



CELEBROS
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Celebros' Plugin User Guide



Contents

Introduction	3
The plugin functionality, UI implementation Types and document scope.....	3
Document Target Audience	3
Note	3
Deploying the Plugin	4
Basic Settings for Preliminary Activation	4
Admin configuration fields.....	5
A note about Store Views	5
Conversion Pro Fields for Embedded UI	5
Conversion Pro Fields for Celebros' UI template	7
Auto Complete Fields.....	8
Products Export Fields	8
Catalog Export.....	9
Exported Fields.....	9
How to Export	10
Plugin Requirements.....	10

Introduction

The plugin functionality, UI implementation Types and document scope

The plugin implements and operates the main steps that are required to integrate with Celebros.

Although the plugin supports all Conversion Pro components, this document covers:

- Search
- Auto complete
- Analytics
- Connecting Navigation to search

The plugin functionality:

- **Exporting the catalog** - for all the Magento sites and store views.
- **Integrating search results** – Routes the site search queries to Celebros and populates search results (not only products, but all the dynamic elements that depend on search, such as filters; control elements like pagination; sort criteria, and search messages).
- **UI Implementations** – There are two types of front-end UI. The client has the option to choose the Embedded UI, which takes control of the default Magento Search, or Celebros' UI template, which overwrites the body portion of the search page with the Celebros UI Template.
- **Integrating Analytics** – Celebros enables collecting information about search queries and product clicks. The plugin implements the code needed to report the Analytics information.
- **Integrating Auto Complete** – The plugin implements the code needed to activate Celebros Auto Complete.
- **Connecting navigation to search** – The plugin implements a code enabling the user to connect the Navigation (Category pages) to the search.

Document Target Audience

The target audience of this document is Magento System integrators and Magento developers.

It is assumed that the reader of this document is familiar with

- The Magento platform and the admin options
- Basic Linux terms and settings, such as CRON

Note

The plugin was designed and developed to work with a standard Magento site. For some standard Magento implementations, parts of this document might not be relevant.

Deploying the Plugin

The plugin files can be installed via Magento Composer or by copying from Celebros GitHub repository. The information about the relative paths of each file is part of the zip; therefore, to deploy it you must extract the zip file to your site's root directory. For example, in the default site that you download from Magento, you must extract it under the site's root directory – "Magento".

Basic Settings for Preliminary Activation

The following are the basic steps required in order to activate the search, based on your catalog. For clarification on fields that are mentioned in this section, please see [Admin configuration fields](#).

1. Mark the fields to be exported. (See [which fields are exported](#)).
2. Enable the export. Set the field "Enable export" under the Conversion Pro settings to "yes".
3. Manually export the data. The default physical path of the export is configured in the field "Absolute Path" under Conversion Pro settings. (For further details, see [How to Export](#)).
4. Send the exported file to Celebros for basic BE (Backend) configuration.
5. Set the field "Enable for Frontend" to "Yes", and fill the following fields according to the UI implementations:

Embedded UI:

- **Host** – to be provided by Celebros
- **Port** – should be 6035 and this is the default value. Celebros to specify if it should be changed
- **Site key** – to be provided by Celebros

Celebros' UI template:

- **Host** – to be provided by Celebros
- **Site key** – to be provided by Celebros
- **Add Div** – Set to Yes
- **Add Scripts** – Yes
- **Hide Content** – Yes

6. Save the settings.
7. Check that results set for site search come from Celebros.

Admin configuration fields

A note about Store Views

The plugin enables the user to override default configuration settings for specific store views using the standard Magento way.

The configuration is divided into 3 sections, front-end features (Embedded UI and Celebros' UI template), AC and Data Export.

Conversion Pro Fields for Embedded UI

Field name	Functionality	Possible values and values meaning
Enable for Frontend	States whether Magento uses Conversion Pro or not.	Yes/No
Host	The address of the search server.	Either IP or DNS provided by Celebros
Port	The network port to send the search requests over http.	To be provided by Celebros. Normally it is 6035
Site Key	The unique identifier of the client on Celebros' end.	A string provided by Celebros
Enable Campaigns	States whether Conversion Pro Campaigns, such as image banner, should appear,	Yes/No
Alternative Products message	A pattern of the message in case the query found no products. The place holder {query} would be replaced with the current query and the place holder {new query} would be replaced with a suggested query.	String
Enable Filter multi-select	States whether filters would enable multi-select, or not.	Yes/No
Price Selector Type	States whether the price filter would be displayed as a slider, or standard set of price ranges.	Textual/Slider
Enable Ajax results on Price Slider	(Appears only if Price Selector Type is set to slider). States whether the price filter would be sent in Ajax mode or not.	Yes/No
Enable Collapse Answers	States whether only part of the answers will appear and if the rest would appear by clicking any kind of expand UI element.	Yes/No
Go to product page on one result	States whether, when only one product is returned by the search engine, the page would be automatically redirected to the product page or display the one product on the search page.	Yes/No

