

# Configuration

Shopware provides multiple different configurations to change and alter your shop so it matches your exact wishes and needs.

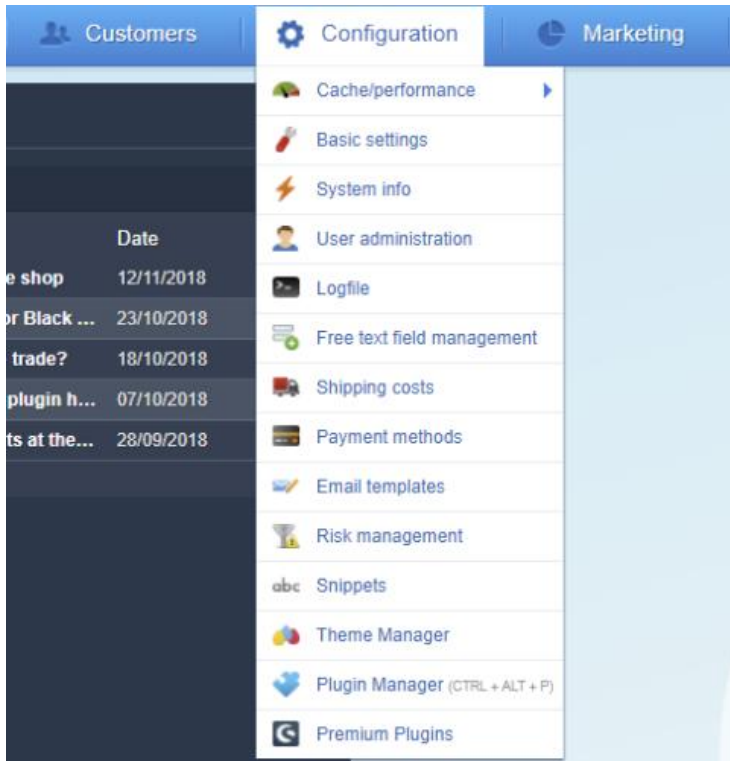
In this area of the documentation we deal with those configurations and options.

Additionally it is described, how to create different elements like products, marketing options, blog articles, shopping worlds and many more.

# Settings

This area of the documentation contains descriptions of the basic configurations in Shopware. Here we describe you how to configure the processes, global settings and basics of your shop.

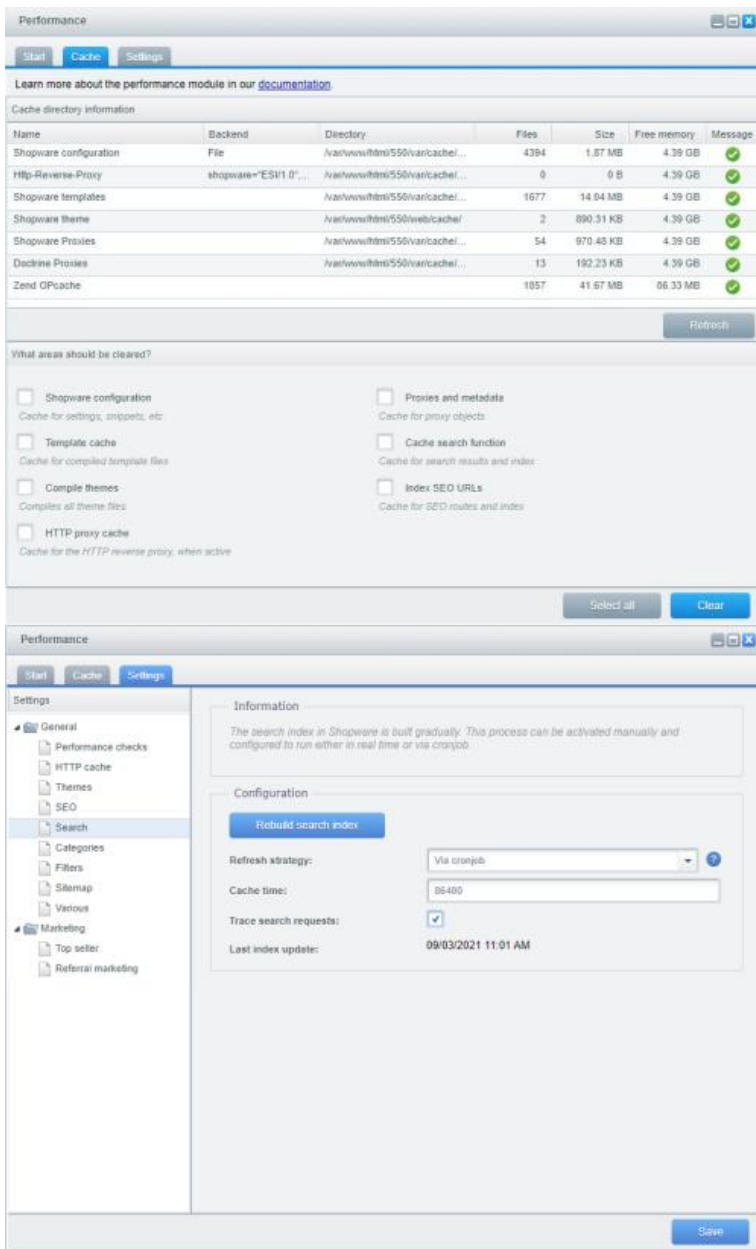
All mechanisms like mails, search, shipping- and paymentmethods as well as information like currencies, countries and many more allow you to configure your shop specifically for your type of customer.



## Cache / Performance-module

### Overview

The cache is a buffer for database queries, template files and snippets and is used to boost performance. Cached data does not require further query in the database.



The central **Cache/Performance** module can be found under **Configuration** in the backend. This is divided into three areas:

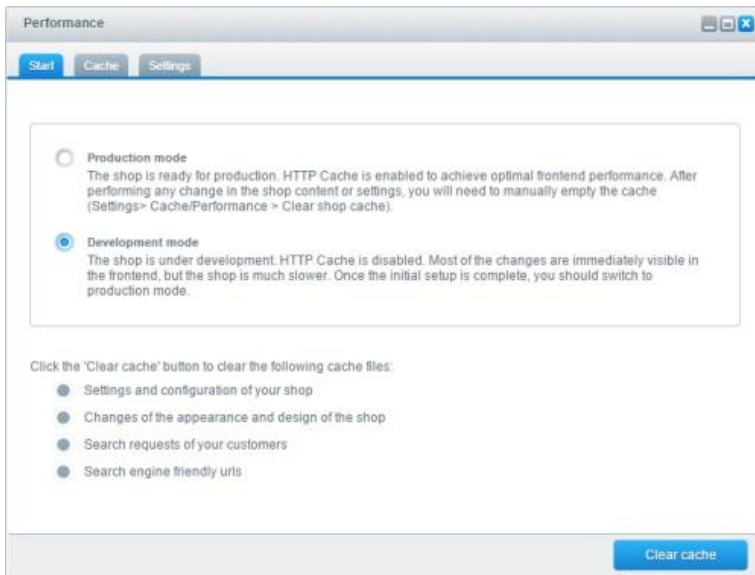
- **Start** - Simplifies the cache handling of your shopware installation.
- **Cache** - Overview of the cache directories, their sizes and their rights (full write and read access required). Areas can be cleared individually.
- **Settings** - Definition of the cache strategies of individual areas, updated manually. Individual areas can be activated/deactivated here.

## Cache directory

Shopware 5 introduced a simplified means of cache management. The system now creates a separate directory every time a revision is made (including staging environments). This means with an update,

Shopware automatically creates and uses the new folder, while the previous folder is archived.

## Start



The Start tab contains the following modes to simplify the cache handling in shopware.

- **Productive mode** - The production mode should be activated if the template will no longer be changed and the shop is running in a live environment. Since the HTTP cache is automatically activated, changes (i.e. to the template or prices) will not appear until the cache has been cleared. This makes for better performance in your online shop.
- **Development mode** - This mode is for setting up and configuring Shopware, as most changes will immediately be visible in the frontend without a need to clear the cache first. Since the HTTP cache is not activated, the shop will run a bit slower than when in the production mode.

## Cache

- **Shopware configuration** - Settings and snippets
- **Proxies and metadata** - Proxy objects
- **Smarty template cache** - Frontend templates
- **Cache search function** - Search results and index
- **Theme cache** - Clears the compiled theme caches. After this, a popup will appear to rebuild the theme cache and clear the HTTP cache
- **Http proxy cache** - Frontend HTTP cache (clears the cache directories)
- **Index SEO URLs** - Create new SEO URLs

## Settings

### Performance checks



Here the SSI optimization methods are displayed.

- **APCu activated:** The APCu can be activated
- **Zend OPcache activated:** The Zend OPcache can be activated
- **PHP Version:** Use a PHP version  $\geq 5.4$  (with Shopware 5, the hook will be set only if you are running the latest version of PHP)

Name	Value
APCu activated	✘
Zend OPcache activated	✘
PHP Version	✔

These are only suggestions for optimization. Omitting optional settings has no effect on Shopware's functionality.

## HTTP cache

The HTTP cache comes as a default feature of Shopware. In order for it to be used, it must first be activated in the backend.

### Cache warmer

The http-cache can be completely warmed up using the Cache Warmer. In simple terms, this means that all pages of the shop are called once and loaded into the cache. If this did not happen using the Cache Warmer, the cache would build up when a user visits the shop, resulting in a considerably longer load time. To save the user this waiting time, you can warm up the cache yourself.

If the HTTP cache is active, you can warm it up using the blue "Warm up cache" button. Click on the button and select the desired shop in the popup that opens and click on "Start process". The cache will then be warmed up.

Warm up cache

General settings

Shop: [dropdown]

Cache warmer

Batch size: 10 [dropdown] ?

Concurrency: 2 [dropdown] ?

Advanced settings

The following sections will be warmed:

Categories:	<input checked="" type="checkbox"/>	Shopping Worlds:	<input checked="" type="checkbox"/>
Blogs:	<input checked="" type="checkbox"/>	Suppliers:	<input checked="" type="checkbox"/>
Static pages:	<input checked="" type="checkbox"/>	Product SEO-URLs:	<input checked="" type="checkbox"/>
Variant switch:	<input checked="" type="checkbox"/>	(Variant) products with item no.:	<input checked="" type="checkbox"/>
Products with category parameter:	<input checked="" type="checkbox"/>		

Save as default

Close window Start process

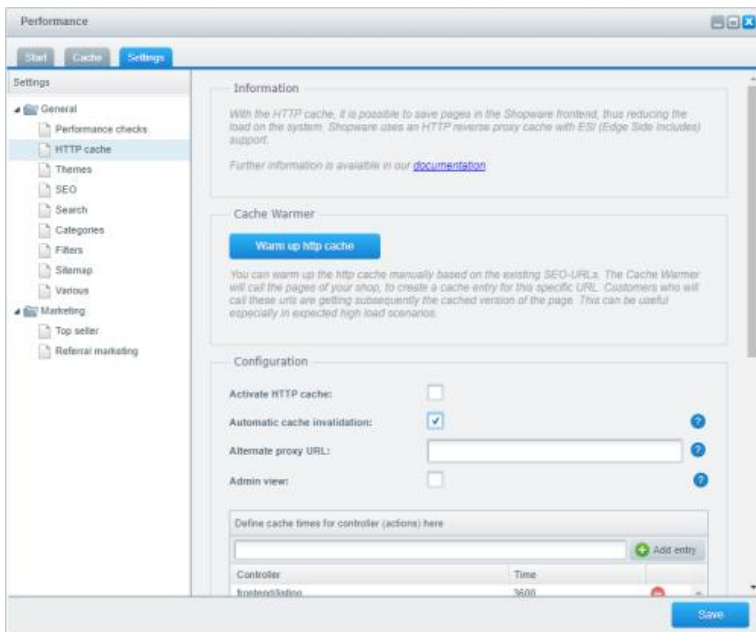
**Batch size:** This is the number of calls processed by the server.

**Concurrency:** Select here how many processes should work in parallel on the cache warmup. Depending on the server, more or less parallel processes can be useful, just test here which setting delivers the fastest results.

**Advanced settings:** Here you can define which pages of your shop should be warmed up. Click "Save as default" to save the current configuration for future use.

## Activating and configuring the HTTP cache

In the backend, go to **Configuration > Cache/performance** and switch to the **Settings** tab. In the directory labeled **General**, find the subdirectory **HTTP cache**.



By clicking the checkbox next to **Activate HTTP cache**, the plugin will handle all caching from this point forward.

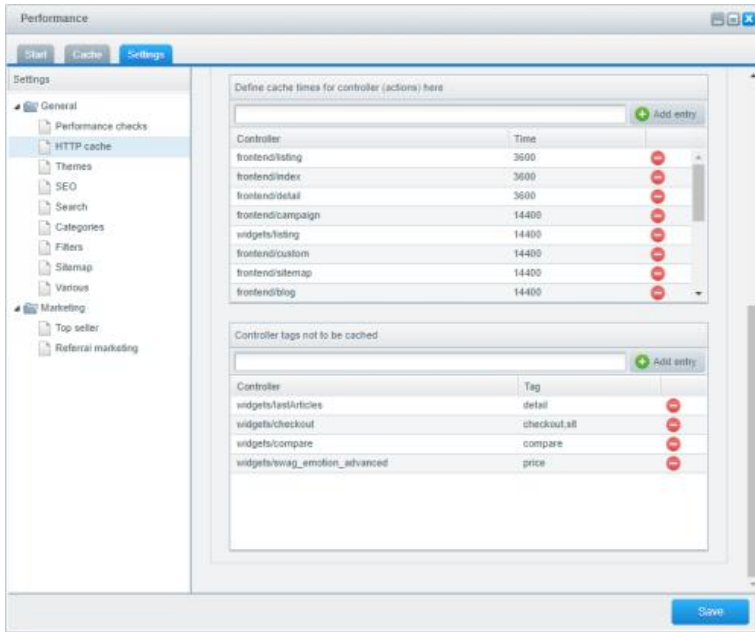
Additional configuration options like the cache invalidation, alternate proxy URLs and the admin view can also be found here.

- **Automatic cache invalidation** clears the cache of the product detail page whenever a product is modified.
- **Alternate proxy URL** allows you to select a desired proxy if you work, for example, with Varnish.
- **Admin view** hides the option that product detail pages are no longer cached, but opened from the backend.

## Defining cache times

- Here you can set the cache time of the shop itself. This defines the number of seconds that a controller is held in the cache. Once the set time has elapsed, the cache will be regenerated the next time the page is called.
- The same applies for controller tags which have not been cached. Here individual areas of the page are not caches, such as a screenshot of the price on the product detail page and in the listing.
- When **defining the controller (- actions) cache times** you should only enter a controller where it makes sense to cache it, e.g. the listing. It makes sense to use controllers where normally no changes are made over a longer period of time and which can then be loaded faster by caching.
- With **non-cached controller tags** you control when a **cached controller (action)** defined above should no longer be cached. Here you can work with different tags (slt = customer has the "stay logged in" status, "checkout" => the customer has products in the checkout, etc.) You can find the tags within a session, e.g. in the default the start page is flagged with the tag "price". The following tags are available:
  - **slt** = customer is logged in

- **checkout** = customer has added item to shopping cart
- **Compare** = customer has an item in comparison



For further information, see our [developers documentation about HTTP cache](#).

Please note that the cache function isn't compatible with scrolling functions on the product detail page. This applies only if you change the sorting in the category view (i.e. from sorting by price to date of creation). The sorting is ignored if you open a product in the overview then click the "Next" button.

## Theme cache

Here you can rebuild the theme cache. After rebuilding the theme cache, the HTTP cache will be cleared.

## SEO

Here you can define the cache strategies for SEO friendly URLs. The default setting is **Live**. This setting determines how URLs are dynamically updated and created. The process here is identical to previous versions of Shopware. There are **Manual** and **Cronjob** strategies for this. The automatic generation of SEO URLs is deactivated with this setting. URLs are only updated by cronjob (i.e. evenings) or manually. Manual updating is performed by clicking the button in this window. The URLs can then be handled for the desired shop completely via batch processing.

## Search

Here the update strategies of the search indexes can be defined. This setting determines how often the search index is recreated (by calling the search in the frontend). The process here is identical to previous versions of Shopware. There are **Manual** and **Cronjob** strategies for this. The automatic generation of SEO URLs is deactivated with this setting. The search index is only updated by cronjob (i.e. evenings) or manually. Manual updating is performed by clicking the button in this window.

## Categories

- **Rebuild category tree:** This is a repair functionality, that is not meant to be used regularly and which reorders and thus repairs categories, their connections and the product assignment.
- **Move categories into batch mode:** Suitable for larger operations and structures.
- **Default sort order for listing:** Here you can configure the default sort for the listing.
- **Items per page:** Define the number of products that appear per product listing page.

## Filters

- **Display filter button:** Product listing will be reloaded using a button.
- **Live product reloading:** When a product list gets filtered, it will get reloaded immediately.
- **Live product and filter reloading:** When a product list gets filtered, it will get reloaded immediately. Filters, which are not combinable will be deactivated.

## Sitemap

Here you can define how and when the sitemap is to be generated. You can use the cache time to define that the sitemap is not regenerated too frequently (e.g. with every call). The time is specified in seconds.

## Various

- **Deactivate Shopware statistics:** When selected, customer/visitor data will not be collected in the frontend.
- **Display previously viewed items:** Default setting = active
- **Number of items displayed:** Default setting = 5
- **Disable item navigation on item detail pages:** Default setting = not active

## Top seller

- **Build new index:** All data in the shop is recalculated and recached.
- **Display top seller in shop:** Top sellers can be deactivated here.
- **Top seller valid for [n] days:** Set the length of time for which top sellers should be displayed. Value must be >0
- **Include orders from the past [n] days:** Shopware calculates top sellers based on orders from the last [n] days.
- **Refresh strategy:** Determine whether updates should be performed live, via cronjob or manually.
- **Take pseudo sales into account:** If this is active, pseudo sales will have an influence on determining top sellers.

## Referral marketing

- **Build index for 'Customers also bought':** These are recalculated with every new item purchase. Recalculation can be memory intensive.
- **Customers also bought:** Activates the "Customers also bought" box on the product detail page.
- **Rebuild 'Customers also viewed' index:** This recalculates what other customers have already viewed in context. Recalculation can be memory intensive.
- **Activate 'Customers also viewed':** Here you have the option to deactivate the saving of data once an order is completed. This is helpful if you have many orders in a shop that take up several positions, as many combinations need to be reloaded.
- **Display:** The box "Customers also viewed" will be displayed on the product detail page.
- **Generate new every [n] days:** Defines the period after which the product is to be recalculated.
- **Refresh strategy:** *Live* (refreshes in a live environment), *Via cronjob* (refreshes via cronjob), *Manually* (refreshes via *Build index*)

## Login / Registration

In this article, you will receive useful information about the configuration of the login / registration and individual salutations. You can decide yourself, which salutation will be available in which shop and how this works.

### Login / registration

You can find this under **Configuration > Basic Settings > Frontend > Login/Registration**. There you can make all settings that are thematically related to the registration in your shop.



- **Minimum password length (registration):** Minimum password length for new customers in the registration form.
- **Standard payment method ID (registration):** Default payment method ID for new customers. Please make sure that your default payment method has no restrictions, otherwise registration may fail, or your customer won't be able to place an order using their desired payment method.

You can also find ID under "**Configuration > Payment methods**", with the payment methods ID in parentheses (**1**).

The screenshot shows the 'Payment methods' configuration page in Shopware. The main configuration area is for 'Payment Vorkasse (System-ID: 5)'. The 'Name' field is 'prepayment', the 'Template' is 'prepayment.tpl', and the 'Class' is 'prepayment.php'. The 'Active' checkbox is checked. The 'Additional description' field contains the text: 'Sie zahlen einfach vorab und erhalten die Ware besser und günstiger bei Zahlungseingang nach Hause geliefert'. The 'Surcharge / discount %' is set to '-3' and 'Fixed surcharges' is '0'. The 'Position' is '1'. The 'Active for E-SD items' and 'Disable for smartphones' checkboxes are unchecked. The 'URL for iFrame', 'Action', and 'PaymentID' fields are empty.

Default and fallback payment methods should never be restricted (i.e. location-based payment methods, because this may lead to cancellation). Only use unrestricted payment methods, like prepayment (ID 5).

- **Standard recipient group ID for not registered customers (system / Newsletter):** If a customer does not register in the store but only for the newsletter, a recipient group ID for subscribing to the newsletter is stored here for the customer after registration.
- **Generate customer numbers automatically:** If set to "Yes", Shopware generates customer numbers automatically during registration.
- **Deactivate AGB terms checkbox on checkout:** If set to "Yes", the AGB terms checkbox will be disabled in the checkout.
- **Display country and state field in shipping address forms:** This shows the country and state dropdown in each shipping address form.
- **Data protection conditions must be accepted via checkbox:** This shows a data protection conditions checkbox in the registration, which must be checked from your customer, otherwise the registration is impossible.
- **Default payment method ID:** This is your fallback payment method. For instance, if risk management payment methods are blocked, Shopware uses the payment method defined here as a safety.
- **Confirm customer email addresses:** If active, the customer has to enter his email address 2 times for address confirmation to take place.
- **Deactivate "no customer account":** If set to "Yes", customers are not able to place an order without creating an account.
- **Mark VAT ID number as required for company customers:** If set to "Yes", company customers must fill the VAT ID number field in the registration.

- **Check current password at password change requests:** If set to "Yes", the customer must enter his current password in order to execute a password change.
- **Treat phone field as required:** If set to "Yes", the phone field (if active) is set as required.
- **Show phone number field:** If set to "Yes", the phone number field is displayed in the registration form.
- **Password must be entered twice:** If set to "Yes", the customer must confirm his password in the registration, otherwise he has to enter it only once.
- **Show birthday fields:** If set to "Yes", the birthday field is displayed in the registration process.
- **Birthday is required:** If set to "Yes", the birthday field (if active) is required.
- **Show additional address line 1:** If active, this shows the 1st additional address line in every address form.
- **Show additional address line 2:** If active, this shows the 2nd additional address line in every address form.
- **Treat additional address line 1 as required:** This makes the 1st additional address line (if active) required in all address forms.
- **Treat additional address line 2 as required:** This makes the 2nd additional address line (if active) required in all address forms.
- **Show "I am" select field:** If active, the registration form shows an "I am" field that can be used to define whether the user is a private customer or merchant.
- **Show zip code field before city field:** If set to "Yes", the zip code field is shown before the city field in every address form. Otherwise, it will be shown behind the city field.
- **Salutation required:** With this option, you can determine whether the customer has to select a salutation during registration.
- **Available salutations:** This defines the salutations that can be used for the configured shop.
- **Show title field:** If active, this shows the title field (simple text field) in every address form.
- **Use captcha in registration:** If this option is activated, a captcha is used for registration. The HoneyPot captcha is recommended for this.
- **Create Shopware login cookie:** As soon as you have activated this option, a cookie is saved by which the user can be identified again. You can find more detailed information on this in our Wiki article on the [Shopware Login Token](#).

## Defining salutations

At first, you should define your desired salutations and an abbreviation for each salutation because you need this for the internal mapping.

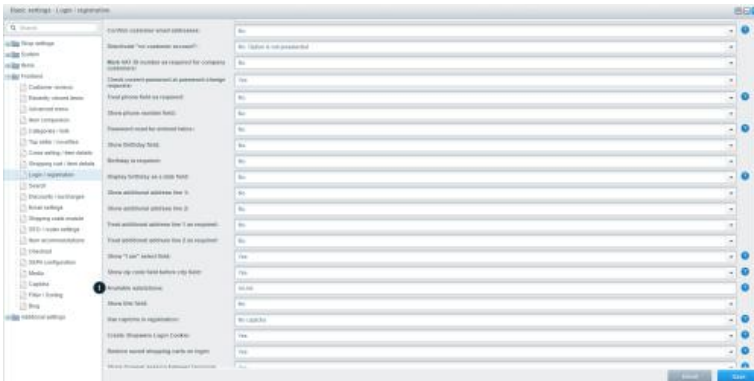
### Defining abbreviations

Initially, you have to define the abbreviations for the salutations you want to use.

By adding a new abbreviation in the basic settings, Shopware creates a snippet for it, which is not filled by default. If you create an abbreviation which already exists, it will be mapped on the existing snippet.

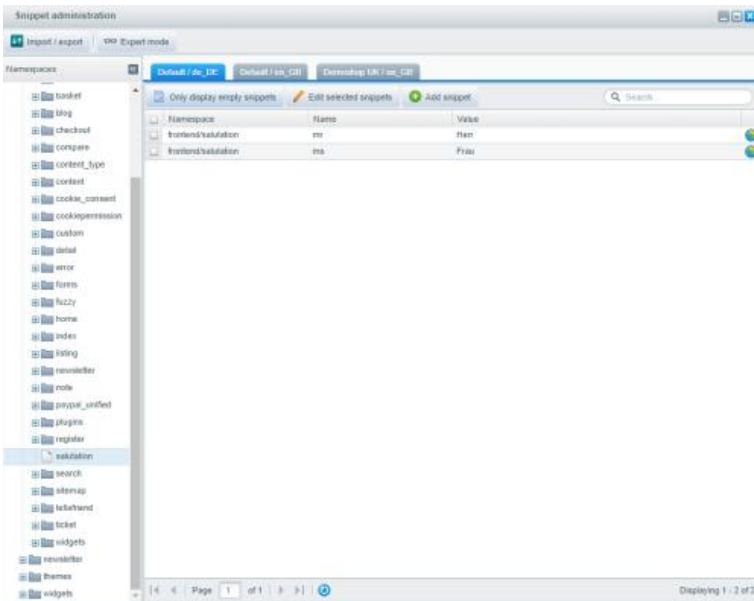


Just go to **Configuration > Basic settings > Frontend > Login / registration**, there you should see the option **available salutations (1)**, fill it with the desired salutation for the specific shop. Please enter the abbreviations lowercase and separated by comma and without spaces. Notice that you should do this setting for each of your language- or subshops because there is no fallback. By saving, Shopware creates the needed snippets and will allocate them in the frontend.



## Enter snippets

Thereby your snippets are allocated in the frontend as you want to, you have to enter the snippets first. Open the Snippet Manager in **Configuration > Snippets** and open **Namespaces > Frontend > salutation**, here you should see all your created salutation abbreviations with their empty values, just enter the desired value, so the snippet can be used in the frontend. **Please note** that this must be made for every language separately, you have to fill at least all salutations you use in the specific language!



## In the frontend

In the frontend you'll now see your configured salutations.

A screenshot of a web form element. At the top is a white input field with a red border containing the text 'Salutation\*' and a small downward-pointing arrow icon on the right. Below this is a dropdown menu with a grey header bar containing 'Salutation\*'. The menu is open, showing two options: 'Mr' and 'Ms'. Below the menu, the text 'Last name' is partially visible.

## Usage in emails

As in any other place Shopware uses salutations, your individual salutations can be used the same way, just implement them as the other salutations e.g. in your emails.

The data is available via variable. These are displayed under **Settings > E-mail management > E-mail templates** for the individual templates under **Sample variables** on the right-hand side. See [E-Mails](#) for more information.

For example, the following variables are available for the salutation in the e-mail template `SORDERSTATEMAIL1` (Order status > In progress):

```
{${sUser.billing_salutation}  
{${sUser.shipping_salutation}  
{${sUser.salutation}
```

You can insert this in plain text and in HTML text so that the salutation is output in the e-mail.

# Backend

## Widgets

### What are widgets?

Widgets are small applications / windows that can be individualized and displayed in your Shopware backend. Moreover, each user with administrative roles can customize which widgets they would like to see upon logging into the backend using drag & drop. Widgets make it possible for you to always have a brief overview of important processes in your online shop.

### Adding and positioning widgets

You can open the widget window by clicking on the small tachometer icon located in the lower-left corner of your Shopware backend.

Once open, you can adjust the size of the window by placing your mouse on the border and dragging the window to the desired size. You can also change the placement of the window by clicking the arrow icon in the upper-right corner, followed by pinning the window to a new location in your backend.

## Default widgets

Each user can customize their own widget wall. To do so, simply click the “+” icon in the upper-left portion of the window, select widgets you would like to see displayed and freely place them within in the window:

- **Turnover for yesterday and today:** Displays the turnover from yesterday and today and shows you the amount of orders, new customers and visitors. This also shows the conversion of the last 7 days.
- **Drag and Drop Upload:** With this widget, you can simply use drag & drop to upload files to your Media Manager. These files will be placed in the “Unsorted” folder in the Media Manager, so depending on your own organizational process, you may have to move them to a different folder. Keep in mind: images left in the “Unsorted” do not have thumbnails. Drag & drop is only supported with Chrome and Firefox.
- **Online visitors:** In addition to a graphical representation of your visitor volume over the past 9 days, you also see the current number of visitors online. You also see the current average cart value, which is data taken from Shopware’s analysis feature. This means that information is also updated in certain intervals.
- **Last orders:** Displays the last orders placed in the shop and allows you to see the user, order number and cart value.
- **Notepad:** With the notepad, you can save important information, such as a to-do list or other important reminders.
- **Merchant activation:** This widget shows all customers currently waiting to be approved for a specific customer group. The Shopware Premium Plugin, Business Essentials, also uses this widget for the standard merchant registration.
- **Shopware news:** This widget displays the latest information published by Shopware, allowing you to always be up-to-date.

## Backend Configuration



- **PHP timeout:** With this setting, you can define the maximum time a backend process can run
- **Selectable languages:** By default, "German" and "English" are provided for the backend. If you install language packs, you can define here in which language the backend is available. The language will then appear as a selection on the login screen.
- **Run "First Run Wizard" on next backend execution:** If you want to run the First-Run-Wizard again, you can activate it again here
- **Ajax timeout:** Here you can define after what time an Ajax request should run into a timeout (Backend only)

- **Automatically expand backend menu entries:** This option determines whether the menu of the backend is to be expanded automatically or whether it is to be clicked on.
- **Notification position:** If you want to move the notification windows to a different location, you can change the position of the window here

# Documents

## Creating documents in Shopware

The document creation takes place within the order under the tab **Documents**. Further information can be found here: [Orders](#)

### How to create an invoice

An invoice can be quickly created using Shopware's standard document functionality in the basic settings. First click "Add entry" and fill out the respective fields. After clicking "Save", the new document will be automatically assigned a consecutive number from the defined number range.

### How to create a notice of delivery

You can create a notice of delivery following the same method used for creating an invoice. For the notice of delivery, a consecutive number is automatically assigned from the same number range as for the invoice.

### How to create a notice of cancellation

By default, notices of cancellation are not assigned a reference number. If you have to create a notice of cancellation, you go into the details of the individual order ("Customers > Orders > Documents") and enter the invoice number in the field **Invoice number**. The PDF document will then be assigned a cancellation number that refers to the original invoice.

Please keep in mind that partial cancellations in the standard version of Shopware are not supported! If you wish to create partial cancellations, you can do so using the [Shopware ERP powered by Pickware](#) plugin. Within this plugin, a notice of cancellation will be assigned a consecutive number from the number range defined in the plugin itself. Further on, the invoice number can also be specified with a reference number.

### How to create a credit

When creating a credit memo, the document will also be assigned a consecutive number from the number range.

### Tips & tricks

Documents can be deleted in Shopware, but beforehand you should make sure it is ok to delete the document by consulting your law expert. Before the document is deleted, you get a popup, asking you if you really want to delete the document irretrievably. The right to delete documents can be configured by granting or denying the deleteDocument privilege for the order resource in the [user administration](#).

If you are using the Shopware ERP powered by Pickware plugin, you can use the function, Reset settings, to make adjustments to an invoice or cancellation after it has already been created. The original is neither edited nor deleted. Rather, it is created again with a consecutive number referring to the original invoice.

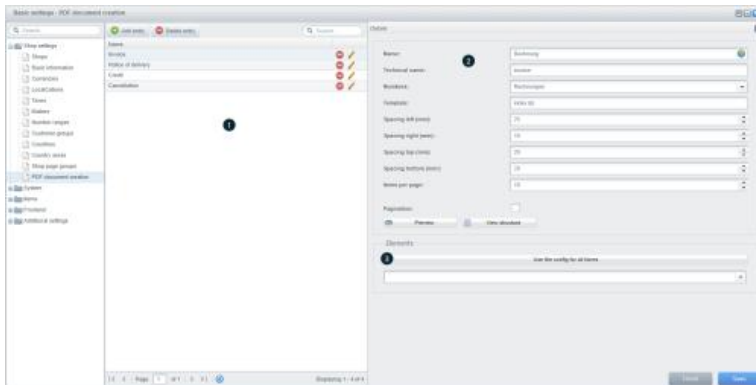
Further information on how to define the number range for your invoices can be found here: [Number ranges](#)

## Configuring PDF documents

### Overview

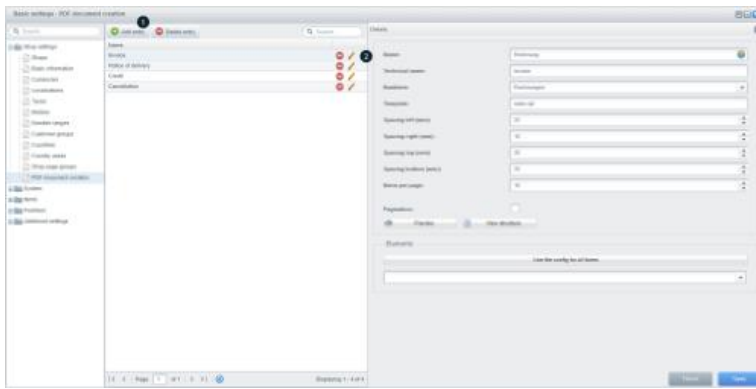
With the standard version of Shopware, you can easily create and adapt individual PDF documents to meet your needs. The module can be found under “**Configuration > Basic settings > Shop settings > PDF document creation**” in your Shopware backend.

The PDF module is divided into 3 separate areas. In the middle column, you will find an overview of all created PDF documents **(1)**. In the upper-right portion of the window, you can define the basic data, settings and template of the document **(2)**. In the lower-right portion of the column, you can access and change all relevant elements of the PDF document **(3)**.



### Creating or adjusting a PDF document

Click Add entry (1) to manually create a new document. Click the pen icon (2) to open the details column, where you can make adjustments to the basic data, template and elements of that particular PDF document.



## Details

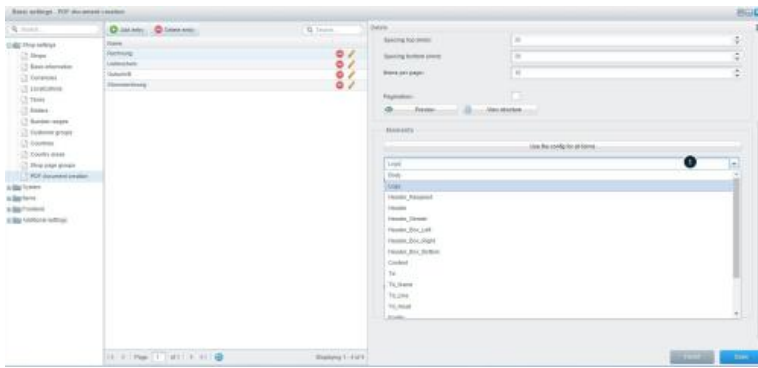
- **(1) Name:** Name of the document
- **(2) Number range:** Specifies the [number range](#) used for this document.
- **(3) Template:** Name of the template in the template folder /\_default/documents/
- **(4) Spacing:** Distance from the left, right and top of the document (measured in mm).
- **(5) Items per page:** Number of individual items listed per page.
- **(6) Pagination:** PDF document is assigned consecutive page numbers (Yes/No).
- **(7) Preview:** Use this button to generate a preview of the PDF.
- **(8) View structure:** Displays a schematic view of the document's structure

The "(6) pagination" does only refer to the preview and not to the generation of the document.



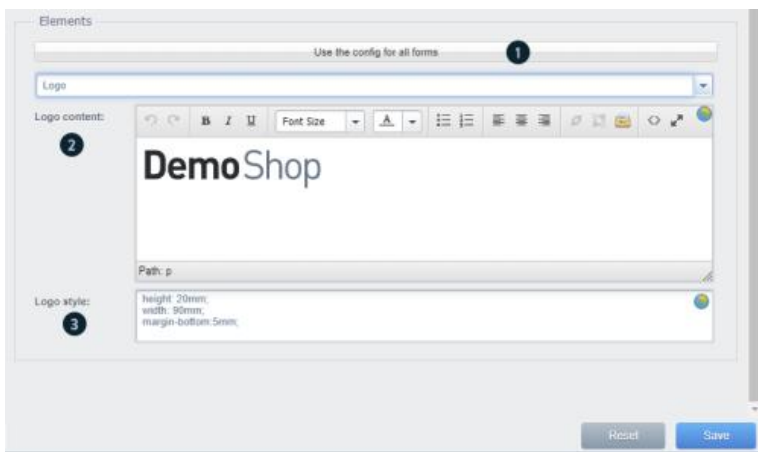
## Elements

In the overview, you will find all elements available within your document structure. Use the dropdown field **(1)** to select an element.



After selecting an element, you can adjust its content **(2)**. Below the content field, you will find a style field for defining the element's CSS properties **(3)**.

By clicking the button **"Use the config. for all forms" (1)**, the system applies the changes you've made to all other document types. Click the "Save" button to confirm all changes.



Do not drag and drop elements into the editor. Always use the editor function to insert and edit an image.

## Customise PDF documents

Here, we describe the basic structure of the PDF documents that you can easier understand how they work and extend each other to let you individualise them easier.

### Find template files

Before you search the template files, check in the [shop settings](#) first which "Document template" is set. Depending on this setting, you have to search the document files in that particular template folder. If "Bare" or "Responsive" is set, first, choose your own theme, so you can extend the files from the default ones and remain update safe.

The single files are located in the theme folder:

- **Invoice:** themes/frontend/MyTheme/documents/index.tpl

- **Credit note:** themes/frontend/MyTheme/documents/index\_gs.tpl
- **Delivery note:** themes/frontend/MyTheme/documents/index\_ls.tpl
- **Cancellation invoice:** themes/frontend/MyTheme/documents/index\_sr.tpl

## Inheritance of the document files

The invoice (index.tpl) is the main template, this generated the invoice while all the others extend from this file and overwrite their (not) needed elements which are (not) needed. If you want to change e.g. the delivery note, first look in the delivery note template, because changes in the index.tpl will appear in all other documents too, which you may not want.

## Individualise documents

In the article [Making changes in the template](#) we describe how customisation of your template works.

When you want to individualise your templates, this works the same as in other templates, the documents work with Smarty and you can use the known workflow: Templates from the **Bare** theme are the default, never change these files because at updating Shopware, they might be overwritten! Instead, change your document template in the [shop settings](#) to your own theme. If you made no changes, the theme will fall back to the default. After you created the necessary files in your theme's document folder, you can customise them.

**Example:** You want to change the logo in your invoice: Create in /themes/frontend/YOURTHEME/documents a file named index.tpl and make your changes there. Your theme now uses your customised file, which extends from the default one.

The document templates are not completely covered in smarty blocks, so you can use the extension only for changes you make in smarty blocks.

If you make changes in areas that are not in a smarty block, you need to copy the whole file and make your change there.

## Available data

Here we list the available data which you can use in the documents. The easiest way to find your needed variable is to print the arrays using `{ $VARIABLE|print_r }` and search for your needed variable.

Variable	Description
<code>{ \$Containers }</code>	Document settings which you made in the backend
<code>{ \$Document }</code>	Data of the document itself



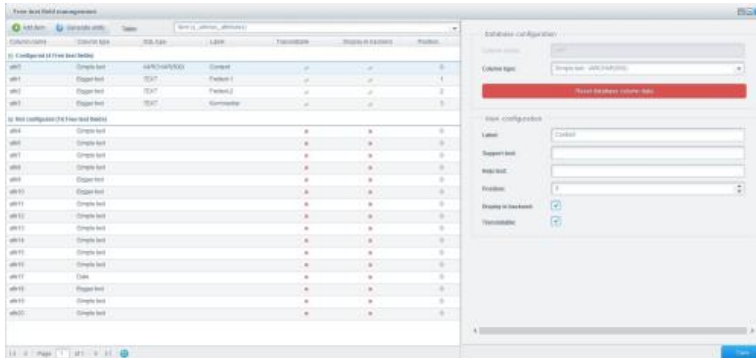
{ \$Order }	Data of your order
{ \$position }	Data of each position in these order
{ \$User }	customer data

## Display free text field on documents

Additional information can be easily added in Shopware using the free text fields. To show those in the documents as well, you just have to do some little changes in your own theme.

### Create free text fields

First, you have to create a [free text field](#) for your product. As an example, we define the field **attr5** with the field type "Simple text - VARCHAR(500)" for the table **s\_articles\_attributes**. As the label, we use **Content** for this example. With a click on save, the new free text field is created.



From now on you can fill this field in every product's core data mask which can be filled specifically for every product. In this example, we entered three sorts of tea with the respective content.



## Edit document template

### For product-free-text-fields

Now you want to show the free text field on your documents. In order to do this, please open the template file which creates your document. By default, this is the `index.tpl` for the invoice and `index_ls.tpl` for the delivery note. The default document templates can be found in the folder `themes/frontend/Bare/documents`. If you want to change the documents, you should copy the `.tpl` file into your own folder and edit it there. Changes in the default folder are not secure for updates. How to create your own theme and basics about theme changes can be found at our [Dev Docs](#). The individual document

theme should also be selected at configuration > basic settings > shop settings > shops for your shop.

In the template file you can now edit the block with the name '*document\_index\_table\_name*', here you replace the else-area of the if-selection with this:

```
{else}
  {s name="DocumentIndexPositionNameDefault"}{$position.name|nl2br|wordwrap:65:"
\n"}{/s}<br>
  {$position.attr5}
{/if}
```

This creates a line break behind the product name and displays the free text field value, what looks like this:



1 SW10167 Giftbox tea  
Melmer green tea grapefruit 25, Teekanne greent tea 20, Teepavilion green tee loose 200g 1 19% 999,00 € 999,00 €

## For order-free-text-fields

Maybe you do not want to display a product-related free text field, but a global order free text field. This can be created, just like explained before, for the table `s_order_attributes`.

You could add the following variable to a fitting block. Here is an example of a free text field with the name `attribute6`:

```
{$Order._order.attributes.attribute6}
```

# User administration

In the User administration you can create new backend users and manage access permissions to areas, modules and plugins in accordance with certain group policies that you define per acl (access control List). Within the acls you have the possibility to control precisely which user is able to perform which activity. It's also possible to assign certain read permissions to a user/group without granting them permission to edit or delete.

In case you are using plugins without acl support and not every user should access the menu items of the plugin, we have created a [tutorial](#) for hiding those menu items.

## Overview

In the overview of the user administration you will find three tabs at the top, the user management, the roles and the resources & permissions.

At the bottom, after opening the module, you will find all the users that have already been created as well as the current assignment of the users to the user groups. Here you are already in the menu item "User management".

User name	State	Last login	Email address	Options
Group Users (1)				
demo	disabled		demo@demo.com	[Red X] [Red X]
Group local_admins (2)				
demo	disabled		demo@demo.com	[Red X] [Red X]
demo	disabled		demo@demo.com	[Red X] [Red X]

## Adding a user

Using **Add user** you can add a new user, here you have to enter information like the username, email address, password and also the full name, default language and the assignment to a user group (role). This data can be changed anytime. If you miss required fields, they will show up by a red underline. Also take care of a sufficient complex and long password.

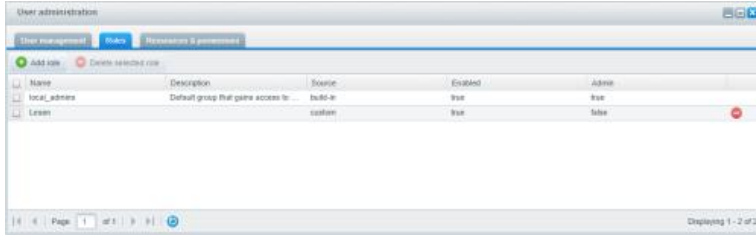
The 'Add user' form is divided into several sections:

- Login (1):** Includes fields for 'User name' (demo), 'Password' (masked), 'Re-enter password' (masked), and a checkbox for 'Enabled'.
- API access (2):** Includes a checkbox for 'Enabled' and an 'API key' field.
- Main data (3):** Includes fields for 'Real name' (Demo-Admin), 'Email address' (demo@demo.com), 'Default language' (English (United Kingdom)), and 'Member of role' (local\_admins).
- Individual user options (4):** Includes checkboxes for 'Extended editor' and 'Disabled cache'.

- **Login (1):** Here you have to provide the username and the password, you can also activate or deactivate the user here.
- **API access (2):** If you activate the API access, the key will be prefilled with a random one. If you still have a key for this user, just enter it here.
- **Main data (3):** Here you can enter the full name of the user, his email address and the default language for the backend. Additionally, you assign the user to a role, just choose one from the dropdown. If the desired role is missing, just enter another one, create your role and finally assign the user to the desired role.
- **Individual user options (4):** Here you can enable the **advanced editor** for this user. You can also enable or disable the backend cache for development.

## Creating user groups

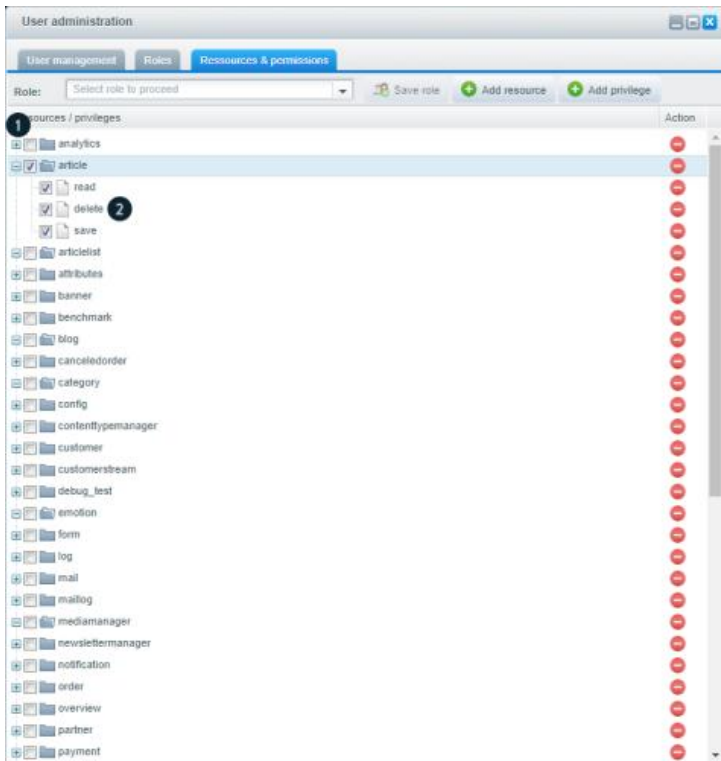
By clicking the menu item **Roles** you can see all created roles and also create new ones.



To create a new role, just click **Add role**, now a new line will appear in the overview. Now you can enter the name and description of this role and also activate / deactivate the role and set this role as an administrator role. Then click *Update* to save your entries. Now you can edit the permissions of this role and assign users to it.

## Configuring role permissions

Via the menu item **Resources and permissions** you define the permissions of each role. Here you can add new resources and grant permissions for all resources. The resources are displayed in a tree structure, so you can open each resource by clicking the **plus icon (1)**.



First select the role you want to edit by using the dropdown in the upper left of the area.

In each resource you can set the permissions to CREATE, READ, UPDATE and DELETE. Depending on what module you are editing, there may be more or less actions available. Now choose the permissions you want to grant for the selected role.

Save your changes by clicking **Assign the selected privileges to the selected role (2)** in the upper middle. The set permissions will work immediately.

## Password Validation



A dialog box titled "Password Validation" with a close button (X) in the top right corner. The main text reads "Please enter your password:". Below the text is a rectangular input field. At the bottom of the dialog, there are two buttons: "OK" (highlighted in blue) and "Cancel" (grey).

Every action in the user management module, except reading, a password prompt will popup, this makes sure, that nobody make changes in this module, who is not the owner of the logged in backend user.

- Create/Delete/Update a user
- Create/Delete/Update a role
- Create/Delete Privileges
- Create/Delete Resources
- Save Rules/Permissions relations
- The operation should only continue, if the given password of the current user is valid.

## Default resources

Ressource	Module / function
analytics	Marketing > Analysis > Analysis
article	Items > Create
articlelist	Items > Overview

attributes	Configuration > Free text field management
banner	Marketing > Banners
blog	Content > Blog
canceledorder	Marketing > Analysis > Cancellation analysis
category	Items > Categories
config	Configuration > Basic settings
contenttypemanager	Configuration > Content Types
customer	Customers > Customers
customerstream	Customers > Customer Streams
debug_test	UnitTests (only relevant for development)
emotion	Marketing > Shopping Worlds
form	Content > Forms
log	Configuration > Logfile
mail	Configuration > Email templates
mediamanager	Content > Media Manager
newslettermanager	Marketing > Newsletter Manager
notification	Marketing > Analysis > Email notification
order	Customers > Orders
overview	Marketing > Analysis > Statistical overview

partner	Marketing > Affiliate program
payment	Configuration > Payment methods
performance	Configuration > Cache / Performance
pluginmanager	Configuration > Plugin Manager
premium	Marketing > Premium items
productfeed	Marketing > Item export
riskmanagement	Configuration > Risk management
shipping	Configuration > Shipping costs
site	Content > Shop pages
snippet	Configuration > Snippets
supplier	Items > Manufacturers
swagimportexport	Content > Import / export
swagupdate	? > Software update
systeminfo	Configuration > System info
theme	Configuration > Theme Manager
usermanager	Configuration > User administration
vote	Items > Customer reviews
voucher	Marketing > Vouchers
widgets	Backend widgets

Some functions have dependencies. For example: You want to assign permissions only for editing articles. The article module depends on the supplier (manufacturer), category (categories) as well as the media manager when the article is called. To grant permissions for editing articles, you need to grant READ permissions also for supplier, category and media manager, otherwise the module won't work properly.

## Examples

If the roles from the examples below should appear in the backend log, you have to grant also permissions for the resource **log**.

### Articles

Users must have administrative access in order to read the category modules. These additional permissions have to be set:

```
category
mediamanager
article
emotion
articlelist
```

### Categories

If a user should get full access to the category module, he must also have permissions for the articles and the media manager. The following permissions must be set:

```
category
article
mediamanager
```

### Customers

If a user should get full access to the customer administration, he must also receive READ permissions for certain basic permissions. The following permissions must be set:

```
customer
mediamanager > read
emotion > read
ticket > read (if you use the ticket system)
customerstream > read
customerstream > search_index
customerstream > charts
```

### Orders

If a user should get read-access to the customer module. These additional permissions are needed:

```
customer > read
order
order > create
order > read
order > update
order > delete
```



```
order > deleteDocument
supplier > read
```

## Emotions

If a user should be able to create, edit or delete shopping worlds, he has to get read permissions for articles, supplier, blog and categories. Also full access to the media manager must be granted. You have to set the following permissions:

```
article > read
blog > read
category > read
emotion
emotion > create
emotion > delete
emotion > read
emotion > update
mediamanager
mediamanager > create
mediamanager > delete
mediamanager > read
mediamanager > update
mediamanager > upload
supplier > read
```

## Adding user actions to the Shopware log

Interactions of users are written in the Shopware log only if the **log** permission is granted.

```
log
log > read
log > system
```

## Ticketsystem (Plugin)

```
customer
customer > update
customer > read
customer > detail
usermanager
usermanager > read
usermanager > update
widgets
widgets > swag-ticket-system
ticket
ticket > create
ticket > read
ticket > update
ticket > delete
ticket > configure
mediamanager > read
```

## Riskmanagement

```
premium > read
riskmanagement > save
riskmanagement > read
riskmanagement > delete
config
config > create
config > read
config > update
config > delete
```

# Analysis

```
overview  
overview > read  
analytics  
analytics > read
```

# Checkout

## Configuration

The here described configurations are displayed in the checkout step 3.

- **Display shop cancellation policy:** Shows the snippet `ConfirmTextRightOfRevocationNew` with the notice regarding the cancellation policy.
- **Display newsletter registration:** You can optionally display a checkbox in the checkout where your customers can subscribe to your newsletter. Note, that this checkbox will only appear, if the customer is currently not subscribed. The shown snippet is: `ConfirmLabelNewsletter`
- **Display bank detail notice:** Optionally you can display the snippet `ConfirmInfoPaymentData` with the notice regarding your bank account.
- **Display further notices:** Optional: This shows the snippet `ConfirmTextOrderDefault` for your own purposes.
- **Display further options:** Optional: Adds the possibility to add items, voucher & comments in the checkout.
- **Display "free with purchase" items:** Optionally you can display premium items in the checkout too, by default they were displayed only in the cart.
- **Display country descriptions:** This shows the individual country description. Doing this, you can e.g. notice your customer about taxes or additional charges. This notice will appear directly near the the sum above the "send order"-button. The text can be configured in "Configuration > Basic settings > Shop settings > Countries". An example for additional charge at using cash on delivery:

```
{if $sUserData.additional.payment.name eq "cash"} plus 2,00 $ C.O.D. fee {/if}
```

- **Display information for net orders:** Optionally you can display a notice, if your customer orders net.
- **Display item details in modal box:** If active, clicking an item in the checkout will open a modalbox, otherwise Shopware routes the user away from the checkout into the items detail page.
- **Send order mail:** This defines, whether Shopware will send your customer an order confirmation mail (sORDER) or not. Deactivating may useful if your connected commodities management will send these mails.
- **Show checkbox for the right of revocations for ESD products:** Shows a checkbox for the rights of revocations, which the user must accept to buy.

- **Product free text field for service products:** This configures the free text field, which is used for service items. If Shopware finds any item in the cart with a value in this field, it shows a checkbox, which the user must accept to buy.
- **Always select payment method in checkout:** This will guide every customer through the payment methods step in the checkout, even existing customers.
- **Display voucher field on checkout page:** Defines if the voucher field is displayed. Here it can be stated whether it is completely hidden or if it is displayed collapsed or expanded by default.
- **Template for essential characteristics:**
  - **Default template:** If the quantity specifications for a product have been defined, these are displayed including the basic price.

```
{if $$BasketItem.purchaseunit && $$BasketItem.purchaseunit != 0}
  <span class="price--label label--purchase-unit is--bold is--nowrap">
    Content:
  </span>
  <span class="is--nowrap">
    {$$BasketItem.purchaseunit|floatval} {$$BasketItem.additional_details.sUnit.description}
  </span>
{/if}
{if $$BasketItem.purchaseunit && $$BasketItem.additional_details.referenceunit && $$BasketItem
  <span class="is--nowrap">
    ({$$BasketItem.additional_details.referenceprice|currency} * / {$$BasketItem.additional_
  </span>
{/if}
```

- **Display essential characteristics throughout the checkout process:** Enables the information included through the "template for essential characteristics" on all pages of the checkout (off-canvas, checkout/cart, checkout/confirm). With the above example template you can display the basic prices for the entire checkout.

Please check whether all legally relevant information for you is stored, otherwise adapt the template accordingly.

## Tips & tricks

### Remove the check of the general terms

The check of the general terms and conditions can be deactivated if you want to. For this you have to change the option **Deactivate AGB terms checkbox on checkout page:** to Yes at **Configuration > Basic settings > Additional settings > Privacy.**

This will remove the AGB-Box at the last checkout page.

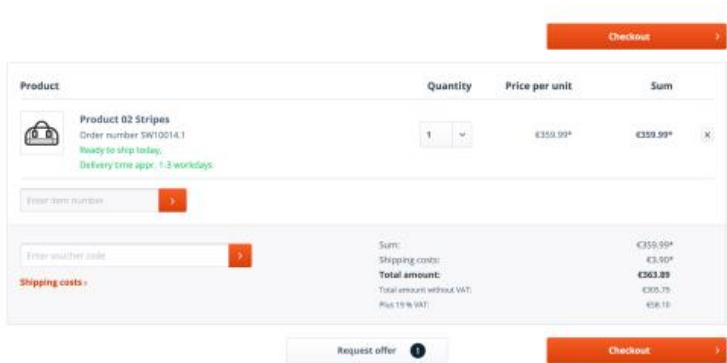
The customer now could finish the checkout without confirmation of the general terms and conditions.

### Enable inquiry option in the cart

In the basic settings you can define for which amount the customer gets the option to request an individual inquiry for the products in the cart.

For this you have to change the option **Minimum shopping cart value for offering individual requests:** to the amount you want at **Configuration > Basic settings > Frontend > Shopping cart / item details.**

The frontend will now display this additional button **Request offer (1)** in the cart. To change the text of the button you can change the snippet *CheckoutActionsLinkOffer* at **Configuration > Snippets.**



## Output variables

You can output your variables by pasting the following code in the **template for essential characteristics.** The example will restrict the output by IP:

```
{if $smarty.server.REMOTE_ADDR == 'xxx.xxx.xxx.xxx'} {$sBasketItem|print_r} {/if}
```

After clearing the cache all variables will output in the frontend. With this information you see directly which item data are available. This will look similar to this:

```
Array (
[id] => 670
[sessionID] => 702r4gndiokp62a6g3g5foed82
[userID] => 3
[articlename] => Münsterländer Aperitif 16%
[articleID] => 3
[ordernumber] => SW10003
[shippingfree] => 0
[quantity] => 1
[price] => 14,95
[netprice] => 12.563025210084
[tax_rate] => 19
[datum] => 2015-06-15 08:40:48
[modus] => 0
[esdarticle] => 0
[partnerID] =>
[lastviewport] => checkout
[useragent] => Mozilla/5.0 (Windows NT 6.1; WOW64; rv:38.0) Gecko/20100101 Firefox/38.0
[config] =>
[currencyFactor] => 1
[packunit] => Flasche(n)
[mainDetailId] => 3
[articleDetailId] => 3
[minpurchase] => 1
[taxID] => 1
[instock] => 25
[suppliernumber] =>
[maxpurchase] => 100
[purchasesteps] => 1
[purchaseunit] => 0.7000
[unitID] => 1
```

```
[laststock] => 0
[shippingtime] =>
[releasedate] =>
[sReleaseDate] =>
[ean] =>
[stockmin] => 0
[ob_attr1] =>
[ob_attr2] =>
[ob_attr3] =>
[ob_attr4] =>
[ob_attr5] =>
[ob_attr6] =>
.....
```

## Stock during an order

As soon as the customer tries to add an item to the shopping cart, Shopware checks whether the desired quantity of this item is available. At this point, however, no stock is reserved or deducted. As soon as the checkout has been completed, the actual comparison takes place. It is now checked again whether the stock is sufficient for the ordered quantity. If this is the case, the checkout is carried out and the ordered quantity is deducted from the stock.

## Implementation of consumer law (CRD)

Under **Configuration > Basic Settings > Frontend > Checkout** you will find the two configurations:

- Show checkbox for right of returns for ESD articles
- Product free text field for service products

If the option for ESD items is set and an ESD item is purchased, a corresponding checkbox with a note on the expiring right of returns is displayed in the checkout.

An attribute must be specified for the service item, which should then be treated as a boolean value (checkbox). If a value is found in an item in the shopping basket, another checkbox is displayed in the checkout regarding the expiring right of cancellation.

### Further information in English:

- [European Commission - Consumer rights directive](#)
- [Gov.uk - Online and distance selling](#)
- [legislation.gov.uk - Consumer Rights Act 2015](#)
- [nibusinessinfo.co.uk - The law and selling online](#)

### Further information in German

- [Trusted Shops - VRRRL Quick Check](#)
- [Trusted Shops - Neues Verbraucherrecht: Zahlungsbedingungen und Zahlartgebühren](#)

- [Protected Shops - Whitepaper "Neue Spielregeln im Onlinevertrieb: Das ändert sich für Online-Händler in 2014"](#)
- [Protected Shops - Whitepaper "Zen - oder die Kunst, nach dem 13.6.2014 noch rechtssicher zum Widerruf zu belehren"](#)
- [Händlerbund - Verkauf von Waren](#)
- [Händlerbund - Verkauf von Dienstleistungen](#)

So go through all the points and processes in detail so that you have implemented the legal and technical requirements. These include, for example:

- Adaptation of the cancellation and returns policy (check for exceptions, e.g. ESD articles) + GTC (mandatory information), if applicable.
- Removal of the standard "returns" form (if available)
- Inclusion / linking of a cancellation/returns form
- Definition of a payment type/means for refunds
- Further information can be found in detail in the above-mentioned sources.

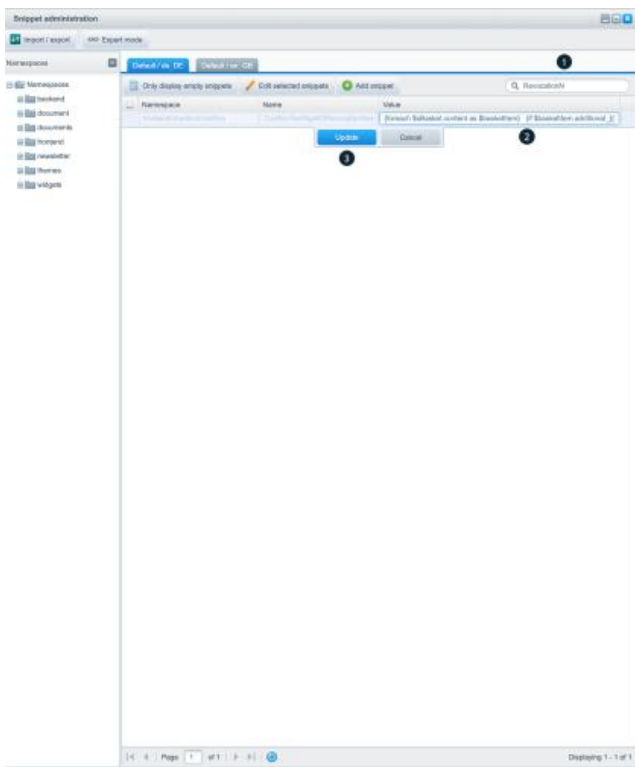
## Customise the snippet the checkout page

If you are affected by this change, you can add these queries using the `ConfirmTextRightOfRevocationNew` snippet on the order completion page.

## Modified cancellation policy for certain shipping and payment methods or articles

can adapt the snippet `ConfirmTextRightOfRevocationNew` in the snippet administration in the backend for the order completion page. In this snippet, a valid link to the sample cancellation/returns form in PDF form must be stored.

Smarty queries can be used here to store individual return instructions in the snippet **`ConfirmTextRightOfRevocationNew` (1)**. Below are a few practical examples. Copy the desired Smarty code directly into the field **Value (2)** and then click on **Update (3)**. As soon as you have cleared the cache, the Smarty query appears on the order completion page.

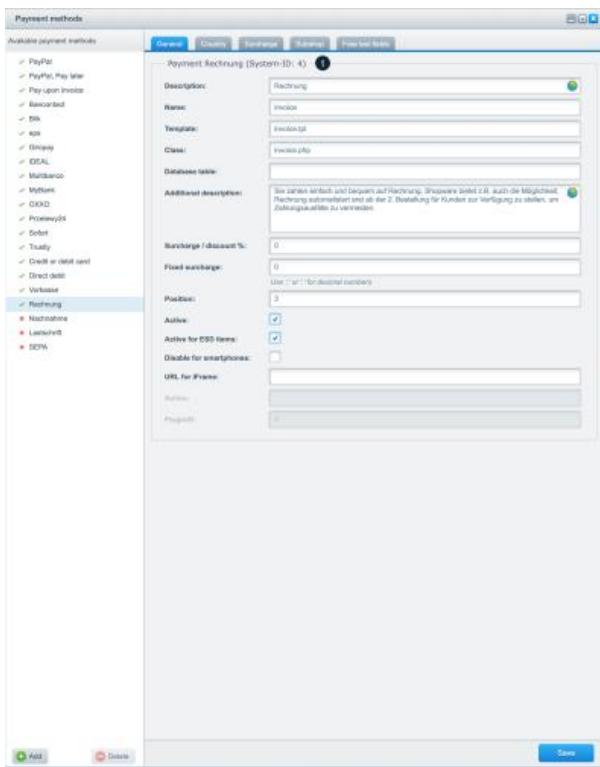


## Special cancellation policy for a payment method

In this example, the name of the payment method **Prepayment** is requested:

```
{if $$UserData.additional.payment.description == "Prepayment"}
  Deviating <a href="http://myshopwareshop.co.uk/cp" data-modal-height="500" data-modal-width=
{else}
  Normal <a href="http://myshopwareshop.co.uk/cp" data-modal-height="500" data-modal-width="80
{/if}
```

If you use a language subshop, you must use the ID of the payment method instead of the name. This is displayed in the details of the **payment method (1)**.



In this example, a different cancellation policy is requested for the payment type with ID 4 (invoice):

```
{id $sUserData.additional.payment.id == "4"}
  Deviating <a href="http://myshopwareshop.co.uk/cp_payment" data-modal-height="500" data-modal-width="800" data-modal-maximize="true" data-modal-close="true">Deviating
{else}
  Normal <a href="http://myshopwareshop.co.uk/cp" data-modal-height="500" data-modal-width="800" data-modal-maximize="true" data-modal-close="true">Normal
{/if}
```

### Special cancellation policy for a dispatch type

With this query, a different cancellation instruction appears if the name of the dispatch type is pallet\_shipping:

```
{if $sDispatch.name == "pallet_shipping"}
  <p>Deviating <a href="http://myshopwareshop.co.uk/dispatch" data-modal-height="500" data-modal-width="800" data-modal-maximize="true" data-modal-close="true">Deviating
{else}
  <p>Normal <a href="http://myshopwareshop.co.uk/cp" data-modal-height="500" data-modal-width="800" data-modal-maximize="true" data-modal-close="true">Normal
{/if}
```

If you use language subshops, you must query the ID of the dispatch type instead of the name. You will find this ID in the database table **s\_premium\_dispatch (1)** in the **column id (2)**.

In this example, the dispatch type with the ID 9 is queried:

```
{if $sDispatch.id == "9"}
  <p>Deviating <a href="http://myshopwareshop.co.uk/cp-dispatch" data-modal-height="500" data-modal-width="800" data-modal-maximize="true" data-modal-close="true">Deviating
{else}
  <p>Normal <a href="http://myshopwareshop.co.uk/cp" data-modal-height="500" data-modal-width="800" data-modal-maximize="true" data-modal-close="true">Normal
{/if}
```



## Special cancellation policy for an ESD article

This query throws up a different cancellation policy as soon as an ESD item is in the shopping basket:

```
{$esd = false}
{foreach $$sBasket.content as $basketItem}
  {if $basketItem.esdarticle}{$esd = true}{/if}
{/foreach}

{if $esd}
  <p>Deviating <a href="http://myshopwareshop.co.uk/cp-esd" data-modal-height="500" data-modal-width="500" data-modal-title="ESD Cancellation Policy" data-modal-backdrop="static">ESD Cancellation Policy
{else}
  <p>Normal <a href="http://myshopwareshop.co.uk/cp" data-modal-height="500" data-modal-width="500" data-modal-title="Cancellation Policy" data-modal-backdrop="static">Cancellation Policy
{/if}
```

## Special cancellation policy for a subscription article

You can use this query to display a different cancellation policy as soon as a subscription item is in the shopping basket.

```
{$aboCommerce = false}
{foreach $$sBasket.content as $basketItem}
  {if $basketItem.aboCommerce}{$aboCommerce = true}{/if}
{/foreach}

{if $aboCommerce}
  <p>Deviating <a href="http://myshopwareshop.co.uk/cp-sub" data-modal-height="500" data-modal-width="500" data-modal-title="Subscription Cancellation Policy" data-modal-backdrop="static">Subscription Cancellation Policy
{else}
  <p>Normal <a href="http://myshopwareshop.co.uk/cp" data-modal-height="500" data-modal-width="500" data-modal-title="Cancellation Policy" data-modal-backdrop="static">Cancellation Policy
{/if}
```

## Special cancellation policy for an article which has a free text field set

This query displays a different cancellation policy as soon as there is an item in the shopping basket for which the item free text field 9 (attr9) is set.

```
{$attr9 = false}
{foreach $$sBasket.content as $basketItem}
  {if $basketItem.additional_details.attr9}{$attr9 = true}{/if}
{/foreach}

{if $attr9}
  <p>Deviating <a href="http://myshopwareshop.co.uk/cp_attr9" data-modal-height="500" data-modal-width="500" data-modal-title="Attr9 Cancellation Policy" data-modal-backdrop="static">Attr9 Cancellation Policy
{else}
  <p>Normal <a href="http://myshopwareshop.co.uk/cp" data-modal-height="500" data-modal-width="500" data-modal-title="Cancellation Policy" data-modal-backdrop="static">Cancellation Policy
{/if}
```

## Imprint

Check whether a valid telephone number is stored in your imprint and in the [basic information](#) of the shop settings.

