror tea time	3	SYNCED
919 (SKU952)	Sonia Brit Design mirror sew happy	3	SYNCED
918 (SKU951)	Sonia Brit Design mirror Sunday in Love	2	SYNCED
868 (SKU900)	Sonia Brit Design card Alice (Pack of 6)	20	IN QUEUE
842 (SKU874)	Sonia Brit Design calico Sunday in love bag	5	SYNCED
823 (SKU856)	Sonia Brit Design calico happy camper bag	10	SYNCED
587 (sku594)	Sonia Brit design mirror snow white	10	FAILED
565 (SKU573)	Sonia Brit Design Tea towel owl & pussycat	6	SYNCED
491 (SKU491)	Sonia Brit Design calico hello poppet bag	8	SYNCED
489 (SKU489)	Sonia Brit Design calico cute things bag	10	SYNCED
488 (SKU488)	Sonia Brit Design calico panda	8	SYNCED
487 (SKU487)	Sonia Brit Design calico Forest Friends bag	5	SYNCED
486 (SKU486)	Sonia Brit Design calico sew happy bag	5	SYNCED

Figure 6: Listing Manager showing queued, sync and failed listings

You can add the remaining required information individually, or in bulk – if multiple products share these same attributes.

Synchronising Products to Etsy (Individually)

Click on any of the products and you will be presented with the extra attributes to be filled out. Here you will also select the shop section and shipping profile that will apply to this listing.

Edit listing Sonia Brit Design card Alice (Pack of 6)

[Back](#) [Reset](#) [Delete listing](#) [Sync Now](#) [Save listing](#)

Global Section	
Prepend Global Note	<input type="text" value="Select template"/>
Append Global Note	<input type="text" value="Select template"/>
Automatically renew listing	<input type="text" value="No"/>

About information	
Who Made it? *	<input type="text" value="Select a maker"/>
What is it? *	<input type="text" value="Select a use"/>
When was it made? *	<input type="text" value="Select when"/>

Category information	
Category *	<input type="text" value="Please Select"/>

Search information	
Recipient	<input type="text" value="Please Select"/>
Occasion	<input type="text" value="Please Select"/>
Materials	<input type="text"/>
Style 1	<input type="text" value="Please Select"/>

Shipping and Shop information	
Shop section	<input type="text" value="Please Select"/>
Shipping profile *	<input type="text" value="Please Select"/>

Logs	
<hr/>	

Figure 7: Adding Etsy's required attributes

Then click on the 'Sync Now' button and if you filled out all required details your product should now be on your Etsy Shop.

Synchronising Products to Etsy (in-bulk)

Sync multiple products at once if they share some common attributes, by selecting them and clicking *Update attributes* under the *Actions* dropdown menu.

Listing Manager

Page 1 of 1 pages | View 20 per page | Total 12 records found Reset Filter Search

Select All | Unselect All | Select Visible | Unselect Visible | 4 items selected

Actions		Update attributes	Submit
ID	Title	Update attributes	Status
Any		Send to Etsy	In quei
<input checked="" type="checkbox"/>	868 (SKU900) Sonia Brit Design card Alice (Pack of 6)		20 IN QUEUE
<input checked="" type="checkbox"/>	1171 (SKU1412) Shimmer bunny pink		1 IN QUEUE
<input checked="" type="checkbox"/>	710 (SKU742) Badge set in tin - make it snappy		5 IN QUEUE
<input type="checkbox"/>	1184 () Snow White gift pack		1 IN QUEUE
<input checked="" type="checkbox"/>	1170 (SKU1411) Miffy lamp		1 IN QUEUE
<input type="checkbox"/>	1174 (SKU1421) Nerdy Birdy		4 IN QUEUE
<input type="checkbox"/>	1036 (SKU1199) pretty birdy (2)		4 IN QUEUE
<input type="checkbox"/>	1199 (SKU1556) Vintage tumbler 7		4 IN QUEUE
<input type="checkbox"/>	1218 (SKU1579) Sonia Brit Design Matilda & Miranda florist Girl (3)		1 IN QUEUE
<input type="checkbox"/>	1219 (SKU1580) Sonia Brit Design Matilda & Miranda sweet girl (3)		1 IN QUEUE
<input type="checkbox"/>	1220 (SKU1581) Sonia Brit Design Matilda & Miranda shopping girl (3)		5 IN QUEUE
<input type="checkbox"/>	1169 (SKU1410) Sonia Brit design calico snow white bag (pack of 3)		5 IN QUEUE

Figure 8: Updating multiple products on the Listing Manager

On the next screen you will need to fill out the required information and then click on **Sync Now**. This will sync all products at once. This process may take a while, depending on the number of products you are listing, so please be patient. Any errors occur during this process you will receive a message in the Logs section for each product.

Listing Status and their meanings

The following are the statuses used for listing and their meanings:

- **In Queue:** Product has been added to the Queue from the *Manage Products* page and no other action has been taken.
- **Synced:** Product has been successfully synchronised with Etsy. Listing should be visible in your Etsy shop.
- **Failed:** When trying to synchronise this product, an error occurred. In this instance, open this product to see log messages and identify exact error. Correct as required and attempt again.
- **Out of Sync:** This status appears when a product in your Magento store has changed after synchronisation. It could relate to attribute updates or product quantity. (Product quantities are

automatically updated but sometimes a lag could occur). Automatic product updates synchronisation can be enabled in MagetSync configuration.

- **Mapped:** This indicates that a link has been created between this listing and an existing Etsy listing, and no updates have been performed between these two linked items.
- **Expired:** Listing has expired on Etsy. Etsy listings have a lifespan of four months. Auto renew option can be set within the *Edit Listing* page.
- **Queued:** Listing has been added to an auto queue and MagetSync will automatically try to list it, using a cron task
- **Force Delete:** This option will replace a listings status when the linked item on Etsy has been deleted

[Adding Notes and additional attributes to your Product Descriptions \(Using Global Notes\)](#)

If you need to add additional information in your product listings, you can make use of Global Notes. Found under *MagetSync > Global Options > Templates*.