Profile Name	The Conversion Pro profile to use (to be provided by Celebros).	String
Enable Fallback Redirect	Redirect fallbacks queries to a landing page.	Yes/No
Fallback Redirect URL	Set Landing page URL.	
Enable Navigation to Search	States whether products in category pages would be populated from Conversion Pro.	Yes/No
Navigation to Search by	States whether the terms in the path after the base URL would be sent as a free text query, or the IDs of the attributes on Celebros' end would be sent as filters.	Textual Queries/Answers IDs
Textual Search by	<p>Appears only if connecting Navigation to search is enabled and "Navigation to Search By" is set to Textual Queries. It states which query term would be sent:</p> <p>Category name: Only the name of the category that is clicked.</p> <p>Full category path: if a sub-category is clicked, all the parent categories would be sent as a query, including the clicked category itself.</p> <p>Category and category parent name: If sub-category is clicked, the direct parent category of the clicked category and the clicked category would be sent as a query.</p> <p>Category and category root name: If sub-category is clicked, the first level category among the parent categories and the clicked category are sent to the search engine.</p>	<p>One of the drop down values:</p> <p>Category name/ Full category path/ Category and category parent name/ Category and category root name</p>
Enable Blacklisting	Enables black list categories that should not be connected to Conversion Pro.	Yes/No
Blacklisting Categories	(Appears only if Enable Blacklisting is set to Yes). The list of categories. The selected categories would not be connected to search of Conversion Pro.	Multi select drop down with fix list of the existing categories
Host (under Analytics Settings)	The Celebros analytics DNS/IP as sent by Celebros.	DNS, or IP Address
Customer ID	A customer ID as sent by Celebros.	Any string (case sensitive)

Enable Cart Cross Sell	States whether the Celebros Cross Sell is enabled or not on the cart page.	Yes/No
Enable Product Page Cross Sell	States whether the Celebros Cross Sell is enabled or not on the product page.	Yes/No
Cross-Sell Customer Name	The customer name as provided by Celebros.	String
Cross-Sell Request Handle	Handle given to the client by Celebros.	String
Cross-Sell Server	The front-end server for the Cross-Sell API.	String/Url

Conversion Pro Fields for Celebros' UI template

Field name	Functionality	Possible values and values meaning
Enable for Frontend	States whether Magento uses Conversion Pro or not.	Yes/No
Host	The address of the UI on Celebros' UI servers.	Either IP, or DNS provided by Celebros
Site Key	The root folder of the client's UI.	A string provided by Celebros
Add Div	States whether a Div that is a container for the search results should be embedded in the search results page.	Yes/No
Add Script	States whether a reference script to Celebros' UI server should be embedded in the search results page.	Yes/No
Hide Content	States whether the blocks between the header and the footer should be removed (for category pages that should display both products and contents the contents will not be removed).	Yes/No
Enable Navigation to Search	States whether products in category pages would be populated from Conversion Pro.	Yes/No
Enable Blacklisting	Enables black list categories that should not be connected to Conversion Pro.	Yes/No
Blacklisting Categories	(Appears only if Enable Blacklisting is set to Yes). The list of categories. The selected categories would not be connected to search of Conversion Pro.	Multi-select drop down with fix list of the existing categories
Enable Cart Cross Sell	States whether the Celebros Cross Sell is enabled or not on the cart page.	Yes/No
Enable Product Page Cross Sell	States whether the Celebros Cross Sell is enabled or not on the product page.	Yes/No

Cross-Sell Customer Name	The customer name as provided by Celebros.	String
Cross-Sell Request Handle	Handle given to the client by Celebros.	String
Cross-Sell Server	The front-end server for the Cross-Sell API.	String/URL