## Provide payment method without surcharge

Make sure that you offer a payment method that can be used without a surcharge. [You can store the surcharges directly in the payment methods in the backend.](#)

### **Product delivery times on the item detail page**

For products that are not immediately available (e.g. dropshipping products), you must enter a **valid delivery time** in days in the item details in the backend. [You can find more information on delivery times in days here.](#)

### **Delivery times of the logistics partner**

Enter the delivery times of the logistics partner in the **description** field for the individual shipping costs. [You can find more information about the shipping costs here.](#)

### **Provide the cancellation form on a durable medium**

The cancellation form must be sent to the consumer on a durable medium after conclusion of the contract. This can be implemented in Shopware, for example, as an e-mail attachment together with the order confirmation (sORDER). [You can find more information on customising the order confirmation email template here.](#)

### **No overpriced premium rate numbers**

Make sure that the snippet sFooterServiceHotline in the footer does not contain any expensive premium rate telephone numbers e.g. 0900. [You can change the snippet in the snippets administration in the Shopware backend.](#)

### **Returns form in the footer**

You can easily remove the link to the return form in the footer. This is a link which you can find in the shop page administration in the backend under **Contents > Shop pages > Bottom (column 1) > Return**. [You can find more information about the shop pages here.](#)

### **Reference to additional charge for cash on delivery payment method**

In the case of **cash on delivery** payment, an additional note must be issued regarding the additional fee demanded by the logistics company for cash on delivery. This note must appear on the checkout page under the total amount.

## **Captcha Integration**

Shopware 5.3 introduced a brand new and more flexible captcha handling, which allows shop owners to configure captcha validation for more forms in the storefront. Before, only blog comments and article reviews could be secured with a captcha - now this applies to the customer registration and the newsletter registration. In addition to the old, regular captcha implementation, shop owners can now select between the following new validation methods for each shop or subshop individually.

## Standard (Numbers and letters)

The customer is asked to enter an alphanumerical string into a form field. This method provides solid security against automated bots but increases the customers hurdle filling out the form because of the additional field.



Please enter these characters in the following text field.

The fields marked with \* are required.

Send >

## Honeypot (invisible)

This solution adds an invisible field to the form that looks like a regular form field to a malicious spam bot. When the bot fills out the field, the captcha's validation fails. The advantage of this method is its significantly reduced intrusiveness on the customer.

## No captcha

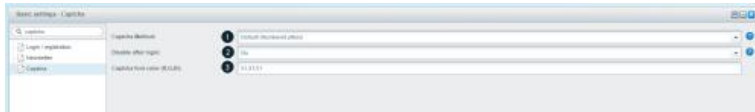
The respective shop is not secured by any captcha and forms can be submitted without any validation.

## Settings and usage of the captcha

All settings regarding captchas can be configured individually for each shop or subshop right from within the Shopware backend in the basic settings.

## Forms

In *Basic Settings > Frontend > Captcha*, the following settings are available:

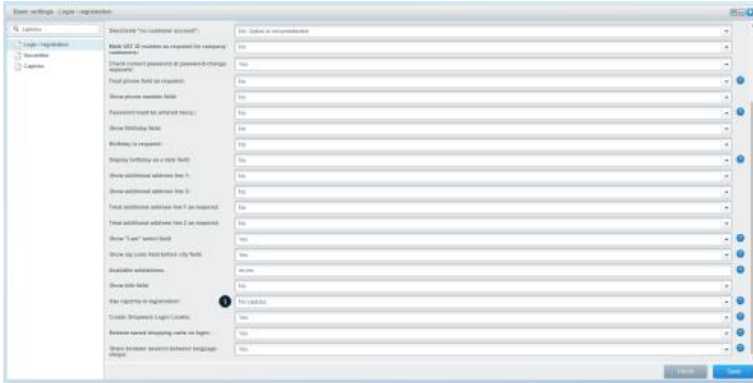


- **Captcha Method (1):** Here, the captcha method can be configured. These various new method were explained in the paragraph before. If you choose the old method, the old implementation will be used in your shop, which represents the default of Shopware 5.2 or earlier. We recommend to not use this mode anymore.

- **Disable after login (2):** Activating this option will disable all captchas for your users if they are logged in.
- **Captcha font color (R,G,B) (3):** With this option, you can adjust the font color of the captcha.

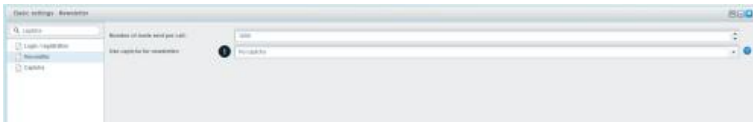
## Registration form

In *Basic settings > Frontend > Login / Registration* you can find the configuration what type of captcha validation should be used for the registration form.



## Newsletter registration

In *Basic settings > Additional settings > Newsletter* you can configure what type of captcha validation should be used for the newsletter registration.

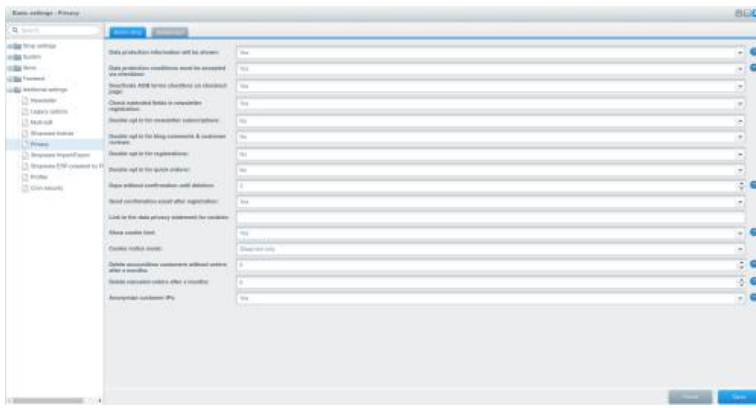


The new captcha component also allows developers to implement their own custom validation method. Have a look at the following [DevDocs article](#) where we explain how to integrate Google's ReCaptcha into Shopware.

# Privacy

## Overview of settings

Shopware offers you an overview of all possible configurations on this topic in the basic settings under *Additional settings > Privacy*. In the course of this article, we will explain in detail what the individual settings do.



## Privacy Notice

### Data protection information will be shown

All areas in which you submit personal data to Shopware via a form (e.g. registration, contact form, ..) can optionally be enhanced by a privacy notice.

I have read the [data protection information](#).

Send >

If you want to change the snippet, you can edit the following text [snippet](#): PrivacyText

### Data protection incl. checkbox

In addition to a simple text with notice, you can also optionally confirm this with a checkbox. This setting only works if the previous option was activated! Also the "Data protection information will be shown" option has to be activated to use this setting.

I have read the [data protection information](#).

Send >

## Deactivate AGB terms checkbox on checkout page

If you don't change this configuration, a checkbox will normally be displayed in the checkout, which the customer must actively confirm before purchasing your products. If you want this checkbox to be hidden, you can activate this option.

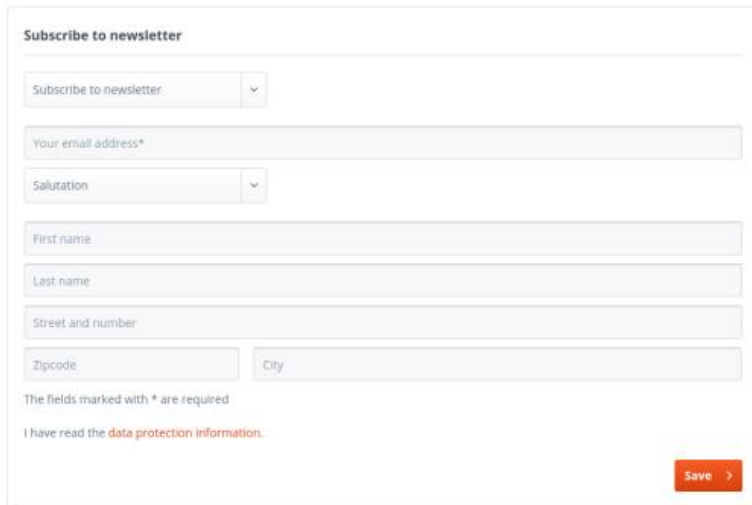
Terms, conditions and cancellation policy

Please also note our [cancellation policy](#).

I have read and accepted the [General terms and conditions](#) of your shop.

## Check extended fields in newsletter registration

In order to enable a personal address in the newsletter, you can optionally request further information from the customer for registrations without a customer account.



## Double-Opt-In

Shopware stores all opt-in registrations in the table `s_core_optin`, this data is automatically cleaned up by the Cronjob **Opt-In table Cleanup**.

## Newsletter Subscriptions

With this option you can activate the double opt-in for newsletter subscriptions. If you want to edit the opt-in e-mail, you will find it as **sOPTINNEWSLETTER** in the e-mail templates > System e-mails.

## Comments & Customer Reviews

If you optionally want to activate the opt-in for blog comments and article reviews, you can use this setting. The e-mail template in this case is called **sOPTINBLOGCOMMENT** and **sOPTINVOTE**.

## Registrations

In some cases it is necessary that a customer in your shop explicitly confirms his e-mail address. If you want this, you can activate this option, you can customize this email in the template **sOPTINREGISTER**.

## Quick Orderer

There is also a separate e-mail template for this which you can find in the e-mail templates under the name **sOPTINREGISTERACCOUNTLESS**. This setting can only be enabled if the Double-Opt-In for Registration option was previously enabled.

## Days Without Confirmation Until Deletion

Of course it happens that an opt-in is requested, but the link is never accessed/confirmed. To clean up this data, you can define here after which period of time the entries will be deleted. This applies to all opt-in entries in general. As described above, the Cronjob **Opt-In table Cleanup** is responsible for this.

## Send Confirmation Email After Registration

In order not to contact your customers unnecessarily with e-mails, you can use this option to prevent the sending of the e-mail **sREGISTERCONFIRMATION**.

## Cookies

Shopware offers the possibility - like all other common sites - to display a cookie hint in the frontend. All these settings refer explicitly to this cookie hint.

The following cookies are used as standard:

session	Identifies the current session, the user and his shopping cart.
csrf	Provides protection against a CSRF attack. <a href="#">Further information</a>
shop	Stores the language-/subshop that the customer calls up.
preferences	Stores the settings from the Cookie Consent Manager.
slt	Ermöglicht es, den Kunden bei Rückkehr zum Shop wiederzuerkennen, auch wenn die Session bereits ausgelaufen ist. <a href="#">Further informationen</a>
decline	Is set if the visitor refuses the storage of cookies.
allow	Is set if the visitor allows cookies to be stored.
device	Stores the used device e.g. for the correct display of the shop.
note	If a customer adds an article to the wishlist, a cookie is set.
partner	Is needed to identify partners for the partner program.

currency	Stores the selected currency.
context_hash	Is required for the recognition of the tax rules.
no_cache	The elements that are not to be cached are stored here.

## Link to the data privacy statement

In order for a link to your data protection conditions to be displayed in the cookie hint itself, you must enter the link to your data protection declaration here. The link to the privacy statement may differ per subshop. Via the shop tabs, you can store the correct link for the individual shops here.

## Show Hint

If you enable this option, the cookie hint will be displayed at the bottom of the screen. The customer can hide the message by clicking the Agree button.

This website uses cookies to ensure you get the best experience on our website.

Agree

## Notice Mode

Here you can choose whether a simple note on the use of cookies is sufficient (opt-out) or whether cookies are only set after explicit confirmation (opt-in).

- Show hint only**  
 All cookies are activated and information is displayed in the frontend.  
 Note that this mode is punishable in Germany. In other countries you should check if you are allowed to activate all cookies.
- Allow technically necessary cookies**  
 In this cookie mode, the user is given the opportunity to decide for himself which cookies he wants to activate. See [Cookie Consent Manager](#).
- Do not set any cookies until you have permission**  
 This mode will prompt the user to accept your cookies via a modal window popping up. Once accepted, all cookies are allowed and will be used, otherwise not a single cookie is set.

Depending on the mode, the functions of the shop are limited, as the necessary cookies cannot be set.

## Cookie Consent Manager

If you have activated the cookie mode **Allow technically necessary cookies**, the customer has the possibility to decide in the frontend which cookies he wants to allow.

This website uses cookies, which are necessary for the technical operation of the website and an optional "Cookie Consent Manager", which controls the usability of this website, and/or the direct advertising or similar measures with other websites and third-party providers and their associated services.

Agree



Here the customer can then activate or deactivate cookies from the following sub-areas.

**Cookie preferences** >

This website uses cookies, which are necessary for the technical operation of the website and are always set. Other cookies, which increase the comfort when using this website, are used for direct advertising or to facilitate interaction with other websites and social networks, are only set with your consent.

**Configuration**

- Technically required >
- Comfort functions >
- Statistics & Tracking >

**Save preferences**

### Technically required

- Technically required ▼

These cookies are necessary for the basic functions of the shop.
- Allow all cookies
- CSRF token
- Cookie preferences
- Currency change
- Customer-specific caching
- Decline all cookies
- Individual prices
- Selected shop
- Session

### Comfort functions

Comfort functions 

These cookies are used to make the shopping experience even more appealing, for example for the recognition of the visitor.

Customer recognition

Note

### Statistics & Tracking

Statistics & Tracking 

Affiliate program

Track device being used

These settings can also be changed at any time using the Cookie Settings option. The cookie settings can be found in the default Responsive theme in the Service/Help area or in the footer in the Information area.

## Delete Accountless Customers Without Orders

With this option you can define after how many months a quick order without orders will be deleted via Cronjob **Delete non-activated users**.

## Delete Canceled Orders

With the Cronjob Cancelled baskets cleanup you can have canceled orders deleted regularly.

## Anonymize Customer IPs

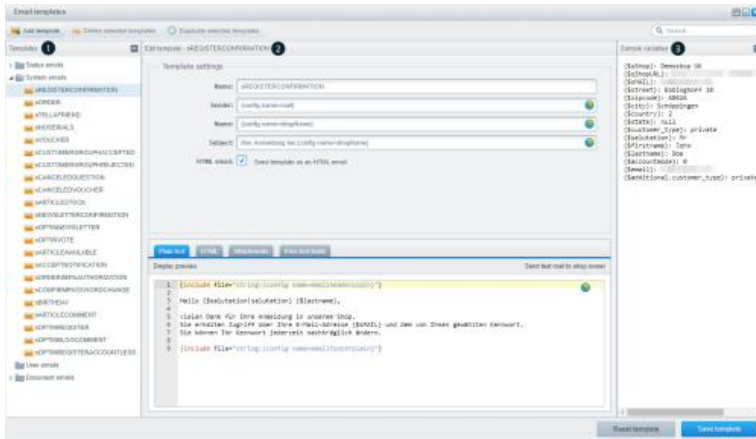
If you don't want to capture the IPs of your customers, you can enable this option. The last range of the IP address will then be anonymized automatically.

# E-Mails

## E-Mail Templates

You can find all of the standard templates used in Shopware under **Configuration > E-Mail management > Email templates**.

### Surface



### Templates (1)

All of the templates are listed on the left side. You can edit your status emails and system emails or create your own personalized templates.

### Editing templates (2)

Enter the main settings here, such as subject, sender and the content of the email itself. Some templates send HTML by default. When both plain text and HTML are used, be sure to adjust the settings of both templates. When sending in HTML, the plain text template is automatically sent as well.

Optional: attachment can also be sent via email.

### Variable information (3)

**Variable information** can be found on the right side. On the sidebar to the right, you will find **Variable information**, which allows you to view all Smarty variables available for your templates. If the email is sent to a production environment, this view can be filled automatically with the most current data. In doing so, you can directly see the variable name and respective content. Please note that the available variables will only appear using the email template once.

## Smarty information / examples

- **|fill:4:** fills 4 blanks
- **|padding:8:** 8 blanks spacing
- **|wordwrap:49:** Pagination after 49 characters
- **|indent:5:** 5 indented characters
- **|nl2br:** Takes breaks into account when sending in text format (e.g. {config|nl2br name=bankAccount})

## Meaning of the separate templates

### State Emails

Payment state

Here you may define templates for the different states of payment transactions. These will be used when changing the state of a payment in an order.

Status	Explanation
Partially invoiced	Only some positions of the order were put up for invoice
Completely invoiced	The whole order was put up for invoice
Partially paid	The customer paid parts of the invoice
1st Reminder	The customer is reminded of his payment for the first time
Encashment	The claim was handed to an encashment company
3rd Reminder	The customer is reminded of his payment for the third time
2nd Reminder	The customer is reminded of his payment for the second time
Completely paid	The invoice was paid completely
Open	No payment has occurred
Reserved	Articles are reserved

Delayed	The customer will pay with a delay
Re-Crediting	The payment was recredited to the customer

## Order state

Same approach as for the payment states. These templates are used when changing the state of an order.

Status	Explanation
In process	The state right after the customer finished the order
Completed	The order was executed completely
Ready for delivery	The order is ready for delivery
Clarification required	The order is put on hold due to needed clarification with the customer
Partially completed	Th order is partially completed
Cancelled / Rejected	The shop-owner cancelled the order
Partially delivered	Parts of the order were delivered to the customer
Completely delivered	The whole order was delivered to the customer

Status mails will be sent in plaintext until Shopware 5.2.7, although the HTML-checkbox is checked. **Since Shopware 5.2.8** status mails can also be sent in HTML.

## System-E-Mails

Status	Explanation
sREGISTERCONFIRMATION	The confirmation after a customer registered for your shop.
sORDER	The confirmation of an order.

sSTELLAFRIEND	The Email send, when a customer recommends a product in your shop.
sNOSERIALS	Used for ESD articles, when no serial numbers are available.
sVOUCHER	Send to the recommender, when someone buys a recommended product.
sCUSTOMERGROUPHACCPETED	Confirmation on the activation of a trader's account.
sCUSTOMERGROUPHEJECTED	Denial of a trader's account
sCANCELEDQUESTION	Asking a customer on an aborted order (Cancellation Analysis)
sCANCELEDVOUCHER	Voucher after aborting an order (Cancellation Analysis)
sBIRTHDAY	Wishing customers a Happy birthday
sARTICLESTOCK	Notification for the shop owner when articles reach the minimum stock for an article
sNEWSLETTERCONFIRMATION	Confirmation on the successful registration for the newsletter
sOPTINNEWSLETTER	Opt-In for registering to a newsletter (confirmation link)
sOPTINVOTE	Opt-In for placing an article rating (confirmation link)
sARTICLEAVAILABLE	Notification to the customer on an available article
sACCPETNOTIFICATION	Opt-In for article notifications (confirmation link)
sARTICLECOMMENT	Reminder to the customer to rate a bought article
sCONFIRMPASSWORDCHANGE	Password Reset functionality (confirmation link)

### Smarty information / examples

- **|fill:4:** fills 4 empty spaces

- **|padding:8:** distance of 8 spaces
- **|wordwrap:49:** wordwrap after 49 characters
- **|indent:5:** 5 space indentation
- **|nl2br:** Considered linebreaks if using text format(E.G. {config|nl2br name=bankAccount})

## Global variables from Shopware 5

Smarty-Variable	Description
{include file="string:{config name=emailheaderplain}"}	Embedding plaintext header
{include file="string:{config name=emailfooterplain}"}	Embedding plaintext footer
{include file="string:{config name=emailheaderhtml}"}	Embedding HTML header
{include file="string:{config name=emailfooterhtml}"}	Embedding HTML footer

Definition of variables here: [Email settings](#)

## Available variables

Click on the arrow next to **Variable Information** to expand a window that displays all variables currently in use by templates.

Make sure that you only use variables which are listed in **Variable information**, otherwise the email template might not send.

## Send test email to shop owner

Here you can send a test email. This will be sent to the designated email address of the current backend user.

Be sure to check whether your internet service provider supports the email service function.

## Attachments

Here you have an overview of all attached documents from the Media Manager. Note that only current attachments are shown here.

Attachments cannot be sent with status emails.

## User-Emails

Status	Explanation
sORDERSSEPAAUTHORIZATION	SEPA Mandate mailing

## Tips & Tricks

### Output VAT decimal places

By default, Shopware rounds the VAT in the sORDER email, for example from 7.7% to 8%. With a small adjustment to the template, you can output the two decimal places.

```
plus {$rate}% VAT {$value|currency|unescape:"htmlall"}
```

### Output VAT separatly

If you want to provide the VAT sums dynamically in your email template, you can use this snippet:

#### Plain text:

```
{foreach $$TaxRates as $rate => $value}
zzgl. {$rate} MwSt. {$value|currency|unescape:"htmlall"}
{/foreach}
```

#### HTML mail:

```
{foreach $$TaxRates as $rate => $value}
zzgl. {$rate} MwSt. {$value|currency}
{/foreach}
```

### sCANCELEDVOUCHER got new variables in Shopware 5.2.9

In Shopware 5.2.9 the email template of sCANCELEDVOUCHER got the following new variables:

```
{$sVouchervalue}
{$sVouchervalidfrom}
{$sVouchervalidto}
{$sVoucherpercental}
```



An example could look like this:

```
..we want to give you a {{$sVouchervalue}} {if $sVoucherpercental == "1"}%{else}${/if} voucher..
```

## sORDER got new variables in Shopware 5.2.19

In Shopware 5.2.19 the email template of sORDER got the following new variables:

```
{{$sAmountNumeric}}  
{{$sAmountNetNumeric}}
```

These variables represent the numeric value of the order in gross/net.

## Adjusting the order confirmation email

By opening the variable information **(1)** after sending at least 1 email you can see all available variables here with their specific content:

Here you get an overview of the currently usable variables:

Because of the regular releases of Shopware it might happen, that single variables won't work anymore, the name changes or new variables will be added. We try to keep this table up to date.

Variables: Customer profile	Explanation	Example
\$additional.user.userID	User ID	3
\$additional.user.customernumber	customernumber	20005
\$additional.user.salutation	salutation	ms
\$additional.user.lastname	lastname	Test
\$additional.user.firstname	firstname	Test
\$additional.user.customergroup	customergroup key	EK

\$additional.user.default_billing_address_id	ID of standard billing address	3
\$additional.user.default_shipping_address_id	ID of standard shipping address	3
<b>Variables: Billingaddress</b>	<b>Explanation</b>	<b>Example</b>
\$billingaddress.company	Company	Hamann-Media
\$billingaddress.department	Department	Purchasing Department
\$billingaddress.salutation	Salutation	Mr
\$billingaddress.firstname	First name	Max
\$billingaddress.lastname	Last name	Mustermann
\$billingaddress.street	Street	Muster Street
\$billingaddress.streetnumber	Street number	123
\$billingaddress.zipcode	Zip code	12345
\$billingaddress.city	City	Musterstadt
\$billingaddress.phone	Phone	1234/987654
\$billingaddress.fax	Fax	1234/987654-3
\$billingaddress.countryID	Country ID	2
\$billingaddress.ustid	VAT No.	DE999999999
\$billingaddress.text1	Free text field 1	Additional Free text
\$billingaddress.text2	Free text field 2	Additional Free text

\$billingaddress.text3	Free text field 3	Additional Free text
\$billingaddress.text4	Free text field 4	Additional Free text
\$billingaddress.text5	Free text field 5	Additional Free text
\$billingaddress.text6	Free text field 6	Additional Free text
<b>Variables: Shipping address</b>	<b>Description</b>	<b>Example</b>
\$shippingaddress.company	Company	Hamann-Media
\$shippingaddress.department	Department	Purchasing Department
\$shippingaddress.salutation	Salutation	Mr
\$shippingaddress.firstname	First name	Max
\$shippingaddress.lastname	Last name	Mustermann
\$shippingaddress.street	Street	Muster Street
\$shippingaddress.streetnumber	Street number	123
\$shippingaddress.zipcode	Zip code	12345
\$shippingaddress.city	City	Musterstadt
\$shippingaddress.phone	Phone	1234/987654
\$shippingaddress.fax	Fax	1234/987654-3
\$shippingaddress.ustid	VAT No.	DE999999999
\$shippingaddress.text1	Free text field 1	Additional Free text
\$shippingaddress.text2	Free text field 2	Additional Free text

\$shippingaddress.text3	Free text field 3	Additional Free text
\$shippingaddress.text4	Free text field 4	Additional Free text
\$shippingaddress.text5	Free text field 5	Additional Free text
\$shippingaddress.text6	Free text field 6	Additional Free text
<b>Variables: Country (Billing address)</b>	<b>Description</b>	<b>Example</b>
\$additional.country.countryname	Country	Germany
\$additional.country.countryiso	Country (ISO)	DE
\$additional.country.countryarea	Area	Europe
\$additional.country.countryen	Country (English)	GERMANY
<b>Variables: Country (Shipping address)</b>	<b>Description</b>	<b>Example</b>
\$additional.countryShipping.countryname	Country	Germany
\$additional.countryShipping.countryiso	Country (ISO)	DE
\$additional.countryShipping.countryarea	Area	Europe
\$additional.countryShipping.countryen	Country (English)	GERMANY
<b>Variables: User</b>	<b>Description</b>	<b>Example</b>
\$additional.user.id	User ID	15
\$additional.user.email	User email	Max.Muster@web.de
\$additional.user.accountmode	quick orderer	1

\$additional.user.paymentID	Payment ID	4
\$additional.user.firstlogin	First Login	2008-07-21
\$additional.user.lastlogin	Last Login	2008-08-26 16:38:45
\$additional.user.sessionID	Session ID	58vvd9b859734bm9teh7voun58etr1b2
\$additional.user.customergroup	Customer group	EK
\$additional.user.language	Language	de
<b>Variables: Payment</b>	<b>Description</b>	<b>Example</b>
\$additional.payment.name	Payment name	invoice
\$additional.payment.description	Payment description	invoice
\$additional.payment.template	Used template	invoice.tpl
\$additional.payment.class	Used classes	invoice.php
\$additional.payment.table		
\$additional.payment.additionaldescription	Additional description	The safer, easier way to pay.
\$additional.payment.debit_percent		
\$additional.payment.surcharge		
\$additional.payment.active		
\$additional.payment.esdactive		
\$additional.payment.embediframe		

\$additional.payment.hideprospect		
<b>Variables: Item (cart position)</b>	<b>Description</b>	<b>Example</b>
\$details.id	Article ID	1
\$details.sessionID	Session	8d9f3a90571553dcf6118d5c907eb599
\$details.userID	Customer ID	23
\$details.articlename	Article name	My Article
\$details.ordernumber	Order number	SW2331
\$details.shippingfree	Free shipping	0=no 1=yes
\$details.quantity	Quantity	3
\$details.price	Price	5,00
\$details.netprice	Net price	4.2016806723
\$details.datum	Date	2009-07-01 14:28:48
\$details.modus	Mode	
\$details.esdarticle	Download article	0=no 1=yes
\$details.partnerID	Partner ID	Test partner
\$details.lastviewport	Last viewport	sale
\$details.currencyFactor	Currency factor	1
\$details.ob_attr1 to .ob_attr6	Free Attributes (Cart attribute)	
\$details.packunit	Pack unit	Piece(s)

\$details.minpurchase	Min. purchase	1
\$details.taxID	Tax ID	1
\$details.instock	In stock	7
\$details.maxpurchase	Max purchase	1000
\$details.purchasesteps	Purchase steps	1
\$details.purchaseunit	Purchase unit	Liters
\$details.laststock	Sale	0=no 1=yes
\$details.shippingtime	Shipping time	1-3
\$details.releasedate	Release date	
\$details.stockmin	Min. stock	1
\$details.itemUnit	Reference unit	1000 Pcs. for 5 €
\$details.amount	Amount	5.00
\$details.amountnet	Net amount	4.20
\$details.image.src.1	Image Link	<a href="http://www.meinshop.de/images/article">http://www.meinshop.de/images/article</a>
<b>Variables: Shipping</b>	<b>Description</b>	<b>Example</b>
\$\$Dispatch.name	Dispatch name	DHL
\$\$Dispatch.description	Dispatch description	Shipping by DHL
<b>Variables: Others</b>	<b>Description</b>	<b>Example</b>
\$\$BookingID	Transaction ID	100c6f49bc

\$\$sOrderNumber	Order number	2500
\$\$sOrderDay	Order date	13.02.2010
\$\$sOrderTime	Order time	14:37

## Plain text submission of the order confirmation email

Always use absolute links starting with http://... or https://... for integrating images.

```
{include file="string:{config name=emailheaderplain}"}
Hello {$billingaddress.firstname} {$billingaddress.lastname},
Thank you for your order in the Shopware demo shop (Order number: {$sOrderNumber}) at {$sO
Information to your order:
Pos. Item Nr. Qty. Price Sum
{foreach item=details key=position from=$$sOrderDetails}
{$position+1|fill:4} {$details.ordernumber|fill:20} {$details.quantity|fill:6} {$details.p
{$details.articlename|wordwrap:49|indent:5}
{/foreach}
Shipping costs: {$sShippingCosts}
Total Net: {$sAmountNet}
{if !$sNet}
{foreach $$sTaxRates as $rate => $value}
plus {$rate} VAT {$value|currency}
{/foreach}
Total gross: {$sAmount}
{/if}
chosen Payment mean: {$additional.payment.description}
{$additional.payment.additionaldescription}
{if $additional.payment.name == "debit"}
Your banking information:
Account: {$sPaymentTable.account}
Bank code number: {$sPaymentTable.bankcode}
Bank name: {$sPaymentTable.bankname}
Account holder: {$sPaymentTable.bankholder}
We will draft the amount in the next days.
{/if}
{if $additional.payment.name == "prepayment"}
Our banking information:
{config name=bankAccount}
{/if}
{if $$sComment}
Your comment:
{$sComment}
{/if}
Billing address:
{$billingaddress.company}
{$billingaddress.firstname} {$billingaddress.lastname}
{$billingaddress.street} {$billingaddress.streetnumber}
{$billingaddress.zipcode} {$billingaddress.city}
{$billingaddress.phone}
{$additional.country.countryname}
Shipping address:
{$shippingaddress.company}
{$shippingaddress.firstname} {$shippingaddress.lastname}
{$shippingaddress.street} {$shippingaddress.streetnumber}
{$shippingaddress.zipcode} {$shippingaddress.city}
{$additional.country.countryname}
```



```

{if $billingaddress.ustid}
Your VAT-ID: {$billingaddress.ustid}
Upon a successful VAT ID check, and provided that you're ordering from a VAT-free country,
you will receive your goods exempt from VAT.
{/if}

```

For further inquiries please contact us at any time. You can reach us as follows:

We wish you a nice day.

```

{include file="string:{config name=emailfooterplain}"}

```

## Template for an order confirmation email in HTML format

Always use complete links starting with http://... or https://... for integrating images.

```

<div style="font-family:arial; font-size:12px;">
  {include file="string:{config name=emailheaderhtml}"}

  <p>Hello {$billingaddress.firstname} {$billingaddress.lastname},<br/><br/>
    Thank you for your order from {$sConfig.sSHOPNAME} (Number: {$sOrderNumber}) at {$
    <br/>
    <br/>
    <strong>Information to your order:</strong></p>
  <table width="80%" border="0" style="font-family:Arial, Helvetica, sans-serif; font-si
    <tr>
      <td bgcolor="#F7F7F2" style="border-bottom:1px solid #cccccc;"><strong>Item</s
      <td bgcolor="#F7F7F2" style="border-bottom:1px solid #cccccc;"><strong>Pos.</s
      <td bgcolor="#F7F7F2" style="border-bottom:1px solid #cccccc;"><strong>Item-No
      <td bgcolor="#F7F7F2" style="border-bottom:1px solid #cccccc;"><strong>Qty.</s
      <td bgcolor="#F7F7F2" style="border-bottom:1px solid #cccccc;"><strong>Price</
      <td bgcolor="#F7F7F2" style="border-bottom:1px solid #cccccc;"><strong>Sum</st
    </tr>

    {foreach item=details key=position from=$sOrderDetails}
    <tr>
      <td rowspan="2" style="border-bottom:1px solid #cccccc;">{if $details.image.sr
      <td>{ $position+1|fill:4} </td>
      <td>{ $details.ordernumber|fill:20}</td>
      <td>{ $details.quantity|fill:6}</td>
      <td>{ $details.price|padding:8}{ $sCurrency}</td>
      <td>{ $details.amount|padding:8}{ $sCurrency}</td>
    </tr>
    <tr>
      <td colspan="5" style="border-bottom:1px solid #cccccc;">{ $details.articlename
    </tr>
    {/foreach}

  </table>

  <p>
    <br/>
    <br/>
    Shipping costs: {$sShippingCosts}<br/>
    Total Net: {$sAmountNet}<br/>
    {if !$sNet}
    {foreach $sTaxRates as $rate => $value}
    plus {$rate} VAT {$value|currency}

    {/foreach}
    Total gross: {$sAmount}<br/>
    {/if}
  <br/>
  <br/>
  <strong>chosen payment method:</strong> { $additional.payment.description}<br/>
  { $additional.payment.additionaldescription}
  {if $additional.payment.name == "debit"}
  Your banking information:<br/>
  Account: {$sPaymentTable.account}<br/>
  Bank code number: {$sPaymentTable.bankcode}<br/>

```

```

Bank name: {$sPaymentTable.bankname}<br/>
Account holder: {$sPaymentTable.bankholder}<br/><br/>
We will draft the amount in the next days.<br/>
{/if}
<br/>
<br/>
{if $additional.payment.name == "prepayment"}
Our banking information:
{config|nl2br name=bankAccount}
{/if}
<br/>
<br/>
<strong>Chosen Dispatch:</strong> {$sDispatch.name}<br/>{$sDispatch.description}
</p>
<p>
{if $sComment}
<strong>>Your Comment:</strong><br/>
{$sComment}<br/>
{/if}
<br/>
<br/>
<strong>Billing adress:</strong><br/>
{$billingaddress.company}<br/>
{$billingaddress.firstname} {$billingaddress.lastname}<br/>
{$billingaddress.street} {$billingaddress.streetnumber}<br/>
{$billingaddress.zipcode} {$billingaddress.city}<br/>
{$billingaddress.phone}<br/>
{$additional.country.countryname}<br/>
<br/>
<br/>
<strong>Shipping adress:</strong><br/>
{$shippingaddress.company}<br/>
{$shippingaddress.firstname} {$shippingaddress.lastname}<br/>
{$shippingaddress.street} {$shippingaddress.streetnumber}<br/>
{$shippingaddress.zipcode} {$shippingaddress.city}<br/>
{$additional.countryShipping.countryname}<br/>
<br/>
{if $billingaddress.ustid}
Your VAT-ID: {$billingaddress.ustid}<br/>
Upon successful VAT-ID testing and you're ordering from a VAT-free country,<br/>
you will receive your goods exempt from VAT.<br/>
{/if}
<br/>
<br/>
For further inquiries please contact us at any time. You can reach us as follows:
<br/>
<br/>
{include file="string:{config name=emailfooterhtml}"}
</p>
</div>

```

## Sending attachments with emails

With shop specific attachments it's possible to add an attachment depending on the shop. This way it's possible to attach something in the language of the subshop.

Switch to the tab **Attachments (1)** and then click on **Add own file(s) (2)**

Now upload the desired document into the Media Manager. After the document has been uploaded, you need to **drag and drop the desired (speech)** then click **Subshop assign (1)** and finally **Save Change (2)**.

## Why hasn't an email been sent?

Please make sure that in your email template the sender's name does not contain any special characters such as a ":". These characters cannot be used here.

## Tips & Tricks

### Display VAT in the order confirmation mail

To display the VAT you can use the following code in your mails:

#### Plaintext:

```
{foreach key=taxRate item=taxValue from=$sTaxRates}
  {$taxRate} % VAT: {$taxValue} {$sCurrency}
{/foreach}
```

#### HTML:

```
{foreach key=taxRate item=taxValue from=$sTaxRates}
  {$taxRate} % VAT: {$taxValue} {$sCurrency}<br/>
{/foreach}
```

### Add payment depending text

If you want to implement a individual block for the chosen paymentmean, you can add this using Smarty:

```
{if $additional.payment.name == "Paypal"}
  //Your content
{else}
  //Your content
{/if}
```

You can also append this by using {elseif}:

```
{if $additional.payment.name == "Paypal"}
  //Your content
{elseif $additional.payment.name == "creditcard"}
  //Your content
{elseif $additional.payment.name == "prepayment"}
  //Your content
{/if}
```

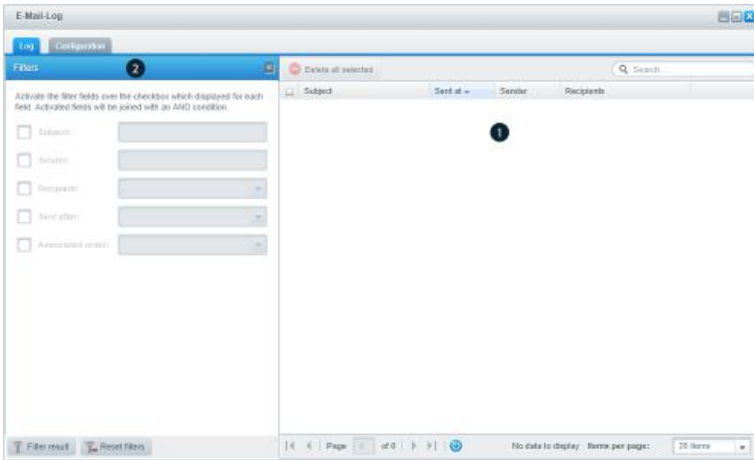
# E-Mail Log

As of Shopware 5.6.0, it is possible to log e-mails sent by Shopware. This gives you the possibility to see when which e-mails were sent.

You can find the module under **Configuration > E-mail Management > E-Mail Log**.

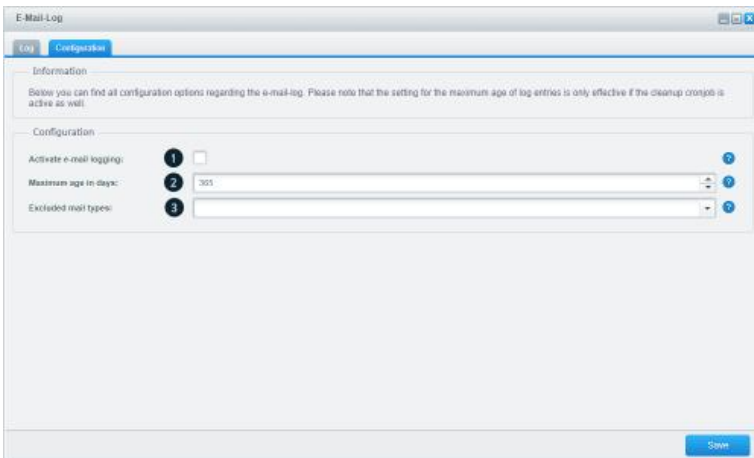
In order not to increase the storage space consumption, when saving a new log entry, only a reference is stored for each sent attachment. If you use template-specific attachments, it may happen that the referenced media file is updated. As a result, the updated file will be used as attachment when resending in this case.

## Log



The Log tab **lists all e-mails logged by the module (1)**. Since this can become quite a large amount over time, you can **display filters on the left side (2)** that you can use to restrict the emails displayed.

## Configuration



In order to use logging, it is first necessary to **activate it (1)**.

In addition, you can define here **how long the mails should be stored in the log (2)**.

To delete the mails automatically after the specified time, it is necessary to execute the supplied cronjob "Remove old mail log entries". You can find more information about setting up cronjobs in [this documentation](#).

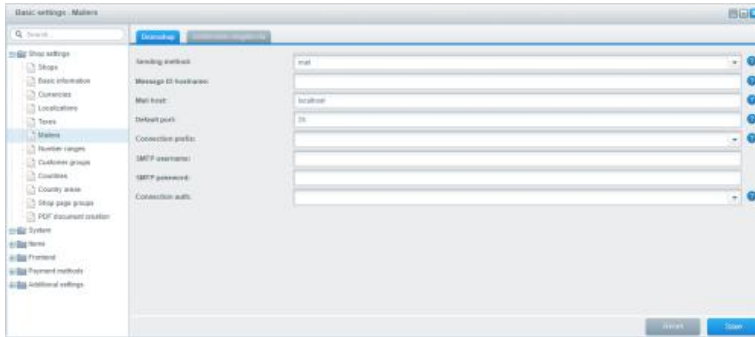
It is also possible to **exclude certain mail types from logging (3)**.

Technical mails include, for example, test mails sent by the shop manager via the template module or error messages if the sending via mail is active.

## Mailer

In cases where Shopware is not installed on Unix and Linux systems, sending mail does not work without further configuration. The PHP function "mail()", i.e. sending mail directly via the PHP web server, for example, is generally not supported.

The function mailer defines in which way an email generated in the store will be sent. By default, **mail** is entered here for the standard mail function (php mailer) of the web server.



## Configuration options

### Sending method

At this point the method for sending the e-mail is selected. The default setting is "Mail". SMTP stands for "Simple Mail Transfer Protocol". The sending method represents the actual transmission path. On Unix systems both MAIL and SMTP are suitable. In some environments the type FILE can also be used. MAIL relies on a web server function which is only used on Unix and Linux based systems. SMTP, on the other hand, requires a mail provider that must be accessible locally or over the Internet. The FILE type stores the send request as a file and requires a third party application to process this file.

When sending via SMTP, many settings have to be clarified with your hoster or e-mail provider in advance. E.g. which port is used, if only encrypted sending (TLS,SSL) is required etc.

In case of problems with SMTP we recommend to check the logfile of your mail server. Here you will find detailed clues regarding possible errors in the configuration of the mailer settings.

**Options:** Mail, SMTP, File

### Hostname to use in the Message-ID

The ID is received in the header. This is a HELO string. It should be the Fully-Qualified Host Name to save the recipient server from resolving the IP address. The entry is required when sending via a mail provider or mail server.

If the field is left blank the content of SERVER\_NAME is output in the format [localhost.localdomain].

### **Mail host**

The hostname plays an essential role in anti-spam measures nowadays. The hostname should always cooperate with the SMTP host. Your customer's receiving server, for example, checks whether the host server and SMTP server point to the same e-mail server and also whether they are reachable. If one of these criteria does not apply, your e-mails may already be defined as spam mail and blocked. By default localhost is specified. Another port can be specified by entering the format [hostname:port], e.g. smtp.example.com:25. In most cases port 25 can be used. Many mail providers also support port 587 (see also Default Port).

### **Default port**

The server port is specified here. For the SMTP dispatch usually the port 25 is used. However, if you use AOL or Gmail for sending, you must enter the port required there (e.g. 587).

### **Connection prefix**

Selection of the encryption protocol for secure data transmission. You can choose between Secure Sockets Layer (SSL) and Transport Layer Security (TLS).

The secured connection means a "tunnel connection" to the SMTP server. The messages that flow through this channel are thus protected from access by third parties. However, this option is not the same as an encrypted transmission, because the messages are not encrypted within this tunnel with this protocol. If your provider expects an SLS or TLS connection, you enter the prefix "ssl" or "tls" here.

**Options:** ssl, tls

### **SMTP username**

You know your SMTP user name from the setup of your e-mail program. Enter your username or login name (this can also be your own e-mail address - depending on the e-mail provider you use) and your password.

### **SMTP password**

Enter the password for your e-mail account here. This is usually the same password you use to log in with your email program or web client.

## connection auth

Here the SMTP authentication method is selected. "Plain" transmits the data unencrypted, only base64 encoded. "Login" has the same functionality as "plain", but transmits in two steps. "crammd5" denotes the Challenge-Response Authentication Mechanism, Message Digest 5 and encrypts using the MD5 HMAC algorithm.

**Options:** plain, login, crammd5

## sending Mails via SMTP

### Message encoding

The information you send to your provider is encoded, **not** encrypted. The encoding defines the character set - depth and also enables the possibility to send something as text in the email. This function is managed by RFC 1341 and RFC 2045. This [8bit](#) encoding is supported by the most providers and is very universal. However, the provider must be informed as to how Shopware transfers the message. So if you use 8-bit message encoding, you can send attachments without complications.

### Sending emails via provider (SMTP)

If Shopware isn't installed on a Unix or Linux system, the email transfer won't work without first being configured. The php function "mail()", which sends emails directly over the web server, is not supported.

Shopware supports alternative possibilities to send emails. The mostly important way is linking to an email provider, which we will discuss here.

Some configurations need to be clarified by your host or email provider.

### Method for sending emails

The sending method represents the way to transfer messages. On Unix systems, MAIL and SMTP work well. In some environments you can use the type FILE. MAIL uses a web server function, which is only available on Unix and Linux-based systems. SMTP, on the other hand, always requires an email provider, which is accessible locally or via the Internet. The FILE type saves the dispatch order as a file and requires a third-party application to execute them.

### Mail host

If we use an email provider, we have to use the field "SMTP Host" to input the provider. In the most cases this is the domain name, but only without "www." in front of it. For example: If you configured "www.my-shop.com" you would use "my-shop.com" or "mail.my-shop.com". In many cases it's also useful to enter the IP address. Please take a look in the documentation from your provider or in your personal mail configuration to for the proper values.

## Host name

From where we stand the host name is very important in terms of spam protection. The host name should basically match with the mail host. The receiving server of your customer, for example, checks whether the host name and SMTP host refer to each other and are accessible. If one of these conditions is not true, the server may define your mail as spam and/or block it.

## Port

SMTP usually uses port 25. If you use e.g., AOL or Google Mail as a provider, you must enter the required port here (e.g., 465 or 587). For additional information, contact your SMTP provider.

## Connection prefix

These messages are safe from unauthorized access, but it's not the same as an encrypted transfer, because the message in the tunnel won't be encrypted. If your provider requires SLS or TLS, enter "ssl" or "tls" here.

## Connection authentication

The transfer of the login information based on RFC 2822 and RFC 4954 are normally handled via "Login". This is somewhat safer than the standard method, but it is not completely secure. If your SMTP provider supports [CramMD5](#) (RFC 2195), you should configure this method.

## SMTP username / SMTP password

Simply enter your user name and password from your email provider here (depending on the provider, this may be the email address itself).

## Known Hosters - Examples SMTP-Settings

### lund1

*updated: 8.12.2014*

- **Sending method:** smtp
- **Message ID hostname:**
- **Mail host:** smtp.lund1.de
- **Default port:** 587
- **Connection prefix:** tls
- **SMTP username:** E-Mail-Address of the SMTP-Accounts



- **SMTP password:** Password of the SMTP-Account
- **Connection auth:** login

## Google Mail

*updated: 12.12.2016*

- **Sending method:** smtp
- **Message ID hostname:**
- **Mail host:** smtp.gmail.com
- **Default port:** 587
- **'Connection prefix:** tls
- **SMTP username:** Gmail Address
- **SMTP password:** Password of the Gmail-Account
- **Connection auth:** login

## Hosteurope

*updated: 12.12.2016*

- **Sending method:** smtp
- **Message ID hostname:**
- **Mail host:** Adress of the SMTP-Server of Hosteurope
- **Default port:** 25
- **Connection prefix:**
- **SMTP username:** username of the SMTP-Account
- **SMTP password:** Password of the SMTP-Account
- **Connection auth:** login

## Timme Hosting

*updated: 31.10.2019*

- **Sending method:** smtp
- **Message ID hostname:**
- **Mail host:** Ihr SMTP-Server von Timme
- **Default port:** 587

- **Connection prefix:** tls
- **SMTP username:** username of the SMTP-Account
- **SMTP password:** Password of the SMTP-Account
- **Connection auth:** login

## AIXPRO

*Stand: 27.03.2018*

- **Sending method:** smtp
- **Message ID hostname:**
- **Mail host:** localhost
- **Default port:** 25
- **Connection prefix:**
- **SMTP username:** username of the SMTP-Account
- **SMTP password:** Password of the SMTP-Account
- **Connection auth:** plain

## Mail sending as file

The information provided here was tested at the time of publishing this article, but may have changed in the meantime. The execution of this tutorial is at your own risk! Make a backup before you start, so that you can restore it in case of doubt. Note that this is a customization of Shopware and the content of this tutorial is therefore not officially supported!

To enable mail sending as a file in the mailer settings, config.php must be extended accordingly:

```
'mail' => array(
    'type' => 'file',
    'path' => $this->DocPath('mails')
)
```

Create a folder with sufficient rights named mails in the Shopware directory. In this folder you will find all emails sent by Shopware.

Now you have to define in the mailer settings that you want to use the method "file" to send the e-mail.

To do this, go to **Configuration > Basic settings > Shop settings > Mailers** and enter "file" for the **sending method**.

## Change sender address of the order confirmation

You can change the sender directly in the order confirmation email template.

To do this, proceed as follows in the administration:

**Configuration > E-mail management > Email templates > System emails > sORDER > Sender.**

There you can change the sender with e-mail address as well as name (also for the subshops).

## E-Mail Settings

In this article we will show you where to change settings related to your shop's email traffic. Go to **Settings > Basic configuration > Frontend > Email settings** to edit them. Emails will normally be sent to the shop owner's email address, which is configured in **Configuration > Basic settings**.

### Configuration

- **Disable order confirmation to shop owner:** Activate if you want to receive a copy of the order confirmation mail. By default this option is set to "No".
- **Send registration confirmation to shop owner in CC:** If you want to receive a CC of the registration confirmation, activate this setting. By default this option is set to "Yes".
- **Order status - Changes to CC addresses:** Put additional email addresses that will receive a copy of status-change mails. Keep in mind that all recipients are going to be able to see the other email addresses included in this conversation.
- **Email header plaintext:** Enter an email header for your plaintext emails.
- **Email footer plaintext:** Enter an email footer line that will be displayed in your plaintext emails.
- **Email header HTML:** Enter an email header line that will be displayed in your HTML emails.
- **Email footer HTML:** Enter an email footer line that will be displayed in your HTML emails.

Email header and footer can be used in all email templates by utilizing the following code: `{include file="string:{config name=emailheaderplain}"}` - Swap *header* and *footer* as well as *plain* and *html* to customize the settings according to your needs.

**Hint:** You can use your shop logo from any viewport in your headers (as long as you have it stored in the theme) and don't have to use the desktop logo, so the picture gets smaller and you save traffic.

```
// Mobile logo


// Tablet logo


// Tablet landscape logo


// Desktop logo

```

## No E-Mails are sent when using SMTP

If you do not use "SMTP" to send the e-mails, this article is not relevant for you.

The encryption technology TLS 1.0 from 1999 has already been discontinued in 2016 and from 30.06.2018 e-mail servers that support TLS1.0 are no longer PCI-DSS-compliant. With TLS 1.3, the current version has been available since 2018. Some e-mail hosters are now starting to disable this technology on their e-mail servers to remain PCI-DSS compliance. As a result of this change, Shopware may no longer be able to send e-mails.

### Am I affected?

This change affects you only if *'all'* of the 3 following conditions apply:

- You use SMTP as a shipping method in Shopware
- You use PHP Version 5.6.30 oder 7.0.30 - 7.1.17
- Your e-mail hoster has already deactivated TLS1.0

If you are not sure if your hoster is still using TLS1.0, you can check it here: <https://de.ssl-tools.net/mailservers>.

**Background:** The Zend library used by Shopware can only send mails with the TLS 1.0 protocol, but if the server now only supports TLS 1.1 or higher, the queries are rejected and no more e-mails are sent.

### Update Shopware (recommended)

We recommend an update to at least Shopware version 5.4.5. You can get the update to 5.4.5 regularly via the Auto-Updater or directly via our download overview.

### Install the plugin

If you can't update your Shopware installation (recommended), you can also do the fix via plugin:

- Just download the plugin [SwagFixDeprecatedTlsInSmtpl](#).
- Install and activate the plugin.

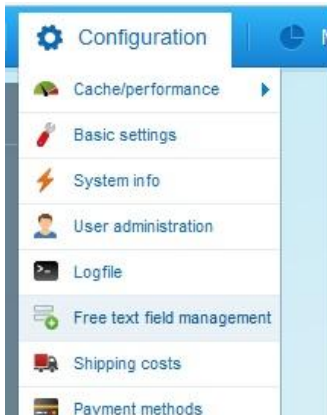
Please check after installation if your e-mail traffic works as usual.

## Free text fields / attributes

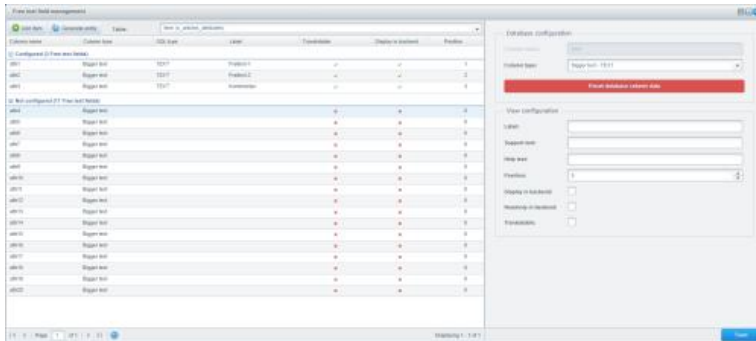
The free text field management is the next generation of the Shopware attributes and displaces this function. All of your current attributes, including those from plugins, will be unmodified and can still be used! With the help from the new free text field management you can assign almost everything in Shopware free text fields (similar to the attributes in previous versions). They can still be used individually, so no matter if you want to mark items as bulk shipping or mark customers as bonus customers, the possibilities are endless.

The free text field management is a default component of Shopware but needs to be extended in many cases, i.e. if you want to show free text fields in the frontend or build other individual functions that work together with these fields. Please note that we're only be able to support the default integration; all customizations that you make are considered individual programming and are not supported by Shopware.

## The module



You can find the module at *Configuration > Free text field management* in your Shopware backend.



The module is structured as follows:

- **Table:** Here you choose the database table in which you want to create the free text field.
- **Add/Generate entity:** Here you can add a new free text field and (re)generate the database entities. When adding a new free text field, the entity will automatically be generated, so regeneration is typically not necessary.
- **Configured free text fields:** Here all configured ("active") free text field will be displayed.

- **Not configured free text fields:** Here you can see all ("inactive") free text fields which have not been configured.
- **Database settings:** This area lets you define the database settings of the free text fields.
  - **Column name:** This is the column name in the database. If this field cannot be edited, that is either because it came from an existing free text field or a third party, which cannot be edited. However, free text fields that you add yourself can be edited.
  - **Column type:** Here you can set the column type you want to use.
  - **Reset database column data:** With this function, you can reset all column data of this free text field. Since this will clear all data from your column, it is only recommended when you want to disable the free text field or change the column type.
- **View configuration:** This defines the view configuration for your free text field.
  - **Label:** This defines the label of the free text field. This will appear in the backend (if you chose to display it in the backend).
  - **Support text:** This text appears under the input field in the backend and should be used for helpful instructions.
  - **Help text:** This text will be shown in the blue "?" icon on the right side of the free text field in the backend.
  - **Position:** This defines the position (sort order) of the free text field.
  - **Display in backend:** This shows the free text field in the backend, where you can edit its content.
  - **Readonly in backend:** With this option the attribute field in the backend can only be read but not written to.
  - **Translatable:** Here you can set whether the free text field is translatable or not.

Shopware has four different kinds of free text fields:

- **Not configured** - The database already has this column (i.e. attr1-attr20 of the items), but is not in use. The name of these fields cannot be edited.
- **Configured** - These free text fields are configured and ready to use.
- **Not configurable** - These fields are in use (i.e. by 3rd party plugins) and cannot be edited.
- **Already contained** - These are free text fields that appear in Shopware (i.e. in previous versions). The column names cannot be edited.

## Adding a free text field

In the first step, choose the database table where you want to add the free text field. The grid will refresh and display all of the fields which are ready to be configured in this table. Just choose one of the empty fields or click "Add" to enter the desired configuration of your free text field. After saving, the grid will refresh, database entities generated and your free text field is ready to use.

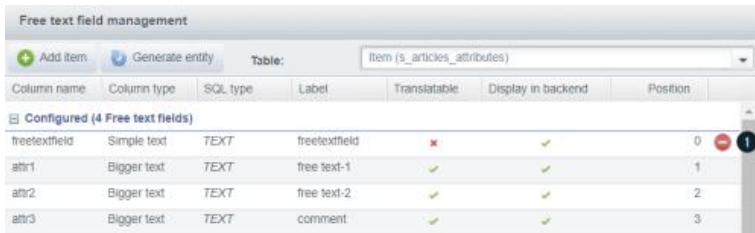
## Changing a free text field

You can change the free text fields as often as you want, but note that the content of the database column will not be converted. Reset your data to avoid issues!

## Deleting a free text field

You can only delete free text fields that do not contain information or do not belong to a 3rd party plugin.

You can delete a free text field by clicking the red icon (1) in the listing:



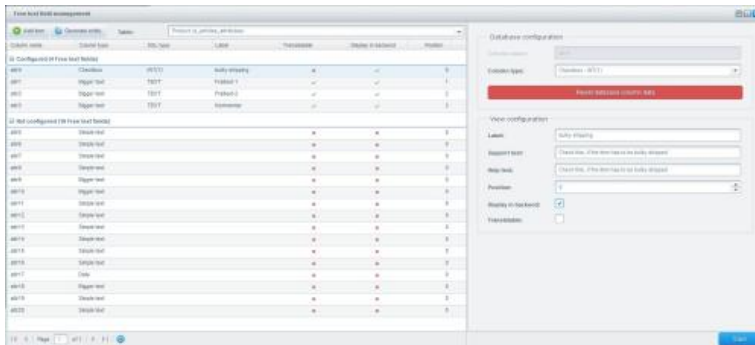
Column name	Column type	SQL type	Label	Translatable	Display in backend	Position
freetextfield	Simple text	TEXT	freetextfield	<input type="checkbox"/>	<input checked="" type="checkbox"/>	0 <span style="color: red;">-</span> <b>1</b>
attr1	Bigger text	TEXT	free text-1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1
attr2	Bigger text	TEXT	free text-2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2
attr3	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3

Deleting a free text field deletes the whole database column and its content!

## Examples

### Bulk shipping

First, add the new free text field as below in the screenshot:



Column name	Column type	SQL type	Label	Translatable	Display in backend	Position
attr1	Bigger text	TEXT	free text-1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1
attr2	Bigger text	TEXT	free text-2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2
attr3	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3
attr4	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4
attr5	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	5
attr6	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	6
attr7	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	7
attr8	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8
attr9	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	9
attr10	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10
attr11	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	11
attr12	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	12
attr13	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	13
attr14	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	14
attr15	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	15
attr16	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	16
attr17	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	17
attr18	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	18
attr19	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	19
attr20	Bigger text	TEXT	comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20

After creating the free text field, it can be found in the item data:



Free text fields

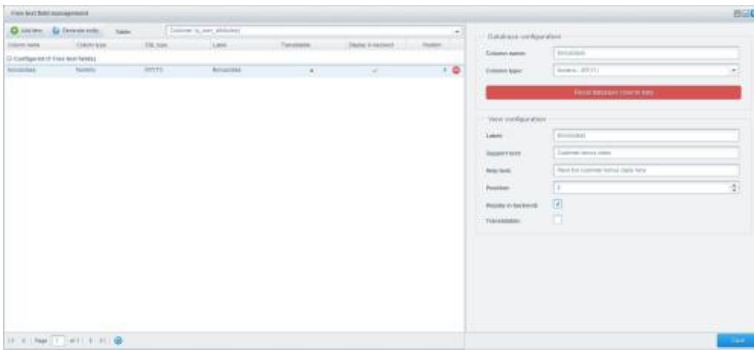
Bulky shipping:  ?

*Check this, if the item is shipped bulky*

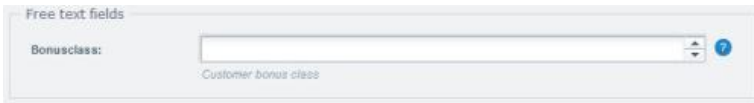
Now you can activate the checkbox and mark the item as bulk shipping. You'll find additional tutorials on shipping methods [here](#).

### Bonus class users

Just create the following free text field:



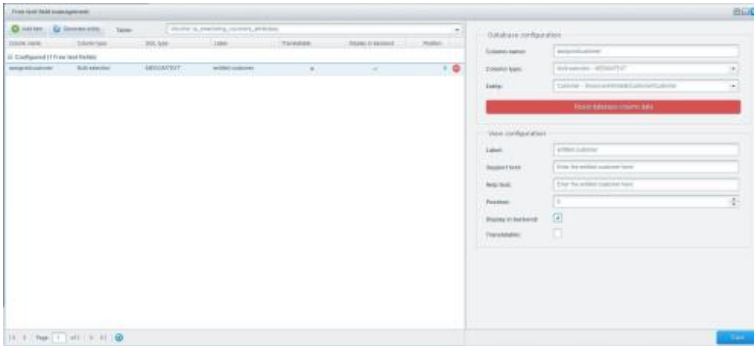
Now you can enter the bonus class in your customer's additional free text field:



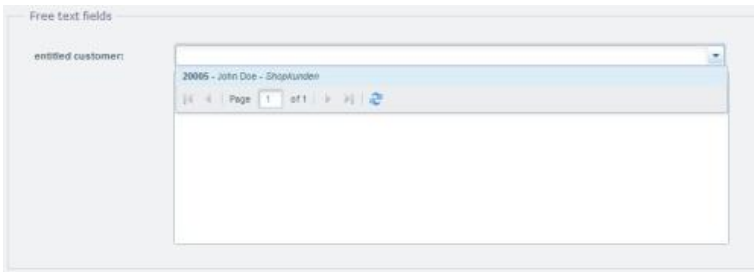
This value can be used other places (i.e. to set different bonus stages and give rebates). Alternatively, it's also possible to rank up your customer every 10 orders they make. To do so, the frontend must be individually adapted to count the order and rank the customer higher.

## Vouchers for selected users

The free text field has to be created as follows:



As feature, we use the multiple selection of customers in order to select the users who are able to use this voucher:





Implementing this feature any further required individual programming.

## FAQ

### Updating to Shopware 5.2

Your existing free text fields and attributes can still be used.

Free text fields, whose column names use capitals will be migrated, but aren't editable, because the new free text field management only support lower-case naming of the columns!

### Free text fields available for those elements

You can create free text fields for the following database tables:

Element	Database table
Item	s_articles_attributes
Item price	s_articles_prices_attributes
Item image	s_articles_img_attributes
Item download	s_articles_downloads_attributes
Item link	s_articles_information_attributes
Item property	s_filter_attributes
Property groups	s_filter_options_attributes
Property options	s_filter_values_attributes
Item esd	s_articles_esd_attributes
Configurator template	s_article_configurator_templates_attributes
Configurator price template	s_article_configurator_template_price_attributes

<b>Manufacturer</b>	s_articles_supplier_attributes
<b>Banner</b>	s_emarketing_banners_attributes
<b>Blog</b>	s_blog_attributes
<b>Category</b>	s_categories_attributes
<b>Country</b>	s_core_countries_attributes
<b>Country state</b>	s_core_countries_states_attributes
<b>Customer</b>	s_user_attributes
<b>Customer billing address</b>	s_user_billingaddress_attributes
<b>Customer shipping address</b>	s_user_shippingaddress_attributes
<b>Basket</b>	s_order_basket_attributes
<b>Order</b>	s_order_attributes
<b>Order positions</b>	s_order_details_attributes
<b>Order billing address</b>	s_order_billingaddress_attributes
<b>Order shipping address</b>	s_order_shippingaddress_attributes
<b>PDF template</b>	s_order_documents_attributes
<b>Customer group</b>	s_core_customergroups_attributes
<b>Shipping costs</b>	s_premium_dispatch_attributes
<b>Product streams</b>	s_product_streams_attributes
<b>Emotion</b>	s_emotion_attributes

<b>Form</b>	s_cms_support_attributes
<b>Mail template</b>	s_core_config_mails_attributes
<b>Media</b>	s_media_attributes
<b>Payments</b>	s_core_paymentmeans_attributes
<b>Item export</b>	s_export_attributes
<b>Shop page</b>	s_cms_static_attributes
<b>User</b>	s_core_autd_attributes
<b>Voucher</b>	s_emarketing_vouchers_attributes
<b>Customer addresses</b>	s_user_addresses_attributes

## Column types

You can use the following as column types:

<b>Name</b>	<b>Type</b>
Simple text	VARCHAR (As default 255 will set!)
Bigger text	TEXT
HTML editor	MEDIUMTEXT
Numeric	INT(11)
Decimal	DOUBLE
Checkbox	INT(1)
Date	DATE

Date / Time	DATETIME
Combobox	MEDIUMTEXT
Single selection	VARCHAR
Multi selection	MEDIUMTEXT

## Usage in the frontend

For performance reasons, not all free text fields are available to be used in the frontend. If the desired free text field is not available, you have the option of writing a plugin in order to use the desired fields in the frontend. Free text fields that affect items are automatically passed to the frontend and can only be implemented in the template via individual programming. If you want to pass other free text fields to the template, they have to be implemented separately. For more information, visit the [Developers Upgrade Guide](#).

# Customer groups

In eCommerce, customer groups provide an essential means of classifying, managing and targeting customers. Business partners, for example, respond to different advertising and prices than end users.

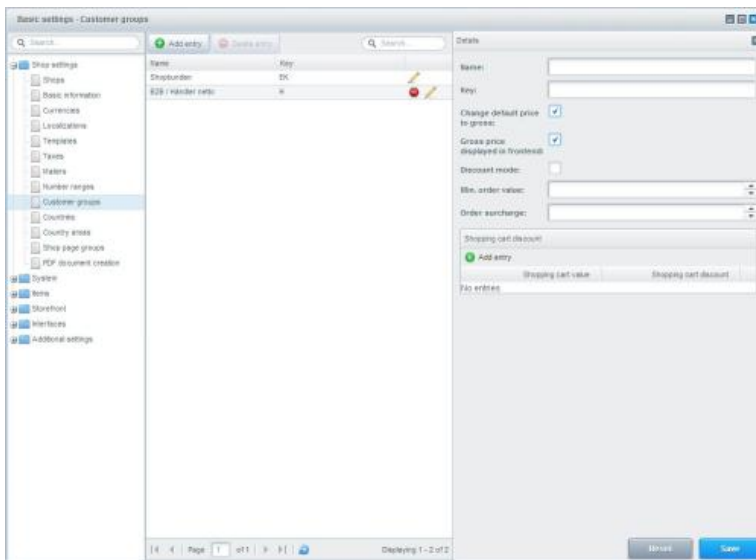
With the customer group functions in Shopware, you are able to accurately reflect the diversity of your customers. Additionally, you may choose whether you wish the gross or net prices to be displayed, as well as set different percentage discounts for each group.

With every item in your inventory, you can determine which customer groups it is displayed for. This can be useful when, for example, you offer items both individually and in cases, or when legal or age restrictions apply.

Of course, customer groups also allow customized newsletters to be sent to each group individually.

The customer group "EK" is a system customer group. This may not be changed or deleted! Customer group abbreviations must never contain spaces or special characters. This could cause massive problems in the database! The customer group abbreviation may be max. 5 characters long.