Here you are presented with two sets of Global Notes that could be applied to any product before it's listed on Etsy or repeated across many products. Useful for information about your shop or to highlight return/shipping policies.

Additionally, in these fields you can include additional attributes taken directly from your Magento product attributes.

Simply Insert the require attributes and MagetSync will automatically convert these into the correct value assigned to each product.

Global Note 1 Template

Insert attributes:	<div style="border: 1px solid #ccc; padding: 5px;"> <ul style="list-style-type: none"> Accessories Type ▲ Type Author/Artist <li style="background-color: #f0f0f0;">Bag & Luggage Type Bedding Pattern Bed & Bath Type Books & Music Type Camera Megapixels Camera Type <li style="background-color: #f0f0f0;">Color ▼ <p style="font-size: 0.8em; margin-top: 5px;">▲ Select attributes to auto-generate variables</p> </div>	[STORE VIEW]
Prepend Following Note	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;"> <p>.....</p> <p>Product Intro</p> </div> <p style="font-size: 0.8em; margin-top: 5px;">▲ This text will be added at the beginning of the Etsy listing description field</p>	[GLOBAL]
Append Following Note	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;"> <p>Additional Product Information:</p> <p>Colors available: {{color}}</p> <p>Luggage Type: {{bag_luggage_type}}</p> </div> <p style="font-size: 0.8em; margin-top: 5px;">▲ This text will be added at the end of the Etsy listing description field</p>	[GLOBAL]

Global Note 2 Template

Global Notes Re-Indexing

For performance reasons attribute attachment templates are translated when you first add a product to the Listing this option will recreate the translations. Please note that this will mark all your listings as 'out of sync' for auto-re

Apply template changes to all listings	<div style="background-color: #e67e22; color: white; padding: 5px 15px; display: inline-block; border-radius: 3px;">Re-Index</div>	[GLOBAL]
▲ Listings with global attribute templates will be updated.		

Figure 9: Global Notes Template.

Configuring Global Options (MagetSync > Configuration)

MagetSync offers a few options that will enhance your workflow and make things even easier for you.

These are found under *MagetSync > Configuration*

Catalog Specific Options

<i>Default Magento Store</i>	If you have multi-store setup, please select a Magento store to associate with all Etsy orders/inventory.
<i>Auto Sync Product Attributes:</i> [Default Yes]	When this is set to <i>Yes</i> , changes you make to a product that is already synced, will be pushed automatically without manual intervention. During this process, products that are set as 'Out of Sync' will be re-synchronized.
<i>Exclude Product Images:</i> [Default Yes]	When set to <i>No</i> , any product images that are marked as excluded in the Magento catalogue, will be included for synchronisation.
<i>Use Special Price on Etsy Listings</i>	If you want MagetSync to consider special prices for your Etsy listings instead of the standard pricing
<i>Change Product Title Attribute</i> [Default No]	This will allow you to use a different field for your Etsy Listings product names
<i>Change Product Title Attribute</i> [Default No]	This will allow you to use a different field for your Etsy Listings product descriptions

Sales Orders Options

<i>Enable 'Source' Column in Order Grid:</i> [Default No]	When set to Yes, a new 'Source' column is added with icons representing the store where the order was placed (Magento or Etsy).
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<p><i>Set Prefix for your Etsy Orders:</i> [Default No]</p>	<p>When set to Yes, a new field is displayed that will allow you to enter a prefix to be used for all Etsy orders generated after this option is enabled.</p>
<p><i>Import Old Etsy Orders</i></p>	<p>By default, only open orders are imported by MagetSync. This button allows merchants to import all orders that have been marked 'as completed' on Etsy. Orders will be created for products that still exist on your Magento store.</p>

Variations Specific Options

These group of options allow you to specify a global sizing scales for your custom attributes, used in your Magento products - only applicable if you offer products with custom options. **Important: If you don't specify sizing scale your variations or custom options won't be created on Etsy.**

Settings

<p><i>Disable Open SSL</i></p>	<p>Due to incompatibilities with some un-patched versions of OpenSSL some users might experience issues while authorizing their Etsy shop for the first time. This option provides an alternative solution to these.</p>
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Debug

<p><i>Enable Log/Enable Exception Log</i></p>	<p>When set to yes it will log all data being sent/received from/to Etsy. Only set to yes when troubleshooting as this will consume large amounts of disk space.</p>
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Uninstalling MagetSync

If for any reason, you'd like to disable or remove MagetSync from your Magento installation you will need to remove the following files and folders.

Disabling MagetSync

This is helpful if you install the module and experience any unexpected errors. This is the quickest way to stop any errors from preventing you from using Magento.

- Rename or delete: `app/etc/modules/Merchante_MagetSync.xml`
- Flush the Magento cache.

Removing MagetSync

This process will fully remove MagetSync from your Magento installation.

Delete the following files:

- `app/etc/modules/Merchante_MagetSync.xml`
- `app/design/adminhtml/default/default/layout/magetsync.xml`

Delete the following folders:

- `app/code/local/Merchante/`
- `app/design/adminhtml/default/default/template/magetsync/`
- `app/CACerts/`
- `js/fonts/`
- `js/magetsync/`
- `media/Magetsync/`
- `skin/adminhtml/default/default/Merchante`

In your database, drop all tables that start with '`magetsync_`'. (If you are using a prefix in your DB these should be preceded by your prefix, '`prefixmagetsync_`').

[End of guide]

For more details please visit <http://support.magetsync.net>