Auto Complete Fields

Field name	Functionality	Possible values and values meaning
Enable Auto Complete	State whether AC is enabled.	Yes/No
Customer Name	Site Key provided by Celebros.	String
Frontend Server	URL of frontend server where client's solution resides.	String/URL
Script Server	URL of server where AC scripts reside.	String/URL
AC Version	Version of Celebros Auto Complete to use.	V2, V3, or V6 (V4 and V5 skipped to match UI versions)
Use External CSS	States where the AC module should use the CSS file on the server, or from an external URL.	Yes/No
External CSS URL	URL of External CSS to use.	String/URL

Products Export Fields

Field name	Functionality	Possible values and values meaning
Enable Export	State whether export is enabled.	Yes/No
Zip file name	The name of the exported catalog file.	Any valid file name – default is products.zip (to be changed only in conjunction with Celebros)
Data History zip file name	Not relevant to the scope of this document.	
Value Delimiter	The column for the exported data feed files.	Any typical delimiter, default is \t for tab (to be changed only in conjunction with Celebros)
Enclosed Value in	The text qualifier.	Any typical text qualifier. The default is " (to be changed only in conjunction with Celebros)
Type	States whether the export would be uploaded to FTP, or only locally.	File/FTP
Relative path	The path to export data feed on the local server relative to the shop root directory (even if file is exported via FTP, local path must be given as well).	Any valid local path

Export Files life time	States how many days the export history would be saved, including the log.	Number
Enable CRON catalog update	States whether CRON should activate the export process.	Yes/No
CRON Expression	The CRON expression that reflects the times to export the data.	Any valid CRON expression
Extra Tables	Magento tables to export that are not exported by default.	Any Magento table
Export Products from Root Category	States whether products that are not associated with categories would be exported.	Yes/No
Use Single Process Export	States whether the export process will export a few chunks of products and info in parallel, or serial.	Yes/No
Export Chunk Size	(Appears only if Use Single Process is set to <i>No</i>). Defines how many products would be exported for each chunk.	Integer number
Export Process count	(Appears only if Use Single Process is set to <i>No</i>). States how many processes would run in parallel.	Integer number
Memory Limit	The memory to allocate to the export process in MB.	This number must be set in conjunction with the client and take into account the available size of memory.

Catalog Export

Exported Fields

- The fields to export are managed via the “Manage Attributes” page of Magento admin. (In the Menu, go to Stores → Attributes → Products).
All the fields marked as visible (Visible is “Yes”) and searchable would be exported by the plugin.

Attribute Code	Default Label	Required	System	Visible	Scope	Searchable	Use in Layered Navigation	Comparable
<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	<input type="checkbox"/>
activity	Activity	No	No	Yes	Global	No	Filterable (with results)	Yes
allow_open_amount	Open Amount	No	Yes	No	Web Site	No	No	No
category_gear	Category Gear	No	No	Yes	Global	No	Filterable (with results)	No
category_ids	Categories	No	Yes	No	Global	No	No	No
climate	Climate	No	No	Yes	Global	No	Filterable (with results)	No
collar	Collar	No	No	Yes	Global	No	Filterable (with results)	No
color	Color	No	No	No	Global	No	Filterable (with results)	No
cost	Cost	No	No	No	Global	No	No	No
country_of_manufacture	Country of Manufacture	No	Yes	No	Web Site	No	No	No
custom_design	New Theme	No	Yes	No	Store View	No	No	No

Note: The actual fields to index, or to populate as filters, would be set on Celebros’ back end. Marking them for export means only that they would be available for Celebros.

How to Export

The Plugin support Manual Export and Scheduled Export (using CRON JOB) processes to export the data:

1. Manual Export – go to System → Celebros.

	Permissions	Celebros
SYSTEM	All Users	Cron Debug
FIND PARTNERS & EXTENSIONS	Locked Users	Start Manual Export
	User Roles	Manual Cron Export

- For manual export click on Start Manual Export
- To simulate scheduled CRON export click Manual Cron Export

Plugin Requirements

This is the full list of requirements to get our plugin working properly for new Magento plugin installs:

- Php zip extension (ZipArchive extension): <http://php.net/manual/en/class.ziparchive.php> .
- Memory_limit more than 1024mb and it should have the option to change memory_limit and max_execution_time via php function ini_set().
- System cron task (which execute cron.php or cron.sh) for magento should be created with recommended frequency - every 5 mins.
- Shell_exec() and exec() php function should be enabled.
- The client needs to make sure to update the following re-index tables:
 - Category Products
 - Products Categories
 - Product EAV
 - Stock
 - Product Price
 - Catalog Product Rule