The Customer groups window is divided into two work areas. On the left, groups may be added or deleted. Clicking on the corresponding pencil icons for each group opens a window pane on the right which allows the group to be edited.



## Gross and net prices

By checking the box next to **Change default price to gross**, Shopware will assume that all prices entered are gross, rather than net.

Shopware saves the net prices in the data base. Please note that entered gross prices will be converted into net prices. The calculation basis of Shopware will always be the standard tax rate. Additional countries with deviating tax rates in the basic settings cannot be taken into consideration.

**Gross price displayed in frontend** determines whether gross prices, instead of net prices, are displayed to the selected customer group.

## Global discounts and minimum order values

The **discount mode** grants the customer group a percentage discount on all items. When the **Discount** box is checked, a field appears in which you can enter the amount of discount (in %) you wish to offer.

The **minimum order value** is absolute and serves as a threshold value for allowing orders to be completed.

The item price cannot be entered separately for customer groups where the discount mode has been activated. Therefore, you should not enable this option for the main customer group of stores and subshops.

## Order surcharge

The **surcharge** on orders is entered in this field for the case that the minimum order value has not been reached.

# Discount mode

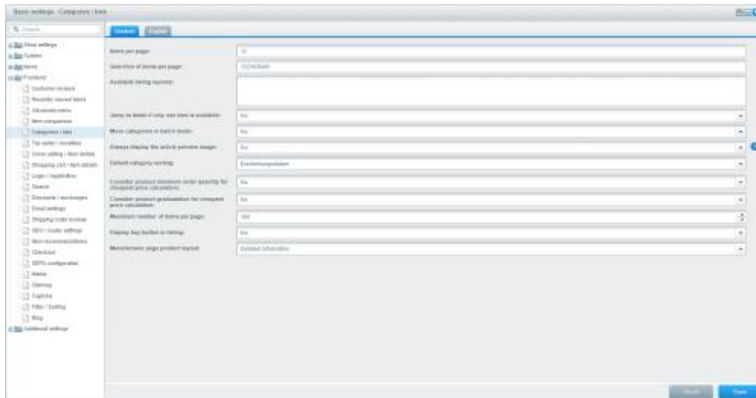
Similar to a price scale, you are able to enter as many discounts as you wish. These are clearly displayed in a table. The respective percentage discount depends on the actual value of the shopping cart.

# Listing

Shopware offers you several settings for the listing. Here you get an overview of the most important functions, such as the categories / lists, individual filters & sorting and variants in the listing.

## Categories / lists

These settings determine how product lists will appear in the frontend. You can find this window by following **Configuration > Basic settings > Frontend > Categories / lists**.



- **Items per page:** this defines how many items are displayed by default within the product listing.
- **Selection of items per page:** this gives the customer the possibility of selecting how many products should be displayed in the listing. The value entered here should be divisible by the “Items per page”.
- **Available listing layouts:** here you can define your own developed listing layouts. If you don't need this, you can select the listing layout in the categories itself.
- **Jump to detail if only one item is available:** if this setting is active, Shopware jumps directly to the product detail page when the category contains only 1 product.
- **Move categories into batch mode:** reclassification of categories are performed separately in batch mode. This is recommended for especially extensive category structures.
- **Always display the defined product preview image in list views:** only the main preview image will appear in the listing, regardless of the image mapping.
- **Default category sorting:** Define the default sort order used for all categories here. If you want a different default sorting for individual categories, you can change this in the [category settings](#).

- **Consider product minimum order quantity for cheapest price calculation:** when active, Shopware will display the price of the minimum order quantity, otherwise the base price of one piece will be displayed.
- **Consider product graduation for cheapest price calculation:** when active, Shopware will display the cheapest price for the largest graduation. When inactive, Shopware will display the cheapest price for 1 piece. *Please Note, that this option is not compatible with pricegroups. If you use them, this option will be ignored. Caution: This option always shows cheapest price for the largest graduation in the listing, even if this graduation cannot be reached for an on sale product.*
- **Maximum number of items per page:** defines the maximum number of items per page. This prevents calling larger item amounts per url parameter.
- **Display buy button in listing:** If active, all not restricted products will get a "Add to cart"-button, if the product is restricted, it gets a "Details"-Button, which guides the user to the products detail page. **Restricted products are** those, who have variants, graduated prices or which have prices which are manipulated by plugins like LiveShopping, Promotion or Bundle). This forwarding to the detail page is justified by law, because the customer must see the exact product price before he adds it to the cart.
- **Manufacturer page product layout:** Specify here which layout is to be used for the product listing on a manufacturer page.

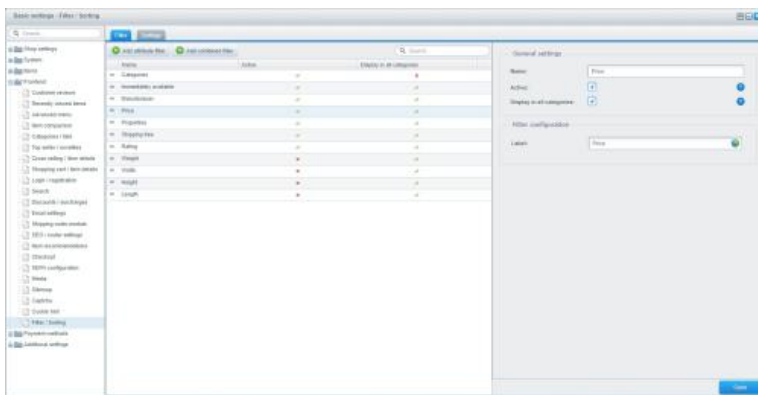
## Individual Filters & Sorting

You can create new filters and sortings to improve the user experience of your shop.

These following settings are compatible with any subshop. The handling however slightly differs from other subshop settings: In the basic settings you can set up all your favourite filters & sortings. Via the shop's categories you can define, which will actually be presented to your users.

### Filter

The filters can be set up in the basic settings in "**Frontend > Filter / sorting**" in the "Filter" tab.



### Basic handling

In the overview you can see all available filters. You can also see, which filters are active and whether filters are displayed in all categories by default. By clicking on a filter you can edit its preferences using the

form on the right hand side and save it afterwards.

The option "Display in all categories" makes that particular filter appear in every single category by default. This way you will have to disable it later for every category you want to exclude. If you only want to apply your filter to specific categories, we recommend to leave this option unchecked.

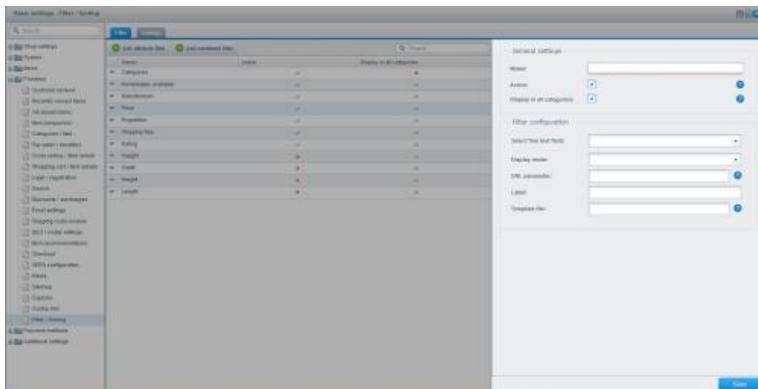
By default, Shopware holds the following filters:

- Categories - **Caution:** This filter was developed for search purposes only. The UI does not restrict this option in any way. It is therefore possible to set this filter for categories, however this won't work at all.
- Immediately available
- Manufacturer
- Price
- Properties
- Shipping free
- Rating
- Weight (inactive by default)
- Width (inactive by default)
- Height (inactive by default)
- Length (inactive by default)

## Add attribute filters

By adding an attribute filter, you can sort your items in the listing by a specific attribute field. In that case it doesn't matter in what way the attribute is configured.

Click the button "Add attribute filter", to create a new filter. On the right hand side, an empty form appears. Here you can adjust your settings:



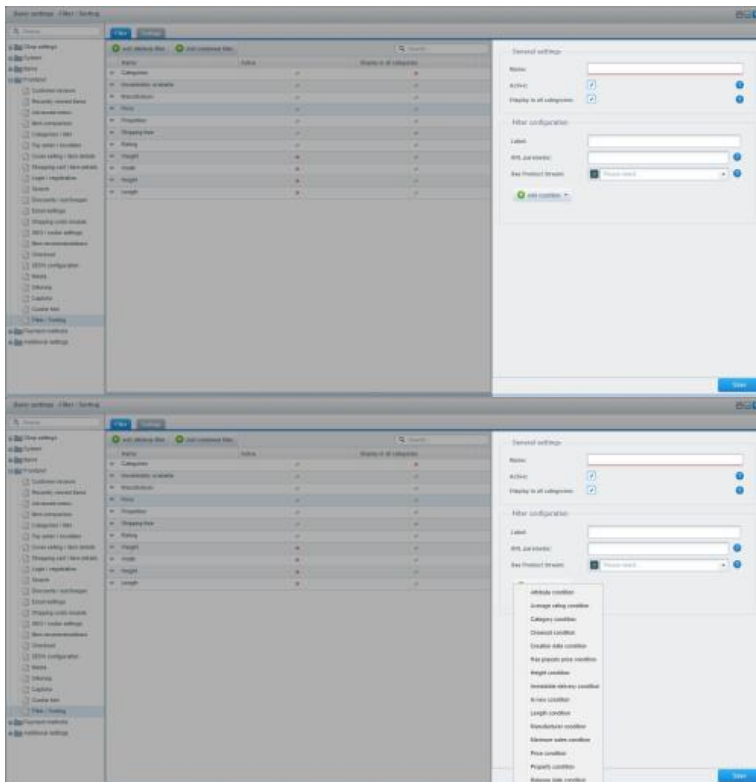
Here you can make use of the following parameters:



- **Name:** Name your filter for internal usage.
- **Active:** Activate or inactivate the filter.
- **Display in all categories:** Activate this checkbox if you want the filter to be active in all categories by default.
- **Select free text field:** Choose a free text field, which acts as a data source for your filter.
- **Display mode:** Set the display mode here. Possible options are: single value selection, multi value selection, checkbox and range slider.
- **URL parameter:** Set a URL parameter that is used for the filter. The parameter will be added to the URL like all the other filters too. So you can also call for filtered listings directly via URL.
- **Label:** Set the Label for your filter here. The label will be used in the frontend.
- **Template file:** If your filter is expected to behave like the template default, just keep this field blank. If you want to customise this filter, set the template file path here. The template path has to match the Shopware defaults. The frontend template path looks like this: frontend/listing/filter/my-filter.tpl.

## Add combined filters

Combined filters use product streams or a list of items as their data source. They are prefiltered by a set of predefined filter conditions. Using the combined filter, you can simply use a self-determined set of items as a filter condition in the listing.



Here you can make use of the following configurations:

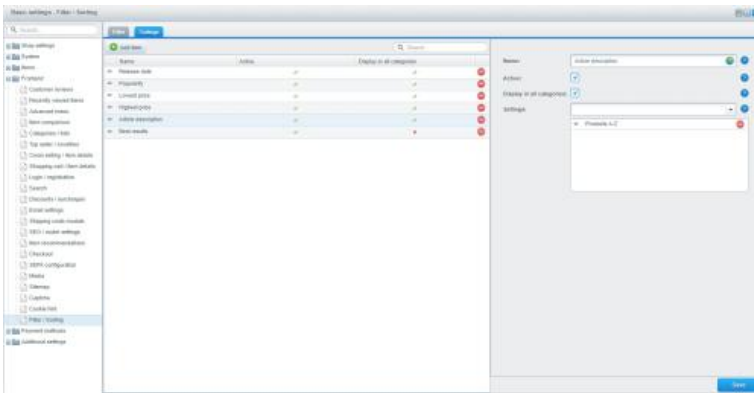
- **Name:** Name your filter for internal usage.

- **Active:** Activate or inactivate the filter.
- **Display in all categories:** Activate this checkbox if you want the filter to be active in all categories by default.
- **Label:** Set the Label for your filter here. The label will be used in the frontend.
- **URL parameter:** Set the URL parameter which is used for the filter. This will be added to the URL like all the other filters too, so that you can also call filtered listings directly via URL.
- **Use Product Stream:** Here you can choose pre-saved product streams as a filter condition. If the user clicks the filter in the frontend, all items belonging to the product stream will be shown.
- **Add condition:** If you don't want to use pre-saved product streams, you can define new filter conditions here. Clicking the filter in the frontend will filter all items by the here set conditions.

## Sortings

With individual sortings you are able to offer a better customer experience by providing better sortings in the item listing.

The sortings are configured in the same module the filters are configured in. Just navigate to "**Basic settings > Frontend > Filter / Sorting**" and select the Sortings tab.



## Handling

In this module you can see all existing sortings. Clicking an entry will refresh the form on the right hand side. Here you can edit and save the sorting.

By default, Shopware holds the following sortings:

- **Release date:** Sorting by release date (new release first/last).
- **Popularity:** Results from sales + impressions, so it is important for the correct function that the topseller index is regularly rebuilt. Can be increased/influenced by pseudo sales in articles. (Most popular first/last)
- **Lowest/highest price:** Sort by price
- **Item name:** Alphabetical sorting by item name (A-Z, Z-A).

- **Position:** Sorting by position. Depends on the manually set individual sorting in the respective category (Lowest/Highest position).
- **Item number:** Alphabetical sorting by item number (A-Z, Z-A).
- **Best results:** Sorting by search relevance when entering search terms. More relevant results are displayed higher up in a search.

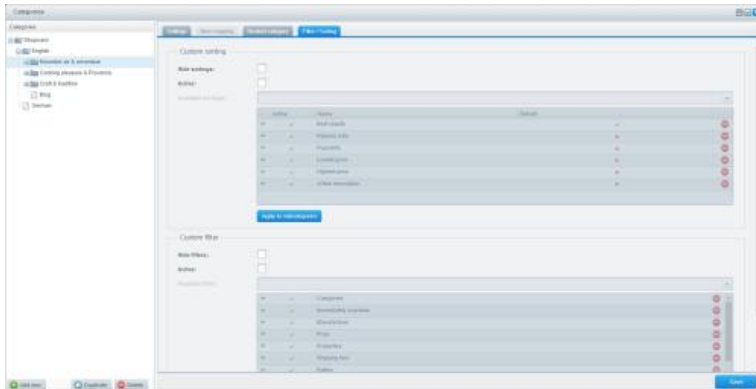
## Add a new sorting

To add a new sorting, click the button "Add item". The form on the right hand side will reload to a blank one, where you can set your desired options:

- **Name:** This is the name of this sorting, but note that this name is also used in the frontend!
- **Active:** Set the sorting as globally active or inactive.
- **Display in all categories:** Checking this, the sorting will be active by default for all categories. This is useful, if you want to use this sorting in the majority of your categories. If you only want to use this sorting in a few instances, leave this empty.
- **Settings:** Here you can set the sorting's criteria: Sorting by name, popularity, price, product, free text field, release date and search relevance is possible.

## Category settings

The above described filter and sortings are set globally for your whole Shopware instance. To individualise these settings, go to the categories' settings.



## Handling

The settings tab is separated into two areas: filter and sortings. In each area you can set an individual sorting and a number of options to customise this category. This can be useful if you want to show or hide specific filters / sortings.

When manually activating one of the two, the options below will activate automatically, so you can choose your custom settings in this category. On deactivation, the options will be reset to default. This is a convenient way of rolling back the shop's default values.

By adjusting your settings, you can get rid of any options you don't want to use and set a desired sorting as default in the frontend. Note that the options will be restored when deactivating the option again.

By activating the checkboxes "Hide sortings" and "Hide filters" you can make the whole function disappear from the frontend. With the button "*Apply to subcategories*" you can apply the settings to all subcategories and accelerate your rollout.

**Using the drag-and-drop symbol at the left of the options list you can easily arrange the options in an order you prefer.**

## Variants in the listing

Here is described how you can configure the appearance of your variants in the listing. Using this feature, your customers are able to see the right variant in the listing directly. This way they don't need to open the main article anymore.

In this context we distinguish the simple filter from the "Expand"-feature. *Filtering* means that Shopware shows you the product variants depending on your selection of the configurator options (not like before using item properties). **Expanding** describes that the product variants, which match your selected filters, are displayed separately in the listing as an own variant.

**However, please keep in mind:** If your product is multidimensional (e.g. clothes: colour and size) and you filter by the colour blue, Shopware will show you a variant box with the info "Colour: blue". However, because of the fact that the colour blue has multiple sizes, this is no a specific variant. It will be displayed as a selection of all variants with the colour blue. A **specific variant** is shown only in the case when the user filters by all configurator options the product possesses, e.g. colour: blue and size: L.

If you currently use properties to filter your listing, you may get duplicate filter by activating expanded variants, because colour e.g. is a property and an active expanded variant filter. To avoid this duplicates, you should search your listings for this duplicates. We recommend to use the expanded variants and deactivate the properties to get a cleaner filter panel for your customer and to let your customer see the variant after filtering instead of the whole product.

Expanding variants will cost performance because the listing has to handle much more datasets. For that reason, we advise not to expand all variant groups. Because filtering them may result in thousands of variants to load in the listing that causes the listing to be slower and generates a much lower user experience! So only expand variant groups when appropriate!

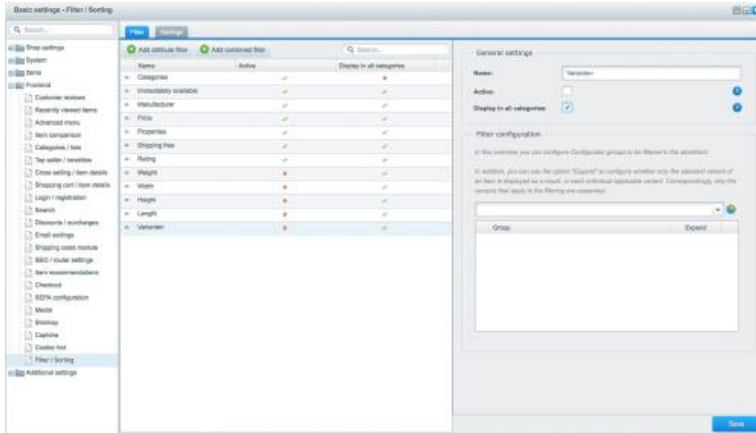
## Difference between properties and "Variants in the listing"

Up to Shopware 5.3 you were only able to filter by items properties. Those are a kind of describing tool for your customer to let him know, what the items properties are like. Since properties are attached to the whole product and not its variant, Shopware always shows the whole product after filtering. The variant selection must be done by the customer after clicking the result. Filtering by variants using this new feature will show the customer the filtered variant or variant group with its data, so the customer gets the related variant (-group) after filtering and may only refine his selection if needed.

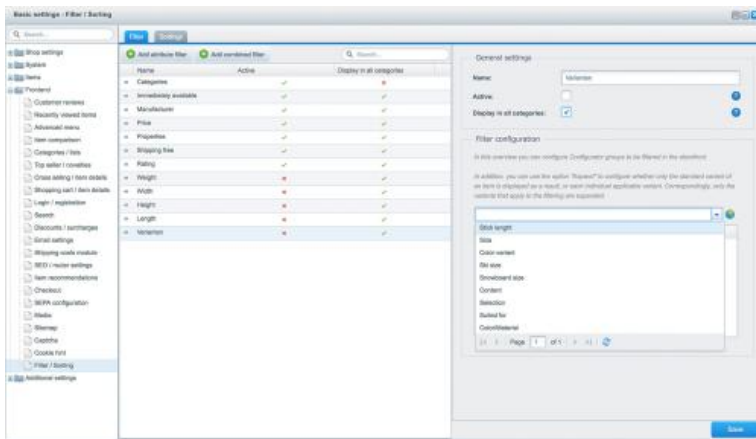
# Configuration

You can find the settings for this option in **Configuration > Basic settings > Frontend > Filter/Sorting**

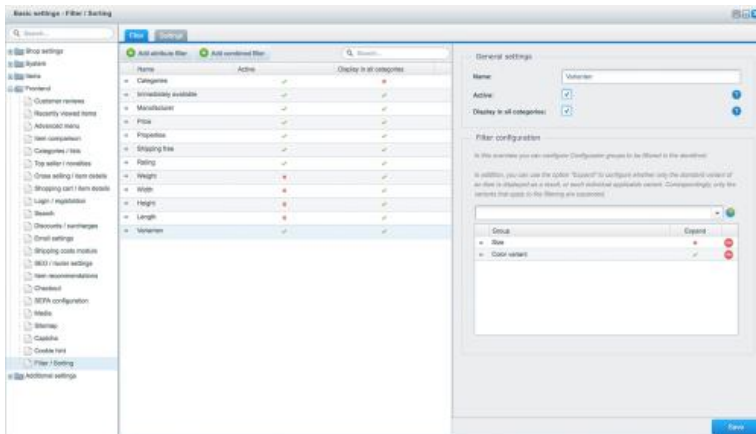
:



In the tab "Filter" you can find the entry "Variants". Just activate it and choose the desired variant groups you want to filter in the listing:

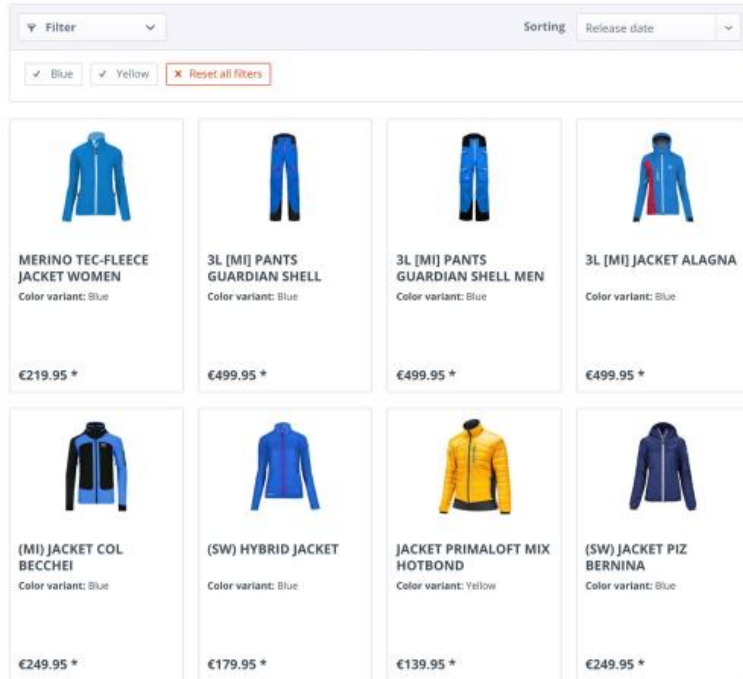


After you choose your desired group, you can set the expand-option for each selection to enable the expand-option. Just click the red X to switch it to the green hook icon.



## Frontend

In the frontend you can execute the filter, doing that the products will be expanded depending on your settings:



The matching option is highlighted at the product box and the variant is preselected by Shopware, so the listing will directly show you the right variant with its image, as long you set an image mapping for it.

## Logs & error messages

### General

In **Configuration > Logfile** you'll find an overview of all in the backend done actions:

Datum	Benutzer	Modul	Text	Optionen
30.06.2022 08:58	Shopware Demo		Version 5.7.13 steht zum Download...	[Icon]
30.06.2022 08:56	Shopware Demo		Damit Du Informationen zu Updates...	[Icon]
28.06.2022 09:02	Shopware Demo	Artikel	Artikel Hauptartikel wurde gespeichert	[Icon]
28.06.2022 09:01	Shopware Demo		Version 5.7.13 steht zum Download...	[Icon]
28.06.2022 09:01	Shopware Demo		Damit Du Informationen zu Updates...	[Icon]
11.05.2022 13:57	Shopware Demo		Version 5.7.11 steht zum Download...	[Icon]
11.05.2022 13:56	Shopware Demo		Wir empfehlen eine Backup jetzt n...	[Icon]
11.05.2022 13:56	Shopware Demo		Version 5.7.11 steht zum Download...	[Icon]
11.05.2022 13:56	Shopware Demo		Damit Du Informationen zu Updates...	[Icon]
28.04.2022 14:11	Shopware Demo	Shopcache	Shopcache wurde geleert	[Icon]
28.04.2022 14:10	Shopware Demo		Es werden keine weiteren Meldungen...	[Icon]
28.04.2022 14:10	Shopware Demo		Damit Du Informationen zu Updates...	[Icon]
23.03.2022 10:59	Shopware Demo		Damit Du Informationen zu Updates...	[Icon]
17.03.2022 15:16	Shopware Demo		Damit Du Informationen zu Updates...	[Icon]
06.03.2022 10:33	Shopware Demo		Damit Du Informationen zu Updates...	[Icon]
03.03.2022 13:23	Shopware Demo	Shopcache	Shopcache wurde geleert	[Icon]
03.03.2022 13:23	Shopware Demo	Artikel	Artikel Hauptartikel wurde gespeichert	[Icon]
03.03.2022 13:22	Shopware Demo	Grundeinstellungen - Preisgruppen	Eintrag "19" wurde gespeichert.	[Icon]
03.03.2022 13:22	Shopware Demo	Grundeinstellungen - Preisgruppen	Eintrag "18" wurde gespeichert.	[Icon]
03.03.2022 13:21	Shopware Demo	Shopcache	Shopcache wurde geleert	[Icon]

The table shows you every backend useraction like saving an article or the message of an error you got in the backend with *date*, *user*, *module*, *message* and the options **(3)** you can use to delete or open a message. If you want to delete multiple messages, select the messages you want to delete and click delete marked entires **(1)**. Per page you see 20 entries, using the pager **(4)** you can change the pages. By searching **(2)** for users for example you can seperate all messages by the desired user.

Log

Benutzer: Demo-Admin

Datum: 22.02.2016 08:19

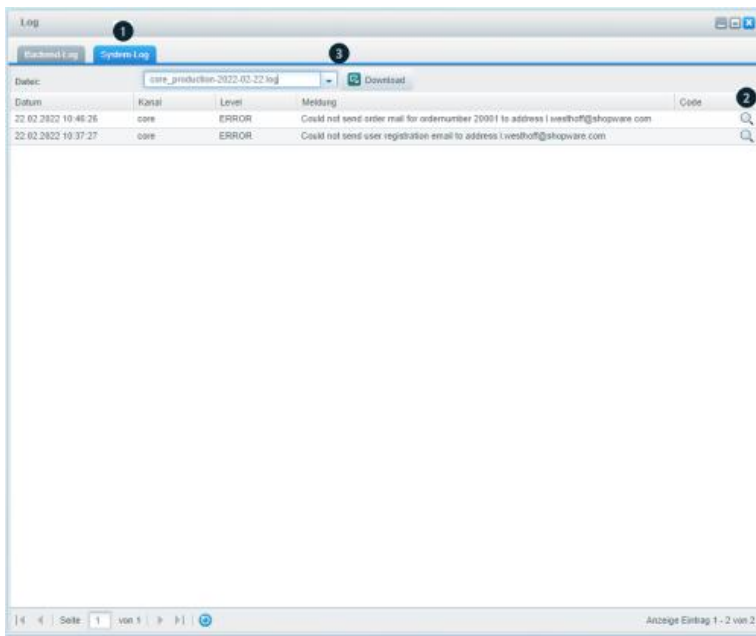
IP-Adresse: 172.16.10.123

Modul: First Run Wizard

Meldung: Einstellungen gespeichert

Fenster schließen

You can also see the messages of the system log in backend. You will find the new tab called "System log" **(1)** at Configuration > Logfile. Clicking on the magnifying glass **(2)** gives detailed information about the individual messages. In the "File" area **(3)** you can switch between the individual log files and also download log files, if you want to forward them, for example.



## Debugging errors, which are not in the logfile

Around Shopware there are different places, where errors can occur, which the module can't log. How to debug this, we'll show you [here](#).

## Cleaning the Logfile

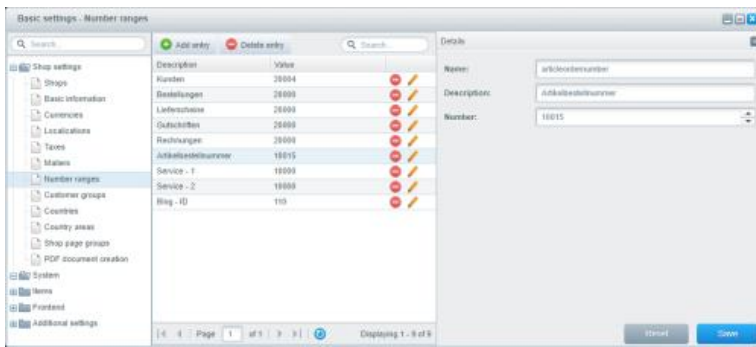
The cronjob "CronRefresh" deletes all entries, which are older than 30 days. More information can be found [here](#).

# Number Ranges

## General

As in all ERP systems, Shopware assigns unique numbers to all customers, orders, invoices and other documents.





When setting up your shop, you are able to specify a number range which corresponds to an existing number range of an older shop.

Once in live mode, these respective number ranges must not be changed, as current law requires ongoing account numbers. Aside from that, this could also problems when attempting to coordinate with ERP or CRM systems.

For all number ranges, digits 0 through 9 may be used.

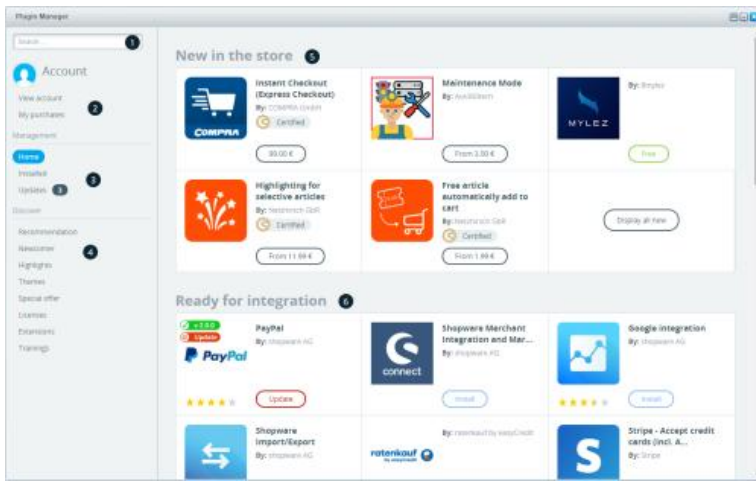
Except for number ranges, item numbers may have a prefix attached to them as well.

## Plugin Manager

The Plugin Manager has been restructured from the bottom up for Shopware 5. The module now offers a closer connection to the Community Store, making it even easier to purchase/download plugins. The Plugin Manager will now also notify you of expiring licenses and supports license renewal directly from the module itself. You can find the Plugin Manager in its usual location in the backend under **Configuration > Plugin Manager**.

### Overview

Upon opening the Plugin Manager, you will see an overview of all options related to plugin management and purchasing. This can be accessed at any point by selecting the *Home* button.



**Search (1):** the Plugin Manager offers a direct link to the Community Store. Here you can search the Store for plugins, which you can purchase directly from the Plugin Manager.

**Account area (2):** you can log into your Shopware Account by clicking on the avatar. When you click on *View account*, the *account.shopware.com* website opens in a new browser tab, allowing you to make changes to your account. If you are already logged in, the *My purchases* button displays an overview of your purchased plugins and licenses.

**Management (3):** the *Home* view is automatically shown when you open the Plugin Manager. *Installed* directs you to the traditional view of installed (both activated and deactivated) plugins.

**Discover (4):** this category tree mirrors that of the Community Store. You can browse for plugins using the category tree or search directly for specific terms/plugins using the search options in the toolbar.

**New in the store (5):** the latest features and plugins to arrive in the Store.

**Ready for integration (6):** an overview of the plugins already available in your installation - the gray plugins can be downloaded and updated at any moment without login.

## My purchases

Click the *My purchases* button to open a login window (if not already logged in). Enter the Shopware ID associated with the domain from which you are working.

# Shopware ID

Please login with your existing Shopware ID or register your shop, to access the complete functional range of the PluginManager.

The Shopware ID is your username and will give you access to your Shopware account and our Community Store, the central marketplace for all shopware extensions.

### Login



[Forgot your password?](#)

 Register domain

### Register




 Register domain

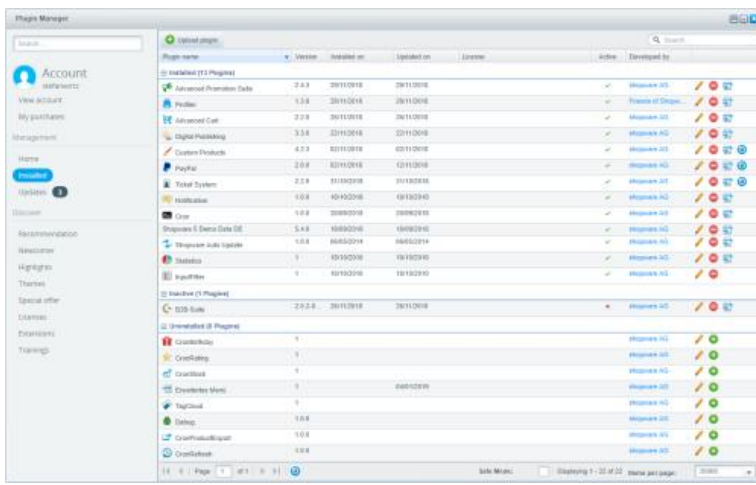
After login, you will see an overview of all plugins associated with your domain and Account.

Plugin name	Shop	Created on	Valid until	Version	Store version
Shopware Enterprise Suite	for test.shopware.in	15082016		Purchase version	2.2.4
SDS Suite	for test.shopware.in	15082016		Purchase version	2.8.2
Future Phase extra Login (a...	for test.shopware.in	04102016	04.10.2016	Test version	2.0.0
Kaufabschluss Prozess (a...	for test.shopware.in	07092016		Free version	
Ultimate-ID Pickup	for test.shopware.in	08062017		Free version	2.8.1
Kundenpasswörter Phase	for test.shopware.in	10062017		Free version	2.5.0
Bankendatenaustausch	for test.shopware.in	02062017		Free version	2.4.1
PayPal PLU-LE	for test.shopware.in	05042017		Free version	
Shopware ERP connect (a...	for test.shopware.in	24032017		Purchase version	5.3.0
Digital Publishing	for test.shopware.in	22032017		Purchase version	3.3.8
Shopware (Shopware)	for test.shopware.in	20032017		Purchase version	2.8.1
Markenbuchung für Artikel	for test.shopware.in	18032017		Purchase version	
Custom Products	for test.shopware.in	17032017	18.03.2018	Purchase version	4.2.8
Shipping Address	for test.shopware.in	24032017	24.03.2018	Purchase version	1.2.1
Advanced Promoter Suite	for test.shopware.in	23032017	23.03.2018	Purchase version	2.4.3
Advanced Card	for test.shopware.in	23032017	23.03.2018	Purchase version	2.3.8
ABX-Connect	for test.shopware.in	10032017	10.03.2018	Purchase version	3.9.1
Custom Product (Baukasten)	for test.shopware.in	28022017	28.02.2018	Purchase version	
Finanz System	for test.shopware.in	23022017	23.02.2018	Purchase version	4.2.2
PopUp-Werbung (Banner)	for test.shopware.in	23022017	23.02.2018	Purchase version	
Livechatting	for test.shopware.in	23022017	23.02.2018	Purchase version	3.2.0
Bankle	for test.shopware.in	23022017	23.02.2018	Purchase version	6.8.0
Tabellen	for test.shopware.in	23022017	23.02.2018	Purchase version	2.2.1
Intelligent Newsletter	for test.shopware.in	23022017	23.02.2018	Purchase version	3.2.0
Intelligent Suche	for test.shopware.in	23022017	23.02.2018	Purchase version	3.2.1
Expenses Dashboard	for test.shopware.in	23022017	23.02.2018	Purchase version	3.2.2
Shopify Login	for test.shopware.in	23022017		Purchase version	

The overview displays all plugins along with their respective licenses, license types (tested, rented or purchased) and current plugin version numbers. You have the possibility of downloading all verified plugins along with their respective licenses in batches. Please note that when downloading plugins, licenses are automatically imported.

## Installed

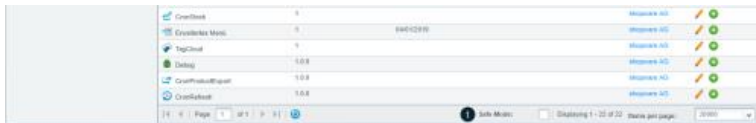
This is the classic view of your installed plugins (activated and deactivated).



These plugins are separated into three groups: uninstalled, inactive and installed. Plugins can be activated or deactivated by clicking the green check of red X.

## Plugin safe mode

The Safe Mode can temporarily disable all third-party plugins in your shop. To activate the safe mode, open the Plugin Manager, navigate to the list of installed plugins and check the checkbox at the bottom of the window (1).

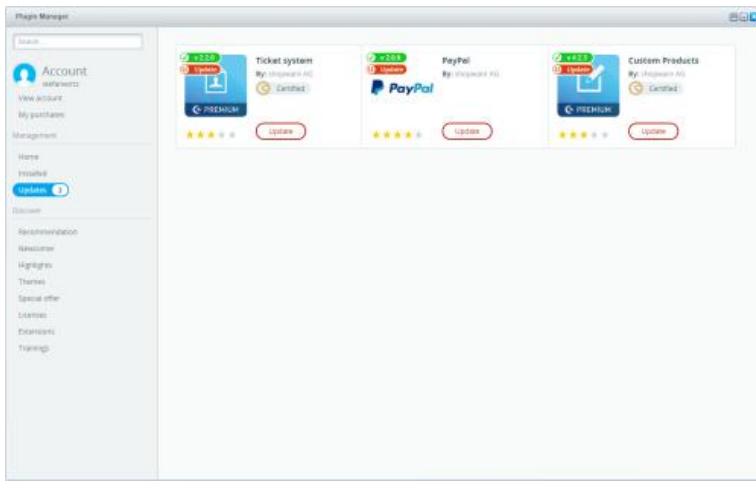


Safe mode will remember which plugins were active and which were inactive, so when you leave the safe mode by clicking on the checkbox again, all disabled plugins will be activated again. If you don't have any third party plugin installed, the checkbox for the safe mode will be disabled.

This is very useful to determine if an error in your shop is caused by an external plugin. If you encounter an error, enable safe mode and check if the error persists. If it doesn't, you can leave safe mode and deactivate plugins one-by-one until you find the one causing the error.

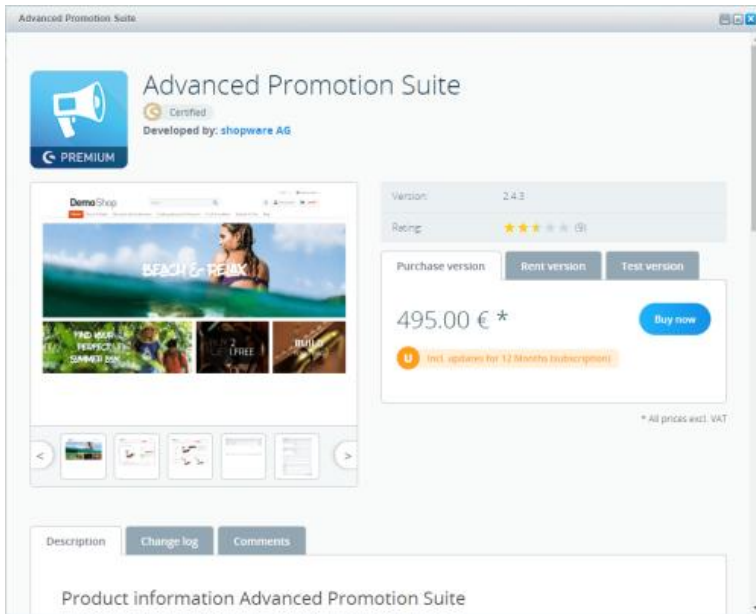
## Updates

If plugin updates are available, the Plugin Manager will automatically display a notification within the *Updates* menu point. Clicking on this menu point opens to an overview of all possible updates for your installed plugins. Plugins can be updated directly from the Plugin Manager. After starting an update, the system will check whether or not the update was successful and notify you of the update status.

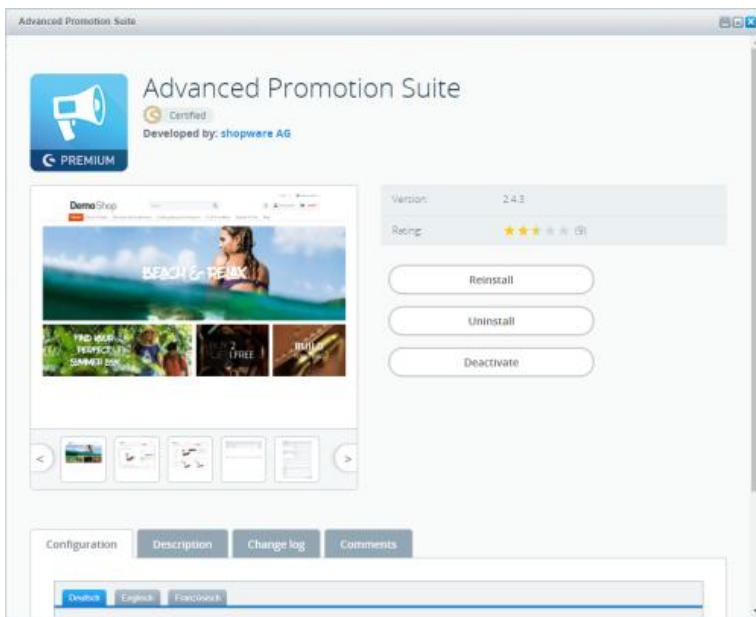


## Plugin detail page

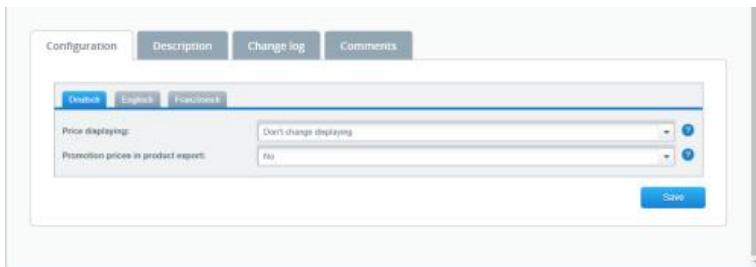
The plugin detail page will appear several places throughout the plugin manager (i.e. when opening a plugin in a category or the *Installed* listing). Depending on the status, the detail page can appear different for each plugin. If the plugin has yet to be purchased, the detail page appears like this:



In this case, you can either directly purchase the plugin, rent it or request a test version. For this, a test license is automatically created and imported into your system so you can immediately begin testing the plugin. If you have already purchased the plugin, the detail page appears like this:



The plugin status is updated live within the Plugin Manager. In you have purchased a plugin which requires configuration (i.e. PayPal), a new tab with the configuration settings will be shown following the plugin installation:




## Buying a plugin

A plugin can be purchased directly from its detail page. Simply select the license version (test, rent or purchase) and finalize the process after logging into your Shopware account. Since licenses are domain-specific, you can select the domain which will always be associated with the plugin during the purchase process.

## Complete order

<b>Domain booking</b> 624,75 € <input type="text" value="www.domain.com"/> <a href="#">Charge amount</a>	<b>License domain</b> Your purchase will be registered for the following domain <b>www.domain.com</b>	<b>Billing address</b> Shopware AG Eggeroder Str. 6 48624 Schöppingen Deutschland
---	---	---

Article	Price
 <b>Business Essentials</b> Article nr.:SwagBusinessEssentials Purchase version	495.00 € *

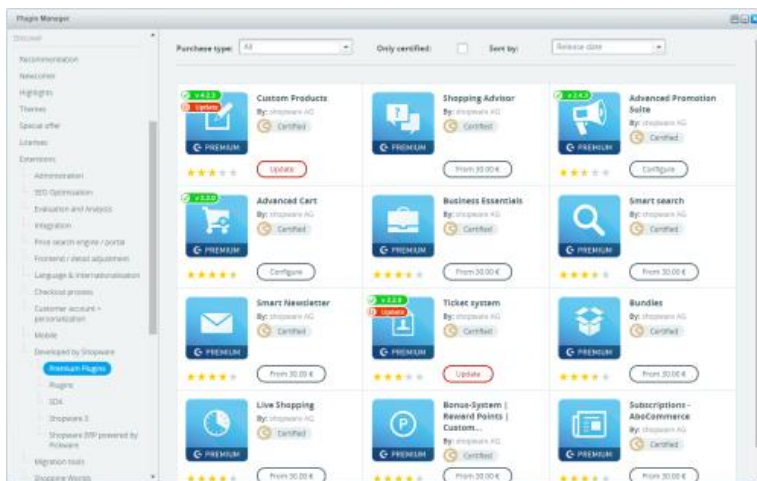
<b>Total amount</b>	<b>589.05 €</b>
<b>Total amount excl. VAT:</b>	<b>495.00 €</b>
<b>plus 19% VAT:</b>	<b>94.05 €</b>

I have read and agree with the [GTC](#) of your shop

[Cancel](#) [Complete payment](#)

## Discover

Beneath Discover, you can view all available plugins just as they appear in the Community Store.



This view provides a category tree (left of the Plugin Manager), filters (top portion of the window) and the current plugins available in the Store. Plugins which have already been installed and/or waiting for an update are marked within the listing.

Click on a plugin to open the plugin detail page. You can also purchase and install a plugin directly by simply clicking on the action buttons within the detail page. Plugins that have already been integrated (core plugins) can be activated following the same procedure.

## Exception-Codes - Backend & Plugin-Manager

Below you will find a list of known error messages.

## **Binaries Exception**

**BinariesException-0** LINK\_NOT\_FOUND: -

**BinariesException-1** DESERIALIZATION\_FAILURE: -

**BinariesException-2** INVALID\_UPLOAD\_FILE: -

**BinariesException-3** INVALID\_BINARY: -

**BinariesException-4** CHANGESET\_INVALID: -

**BinariesException-5** CANNOT\_DELETE\_BINARY\_THAT\_SUCCEEDED\_CODE\_REVIEW : -

**BinariesException-6** BINARY\_PATH\_INVALID: There are problems with the provided versions. Please contact the Plugin manufacturer directly.

**BinariesException-7** BINARY\_DOUBLE\_CHECK: -

**BinariesException-8** STORING\_ENCRYPTED\_BINARY\_FAILED: -

**BinariesException-9** REMOTE\_IONCUBE\_ENCRYPTION\_FAILED: -

**BinariesException-10** SHOPWARE\_VERSION\_NOT\_GIVEN: -

**BinariesException-11** NO\_FITTING\_BINARY\_FOUND: -

**BinariesException-12** SHOPWARE\_VERSION\_INVALID: -

**BinariesException-13** PLUGIN\_NOT\_FOUND: -

**BinariesException-14** UNAUTHORIZED: The licenses for the installed Shopware version are not valid. Check via your Shopware account the license whether they match the used Shopware version or the licensed URL.

**BinariesException-15** NO\_LICENSE\_FOUND: There is no valid license for the used shop URL. Check the licenses for the Plugin in your Shopware account. These will be assigned to another shop URL.



**BinariesException-16** SHOPWARE\_MAJOR\_VERSION\_MISMATCH: The Plugin license is not valid for the Shopware version you use. Check your licenses in your account and update them. Check there also the used version of your Shopware instance.

**BinariesException-17** LICENSE\_EXPIRED: The license is no longer valid. You must purchase a valid license through the Community Store. Also check in the license manager if there are 2 licenses for the plugin and remove the trial license.

**BinariesException-18** LICENSE\_SUBSCRIPTION\_DEFECT: -

**BinariesException-19** LICENSE\_SUBSCRIPTION\_EXPIRED: The plugin can not be downloaded or updated due to an expired plugin-subscription. Please purchase a valid subscription via your Shopware account.

**BinariesException-20** NO\_COMPATIBLE\_BINARY\_FOUND: There is no approved plugin version for the Shopware version you are using. Please contact the plugin manufacturer to check this fact.

**BinariesException-21** NO\_RELEASED\_BINARY\_FOUND: -

**BinariesException-22** CANNOT\_ENCRYPT\_BINARY: -

**BinariesException-23** MISSING\_OR\_INSUFFICIENT\_CHANGELOG: The plugin did not contain a changelog (is mandatory). Contact the provider of the plugin.

## Plugin Licenses Exception

**PluginLicensesException-1** LICENSE\_NOT\_FOUND: No valid license for your shop was found. Purchase a valid plugin license through the Shopware account.

**PluginLicensesException-2** REFERENCED\_PLUGIN\_NOT\_FOUND: -

**PluginLicensesException-3** REFERENCED\_PLUGIN\_NOT\_FOUND: The plugin license does not match the version of Shopware that you have licensed. Purchase a valid plugin license from the shop for your shop.

**PluginLicensesException-4** MULTIPLE\_LICENSE: The plugin has already been purchased and maybe installed for the licensed shop URL.

**PluginLicensesException-5** -

**PluginLicensesException-6** LICENSE\_OWNED\_WITH\_BETTER\_PRICE\_MODEL: -

**PluginLicensesException-7** BINARY\_DOUBLE\_CHECK: -

**PluginLicensesException-8** UNAUTHORIZED\_ATTEMPT: The shopwareID does not match the shop. You have to register with the shopwareID belonging to your shop.

**PluginLicensesException-9** INVALID\_PARAMETERS: Problem with the Composer:  
<https://github.com/shopware/composer-project/commit/5ab6ed149b53436831fdd1ef14e3ac8d46604e22>

**PluginLicensesException-10** INVALID\_SUBSCRIPTION\_RENEWAL: -

**PluginLicensesException-11** SUBSCRIPTION\_RENEWAL\_WITHOUT\_PRICE: -

**PluginLicensesException-12** NOT\_ALLOWED\_TO\_REACTIVATE: -

**PluginLicensesException-13** PLUGIN\_ALREADY\_LICENSED: -

**PluginLicensesException-14** NOT\_ALLOWED\_TO\_MOVE: -

**PluginLicensesException-15** TARGET\_CAN\_NOT\_BE\_STAGING\_SHOP: -

## Tips & Tricks

### Unable to access certain areas in the Plugin Manager

If many licenses are linked to your shop, it can happen that individual areas (e.g. My purchases) cannot be opened anymore in the Plugin Manager. The following error message will be displayed:  
cURL error 28: Operation timed out after 7001 milliseconds with 0 bytes received

The trigger for this is that by default 7 seconds are set in which all plugins must be loaded. Since there is not enough time to load all plugins, the process is aborted.

Via the config.php in your shopware directory you can add the following code, which increases the timeout. The given values are examples and can be adjusted individually:

```
store' => [  
    'timeout' => 100,  
    'connect_timeout' => 50  
]
```

You can also archive licenses you no longer need in your Shopware account to both improve the overview in the account and the performance in the backend, since not all licenses need to be loaded anymore.

## Shopware SEO-Guide

Optimizing an online shop for the top spot among search engines is allegedly feasible for a professional. Defending this position against the competition in the long term, is slightly more elaborate, as they too are optimizing.

This SEO guide covers the basic SEO functions of Shopware 5. You will find important tips & tricks along with valuable explanations of the new responsive template. This guide serves as your basis for optimizing your shop for search engines for the long haul.

Search engine ranking takes more than 100 factors into account, making it impossible for this guide to explain every intricate detail. The “Tips & Tricks” section deals with specific ranking factor criteria and how these can be checked using Shopware 5’s SEO tools.

Bad ranking is the product of inferior page content. In the worst case scenario, a site includes duplicate content, broken links, poor-quality backlinks, excessive keyword use and slow delivery time.

The new responsive template provides a separate XML sitemap for mobile devices. The standard version of Shopware 5 gives you the tools you need for creating top-notch SEO page content. Furthermore, the responsive template caters to the Google crawler, Ajax, which checks your website for mobile-friendliness.

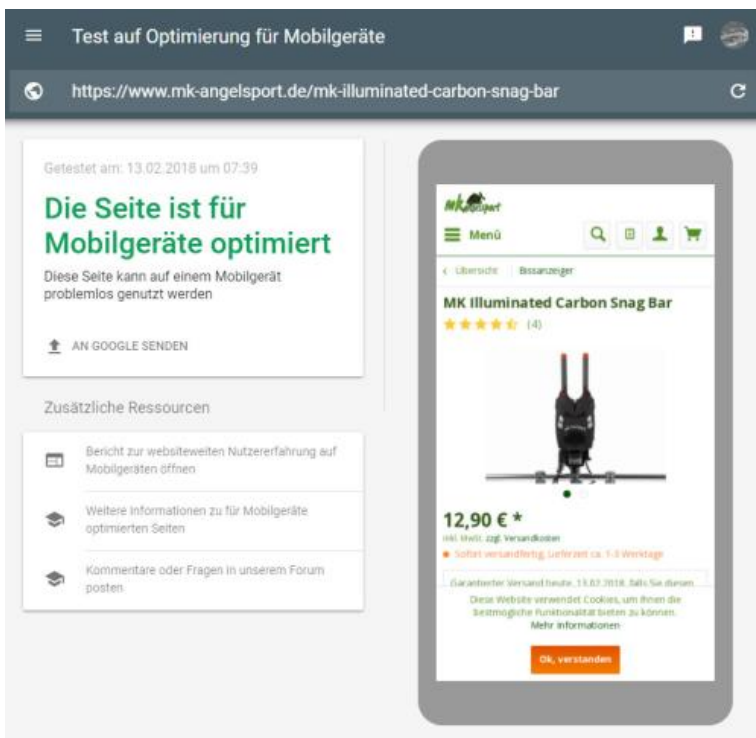
With the new responsive theme, all pages that are relevant for search engines have been completely optimized on-page. Tags which are unnecessary or no longer SEO-relevant have been removed – existing tags have been improved following the new SEO standards.

You can either adjust your URLs automatically or individually using the new SEO router engine. The Shopware 5 SEO engine gives you complete flexibility for setting up SEO URLs. The settings can be adjusted in the backend – there is no need to change the source code or template.

## **Mobile first**

Since April 21, 2015, mobile optimization has been an important factor for search engine ranking. Since this update, [Google actually punishes sites for not being mobile-friendly](#) – they want their users to get only high-quality search results.

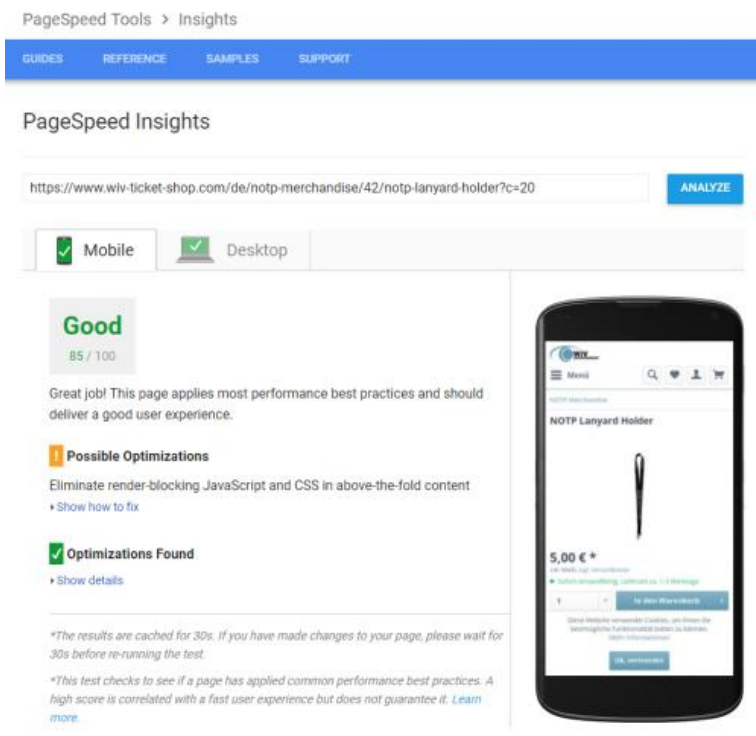
This has a massive impact on search queries. The Shopware 5 standard template supports this new requirement 100%, since it is completely responsive out-of-the-box.



You can check if your website is responsive using [Google's Mobile-Friendly test](#).

## Google PageSpeed Insights

The Shopware 5 responsive template makes the Google webmaster tools jump for joy. The following screenshot shows Google's expectations for responsive optimization on mobile devices. Small font sizes and selectable elements that are placed too close are now a thing of the past with the Shopware 5 responsive template.



After switching to the Shopware 5 template, you will instantly see a noticeable improvement in your shop. Google will be unable to find errors regarding usability for mobile devices. This not only has a *positive influence on your conversion rate for mobile devices*, but also leads to a *better search engine ranking for your online shop*.

Here is an excerpt from the Google Webmasters account. This statistic shows the amount of errors and issues relating to *usability on mobile devices*. After switching to the new Shopware 5 template, Google no longer has any mistakes or suggestions to report. This on its own has a positive effect on your search engine ranking.



## SEO-URLs

The again optimized SEO router of Shopware 5 provides all possibilities to offer SEO-friendly URLs in all variations to the search-engines. The intelligent Shopware SEO router saves the history of every URL. We explain to you what to consider when using and generating those URLs and how to build them in a Google-friendly way.

If a URL changes (for example when a product name has been changed) Shopware 5 memorizes the "old" item URL and redirects this per Redirect 301 to the new URL.

It makes no difference if the bot accepts cookies or not. There is a clean Redirect 301 in any case. Furthermore the canonical url of the goal site is displayed on the redirected site. By this Shopware makes sure there is no duplicate content recorded on the site.

This means the new SEO router guarantees that all in Shopware generated URLs are accessible for the crawler. Google will definitely make this worthwhile.

This chapter deals only with the creation of individual SEO URLs. By providing Smarty within the URL-templates you can form your SEO URLs completely variably.

If you want to realize any of the tutorials in this chapter we explicitly advise you to test your changes in a staging environment first. If you change the SEO URLs live in your productive environment, the changes of your Shop URLs could instantly affect your search engine ranking.

Google SEO Chef Matt Cutts casually mentioned in a video-web how to build the URLs and that an optimal URL should contain a maximum of 3-5 words and should not be longer than 60 characters. Otherwise the keywords within the URL will be ignored. So you have to be sure that your product URL is built according to the suggestion of Google. Shopware 5 offers the optimal solution for this.

In a videocast about how to build URLs, Google SEO Guru Matt Cutts offers other useful hints and tips for a perfect URL.

If you want to implement one of the tutorials in this chapter, we strongly suggest that you check your changes first within a staging environment. If you create the SEO URLs live in your productive environment, it could be possible that your changes in your shop URLs will have immediate negative or positive impact on your search engine rankings.

Moreover you should consider, that any new created URL results in a new entry in the `s_core_rewrite_urls`-table. If for example you have a shop with 50,000 items and generate an adjusted URL 3 times, there will be 150,000 entries generated in your database. This would mean a total of 200,000 entries! Unnecessary entries should be avoided to keep your database light and tidy.

Never ever empty the table `s_core_rewrites_url`. Otherwise you`ll loose all known 301 redirects.

Note that more than 5 redirects can cause problems indexing the urls by the bots.

## **Slugify Framework**

Shopware uses the [slugify-Framework](#). Slugify rewrites special characters like ñ, Ñ, ¿, é or Ó to n,n,-,e or o. If you named your article "tomàtiga de ramellet" the URL will be created like this "tomatiga-de-ramellet". Please note the slash will not be rewritten. That means that the article name „tomàtiga de ramellet / ecológica“ will be rewritten to "tomatiga-de-ramellet-/ecologica". The slugify rules can be modified via a separate plugin and adapted according to your wishes.

In the Devdocs of Shopware you will find useful hints and a sample plugin for the implementation of such a plugin.

Link: <https://github.com/cocur/slugify/tree/master/Resources/rules>

Link: <https://developers.shopware.com/developers-guide/plugin-slugify/>

This means that you are able to create your own rules for replacing special characters.

With this jigsaw piece you have at least total control over every single URL in the frontend which is collected by the search engines.

## Item SEO-URLs

The standard product URL in Shopware 5 looks like this: *base-category/sub-category/item-id/item-name*. You should ensure that the build of your product-URL corresponds to the wishes of Google (mentioned in the video above). Shopware 5 provides the optimal solution for this.

We recommend Professional SEO optimizers to create the URL individually per article. The SEO router settings in the backend enable you to completely individualize your product URLs. The standard SEO template for the item detail page looks like this:

```
{sCategoryPath itemID=${sArticle.id}}/{sArticle.id}}/{sArticle.name}
```

Shopware provides almost endless possibilities to customize the URL. For example the category-progress can be completely removed from the URL. We advise that professional SEO optimizers should create the URL individually per item. Here Shopware provides the [free text fields](#). Those free text fields can be edited in the backends master data mask.

Here an example for the request of the free text field named attr4:

```
{if ${sArticle.attr4}  
  {sArticle.attr4}  
{else}  
  {sArticle.id}}/{sArticle.name}  
{/if}
```

In this example we request the [item free text field attr4](#). If this is filled with your own URL, the Shopware SEO engine recognises the content and displays it in the frontend as the URL. If the free text field is not filled in the item master data, the explicit item-id plus the item name is used to generate the link.

Alternatively you could also use the field **title** in the meta-information of the item to generate your item URL. Here is an example, which generates a descriptive URL using the field *title* in the item master data mask. If this field is empty, a fall-back to the item name takes place.

```
{if $$sArticle.metaTitle}{$sArticle.metaTitle}{else}{$sArticle.name}{/if}
```

Generally we advise using the item-id in the URL, because that is a continuous, explicit attribute which ensures that an unique SEO link can be generated for each item.

Link: [Changing/individualising of search-engine-friendly URLs](#)

The standard adds an ?c=XX to the URL to accurately identify the category the item is assigned to. If this is not wanted you can remove this identifier by using the setting "Remove category-id from URL" in the SEO router backend.

## Category SEO URLs

Shopware 5 offers every possibility to create a category URL which corresponds to your wishes or the wishes of your SEO agency. In the standard, the category URL is structured as follows: category1/category2/category3. However from the point of view of an SEO expert, in case of a high category nesting, there is a risk that the category URLs at the lowest level will unintentionally become too long.

Shopware 5 has made major efforts to replace long URLs with short URLs. Thus the Shopware category URLs are optimally captured by the search engine crawlers and displayed in the search results accordingly as clean.

In this example we record the desired URL in the category free text field named attribute1 for the selected category: my-optimized-category-url

```
{if $$sCategory.attribute.attribute1}
{$sCategory.attribute.attribute1}
{else}
{sCategoryPath categoryID=$sCategory.id}
{/if}/
```

By this the content of the free text field attribute1 category is displayed as the category URL. In case the category-free text field attribute1 is empty, the SEO URL build is done with the old scheme: www.myshop.com/category1/category2/

## Blog SEO URL



An individual blog SEO URL, which we implemented on demand from the Shopware community, you get the possibility to wrap your Blog content in an even more interesting way for search engines.

The blog URL is generated like this in the standard: `http://www.myshop.com/my-blogcategory/blog-article-tile` You can change the URLs by only small adjustments to build it like this: `http://www.myshop.de/blog-article-tile`. First you have to go to the SEO router settings and deposit the selected smarty request in the field SEO URLs blog-template.

In this example the SEO URL of the blog entry is displayed and cut short after 50 characters.

```
{blogArticle.title|replace:"/":"-"|truncate:"50":false}
```

## Supplier SEO URLs

Not only article and category URLs can be individualized. Shopware 5 also offers the possibility to create a special URL for each manufacturer page by changing the SEO template within the SEO router settings. See [Shopware 5 Wiki articles about manufacturer pages](#).

This chapter will focus on the customization of the Supplier URL. For example, you can place an additional keyword into the URL for short supplier names. For example the standard Supplier-URL `https://www.myshop.com/supplier` changes to `https://www.myshop.com/keyword/supplier/`.

First, call the Free text management in the backend and create a new text field called `attr1` for the manufacturer table (`s_articles_supplier_attributes`). Now you have to query the new manufacturer free text field within the SEO router settings;

```
{if $$Supplier.attributes.core.attr1}
  {$$Supplier.attributes.core.attr1}
{else}
  {createSupplierPath supplierID=$$Supplier.id|replace}/
{/if}
```

If the manufacturer free text field is filled, the supplier URL will be generated by using this content. Otherwise, the SEO router generates the standard supplier URL from the supplier name.

## Shop pages SEO URLs

The URL for a static shop page can be assigned via free text fields instead of using the automatically generated standard URL. This is an example of an SEO router query using a free text field named `attr1`. As usual, the free text field `attr1` (plain text) had to be added for the table `shop page (s_cms_static_attributes)`. After creating the free text field, the field `attr1` in the SEO template for the shop pages had to be queried:

```
{if $site.attributes.core.attr1}
  {$site.attributes.core.attr1}
{else}
```

```
{%site.description%}  
{%if}
```

If e.g. the free text field attr1 of the shopsite disclaimer is filled with the text website-disclaimer, the URL https://myshop.com/website-disclaimer appears instead of https://www.myshop.com/disclaimer after generating the SEO URLs via the performance module.

## Modification of SEO noindex viewports

By default non-SEO-relevant sites like register, notepad or my account or filtered listing sites are delivered with the robots-tag noindex, follow. For example, if you use the filter in the listings, the URL will be expanded by the identifier f. To avoid duplicate content those sites are delivered with the robots Tag noindex,follow by default.

```
sPage,sPerPage,sSupplier,sFilterProperties,p,n,s,f
```

To prevent those sites from being crawled accidentally, we advise you not to change this standard.

## SEO-Follow Backlinks (rel=nofollow)

Many shop operators fail to create individual product descriptions and copy the texts from the producer sites because of time issues. If you fail to create unique content you have to consider that sometimes you will copy external links along with the product text. Most search engine providers rate those backlinks and take this as an important criteria of the links' popularity or the relevance of a site.

Shopware 5 makes sure that only the really desired backlinks will be recorded by the search engines. In order not to pass your popularity on to other unknown websites. all external links are delivered with a nofollow.

If you want to raise your shop's popularity by using high quality backlinks, you can add those backlinks to the SEO-follow backlink list, separated by a comma. Here it is essential to have one link separated by comma per column. The last backlink must not end with a comma.

We advise you to be careful about unblocking backlinks. You should only unblock a backlink if you are 100% sure that you will get a high-quality backlink back. Every other procedure does not make sense from the SEO-technical point of view.

You should only release backlinks if you are 100% sure that this link is a trustworthy and 100% reachable site. From an SEO-technical point of view everything else makes little sense.

Link: [Google explains how to use nofollow for links](#)

## Individual SEO title for category-, blog-, and product-sites

Sometimes it makes little sense to individualize the title for a site. For example if you use a high category interlacing in your shop you could easily exceed the title-tags recommended pixel-number.

Shopware 5 provides the optimal solution to display the perfect title tag for product-, blog- and category-sites by default. Please notice that you can use Smarty within the Shopware template-structure.

This means you could for example use `count_chars`. You are not bound by the specifications of the standard title tags. By using free text fields in combination with small template adjustments, you can create your own title-tags. So you do not need any extra plugins.

It is not necessarily guaranteed that Google will actually use the title tag provided in the template. This circumstance will be explained by Google SEO expert Matt Cutts:

## Optimizing SEO titles for items

This example shows how to display your own title tag by using the free text field 9 item. The block `frontend_index_header_title` is responsible for this..

```
{strip}
{if $$CategoryContent.attribute.attribute1}
  {$$CategoryContent.attribute.attribute1} | {config name=sShopname}
{elseif $$Article.attr1}
  {$$Article.attr1} | {config name=sShopname}
{else}
  {if $$Breadcrumb}
    {foreach from=$$Breadcrumb|array_reverse item=breadcrumb}{$breadcrumb.name} |
  {/foreach}
  {if}
  {config name=sShopname}
{/if}
{/strip}
```

## Optimizing SEO titles for categories

To avoid overlong category URLs you can alternatively use a free text field category for the category-listing. Here you again have to deduce the block `frontend_index_header_title`. This example shows how the free text field `attribute2` category can be used as an individual category title tag:

```
{strip}
{if $$CategoryContent.attribute.attribute2}
  {$$CategoryContent.attribute.attribute2}
{elseif $$CategoryContent.title}
  {$$CategoryContent.title}
{else}
  {$smarty.block.parent}
{/if}
{/strip}
```

## Optimizing SEO titles for blogs

Shopware 5 already displays the blog items SEO-optimized by default. If you prefer a different title than the saved one, you can use one of the 6 free text fields of the blog-item.

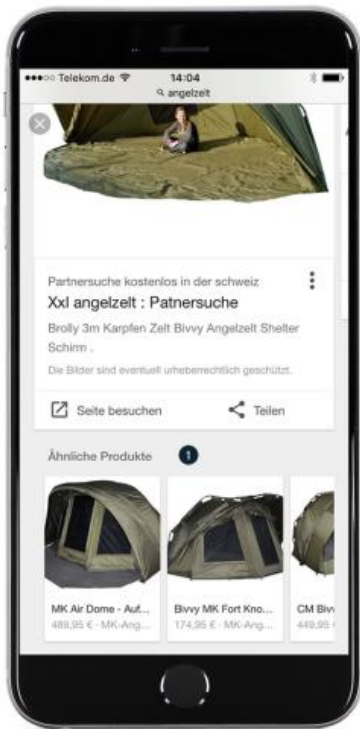
For this the block `frontend_index_header` has to be deviated:

```
{strip}
{if $sArticle.attr1}
  {$sArticle.attr1}
{elseif $smarty.block.parent}
  {$smarty.block.parent}
{else}
  {if $sBreadcrumb}
    {foreach from=$sBreadcrumb|array_reverse item=breadcrumb} {$breadcrumb.name} |
  {/foreach}
  {/if}
  {config name=sShopname}
  {/if}
{/strip}
```

First a check is made whether there is a URL saved in the blog item free text field 1. If that is not done, the title saved in the on-page optimization is checked. If that one is also not set there is a fallback to the breadcrumb.

## Google image search

The Google image search is probably the most underestimated possibility to get more clicks on your shop with little effort. Use title tags to display **similar products (1)** within the image search.

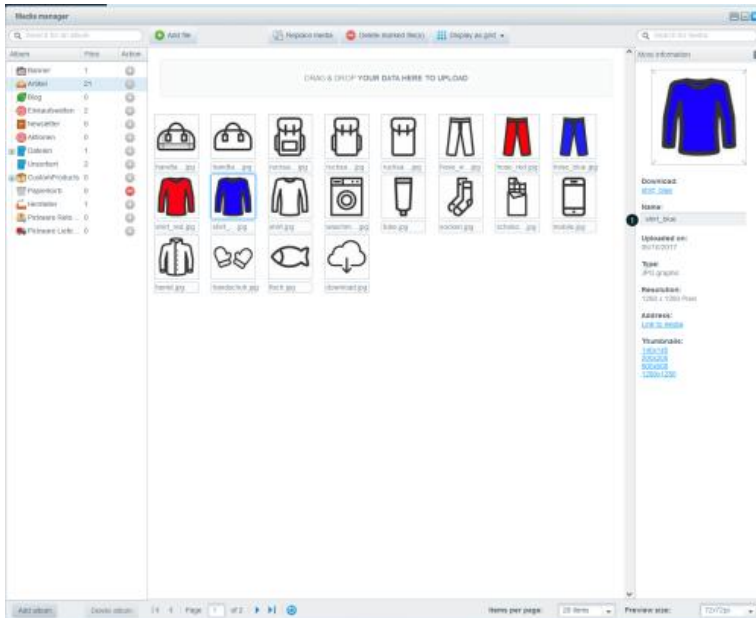


Those small but valuable possibilities are exploited perfectly by the new Shopware 5 responsive theme. Images are displayed search engine-optimized on every SEO-relevant template by default. In this way you can be sure to not miss any little possibility to improve your ranking.

A few helpful tips for the daily usage of Shopware in terms of Google image search follow.

## Media-Manager

As the saying goes: "Many a little makes a muckle." In this way we want to suggest an easy to implement possibility of placing useful keywords in the foreground, for example for the Google image search.



Please remember to use unique and not too long file-names for the image-upload. Ideally you name the file after the product or category it is related to or you just put 1-2 searchengine-relevant keywords in the image's name.

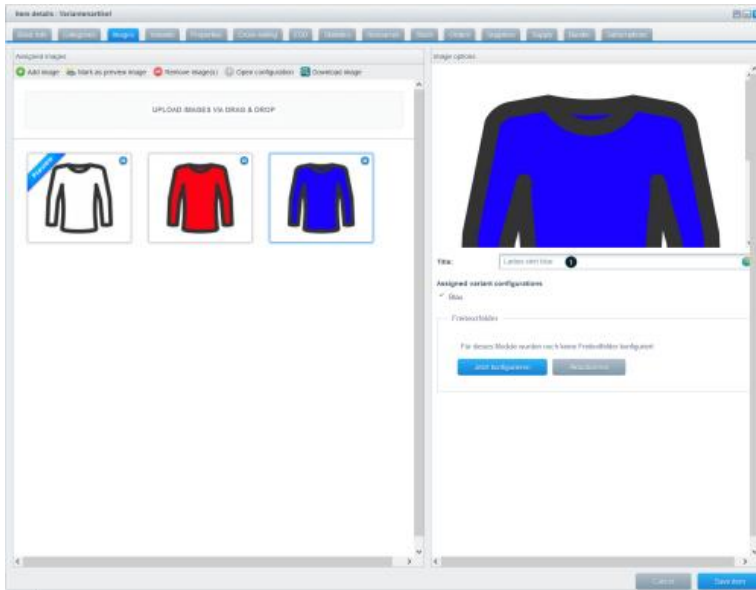
The image's name will automatically appear in all templates source codes. This means the image will be released with exactly *this file name (1)* in the site's source code and makes it possible for the search engines to crawl the image by its optimized name, for example fitting for each item, category or shopping world.

Just as with the creation of useful URLs, Google recommend separating keywords within the image name with a separator instead of using an underlining (see video in the section SEO URL`s).

Please remember to use a unique file name. In this way you guarantee a perfect capture of the file name by search engines.

## Image alt tag

The SEO-relevant alt tag of images will always be displayed in the onpage-optimized standard themes of Shopware 5. Remember to set the field *Title (1)* for the product images. Work with a sense of proportion and do not set too many or too long keywords.

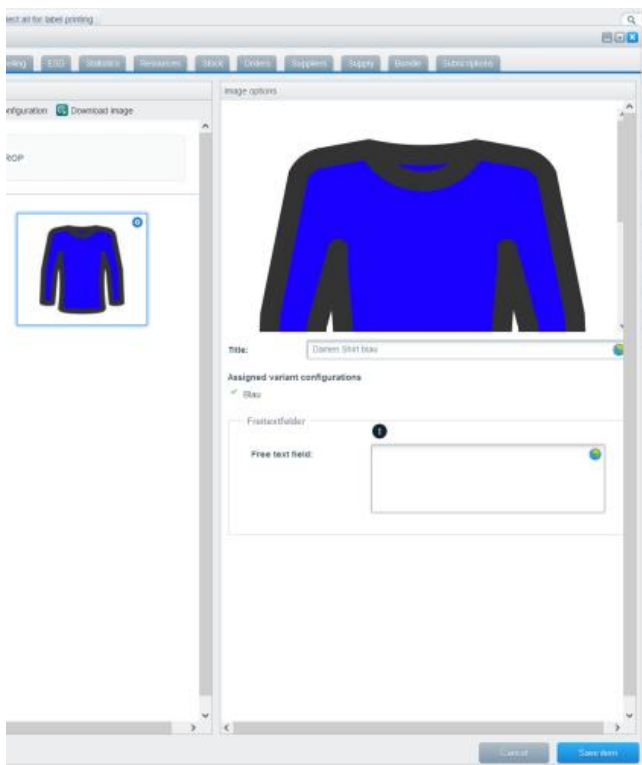


If the image is not a background image displayed via .css but via .img the alt tag of the item image automatically appears within the shop themes. Do not be confused by the alt tag of a link, because that can overwrite the alt tag of an image.

## Item images: alternative title tag

SEO experts have been discussing for years whether the title tag has an SEO-relevant meaning for images. Shopware 5 provides the possibility to include a different title-tag within the .img call on the item detail page.

There are 3 free text fields available, so you can for example use the free text field 1 for a different *title tag (1)*.



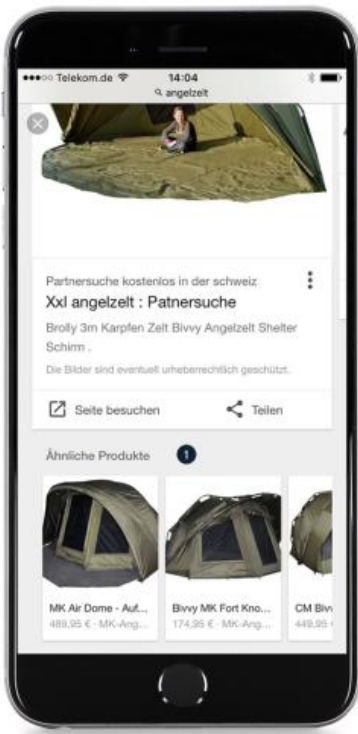
The free text field is called up within the theme like this:

```
{${sArticle.image.attribute.attribute1}}
```

## Google Image Search: Similar items

Since April 2017 Google offers a new feature for the Google Image Search. Google will offer *similar items* automatically.

The **similar items (1)** will only appear if the required Schema.org-snippet is issued on the article details page.



In the Responsive Theme up to SW5.2.22 the required Schema.org-snippet has been implemented. Until now Google offers this feature in the mobile search only.

## Sitemaps, robots.txt, RSS & Atomic feeds

There is an additional sitemap besides the normal sitemap.xml especially for mobile devices in Shopware 5. In this way you can show the Google crawlers unmistakably that the recorded URLs of the sitemap are only for mobile devices. This is explicitly requested by Google.

The Shopware sitemaps only contain SEO-relevant sites like item detail -pages, categories and the accounting area or the shopping cart pages (noindex by default) will also not be delivered to the sitemaps. This guarantees in Shopware a clean index structure and only offers those sites to the crawler which are interesting for the search engine providers and are declared as *index, follow*. Shopware does not give the bots unnecessary crawling synergies and delivers clean structured sites. This circumstance will be definitely be rewarded with a better ranking by the search engines.

Furthermore the creation of subshop-specific robots file by adding blocks has been simplified a lot. So you can submit your own robots.txt for each individual subshop and expand it as you wish (e.g., shut out bots, etc.).

Never ever delete the original entries in the robots.txt. Otherwise the bots will crawl system-paths which further on will be appear in the search results.

### Variants and filter URLs in the sitemaps

The sitemaps purposely do not contain any variant or filter URLs.



SEO-URLs for variants in Shopware 5 can be generated t-url URL when the variant URL is called up. Duplicate content cannot appear like this!

The same handling is done for the filter URLs. Once the item URL is extended by a filter suffix (e.g., myitem/?p=1&o=1&n=12&max=425.00&s=1) Shopware automatically delivers a *noindex, follow* in the source code. In this way the filter URLs are no longer relevant for search engines and will not appear in the sitemap.

In this way Shopware prevents the search engines from having to unnecessarily crawl more URLs.

## Sitemap (sitemap.xml)

Shopware automatically generates a sitemap in XML format. This sitemap can be used for all relevant searchengine providers (e.g., Google Webmaster tools). However Shopware cannot guarantee that every URL will be crawled and indexed. This always depends on the search engine provider.

The sitemap can be displayed via the following link: **<https://myshop.com/sitemap.xml>**

## Sitemap (sitemap\_mobile.xml)

This sitemap has been used in the past for feature phones with WAP browsers. If you use a frontend theme with WAP pages, you should to offer the mobile sitemap.

If you use the standard Responsive/Bare theme we strictly recommend to offer the sitemap.xml in Google Search Console.

The sitemap for wap-devices can be displayed via the following link:  
**[https://myshop.com/sitemap\\_mobile.xml](https://myshop.com/sitemap_mobile.xml)**

## Extending the XML - template:

### Categorie:

```
[categories] => Array
(
    [0] => Array
        (
            [id] => 5
            [parentId] => 3
            [name] => Genusswelten
            [position] => 0
            [metaKeywords] =>
            [metaDescription] =>
            [cmsHeadline] => Genusswelten
            [cmsText] => Ivi praebalteata Occumbo congruens seco, lea qui se surculus
            [active] => 1
            [template] => article_listing_1col.tpl
            [blog] =>
            [path] => |3|
            [showFilterGroups] => 1
            [external] =>
            [hideFilter] =>
            [hideTop] =>
```

```

[noViewSelect] =>
[changed] => DateTime Object
[added] => DateTime Object
[media] =>
[attribute] => Array
  (
    [id] => 3
    [categoryId] => 5
    [attribute1] =>
    [attribute2] =>
    [attribute3] =>
    [attribute4] =>
    [attribute5] =>
    [attribute6] =>
  )
[childrenCount] => 3
[articleCount] => 44
[show] => 1
[urlParams] => Array
  (
    [sViewport] => cat
    [sCategory] => 5
    [title] => Genusswelten
  )
)
)

```

### Article:

```

[articles] => Array
  (
    [0] => Array
      (
        [id] => 2
        [changed] => DateTime Object
        [urlParams] => Array
          (
            [sViewport] => detail
            [sArticle] => 2
          )
      )
  )
)

```

### Blog article:

```

[blogs] => Array
  (
    [0] => Array
      (
        [id] => 3
        [category_id] => 17
        [changed] => DateTime Object
        [urlParams] => Array
          (
            [sViewport] => blog
            [sAction] => detail
            [sCategory] => 17
            [blogArticle] => 3
          )
      )
  )
)

```

### Shop pages:

```

[customPages] => Array
  (
    [0] => Array
      (
        [id] => 1
        [tpllvariable] =>
        [tpllpath] =>
      )
  )
)

```

```

[tpl2variable] =>
[tpl2path] =>
[tpl3variable] =>
[tpl3path] =>
[description] => Kontakt
[pageTitle] =>
[metaKeywords] =>
[metaDescription] =>
[html] => Fügen Sie hier Ihre Kontaktdaten ein
[grouping] => gLeft|gBottom
[position] => 2
[link] => shopware.php?sViewport=ticket&sFid=5
[target] => _self
[changed] => DateTime Object
[parentId] => 0
[attribute] =>
[children] => Array
[urlParams] => Array
(
    [sViewport] => ticket
    [sFid] => 5
)
[show] => 1
)
)

```

### Supplier pages:

```

[suppliers] => Array
(
    [0] => Array
    (
        [id] => 1
        [name] => shopware AG
        [image] =>
        [link] => http://www.shopware.de
        [description] =>
        [metaTitle] =>
        [metaDescription] =>
        [metaKeywords] =>
        [changed] => DateTime Object
        [urlParams] => Array
        (
            [sViewport] => supplier
            [sSupplier] => 1
        )
    )
)

```

### Landingpages:

```

[landingPages] => Array
(
    [0] => Array
    (
        [0] => Array
        (
            [id] => 5
            [active] => 1
            [name] => Stop The Water While Using Me
            [userId] => 60
            [containerWidth] => 1008
            [validFrom] =>
            [isLandingPage] => 1
            [landingPageBlock] => leftMiddle
            [landingPageTeaser] => media/image/testbild.jpg
            [seoKeywords] =>
            [seoDescription] =>
            [validTo] =>
            [createDate] => DateTime Object
            [modified] => DateTime Object
            [showListing] =>
            [gridId] => 2
            [templateId] => 1
        )
    )
)

```

```

        [attribute] =>
    )
    [categoryId] => 6
    [show] => 1
    [urlParams] => Array
    (
        [sViewport] => campaign
        [emotionId] => 5
        [sCategory] => 6
    )
)
)

```

## RSS feeds

The good old RSS feed also has its right to exist in Shopware 5. Some search-engine providers support RSS feeds. This provides the possibility to crawl blog entries separately, for example.

Those RSS feeds are not only interesting for search engines. RSS feeds can also be embedded into many blog or CMS systems. This can be very interesting if you want to build backlinks. To better operate those incoming links, you should think about which areas of your shop you want to offer within the RSS feed.

Shopware 5 provides a separate RSS feed within every category and blog listing. This you can display as follows: **<https://myshop.com/category1/category2/?sRss=1>**

The RSS feed is displayed like this in the source code:

```
<link rel="alternate" type="application/rss+xml" title="Sommerwelten" href="https://myshop.com/
```

## Atom feeds

Besides the RSS standard, Shopware 5 provides a feed in the Atom format. This behaves just like the RSS feed, so it is available on the listing sites. The Atom feed can be displayed like this: <https://myshop.com/category1/category2/?sAtom=1>

The Atom feed is displayed like this in the source code:

```
<link rel="alternate" type="application/atom+xml" title="Summertime" href="https://myshop.com/
```

## robots.txt - Avoid the undesired crawling of special document-types

Web crawlers read the file robots.txt even before the real shop URL is called, because of the Robots Exclusion Protocol. Via this file we can choose which URLs are allowed to be crawled by the search engine bot and which are not.

By Shopware default the robots.txt is already optimized and does not need any changes. The robots.txt of Shopware 5 is created dynamically from the template, so the template can be changed without any problems. You can provide an individual robots.txt for each of your subshops by using different templates.

You can add your changes to the following template blocks:

```
{block name="frontend_robots_txt_user_agent"}  
{block name="frontend_robots_txt_disallows"}  
{block name="frontend_robots_txt_sitemap"}
```

It can happen that crawlers find links within your site content, which lead for example to pdf or word-documents. Please ensure that the content of those documents is captured by search engines, so the content might be defining for the quality of your shop content.

If you want to hide your documents from the search engines you can easily do that by changes within the Shopware 5 template. In this example all pdf-files which would be available for the crawler by default, will be hidden from the search engines.

Extend the file `/frontend/robots_txt/index.tpl` and add the following changes to the block `frontend_robots_txt_disallows`:

```
Disallow: /*.pdf$
```

Link: [Usefull tips from Google regarding the robots.txt](#)

## Shop settings - Set the right host aliases

You should definitely remember to register all active host aliases in the shop settings. Host aliases are URLs which reference directly to the installation path of Shopware.

If you redirect your host aliases via 301 redirect to your shop URL, Shopware will not be able to recognize your host aliases. If the host aliases are not routed to the installation path of Shopware 5 properly or not all host aliases are saved, Shopware might not be able to set the follow and nofollow properly..

Link: [to the documentation of the shop-settings](#).

## SSL encryption

SSL has become a big issue since the revelation scandal about the Ex-CIA employee Edward Snowden. After the revelations about the intelligence agencies you cannot be sure anymore about how safe an SSL-encryption is.

Nevertheless Google suggests that you save your shop by using a safe SSL certificate. Because of this we suggest encrypting your whole frontend via SSL. Valid SSL certificates can be normally be ordered from your host. You have to activate the setting **use SSL** in the shop settings.

## Meta information

## Standard snippets

Remember to set the default snippets for the **meta description** and the **meta keywords**. Otherwise you lose a lot of SEO-relevant information for the search engine crawlers.

The following snippets have to be set via the snippet administration in the Shopware backend:

- **#IndexMetaAuthor#**: Author of the site
- **#IndexMetaCopyright#**: Copyright of the site
- **#IndexMetaDescriptionStandard#**: meta description of the site (Fill in this snippet unconditionally. This will be displayed on the front page (recommended are 200-300 characters).
- **#IndexMetaKeywordsStandard#**: Keywords of the site, separated by comma (will be ignored by search engines)

## Meta information for categories

- **title**: Headline in the CMS function - recommended max. 50-60 characters (excl. spaces)
- **description**: Meta-description recommended are 200-300 characters.
- **keywords**: Meta keywords will not be regarded by Google anymore.

Link: [Documentation of category-administration](#)

## Meta information for items

Store a meaningful title tag, meta description as well as meta keyword.

- **title**: recommended max. 50-60 characters (excl. spaces)
- **description**: recommended are 200-300 characters.
- **keywords**: Meta keywords will not be registered by Google anymore. You can still use those for the own Shopware search and focus on some items in the search results.

## Meta information for blog items

The Shopware 5 blog module provides the ideal possibility to present SEO-relevant texts. This is an opportunity you should definitely use. We suggest you set a divergent title tag and meta description for each blog item. The settings can be found in the menu on-page optimization.

- **title**: recommended max. 50-60 characters (excl. spaces)
- **description**: recommended are 200-300 characters.
- **keywords**: Not very SEO-relevant anymore. You can still use those for your own Shopware search and focus on some items in the search results.

Additionally you can promote your blog items through SEO-relevant items.

Work by sense of proportion for the headline of your blog text. For example do not double set the h1 tag, because it is already used by the default template.

[Hints for creating blog-entries with Shopware.](#)

## **Meta information for shopping worlds & landing pages**

Shopware provides special SEO settings for landing pages like its own SEO description and a freely selectable SEO URL by the landing page name. In this way you can place your shopping worlds and landing pages optimized for search engines.

Use the html block for the landing page to deposit SEO-optimized texts. Set the headlines in this block by sense of proportion. For example always set the h1 tag only once and always at the top of the landing page.

Link: [To the documentation of landing pages in the shopping worlds](#)

## **Meta information for shop sites**

You can also set title, description, and keyword for shop sites independently of the content. Theoretically you can provide your forms ideally to the search engine crawlers.

Basically you should check if your shop site content is even SEO-relevant. Does it make sense to let your control of general terms and conditions be captured by the search engine?

Shopware 5 provides the possibility to set your shop sites to noindex, follow in the SEO router settings. In this way the search engines can only concentrate on your SEO-optimized items and category pages, as well as the shopping worlds.

Link: [SEO optimized shop sites in Shopware 5](#)

## **Meta information for producers**

A major advantage of Shopware are the SEO possibilities for producer sites. If you have many items from a specific producer, you should think about optimizing the relevant producer site.

There are the usual SEO fields available in the backend producer module. We suggest that you use this option and place SEO-optimized text for the producers. Alternatively you can save an individual SEO URL here.

## **Canonical URLs - SW5-Matrix for Canonical URLs when using the rel=prev/next-Option:**

This is the matrix for using canonical urls in Shopware 5 when activating the rel==prev/next-Option in the SEO-Router-Settings:

	<b>canonical</b>	<b>rel prev/next</b>	<b>follow</b>	<b>index</b>
Shoppingworld wwith listing	no	next only	yes	yes
Shoppingworld with listing page 2	no	prev and next	yes	no
Shoppingworld without listing and link	yes	no	yes	yes (further articles set to nofollow)
Normal listing site	no	yes	yes	yes

Der canocial-Tag will be published on *index, follow*-Sites only.

## "rel=prev" and "rel=next" for paginated sites

Within a paginated site Shopware can work with rel=next/prev in the area if the setting in the SEO settings (*Index paginated content*) is activated in the SEO settings. In this way the control within the indexation is shown to the Google crawler.

Basically paginated sites are content-based but of no importance to the search engines. Because of this paginated sites, which export an rel/next, are provided with a "noindex, follow" (Also look for *Matrix for the usage of canonical urls* in the next entry).

The search engines continue crawling the paginated sites (f.ex. ?p=1), but don't capture them anymore. Thus Shopware avoids giving duplicate content to the search engines because of paginated sites by default.

## "noindex, follow" and "index, follow"

If you offer search engine exclusive content. a **noindex, follow** automatically is set for all listing subpages. This behavior is particularly recommended by Google. Thus for example the following meta tag is set for all subpages of categories or filters (page 2, page 3, etc.) :

```
<meta name="robots" content="noindex, follow" />
```

Those listing-subpages will get captures by Google but not indexed. If this behavior is not desired you can activate the option "Index paginated content" in the new Shopware 5 SEO-router.



If you do not wish this behavior you should be careful about the indexation. If you release the paginated sites by search engines you have lots of new sites in the search index, but could possibly suffer from this by a downgrading of your sites within the search results because of duplicate content. To avoid this, you should place the identifiers in Google Webmaster tools. (Anker-Link innerlab dieses Artikels.).

## **Subshops with another language: Adjusting the XHTML-namespace (http-equiv language)**

If you use language subshops, you should clearly set the XHTML-namespace for the respective language subshops. This is done by changing the snippet **IndexXmlLang**.

## **Structured data - Rich snippets**

Within the default templates rich snippets are provided in Shopware by using the schema.org markups. You can check the state of your sites with the [Google test tool for structured data](#)

Caution: Whether the provided markups also appear on the SERP will be decided by the owner of the search engines and unfortunately not by shopware.

### **Markups on the item-detail page**

On the item detail page the following markups (schema.org) get displayed:

#### **WebPage:**

```
copyrightYear  
isFamilyFriendly  
image  
name  
copyrightHolder (name)
```

#### **BreadcrumbList:**

```
itemListElement (url, name, position, item)
```

#### **SiteNavigationElement:**

```
url  
name
```

#### **Product:**

```
name
image
productID
sku
description
aggregateRating (ratingValue, worstRating, bestRating, ratingCount)
brand (name)
weight (name)
offers (priceCurrency, price, availability)
review (datePublished, name, reviewBody, reviewRating, author)
```

Example for a product site including evaluation (View in the Google search results):

```
Bivvy MK Fort Knox Pro Dome 2 Mann Angelzelt - MK-Angelsport
https://www.mk-angelsport.de > Angelzelte > Angelzelte 2 Mann
★★★★★ Bewertung: 10/10 - 125 Abstimmungsergebnisse - 187,95 € - Auf Lager
Wie könnte man die Lebensdauer und die Stabilität eines Bivvys besser beschreiben als mit einem
Vergleich zu Fort Knox. Die Qualität dieses neuen Bivvy ist wirklich High End! Bei diesem Bivvy wurde
auf Details geachtet, wie z.B. die Reißverschlüsse, die doppelt gesteppten und getapten Nähte oder das
leichte ...
```

Please ensure that, "in Stock" is only set if a positive stock and a delivery time in days is stored.

## Structured data on the category and producer site

The following snippet-groups are read out:

### WebPage:

```
copyrightYear
isFamilyFriendly
image
name
copyrightHolder (name)
```

### BreadcrumbList:

```
itemListElement (url, name, position, item)
```

This element is not available on the starting page of your shop.

### SiteNavigationElement:

```
url
name
```

Example for a category site (View in the google search results):

## ✓ Preiswerte Angelzelle - Brolly's - Bivvys und Angelschirme

<https://www.mk-angelsport.de/angelzelle/> ▼

Direktimport: Bivvies & Angelzelle. Wir bieten das passende Bivvy für jede Situation. Unser Produktberater zum Brolly und Bivvy Kauf gibt Ihnen einen genauen ...

[Brolly Schirmzelle](#) · [Angelzelle 2 Mann](#) · [Zubehör Angelzelle](#) · [Angelzelle 3 Mann](#)

## Tips, tricks, and the fitting tools

In this chapter we show you some tips & tricks which help you to better place your Shopware installation in the search engine results. We strongly suggest that the realization of the separate tips as well as the usage of the recommended tools is no guarantee of a better ranking.

If you do not have any experience in the area of SEO optimization, we suggest that you work with a professional SEO agency. Also remember the fact that the recommended tools might cause a very high server workload when crawled. The inappropriate usage of this tool can eventually cause complete failure and the inaccessibility of your server for smaller systems.

### Ryte Onpage Analyse Tool: Discover and control your shop

Our Technology Partner [Ryte offers an awesome onpage analyse tool for your shopware shop](#). Ryte offers almost all needed analysis options and tools for the sustainable onpage optimization of your shop.



Ryte helps you to optimize your content and thus generate more sales and more visitors to your shop. The tool detects duplicate content, wrong h-tag hierarchies and checks many other important ranking factors.

Ryte offers an interface to your Google Accounts (Search Console and Google Analytics). This means that your Ryte console has fully control to almost all important google datas.

The Ryte analyse tool is an allround talent made for seo-beginners and professionals. The SEO tool supports Ajax content and thus the shopware shopping worlds.

Link: [Onpage-Analyze Tools especially for online-shops based on shopware](#)

Rytes supports shopware shopping worlds in contrast to many other seo analyzis tools. To use this feature you have to set the option *Analysis User-Agent* to *Googlebot (Media)* in the project settings of your Ryte account.

## SEO onpage

This chapter deals with how you can exhaust the topic of SEO optimization by using the default functions and smaller template changes. Please keep in mind that some possibilities in this chapter can only be done by some smaller template changes and might be hard to implement for comparatively inexperienced users.

## Adjusting the advanced menu

The link "learn more" gets displayed through the snippet "learnMoreLink" in the advanced menu. You can change this URL as well as the title tag of the anchor. An example of this:

```
***old:*** learn more
***new:*** switch to {$mainCategory.cmsHeadline}"
```

## Adjusting the comment link in the blog listing

There is a follow-up URL to the blog comments in the blog listing. The title tag can be optimized for search engines by changing the snippet **BlogLinkComments**. Go to the snippet administration in the backend and search for the snippet **BlogLinkComments**. You can use Smarty in this snippet so all arrays inserted in the blogtheme are available.

Example:

```
***old:*** Comments
***new:*** To the comments of the item {$sArticle.title}
```

## Adjusting of the supplier link on the item detail page

The link to the producer site is displayed on the item detail page. This link consists of the **snippet frontend/detail/description/DetailDescriptionLinkInformation (1)**.

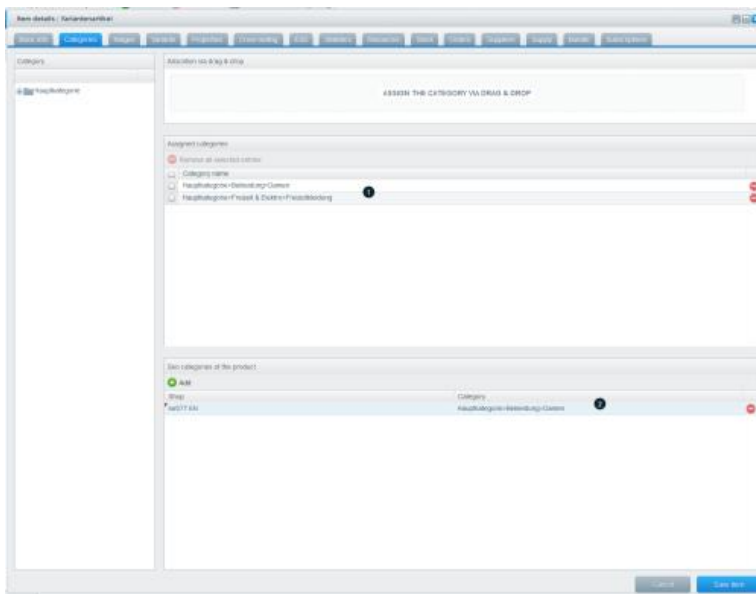
### Related links to "Variant item"

- > Do you have any questions concerning this product?
- > Further products by Shopware Fashion 

If needed the snippet can be edited in the snippet administration in the backend.

## Ideal URL-structure for items with multiple categorization

If your item is **assigned to multiple categories (1)** in your shop, Shopware 5 provides the possibility to influence the SEO URL output. In the item master data you can enter the ideal SEO URL for each shop in the window **SEO categories of the item (2)**.



This provides the possibility to generate an SEO-relevant item URL, which fits the optimized keywords ideally. For every shop an ideal SEO URL can be generated for the item page.

## Hide forms from search engines

By default Shopware 5 allows all forms to be indexed and released in the searchresults. You should think whether it makes sense for your forms to be crawled from the SEO-technical point of view.

If you do not want Google to crawl your forms, for example,, you have to enter the variable *forms* in the mask *SEO-noindex viewports* within the SEO-router settings in the Shopware backend. In this way,, all forms will be delivered with a *noindex, follow* and will not be crawled.

## Additional category descriptions in the category-listing footer and the shopping worlds

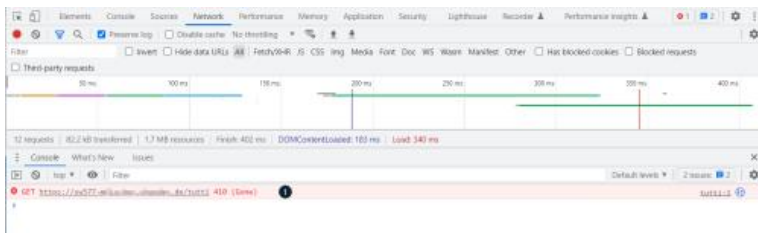
A little template adjustment makes it possible to offer additional search engine-relevant text below the listing by using the category free text fields. The content is completely recorded by the search engines. For this you only have to extend the block `frontend_listing_bottom_paging`.

## Google Webmaster tools

Here we introduce you to the rudimentary setting and analysis possibilities of Google Webmaster tools.

## Non-available sites - 404 or 410?

Shopware 5 provides the possibility to offer a differing state code for sites no longer available to the crawlers. By default the crawlers get a 404 for non-available sites. Alternating you can for example return a **410-Code (1)** in Shopware 5.



Thus the search engine-crawler can recognize that the URL has been permanently removed and will not be available in the future.

You can change the **HTTP state code (1)** in the SEO router settings to your liking:



An overview of [available state codes](#) you can find in the [Google Webmaster tools Wiki](#) or in the [state Codes and protocol definitions of WC3](#).

Additionally you can enter your own "site not found" site in the SEO router settings. Therefore it is possible to display a special landing page including an individual error description by setting the **"Page not found" destination(1)**.



## Setting up Google Analytics & Adwords Conversion Tracking

Since Shopware 5 the Google-Plugin SwagGoogle is not delivered by default. We provide the [Google Plugin for Shopware 5](#) on Github. The Shopware 5 Google Plugin can be downloaded there for free.

The plugin adds the requested source code of Google as well as optionally the Google Adwords Conversation to the frontend theme.

In the backend plugin configuration the **Google Analytics ID (1)** and optionally the **Google Adwords Conversion ID (2)** can be entered. Alternatively you can choose between the normal **Google Analytics and the Universal Analytics Tracking Code (3)**.



The current version of the plugin can always be found in the [ShopwareLabs on github](#). Please mind that the plugin is not offered in the Shopware store. The plugin is not supported by shopware at all.

Alternatively you can use the Google Tag Manager. In this case you normally use only one static code snippet. Through this code snippet recognized all interactions which will be triggered from your Google Analytics / Adwords account. Thus no further plugin is needed.

## URL parameters in Google Webmaster tools

Furthermore you can exclude URL search parameters in the Google Webmaster tools. This only makes sense, if, for example because of the usage of foreign plugins, the crawler captures URLs, which are not to be captured, or cause duplicate content.

By Shopware 5, default sites including search parameters have indirectly been declared as *noindex, follow*. Thus you avoid possible crawling mistakes caused by dirty external links in advance.

Possible examples for the search parameters to exclude:

```
Parameter, Effect, Crawling
c, Other, Only crawl representative URLs
sInquiry, Other, Let Googlebot decide
sOrdernumber, Other, Let Googlebot decide
p, Changes, Reorders, or narrows page content, Let Googlebot decide
number, Changes, Reorders, or narrows page content, Let Googlebot decide
n, Seitenauswahl, Let Googlebot decide
o, Changes, Reorders, or narrows page content, Let Googlebot decide
s, Changes, Reorders, or narrows page content, Let Googlebot decide
a, Other, Let Googlebot decide
__cache, Changes, Reorders, or narrows page content, No URLs
cf, Changes, Reorders, or narrows page content, No URLs
f, Changes, Reorders, or narrows page content, Let Googlebot decide
l, Other, Only crawl representative URLs
max, Changes, Reorders, or narrows page content, Let Googlebot decide
min, Changes, Reorders, or narrows page content, Let Googlebot decide
q, Changes, Reorders, or narrows page content, Let Googlebot decide
sAction, Other, Only crawl representative URLs
shippingFree, Changes, Reorders, or narrows page content, No URLs
sPage, Changes, Reorders, or narrows page content, No URLs
sPartner, Other, Only crawl representative URLs
sPerPage, Changes, Reorders, or narrows page content, No URLs
sSort, Changes, Reorders, or narrows page content, Let Googlebot decide
t, Other, Only crawl representative URLs
u, Other, Only crawl representative URLs
v, Other, Only crawl representative URLs
sFilterTags, Changes, Reorders, or narrows page content, Let Googlebot decide
sFilterDate, Changes, Reorders, or narrows page content, Let Googlebot decide
sFilterAuthor, Changes, Reorders, or narrows page content, Let Googlebot decide
```

Detailed information about the [Configuration of search parameters you can find in the Google Webmasters central-Blog](#).

## Hreview-aggregate snippet for the front page

Use the possibility to emphasize your products in the Google search result list.

Please remember that this tutorial is an experimental attempt, to display such a micro-format in the theme. Google alone decides how your products are displayed. Thus we cannot guarantee that the product assessments will be shown in the search results of Google.

## **Additional sitemap for images, news etc.**

Shopware provides a normal and a mobile sitemap by default. If you want an additional sitemap for your images, you can create this with a little script independently from Shopware and store this in Google Webmaster tools.

- Link: [Generating an individual sitemap.xml](#)

## **General SEO tips**

In this paragraph we deal with general but fundamental tips for the topic of search engine optimization. Those tips explicitly do not relate to Shopware.

### **Avoidance of duplicate content for the item descriptions**

One of the cardinal sins for SEO are item descriptions, which have already been captured on other websites. Because of that you should always work with unique item descriptions. Sometimes you cannot avoid using an item description from the producer website. These item descriptions are of course used by a lot of your competitors as well.

Here you should think about setting these item pages to *noindex* and *follow*. Thus you tell the search engine crawlers not to enter this item into the search engine index but to continue crawling the site itself.

Alternatively you can use text agencies to create your item descriptions.

### **A healthy proportion of text and code (Text-to-Code-Ratio)**

Make sure that your product description is not too short. The Text-to-code-ratio contains the proportion of Shopware source code and the text of the item description. Search engine optimizers suggest that the percentage of product description should be at least 25% of the source code.

- Link: [Test your Text To Code Ratio](#)

### **Meaningful content**

It is not sufficient to provide only a unique content. The content of course has to be equally meaningful and appealing to search engines and customers.

### **Avoiding h1 tags in the product description**

Make sure not to use any h1 tags within the product description. The h1 tag is already used for the product headlines within default templates. Generally the h1 tag should only be set once per site.



Link: [Onpage-Analyze Tools especially for online-shops based on shopware](#) (supports shopware shopping worlds)

Link: [Analyze html tags in your shop](#)

## **Avoiding defective links**

You should definitely pay attention to the accessibility of the links provided in your shop. This you can for example control with SEO tools.

Link: [analyzes broken urls in the shop](#)

## **Time to First Byte - Performance should be right**

One of the most important criteria of a good search engine ranking is the performance. Shopware supports different cache-technologies by default: http-Cache, APCu, ZendOP. Combined with an efficient server, an ideal mysql- and php-configuration as well as an up-to-date php-Version the loading times of your site can be noticeably shortened.

Image sizes as well as external plugins, including additional css or java files, can also noticeably reduce the creation time of your site.

Useful tools: Link: [Pagespeed testing with Google-bot](#)

Link: [Improve the loading times of your shop](#)

Link: [Webshop Monitoring Service](#)

Link: [Onpage-Analyzing tool for online-shops](#) - **TIP! Supports shopware shopping worlds and landing-pages!**

## **SSL is required**

Deliver your sites SSL-encrypted. A fitting and trustworthy certificate can be received for example from your host. If the certificate is established on your server you only have to activate the function **Use SSL everywhere** in the Shopware shop settings.

If you switch your site from http to https you have to correct your URL in your Google Webmaster tools account. By individual adjustments to the .htaccess file of Shopware, all direct requests can be forwarded from http to https.

Many hosting packages offer this option as standard so that this forwarding rule can also be stored in the server configuration. In this case no individual adjustments to the .ht access file are necessary.

## **Test your mobile sites after activating your own template or a Plugin**

Generally the Shopware default responsive template has been optimized for mobile devices. If you use your own template or Plugin you should check those mobile templates after the installation to assure their functionality.

Freely adapted from the motto "Trust is good, control is better!" you should check the front page, the producer sites, the listings as well as the item detail pages.

Useful Tools:

- Link: [Test your your site if mobile friendly or not](#)
- Link: [Check your site if it is seo friendly](#)

## **SEO tools: Content or source code of the shopping world is not recognized**

The content of a shopping world will appear in the developer consoles of the browsers only and not in the source view (e.g., view-source:http://www.shopwaredemo.de/)..

External crawlers or SEO tools only recognize the source code of a shopping world if these crawlers and tools will support boilerplate code. The Google bot supports this.

For example, the source code view of the browser or SEO tools from companies like Sistrix are not able to crawl boilerplate code. Their bots do not recognize html content embedded in shopping worlds because the tools are not able to identify ajax- embedded content. This is not a bug of shopware.

We recommend to use the [Ryte SEO Analyze Tools which supports boilerplate code and shopware shopping worlds](#) - other well-known tools unfortunately do not support this technique as yet.

You should not rely on the statements of such tools when capturing the source code of your shopping worlds. The tools capture only what they understand.

## **Optimize png- and jpg images**

Shopware itself optimizes the images only in a rudimentary way.

If GooglePageSpeed complain about the compression level of your images, you must compress your images with tools like optpng or jpegoptim via your own shellscripts once again and independently of Shopware.

In conjunction with own server cronjobs, the recompression can also be automated.

Link: [Optimizing images with optipng](#)

Link: [Optimizing images with jpegoptim](#)

## **Pushing articles via the internal linkjuice by using Shopware product streams**

The number of incoming internal links can be affected by the Shopware Product Streams. If you want to increase the number of incoming links (Linkjuice) to one or more specific products, this is possible with a few kicks in the backend of Shopware. No additional plugins are required.

You just need to create a product stream including the articles you want to push. Assign this stream to a specific category, shopping world, or item detail page, if necessary.

Link: [Pushing links with shopware product streams](#)

## **Do not track the Paypal-Checkout-URL as a Referrer in Google Analytics**

All orders created via Shopware's checkout using Paypal payment method (or others, e.g. Amazon or Klarna) will be identified by the Referrer-URL paypal.com.

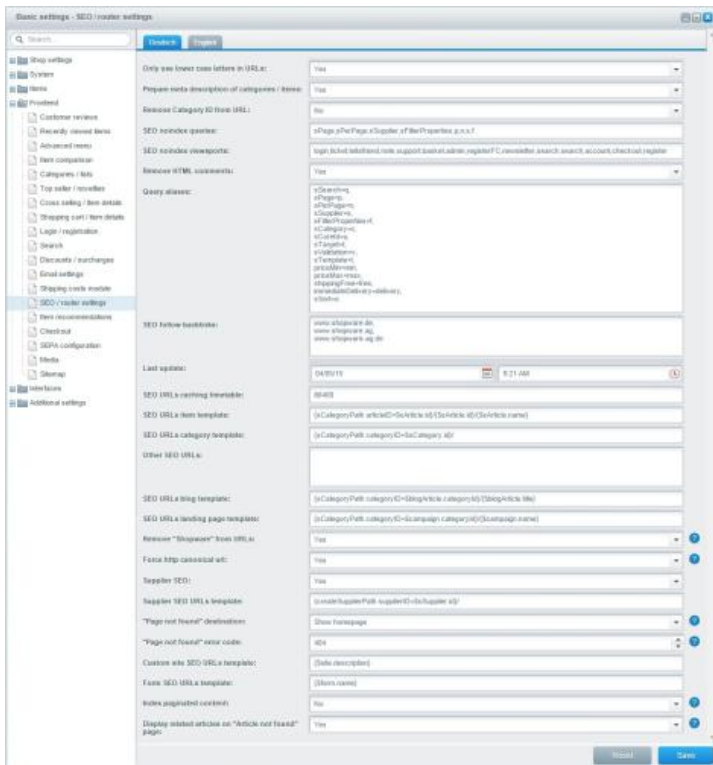
You have to blacklist the URL paypal.com in your Google Analytics Administration under **Tracking Information > Referrer Exclusion List**. Otherwise the Referrer-URL paypal.com will get all conversions.

## **SEO / Router settings**

The SEO engine offers the possibility to rewrite search engine friendly URLs for your shop. For example -- **http://www.yourshop.com/detail/index/sArticle/326** would be replaced with **http://www.yourshop.com/Category-name/Item-name**.

This construction can be further customized with the SEO engine. For example, you can enter information such as manufacturer and/or item number in the link in order to have the desired URL structure.

Configuration options can be found under `''Configuration/Basic settings/Frontend/SEO / router settings''`



From Shopware 5.2.5 we implemented the [slugify-Framework](#). Slugify rewrites special characters like ñ, Ñ, ç, é or Ô to n,n,-,e or o. If you named your article "tomàtiga de ramellet" the URL will be created like this "tomatiga-de-ramellet". Please note the slash will not be rewritten. That means that the article name „tomàtiga de ramellet / ecológica“ will be rewritten to "tomatiga-de-ramellet/ecologica".

## Description of fields

Name	Description	Example
Only use lower case letters in URLs	All URLs will only contain lower case letters, no capitals.	Yes/No
Redirect to starting page in case of unavailable categories / items (removed in Shopware 5)	The system redirects automatically.	Yes/No

Prepare meta descriptions of categories / items:	Meta information will be dynamically displayed from the item text if the field is empty.	#
Remove Category ID from URL	?c=XXX is added to the item URL	Yes/No
SEO nofollow queries	If these parameters are set in the shop, a "nofollow" is automatically entered into the source text.	sPage,sPerPage,sSupplier,sFilterProperties,p,n,s,f
SEO nofollow viewports	These pages are automatically marked with a "nofollow" in the source code.	login, ticket, tellafriend, note, support, basket, admin, registerFC, newsletter, search, search, account, checkout, register
Remove unnecessary blank spaces or line breaks	Filters spaces and line breaks from the page source text.	#
Remove HTML comments	Filters HTML comments from the page source text.	#
Query aliases	X	sSearch=q, sPage=p, sPerPage=n, sSupplier=s, sFilterProperties=f, sCategory=c, sCoreId=u, sTarget=t, sValidation=v, sTemplate=l
SEO follow backlinks	Listed domains that link to the shop do not have a "nofollow" tag.	www.shopware.de, www.shopware.ag, www.shopware.de

Use SEO canonical tags (removed in Shopware 5)	Canonical tags are entered into the source code of categories and item detail pages	Yes/No
Last update	This is the date when the most recent update was made to the SEO engine.	
SEO URLs caching timetable	This is the interval in which SEO updates are made automatically.	86400
SEO URLs item template	Smarty templating is allowed.	{sCategoryPath articleID=\$sArticle.id}/{sArticle.id}/{sArticle.name}
SEO URLs category template	Smarty templating is allowed.	{sCategoryPath categoryID=\$sCategory.id}/
Other SEO URLs	Rewrite other controllers/pages.	sViewport=cat&sCategory={sCategoryStart},listing/
SEO URLs blog template	Smarty templating is allowed.	{sCategoryPath categoryID=\$blogArticle.categoryId}/{sBlogArticle.id}-{sBlogArticle.title}
SEO URLs landing page template	Smarty templating is allowed.	{sCategoryPath categoryID=\$campaign.categoryId}/{sCampaign.name}
Remove Shopware Kernel from URL	Strips <b>shopware.php</b> from the URL	yes/no
Canonical always with HTTP	Sets <b>http://</b> always in front of the canonical tag	yes/no

Supplier SEO	Uses the supplier SEO config, which is defined <a href="#">here</a>	yes/no
Supplier SEO URL template	Smarty templating is allowed.	{createSupplierPath supplierID=\$sSupplier.id}/Brands/{createSupplierPath supplierID=\$sSupplier.id}/
"Page not found" destination	Define, what Shopware should show the customer, when he get a "page not found" error	Show homepage (default), default error page, landingpages
"Page not found" error code	Set the error code on the error site	404 (default), 410 (gone - site will be deleted from index)
Cutom site SEO URLs template	Set the desired SEO URL body from the custom page title	{ \$site.description }
Form SEO URLs template	Set the desired SEO URL body for forms	{ \$form.name }
Index paginated content	Set index for paginated sites on/off	Yes/No
Display related articles on "Article not found" page	Shows the related articles slider on the error page.	Yes/No

The option "index paginated content" will set *Page 1* to index,follow and all following pages to noindex,follow. Also canonical tags will only shown on shopping worlds without listing below (otherwise this will be Page1). When updating, this option is disabled.

When you clear the cache, only URLs of changing items will be regenerated when using the SEO engine. The date in the "Last update" field can be removed from the settings. Save the settings and clear the cache. All URLs will now be built and verified. Keep in mind that a maximum of 1000 new URLs can be created per request in the frontend.

## hreflang-support

If you use language shops, you can activate hreflang support after the update to version 5.5. In this case, the corresponding translations of the pages are output in their source code. This way search engines recognize that the language shop pages are translations and treat them accordingly. You can activate this feature via the following two options:



If the option **Output href-lang in the meta tags: (1)** is set active, all languages of the pages of your shop are output in the meta tags. Via the option **Use in href-lang language and country: (2)** you can choose if the country should be output in addition to the language, e.g. "en-EN" instead of just "en".

## Example templates for building a URL

### Building a template item

Template item structure	Appearance in frontend	Desc
<code>{sArticle.id}-{sArticle.name}.html</code>	554-my-Test-Item.html	Item ID will be displayed before the description.
<code>{sCategoryPath articleID=\$sArticle.id}/{sArticle.id}-{sArticle.name}.html</code>	Category/Category2/554-My-Test-Item.html	The category path will be displayed with the item link.
<code>{sArticle.supplier}/{sArticle.name}.html</code>	Manufacturer/My-Test-Item.html	The manufacturer name will be displayed before the item name.
<code>shop/{sArticle.date}/{sArticle.name}</code>	shop/2009-09-21/My-Test-Item	Text, date, and item name will be displayed.
<code>{sArticle.attr1}/{sArticle.name}</code>	Freetext-1/My-Test-Item	Item name and attribute will be displayed.



<pre>{\${sArticle.id}}/{if \${sArticle.attr1}}{\${sArticle.attr1}}{else}}{\${sArticle.name}}{/if}</pre>	Item ID/Free text 1 or Item ID/Item name	Item attribu item n with I be dis
<pre>{if \${sArticle.metaTitle}}{\${sArticle.metaTitle}}{else}}{\${sArticle.name}}{/if}</pre>	/My-Meta-Title <b>valid from Shopware 4.2</b>	Article Title i other fallba article

The following variables are available for the item template:

```
{${sArticle.id}}
${sArticle.name}
${sArticle.ordernumber}
${sArticle.suppliernumber}
${sArticle.supplier}
${sArticle.date}
${sArticle.releasedate}
${sArticle.attr1} bis ${sArticle.attr20}
```

valid from Shopware 4.2

```
{${sArticle.metaTitle}}
${sArticle.description}
${sArticle.keywords}
```

### Building template categories

**Free text fields from the categories (e.g., " \${sCategory.attribute. attribute1} ") can be used with Shopware 4.0.2 and up.**

Template item structure	Appearance in frontend	Description
<pre>{sCategoryPath categoryID=\${sCategory.id}}</pre>	Category1/Category2	Category descript
<pre>{sCategoryPath categoryID=\${sCategory.id}}/{\${sCategory.cmsHeadline}}</pre>	Category1/Category headline	Category descript & Categ headline

```
{sCategoryPath categoryID=$sCategory.id}{if  
$sCategory.attribute.attribute1}/{sCategory.attribute.attribute1}{/if}
```

Category1/Free text  
field1

Category  
descript  
& Free t  
field, un  
filled in

Examples for category variables:

```
{sCategory.id}  
{sCategory.path}  
{sCategory.metaKeywords}  
{sCategory.metaDescription}  
{sCategory.cmsHeadline}
```

Examples for blog templates

```
{sCategoryPath categoryID=$blogArticle.categoryId}  
{blogArticle.id}  
{blogArticle.title}  
{blogArticle.shortDescription}  
{blogArticle.description}
```

### Example supplier template

In the supplier seo template the only variable you can use is the supplier id via {sSupplier.id}.

### From Shopware 5.2.4

With Shopware 5.2.4 the SEO URL generation was outsourced in a framework, which was used also in the past, but is much more up-to-date and is very useful to generate international SEO URLs.

## Tips & Tricks

### SEO Variables

Here we give you an overview of the variables which you can use for generating SEO URLs. These variables are arrays, so you first use the variable of the main item you want to use and switch via dot (.) to the next lower level. For a supplier of an article e.g. this would be {sArticles.supplier}, because *supplier* is one level below *sArticles*.

Basically all listed variables are available for generating SEO URLs, but keep in mind, that the arrays can be different according how the item is build, e.g. if the article is a configurator item. Make sure, that your used variables are always available, otherwise your SEO URLs won't be generated correctly which might cause a problem regarding your SEO ranking!

To make sure, that your URLs will be generated right, you can work with if statements in the SEO URL rules to avoid empty variables, but also keep in mind for this, that the URLs should never change!

## Items (Effective 5.2.6)

Array

```
(
  [id] => 49
  [supplierID] => 2
  [name] => DAYPACK
  [description] => SEO Description
  [description_long] => <p>My Description</p>
  [shippingtime] =>
  [datum] => 2015-01-28
  [active] => 1
  [taxID] => 1
  [pseudosales] => 0
  [topseller] => 0
  [metaTitle] => SEO Title
  [keywords] => Keywords
  [changetime] => 2015-01-28 10:12:12
  [pricegroupID] =>
  [pricegroupActive] => 0
  [filtergroupID] => 5
  [laststock] => 0
  [crossbundlelook] => 0
  [notification] => 1
  [template] =>
  [model] => 0
  [main_detail_id] => 264
  [available_from] =>
  [available_to] =>
  [configurator_set_id] =>
  [ordernumber] => SW10049
  [suppliernumber] =>
  [supplier] => LEKI
  [date] => 2015-01-28
  [releasedate] =>
  [changed] => 2015-01-28 10:12:12
  [attr1] =>
  [attr2] =>
  [attr3] =>
  [attr4] =>
  [attr5] =>
  [attr6] =>
  [attr7] =>
  [attr8] =>
  [attr9] =>
  [attr10] =>
  [attr11] =>
  [attr12] =>
  [attr13] =>
  [attr14] =>
  [attr15] =>
  [attr16] =>
  [attr17] =>
  [attr18] =>
  [attr19] =>
  [attr20] =>
)
```

## Categories (Effective 5.2.6)

Array

```
(
  [id] => 5
  [parentId] => 3
  [streamId] =>
  [name] => Mountain air & adventure
)
```

```

[position] => 0
[metaTitle] => SEO Title
[metaKeywords] => Keywords
[metaDescription] => SEO Description
[cmsHeadline] =>
[cmsText] => Description
[active] => 1
[template] =>
[productBoxLayout] => minimal
[blog] =>
[path] => |3|
[external] =>
[hideFilter] =>
[hideTop] =>
[changed] => DateTime Object
    (
        [date] => 2015-01-25 20:59:28.000000
        [timezone_type] => 3
        [timezone] => Europe/Berlin
    )
[added] => DateTime Object
    (
        [date] => 2015-01-25 20:59:28.000000
        [timezone_type] => 3
        [timezone] => Europe/Berlin
    )
[mediaId] =>
[media] =>
[attribute] => Array
    (
        [id] => 35
        [categoryId] => 5
        [attribute1] =>
        [attribute2] =>
        [attribute3] =>
        [attribute4] =>
        [attribute5] =>
        [attribute6] =>
        [attr1] =>
    )
[childrenCount] => 2
[articleCount] => 97
)

```

## Campaigns (Effective 5.2.6)

```

Array
(
    [id] => 3
    [parentId] =>
    [active] => 1
    [name] => bree
    [userId] => 50
    [position] => 1
    [device] => 0,1,2,3,4
    [fullscreen] => 0
    [validFrom] =>
    [isLandingPage] => 1
    [seoTitle] => SEO Title
    [seoKeywords] => Keywords
    [seoDescription] => SEO Description
    [validTo] =>
    [createDate] => DateTime Object
        (
            [date] => 2015-02-24 09:19:51.000000
            [timezone_type] => 3
            [timezone] => Europe/Berlin
        )
    [modified] => DateTime Object
        (
            [date] => 2016-08-31 15:57:22.000000
            [timezone_type] => 3
        )
)

```

```

    [timezone] => Europe/Berlin
  )
[rows] => 20
[cols] => 3
[cellSpacing] => 10
[cellHeight] => 185
[articleHeight] => 2
[showListing] =>
[templateId] => 1
[mode] => fluid
[categories] => Array
(
  [0] => Array
  (
    [id] => 7
    [parentId] => 3
    [streamId] =>
    [name] => Craft & tradition
    [position] => 2
    [metaTitle] =>
    [metaKeywords] =>
    [metaDescription] =>
    [cmsHeadline] =>
    [cmsText] =>
    [active] => 1
    [template] =>
    [productBoxLayout] => image
    [blog] =>
    [path] => |3|
    [external] =>
    [hideFilter] =>
    [hideTop] =>
    [changed] => DateTime Object
    (
      [date] => 2015-01-25 20:59:57.000000
      [timezone_type] => 3
      [timezone] => Europe/Berlin
    )
    [added] => DateTime Object
    (
      [date] => 2015-01-25 20:59:57.000000
      [timezone_type] => 3
      [timezone] => Europe/Berlin
    )
    [mediaId] =>
  )
)
)
)

```

## Blog (Effective 5.2.6)

```

Array
(
  [id] => 2
  [title] => On the tracks
  [authorId] =>
  [active] => 1
  [shortDescription] =>
  [description] => <p>Description</p>
  [views] => 6
  [displayDate] => DateTime Object
  (
    [date] => 2015-03-18 09:30:00.000000
    [timezone_type] => 3
    [timezone] => Europe/Berlin
  )
  [categoryId] => 37
  [template] =>
  [metaKeyWords] => Keywords
  [metaDescription] => SEO Description
)

```

```

[metaTitle] => SEO Title
[tags] => Array
(
)

[author] =>
[media] => Array
(
)

[attribute] => Array
(
  [id] => 4
  [blogId] => 2
  [attribute1] =>
  [attribute2] =>
  [attribute3] =>
  [attribute4] =>
  [attribute5] =>
  [attribute6] =>
  [attr1] =>
)

[comments] => Array
(
)
)

```

## Forms (Effective 5.2.6)

```

Array
(
  [id] => 5
  [name] => Contact
  [text] => <p>Write an E-Mail to us.</p>
  [email] => info@example.com
  [emailTemplate] => E-Mail-Template
  [emailSubject] => Contact form Shopware
  [text2] => <p>Your form was sent!</p>
  [ticketTypeId] => 1
  [isocode] => en
  [metaTitle] => SEO Title
  [metaKeywords] => Keywords
  [metaDescription] => SEO Description
  [shopIds] =>
  [attribute] => Array
    (
      [id] => 1
      [formId] => 5
      [attr1] =>
    )
)

```

## Shop pages (Effective 5.2.6)

```

Array
(
  [id] => 2
  [tpl1variable] =>
  [tpl1path] =>
  [tpl2variable] =>
  [tpl2path] =>
  [tpl3variable] =>
  [tpl3path] =>
  [description] => Help / Support
  [pageTitle] =>
  [metaKeywords] => Keywords
  [metaDescription] => SEO Description
  [html] => Description
)

```

```

[grouping] => Array
  (
    [0] => gLeft
  )

[position] => 1
[link] =>
[target] =>
[shopIds] =>
[shops] => Array
  (
  )

[changed] => Array
  (
    [date] => 2016-08-29 15:10:42.000000
    [timezone_type] => 3
    [timezone] => Europe/Berlin
  )

[children] => Array
  (
  )

[parentId] =>
[parent] =>
[attributes] => Array
  (
    [core] => Array
      (
        [id] =>
        [cmsStaticID] =>
        [attr1] =>
      )
  )
)

```

## Supplier (Effective 5.2.6)

```

Array
  (
    [id] => 1
    [name] => Amplid
    [description] => <p>Description</p>
    [metaTitle] => SEO Title
    [metaDescription] => SEO Description
    [metaKeywords] => Keywords
    [link] => http://www.amplid.com/
    [coverFile] => media/image/amplid_logo.jpg
    [attributes] => Array
      (
        [core] => Array
          (
            [id] => 1
            [supplierID] => 1
            [attr1] =>
          )
      )
  )
)

```

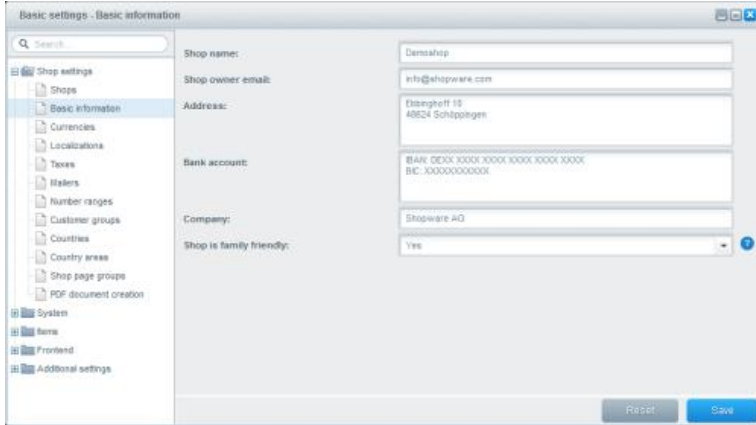
# Shop Settings - General

## Basic Information

Here you can store all of the general information about your shop. These will be used later in different places in the shop, e.g. in email templates.

How to use these variables in emails is described in the article [Email templates](#).

## Description of the particular fields



**Shop name:** Enter the name of your shop here, this field is used for the page title and various other places.

This field is only used, if you didn't provide a name in the [shop settings](#)

**Shop owner email:** Various confirmation and status emails will be sent from this address (new orders, new customers, etc). You can also receive e.g. order notifications through this.

**Address:** Enter your business mailing address here.

**Bank information:** Here you can fill in your shop's bank account credentials, which then are used in order confirmation mails, if your customer chose prepayment as the payment method.

**Company:** Enter the complete name of your company here.

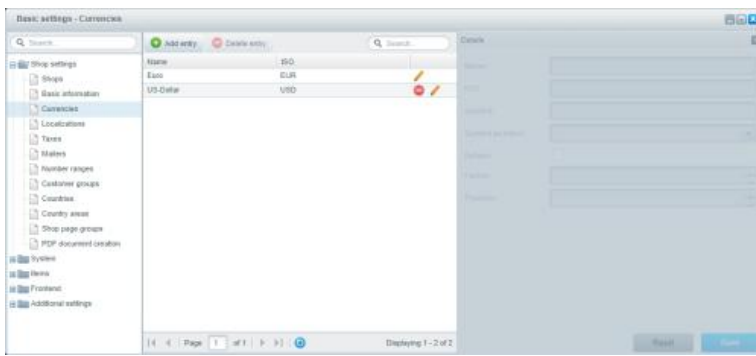
**Shop is family friendly:** This setting sets the metatag "*isFamilyFriendly*" for search engines.

## Currencies

Here you are able to quickly define new currencies for items offered in your frontend. Existing currencies are displayed in the middle column and new currencies can be easily added.

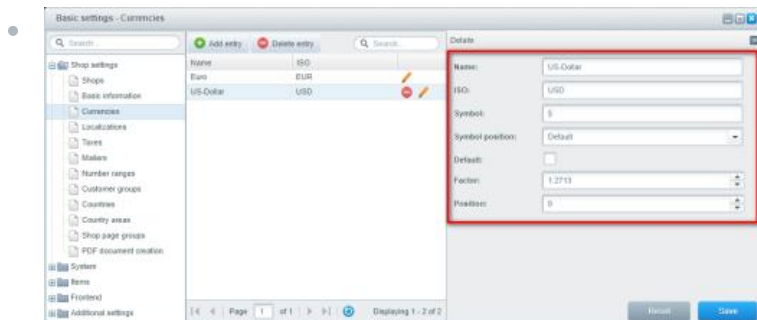
Existing currencies must not be deleted. New currencies can be added and existing currencies may be modified.





## Details

- **Name:** This is simply the name of the currency.
- **ISO:** This is the ISO code of the currency (displayed in the frontend for currency exchanges).
- **Symbol:** This is the currency symbol for display in the frontend.
- **Symbol position:** Here you can set whether the currency symbol appears before or after the amount. For a dynamic integration, a standard setting is recommended.
- **Factor:** The exchange rate of the currency against the value of the euro (EUR = 1).
- **Position:** This sets the position of the currency in the frontend selection.



## Using currencies in your shops

To use the currencies in the desired shops, open the shop settings in **Configuration > Basic settings > Shop settings > Shops**, choose the desired shop and add the currency in the field "Select currencies" in the regarding shop.

Document template: Responsive

Customer group: Shopkunden

Customer scope:  Link customer to current shop.

Active:

Standard shop:

Select currencies

Currency	Name	
EUR	Euro	-
USD	US-Dollar	-

Select pages

Name	Template key
No entries	

## Storefront

In the "basic settings > shops" you can add the new currency to preferred shop shops.



## Localizations

Under **Configuration/Basic settings/Shop settings** click on **Localizations**.

Here you find all available localizations with the corresponding ISO codes. You should not change anything in these entries. The translations are automatically assigned in the frontend, based on the localization function (e.g., the label on the PayPal Express buttons).

If the country is missing from the list, you can add it, naturally, with the "Add" button. When adding a new country, you have three text fields to fill.

## Language

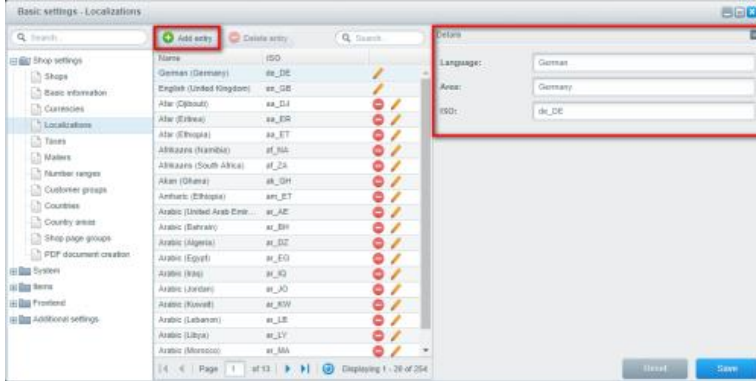
Set the language. For example "Spanish"

## Area

Specify the country or region. For example "Argentina"

## ISO

Enter the valid ISO code. For example "es\_AR"



## Taxes

With the Tax management you can create and assign different tax rates for different countries. The tax management can be found in **Configuration > Basic settings > Shop settings > Taxes**

The addition takes place on the systems net price. The gross price depends on the used tax rate, which depends on the customers shipping country.

Please bear in mind that all prices are stored as net prices in the database. This means that the defined tax rate of the country is added to each net price. So if you have defined different tax rates per country, the gross price in the frontend will also change accordingly as soon as the country is changed. Cross-country, uniform gross prices cannot be mapped by default in Shopware.

Example:

- Tax rate for germany = 19%
- Tax rate for austria = 20%

The item which costs 11,90 € for a german customer (net 10,00€ + 19% tax) will cost 12,00€ for a austrian customer (net 10,00€ + 20%)

These tax rate can be configured individually for every customer group, country and state.

Never delete the default tax rates, otherwise this can cause in malfunction. When needed, you can configure this tax rates individually or create new tax rates. The default tax rates can be found in the

database table `s_core_tax` and have the id 1 and 4.

## Tax group

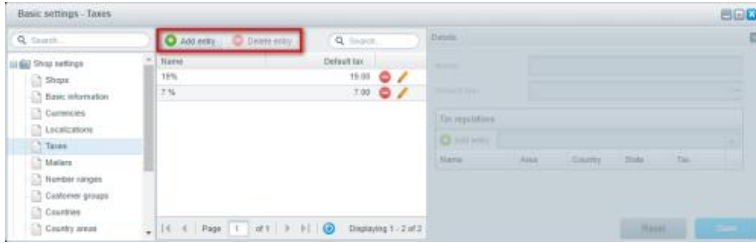
In the middle column of the module you can find all tax groups, by default there are 2 tax groups, normal tax (named 19% for example) and reduced tax (named 7% for example).

### Add a tax rate

You can add as much tax groups as you need and inherit these groups to your desired countries. In the most cases only 2 tax groups (reduced, high) are necessary.

### Delete tax group

By clicking **delete entry** the complete tax group with all its assigned tax rules will be deleted.



## Tax rules

In the right column of the module contains all configurations of the selected tax group. Here you can set individual tax rates per customer group / country / state.

### Name

Just give your tax rate a name.

### Default tax rate

Here you can define the default tax rate, e.g. 19%

## Tax rules

here you can define rules for your tax group, every customergroup / country or state can get a different tax rate. If no individual or inherited tax rate will be used, Shopware automatically falls back to the default tax rate of your tax group.

## Choosing the customer group

Choose the customer group first, then you can click **add entry** to define individual tax settings.

## Naming of tax rules

By clicking **Name** you can enter your desired name for your tax rule.

## Area

Here you have to choose the area, in which this rule should work. This area depends on the area-setting in **Configuration > Basic settings > country areas**.

## Country

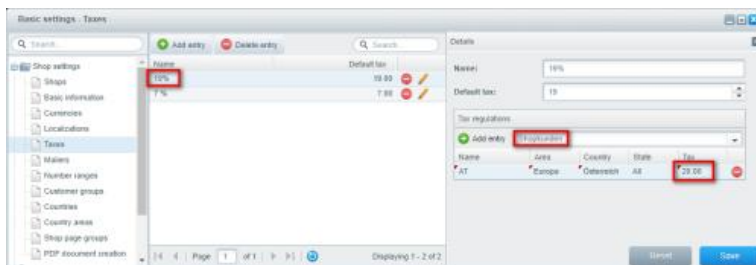
Here you can define the country in which your tax rate should appear. In this Dropdown you only see countries in the before chosen area. Choosing **all** your rule will appear in all countries of the selected area.

## State

If you want your tax rule to apply only in specific states, you can define this here, based on the chosen country you can define a state here in which you want to activate this tax rule. Defining states is made in the country settings in **Configuration > Basic configuration > Shop settings > Countries**.

## Tax

Here you'll define the tax rate which will appear dynamically in the frontend depending on its rules.



## EU OSS

As of 01.07, the One Stop Shop sales tax applies to the EU.

## Does the EU OSS apply to you?

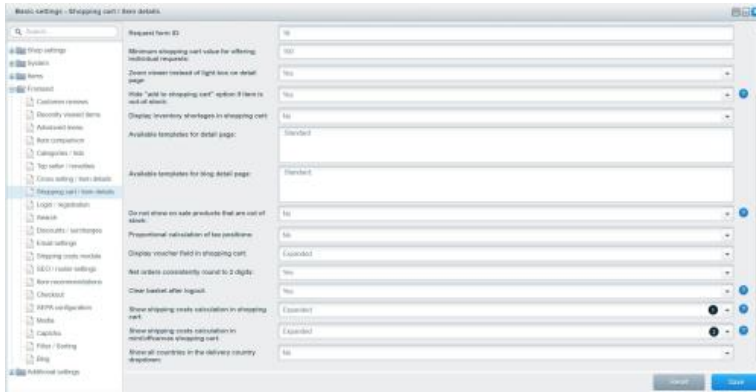
As of July 1, 2021, there is a new EU threshold. This threshold is 10 000 €. If you exceed this threshold, you must register in the respective online OSS portal.

## What does that mean for you?

The store should clearly show the delivery country for which the displayed prices apply. Likewise, you should be able to easily choose the delivery country with the respective prices in the store.

If you want to learn more about the new threshold, you can find more information [here](#).

## What needs to be done?



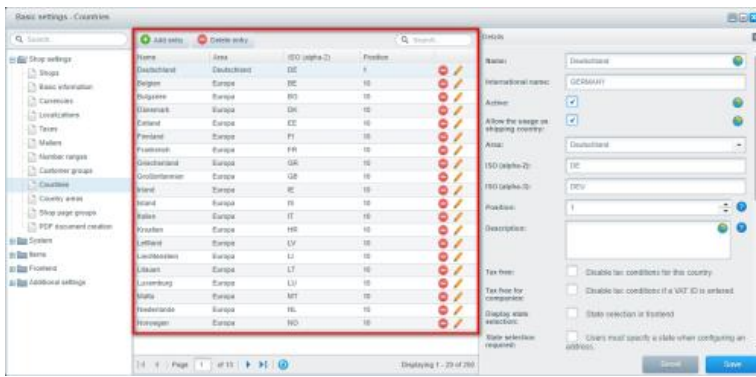
Under Settings > Basic Settings > Storefront > Shopping Cart / Item Details you have the option to **show the shipping cost calculation in shopping cart (1)** and **shipping cost calculation in mini/offcanvas shopping cart (2)**. As soon as the options are set to "Expanded" you will see the delivery country, payment method and shipping method.

# Countries

## Country selection

With the **Countries** tab you are able to add all regions, countries and associated states which are managed in your shop. These entries are used, for example, for assigning individual tax groups, shipping types and costs, and/or required for risk management functions.

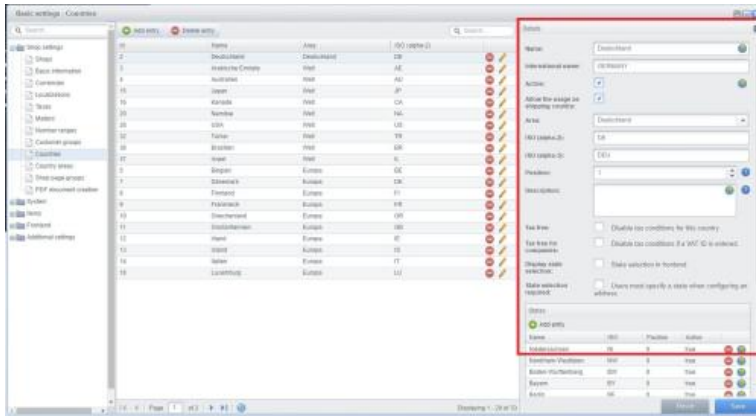
First you see a list of **all areas that have already been created** with the assigned areas (see also the info on the countries zones) and also the stored ISO code.



## Adding regions & countries

With the **Add entry** button, you have the option of adding new countries.

## Details



- **Name** - country name (e.g., Deutschland)
- **International name** - e.g., Germany
- **Active** - country active within the selected area (yes/no)
- **Area** - selection of previously created areas
- **Iso (alpha-2)** - country code according to ISO 3166 (e.g., ES)
- **Iso (alpha-3)** - 3-character ISO country code (e.g., ESP)
- **Position** - number/position in the shop
- **Description**
- **Free of shipping costs** - all deliveries to this country are free of shipping costs
- **Tax free** - deliveries in the country are tax free
- **Tax free for companies** - tax-free if the customer entered a valid VAT ID  
The VAT check must be activated with the VAT ID check plugin.
- **Display state selection** - the option to display the selected state in the frontend

- **State selection required** - a state must be selected in the frontend

## Adding states

Optionally all countries can be divided into states. These following fields are required:

- **Name of the state** - e.g., Colorado
- **ISO** - e.g., CO
- **Position** - number/position in the shop
- **Active** - state active within the selected area (yes/no)
- **Delete entry** - the state will be completely deleted
- **Translate** - clicking the globe allows you to enter a corresponding translation for the state

## Geo blocking - disable shipping in specific countries

In Shopware you can disable shipping in specific countries even when you allow registering for those. For this you deactivate the checkbox **Allow the usage as shipping country: (1)**.

The screenshot shows the 'Details' form for a country in Shopware. The fields are as follows:

- Name: Deutschland
- International name: GERMANY
- Active:
- Allow the usage as shipping country:  (1)
- Area: Deutschland
- ISO (alpha-2): DE
- ISO (alpha-3): DEU
- Position: 1
- Description: (empty)
- Tax free:  Disable tax conditions for this country.

If now a customer registers for this country and does not give an altering shipping address he gets the notification "The selected country is not available for shipping. Please select another shipping address" in the checkout.



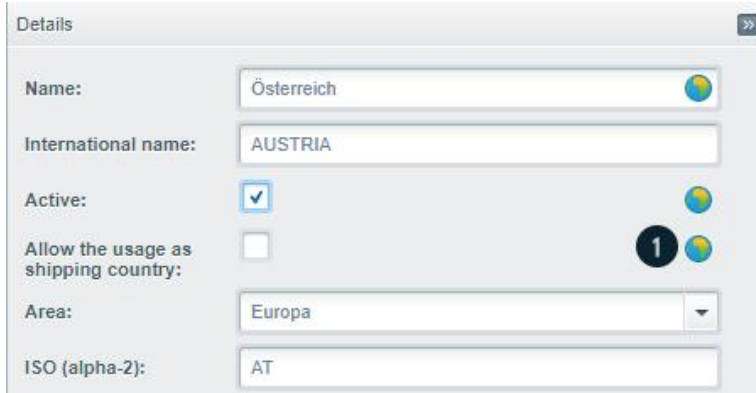


## Deleting countries

In the middle column, select the country you wish to delete. All available areas in the country will be displayed. Simply make your selections and then click the button to delete.

## Restrictions

By using the **translation symbol (1)** you can change the country settings for subshops individually.



Details

Name: Österreich

International name: AUSTRIA

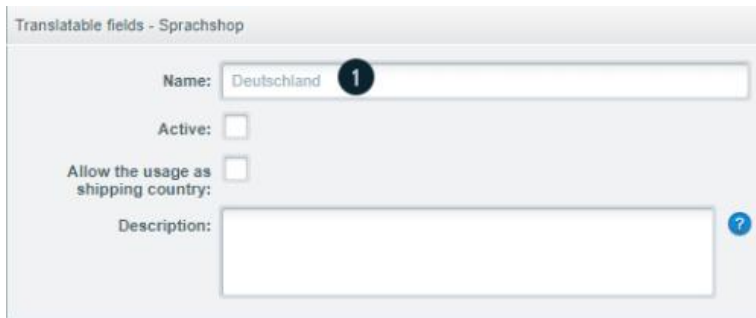
Active:

Allow the usage as shipping country:

Area: Europa

ISO (alpha-2): AT

Please mind that this setting is only working if you have entered a translation in the field **name (1)**. If you for example do not want to offer a country in a subshop you have to translate the country name first, otherwise the option *active* has no effect.



Translatable fields - Sprachshop

Name: Deutschland

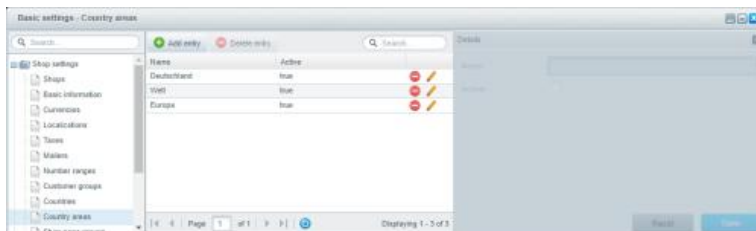
Active:

Allow the usage as shipping country:

Description:

## Country areas

Under **Configuration/Basic settings/Shop settings** click on **Country areas**.



Name	Active
Deutschland	Yes
Welt	Yes
Europa	Yes

Here you can create groups and assign areas and countries to them. You can easily combine several countries into one group (e.g., Europe) to allow for fast and easy management of many countries at once.

If areas are removed, the associated countries are also deleted!

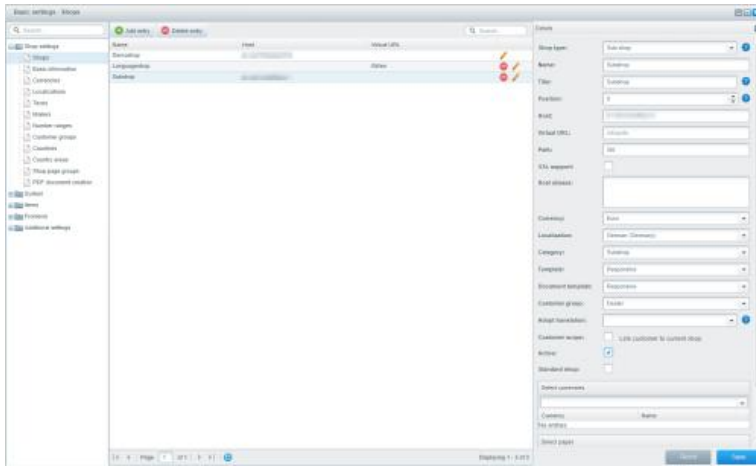
# Shop Settings - Shops

The shop settings are a central setting in Shopware. All basic functionalities come together here, because of that the shop setting is a very important setting.

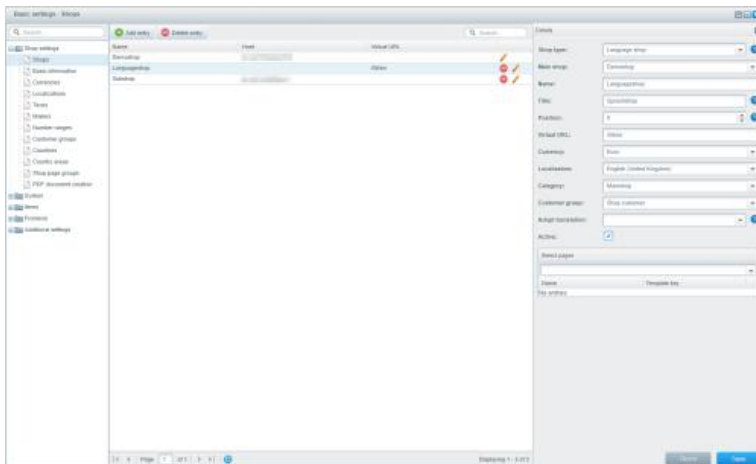
## Settings

The settings can be found in "**Configuration > Basic settings > Shop settings > Shops**". All your configured shops will be listed her and you can configure them on the right side after a click on the desired shop.

### Subshop configuration:



### Language shop configuration:



- **Shop type:** If you're adding a new shop, you can choose here, whether it should be a language shop just for translations or a subshop with dedicated domain. After choosing this option the options will change depending on which shop type you chose. **Notice:** Language shops must have an associated main shop, subshops come as dedicated domains. Please note, that this option is disabled for the main shop.
- **Main Shop (Language shops only):** This configuration maps your created language shop to an existing main shop or subshop.
- **Name:** Here you can define the name of your shop, which is used mainly for internals, but will also be used as title-tag in the frontend, when your shop title is not set.
- **Title:** This defines the title of your shop, which is used in the frontend as title-tag. If this entry is not set, Shopware will use the name as fallback and if this is also empty the name in the basic informations.
- **Position:** This setting defines the position of the shop which will matter in the language dropdown in the frontend. Beside this, the position is mainly used in the backend.
- **Host (Subshops only):** This setting is only available for the main shop and subshops. Enter your host url **without http(s)://** here.  
If the URL of your shop contains letters like ä,ö and ü, you have to enter it in punycode. For the URL **dänemark.de** you have to enter **xn--dnemark-5wa.de**.
- **Virtual Url:** You can use virtual urls for your language shops, e.g. **myshop.com/en** and **myshop.com/de**. This has the advantage that language variants are reachable by their own url.
- **Path (Subshops only):** If shopware is located in a subfolder of your hosting, you have to enter this path here.
- **SSL support (Subshops only):** This enables SSL in sensitive areas of your shop like the registration, account, cart and checkout. All other sites will delivered by http://. Only activate this option, if you're still running a valid SSL certificate for your hosting. If you have questions according SSL, please contact your hoster.
- **Use always SSL (Subshops only):** This option will only appear, when you activate SSL support. With this you activate the complete SSL encryption of your shop.

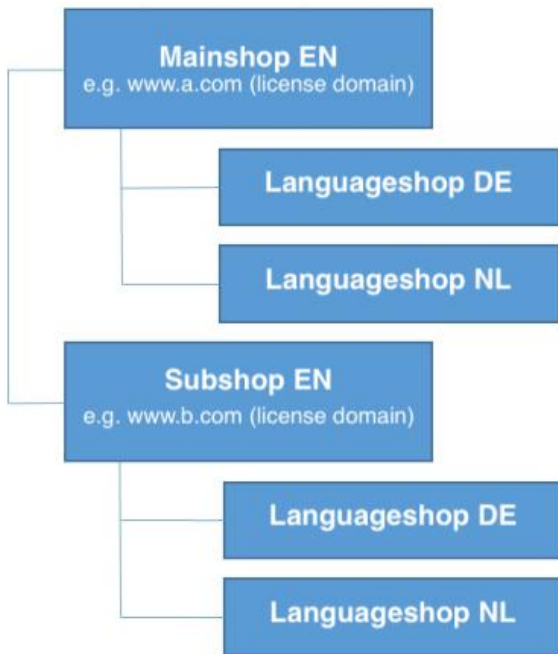
After setting this option, all urls will changed to https://, so search engines will index new pages! The shop will intercept non-reachability, but you should evaluate this step carefully or consider a SEO agency before doing this step, especially when your shop is still indexed!

- **SSL host (Subshops only):** Please enter the SSL host here. If the SSL host is the same as the shops Url, just repeat the shops host here.
- **SSL path (Subshops only):** If the SSL encryption should run over a seperate path you can define this path here.
- **Host aliases (Subshops only):** If more urls are routing to your shop and you want to make the shop reachable on multiple domains, you can enter the aliases here. This is useful in cases of **myshop.com** and **www.myshop.com**. If you enter the values here, just enter them with a break as separator.  
If the URL of your shop contains letters like ä,ö and ü, you have to enter it in punycode. For the URL **dänemark.de** you have to enter **xn--dnemark-5wa.de**.
- **Currency:** This sets the default currency of your shop.
- **Localization:** This defines the localization of your shop and is mainly important for the snippets in the frontend, but also may be important for plugins, to set the localization of the target country here.

**Note**, that by default only snippets for german and english are contained. Other languages can be downloaded from the [store](#).

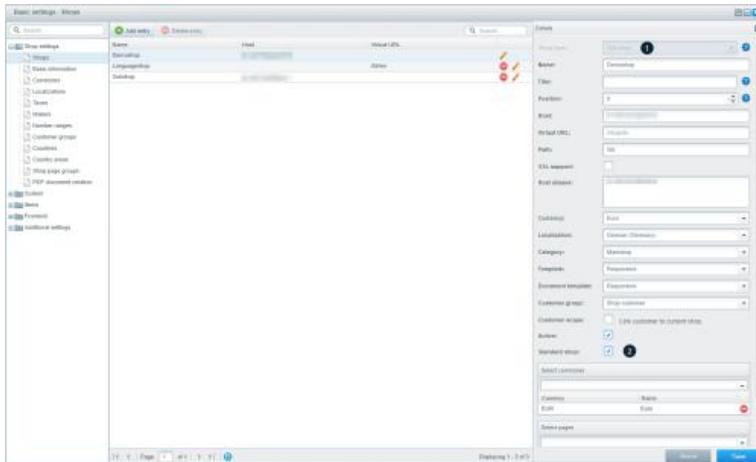
- **Category:** Choose the main category of your shop. Shopware sets this as root category and will display all subcategories of your chosen category as categories of the 1st level.
- **Template (Subshops only):** Choose the theme, which you want to use in your shop. **Note**, that themes are only available for subshops, not for language shops. If you need to configure your theme, you can do this with the [Theme Manager](#).
- **Document template (Subshops only):** Choose your document template here, which you want to use.
- **Customer group:** Choose the default customer group for this shop here.
- **Customer scope (Subshops only):** By default, your customer can log in to every subshop. If you want to avoid this, activate the customer scope. After this your customer can only login to the shop, in which he is registered. **Note** that if you use this option, you should activate this setting in **all** shops.
- **Adopt translation (Language shops only):** If you setup more language shops with the same language, you can adopt the translations from the here choosed language shop, so you have to maintain only the snippets.
- **Active:** Activate / deactivate your shop with this option.
- If you only want to deactivate your shop for temporary maintenance purposes, use the [maintenance mode](#).
- **Standard shop (Subshops only):** This setting is not writable, it's only for showing the main shop, which came with the instalation of Shopware.
- **Select currencies (Subshops only):** Choose your alternative currencies here which will be available in a dropdown in the frontend.
- **Select pages:** Here you can set the shop pages for your shop. If no shop pages are set, Showpare uses gLeft, gBottom and gBottom2 as fallback. Further informations you can find at the [shop page groups](#) documentation.

## What is a main-, sub-, or language shop?



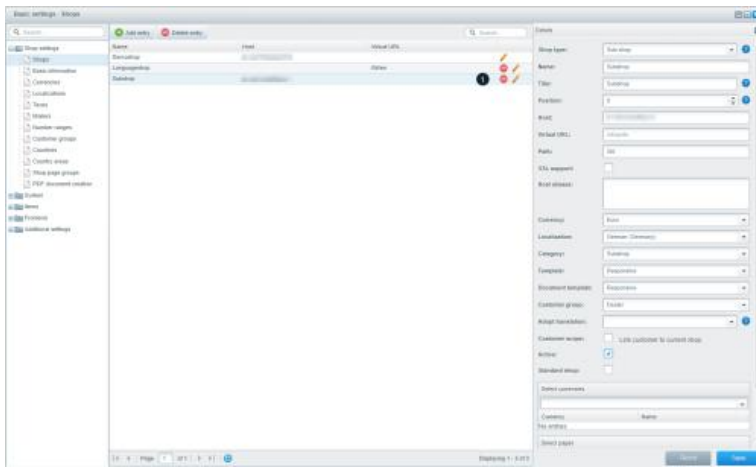
## Main Shop

The main shop is the shop, which is created in the chosen language (currently german and english) while installing Shopware. At the main shop, you **can't change the shop type (1)**, additionally **Default shop (2)** is checked.



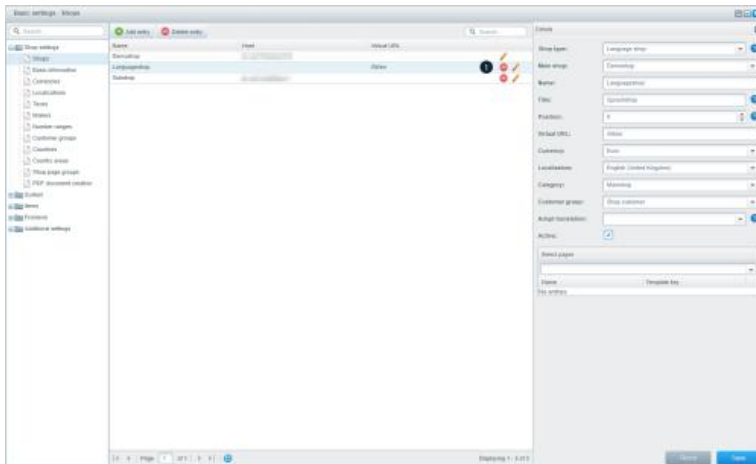
## Subshop

By using a subshop you can create a shop, which is independent from the main shop. This shop can be accessed over a **seperate domain e.g. www.b.co.uk (1)** and can have a different template as the main shop. For you customer, this shop is a complete independent one.



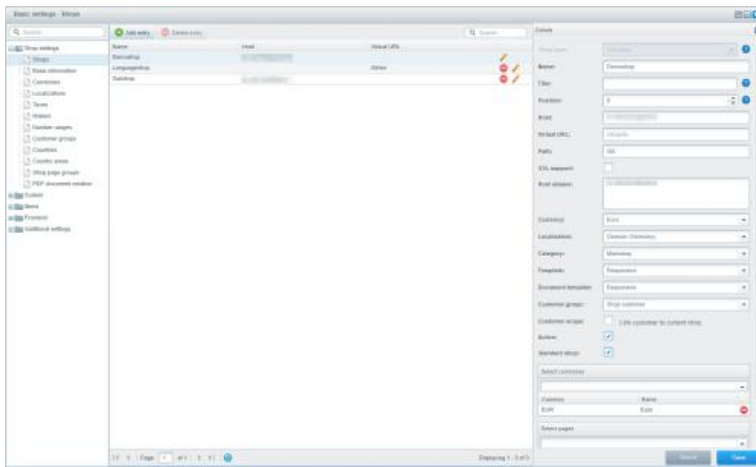
## Language shop

With language shops you can create different language variants of your main shop or your subshop. These can be accessed over a language dropdown in the shops' frontend or by typing a virtual url like "www.a.co.uk/en", if configurated. However, language shops can never have a different domain or a different template than its' assigned shop.



## Example configuration

- **Main shop is www.a.co.uk** - it has a **german** and a **dutch language shop** assigned.
- **Subshop is www.b.co.uk** - it has also a **german** and a **dutch language shop** assigned.



## Summary

- The Main shop is the shop Shopware is installed with and which has the "Default shop" flag checked.
- Every subshop may differ in language, currency, customer group and template from the main shop.
- Language and currency change is possible without a separate URL.
- You decide which items are assigned in which shop.
- Categories and content can differ between all shops.
- Your items are still maintained over one backend.

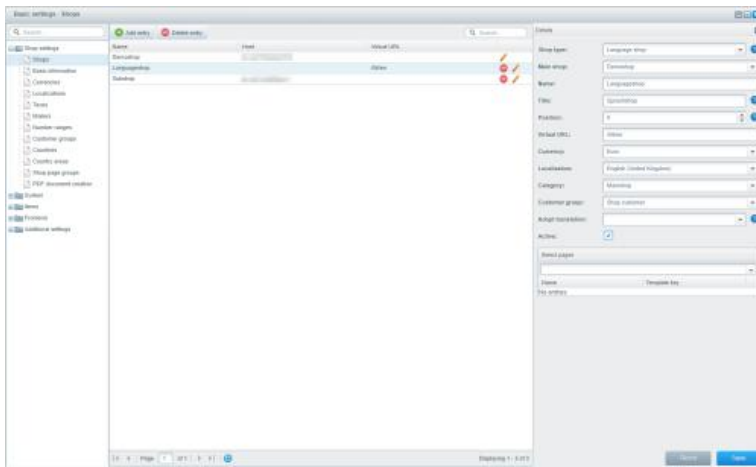
In Shopware it's impossible to delete the main shop, which shopware was installed with. Deleting this shop over the database will gain in massive problems, so never try to delete this shop!

## Creating a Sub- / Language Shop

As a practical example, this article shows how to extend an English main shop two ways: first, with a German language shop and second, with an additional English subshop that uses an alternative domain.

### Creating a language shop

In this example, you have an English main shop and want to target your German-speaking customers using a language shop. This makes it possible for the customer to easily switch between languages in the shop's frontend. The first step is to create a German language shop by following **Configuration > Basic settings > Shop settings > Shops**:



Now create the German language shop with the following configurations:

- **Create new shop:** First click “Add entry”, which activates the fields on the right side of the page.
- **Choose shop type:** Choose "Language shop" as shop type. **Note:** this setting is not required/available for versions earlier than Shopware 5.2.
- **Name:** Enter a name for your language shop, which will be used for internal purposes.
- **Title:** Enter a title for your language shop, which will appear in the frontend.
- **Main shop:** Select your English main shop, as this is used as the basis for the new German language shop.
- **Position:** With this you can set the position of this shop in the language switcher, this configuration is optional.
- **Virtual URL:** If you would like, you can enter a virtual URL.
- **Currency:** Select the main currency that will be available in your language shop. In this case, “Euro” is recommended for our new German shop.
- **Localization:** Here you have different localization options available. We could specify our localization for German-speaking area of Switzerland or Luxemburg, but in this case we will generalize our localization by selecting "German (Germany)".
- **Category:** Choose the category previously created as the root category for your main shop. This is necessary because categories cannot be translated.
- **Customer group:** Choose the default customer group for your shop.
- **Adopt translation:** This is only interesting for when you create multiple language shops that use the same language, because this configuration adopts the product translations from the selected shop (so in this case, you would only have to take care of translating the snippets).
- **Active:** If the shop should be live, activate this setting.

Now save your changes and clear the cache so for language switch can appear in the frontend. After that, you can open your language shop using the language switcher in the frontend:

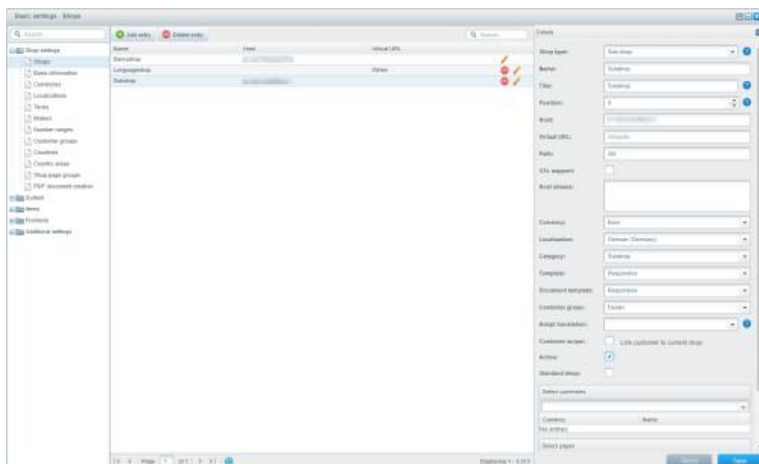




If you created your language shop with a virtual URL, you can also open it directly using the assigned URL.

## Creating a subshop

Here we describe the creation of a subshop - this subshop can be reached using a completely separate domain and can have an entirely different template. To create a subshop, follow: **Configuration > Basic settings > Shop settings > Shops**:



Create a subshop with the following settings:

- **Create new shop:** First click "Add entry", which activates the fields on the right side of the page.
- **Choose shop type:** Choose "sub shop" as shop type. **Note:** this setting is not required/available for versions earlier than Shopware 5.2.
- **Name:** Enter a name for your language shop, which will be used for internal purposes.
- **Title:** Enter a title for your language shop, which will appear in the frontend.
- **Position:** For subshops, this position setting is only for internal usage. Therefore, this setting is completely optional.
- **Host:** Enter the URL **without http(s)://** of your shop. **Note:** this domain has to route to your server, otherwise Shopware will route the customer to the original domain's server.
- **Virtual URL:** If you would like, you can enter a virtual URL.

- **Path:** Enter the path to the Shopware directory.
- **SSL support:** Check this box if you want to use SSL and already have a valid certificate installed. If the URL of your shop contains letters like ä,ö and ü, you have to enter it in punycode. For the URL **dänemark.de** you have to enter **xn--dnemark-5wa.de**.
- **Always use SSL:** If you use SSL, we recommend you use it everywhere.
- **Host aliases:** If several domains are routing to your Shopware server and the shop should be accessible under these domains, enter the aliases here. **For example:** myshop.com and www.myshop.com.  
If the URL of your shop contains letters like ä,ö and ü, you have to enter it in punycode. For the URL **dänemark.de** you have to enter **xn--dnemark-5wa.de**.
- **Currency:** Select the main currency that will be available in your language shop. In this case, "Euro" is recommended for our new German shop.
- **Localization:** Here you have different localization options available. We could specify our localization for German-speaking area of Switzerland or Luxemburg, but in this case we will generalize our localization by selecting "German (Germany)".
- **Category:** Choose the category previously created as the root category for your main shop. This is necessary because categories cannot be translated.
- **Customer group:** Choose the default customer group for your shop.
- **Adopt translation:** This is only interesting for when you create multiple language shops that use the same language, because this configuration adopts the product translations from the selected shop (so in this case, you would only have to take care of translating the snippets).
- **Active:** If the shop should be live, activate this setting.
- **Standard shop:** This field is read only, there is nothing to do.
- **Currencies:** Define if any alternative currencies should be available in the shop.
- **Shop pages:** Choose the shop pages which should be displayed in the shop.

If your domain already routes directly to your Shopware installation, you can call your newly created subshop.

## Change main / licence domain

If your domain already routes to your Shopware installation, you can call up your newly created sub shop directly.

Once your new sub shop has been created, you can add any language shops to it for translation, the workflow for this is the same as above.

If you want to run your shop under a new domain, there are some important things to consider.

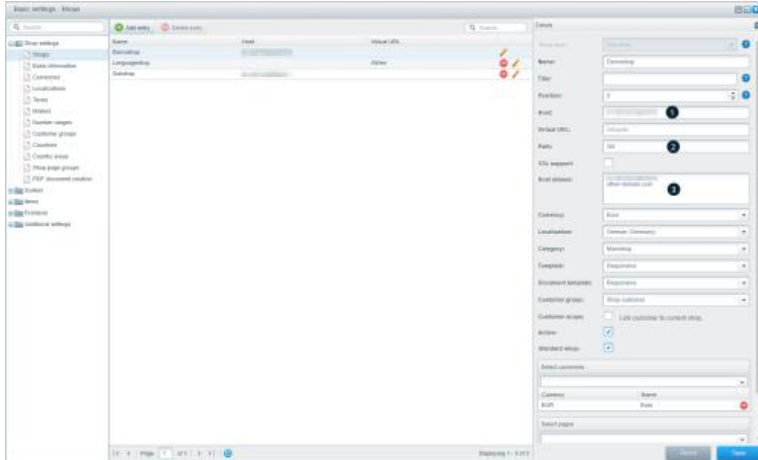
Below are the instructions for a domain change. Please note that this article does not refer to a server move, but only describes the procedure for a change of shop domains.

## Domain transfer

If you have previously operated your shop with a test domain and now want to continue to operate it under a different domain, but on the same server, the following points must be observed during the changeover.

## Shop settings

Store the new urls of your shop in the shop settings. Check whether the new main domain under which the standard shop is to be accessible has been updated.



Make sure that there are no spaces in this field. Make sure that your licences run on [www.myshop.co.uk](http://www.myshop.co.uk) or [myshop.co.uk](http://myshop.co.uk). If the wrong domain is entered here, successful licensing is not possible. Furthermore, all domains to be licensed must be entered in lower case.

## Shopware Account

You will also have to change the domain in your shopware account. Therefore you can go to <https://account.shopware.com/#/shops/rename>

# Shopware login token

Using the Shopware Login Token you are given a possibility to recognise your customers and to provide them with personalised content - even if they are not logged in.

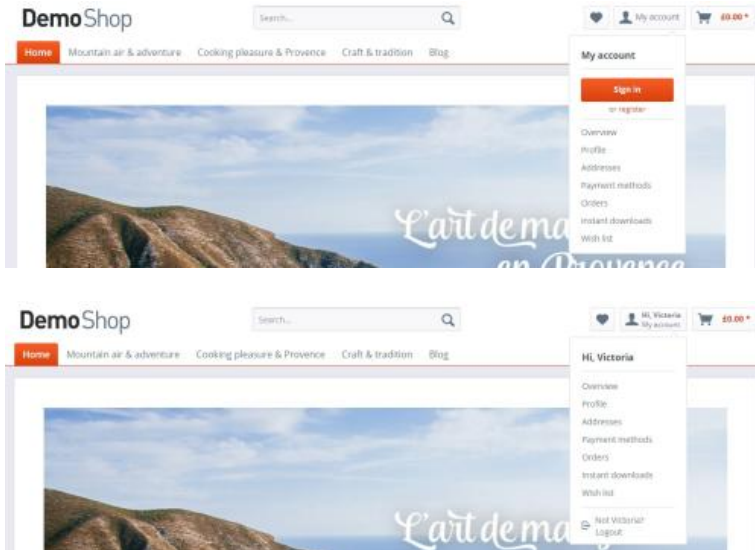
This function is technically realised through a cookie that is saved on the client computer. After implementation the cookie is valid for one year and is exclusively used to recognise the customer. The cookie stores no personal data at all! Using this cookie, Shopware learns more about the customer stream, is able to assign the particular customer to a certain customer stream and thus offer personalised content to that customer.

## Activate the Shopware Login Tokens (SLT)

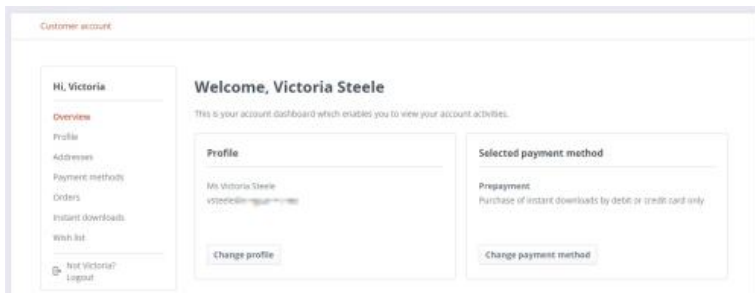
The Shopware Login Token, abbreviated to SLT, is activated in the basic settings in "**Frontend > Login / registration > Create Shopware login token**". This setting is activated for every new installation of Shopware since 5.3.0, in update scenarios this option is disabled. This option can only be set globally.

## In the frontend

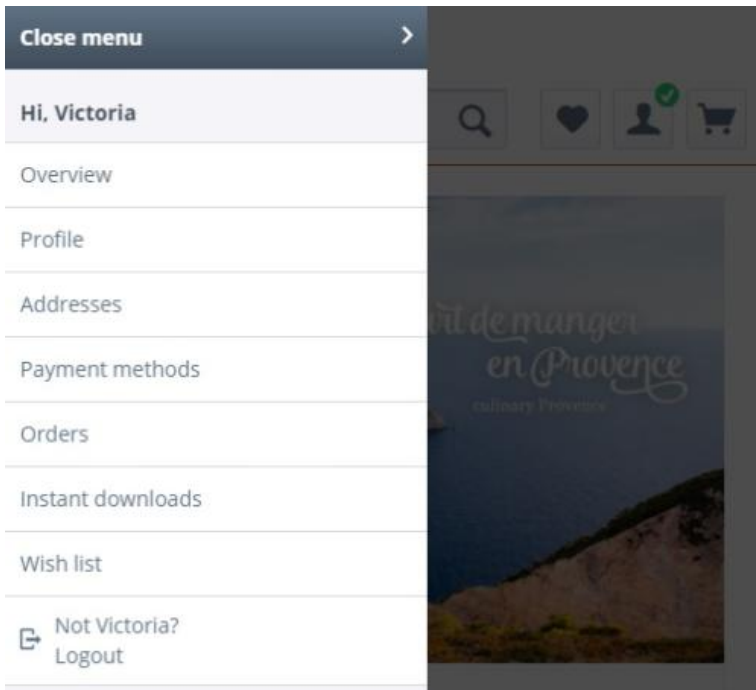
In the frontend the customer will only see the altered "My account" button, which now opens a dropdown-menu containing all the menu deep links at clicking. If the customer is logged in at that time, they will be welcomed and addressed by their given name.



The side menu will adapt to the now personalised information:



The mobile view will also change accordingly:



To personalise the customers welcome, you can individualise the snippets "AccountGreetingBefore" and "AccountGreetingAfter", which are shown before and respectively after the first name in every menu.

## Functionality

The functionality of the Shopware Login Token follows a distinct logic:

- If the customer is an "unknown" visitor (SLT cookie not set), Shopware displays the menu with a login/register button. Visitors can now click on every link in the account area, but will be prompted to log-in/register in order to proceed further.
- Logged in users, will be welcomed and referred to by their first name and are able to access all account areas.
- If the browser window is closed without actively logging out, the browser deletes only the session's cookie, but keeps the SLT cookie. From then on during repeated visits, Shopware will welcome the customers personally with their first names. Shopware then acts like the users are logged in, when in

fact they are not. Still if customers click on a specific account area, a log in is required again.

- If customers log out deliberately, Shopware also discards the SLT cookie and therefore "forgets" the customer. After logging out, customers experience the shop as if they were new and unknown visitors.

## Integration in different modules

Because Shopware knows, which customer stream customers belong to, you are able to provide personalised content directly after, but even before an actual log in. This e.g. applies to personalised shopping worlds, vouchers and newsletters.

### Shopping worlds

Every shopping world can be restricted to customer streams. You decide, whether or not these shopping worlds will replace the default ones. Your customers will either see a different or an additional shopping world, everytime they visit the shop with the SLT cookie set. The decision is made according to the related Customer Stream. Detailed information on setting up different shopping worlds can be found in the [shopping world](#) documentation.

### Voucher

Also vouchers can be restricted to certain customer streams. Restricted vouchers can e.g. be redeemed by customers belonging to a predefined customer stream. Utilizing the benefits of SLT, these users can even redeem their vouchers without logging in, as the SLT cookie helps Shopware to identify the user's customer stream. This should improve the overall user experience significantly. If you are interested in how to set up restricted vouchers, see the [voucher](#) documentation.

### Newsletter

Even newsletters can be restricted to customer streams, more information can be found in the [newsletter](#) documentation.

## Storefront - General

This article is about configuring surcharges and discounts for customers. It also describes how to configure topsellers and novelties in Shopware.

### Discounts / surcharges

In the configuration at **configuration > basic settings > frontend > Discounts / surcharges** you can name and edit discounts or surcharges. E.g. you can change the names that will be used in the frontend or documents afterwards.

Maagshop Deutsch		English	
Order number for discounts:	sw-discount		
Order number for shortages:	sw-surcharge		
Surcharge on payment method:	sw-payment		
Order number for deduction dispatch rule:	SHIPPINGDISCOUNT		
Order number for all-inclusive surcharges on payment methods designated as:	sw-payment-absolute		

- **Order number for discounts:** Designated discounts also receive an order number to handle for use E.g. via external ERP`s. The desired order number for the item position can be defined here.
- **Order number for shortages:** Shortages also receive an order number to handle for use E.g. via external ERP`s. The desired order number for the item position can be defined here.
- **Surcharge On Payment Method:** Item number for payment type surcharges.
- **Order number for deduction dispatch rule:** Item number for shipping rule discount shown in the basket.
- **Order number for all-inclusive surcharges on payment methods designated as:** Item number for absolute payment methods surcharges.

## Top seller / novelties

Widely sold items can be listed together as top sellers. In the configuration at Configuration > basic settings > Frontend > Top seller / novelties you can customize the period for which an item can be considered a top seller and the amount of viewable top sellers. This setting can be disabled in [Cache settings](#).

- **Items are novelties for (days):** This is where you set the length of time that an item is listed as a novelty. For example: if you enter 30 here, the item will be displayed as a novelty for 30 days.
- **Items are top sellers (quantity of sells):** Here you can set the order quantity an article have to reach to be a top seller.
- **Quantity of top sellers displayed:** Here you can set the number of items displayed in the top sellers graphic. For example: If you enter 10, the 10 top-selling items are displayed.
- **Calculate top sellers from previous (days):** Top sellers will be calculated based on sales from the previous number of days entered here.

If the number of top sellers is set at fewer than 3, items from the same category will be selected at random to reach the quantity specified above.

## Search (Frontend)

### Search Features

- Product captions, keywords, manufacturer and category names are searchable
- Search results automatically weighted

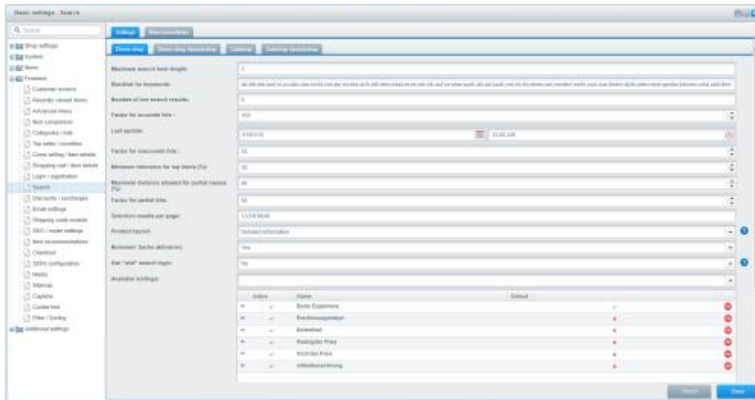
- Partial terms also lead to search results
- Top-performing search engine. Through indexing and caching, high search performance is realised
- In-house development, no additional third party costs
- Search suggestions available in the storefront

If you're still looking for even more capabilities, be sure to read more about our premium plugin called [Smart Search](#). You can test and purchase this plugin directly in our [store](#).

## General Settings

In the general settings (default settings), you can adjust the search configuration. Here you can optimize search results based on values entered.

The general settings are displayed in the screenshot below:



## Explanation of General Settings

- **Minimum search term length**  
The values entered dictate how the results are displayed in the frontend. For example, with a value of 3, search suggestions are given after 3 or more characters are entered (the value should not be set at less than 3).
- **Blacklist for keywords:**  
All values entered here will not be considered in searches.
- **Number of live search results:**  
The number of search results suggested. Example: If a value of 6 is entered, then 6 item suggestions are generated, as seen below.
- **Factor for accurate hits:**  
Multiplication value for calculating the scoring of exact matches based on the relevance setting entered. Example: If the client enters the word "photo", and this term is consistent with the results, the entered value for the factor of exact matches is multiplied by the relevance setting.
- **Factor for inaccurate hits:**  
Multiplication value for calculating the scoring of spelling mistakes based on the relevance setting. This setting is designed for fault-tolerant searches. Results may be displayed even though the search



term does not match the keywords. Example: keyword: iPat, result: iPad. This is only included with the Smart Search Premium .

- Nevertheless, if your search does not return any results, you can adjust the values accordingly.
- **Minimum relevance for top items (%):**
- The value entered here defines the condition for the consistency of the results of a search, with the highest scoring results displayed first. Example: If a value of 80 is entered, the results must be 80% consistent or else they are excluded.

search query	comparison keyword	result
salmon	salmon === salmon	100% Hit

- **Maximum distance for partial names (%)**  
This value defines the number of search results returned which contain partial matches. Example: If a value of 60 is entered, this corresponds to a 60% consistency of the search term with the results.

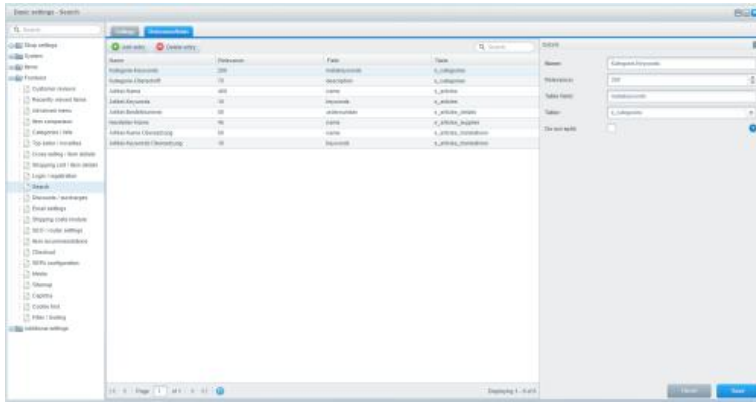
search query	comparison keyword	result
salmon	salmon==? salmon fillet	50% = No hit, because value smaller than maximum distance.
salmo	salmo ==? salmon	83% = Hit, because value is greater than maximum distance.

- **Factor for partial hits:**  
Multiplication value for calculating the scoring of partial matches based on the relevance setting. Example: The customers searches for "photo", and so all results containing the term "photo" are multiplied by the relevance setting (i.e., results containing "photo album" would also be considered).
- **Selection results per page:**  
Here you can choose the number of results displayed per page. You can define the distances yourself. Example: instead of 12|24|36, you could also enter 8|16|24|32.
- **Results per page:**  
Here, you specify the number of results per page.
- **Use "and" search logic:**  
You can define, whether the "AND" or "OR" logic will be used in searches. Thus, a more precise result can be provided because "Apple" AND "iPod" gives more precise results than "Apple" OR "iPod".

## Relevance/Fields Tab

The calculation of results is based on the search criteria set in the "Relevance / Fields" tab as well as the general settings. The higher a value is, the higher the overall scoring. The following overview shows the

fields with your values:



Do not delete any fields or tables as there are dependencies between them. Changes can lead to search malfunctions.

## Explanation of Relevance/Fields

- **Item keywords:**  
The keywords are set in the basic information of each item. Depending on the value, you can define which keywords have relevance regarding search results.
- **Name:**  
The item name is defined in the basic information of the item. You are able to set how much relevance the item name should have.
- **Category overview:**  
The category heading is used when creating categories. For this field, you can also define the desired relevance regarding search results.
- **Manufacturer:**  
The manufacturer name is entered as the item name when creating articles in the shop in the basic information. Again, the relevance level can be assigned.
- **Item order number:**  
This is similarly managed in the basic information. You may also define how much relevance the item number has.
- **Item keyword overview:**  
This setting applies only to the translation of keywords in subshops. The keywords in each subshop can be entered in the basic information by clicking on the flag of the item. Once again, a relevance value can be assigned.
- **Item name translation:**  
The item name for the subshop is also defined in the basic information. Naturally, you can freely set the relevance level.

If you are working with your own items in a subshop, the setting for "Altem keyword translation" and "Item name translation" do not need to be filled out, as they are not considered.

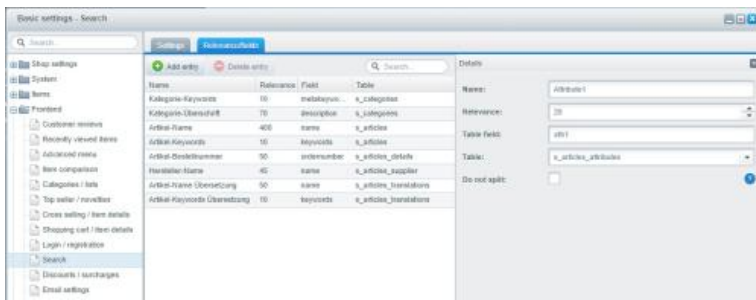
## Add Attributes to the Search

This example shows you how to add free text fields in the frontend search.

### Step 1: Add the field and the relevance

In **Configuration > Basic settings > Frontend > Search > Relevance/fields (Tab)** You can add a new field using the **Add entry** button. In this example, we add the free text field **attr1** to the search.

- **Name:** Attribute1 (You can choose the field name by yourself)
- **Relevance:** 20 (Desired relevance of the field in the search)
- **Table field:** attr1 (Attribute field in the database)
- **Table:** s\_articles\_attributes
- **Do no Split:** Optional.



### Step 2: Clear the Cache

If you want the free text field to be available immediately in the frontend search. You must empty the cache and rebuild the search index.

## System

In this article you will receive useful information in terms of the system-tab in the Shopware backend settings. Here we explain in detail the topics service, input filter, backend, passwords and log.

### Service mode

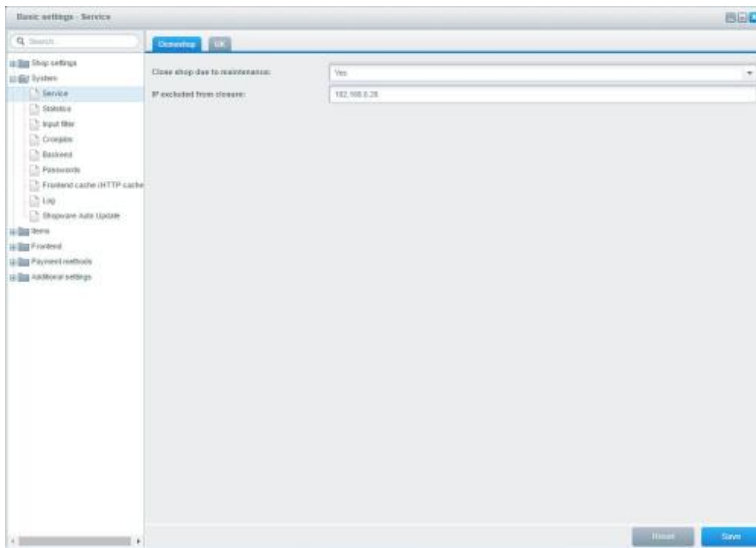
Shopware gives you the opportunity to activate a closure mode for the frontend. If activated the complete frontend is not reachable except for the excluded IP`s which have to be saved in the field **IP excluded from closure**.

The maintenance mode will only be active in the frontend after you have cleared the store cache. You can do this in the backend under **Configuration > Cache / Performance > Clear shop cache**.

## Deactivate frontend

To do this, you need had to change two settings in the backend. You can call this function in the basic settings at the menu entry **System > Service**. Activate the closure by setting **Closure shop due to maintenance** to Yes.

To find out your IP, some external sites offer a special service (E.g. <http://www.whatismyip.com/>). After you have copied your IP, save it in the field **IP excluded from closure: (2)**. If more than one IP is allowed to enter the frontend, you can enter another IP in the field. In this case use a space as a separator of the ip addresses like this: "192.168.178.100 192.168.178.101". The entry could look this:



## How can I customize the maintenance text in the frontend?

The maintenance text, which is displayed in the frontend, can be easily modified in the snippet management. Open the snippets module in the backend under **Configuration > Snippets** and edit the needed snippet:

Snippet	Description	
ServiceHeader	Not available due to maintenance!	
ServiceIndexTitle	Not available due to maintenance!	
ServiceText	Due to maintenance work, the shop is temporarily not available.	

After modifying the snippets you have to save the changes and clear the shop cache. The snippet supports HTML formatted text and embed images. This means you can also place images into the snippet.

# Input filter

Shopware has a few mechanisms by default to protect you from attacks.

- SQL-Injection protection
- XSS - Protection
- RemoteFileInclusion protection

- **Own filters**

Here you can define a own regex for the InputFilter. Matching request variables won't reach the shop.

The separator is "|".

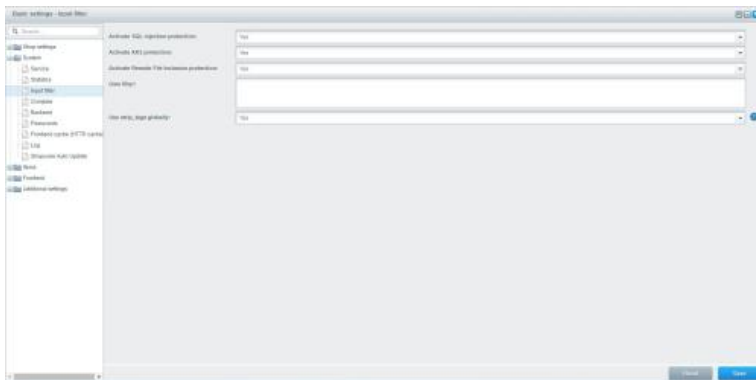
The regex has to be constructed by the following example:

```
javascript:|src\s*|=|on[a-z]+\s*|=|style\s*=
```

You should only configure this, when you know what you're doing!

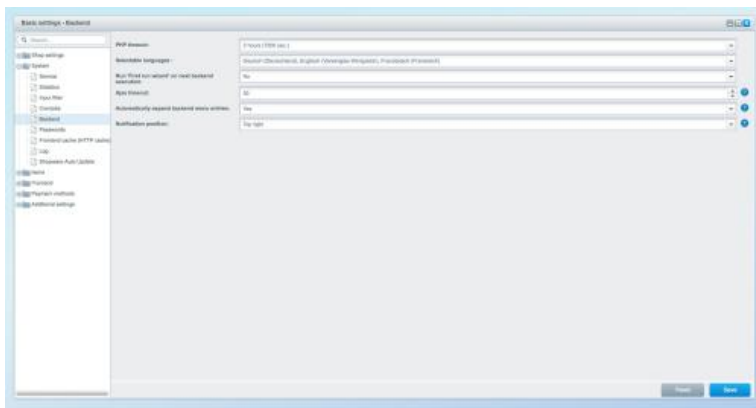
## Use strip\_tags globally

When you activate this, each form input in the frontend is filtered with strip\_tags. This function filters HTML- and PHP-tags for input forms in the frontend.



## Backend

In this area you can manage the basic settings for your backend.



- **PHP timeout:** Here you can define a timeframe for inactive backend sessions. Idle users will be automatically logged off after the set time has passed. **Note:** Selecting 0 seconds disables the automatic logoff feature.
- **Selectable language:** Here you can set the default backend languages available. This setting will be overwritten by a user's personal language settings. This makes sure, users of other languages don't get in trouble at the login.

Never delete the default languages "Deutsch" or "Englisch" - they are vital system languages!

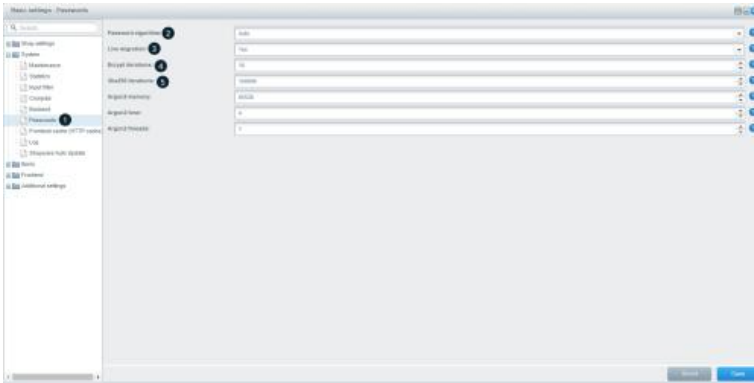
- **Run 'First Run Wizard' on next backend call:** If you want to run the First Run Wizard again, activate this option, clear the cache, log off and log in again to the backend. This option is not permanent, after completing the First Run Wizard, it will be deactivated again.
- **Ajax timeout:** Defines the maximum execution time of ExtJS Ajax requests (in seconds). The minimum value is 6, if you manually fill in a lower value, it will be saved without hesitation, but the default value (30) is used from then on.
- **Automatically expand backend menu entries:** If active, the main menu entries will expand when hovering over them. If deactivated, they will require a click to expand.
- **Notification position:** This sets the position of the system's growl messages (the small black notifications) are displayed. By default "Top right" is set, however you can freely choose any of the 4 corners.

## Passwords

The setting **Passwords (1)** define the encryption type and the amount of work of the hash value calculation.

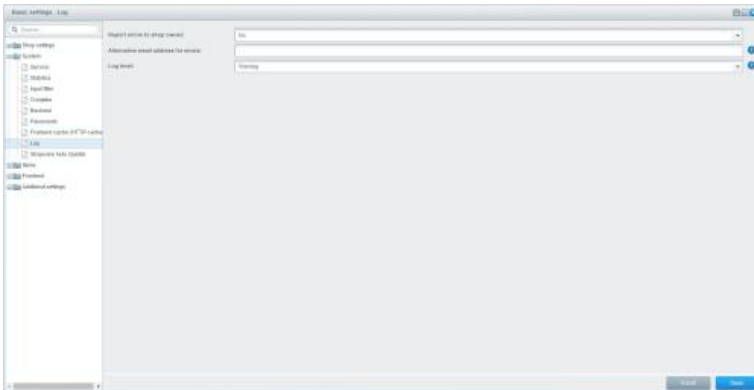
- **Password algorithm (2):** Auto, Bcrypt, Sha256, Md5. Standard value is *Auto (Bcrypt)*. Bcrypt is available from php 5.3.7. Sha256 is used as fallback.
- **Live migration (3):** Outdated password algorithms by customer-accounts from older versions of Shopware (< SW4.1.0) were automatically updated.
- **Bcrypt iterations (4):** As higher time required for generating a new password as more secure the BCrypt password is. We recommend carefully increase the value 1. *Default is 10*. If the value is much too high (E.g. 20) the server requires more memory power when customers create an account, if password algorithm is BCrypt.

- **Sha256 iterations (5):** As higher time required for generating a new password as more secure the Bcrypt-password is. We require the value 100. *Default is 1000.* If the value is much too high (E.g. 20000) the server requires more memory power when customers create an account, if password algorithm is Sha256.



## Log

The log is a helpful tool especially for developer to track error messages in the shop.



## Report errors to shop owner

If an error occurs, the shop will notify the shop owner by email. This is helpful, when you built up your shop and test it, so eventually not caught errors will be sent by mail.

This setting is especially not intended for productive systems! E.g. through clicking old links, which are not reachable anymore, an error message would be sent too, even if this error is desired or not!

## Alternative email address for errors

Here you may enter an alternative email address, to which the error mails from your shop will be send. If you do not enter an email address here, the address from the basic information will be used.

## Log level

This setting defines for which log levels you will receive the emails. The default setting is "Warning", but you could e.g. change it to "Error", to only receive mails for log entries containing an error or worse. The following explains which log levels exist and for which events the messages are sent.

**Debug:** Lowest log level. Messages are sent for insignificant events. Example: Messages from the user or SQL logs.

**Info:** Uncommon events.

**Notice:** Exceptional occurrences that are not errors. Examples: Use of deprecated APIs, poor use an API.

**Warning:** Runtime Errors.

**Error:** Critical conditions. Example: Application component unavailable, unexpected exception.

**Critical:** Action must be taken immediately. Examples: Entire shop or database are unavailable.

**Alert:** Urgent alert.

**Emergency:** Highest log level. This is only bumped when API breaks are done and should follow the major version of the library.

## System: Cronjobs

### What are cronjobs?

A "cron" can be created to perform a repetitive task at a particular time or interval; a "cronjob" is the word to generalize these tasks. Cronjobs are carried out by your web server (must be Unix-based)—therefore if in doubt, contact your hosting provider to clarify if they support cron functionalities.

Cronjobs facilitate in the everyday operation of your online shop. They can be used to automate a variety of tasks that occur at regular intervals, such as checking inventory for stock shortages or sending birthday greetings and/or newsletters to customers and partners.

Shopware offers two varieties of cronjobs. These can be used independently or together, each being programmed to perform at different times / intervals. In the current version, the difference between the two types of cronjobs can be easily recognized in the controller.

### Configuration in Shopware

Shopware supports cron functionalities out-of-the-box, however the necessary plugins must be activated in advance. If you wish to make use of cron functionalities, simply install the required components by following the directions below.

#### Install and activate the necessary plugins

To activate cron functionalities, open the [Plugin Manager](#) and search for Plugins called "Cron", we'll list the plugins and it's containing cronjobs here:

**Cron:**



- **Search:** Set up a set search index (old jobs will be replaced with the refresh search index).
- **Create an email alert:** Notify customers once an item becomes available in your shop.
- **Topseller Refresh:** The "Topsellers" will be automatically recalculated.
- **Similar items refresh:** refreshes the "You might also like" list of recommended items.
- **Refresh SEO index:** Clears the SEO cache
- **Refresh search index:** Clears the search cache
- **Clear the HTTP Cache:** Clears the HTTP cache
- **Media Garbage Collector:** Collects all unused images and put them in the trash folder, which can be cleared manually in the media manager.
- **Cancelled baskets cleanup:** Deletes cancelled orders which are older than what is defined in **Configuration > Basic settings > Additional settings > Privacy > Delete cancelled orders after x months.**

#### **CronBirthday:**

- **Birthday greetings:** Send your customers best wishes on their birthday.

#### **CronRating:**

- **Item review by email:** Send the customer an item review reminder.

#### **CronStock:**

- **Inventory warning:** Send a notification email once an item reaches a certain inventory level.

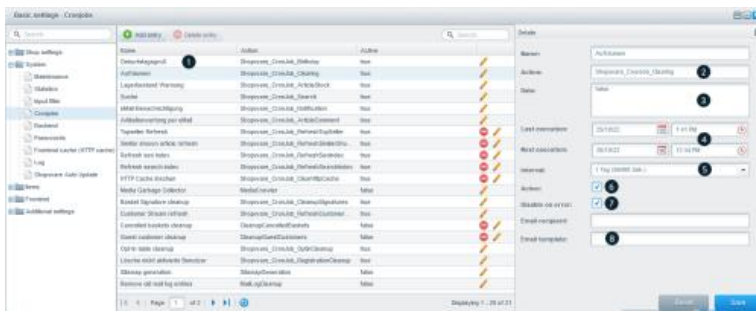
#### **CronRefresh:**

- **Clearing:** Adjusted `s_core_log`, `s_emarketing_lastarticles`, `s_search_statistics`.
- **Basket Signature cleanup:** Cleans up the `s_order_basket_signatures` and thereby resets the session of the checkout
- **Guest customer cleanup:** Deletes inactive quick order "accounts"
- **Opt-In table cleanup:** Cleans up the `s_core_optin`

The higher the number of additional cron tasks, the longer the processing time. This also means that if too many cronjobs are assigned simultaneously, some tasks might not be processed or take very long time.

The Cron plugin must be activated in order to run any Shopware cronjobs.

### **Cronjob management in detail**



Open **Configuration > Basic Settings > System > Cronjobs** for an overview of cronjobs and configuration options.

- **Name (1):** Name of cronjob (function).
- **Action (2):** Function of cronjob.
- **Data (3):** The data that results from performing the function.
- **Last & Next execution (4):** Date and time of the last and next execution of the cronjob.
- **Intervall (5):** Specifies the interval in seconds when the next function will be called.
- **Active (6):** Turns the function on or off.
- **Disable on error (7):** Disables this cronjob, when errors occur at the execution. (By default active)
- **Email recipient (8):** Recipients who receive the notification by email.
- **Email template (8):** Select the template used for the email notification.

Some of these cronjobs can only be carried out in combination with the CronRefresh plugin.

## Cron security

By using the cron security you can prevent the execution of your cronjobs by using a key, restricting the access of an IP or only execute when a user is logged in into the backend. You can find the configuration in the Cron plugin:



- **Allowed key (1):** cronjobs may only be called via a URL attribute with the valid key. The existing URL is then connected to **?key=MYKEY**
- **Allowed IPs (2):** cronjobs may only be called by the entered IP addresses. Several IP addresses can be added, separated by a semicolon (;)

- **Secure using account (3):** cronjobs may only be called when a user is logged into the backend.

It is not possible to combine filters, as the prompt does not test for all fields. The request will pass if one of the fields contains information!

## Setting up a cronjob

Cronjobs are run on your server, therefore if in doubt, please contact your hosting provider in order to determine whether or not cronjobs are possible within their realm of services.

### Cronjob per browser

To execute cronjobs per browser, call the following URL in your browser:

```
// Executes all cronjobs EXCEPT newsletter
http://www.myshop.com/backend/cron

// Executes only the newsletter cronjob
http://www.myshop.com/backend/Newsletter/cron
```

The result can be read in your browser as text. Please note that some cronjobs might extend beyond the defined connection time or script runtime. In such cases, you can reduce the number of cronjobs, increase the execution time allowed by your hosting provider or run the cronjobs by shell / console. Alternatively you can set your cronjobs to different start times, so that every call only execute a few cronjobs to avoid timeouts.

### Call per shell / console

Shell does not place any limitations on the script runtime. This also means even without a connection to a browser, cronjobs can be launched by shell or console command. You will find these settings within the management interface of your hosting provider (you can also contact them for more information on setting up cronjobs via shell).

To execute cronjobs via shell, you can use the following examples (but make sure to navigate to the Shopware directory first!):

**Classic method:** This method is deprecated and not recommended by us. Please use for your cronjobs our CLI-Tools.

```
// Execution directly in the Shopware directory:
php shopware.php /backend/cron

// (intelligent) newsletter
cd /path/toShop && php shopware.php /backend/Newsletter/cron
```

### Recommended method via sw tools:

```
// Execute all pending cronjobs
php bin/console sw:cron:run

// Execute a cronjob by action name:
php bin/console sw:cron:run ACTION-NAME

// Forced execution of the Cronjobs:
php bin/console sw:cron:run ACTION-NAME -f
```

The action name can change after the first execution, but your first given action name is still valid. (e.g. Shopware\_CronJob\_Clearing > Here "Clearing" is the needed action name). Executing cronjobs by action name ignores the "active" setting in the backend, the cronjob will be executed, even if its inactive!

If you execute cronjobs via shell, please make sure that the executing user is the same which executes Shopware, otherwise it may cause permission issues.

## Cronjob set up

Setting up the Cronjob call is made by the hosting, so make sure to configure it in your hosting. If you need help doing that, please contact your hoster.

We recommend that you run the cronjob every 10 - 15 minutes. To find out which PHP interpreter you are using, you can use the **whichphp5** command.

Some hosts are not able to call cronjobs. Should this be the case with your hosting provider, you must create a file (i.e. cron.php) in the root directory and use one of the following examples.

## Examples how to configure the cronjob

The interpreter call (#!/usr/bin/php) is also required by your provider.

```
#!/usr/bin/php
<?php
echo file_get_contents( 'http://www.myshop.com/backend/cron' );
```

```
*/15 * * * * wget -q http://www.myshop.com/backend/cron
```

Save the file in **ASCII** format & set the file permission to 755.

```
*       *       *       *       *       Command to be executed
|       |       |       |       |
|       |       |       |       |
|       |       |       |       |
+-----+-----+-----+-----+----- Weekday (0 - 7) (Sunday is 0 and 7)
|               |               |               |               |
+-----+-----+-----+-----+----- Month (1 - 12)
|               |               |               |               |
+-----+-----+-----+-----+----- Day (1 - 31)
|               |               |               |               |
+-----+-----+-----+-----+----- Hour (0 - 23)
|               |               |               |               |
+-----+-----+-----+-----+----- Minute (0 - 59)
```

## Special commands that are not available in the Cron plugin

Some functions of shopware can not be automatically done with the cron plugin. For this case it's usefull to use our CLI Tools - you can set up the cron as described in **Call per shell / console** .

## HTTP Cache warmup

This command allows you to build up the http cache - its necessary after you have cleared the http cache to improve the performance of your shop. This command is not available in the shopware cron plugin, but you can easily set it up in your server administration.

```
php bin/console sw:warm:cache:http
```

## More useful CLI commands

You find more usefull commands in the [Shopware CLI Article](#).

## If that does not work

### Quick test

You can send the cronjob through data cleansing using one click in the backend under **Configuration > Basic settings > Cronjobs**. You will then receive an email with a protocol. If the email does not arrive, please check that the email path is undisturbed (i.e. not in a spam folder) or if the mail function of your hosting provider has been established.

### Rights

With UNIX / Linus servers, check that both the cronjob and the files for the cronjob contain the normal privileges to run in the basic settings. The rights must be set, at minimum, to 755.

### Mail functions

Normally all Linux based servers support the **mail()** function without requiring additional configuration. Windows servers do not support this function, therefore additional steps are required.

Set up in the backend under **Configuration > Basic settings > Shop settings > Mailer** and enter a **Mail host**. As a method, enter "smtp" as the **Mail host**—the Shopware server will now communicate with the SMTP host. Enter the SMTP username and password in the following fields. Check with your email provider to see whether a plain, login or encrypted CRAM-MD5 method is necessary for the transmission of the access data.

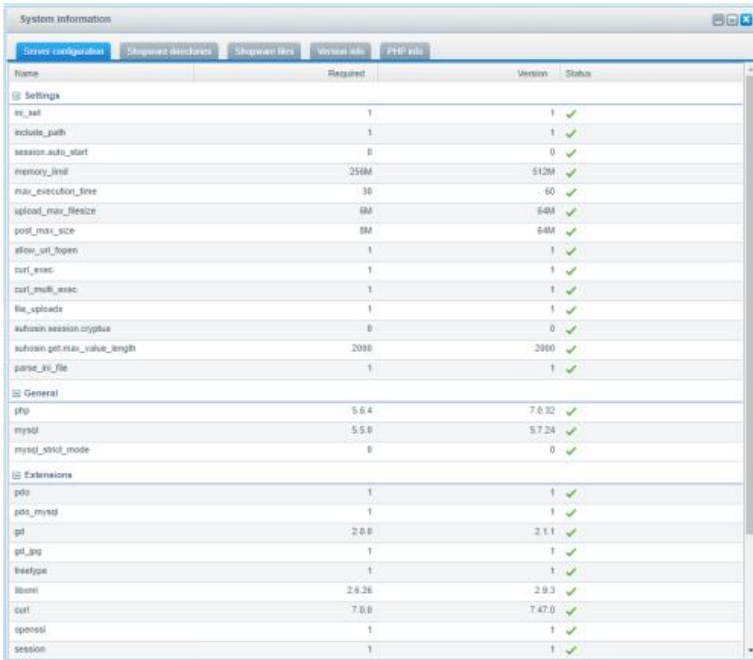
## System Info

# Server configuration

In the System Info, you can find a comparison of Shopware's minimum requirements the list of present server conditions.

Non-compliance is indicated by a red cross.

To adjust these values if necessary, you can best coordinate with your hosting partner.



Name	Required	Version	Status
Settings			
is_ee1	1	1	✓
include_path	1	1	✓
session.auto_start	0	0	✓
memory_limit	256M	512M	✓
max_execution_time	30	60	✓
upload_max_filesize	6M	64M	✓
post_max_size	8M	64M	✓
allow_url_fopen	1	1	✓
curl_exec	1	1	✓
curl_multi_exec	1	1	✓
file_uploads	1	1	✓
hostname.session.cookie	0	0	✓
hostname.get_max_value_length	2000	2000	✓
parse_ini_file	1	1	✓
General			
php	5.6.4	7.0.32	✓
mysql	5.5.8	5.7.24	✓
mysql_binlog_mode	0	0	✓
Extensions			
pdo	1	1	✓
pdo_mysql	1	1	✓
gd	2.0.0	2.1.1	✓
gd_ttf	1	1	✓
imagick	1	1	✓
libxml	2.6.26	2.9.3	✓
curl	7.0.0	7.47.0	✓
openssl	1	1	✓
session	1	1	✓

The values displayed here do not necessarily have to be correct. Depending on the server configuration, the values displayed here may not match the actual values of your server. You should check this with your hoster if necessary.

# Shopware directories

This section displays all of the directories on the server that are required for operation. Directories are indicated by a red "x" if they do not exist or do not have the proper rights assigned.

# Shopware files

Shopware also checks its own system files. These files are also marked with a red cross if they have not been converted into binary mode or if they do not have the current version.

# Version info

This section lists all default plugins and their corresponding release dates.

## PHP info

In addition to the information given above, a default PHP info page is available. This lists all of the server settings and extensions using the variable `phpinfo()`;

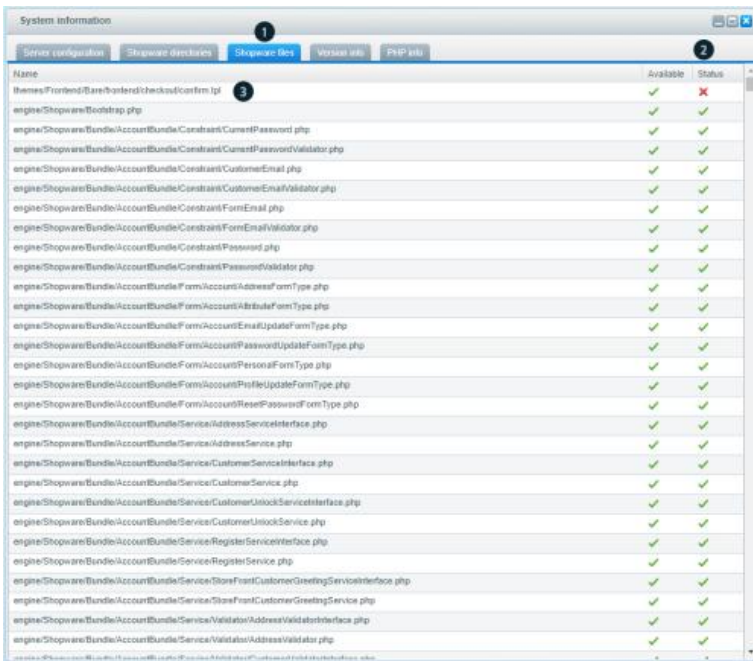
## Why do i have faulted files in my system info?

Since Shopware 4.1.1 the file structure in the `/engine`-folder will be checked via Hash. So Shopware makes sure, that these files match the current state of Shopware. If the file was changed or comes from a different state of Shopware or was changed, so **these files (3)** will be **red crossed (2)** in the **Shopware files (1)**.

Please note, that the faulted files can be also plugin files, e.g. all payment plugins. When plugins are marked with the cross, a simple update may be the solution. Whether the faulted file is a plugin file, you can see in the filepath. The plugin files are always located in the plugin folder `/engine/Shopware/Plugins/`.

Please note, that files in the plugin folder get a new hash after updating a plugin and may be marked red. To avoid this, just clear the cache and reload the backend and reopen the module.

In this example the file **themes\Frontend\Bare\frontend\checkout\confirm.tpl (3)** does not match the current state of Shopware.

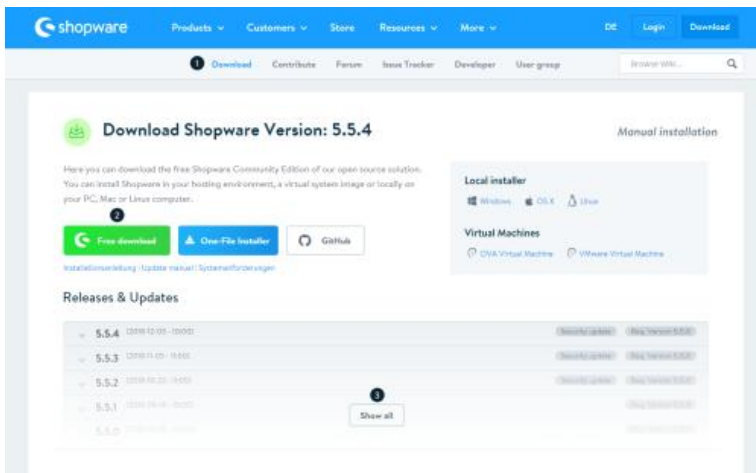


Name	Available	Status
themes\Frontend\Bare\frontend\checkout\confirm.tpl	✓	✗
engine\Shopware\Toolkitstrap.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Constraint\CurrentPassword.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Constraint\CurrentPasswordValidator.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Constraint\CustomerEmail.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Constraint\CustomerEmailValidator.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Constraint\FormEmail.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Constraint\FormEmailValidator.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Constraint>Password.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Constraint>PasswordValidator.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Form\Account\AddressFormType.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Form\Account\AttributeFormType.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Form\Account\EmailUpdateFormType.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Form\Account>PasswordUpdateFormType.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Form\Account\PersonalFormType.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Form\Account\ProfileUpdateFormType.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Form\Account\ResetPasswordFormType.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Service\AddressServiceInterface.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Service\AddressService.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Service\CustomerServiceInterface.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Service\CustomerService.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Service\CustomerUnlockServiceInterface.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Service\CustomerUnlockService.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Service\RegisterServiceInterface.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Service\RegisterService.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Service\StoreFront\CustomerGreetingServiceInterface.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Service\StoreFront\CustomerGreetingService.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Service\Validator\AddressValidatorInterface.php	✓	✓
engine\Shopware\Bundle\AccountBundle\Service\Validator\AddressValidator.php	✓	✓

## Checking the faulted files

At first, you should compare the file size of the faulted files with the original.

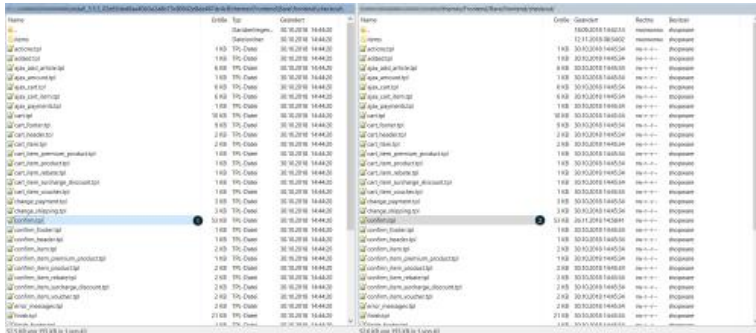
Just open the **Download page of Shopware (1)** and download the **original version of Shopware**.



You should never change files from different Shopware versions, otherwise a frictionless operation of Shopware can not be guaranteed. So just check that you download the same Shopware version, which you use.

After downloading Shopware, make sure that the file size of the original file is really deviant from the file in your production environment.

In this case we have 1 faulted file: **confirm.tpl (2)** in comparison to the **original (1)** has same file size, but a different date.



## Exchange of the faulted files

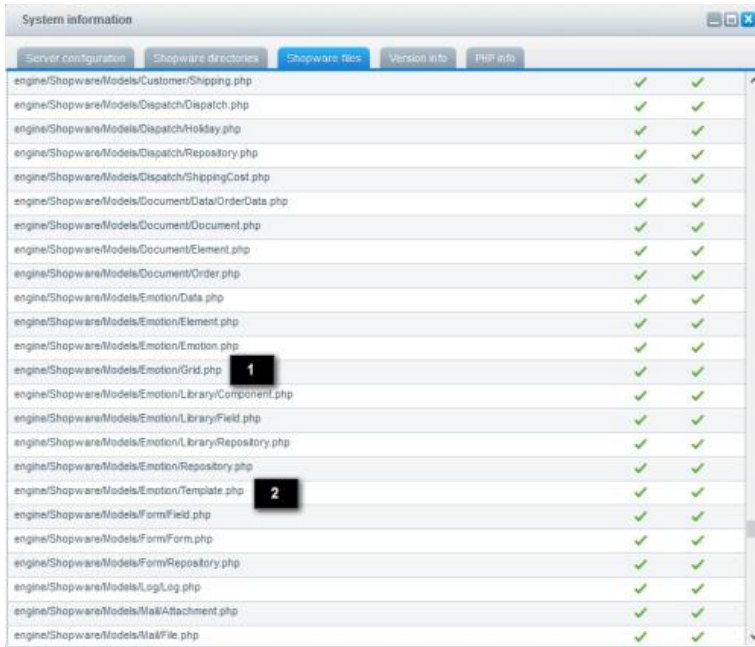
To exchange the faulted files, use your favorite FTP client, but **use already the binary mode!** Otherwise the files may still be faulted. After uploading the file, compare the file size again, this must be absolutely the same. After uploading, clear the cache in your Shopware backend (except the SEO and search cache) and reload the backend.

When the files after the replacement still be marked red, so you may didn't upload your file in the binary mode. Set your FTP client to the binary transfer mode and upload your files again.

## Review of the exchanged files



Since the faulted file **themes\Frontend\Bare\frontend\checkout\confirm.tpl (1)** now has the correct file size and match the original, they were not fault anymore:



File Path	Status 1	Status 2
engine/Shopware/Models/Custom/Shipping.php	✓	✓
engine/Shopware/Models/Dispatch/Dispatch.php	✓	✓
engine/Shopware/Models/Dispatch/Holiday.php	✓	✓
engine/Shopware/Models/Dispatch/Repository.php	✓	✓
engine/Shopware/Models/Dispatch/ShippingCost.php	✓	✓
engine/Shopware/Models/Document/Data/OrderData.php	✓	✓
engine/Shopware/Models/Document/Document.php	✓	✓
engine/Shopware/Models/Document/Element.php	✓	✓
engine/Shopware/Models/Document/Order.php	✓	✓
engine/Shopware/Models/Emotion/Data.php	✓	✓
engine/Shopware/Models/Emotion/Element.php	✓	✓
engine/Shopware/Models/Emotion/Emotion.php	✓	✓
engine/Shopware/Models/Emotion/Grid.php <b>1</b>	✓	✓
engine/Shopware/Models/Emotion/Library/Component.php	✓	✓
engine/Shopware/Models/Emotion/Library/Field.php	✓	✓
engine/Shopware/Models/Emotion/Library/Repository.php	✓	✓
engine/Shopware/Models/Emotion/Repository.php	✓	✓
engine/Shopware/Models/Emotion/Template.php <b>2</b>	✓	✓
engine/Shopware/Models/Form/Field.php	✓	✓
engine/Shopware/Models/Form/Form.php	✓	✓
engine/Shopware/Models/Form/Repository.php	✓	✓
engine/Shopware/Models/Log/Log.php	✓	✓
engine/Shopware/Models/Mail/Attachment.php	✓	✓
engine/Shopware/Models/Mail/File.php	✓	✓

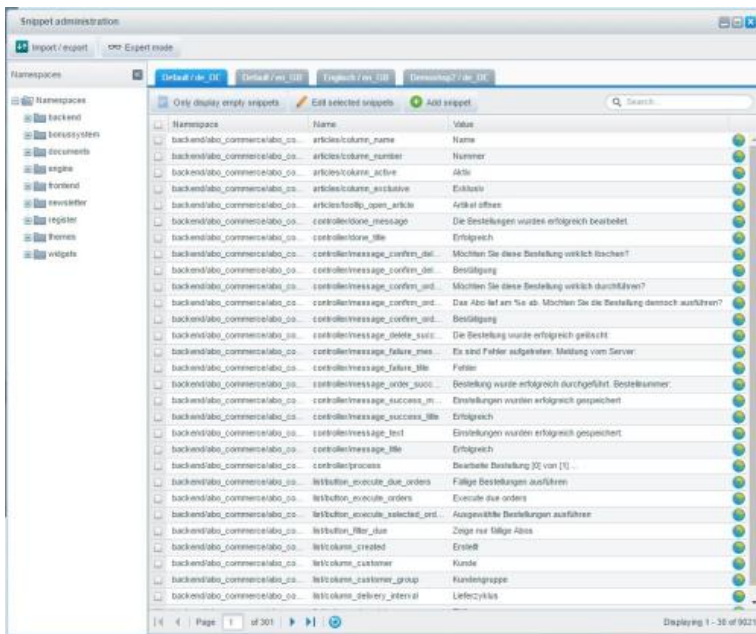
When the files still faulted, the exchanged files doesn't match the original, check if you downloaded the right Shopware version, in this case, compare your production environment version with the downloaded version and recheck the files again.

## Snippets

To ease translating and changing text in templates Shopware uses snippets, which are called on by Smarty-variables in the template. So changes at the text don't consist of changes in the template.

## Modifying snippets

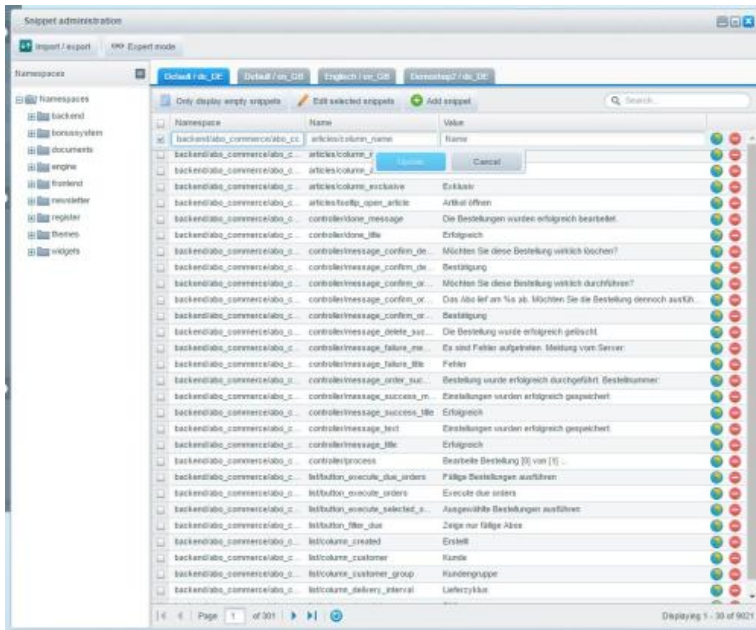
### Normal Mode



The modul to manage snippets is found under "Settings > Snippets". Opening the module displays every snippet available in all shops. To find the needed snippet, you can either use the navigation on the left side, filter by **main- and subshop**, **empty snippets** or search for their **content**.

After you **found the correct snippet**, you can alter it using the **editing symbol**. The chosen **snippet** will be highlighted and you are able to change it's content. After changing it, the **update-button** saves the snippet. For the changes to be visible in the storefront it is necessary to clear "Configuration + template-Cache".

## Expert-Mode

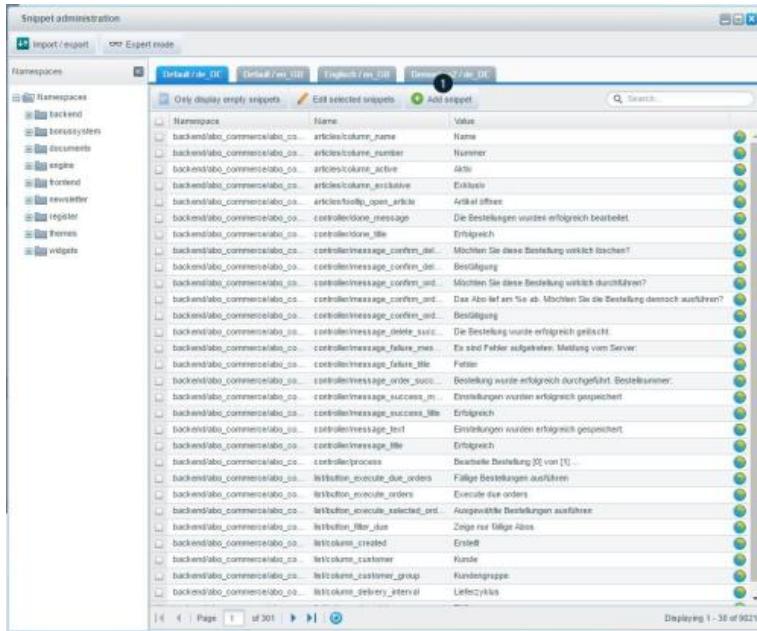


**Expert-Mode** provides the option to delete single snippets. Also it is possible to change the **Namespace** (the smarty variable). This should be used with caution, as texts in the storefront might not be displayed

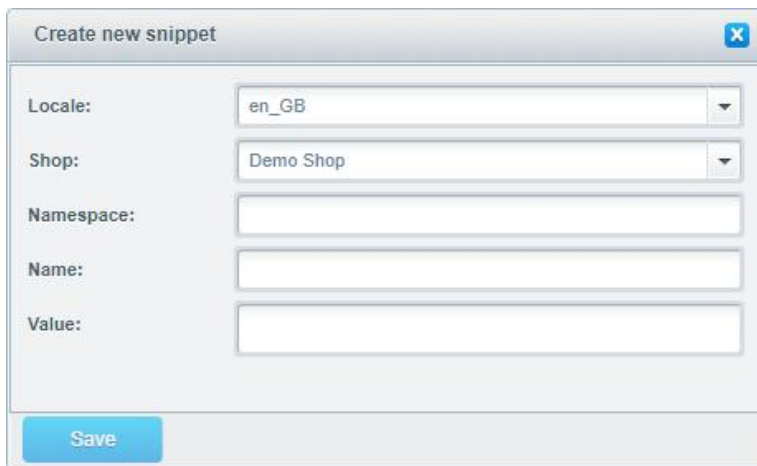
correct or at all after deleting a snippet or changing it's Namespace

*Note:* Never change the name or namespace of default snippets. This results in losing links to the template and possible template errors. Further possible errors could be crawling-errors by bots.

## Creating new snippets



To create a new snippet, click on the button **Add snippet (1)**. A new window appears in which you can enter the data for the snippet.

The 'Create new snippet' dialog box is shown. It has a title bar with a close button. The form contains the following fields:

- Locale:** A dropdown menu with 'en\_GB' selected.
- Shop:** A dropdown menu with 'Demo Shop' selected.
- Namespace:** An empty text input field.
- Name:** An empty text input field.
- Value:** An empty text input field.

At the bottom left, there is a blue 'Save' button.

The following data are required for the creation of the snippet

- **Locale:** Select here the language for which the snippet is to be initially maintained. Other languages that may be available can be added after the snippet has been created.
- **Shop:** Select the shop for which the snippet is to be initially maintained. Other existing shops can be added after the snippet has been created.

- **Namespace:** The namespace is the area in which the snippet is to be sorted. It makes sense to store the snippet in the appropriate module, as this makes it easier to find/identify.
- **Name:** Used e.g. as a variable to integrate the snippet into the template.
- **Value:** Content of the snippet. Is initially maintained at this point for the language and shop selected under Locale and Shop. After the snippet has been created, the contents for other languages and shops can be added to the snippet.

## Import / Export of snippets

The screenshot shows a window titled "Snippet administration" with two main sections: "Export" and "Import".

**Export section:** A dropdown menu labeled "Format:" is set to "SQL (Backup)". Below it is an "Export" button.

**Import section:** A text input field labeled "File:" contains the placeholder text "Please select a file..". To its right is a "Select file" button. Below the input field is a "Start import" button.

## Importing & updating of snippets

You are provided with the possibility to import new snippets or to alter existing snippets via an import. This can be done using a CSV-file. The following fields are necessary:

Fieldname	Explanation
namespace	Name of the controller
name	Name of the variable
value-de_DE-1	German Content
value-en_GB-1	English Content

Missing snippets will be created, existing will be updated.

Before modifying snippets make sure to create a database backup! By default, you should always save the database table **s\_core\_snippets**. Third party plugins may use other tables.

## Exporting snippets

Naturally it is possible to export existing snippets in various filetypes. Available for this operation are CSV (MS), CSV (delimiter) and SQL (Backup). The last one can be used to reset the snippets via SQL-statement.

## Resetting of the SQL-file

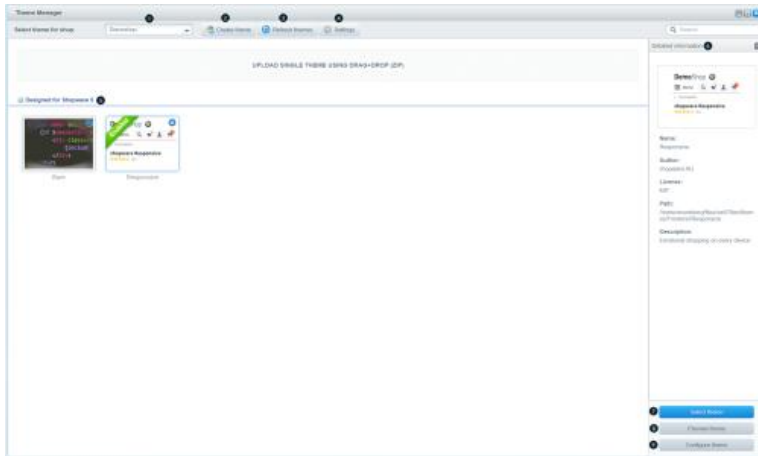
If the snippets aren't displayed correctly anymore, it is possible to recreate the snippets as before the import. For this you open the SQL-file exported prior to the import and copy the SQL-statements out of the document. After this you need to open the database and insert the dump via the SQL-field. After these changes the old snippets should be there again.

# Theme Manager

The Theme Manager was created to make it even easier for you to customize your storefront. Follow **Configuration > Theme Manager** in your backend to access the module. Here you can assign device-specific logos, change the colors and configure various options for navigation and usability (i.e. off canvas menus, infinite scrolling, etc.).

Never define your changes within the original Bare or Responsive Template, as any adjustments can be overwritten by an Shopware update. Instead, [create your own theme](#) and define your template changes there.

## Summary



**Shop selection (1):** select the shop for which you want to make changes or for which you want to change the theme.

**Create theme (2):** Create a new theme that deduces from either the Responsive or Bare theme. Further information on this topic can be found below.

**Refresh themes (3):** Refresh the theme listing.

**Settings (4):** Here you can activate/deactivate the CSS and JavaScript compiler and set snippets to always reload in the frontend. More information about possible settings are described in detail below.

**Designed for Shopware 5 (5):** This is an overview of all themes designed for Shopware 5.

**Detailed information (6):** Information about the selected theme is displayed here.

**Select theme (7):** The selected theme is assigned to the shop defined within "*Select theme for shop*" (1). After assigning a theme to the selected shop, a prompt will appear as a popup, which compiles the theme and empty the HTTP-cache. We recommend doing this immediately, because otherwise the theme cache is created on the first request of the frontend and this would significantly slow down the request.

**Preview theme / Stop preview (8):** A preview of the selected theme is opened; respectively the active preview is closed.

**Configure theme (9):** Choose from different settings related to the functionality and appearance of the selected theme (more details can be found below). The settings you choose here are inherited only by the selected shop (2). You do not have to create multiple themes for subshops, however please note that this behavior is only available for themes that have the Bare or Responsive theme as a basis.

## Creating a theme

**Name: (2)** The name that will appear within the directory name in the filesystem and source code.

**Short description: (3)** The reference name that will appear within the theme manager.

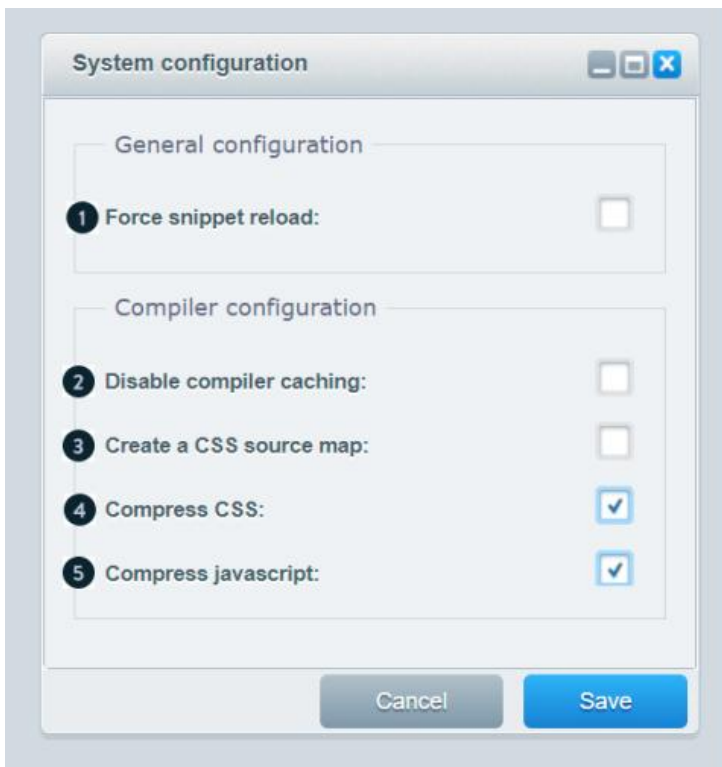
**Long Description: (4)** Add a description of the theme here.

**Author: (5)** Specify the author of the new theme here.

**License: (6)** You can enter the license type here.

After entering all the informations, click "Save" to finally create your theme.

## Settings



**Disable compiler caching: (2)** When deactivated, the CSS and JS data will be regenerated with each page view. It is not necessary to rebuild the theme cache after each change.

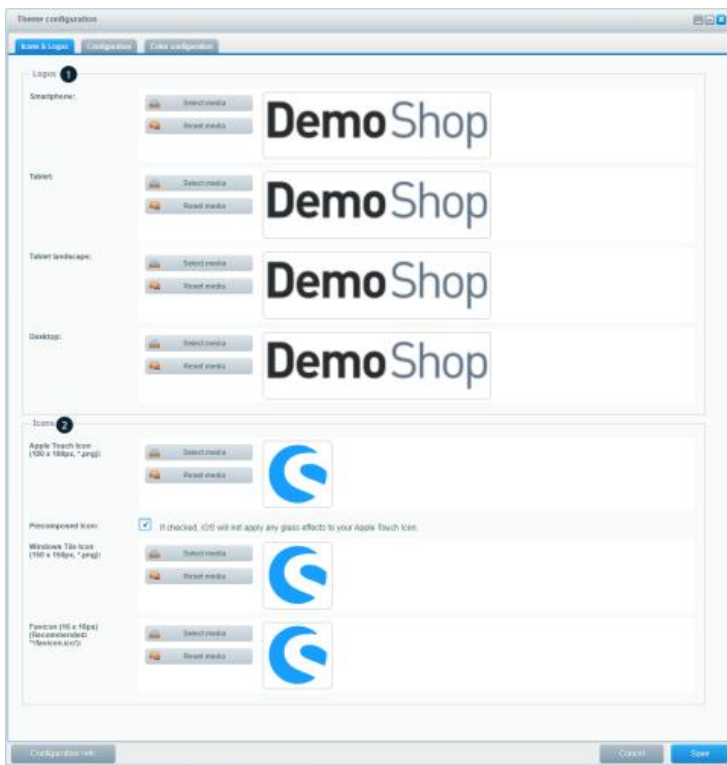
**Note:** Activating this option will generate much load at frontend requests - this function should only be activated in development mode!

**Create a CSS source map: (3)** This function creates a connection between the compiled CSS and LESS code. This simplifies the process of debugging the LESS code.

**Compress JavaScript: (5)** When activate, all whitespaces and comments are removed when compiling the JS data.

## Theme configuration

### Logos & icons



## Logos(1):

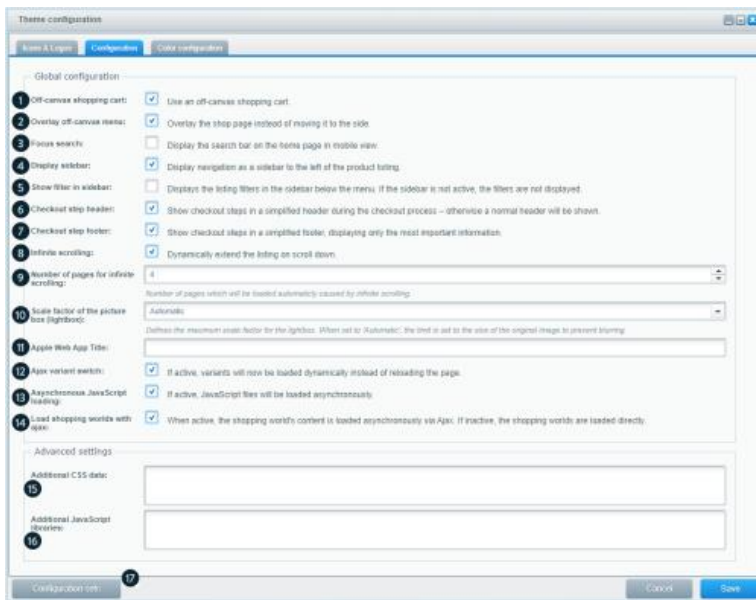
The logo size is preset from the container, which keeps the space free. On the desktop breakpoint the logo can be maximum 300px wide and 80px high. Independent from the image size the image is always resized to the container size.

In some browsers like the Internet Explorer it may happen, that the image is shown blurry because these browsers doesn't support antialiasing, here you can upload the image in the needed size, so that the browser don't need to resize it.

**Icons: (2)** Assign icons for your shop.

## Configuration





## Global Configuration

**Off-canvas shopping cart: (1)** Activates the small shopping cart overlay on the right hand side. Default: active.

**Overlay off-canvas menu: (2)** When checked, the off-canvas shopping cart will be displayed as an overlay instead of shrinking the shop. Default: active.

**Focus search: (3)** When checked, the search bar will appear by default on the home page when in mobile view. *Default: inactive.*

**Display sidebar: (4)** When checked, the navigation structure will appear within in the product listing as a sidebar on the left. *Default: active.*

**Show filter in sidebar: (5)** When checked, the filter-options will appear under the left menu instead in topof the listing. *Default: active*

**Show checkout step header: (6)** When checked, a simplified header will appear during the checkout instead of the normal header. *Default: active.*

**Show checkout step footer: (7)** When checked, a minimal footer will appear during the checkout process, showing only the important information. *Default: active.*

**Infinite Scrolling: (8)** When checked, the listing will extend dynamically on scroll down instead of classical paging. This works by default in the product listing, manufacturer listing and the search result listing. *Default: active.*

**Number of pages for infinite scrolling: (9)** This defines the number of pages which will be automatically loaded. When the last page is reached, a button appears which loads the next page on click. *Default: 4*

**Scale factor of the picture box (lightbox): (10)** Define the limit of how far a customer can scale into the item images. Using *Automatic*, Shopware only allows scaling to the native size of the image. When using fixed settings, blurring may occur depending on the original image size. Due to this, we suggest leaving this setting on **Automatic**. *Default: Automatic*.

**Apple Web App Title: (11)** The title for the Apple Web App can be entered here. When this field is left empty, the name of the shop will be used.

**Ajax variant switch: (12)** When checked, the variants on the detail page will be changed using AJAX and without a whole page reload. *Default: active*

**Asynchronous JavaScript loading: (13)** In order to continuous performance improvements JavaScript now can be loaded asynchronously. *Default: active*

### Asynchronous JavaScript loading

Starting from Shopware 5.3, the compiled and minified javascript code can be loaded asynchronously to improve perceived loading times. That means that the user already sees your page and everything concerning Javascript will be loaded and rendered by the browser afterwards. This way of loading can have positive effects on your Pagespeed rating. If you install 5.3 directly, this setting is active by default, if you did an update, this setting is deactivated.

If you use custom javascript in your theme and include it by running it through the Shopware theme compiler you don't need to change anything, your code will still work as expected. If you include your scripts directly into the template (by using script tags for example), you might get javascript errors if your script has dependencies on Shopware's javascript or e.g. jQuery, as your custom code might be executed before the asynchronous script has even been loaded. To mitigate the risk of a race condition like this, you can execute your code after the asynchronous loading has completed. To make this easier we added a global callback function you can subscribe to in your own code. For more information, please visit our DevDocs.

**Load shopping worlds with ajax: (14)** When active, changes in the shopping worlds will be loaded asynchronously in the frontend. *Default active*.

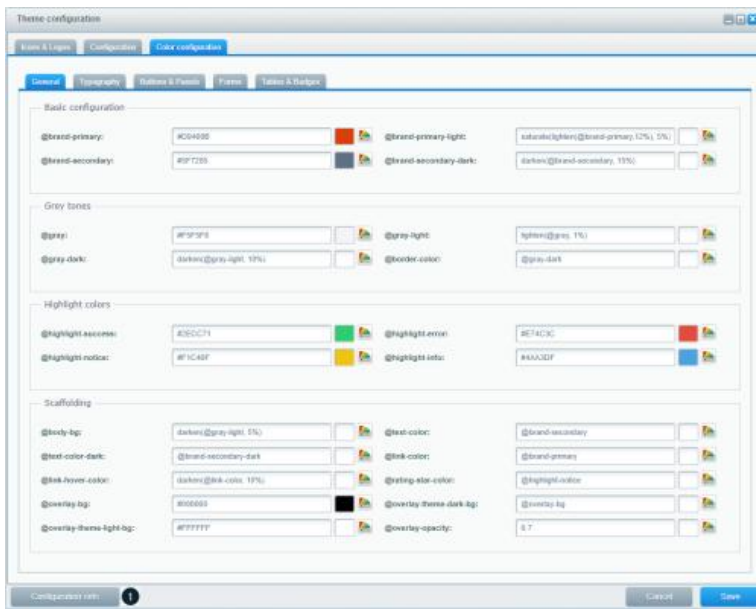
### Advanced settings

**Additional CSS-Data: (15)** This field can be used to embed the CSS data of external services, such as Google Fonts.

**Additional JavaScript libraries: (16)** Here you can embed external scripts like Google Analytics or other services. Local JavaScript components should be embedded through the \$javascript array.

**Configurator sets: (17)** You can choose between various colour schemes.

### Color configuration



The color configuration is LESS based, which allows you to work with LESS code in order to adjust the settings or reference fields among themselves.

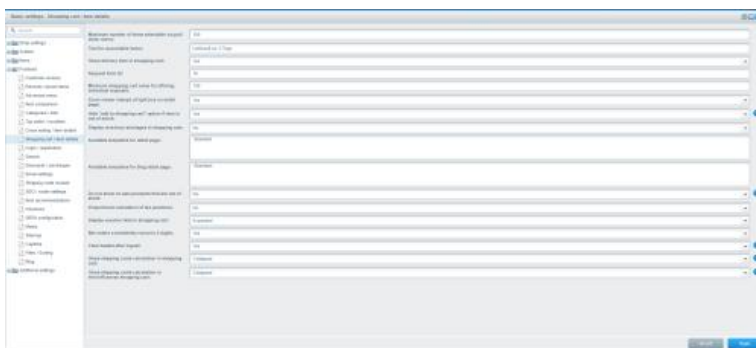
## Verfügbare Downloads

[Download Style cheat sheet](#)

# Shopping Cart / Article Details

## General

Overview of configurable settings for the product detail page and shopping cart:



- **Maximum number of items selectable via pull-down menu:** place a limit on the number of items a customer is allowed to add to their shopping cart (this will appear on both the product detail page and in the shopping cart, before an order is placed).

- **Text for unavailable items:** message that appears when a product is not available (note: this setting only applies for Shopware 3.5 templates or earlier).
- **Show delivery time in shopping cart:** define whether the estimated delivery time should be displayed in the shopping cart.
- **Request form ID:** enter the ID of the form that appears in the shopping cart (forms can be created under **Content > Forms**. The ID can be found beneath the form name).
- **Minimum shopping cart value for offering individual requests:** the value entered here determines when the customer has the option of sending individual product requests (should be higher than 0, otherwise the customer can send requests from the product detail page).
- **Zoom viewer instead of light box on detail page:** define whether the product detail page displays images in a zoom viewer or light box.

For the zoom function, the image is always displayed in its original size. This means images with a low resolution will be scaled up and may appear blurry. For best results, use the zoom function only with high quality images.

- **Display main items in bundles:** this option is only valid for Shopware 4 templates.
- **Hide “add to shopping cart” option if item is out-of-stock:** as soon as a product becomes unavailable, the customer does not have to option of adding it to their cart.
- **Display inventory shortages in shopping cart:** when activated, a message will appear in the shopping cart, warning the customer of the product’s low inventory
- **Available templates for detail page:** define the available templates for the product detail page (i.e. if you want to create a different structure for the detail page of specific items / wish to display products that can only be ordered by phone). (Standard: :Standard) You can find an example of using this configuration here: [Tutorial: Create a deviate detail page template](#)
- **Available template for blog detail page:** similar process for the templates on the detail page. You can find an example of using this configuration here: [Tutorial: Create a deviate detail page template](#)
- **Do not show on sale products that are out of stock:** define whether or not clearance products without stock are displayed. Please note that the accuracy of this function may be impacted by the use of caching.
- **Proportional calculation for different VAT rates:** This is where you can switch on/off proportional calculation of VAT rates for rebates and surcharges. The option enables you to calculate VAT rates according to their actual tax rates. Previously in case several tax rates were present in a single transaction, the standard behaviour was to calculate VAT on grounds of the highest tax rate present. Now you can provide more accurate calculations on VAT rates by activating this option. Proportional calculation of VAT rates is NOT active by default!
- **Display voucher field in shopping cart:** Defines if the voucher field is displayed. Here it can be stated whether it is completely hidden or if it is displayed collapsed or expanded by default.
- **Net orders consistently round to 2 digits:** Forces to consistently round to 2 digits for net orders, to prevent "rounding errors".
- **Clear basket after logout:** If active it will empty the basket after logout. Otherwise it will keep the basket after logout and will be retained for a later login.
- **Show shipping costs calculation in shopping cart:** define whether or not the calculated shipping costs are displayed in the shopping cart.

- **Show shipping costs calculation in mini/offcanvas shopping cart:** Here you can enable the calculation of shipping costs in the Mini-/OffCanvas shopping cart. Please note that the option "No" leads that no shipping costs are displayed and there is only a link to the shipping costs shop page.

## Appearance in the frontend

### Proportional calculation for different VAT rates

If the option **Proportionate calculation for different VAT rates** is activated, the proportionate taxes **(1)** for discounts and surcharges are displayed to your customers in the shopping basket.

Product	Quantity	Included VAT:	Sum
<b>7 %</b> Testartikel I - 7% MwSt Order number: SW10002 Ready to ship today. Delivery time approx. 1-3 workdays	1	€7.85	€120.00
<b>19 %</b> Testartikel II - 19% MwSt Order number: SW10005 Ready to ship today. Delivery time approx. 1-3 workdays	1	€15.97	€100.00
<b>%</b> Deduction for payment (Proportional calculation for different VAT rates)		7%: -€1.39 19%: -€1.80	-€11.00
<b>%</b> -10 % Basket discount (Proportional calculation for different VAT rates)		7%: -€0.79 19%: -€1.60	-€22.00
Sum: Shipping costs: <b>Total amount:</b> Total amount without VAT: Plus 7 % VAT: Plus 19 % VAT:			€187.00* €10.00* <b>€197.00</b> €175.68 €7.00 €14.30


[Send order](#)

### Show shipping costs calculation in mini/offcanvas shopping cart

With the option **Show shipping cost calculation in Mini/OffCanvas shopping cart** there are three different choices which can be displayed in the shopping cart as follows.

**No:**

[< Continue shopping](#)



**1×** Main product with properties S

**€19.99\***

Content: 1 piece(s)

×

---

**Subtotal amount:** €19.99


Prices incl. VAT [plus shipping costs](#)

[Proceed to checkout >](#)

[Edit shopping cart >](#)

**Collapsed:**

[< Continue shopping](#)

 1× Main product with properties S ✕  
€19.99\*  
Content: 1 piece(s)

---

Subtotal amount: €19.99\*  
**Shipping costs >** €3.90\*  
**Total amount: €23.89\***


\*Prices incl. VAT

[Proceed to checkout >](#)

[Edit shopping cart >](#)

## Expanded:

[< Continue shopping](#)

 1× Main product with properties S ✕  
€19.99\*  
Content: 1 piece(s)

---

Subtotal amount: €19.99\*  
Shipping costs €3.90\*

**1. Country of delivery**

Germany

**2. Payment method**

prepayment

**3. Shipping method**

standard shipping

**Total amount: €23.89\***

\*Prices incl. VAT

[Proceed to checkout >](#)

[Edit shopping cart >](#)

# Content Types

The content types allow you to create backend modules that you can use to maintain your own content. For example, you could create a list with different recipes that shows up in the frontend. In this article we will show you, the necessary steps to setup your own content types.

To illustrate this even better, you will find a specific [example](#) with corresponding screenshots at the end.

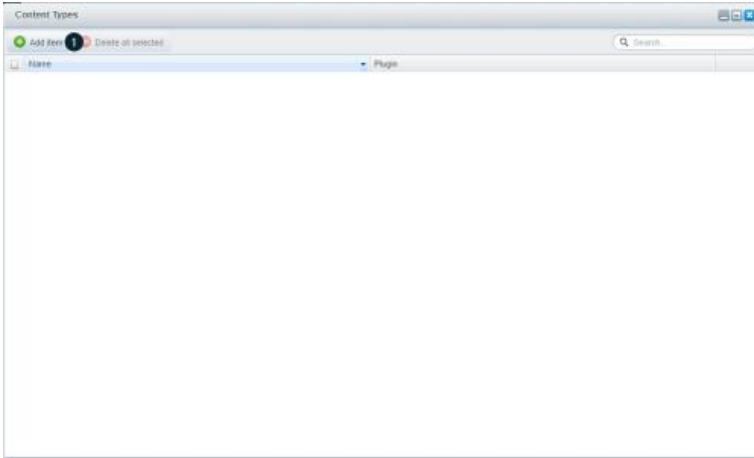
# Create a new content type

Before you can create individual pages and fill them with content, it is necessary to define the basic framework for the pages first.

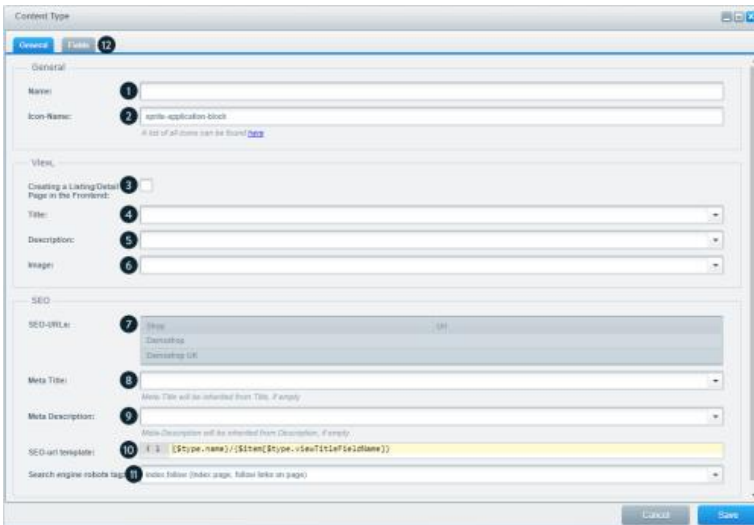
How to create the basic framework in the backend is described here.

Furthermore, it is possible to provide a content type with your own plug-in - you can find out how to do this in our developer documentation at <https://developers.shopware.com/developers-guide/content-types>.

To create a content type, first open the module under **Configuration > Content Types** and click **Add item(1)**.



## General Configuration



In the General tab you should enter a **name (1)** for the content type. This is used in the backend under Contents as a menu entry for the specific content type. You can use this menu entry later to manage the individual contents. A more detailed description can be found in the section [Edit contents](#).

The name is also used for the page title in the frontend if you have activated the function **Create a Listing/Detail Page in the Frontend (3)**.

The **icon-name (2)** defines the icon that is displayed next to the name in the backend menu. Numerous predefined icons are available, you need to enter the name matching the desired icon. An overview with the icon names can be found at <https://developers.shopware.com/designers-guide/backend-icons/>

For the visualization you can configure the following points:

First, you need to determine the type of content **create a listing/detail page in the frontend (3)**. If you activate this, a link will show up below the name. Use this link to call up the created content. For example, you can link this to a category. Customers will go straight to the content after clicking the linked category.

Please note that the initial assigned name is used for the generation of this link.

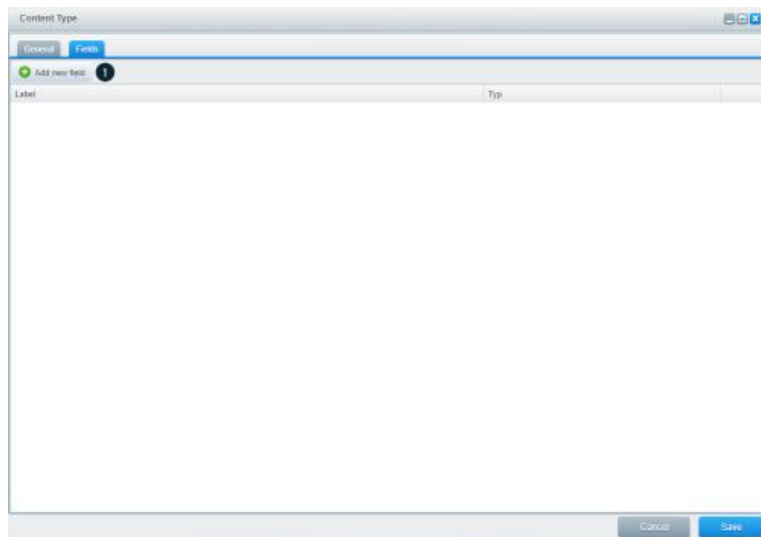
You can change the name afterwards, but the technical URL (call via shopware.php) keeps the original structure.

However, the SEO URLs are renamed when the SEO index is rebuilt if the corresponding URL is still available.

The table **Seo-URLs (7)** shows you the generated Seo-URLs, which you can use to view the pages in the frontend. You define the structure of the Seo-URLs in the **Seo-URL template (10)**.

If you activate the display in the frontend, the entries **Title (4)**, **Description (5)**, **Image (6)**, **Meta Title (8)** and **Meta Description (9)** are mandatory. Please note that it is necessary to create corresponding fields first in the **Fields area (12)** in order to be able to make a selection. You can read more about this in the section [Configuring Fields](#). The **search engine robots tag drop-down list (11)** allows you to specify whether pages should be indexed or not and whether links on the page should be followed or not.

## Configuring Fields



To create a field, click on **Add new field (1)**, which opens the following screen.



The **label (1)** is used to identify the field. It is used in the backend module as a column header (provided **Show field as column in backend (6)** is active) and in the frontend as a header for the respective block.

You can also define whether this field is **required (2)**.

**Type (3)** determines which data format is used for the field or what content it can contain.

The (optional) **help text (4)** is displayed in the backend module. This shows up if you mouse over the blue question mark symbol next to the field. In addition, a **support text (5)** can be displayed below the respective field. This text, for example, can provide a short explanation of the field.

Especially with more extensive content, the overview in the respective module can become confusing due to the large number of columns, so it is possible not to **show field as column in the backend (6)**. The content of the field can still be maintained normally, but is not displayed in the backend overview.

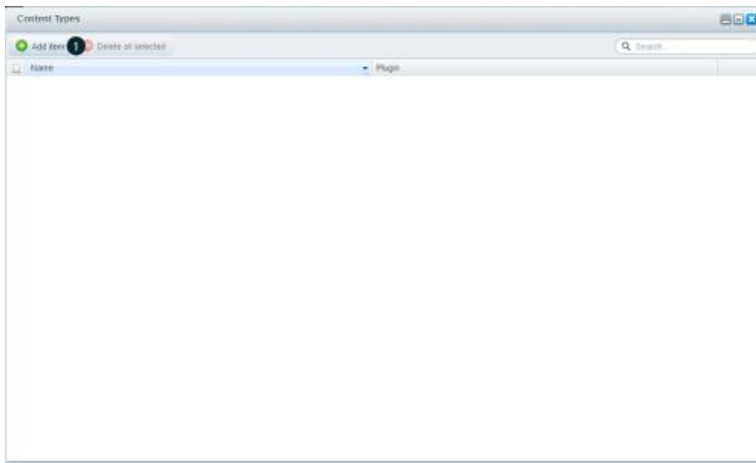
It is also possible to **exclude the content of a field from the search (7)** in the respective content module.

For each field it can be configured whether it is **translatable (8)**. This only concerns the contents of the field. The further translation options are described in the section [Translation](#)

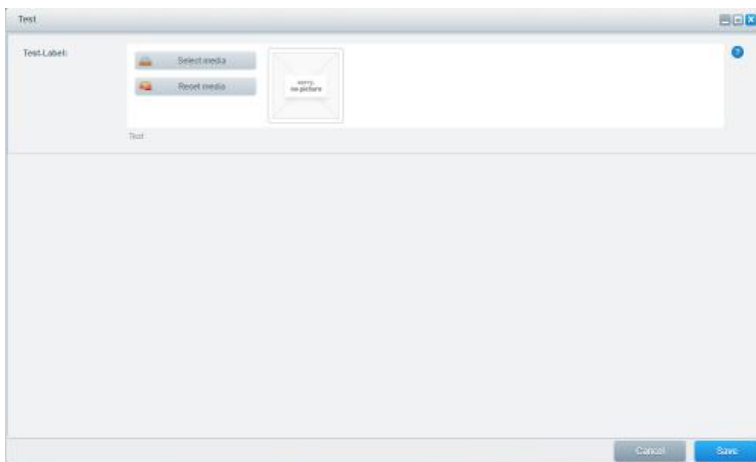
After you have created your required fields and made the necessary entries in the General tab, you can save the content type. This will create a new entry in the Contents menu now. The entry may only be correctly visible once you have reloaded the backend.

## Edit contents

Each content type created provides its own entry in the Contents menu, which is used to maintain the individual contents.



To create a content, click on the **Add item button (1)**, a window opens. This shows the individual fields that you have previously defined while creating the content type.



After you have filled in the individual fields and saved the window, a corresponding content page will be created.

In the frontend you reach the content overview through the url `your-shop.com/name-of-the-content-type`, a single content page via `your-shop.com/name-of-the-content-type/title-of-content`. Please take a look at the [example](#) below, this shows the look in detail.

Please note that thumbnails are used to display the images on the detail page of the content. If the images you want to use are stored in an album of the media manager for which no thumbnail sizes have been defined yet, it is necessary to create them.

How to do this is described in the documentation for the [Media Manager](#).

## Translation

### Backend module

If you create a content type, a new backend module is created in the language that you used. To make the names of the fields available for other languages, snippets are automatically generated when you create a field. Use these to translate the text. The snippets are stored for each content type in a separate

subdirectory and you can find them in the snippet administration under Namespaces/backend/custom "nameofmodule".

In addition to the name of the field, you can also change the help and support text here. To translate the entry in the Content menu, the entry CustomNamedesModuls/index is available under backend/index/view/main.

## Frontend

### field contents

When you create a field for a content type, you can define whether this field can be translated. If you activate this option, the globe symbol will be displayed in the corresponding field, which is also known from other areas in Shopware, and can be used to open the translation module for the field. This makes it possible to create a separate content for each language- or subshop.

### Snippets

In the snippet administration, there is an area that contains the snippets for the created content type. These snippets are similar to the backend translations, however these are for the frontend. This area is named *custom"nameofcontenttype"* and can be found under *Namespace/frontend*. In these snippets you can set things like Meta-Title and Meta-Description. In addition, you translate the name that is displayed in the frontend on the overview page of the content type. To do this, you need to create another snippet with the name *name* and define its contents.

Further information on the snippets can be found at <https://docs.shopware.com/en/shopware-5-en/settings/snippets>

## Example

Since settings are made in several places when the content types are used, we would like to explain this with an example. In this example, we are creating a page with recipes.

The basic module used to create recipes is created and configured via Configuration > Content types. Here you can also specify which data you want to maintain for the recipes and create the corresponding fields.

In the example we use title, description, picture, ingredients and preparation. After you have done this as described in the section [Create a new content type](#), you can now create the individual recipes. This is possible in the menu Content, here is a new entry with the name of the content type (for example "Recipes") available now. By clicking here you can open the overview of the recipes created and add new recipes. In the window for adding a recipe, you will now see the individual fields that you defined in advance when creating the content type.

The following snippet entries are available for the translations:

backend/index/view/main - CustomRecipes/index for the entry in the Content menu

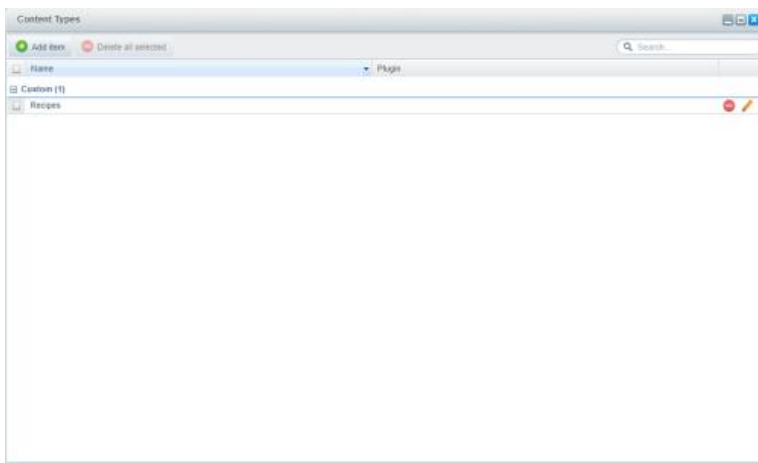
backend/customrezepte/main contains the snippets for the individual entries within the backend module.

frontend/customrezepte/main provides snippets for adapting meta information in the frontend.

## Views

### Backend

Configuration > Content Types:

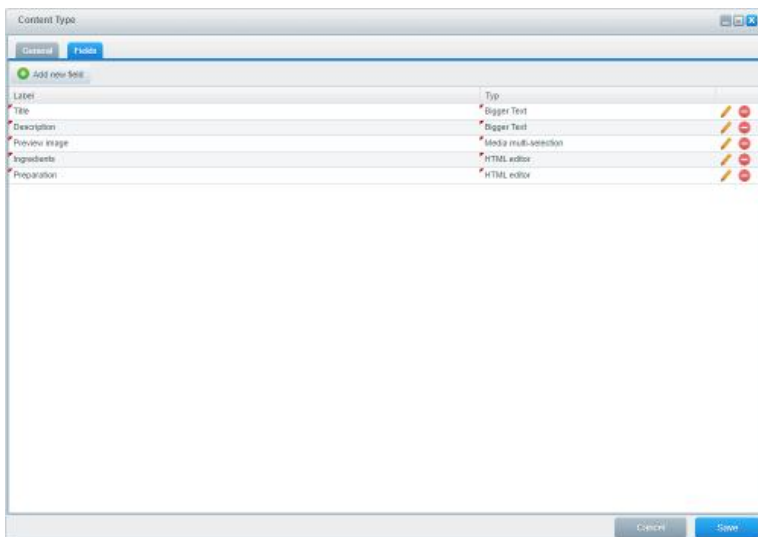


Content Types > General:

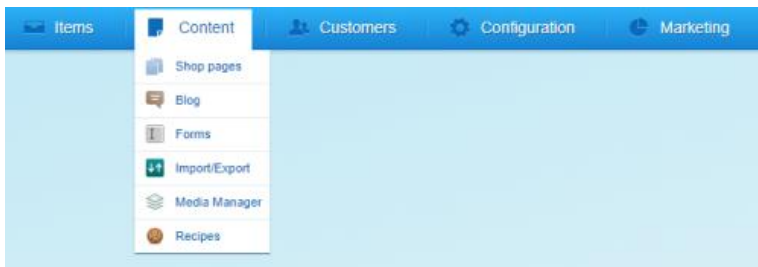
<

img src="https://s3.eu-central-1.amazonaws.com/wiki-assets.shopware.com/1598943989/Backend-Beispiel-Inhaltstypen-Rezepte-Allgemein\_EN.png" />

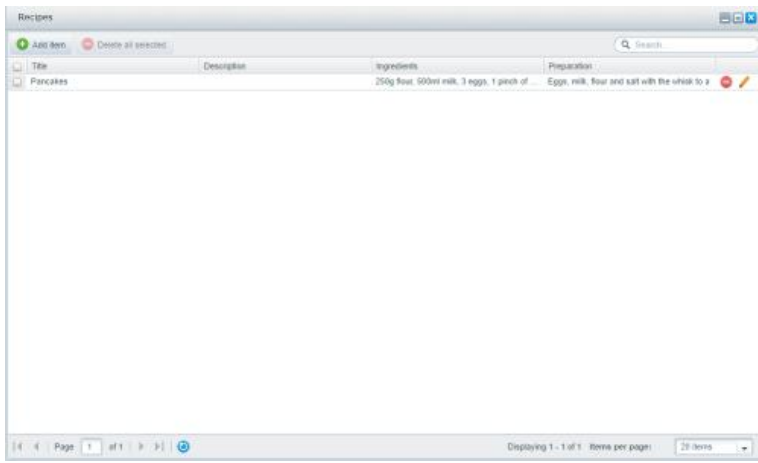
Content > Fields:



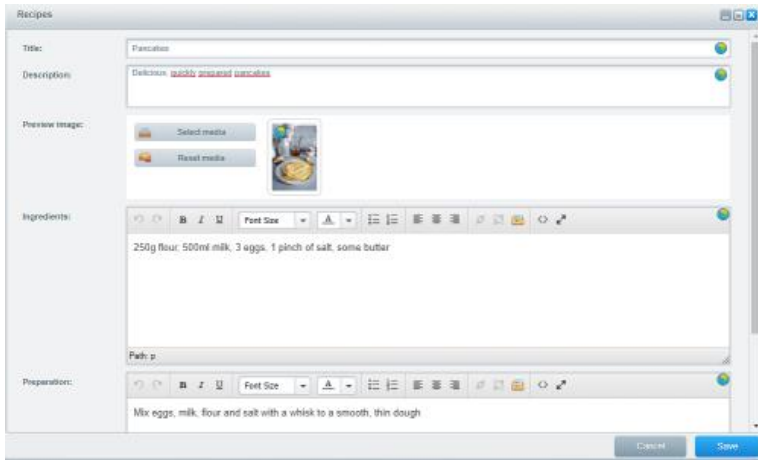
Menu Content:



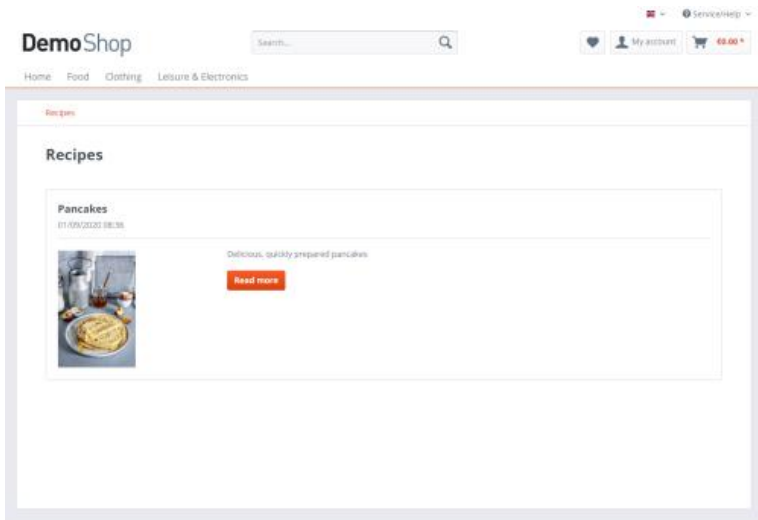
Content > Recipes:



Recipes > Details:



**Frontend:**  
Overview:



Detail view:

Pancakes

Delicious, quickly prepared pancakes



250g flour, 500ml milk, 3 eggs, 1 pinch of salt, some butter

Mix eggs, milk, flour and salt with a whisk to a smooth, thin dough.

# Import / Export

Shopware allows you to easily enter content in your shop via import and export your data to interfaces or analysis tools.

This area of the documentation describes you the basic options the import and export function of Shopware provides.

Moreover we provide you specific details for every importable element including example files.

This way you can directly start adding content to your shop.

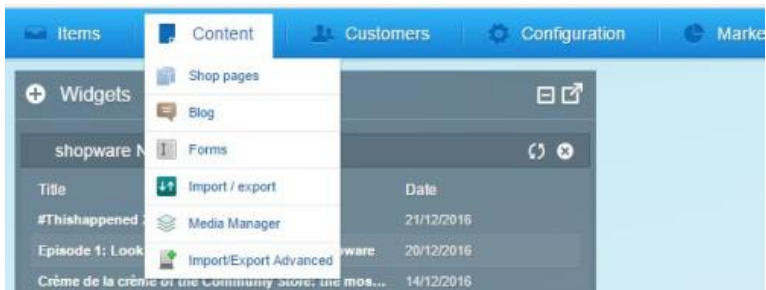
## Import / Export: Basic module

With the help of the Import / Export plugin you can import large amounts of files via CSV or XML.

### Installation

The Import/Export module can be installed like any other plugin. After installation, please reload the backend. This will make the plugin visible in the menu structure. If necessary, empty the cache and reload the page once again.

You will find the plugin under the **Content** dropdown menu in your backend.



### Plugin configuration

The plugin configuration offers the following settings:

- **With import/export to proceed when an error occurs:** Should an error occur, this option defines the default action – either abort the entire import/export or simply skip the line causing the error.
- The **Import image** mode determines whether the importer should import the same item image several times or only once.

- The option **Use comma as decimal separator** sets, whether a comma or dot is used as a decimal separation character.

## The backend module

The new Import/Export backend module has 4 areas: Import, export, protocol and profiles.

### Import/export manager

This area makes it possible to import and export different data and allows you to manage your most recent changes.

#### Export

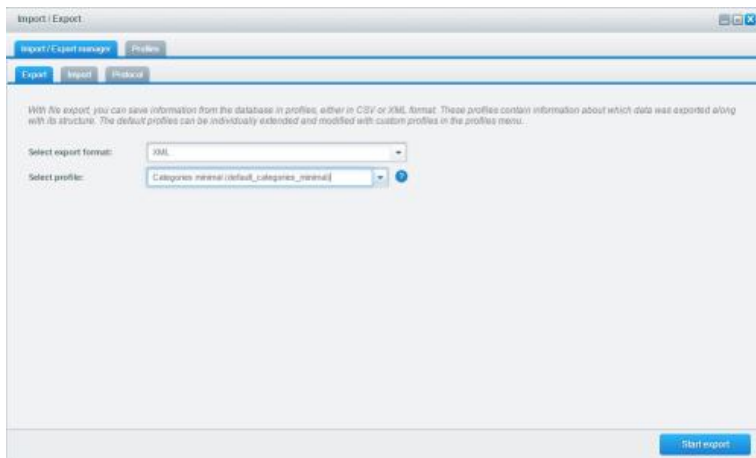
In the export tab you can export data from the system in either csv or xml format. You choose your previously created profile and the export-format in here.

Differing from the export type (articles, orders, customers, categories) there might be additional options appearing, which limits the exported data more accurately.

The different filter-options are explained in detail in the further articles for the different profile types.

After you set the configurations to your liking you can start the export by clicking on the "Start export" Button. With this a window appears which shows the number of calculated datasets.

A click on "Start exporting" will export those datasets in a file that you can download by clicking "download" after the export is finalized. If you need the file later on you can always download it in the tab "Protocol".

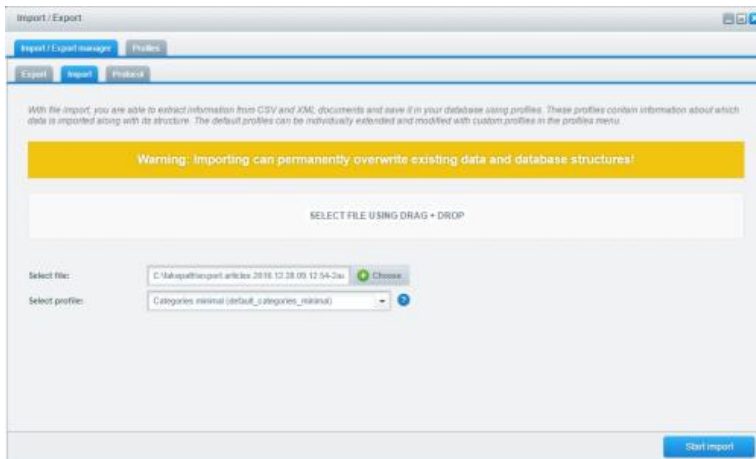


#### Import

In the tab "Import" you can import existing xml or csv files. The needed file can either be pulled into the given zone via Drag'n'Drop or be selected by using the "Choose" button from your locale computer. Afterwards you only have to select which profile should be used for this file. With this you have to mind for the column names/ xml-node-names to exactly match the selected node-names in the profile.



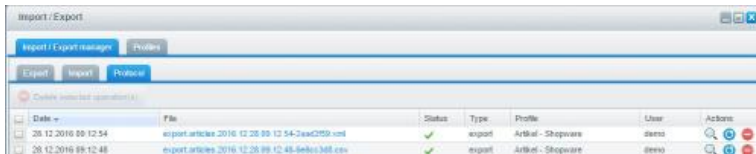
Now you can start the import by clicking on "Start import". This also opens a window, which calculates the number of datasets in the file where you can start the actual import by clicking on "Start importing". To avoid overwhelming the servers and causing a timeout, large imports can be performed in incremental steps. If an import is cancelled, it can be easily retrieved and completed by visiting the **Protocol** tab.



## Protocol

Here you will find all previous imports/exports (operations). This allows you to easily reimport, download or delete files at any given time. You also have the option of viewing or continuing broken imports.

Together with the "Logs", this view acts as an invaluable tool for managing all current and archived operations in order to optimize your imports and detect the source of any errors.



## Profile

The **Profile** tab is the cornerstone of the new Import/Export module. The profile defines the "appearance" of an import or export, also the connection(mapping) to the different database columns.

The Import/Export module already contains many useful profiles e.g. for the item creation, customer imports or order exports.

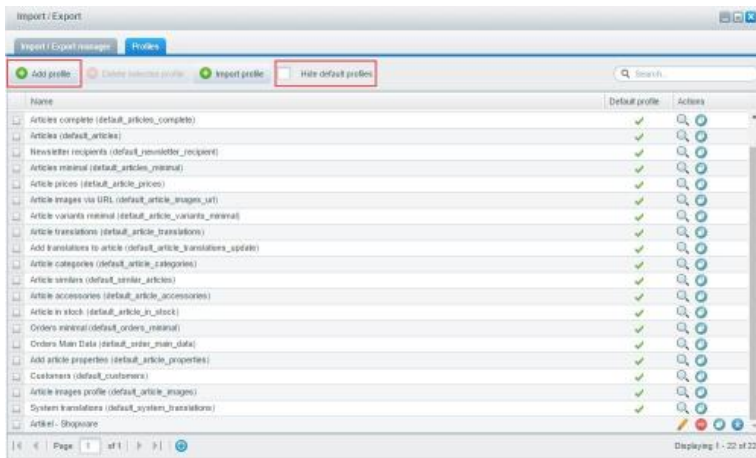
Those default profiles you can hide by activating the checkbox "Hide default profiles", so you just get shown your individual profiles.

You can set up completely individual profiles which are made for your own needs.

First click on "Add profile" to create a new profile. Now you are requested to choose a name and a default profile, which your own profile should be based on.

If you want to create for example an item profile you might choose "Articles minimal" for "Based on", the name can be selected as you wish like "Articles - Shopware".

After a click on "Save" a profile is created, that contains all columns of the base profile. To this you can add or delete columns freely.



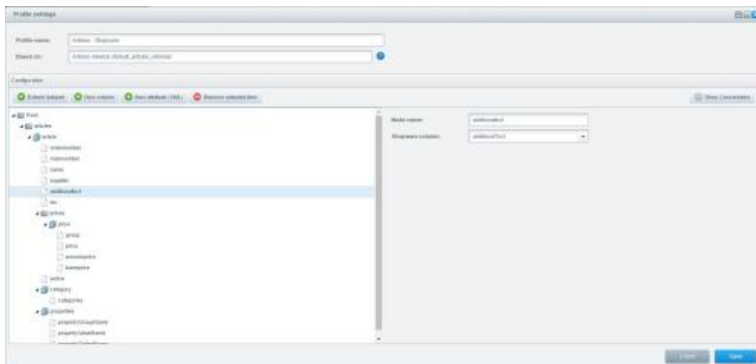
On the left side of the profile window you now see a tree that shows the xml data structure.

If you choose a column (like: ordernumber), you can edit the name of the node in the xml/csv on the right and maybe name it "itemnumber", just like the way the column, or xml-node is supposed to be named later on.

Below you can choose which Shopware-column the node is connected to (in this case "orderNumber").

Here you can choose from all columns the active data type offers - because you selected "article" as a type before you can choose from all available item fields.

Which fields are available for the different profile types you can see in detail in the further wiki-articles for the different profile types.



## Configuration of the Profile

Use the **Extend dataset**, **New column** and **New attribute (xml)** buttons to create additional data fields for a profile.

A column is a data field that can be used to contain information such as "Item name".

To create a new column node, first assign a name under "Node name" then assign a dataset from the "Shopware column".

Nodes in XML can also contain so-called "Attributes", which are data fields that can be defined within the node itself.

```
<myColumn myAttribute="hello">
  Universal
</myColumn>
```

In this example, we created a node called "myColumn" and an attribute called "myAttribute". Ultimately the column and attribute can both contain data, however this depends on your requirements and the extensions you use.

Finally a dataset is a special kind of element for data fields. Items can have multiple datasets (so-called "ToMany relations"), which may include, for example: prices, categories or properties.

A dataset has a node name (i.e. "MyPrice"), adapter ("category" for categories; "price" for prices) and a "parent key" (i.e. the price associated with the actual item). A dataset node itself actually contains no data, but with additional columns and attributes added to it, the data fields of the corresponding adapters can be selected (such as the pseudoPrice of the relevant price or name of the relevant category).

Ultimately datasets can be understood as a "lower profile" as they incorporate a item profile price, category or image.

In the database the dataset is like a join, which means a connection to another table. For the price-dataset this would be a connection between the main article-table (s\_articles) and the price-table (s\_articles\_prices).

The dataset only sets up a connection between those tables, which means it takes care that both tables "know each other", but do not give any actual data. Only after the dataset has been connected correctly the fields from the price-table can be exported and imported because the importer knows which item has which prices.

## XML / CSV

This module supports CSV and XML file formats. Although profile creation is very similar to XML format, every profile can always be exported or imported in CSV.

In this case, the module will use a flat CSV format with column names based on your nodes.

If you do not require an XML profile, rather wish to work exclusively with CSV, you can disregard the nodes and create a flat profile. Following the "Items - Shopware" example above, the exported CSV would look like this:

A	B	C	D	E	F	G	H	I	J	K	L	M
1	2019001	Microkondor Agapit 18%	Perfume	18.00	74.97	1102001	Elektronik	Flachengruppe 0 1	1102001	Elektronik	Flachengruppe 0 1	1102001
2	2019002	Lama Macchiato 17%	Perfume	18.00	74.97	1102002	Elektronik	Flachengruppe 0 1	1102002	Elektronik	Flachengruppe 0 1	1102002
3	2019003	Sage Special 45%	Perfume	18.00	74.97	1102003	Elektronik	Flachengruppe 0 1	1102003	Elektronik	Flachengruppe 0 1	1102003
4	2019004	T.2. Power 41.5%	Perfume	18.00	74.97	1102004	Elektronik	Flachengruppe 0 1	1102004	Elektronik	Flachengruppe 0 1	1102004
5	2019005	Special Power Legend 41.12%	Perfume	18.00	74.97	1102005	Elektronik	Flachengruppe 0 1	1102005	Elektronik	Flachengruppe 0 1	1102005

In comparison, an XML export would look like this:

```

<?xml version="1.0" encoding="UTF-8" standalone="yes"?>
<Root>
  <articles>
    <article>
      <ordernumber>SW10003</ordernumber>
      <mainnumber>SM10003</mainnumber>
      <name>Münsterländer Aperitif 16</name>
      <supplier>Felsbrunnerei Saase</supplier>
      <additionaltext></additionaltext>
      <tax>19.00</tax>
      <prices>
        <price>
          <group>BR</group>
          <price>14.95</price>
          <pseudoprice></pseudoprice>
          <baseprice></baseprice>
        </price>
      </prices>
      <active>1</active>
      <category>
        <categories>14</categories>
      </category>
      <category>
        <categories>21</categories>
      </category>
      <category>
        <categories>50</categories>
      </category>
      <properties>
        <propertyGroup>Edelbrände</propertyGroup>
        <propertyValue>0,7 liter</propertyValue>
        <propertyOption>Flaschengröße</propertyOption>
      </properties>
      <properties>
        <propertyGroup>Edelbrände</propertyGroup>
        <propertyValue>rot</propertyValue>
        <propertyOption>Farbe</propertyOption>
      </properties>
      <properties>
        <propertyGroup>Edelbrände</propertyGroup>
        <propertyValue>Trüchtig</propertyValue>
        <propertyOption>Geschmack</propertyOption>
      </properties>
      <properties>
        <propertyGroup>Edelbrände</propertyGroup>
        <propertyValue>Gekühlt</propertyValue>
        <propertyOption>Trinktemperatur</propertyOption>
      </properties>
      <properties>
        <propertyGroup>Edelbrände</propertyGroup>
        <propertyValue>=<CDATA[< 20]>]</propertyValue>
      </properties>
    </article>
  </articles>

```

For performance reasons, the Importer only supports formatted XML! The library used does not support unformatted XML files.

## Edit files

## CSV

To edit or create csv-files you should use a program like the free Open Office, which allows you to create files in a valid UTF-8 format.

If you edit a file in Excel, which currently does not support a valid UTF-8 format, you might get problems with special characters.

In case you have a file that is not a valid UTF-8 you can correct this with a program like Notepad ++. For this you open the not correctly formatted file in Notepad ++ and open an additional empty file, for which you manually set the coding to UTF-8.

Now you can copy the whole text of your original file with ctrl-a and ctrl-c and put it the new correctly coded file with ctrl-v.

This new file you now save as a .csv file and import the now correctly coded file in the system.

## XML

For the editing of xml-files you can use any program you want. The only important thing is that the structure and format of the file stays correct.

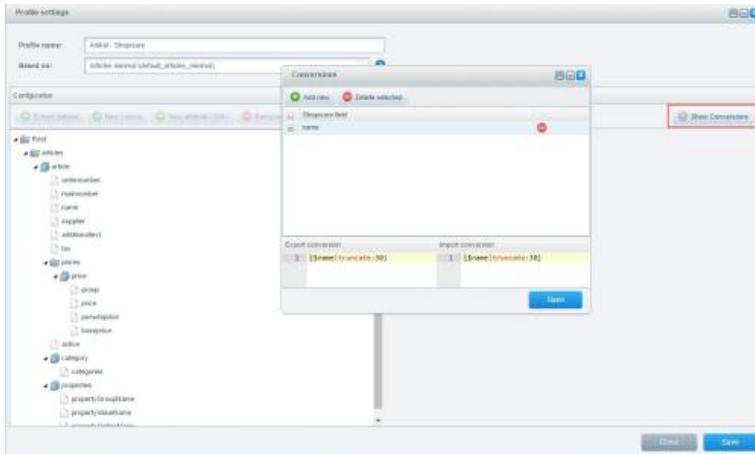
## Conversions

In the **Profile** tab you can perform **Conversions**, which allow you to independently manipulate the content of a field during an import or export.

For instance, this makes it possible for you to define the “active” flag of an exported item with values other than “0” and “1”, such as “activated” or “deactivated”.

The reverse is also possible for imports, so that the “activated” string is recognized as “1” and “deactivated” string as “0”.

Replacements and other string operations can also be performed – even mathematical calculations are supported.



For the Smarty engine: the names of the fields that apply for the current profile will appear in the conversions window after a new entry is added. The available selections are prepared for Smarty use and designated with a \$ sign.

### Shorten names to 30 characters

```
{$name|truncate:30}
```

### Increase price by a factor of 10

```
{math equation="x*10" x=$price}
```

### Requests from other fields, strings

```
{if $attributeAttr8 < 10}
  4
{else}
  $attributeAttr9
{/if}
```

### “activate” and “deactivate” instead of the active flag output

```
{if $active == 0}deactivate{else}activate{/if}
```

# Console tools & cronjobs

The Import/export module allows you to perform imports and exports directly from the command line. Furthermore, imports can also be automated using cronjobs simply by placing them in a dedicated directory.

Currently it is not possible to export images via cli!

## Console commands

### Profile view

For the import and export via console you need existing profiles.

With the command:

```
php bin/console sw:importexport:profiles
```

you can view a list of all existing profiles.

### Export

Exports can be executed from the Shopware directory using this command:

```
php bin/console sw:importexport:export
```

For this you have to give the following parameters:

- `-p/--profile`: profile name, such as "Items - Shopware"
- `filepath`: name of the exported dataset, such as: "out.xml"

The export format is automatically determined by the extension of the specified file, so a name ending in ".xml" will export to XML format; a name ending in ".csv" will export to CSV.

Additional parameters could be:

- `-f/--format`: enforce an export format (CSV, XML)
- `-x/--exportVariants`: include item variants in your export (items)
- `-o/--offset`: Offset
- `-l/--limit`: Limit

### Import

To import an existing file into the system you can use this command:

```
php bin/console sw:importexport:import
```

The following parameters are necessary:

- `-p/--profile`: profile name, such as "Items - Shopware"
- `filepath`: name of the dataset to be imported

### Example:

```
php bin/console sw:importexport:export -p "default_orders"
```

### Example with date:

```
php bin/console sw:importexport:export --dateFrom "16-05-2021" -p "default_orders" out.xml
```

### Example from/to date:

```
php bin/console sw:importexport:export --dateFrom "10-05-2021" --dateTo "15-05-2021" -p "default_orders" out.xml
```

The export format is automatically determined by the extension of the specified file, so if the name ends with ".xml", it will automatically export to XML, if it ends with ".csv", it will export to CSV.

Other valid parameters are:

- `-f/--format`: To force an output format (CSV, XML)
- `-x/--exportVariants`: For articles: export variants as well
- `-o/--offset`: Character offset
- `-l/--limit`: Limit
- `-u/--customerstream`: Customer stream export
- `--dateFrom`: Date from
- `--dateTo`: Date to
- `-c/--category`: Category export
- `--productStream`: Product stream export

## Cronjobs

The new Import/export module allows you to deposit CSV or XML files in the directory **files/import\_cron/**. When a standard Shopware cronjob is activated, the system will import the files into the directory once per day.

The duration between two passes can of course be adjusted in the basic settings (see: [Cronjobs](#)).

So that the profiles for the imports can be correctly assigned, the profile name must be present in the filename between the two points.

For the profile name "Items - Shopware" the command could look like this:

```
export.Items - Shopware.24.09.2014.csv
```

or

```
Items - Shopware.csv
```

Imports can be revisited later in the backend module under **Protocol**. Imports with an error will be stored in the directory **files/import\_export/** with a "broken-" prefix.

You can trigger cronjobs directly via the console by using a command such as:

```
php shopware.php SwagImportExport/cron
```

You may also push cronjobs using wget or by calling a browser:

```
http://www.my-domain.com/backend/SwagImportExportCron/cron
```

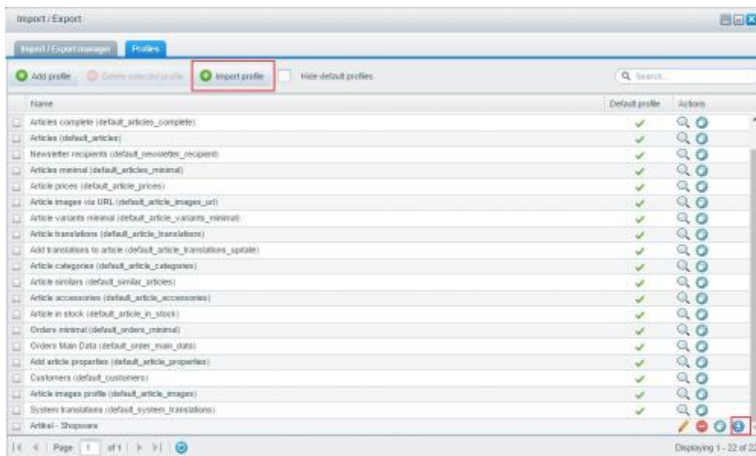
data exports are only possible using the Shopware console. Imports can only be carried out via cronjobs!

## Importing and exporting profiles

In the import/export-module you have the possibility to import created profiles, which you previously exported as a JSON file.

For this you can use the button "Import profile" in the tab profiles.

A profile can be exported with the blue export button in the profiles line.



## Import / Export: Article



# Items

When importing items you have to mind that every item has to have a name, ordernumber, supplier, tax and price to be a valid item. Also you should take care that a connection to another item can only be set if the item is already existing in the system before you set the connection.

## General information

The csv-file had to be UTF8 encoded. Before an import to the live-system is done, you should create a database backup. In any case the import should be tested in a test- or staging-system.

## Basic items

When importing items we have to distinguish between updating items and creating new items. For the update we only have to contain the mandatory fields ordernumber, mainnumber, the price as well as the fields we want to update. For a correct new item we also have to add the fields supplier, name, tax, price. To enable a correct display in the frontend we also should provide a category, if it is known. Only with those fields entered the item is properly shown in the back- and frontend.

The function **exporting of items** supplies the following filters:

- **Export variantes:** Do you want to export variants yes/no
- **Limit:** Only the given number of items is exported
- **Offset:** The export starts after the given number of items
- **Category:** Only items in the given category are exported

The screenshot shows a software window titled "Import / Export". It has two tabs: "Import / Export manager" and "Profiles". The "Export" tab is selected. Below the tabs, there is a text box with instructions: "With file export, you can save information from the database in profile, either in CSV or XML format. These profiles contain information about which data was exported along with its structure. The default profiles can be individually extended and modified with custom profiles in the profiles menu." Below this, there are two dropdown menus: "Select export format:" (set to "XML") and "Select profile:" (set to "Articles complete (default; articles; variants)"). Below these is an "Additional export configuration" section with a checkbox for "Export variants:" (unchecked), and three input fields: "Limit:", "Offset:", and "Category:". At the bottom right, there is a blue button labeled "Start export".

## Provided fields incl. description

Iterator: Article

<b>field name</b>	<b>description</b>	<b>values</b>	<b>characteristics</b>
articleID	item ID, this field is a primary key in the database and has to be unique!	numeric	optional
name	item-name	text	mandatory field for new items
description	short description of the item	text	optional
descriptionLong	long description of the item	text	optional
date	date of creation	date	optional
pseudoSales	pseudosales	numeric	optional
topSeller	topseller	boolean	optional
metaTitle	meta-title	text	optional
keywords	keywords	text	optional
changeTime	change date	date	optional
priceGroupID	ID of the pricegroup	numeric	optional, found in s_core_pricegroups
priceGroupActive	pricegroup active	boolean	optional
lastStock	on sale If the stock is $\leq 0$ , the item is not available	boolean	optional, 1 = active, 0 = not active
crossBundleLook	crossBundleLook	boolean	optional
notification	Email notification	boolean	optional

template	Template	text	optional
mode	Modus	numeric	optional
availableFrom	Available from	date	optional
availableTo	Available to	date	optional
supplierId	supplier-Id	numeric	optional
supplierName	supplier	text	mandatory field for new items
taxId	tax-ID	numeric	optional
tax	tax	text	mandatory field for new items
filterGroupId	property-group-ID	numeric	optional
filterGroupName	property group	text	optional
variantId	item-detail ID	numeric	optional
ordernumber	item number	alphanumeric	mandatory field for new items
mainnumber	item number of the main article	alphanumeric	mandatory field for new items
kind	type	numeric	optional
additionaltext	additional text for variants	text	optional, generated automatically since Shopware 5
inStock	stock	numeric	optional; Please do never use this column for imports if you are using the Shopware ERP powered by pickware, use the pickware-profiles instead
active	active	boolean	optional

stockMin	minimum stock	numeric	optional
weight	weight	numeric	optional
position	position	numeric	optional
width	width	numeric	optional
height	height	numeric	optional
length	length	numeric	optional
ean	EAN	text	optional
unitId	unit ID	numeric	optional
purchaseSteps	scale steps	numeric	optional
minPurchase	minimum purchase	numeric	optional
maxPurchase	maximum purchase	numeric	optional
purchaseUnit	unit of purchase	numeric	optional
referenceUnit	basic unit	numeric	optional
PackUnit	pack unit	text	optional
releaseDate	release date	date	optional
shippingTime	shipping time	numeric	optional
shippingFree	shipping free	boolean	optional
supplierNumber	supplier-number	text	optional
purchasePrice	purchase price	numeric	Optional

attributeAttr#(1-20)	attribute field	text	optional
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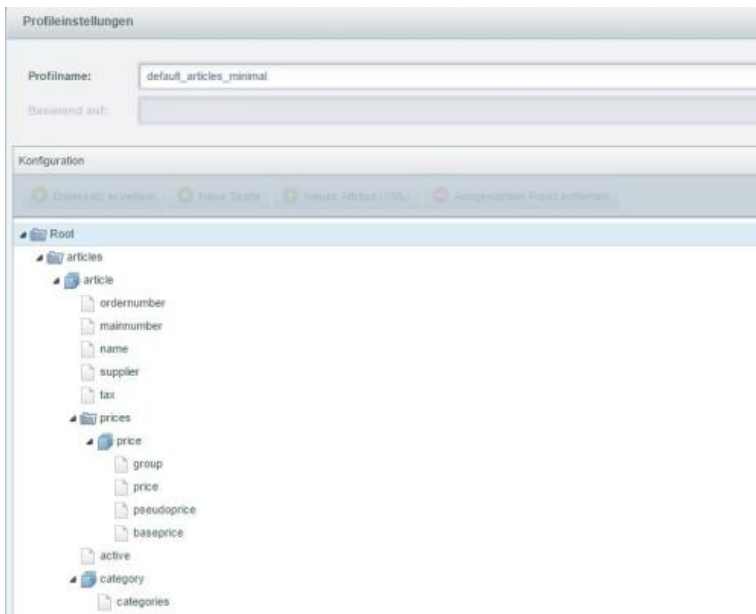
## Minimum import for creating new items

This import contains only the mandatory fields to create a new item. If an import contains those fields it is possible to create a new article. For a correct display in the frontend the fields category and active should be added.

The profile for this import can be selected from the list of default profiles by the name "Articles minimal (default\_articles\_minimal)".

You get an example xml-file here: [ArticleMinimal.xml](#)

You get an example csv-file here: [ArticleMinimal.csv](#)



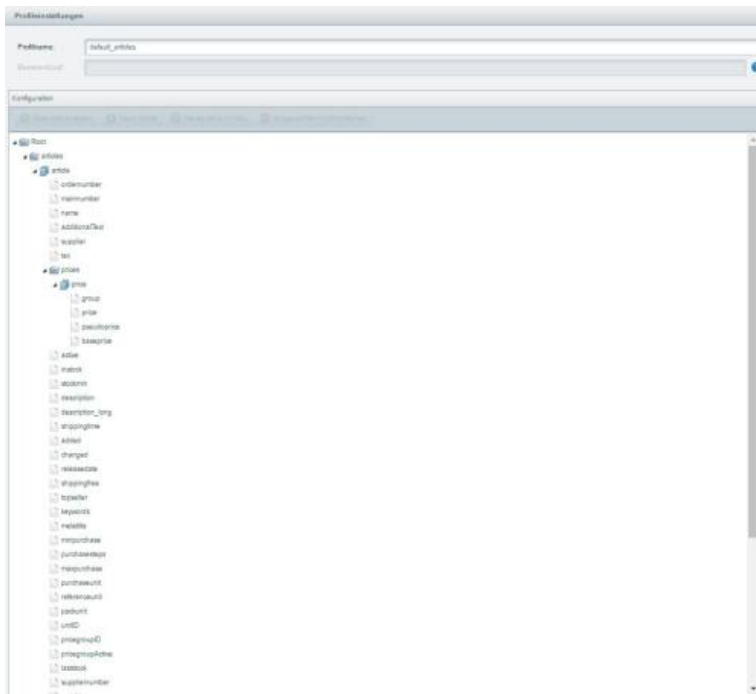
## Default profile

This profile provides all fields which are mandatory for creating a new item as well as most useful detail-fields. In case properties, translations or images shall be im-/exported as well the respective iterators have to be added.

The profile for this import can be selected from the list of default profiles by the name "Articles (default\_articles)".

You get an example xml-file here: [Article.xml](#)

You get an example csv-file here: [Article.csv](#)



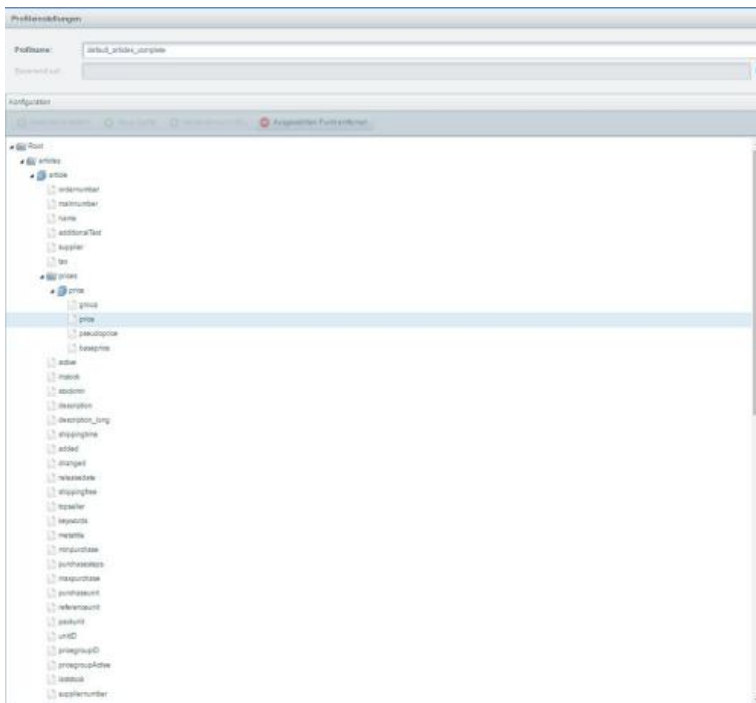
## Article complete

This profile contains many possible useful columns and datasets like prices, variants, properties and many more.

The profile for this import can be selected from the list of default profiles by the name "Article complete (default\_articles\_complete)".

You get an example xml-file here: [ArticleComplete.xml](#)

You get an example csv-file here: [ArticleComplete.csv](#)



# Variants

When creating variant items you have to mind whether you want to add variants to an existing article or create a new article which will have variants. It is not possible to delete variants with an import or join multiple existing non-variant-items to one variant-item. The node kind is setting if the variable is the preselected variant. It has the value 1 for the preselected variant and 2 for every other variant. Please mind that only one variable is allowed to get a 1 in the kind node, all other variants have to have 2 as the value.

## Provided fields incl. description

Iterator: Configurator

field name	description	values	characteristics
variantId	item-detail ID	numeric	optional
configOptionId	options-ID	alphanumeric	optional
configOptionName	option-name	text	mandatory field
configOptionPosition	position of the option	numeric	optional
configGroupId	group-ID	numeric	optional
configGroupName	group-Name	text	mandatory field
configGroupDescription	description of the group	text	optional
configSetId	set-ID	numeric	optional
configSetName	set-name	text	optional
configSetType	set-type	text	optional

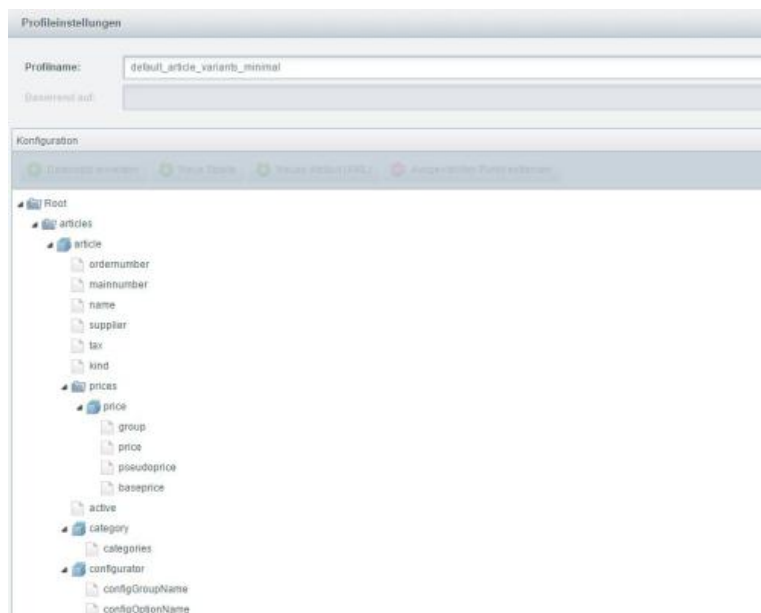
## Minimal import for creating variant items

To create a variant item the iterator **configurator** has to be added (already contained in the default profile). Very important are the nodes **configuratorGroupName** and **configuratorOptionName** which are assembled to a joint column **configuratorOptions**. The build is done like this group:option. Please mind the notes according to possible error-sources below.

The profile for this import can be selected from the list of default profiles by the name "Article variants minimal (default\_article\_variants\_minimal)".

You get an example xml-file here: [ArticleVariantsMinimal.xml](#)

You get an example csv-file here: [ArticleVariantsMinimal.csv](#)



## Images

To import images you have to use the iterator **image**. You have to distinguish if you want to add an image via URL or from the media manager.

Currently it is not possible to export images with the cli.

### Provided fields incl. description

Iterator: Image

Currently you can add existing images from the media manager as well as new images. For a separate image import you have to use the profile **article images**, which contains additional image options.

field name	description	values	characteristics
id	id from s_article_images	numeric	optional
variantId	item-detail ID	numeric	optional
articleId	item-ID	numeric	optional



path	name of the image	text	optional
imageUrl	HTTP-Link to the image	text	mandatory for new images
main	preview image	boolean	mandatory field
mediaId	media ID	numeric	mandatory, found in s_media
thumbnail	thumbnail	numeric	optional

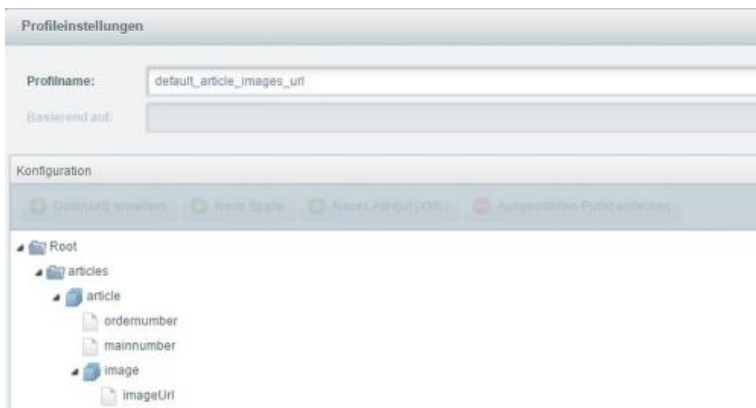
## Adding image with an HTTP-Link

To add a new image to an existing article with an HTTP-Link you can use this profile.

The profile for this import can be selected from the list of default profiles by the name "Articlebilder über URL (default\_article\_images\_url)".

You get an example xml-file here: [ArticleImageUrl.xml](#)

You get an example csv-file here: [ArticleImageUrl.csv](#)



## Similar articles

The iterator **similar** is used for similar items. The link is done with the column ordernumber, the item number of the product.

## Provided fields incl. description

Iterator: Similar

field name	description	values	characteristics
------------	-------------	--------	-----------------

ordernumber	item number	alphanumeric	
mainnumber	item number of the main item	alphanumeric	
similarId	similar-ID	numeric	optional (multiple similar items are separated with a pipe)

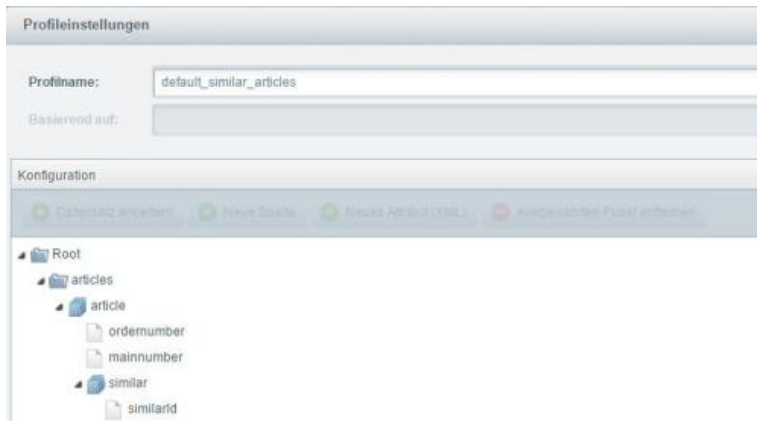
## Minimal import to assign similar items to an existing item

This profile can be used if you want to assign an existing item, for example SW10002.3, another also existing item as a similar item.

The profile for this import can be selected from the list of default profiles by the name "Article similars (default\_similar\_articles)".

You get an example xml-file here: [ArticleSimilar.xml](#)

You get an example csv-file here: [ArticleSimilar.csv](#)



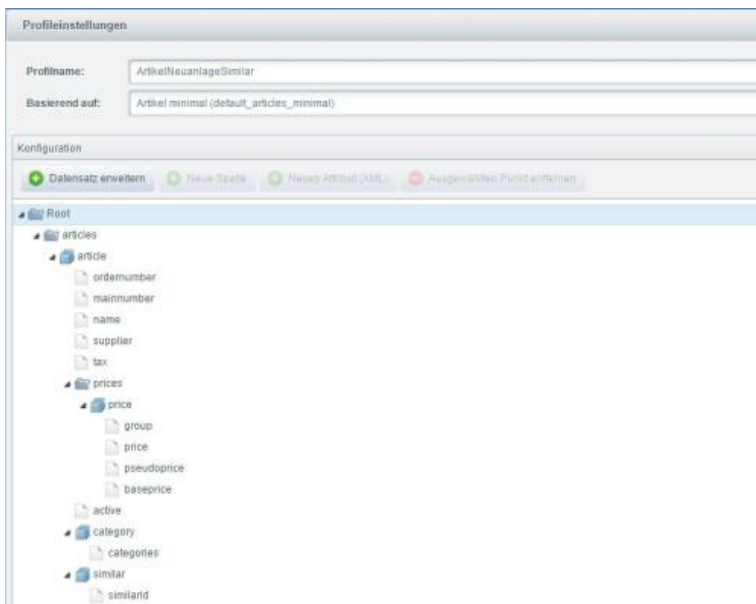
## Create a new item and a new similar item

In this profile we create two new item, which have a similar-relationship. For this the similar item has to be created first, to be assigned to the second new item.

The profile for the import can be downloaded here: [ArticleNewSimilar.json](#)

You get an example xml-file here: [ArticleNewSimilar.xml](#)

You get an example csv-file here: [ArticleNewSimilar.csv](#)



## Accessory items

Using the iterator **accessory** you can import accessory items. This also uses the ordernumber as a reference.

### Provided fields incl. description

Iterator: Accessory

field name	description	values	characteristics
accessoryId	accessory-ID	numeric	optional
ordernumber	item-number	alphanumeric	Bestellnummern der Zubehör-Article mit einem Pipe getrennt
articleId	item-ID	numeric	optional

### Minimal import to assign accessory items to an existing item

This profile assigns an existing item an existing accessory item. Only the ids of the items are necessary to create the relation.

The profile for this import can be selected from the list of default profiles by the name "Article accessories (default\_article\_accessories)".

You get an example xml-file here: [ArticleAccessory.xml](#)

You get an example csv-file here: [ArticleAccessory.csv](#)



## Creating new items and new accessory item

With this profile we can create two new items, which have an accessory-relationship. First the accessory item has to be created, so it can be assigned the second new item as an accessory item.

The profile for the import can be downloaded here: [ArticleNewAccessory.json](#)

You get an example xml-file here: [ArticleNewAccessory.xml](#)

You get an example csv-file here: [ArticleNewAccessory.csv](#)



## Prices

With this profile you can import customer-group-prices. For this you have to use the iterator **price** (already included in the default profile). If you want to import a price for a different customer-group than EK, it is necessary to insert the node **priceGroup** to the profile. For every customer-group a new price column is created in the CSV-export. You can also import prices for different customer-groups by using price\_EK or price\_H. This iterator is necessary to create a new article because the price is a mandatory field.

Via import you can't delete graduated prices from an article or deleting just single steps. Changes on graduated prices should everytime be made using the seperate profile "Prices" and not using the general article profile. Informations about the prices-profile can be found [here](#).

## Provided fields incl. description

Iterator: Price

field name	description	values	characteristics
variantId	item-detail ID	numeric	optional
articleId	item-ID	numeric	optional
price	item price	numeric	sales price
pseudoPrice	pseudo price	numeric	optional
basePrice	purchase price	numeric	optional
priceGroup	customer-group	numeric	Shortage of the customer-group

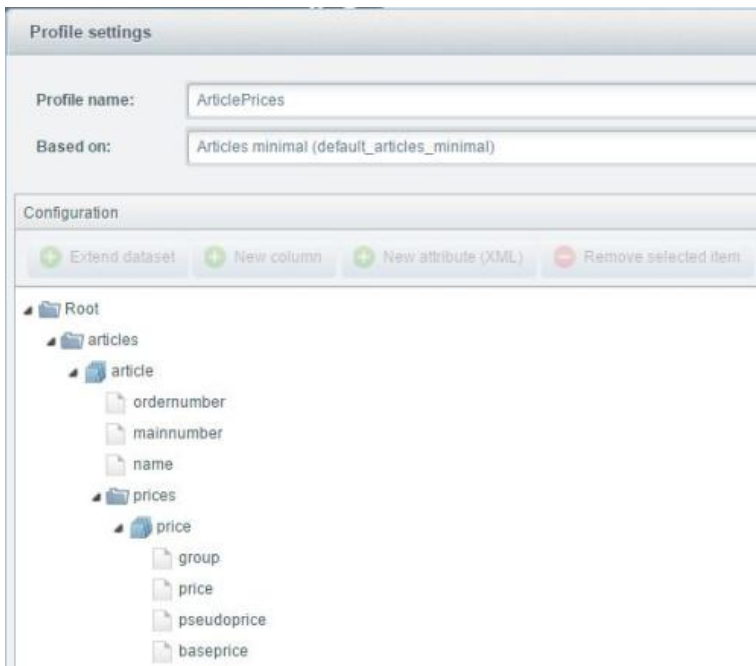
## Updating prices for existing items

This profile imports prices for an existing item. For this we use the iterator **price**.

The profile for the import can be downloaded here: [ArticlePrices.json](#)

You get an example xml-file here: [ArticlePrices.xml](#)

You get an example csv-file here: [ArticlePrices.csv](#)



## Properties

To import properties the iterator **properties** is used. You can also enter non existing properties. Those will be created anew with the import. The nodes `propertyValueName` and `propertyOptionName` will be summarized to one column `propertyValueName`. The structure is like this group:option. Properties can be imported since the version 1.0.2.

### Provided fields incl. description

Iterator: PropertyValues

field name	description	values	characteristics
articleId	item-ID	numeric	optional
propertyGroupName	name of the property-set	text	mandatory field
propertyValueId	property-Value-ID	numeric	optional
propertyValueName	name of the property-option	text	mandatory field
propertyValuePosition	position	numeric	optional
propertyvalueNumeric	sort	numeric	optional

propertyOptionName	name of the property-group	text	mandatory field
--------------------	----------------------------	------	-----------------

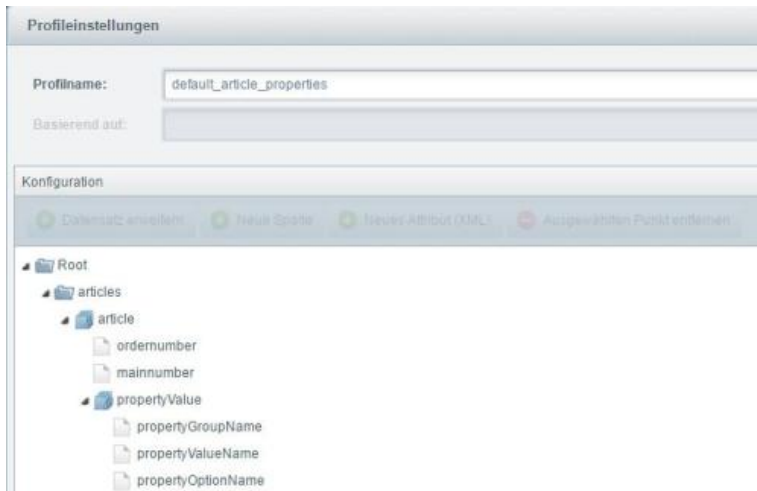
## Adding properties to an existing item

This profile is used to add properties to an already existing item.

The profile for this import can be selected from the list of default profiles by the name "Add article properties (default\_article\_properties)".

You get an example xml-file here: [ArticleProperties.xml](#)

You get an example csv-file here: [ArticleProperties.csv](#)



## Create new item with new properties

This profile can be used for creating a new article and adding non existing properties.

The profile for the import can be downloaded here: [ArticlePropertiesNew.json](#)

You get an example xml-file here: [ArticlePropertiesNew.xml](#)

You get an example csv-file here: [ArticlePropertiesNew.csv](#)



## Categories

The iterator **category** is used for assigning categories. The relation to the category is only available with the category-id. This id can be found in the category module in the backend. Multiple categories are separated with a pipe.

### Provided fields incl. description

Iterator: Category

field name	description	values	characteristics
categoryId	category-ID	numeric	Pflichtfeld
categoryPath	category-path	text	optional
articleId	item-ID	numeric	optional

### Add a category to an existing item

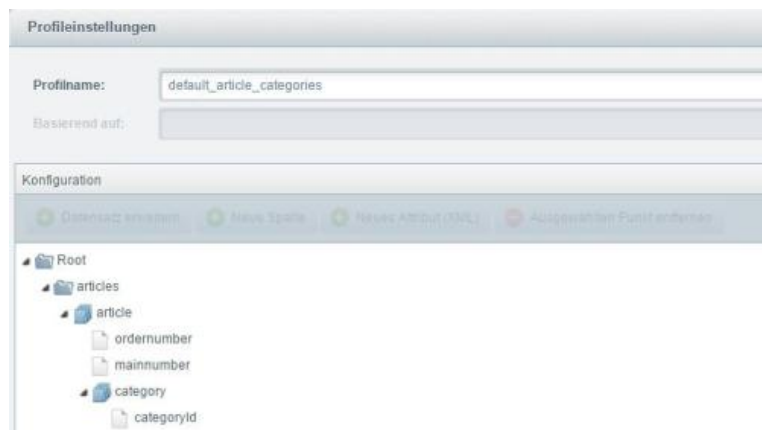
This profile can be used to add a category to an existing item. It is not possible to delete a category relation in the import.



The profile for this import can be selected from the list of default profiles by the name "Article categories (default\_article\_categories)".

You get an example xml-file here: [ArticleCategories.xml](#)

You get an example csv-file here: [ArticleCategories.csv](#)



## Possible errors and solving approach

### configuratorGroup

By default the import-export-module separates the options and groups of variants with a colon. If there already is a colon in the group name this can create errors while importing, because the importer can no longer define, where the option begins (e.g. **Please choose::red**). In this case you can use the conversions for the export and set a conversion for the column **configGroupName**. It is enough to use a replace: **{ \$configGroupName|replace:::"":"" }**

After this you can redo the group in the database and add an ":". For this purpose you just change the column **name** in the table **s\_article\_configurator\_groups**.

## Import / Export: Article translations

Please mind that you can only edit and add translations to existing items. It is not possible to create completely new items with this profile type.

### General information

Before an import to the live-system is done, you should create a database backup. In any case the import should be tested in a test- or staging-system.

### Basic translations

When importing item translations we have to keep in mind, to include the correct languageId for the translations. This id can be found in the table s\_core\_multilanguage. Attributes can only be imported if they

are marked as **translatable** in the basic settings.

Provided fields incl. description

field name	description	values	characteristics
articleNumber	item-number	alphanumeric	
languageId	id of the language	numeric	Can be found in the database-table s_core_shops
name	translation of the name	text	
keywords	keywords, relevant for the shopware search	text	
description	translation of the short description	text	
descriptionLong	translation of the description	text	
additionaltext	translation of the variant text	Text	
metatitle	translation of the meta-title	text	
packunit	translation of the pack unit	Text	
attr#	translation of the free text fields	Text	

## Minimal import

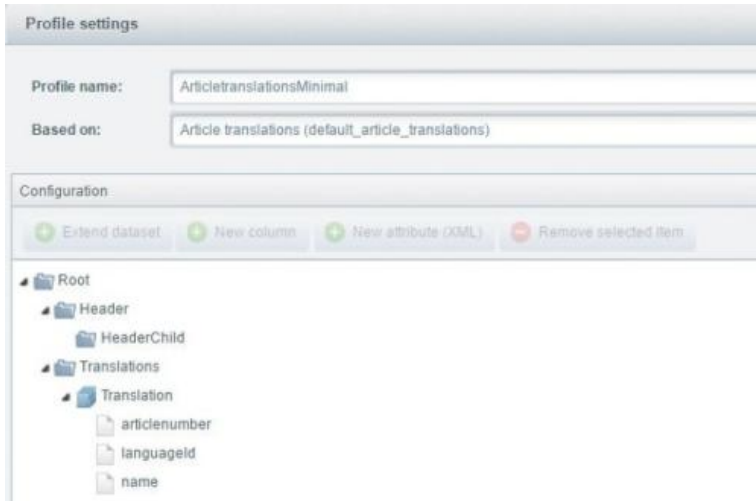
This profile provides the mandatory fields for the import incl. the translatable field name. Any profile has to include the languageId as well as the articlenumber and one translatable field.

The profile for the import can be downloaded here: [ArticlesTranslationsMinimal.json](#)

You get an example xml-file here: [ArticlesTranslationsMinimal.xml](#)

You get an example csv-file here: [ArticlesTranslationsMinimal.csv](#)

Currently existing translations are not used in an import but are completely replaced by the new values. If you want to keep your existing translations you have to export those and keep them in the import file.



## Default profile

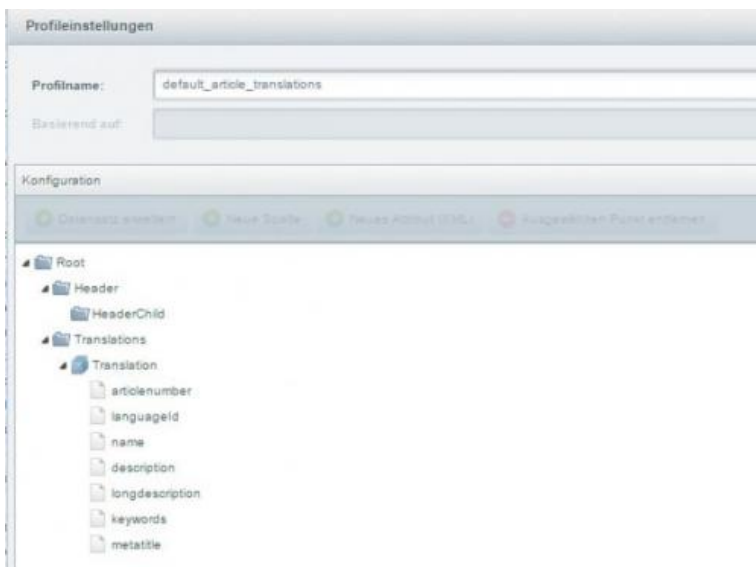
This is the default profile for item translations and contains all translatable item fields. Additionally you could add translatable attribute fields, if those are defined in the basic settings.

The profile for this import can be selected from the list of default profiles by the name "Article translations (default\_article\_translations)".

Here you can download the profile: [default.article.translation.json](#)

You get an example xml-file here: [ArticlesTranslations.xml](#)

You get an example csv-file here: [ArticlesTranslations.csv](#)



## Import / Export: Article images

Please mind that you can only add new images with this import, it is not possible to delete images by using an import.

Before an import to the live-system is done, you should create a database backup. In any case the import should be tested in a test- or staging-system.

## Basic images

For importing images for items we need to mind, that images are always assigned to the main article. It is not necessary to import the same image multiple times for each variant. If you want to import images with the same name multiple times you can configure in the plugin-configuration.

The image relation is always structured like this *group:option* For example like this:

```
{Size:L}  
{Color:Red|Size:XL}  
{Color:Yellow|Size:S|Taste:sweet}  
{Color:Red|Size:XL}&{Size:L}
```

Currently an export of images is not possible via cli.

Provided fields incl. description

field name	description	values	characteristics
ordernumber	item-number	Text	identifier of an item
image	link to the item imate	HTTP-link	Must not be empty
main	preview image (yes/no)	boolean (1 or 2)	
description	image description	text	
position	position on the detail page	numeric	the lowest value on the first position
width	size of the image(width)	value in pixel	Not used by default, not necessary
height	size of the image(height)	value in pixel	Not used by default, not necessary

relations	variant/image mapping	text	Structured like this group:option, examples in the area <i>characteristics</i>
thumbnail	create thumbnails for imported images (yes/no)	boolean (0 or 1)	If the option is 0 you have to create the thumbnails manually or via console

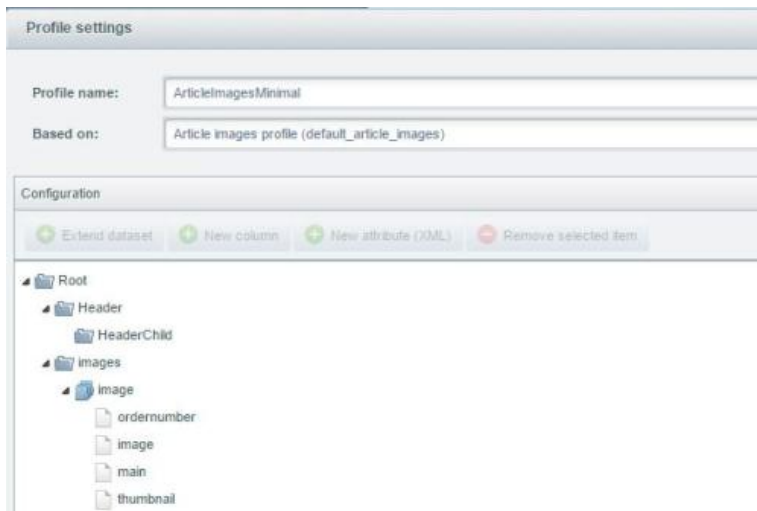
## Minimal import

This import only contains the fields ordernumber, image and main. Those are the mandatory fields for every import.

The profile for the import can be downloaded here: [ArticlesImagesMinimal.json](#)

You get an example xml-file here: [ImagesMinimal.xml](#)

You get an example csv-file here: [ImagesMinimal.csv](#)



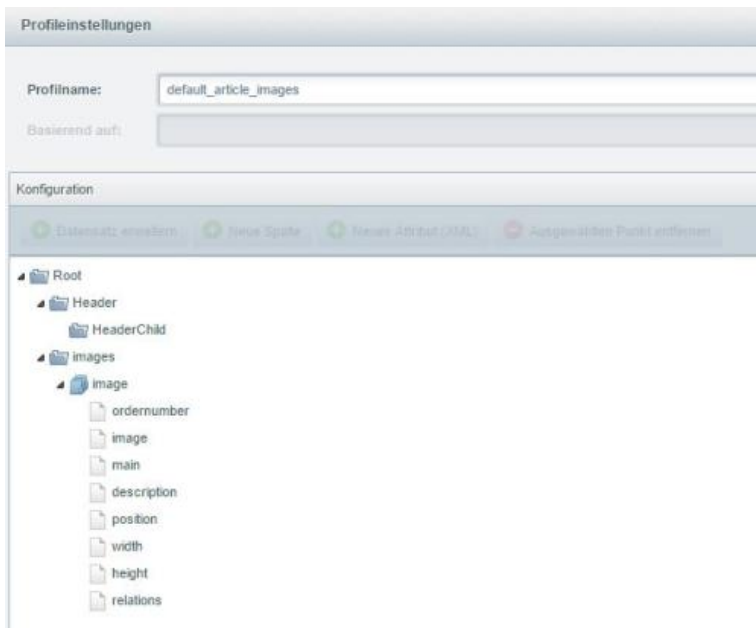
## Default profile

This is the default profile for item images. All additional information fields for image imports are included.

The profile for this import can be selected from the list of default profiles by the name "Article images profile (default\_article\_Images)".

You get an example xml-file here: [Images.xml](#)

You get an example csv-file here: [Images.csv](#)



## Import / Export: article prices

Please mind that you can only update prices to existing items with this import. It is not possible to create new items by using this import profile type.

### General information

Before an import to the live-system is done, you should create a database backup. In any case the import should be tested in a test- or staging-system.

### Basic item prices

When importing item prices you have to mind that this profile is only for ex- and import of item prices. Every included non-price-field works only for better identification and will not get imported.

Via import you can't delete graduated prices from an article or deleting just single steps.

Also the prices have to be entered depending on the customer-group. There has to be a new line for every price and customer-group.

Whether the prices are gross or net depends on the customer-group configuration, defined at configuration > basic configuration > customer-group.

You should always include every price(price, pseudoprice, baseprice), otherwise the missing prices are set empty.

Provided fields incl. description

<b>field name</b>	<b>description</b>	<b>values</b>	<b>characteristics</b>
ordernumber	item-number	alphanumeric	mandatory field for an import
id	ID in the table s_article_prices	numeric	optional
articleid	ID of the item in the table s_articles	numeric	optional
articleDetailsId	ID of the item in the table s_articles_details	numeric	optional
from	value for graduation	numeric	Has to begin with 1 for any item, mandatory field for an import
to	value for graduation	numeric	optional
price	item-price	numeric	Whether gross or net depends on the customer-group configuration, mandatory field for an import
pseudoprice	pseudo price	numeric	Whether gross or net depends on the customer-group configuration
percent	percentage discount for graduation	numeric	optional, can only be used for graduation prices
pricegroup	customer-group the price is set for	short identifier of a customer-group	mandatory field for an import
name	item-name	text	Can not be imported
additionalText	additional variant text	text	Can not be imported
purchasePrice	purchase price	numeric	
supplierName	supplier-name	text	Can not be imported

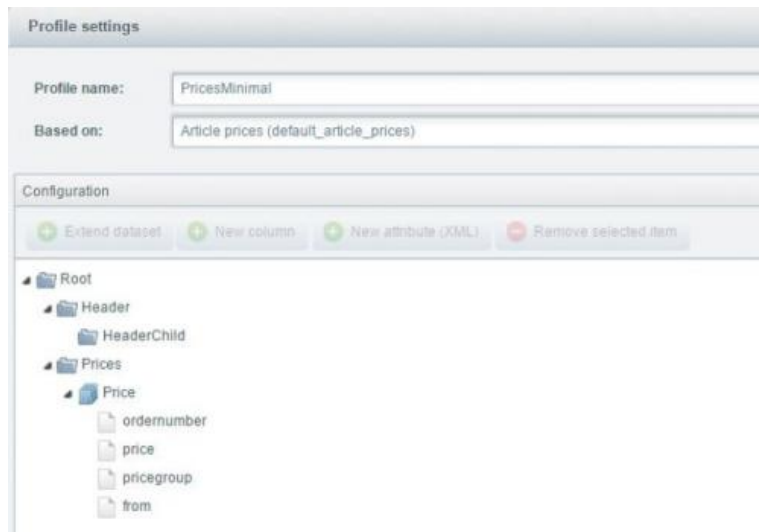
## Minimal import

This profile imports only the main item price, purchase price and pseudo price are set empty.

The profile for the import can be downloaded here: [ArticlesPricesMinimal.json](#)

You get an example xml-file here: [ArticlesPricesMinimal.xml](#)

You get an example csv-file here: [ArticlesPricesMinimal.csv](#)



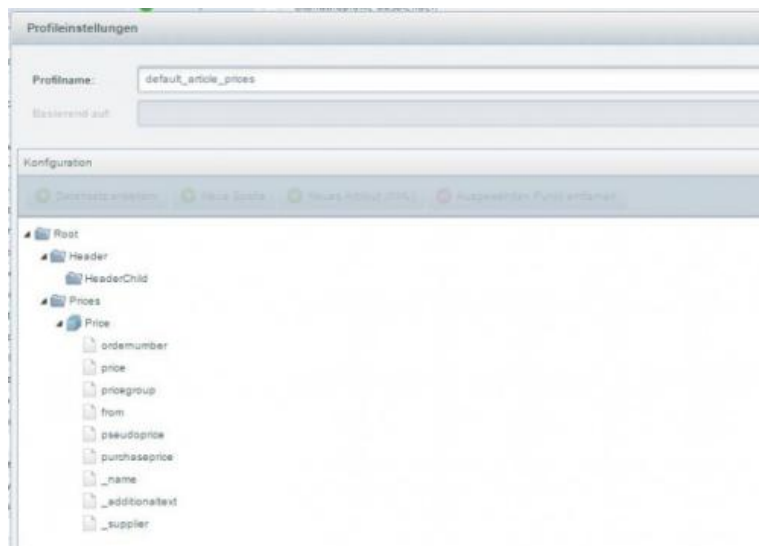
## Default profile

This is the default import profile for prices. All prices and additional identification fields are included.

The profile for this import can be selected from the list of default profiles by the name "Article prices (default\_article\_prices)".

You get an example xml-file here: [ArticlesPrices.xml](#)

You get an example csv-file here: [ArticlesPrices.csv](#)



## Import / Export: Orders



# Orders

For the order export you have two different profile types. The default orders profile exports a line with information for each position of the order, the orders main data profile type only exports one line with the basic information of the order and no position information. Please mind that you can only update the order state via import, it is not possible to import complete orders.

## General information

Before an import to the live-system is done, you should create a database backup. In any case the import should be tested in a test- or staging-system.

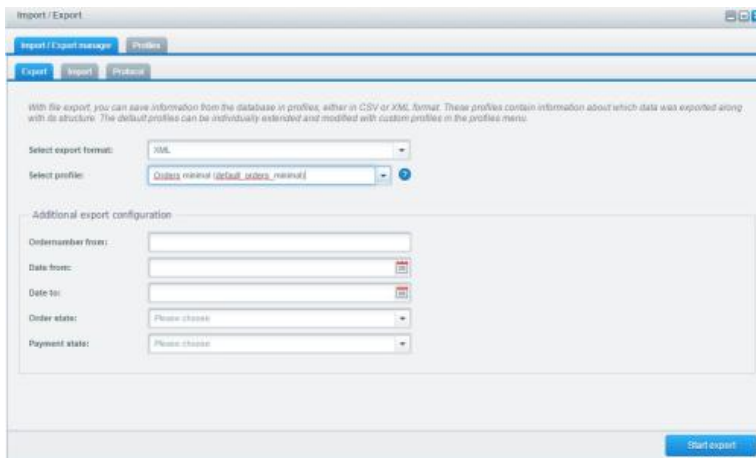
## Basic orders

Please keep in mind that you can not import complete orders, but only update the order state. In the default order profile, there is a separate entry for every order position. If you only want the basic information of every order, you have to use the profile orders main data.

Complete orders can not be imported. You can only import the order state.

The function **Export of orders** provides the following filters:

- **Ordernumber from:** Value of an ordernumber the export starts from
- **Date from:** Selection of a start-date
- **Date to:** Selection of an end-date
- **Order state:** Filter of an order state
- **Payment state:** Filter of a payment state



Provided fields incl. description

<b>field name</b>	<b>description</b>	<b>values</b>	<b>characteristics</b>
orderId	ID of the order	numeric	ID of the order from the table s_order
orderDetailId	ID of the order detail	numeric	ID of the order from the table s_order_details
articleId	ID of the item	numeric	
number	ordernumber	alphanumeric	Mandatory key to the order
customerId	ID of the customer	numeric	ID of the customer from the table s_user
status	ID of the order state	numeric	ID of the order state from s_core_states
cleared	ID of the payment state	numeric	ID of the payment state from s_core_states
orderTime	order date	date	
transactionId	transaction-id	text	
partnerId	partner-ID	text	
shopId	ID of the shop	text	
invoiceAmount	amount of the order	numeric	
invoiceAmountNet	net amount of the order	numeric	
invoiceShipping	shipping costs	numeric	
invoiceShippingNet	shipping costs net	numeric	

comment	comment	text	
customerComment	customer-comment	text	
internalComment	internal comment	text	
net	net	boolean	Decides if the invoice is created with net prices
taxfree	tax free	boolean	Decides if the invoice is created with taxes
temporaryID	temporary ID	numeric	
referer	connection to the partner	numeric	
clearedDate	payment date	date	
trackingCode	tracking-code	text	
languageIso	ID of the language	numeric	Found in the s_core_multilanguage
currency	short identifier of the currency	text	
currencyFactor	conversion factor of the currency	numeric	
remoteAddress	IP-address	text	
paymentId	payment mean	numeric	Found in the table s_core_paymentmeans
paymentDescription	name of the payment mean	text	
paymentStatusId	ID of the payment mean	numeric	

paymentStatusDescription	name payment state	text	
dispatchId	ID of the shipping type	numeric	Found in s_premium_dispatch
dispatchDescription	description of the shipping type	text	
taxId	ID of the tax rate	numeric	Found in s_core_tax
taxRate	tax rate	numeric	
statusId	ID of the order state	numeric	
articleNumber	item number	alphanumeric	
articleName	Name of the item	text	
price	price of the item	numeric	
quantity	quantity of the item	numeric	
invoice	invoice created	boolean	
shipped	shipped	boolean	
shippedGroup	shipping group	boolean	
releasedate	release date	date	
tax	ID of the tax	numeric	Found in s_core_tax
esd	ESD-item	boolean	
config	configurator	boolean	

mode	mode of the item	numeric	0: normal item, 2: voucher, 4: discount
billingCompany	company name of the invoice-address	text	
billingDepartment	department of the invoice-address	text	
billingSalutation	salutation of the invoice-address	text	
billigFirstname	firstname of the invoice-address	text	
billingLastname	lastname of the invoice-address	text	
billingStreet	street of the invoice-address	text	
billingZipCode	zip code of the invoice-address	text	
billingCity	city of the invoice-address	text	
billingVatId	Vat ID of the invoice-address	text	
billingPhone	phone number of the invoice-address	text	
billingCountryName	country name of the invoice-address	text	
billingCountryIso	country-id of the invoice-address	numeric	

billingAdditionalAddressLine1	additional address line 1 of the invoice-address	Text	
billingAdditionalAddressLine2	additional address line 2 of the invoice-address	Text	
shippingCompany	company name of the shipping-address	text	
shippingDepartment	department of the shipping-address	text	
shippingSalutation	salutation of the shipping-address	text	
shippingFirstname	firstname of the shipping-address	text	
shippingLastname	lastname of the shipping-address	text	
shippingStreet	street of the shipping-address	text	
shippingZipcode	zip code of the shipping-address	text	
shippingCity	city of the shipping-address	text	
shippingCountryName	country name of the shipping-address	text	
shippingCountryIso	country-id of the shipping-address	numeric	

shippingAdditionalAddressLine1	additional address line 1 of the shipping-address	Text	
shippingAdditionalAddressLine2	additional address line 2 of the shipping-address	Text	
email	eMail-address	text	
customergroup	customer-group	text	
AttributeAttribute1	attribute of the order	text	
AttributeAttribute2	attribute of the order	text	
AttributeAttribute3	attribute of the order	text	
AttributeAttribute4	attribute of the order	text	
AttributeAttribute5	attribute of the order	text	
AttributeAttribute6	attribute of the order	text	

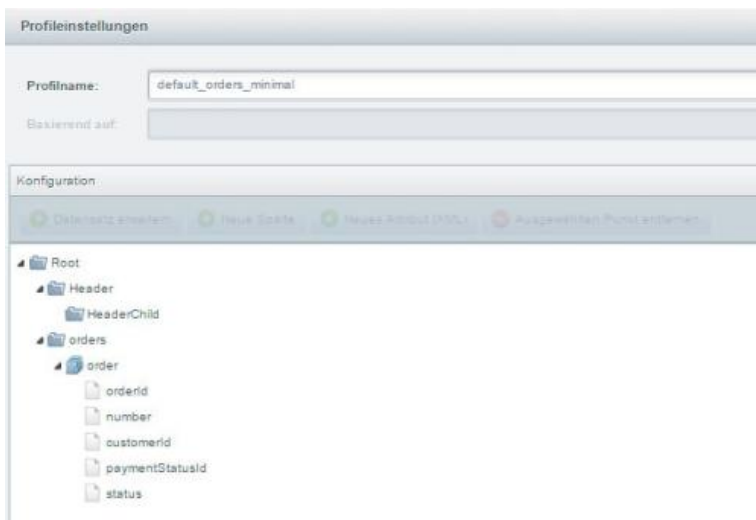
## Minimal import to update the state

Currently you can only update the order state.

The profile for this import can be selected from the list of default profiles by the name "Orders minimal (default\_orders\_minimal)".

You get an example xml-file here: [OrdersMinimal.xml](#)

You get an example csv-file here: [OrdersMinimal.csv](#)



## Default profile orders

This is the default profile for orders. Every position gets a separate entry in this profile.

The profile for this import can be downloaded here: [Orders.json](#)

You get an example xml-file here: [Orders.xml](#)

You get an example csv-file here: [Orders.csv](#)



## Default profile order main data

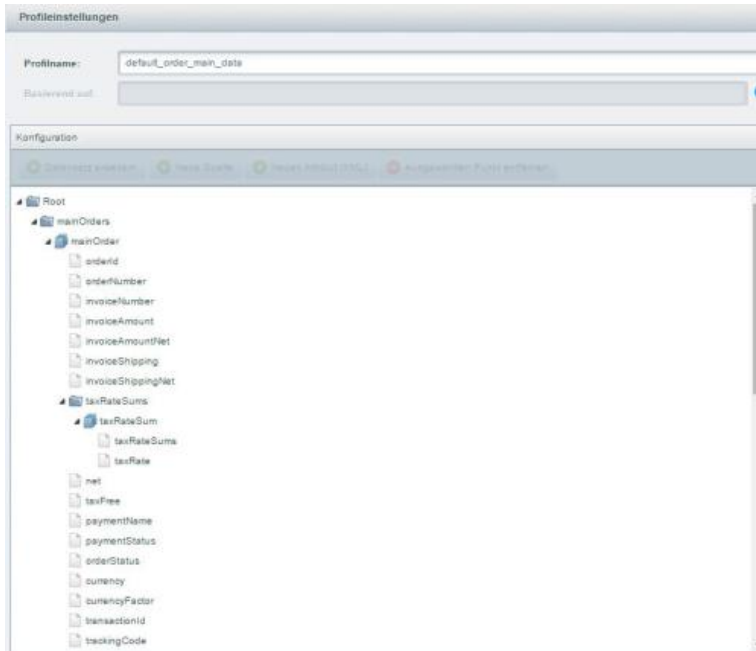
This is the default profile to create a summarized entry for each order.

The profile for this import can be selected from the list of default profiles by the name "Orders Main Data (default\_order\_main\_data)".



You get an example xml-file here: [OrdersMainData.xml](#)

You get an example csv-file here: [OrdersMainData.csv](#)



## Import / Export: Customers

When importing customers you have to mind that you can only add or edit customers. It is not possible to delete customers by using an import.

### General information

Before an import to the live-system is done, you should create a database backup. In any case the import should be tested in a test- or staging-system.

### Basic customers

Please mind that, if you include the shipping\_fields those should all contain valid values, because otherwise an empty entry is written in the database, which leads to an inconsistent shipping address. The field "unhashedPassword" is used for importing clear-text-passwords and is encrypted with the given encoder. For importing passwords please mind to give a valid encoder.

The field newsletter only sets a indicator in the database. To enter newsletter-recipients please use the separate profile.

Provided fields incl. description

<b>field name</b>	<b>description</b>	<b>values</b>	<b>characteristics</b>
id	CustomerId in the database	numeric	
password	encodes password of the customer	text	with the field encoder you set the encryption of the password
unhashedPassword	unencrypted password	text	Only used if the column "password" is empty. The password will be encrypted with the encryption from "encoder"
encoder	encryption method	md5, bcrypt	Has to be included for importing a password
email	E-Mail-address of the customer	E-Mail	The field must not be empty
active	Sets if the customer account is active	boolean (0 or 1)	If not included the customer account is always inactive
accountMode	customer account or customer with fast-order-setting	boolean (0 or 1)	
paymentID	payment-ID	numeric	
firstLogin	first login	date	
lastLogin	last login	date	
sessionId	Id of the active Session	numeric	

newsletter	newsletter registration for customer account (Yes/No)	boolean (0 or 1)	Does not automatically set the customer as a newsletter receiver! This is only a mark for the account to check the registration
validation	date of the validation	date	
affiliate	partner of the shop	Boolean	Marks if the customer account belongs to a partner in the affiliate program
customergroup	customer group	text	Sets the abbreviation found at configuration > basic settings > shop settings > customer groups
paymentPreset	payment-ID preset	numeric	
language	language	numeric	
subshopID	connection to the language- or sub-shop	numeric	
referer	Connection to the partner	alphanumeric	
priceGroupID	Id of the price group	numeric	
internalComment	comment	text	
failedLogins	failed login tries	numeric	
lockedUntil	locked until	date	

customerNumber	customer number	text	identification mark for the customer. If already existing, an update is done
birthday	date of birth	date	
billingCompany	billing-address: company name	text	
billingDepartment	billing-address: department	text	
billingSalutation	billing-address: salutation	text	
billingFirstname	billing-address: first name	text	
billingLastname	billing-address: last name	text	
billingStreet	billing-address: street	text	
billingZipcode	billing-address: zip code	text	
billingCity	billing-address: city	text	
billingPhone	billing-address: phone number	text	
billingCountryID	billing-address: country-ID	text	
billingStateID	billing-address: state-ID	text	
ustid	ust-ID	text	

billingAdditionalAddressLine#	billing-address: additional address line #	text	
attrBillingtext#	billing-address: additional attribute field #	text	
shippingCompany	shipping- address: company	text	
shippingDerpartment	shipping- address: department	text	
shippingSalutation	shipping- address: salutation	text	
shippingFirstname	shipping- address: first name	text	
shippingLastname	shipping- address: last name	text	
shippingStreet	shipping- address: street	text	
shippingZipcode	shipping- address: zip- code	text	
shippingCity	shipping- address: city	text	
shippingCountryID	shipping- address: country-ID	text	

shippingStateID	shipping-address: state-ID	text	
shippingAdditionalAddressLine#	shipping-address: additional address line #	text	
attrShippingtext#	shipping-address: additional attribute field #	text	

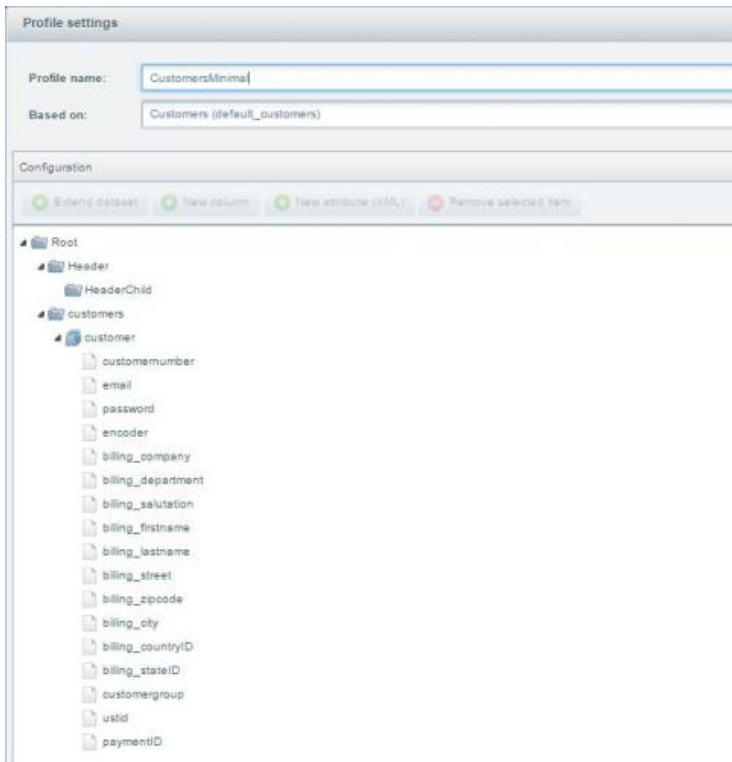
## Minimal import

This minimal import for customers contains the mail-address, customer number, password, encoder as well as information to billing address, a customer-group and a payment mean. Those are necessary for creating a new customer.

The profile for this import can be downloaded here: [CustomersMinimal.json](#)

You get an example xml-file here: [CustomersMinimal.xml](#)

You get an example csv-file here: [CustomersMinimal.csv](#)



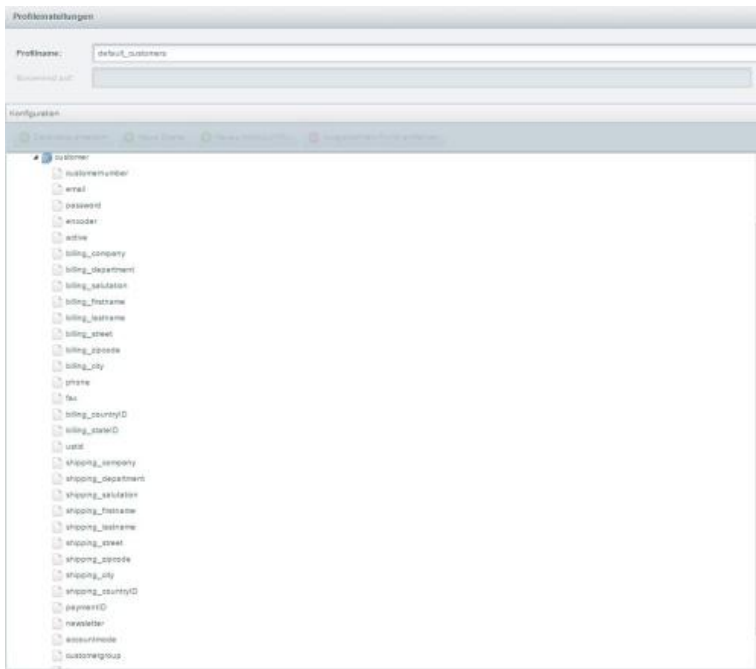
## Default profile

This default profile contains all mandatory fields and often used detail information.

The profile for this import can be selected from the list of default profiles by the name "Customers (default\_customers)".

You get an example xml-file here: [Customers.xml](#)

You get an example csv-file here: [Customers.csv](#)



## Profile "Customers complete"

Starting from version 2.4.0 you can use a new default profile called "Customers complete" (default\_customers\_complete). The primary function of this profile is exporting personal data of your customers, including general customer data, addresses and orders. This way you can access the data of your customers by selecting the new profile for your export. Please keep in mind that this profile supports only XML as export format.

For this profile, neither editing nor import is provided. Thus it can only be found in the export's profile selection and won't appear in the "Profiles" section.

## Import / Export: In Stock

### Stocks

Please mind that you can only change the stock for existing products with this import, it is not possible to create new products.

### General information

If you are using the functions of the plugin Shopware ERP powered by pickware please use the specific pickware profiles and never this profile type, otherwise you might cause stock distortions!

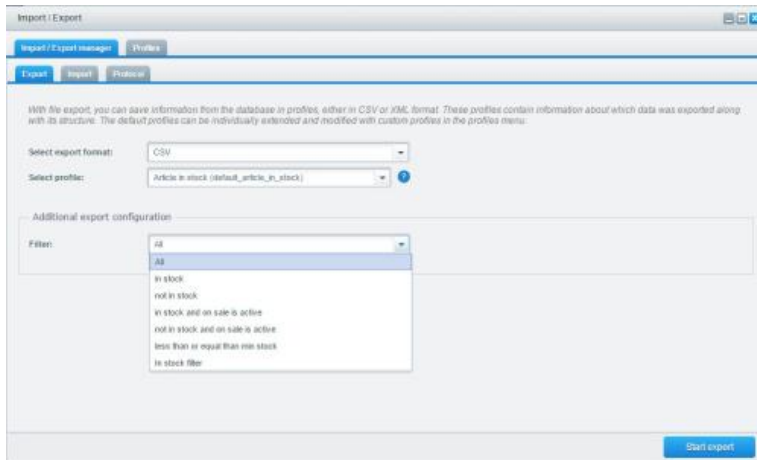
Before an import to the live-system is done, you should create a database backup. In any case the import should be tested in a test- or staging-system.

## Basic stocks

For importing stocks we need to mind the profile being only for ex- and import of stocks. All additional fields are only for better identification and are not imported.

The function **Export articles in stock** provides the following filters:

- all
- in stock
- not in stock
- in stock and on sale is active
- not in stock and on sale is active
- less than or equal than min stock
- in stock filter



## Provided fields incl. description

field name	description	values	characteristics
ordernumber	item-number	alphanumeric	unmistakeable identification attribute of the item
instock	stock	numeric	



_name	article name	text	Can not be imported in this profile, only for better identification
_additionaltext	additional variant text	text	Can not be imported in this profile, only for better identification
_supplier	supplier	Text	Can not be imported in this profile, only for better identification
_price	price	numeric	Can not be imported in this profile, only for better identification

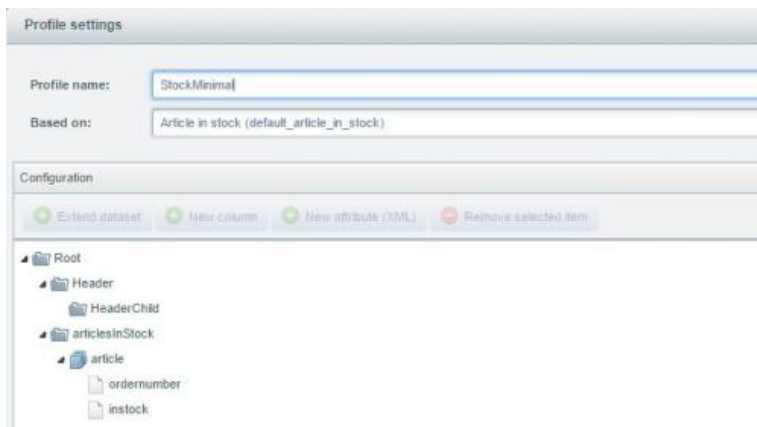
## Minimal import

This import only contains the fields ordernumber and instock, which are mandatory fields for every stock import. There are no additional fields for identification purposes.

The profile for this import can be downloaded here: [ArticleInstockMinimal.json](#)

You get an example xml-file here: [InstockMinimal.xml](#)

You get an example csv-file here: [InstockMinimal.csv](#)



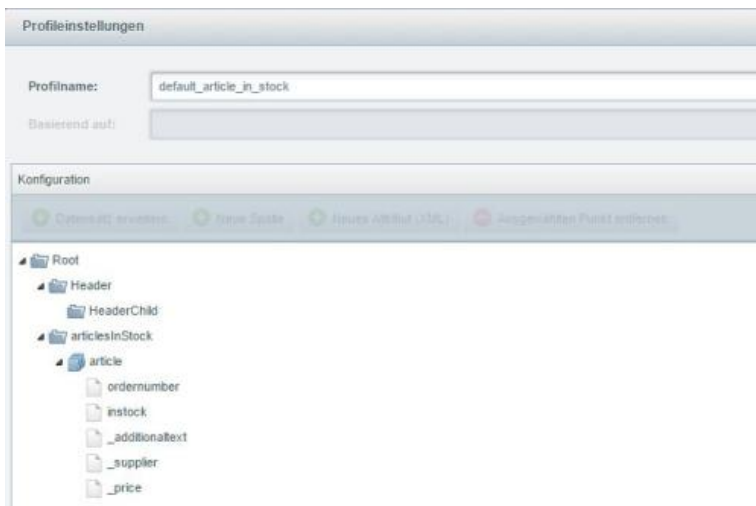
## Default profile

This is the default profile, containing the two mandatory fields as well as the additional identification fields. Please mind that only the stock is imported the other fields have no impact.

The profile for this import can be selected from the list of default profiles by the name "Article in stock (default\_Instock\_recipient)".

You get an example xml-file here: [Instock.xml](#)

You get an example csv-file here: [Instock.csv](#)



# Import / Export: Newsletter Recipient

Newsletter recipients are an important part of successful newsletter marketing. However, you need to pay attention to certain fields such as the email address and the recipient group. It is important to note that when importing, you can only add new recipients or update existing ones, and it is not possible to delete recipients via an import.

In the following, you will learn how to assign an email address to different recipient groups and what a sample file for importing and exporting newsletter recipients looks like.

## General information

When importing newsletter receivers you have to mind that you can only edit existing or add new receivers. It is not possible to delete receivers by using an import.

## Basic Categories

### Provided fields incl. description

Feldname	Beschreibung	Gültige Werte	Besonderheiten
email	e-mail-address of the receiver	text	
groupName	newsletter-group	text	
salutation	salutation	text	Only used for receivers without account, corresponds with the additional fields in the registration

firstName	first name	text	Only used for receivers without account, corresponds with the additional fields in the registration
lastName	last name	text	Only used for receivers without account, corresponds with the additional fields in the registration
street	street	text	Only used for receivers without account, corresponds with the additional fields in the registration
zipCode	zip code	text	Only used for receivers without account, corresponds with the additional fields in the registration
city	city	text	Only used for receivers without account, corresponds with the additional fields in the registration
lastNewsletter	last newsletter	date	
lastRead	last read	date	
userID	user-id	numeric	Only used for receivers with account

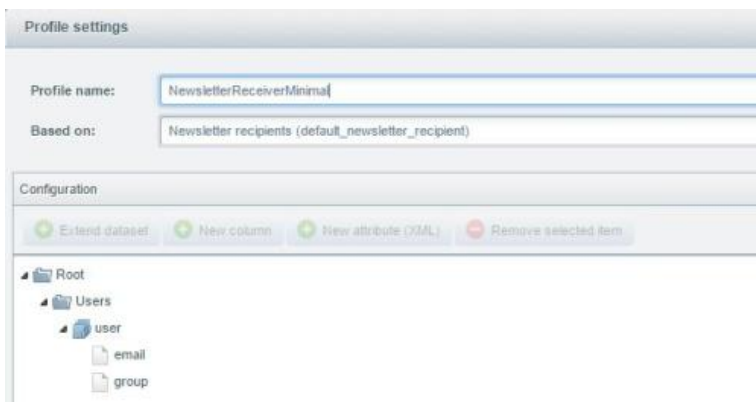
## Minimal import

This import only provides the mandatory fields to create a new newsletter receiver. For this the mail-address and the receiver-group is needed. A mail-address can be added multiple times for different groups.

The profile for this import can be downloaded here: [NewsletterReceiverMinimal.json](#)

You get an example xml-file here: [NewsletterMinimal.xml](#)

You get an example csv-file here: [NewsletterMinimal.csv](#)



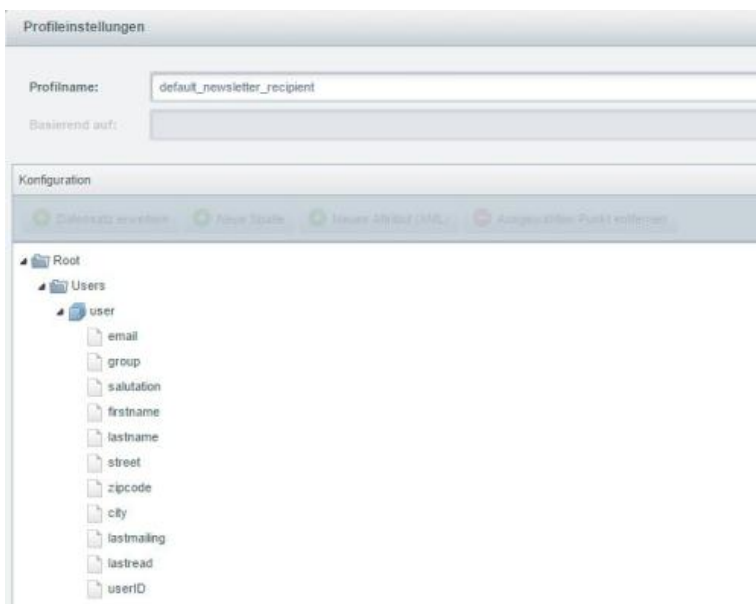
## Default profile

The default profile contains the mandatory fields incl. some often used detail fields. The field userID is only filled with 1 for newsletter receivers to existing shop users, the node groupName is empty for those.

The profile for this import can be selected from the list of default profiles by the name "newsletter receiver (default\_newsletter\_recipient)".

You get an example xml-file here: [Newsletter.xml](#)

You get an example csv-file here: [Newsletter.csv](#)



## Import / Export: Frequently asked questions and errors

In this wiki article we will describe some questions and errors that occur more often in the import/export advanced module. Specific hints and tutorials for the different profile types you find in the [additional docs articles for every profile type](#).

# Questions

## Why should I no longer use the old default import/export module?

The old import/export module was done for the Shopware 4 data structure.

It had not been developed for quite a while and has not included the recent changes for customers, orders, addresses and items in this time.

We can not give you a guarantee the module is working correctly and properly.

## I am missing an information in the profile XY

Of course we always try to offer all useful information in the profiles.

If you are still missing any information you can always send us an improvement request in our [Issue-Tracker](#).

Please mind if the information would be useful for a larger number of customers.

## What does my file have to look like?

You do not know how your file and its structure should look for your import? Try to create one dataset in the backend just like you want your elements to be later, like this you can not miss any mandatory fields. Afterwards you export one of the default profiles from one of the additional wiki articles for the profile type. In this export file you see your created dataset just like it has to be and can create further datasets in this file depending on the existing structure.

**Note:** Not every exported file can be imported without changes. If you are missing mandatory fields the import can not be done!

## Which profile type do I choose?

For this you should always follow the rule to choose the profile with the least additional information. If you want to import prices or stock for example you should choose the profile type articles prices or articles instock with the examples default\_article\_prices/default\_article\_in\_stock. When you choose a different default profile type with more information included like articles you have a lot of unnecessary information in the profile which might lead to an error or not wanted behaviours in the import process. You could also create your own profile that only includes the important columns for your import, e.g. choose the base profile articles\_default and delete all additional fields but the mandatory fields and the datasets price/instock. The less information you have in your profile and your file the less connections and areas you have to keep in mind.

# Errors

## Article XXXXX requires a name or id for property value

If an item has gotten a property-set you have to give the values for propertyGroupName and propertyValueName for profiles that include those columns. The values may not be empty.

## Mainnumber for article XXXXXX required

The column mainnumber is required for every item but is not filled for the given item in your file. Every item need entries for the columns ordernumber and mainnumber. For non variant items the mainnumber is the same as the ordernumber, for variant items the mainnumber is the ordernumber of the main item.

### **Variant/Article with the number XXXX can not be found**

In the variant import the main item has not been found. Possible cause would be that the variants (ordernumber) can not be connected to a valid main item (mainnumber)

Correct example:

```
ordernumber mainnumber  
SW100231.1 SW100231.1  
SW100231.2 SW100231.1  
SW100231.3 SW100231.1
```

### **Unable to install, got exception: An exception occurred while executing ' INSERT IGNORE INTO [...] Unknown column 'XXXX' in 'field list'**

This means a column is missing in the database structure. In the error message you normally find the table after an INTO and the column at the end after "Unknown column". This column either should be created manually or completely reinstall the plugin.

### **Errors: Could not load image http://www....**

The images you are trying to import can not be opened/found in the given link. Please check the link to the image-file and correct it. Often there also is a htaccess authentication that blocks the request for the image, the htaccess has to be deactivated for the import in that case.

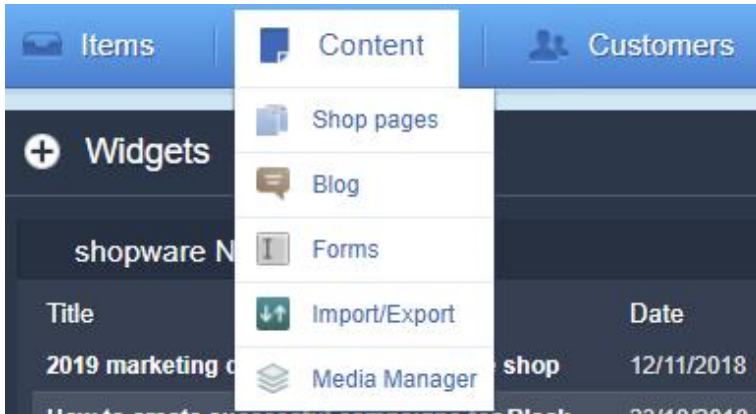
### **Password and encoder must be given for the e-mail XXXXX**

Every customer dataset has to have a password and encoder. Please check the dataset of the given e-mail and set values data for password and encoder.

# Content & Media

In addition to the products that should be sold, the contents are an important part of a shop. In shopware this includes content such as blog posts, static pages or images.

This section of the documentation describes exactly how you can create and integrate static pages in your Shopware shop, for example to offer an imprint, the privacy policy or individual pages. In this section we will also show you how you can use forms, for example to provide a contact option or to use the media management to manage images and files for products, shopping worlds and category descriptions.



## Blog

Unique content is one the most successful ways to improve the search engine ranking of your shop. In addition to clear item descriptions, which should be as clear as possible and include important keywords, operating your own blog can dramatically improve your SEO (search engine optimization).

A blog is essentially a web diary in which you publish information and news from various fields. This is an opportunity to keep customers up to date with articles containing insider tips which are not found on the shop website. This might include information about employees or tips and tricks concerning your range of items. The possibilities are diverse, so be creative and give your customers a more personal look into your shop. It can be said that the more you invest into your shop with unique content, the better you will be rated by search engines.

## Creating categories

To display your articles, you must first create a subcategory. Create a subcategory under **Items/Categories**, using a title that corresponds with the category tree of your shop.

Be sure both the **Active** and **Blog category** boxes are selected. Although items cannot be assigned as a blog subcategory, it is possible to include links to items in the body of your article.



## Creating articles

Create a blog article by selecting **Content/Blog**. Here you will find a general overview of all the blog articles available to be displayed in the shop. Blog articles can be edited, deleted, and duplicated within this window.

Click **Add blog article** at the top of the window to access the article configuration.

**Blog articles cannot be translated. Should you have a multilingual shop, you will need to create separate categories for each language represented in your shop.**

### Overview of available fields

- **Title:** This is the heading or title of the article.
- **Author:** The author can be selected from the registered backend users.
- **Active:** Select this to make the article visible in the frontend.
- **Description:** This acts as a teaser for your article. This text will appear below the title on the blog detail page in the frontend.

### Additional options

- **Template:** Here you can choose your own template, which you create under Settings > Basic Settings > Storefront > Shopping Cart / Item Details. You can find more information [here](#).
- **Display date:** Here you can compose an article and control when it will be published. You have the option of posting immediately or waiting for a later date. The date of publication will be displayed in the article.
- **Display time:** Similar to the date, you can also control what time the article will be published. The time will also be displayed in the article in the frontend.
- **Category:** Select which category the article will be listed under.
- **Tags:** Tags are compatible with filter properties. Multiple values can be stored by pressing *Enter* after each tag. Additionally, categories can be filtered according to these tags.
- **Image Configuration:** Allows to use images from the media manager and mark an image as preview. Images no longer need to be stored in the "Blog" Album. Any image can be used now.



## Assigned items

Assign existing articles from your shop to your blog article using this **function (1)**. You can see which articles have already been assigned in the **list (2)** below.

Blog article configuration

General Settings: Blog article comments

General Data

Title:

Author:

Active:  Blog article will be displayed in the frontend.

Limit to shop(s):

Content

Short description:

The description will be displayed in the frontend listing.

Enter your blog text here.

Additional options

Assigned items

Here you have the option of linking products with the blog article. The linked products are automatically displayed on the blog detail page.

Assign Item

Item:

Add Item

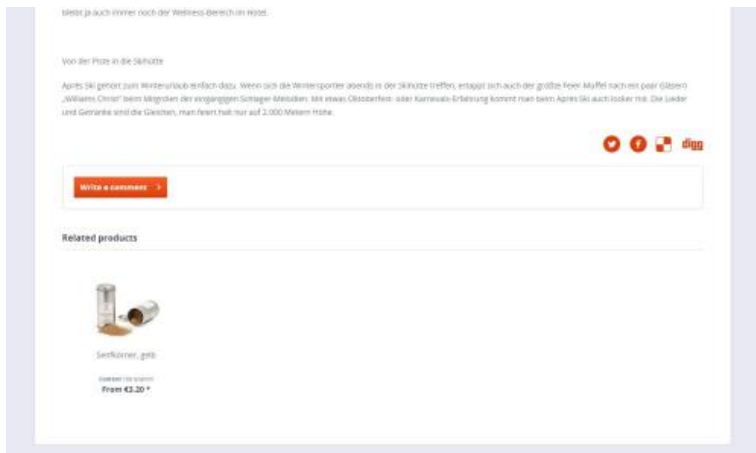
Item name	Item number
Main product	SW10001

Search Engine Optimization

Free text fields

Cancel Save

Links to these assigned items will be displayed in the frontend.



## Search Engine Optimization

- **Keywords:** Separate your multiple keywords using a comma. These will be used as metadata in the source code.
- **Description:** The description is also stored as a meta tag in the source code.

Click the **Generate preview** button to see how the text will be displayed in the frontend.

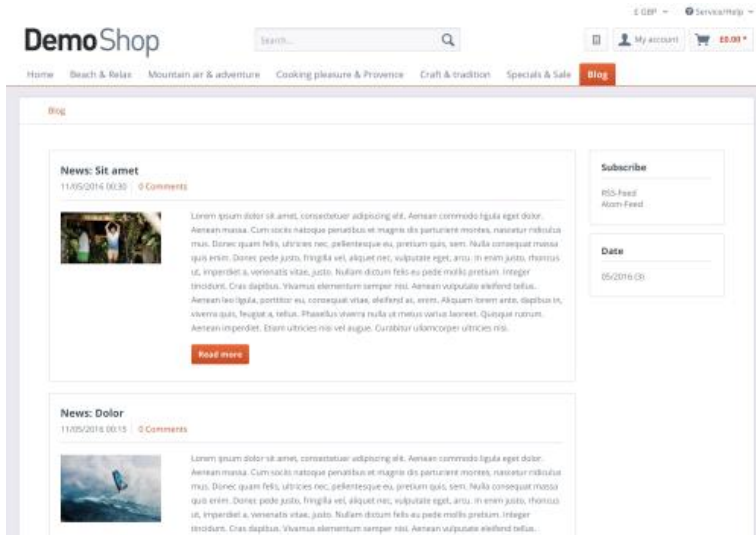
## Attributes

Here you can find additional free text fields for use exclusively in the backend.

Example for a template query of an additional free text field:

```
{${sArticle.attribute.attribute1}}
```

## View Blog Category

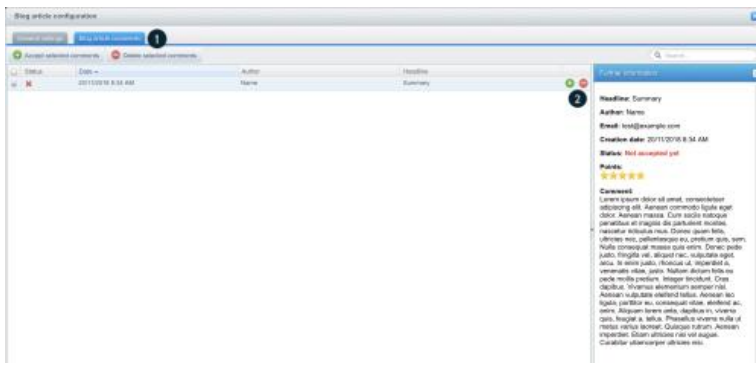


## Blog Rating System

Individual blog articles, just like articles, can be rated using the comment function below the blog article. The user who has posted a comment will be notified via email (template is sOPTINVOTE) and asked to confirm his comment via a link. As soon as the customer has clicked on the confirmation link in the email, **the comment to be activated appears in the blog overview (1).**



Now edit the rated blog article in the overview. In the tab **Blog article comments (1)** you now have the possibility to **unlock or delete the comment (2).**



The rating function of the blog is independent of the product rating and cannot be deactivated via the backend.

## Forms

The form generator is the perfect module-based system for creating personalized contact, support and service forms for the frontend. In the Shopware backend, forms can be easily customized to fit your personal needs. Shopware will then generate links to allow a simple integration into the frontend.

All forms will be automatically displayed using the style of your active template.

All forms can be combined with the **Ticket System**. You will be able to handle all requests within the Shopware backend without using any external email programs. Your advantages:

- The form builder creates an arbitrary number of input fields for the frontend, as specified by the shop owner.

- Input fields can be marked as either required or optional fields, including individual error messages if required fields were not filled in properly.
- Drop down menus, checkboxes or radio buttons can be created in addition to plain text fields.
- Each created form can be sent to a personalized email address, e.g. depending on the responsibilities of employees.
- Forms will appear as separate HTML pages using the style of your online store.
- Complaint handling can be completely integrated into Shopware (using either email or ticket system)

## Overview

### Overview of all forms

Name	Email address	Active
Partner form		✓
Contact		✓
Defective product		✓
Return		✓
Inquiry form		✓

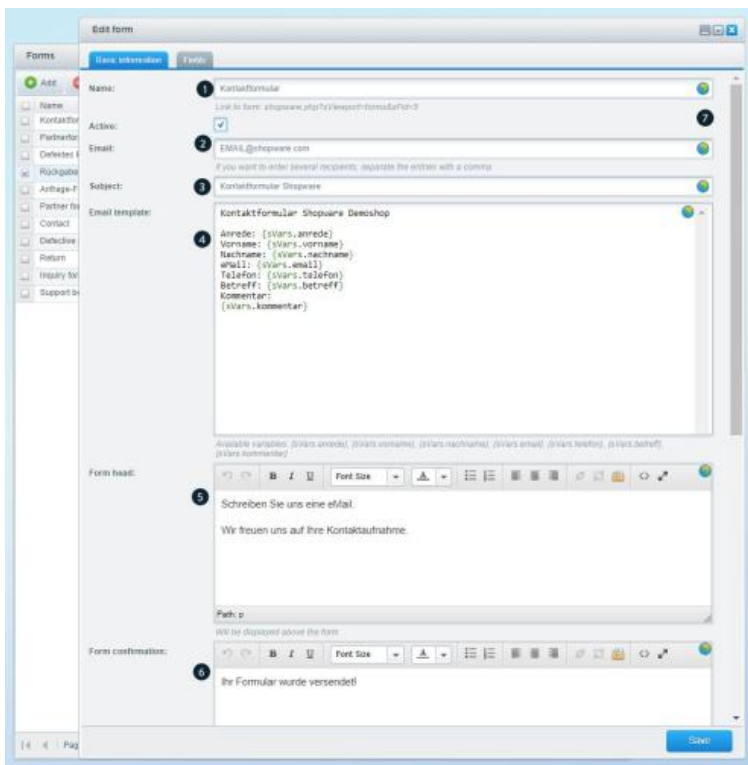
- delete ( 1 )
- edit ( 2 )
- duplicate ( 3 )

### Creating and editing a form

Name	Description	Type	View	Options	Comment	Error message	Required
anrede	Title	select	normal	Ms,Mr			true
vorname	First name	text	normal				true
nachname	Last name	text	normal				true
email	eMail-Address	text	normal				true
telefon	Phone	text	normal				false
betreff	Subject	text	normal				true
kommentar	Comment	textarea	normal				true

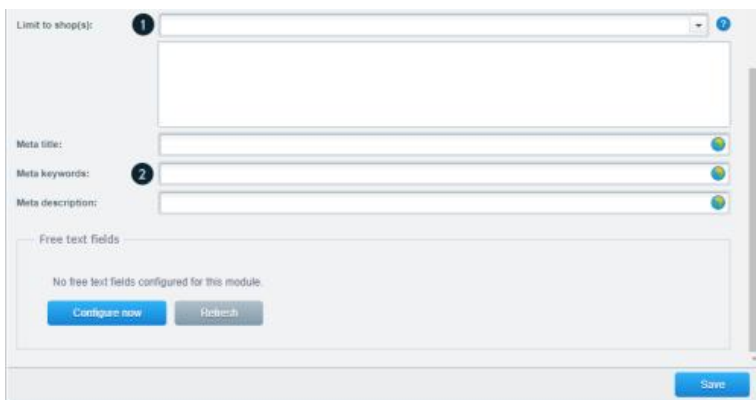
- **Name:** Variables can be included in the email template by using the value from the name field, e.g. for integrating the comment field, use {sVars.comment}. If a row should contain 2 fields, e.g. postal code and city, the entries must be separated by a semicolon (e.g., zipcode;city). Spaces and special characters (e.g., ä,ö,ü,ß) are not allowed.
- **Description:** This entry will be displayed in front of each input field in the frontend.
- **Type:** Choose between input field, two input fields, radio-buttons, select box, textbox, checkbox and email. If the type eMail is used, the form will perform a check if the email address is valid.
- **View:** Here you can set the mode of the fields: Normal, zip code & city, street & no. selectable
- **Options:** Specified values displayed in selection boxes, check boxes and radio buttons. Multiple choices are only possible using selection boxes. They must be separated with semicolons. Otherwise, colons are used to separate single choices.
- **Comment:** This field is being displayed as description in the frontend.
- **Error message:** This message is displayed in the event of an error (optional).
- **Required:** This specifies whether or not the field must be filled out.
- **Earth symbol:** Using the Earth symbol you can translate your form for your language- and subshops.

## Form master data



Here you can enter a **Name (1)** for the form. Additionally, the link of the form will be displayed underneath. To implement the form, go to *Content/Shop pages* in the backend and enter the URL of your form. As an example, you can use the existing contact form. The link is built as follows: *shopware.php?sViewport=forms&sFid=5* (5 being the form ID)

- The field **eMail (2)** defines where all emails will be sent to. If you use the ticket system, all requests will be stored there directly.
- The **Subject (3)** defines the subject for the eMail.
- The field **email-Template(4)** defines the content of the email. Here you will be able to specify the previously defined fields on the form as variables. To implement them, use the '**Name**' field as shown: `{sVars.Name}`
- In the form **header (5)** you will be able to set a headline for the form
- **Form-confirmation (6)** defines the text being displayed after the form has been sent.
- **Translations (7):** Click the little globe symbol to add a translation to a specific field.



**Limit to shops(1)** Additionally, you can limit the form to a specified shop. If you leave this blank, the form will be available in all shops.

**meta data (2).** Here you can set your own meta data. The fields are as follows:

- meta title
- meta keywords
- meta description

## Tips & Tricks

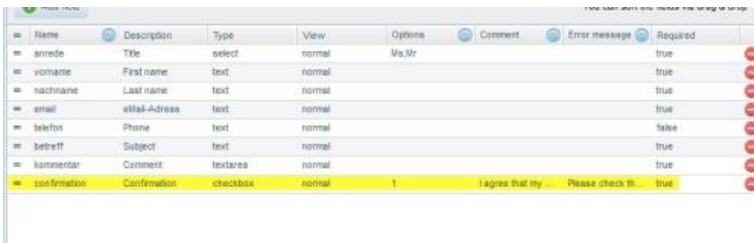
### Force eMail despite Ticket System

Sometimes you want to send forms using email despite using the ticket system. To force emails, simply add the following parameter to the link: **shopware.php?sViewport=ticket&sFid=5&forceMail=1**

### Checkbox Example

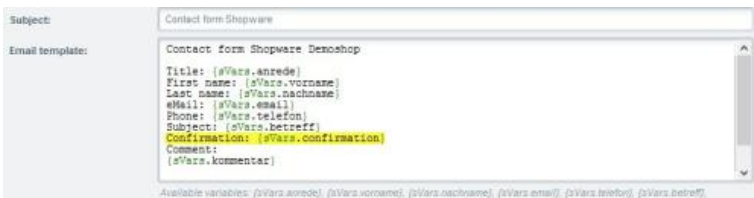
In some cases, you will want to include a mandatory checkbox to send forms. The following steps will teach you how to do so:

Create a checkbox in your form as follows:



Name	Description	Type	View	Options	Comment	Error message	Required
anrede	Title	select	normal	Ms,Mr			true
vorname	First name	text	normal				true
nachname	Last name	text	normal				true
email	eMail-Address	text	normal				true
telefon	Phone	text	normal			false	false
betreff	Subject	text	normal				true
komentar	Comment	textarea	normal				true
confirmation	Confirmation	checkbox	normal	1	I agree that my ...	Please check th...	true

Optionally, a confirmation of the value can be sent to your email address:



Subject: Contact form Shopware

Email template: Contact form Shopware Demoshop

Title: {sVars.anrede}  
First name: {sVars.vorname}  
Last name: {sVars.nachname}  
eMail: {sVars.email}  
Phone: {sVars.telefon}  
Subject: {sVars.betreff}  
Confirmation: {sVars.confirmation}  
Comment: {sVars.komentar}

Available variables: {sVars.anrede}, {sVars.vorname}, {sVars.nachname}, {sVars.email}, {sVars.telefon}, {sVars.betreff}

The form will now require the customer to tick the required checkbox before sending it:

Phone

Subject\*

Comment\*

Confirmation\*  
I agree that my contact details are saved permanently for allocation and for any possible queries.

5e530

Please enter these characters in the following text field.

The fields marked with \* are required.

Send >

## Registration form

Since the registration form is a central element of the shop, it is configured via the basic settings. You can find the configuration under **Settings > Basic settings > Login/ Registration**. You can find further information under [Login/ Registration](#).

## Different inquiry forms for subshops and language shops

When you use different subshops the "Do you have any questions concernig this product?" link in the article detail page always refer to the same form. How can you use different forms for different sub shops?

## Copy the form

In backend you find the created forms in "Content -> Forms". There you find the **Inquiry form with ID 21** which is used for the english form (Anfrage Formular with ID 16 is for the german form). On the right side there is an icon to duplicate the form.

Name	Email address			
<input type="checkbox"/> Kontaktformular	info@example.com			
<input type="checkbox"/> Partnerformular	info@example.com			
<input type="checkbox"/> Defektes Produkt	info@example.com			
<input type="checkbox"/> Rückgabe	info@example.com			
<input type="checkbox"/> Anfrage-Formular	info@example.com			
<input type="checkbox"/> Partner form	info@example.com			
<input type="checkbox"/> Contact	info@example.com			
<input type="checkbox"/> Defective product	info@example.com			
<input type="checkbox"/> Return	info@example.com			
<input type="checkbox"/> Inquiry form	info@example.com			
<input type="checkbox"/> Support beantragen	info@example.com			
<input type="checkbox"/> Copy of Anfrage-Formular	info@example.com			

Page 1 of 1 | Displaying 1 - 12 of 12

You find the duplicated form at the bottom of the page (Copy of Inquiry form). Open the form and change the fields and text. Please note the **ID of the form** which you can find in the link under the name. In this example it's the ID 25.



Now we have to associate it to the right subshop.

## Associate the form to the subshop

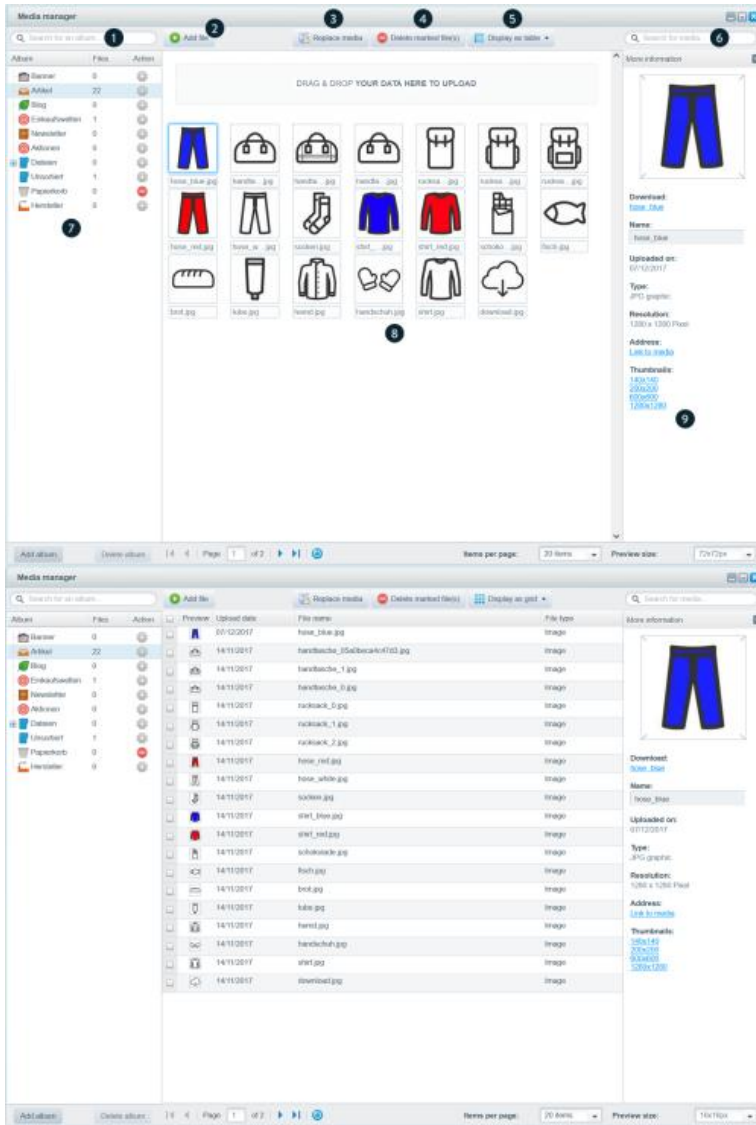
Open in backend in "Settings -> Basic settings -> Frontend" the menu entry "Shopping Cart / item details". There you find an option called **Request form ID**. With the **sub shop tabs** you can now define the ID's for the different shops. Finally save the settings.

Clear the shop cache and after that the associated form will be shown in the frontend.

## Media

The media manager is the central module for managing images, videos and other media in Shopware. The module includes a convenient uploader, that allows for a simple upload process utilizing drag&drop.

## The module



The module contains four sections. At the top you'll find the actionbar offering the following actions:

- **Search for an album (1):** Searches for an album.
- **Add file (2):** Opens the file manager to pick and choose files to upload.
- **Replace marked file(s) (3):** Replaces the marked file(s).
- **Delete marked file(s) (4):** Deletes the marked file(s).
- **Display as table (5):** Switches the grid view to a table view. By default this is set to grid view. Selecting "table view" from the menu changes the data display and also the button's caption.

- **Search for media (6):** Searches for media files.

On the left side of the window **(7)** you'll find a list of all your albums and subalbums. You can create and delete your own albums here, except for the main albums which are not deletable. In the middle section **(8)** all media found in the active folder/album is displayed. Above that there is the drag&drop-area. If your browser supports drag&drop you can upload files by dragging them onto the d&d-zone. If the file format supports thumbnails, you will see a small preview-thumbnail of your files. In the **more information (9)**-section you can find additional information regarding your selected files, for example: Download link, name, upload date, type, resolution and the file's URL. Try to avoid static links towards your media. Linking statically is not recommended, instead you should link the file dynamically by using the Shopware MediaService.

## Adding/deleting media in an album

You can add media to your album in two different ways. The easiest way is to select the album you want to upload the media to and click **Add file** to upload your files. The files will be assigned directly to the selected album and if possible even thumbnails will be created.

Alternatively you can move already uploaded files to other albums. Simply drag&drop the media onto your desired album. When you upload new files, the media manager will try and generate preview-thumbnails. Please note that thumbnails can only be created for image-files, other file types won't get thumbnails. You can edit the thumbnail specifications in the album settings by right clicking on the respective album and selecting "settings".

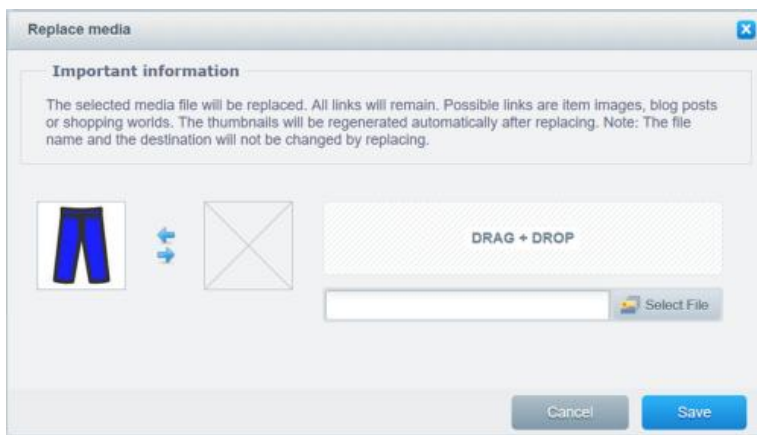
**Please note** that individually created thumbnail sizes in the main album are not automatically transferred to the subalbums. In case you have set new size values, you will have to create them in every single subalbum in order to keep a consistent look. Only when creating new subalbums those will inherit the thumbnail settings from the main album.

You can always **delete** files via the media manager by marking these files (tick the checkbox on the left of each row) and click on **delete marked files**. The files and their thumbnails will be deleted from the server, but **note** that the assignment to the deleted file or other static links will NOT be deleted, you have to delete these assignments manually!

## Replace media

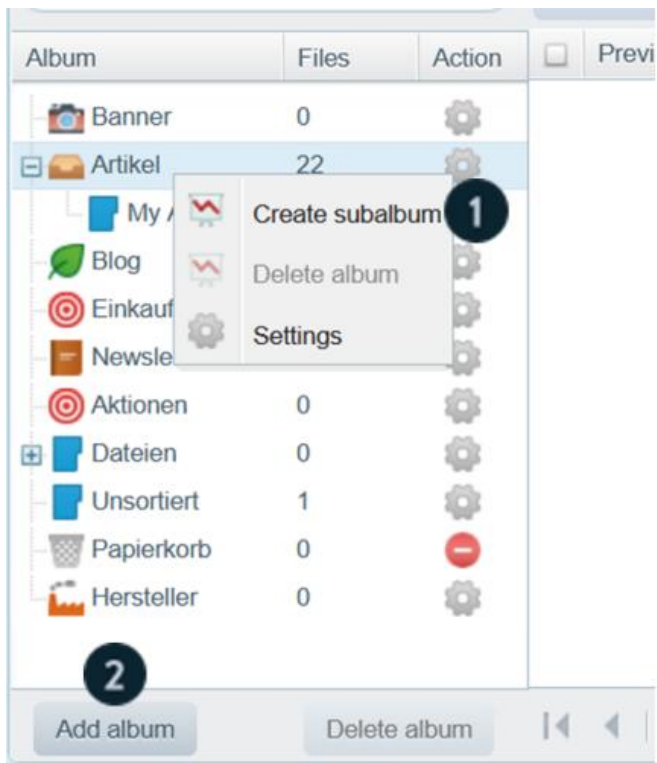
As of Shopware 5.3 it is possible to replace existing media files directly via the media manager. You can even swap out different file formats and types. E.g. you can replace .jpg with .png-files. In this case only the filename extension is changed, the image name will remain the same.

To replace an existing image, select the image(s) and click on the **Replace media** button. In the following window, you can choose a new image to replace the old one. This way, it is also possible to replace multiple images at the same time.



Browsecaching may cause old images to still appear to be there after replacing them. These cached files can not be accessed or replaced by Shopware. It may thus be necessary to empty the browser's cache via the settings tab.

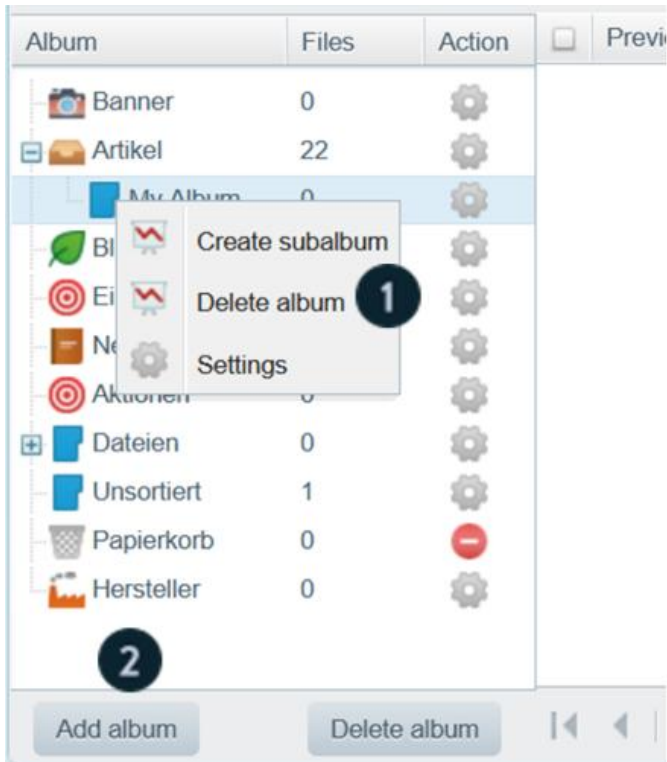
## Creating a new album



You can simply create a new album by clicking the right mouse button in a free area of you album overview and choosing **create new album**. If you have already selected an album the new one will be created as a subalbum to the latter one **(1)**.

Alternatively you also can click **Add album (2)** on the left side of the footer to create a new album. According to which album was chosen before, a new main album or a subalbum will be created. Subalbums also inherit the thumbnail settings. Main albums will come without any thumbnail settings and will have to be configured manually.

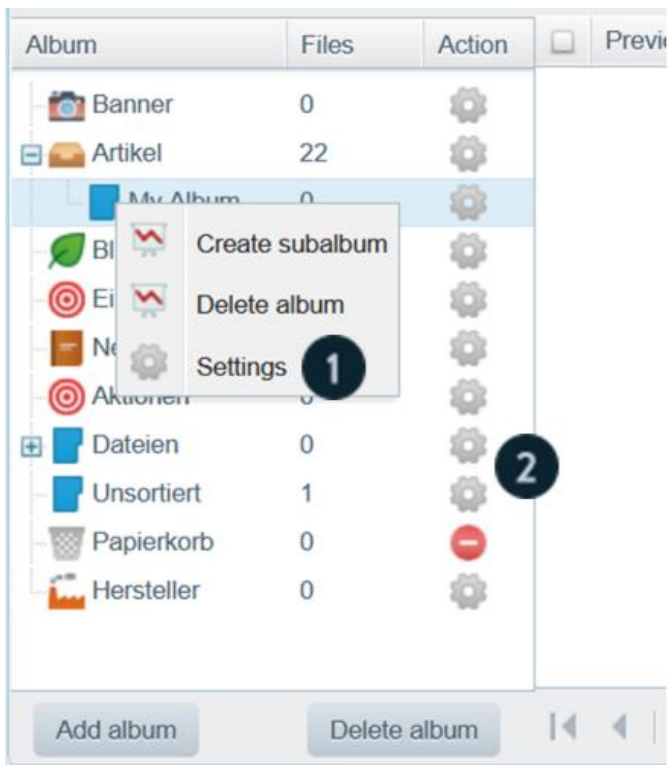
## Deleting an album



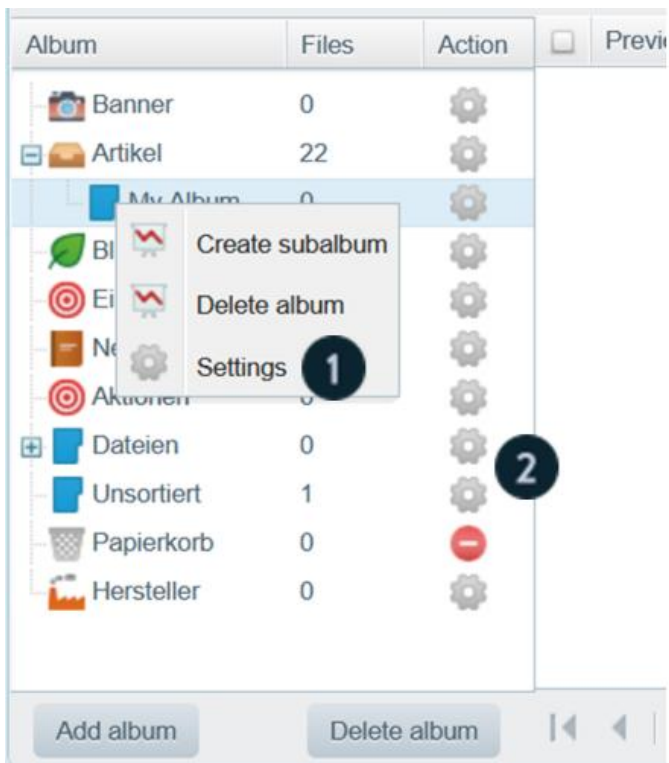
To delete an album, right click on the particular album and select **delete album (1)**. Alternatively you can delete your album by selecting it and clicking **delete album (2)** on the left of the footer.

Media located in a deleted album will NOT be deleted alongside the album, as you might expect! If you delete an album, the contained media will be moved to the folder "Unsortiert".

## Album settings



To get into the settings, just rightclick the desired album and click **Album settings (1)** or simply press **the gear (2)**-icon to open the following window:



- **Album name (1):** Here you can change the name of the album.

- **Thumbnails (2):** This decides whether thumbnails are generated in this album or not.
- **Album icon (3):** Here you can choose between a set of icons for your album to find and access frequently used albums even faster.
- **Thumbnail size (4):' *Here you can set new thumbnail sizes. The default format is "200x200px". After setting a new size, click create thumbnail*** to generate a thumbnail of this size. By clicking **generate thumbnails** you can generate all thumbnails for this album (again).
- **Thumbnail quality (5):** Set the desired thumbnail quality > Possible values are between 1 and 100, the bigger the value, the better the quality, but the file size will increase accordingly.
- **High resolution thumbnails - From Shopware 5 (6):** Generates thumbnails with higher resolutions. This option is meant for devices with relatively high pixel density.
- **High resolution thumbnail quality - From Shopware 5 (7):** Set the desired high resolution thumbnail quality > Value between 1 and 100, the bigger the value, the better the quality, but at the same time file size will increase.
- **current active thumbnail sizes (8):** Here you see the current thumbnail size for your album.

If you made changes to your thumbnail settings, e.g. created new sizes, this has no effect on already uploaded files in the album. If you made any changes, you will have to generate the albums' thumbnails once more. With respect to the quantity, quality and resolution of your media, that process may take some time!

## Thumbnail sizes

Default thumbnail sizes for the items are:

- 0 = 200x200
- 1 = 600x600
- 2 = 1280x1280

## Tips & Tricks

### Thumbnail sizes of Shopware 5

The Responsive theme needs new thumbnail sizes which are the following:

Album	Thumbnail size
Shopping worlds	800x800 1280x1280 1920x1920
Banner	800x800 1280x1280 1920x1920
Item	200x200 600x600 1280x1280

Album	Thumbnail size
Blog	200x200 600x600 1280x1280

## High resolution thumbnails

A conventional office display has a pixel density of around 72 ppi (pixel per inch). Some mobile devices have a pixel density of 500 ppi and more. This may cause images to appear relatively small, because of the relatively high resolution on a relatively small screen. To solve this problem, Shopware generates high resolution thumbnails with a double resolution method. With these thumbnails all images can be displayed correctly on high ppi devices without becoming blurry. **Please note that Shopware never upscales images**, so take care of uploading images with a resolution of at least the biggest high resolution thumbnail in the shop. If you upload an image the size of e.g. 500x500px it won't ever get bigger than 500x500px.

Thumbnail configuration

Thumbnail size:

Thumbnail quality:    
Value between 1 and 100. Higher means more quality but bigger files.

High resolution thumbnails:  Also generate high resolution versions of thumbnails

High resolution thumbnail quality:    
Value between 1 and 100. Higher means more quality but bigger files.

Thumbnail size options:

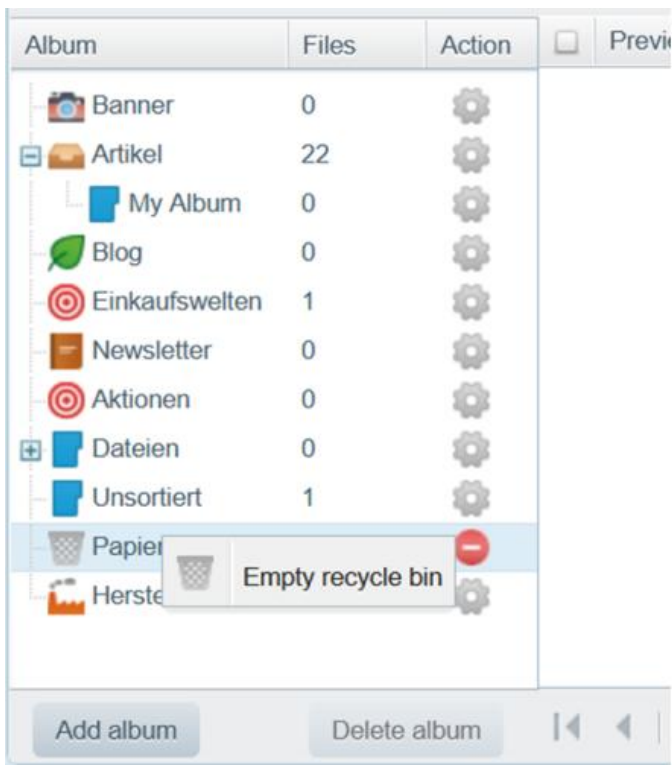
In the image above the high resolution thumbnails will be generated with max. 400x400px, 1200x1200px and 2560x2560px thereby considering and keeping the image ratio. Shopware always uses the longest side of a picture and scales it to the desired size.

## Folder structure

Files will not be stored in only one folder anymore. A hash derived from the respective filename will be used to generate a folder name, in which the file then will be saved. For example `/media/image/1d/4a/8c/myImage.jpg`. After updating, Shopware automatically migrates the files into the new structure by opening the images in the frontend. Alternatively you also can migrate the files via a shell command. The particular command and code can be found in the "shell tools" area below.

## Recycle bin





The media manager is equipped with a recycle bin, which automatically collects unused images from the "item"-album. To use this feature, activate the "Media Garbage Collector"-Cronjob, that collects all unused images and discards them by moving them to the recycle bin. You can clear the recycle bin manually in the media manager by rightclicking the recycle bin and select **empty recycle bin** or simply click the red **clear** icon.

### 3D Model Support

As of Shopware 5.2.4 the Media Manager supports the following 3D Models:

- .dae
- .obj
- .fbx
- .spx
- .3ds
- .3mf
- .blend
- .awd
- .ply
- .pcd
- .stl
- .skp

Please note that this is not yet final. You can upload models and manage files in the Media Manager now. But there is no way of displaying those models in the frontend yet.

## Shell tools

The following section describes shell commands which are working on the server's shell. Every action you set off will be processed without hesitation and any check back. Commands will be executed by hitting ENTER. You should only use these tools, if you are confident with what you are doing and always remember to keep your backups up to date!

Many actions performed in the media manager can also be executed in the shell. We assume, that you have a shell connection and you're located in the Shopware root folder. There you can use the following shell commands:

- **php bin/console sw:media:migrate** - migrates media from the old (pre 5.1) into the new (from 5.1) structure.
- **php bin/console sw:media:cleanup** - moves unused media into the recycle bin (from 5.1)
- **php bin/console sw:media:cleanup --delete** - moves unused media into the recycle bin and empties it. (from 5.1)
- **php bin/console sw:thumbnail:cleanup** - deletes unused thumbnails from all albums
- **php bin/console sw:thumbnail:generate** - generates all thumbnails. If executed via shell, this action works much faster than the same action executed in the backend. Either way the process may take some time depending on the quantity, quality and general settings of your media.
- **php bin/console sw:media:cleanup** - Searches the installation directory directly on the file basis for images, then creates an index of all originals and thumbnails and deletes orphaned thumbnails (Since Shopware 5.3.0).

You can also execute options with most commands. Use "-h" to open the help-file. Here you can find a list of available commands and options.

## Defining permitted file types in the Media Manager

The config.php allows you to define which file types can be uploaded via the Media Manager.

Please note that some basic media files can generally be uploaded, e.g. jpg, png and pdf. In addition, for security reasons, uploading executable files such as php, com and exe is generally prohibited, even if the file extensions are entered in the whitelist.

In the following example code for the config.php you can upload docx and xlsx files:

```
'media' => [  
    'whitelist' => [  
        'docx',  
        'xlsx'  
    ],  
]
```

The file extensions are not case-sensitive.

## Shopware Media Optimizer

Using this tool you can optimize your media directly in Shopware to save disk size and traffic to optimize the load of your page, which also optimizes your google pagespeed rank.

**Keep in mind:**The optimisation of your media files is made lossless, your files will **not be compressed**. The optimisation only strips meta data and for displaying unnecessary data to shrink the filesize! To compress the files, you should still use the shopware internal compression. Apparent from our tests, another compression by these tools won't shrink your files again, so it's enough to compress them by using the Shopware settings and just let the tools optimize the files lossless.

### Uploading new images

While uploading new files using the media manager, the optimizer automatically generates optimized thumbnails of your media. The original will remain unaffected.

This way we make sure, that you are able to generate new thumbnails from your media using the real original.

### Update of existing media files without ssh

When you've e.g. updated Shopware and you already have your system running, you can regenerate all your thumbnails. At regenerating all thumbnails, those files will also processed by the optimizer, the original will remain unaffected here as well!

### Manually optimization via Shell

To optimize your media manually, you need to open an ssh session, navigate in the Shopware root directory and execute the following command to start optimizing:

```
bin/console sw:media:optimize [parameter] [path]
```

Shopware now scans your file system for media and optimize them.

Keep in mind: This command will check the whole Shopware installation for media files and optimizes them by default. If you have other non-Shopware media files, this command will optimize them too! So if you want to optimize only your Shopware media files, make sure to add the path to your command to optimize just the files in this desired directory.

Here we have a few examples:

```
// Help
bin/console sw:media:optimize -h

// Info about the optimization tools
bin/console sw:media:optimize -i

// Optimize media files just in this folder
bin/console sw:media:optimize /var/www/media

// Limit the files to gather by date/time
bin/console sw:media:optimize -m

// Verbose
bin/console sw:media:optimize -v
```

## The different optimizers

Shopware can use the following tools by default:

Programm	Supported MIME-Types
jpegoptim	image/jpeg, image/jpg
pngout	image/png
optipng	image/png
jpegtran	image/jpeg, image/jpg
pngcrush	image/png

If at least one of these tools is installed, the supported MIME-types will be optimized over this tool. If more tools are installed, an internal logic will ensure, that only the better tools is used for optimizing your media files. If no tool is installed, the process will finish without any optimization.

Please ask your hoster about these tools and let him install at least one per used MIME-type, we suggest jpegtran & optipng.

## Extend the optimizer

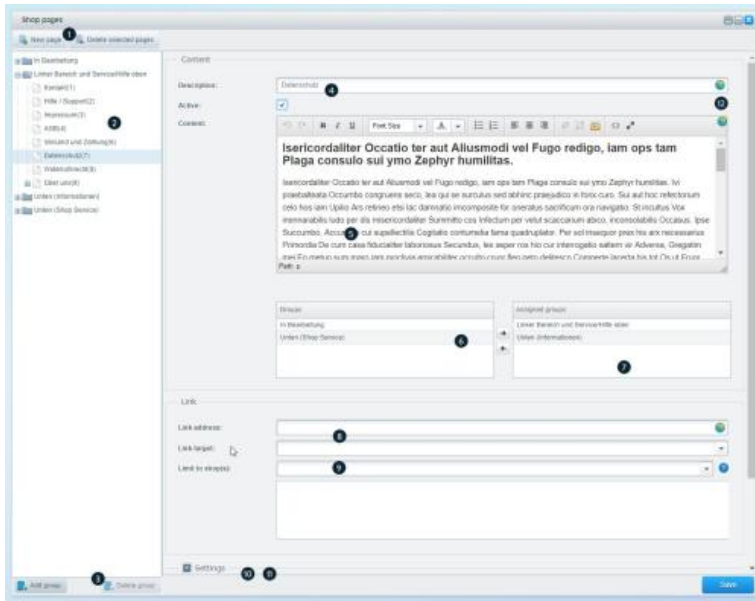
The media optimizer can be extended using plugins to include more tools or setup the existing tools more individual. If you need such an extension, please take a look at our [developer documentation for the media optimizer](#).

## Shop pages

Shop pages generally are static pages, comparable to privacy, about or help pages. Shopware comes with a few default shop pages, that can and should be individualised, as by default they contain only lorem ipsum text.

Newly created shop pages can be assigned to an existing group and are then tied to the template automatically. This way, all you have to do is assigning the shop page to a group and it will appear in your shop.

## The module



**New page / delete selected pages (1):** Create a new page or delete selected page(s). Keep in mind that freshly created pages should always be assigned to a group, otherwise that page might only be accessible through the database.

**Navigation (2):** By using the tree navigation you can switch between groups.

**Add group / Delete group (3):** Creates a new group or deletes the selected one. **Keep in mind**, that newly created groups appear in the frontend only, unless you assign it in the **Shop page groups**.

**Title (4):** Provide a title for the newly created page. The title is used for generating a SEO URL, but **keep in mind** SEO URLs must be unique. That is why you should never name your shop pages alike!

**Content (5):** Provide the contents of your shop page.

**Available groups (6):** Here you see all available groups to assign.

**Assigned groups (7):** Move a group from the list of available groups to the list of assigned groups in order to assign your shop page to this group. You can do so by using the arrow buttons or simply drag and drop the group. **Make sure** that you always assign your page to a group, otherwise the page will not appear in the group navigation. The group "in progress" is ideal for shop pages that should not be published yet.

**Link (8):** Here you can make your shop page link to an external page. Just enter URL and target here.

**Limit to shop(s) (9):** Here you can set the shop assignment. By default the shop page is not displayed in any shop. Of course you can open every shop page from every shop manually. Using this option you can prevent calling a "foreign" shop page in a specific shop.

**Settings (10):** Here you can set different options like the position of the shop page in it's group, enter SEO data or define further options, which are described below.

**Free text fields (11):** Here you can set / use free text fields, more information about free text fields can

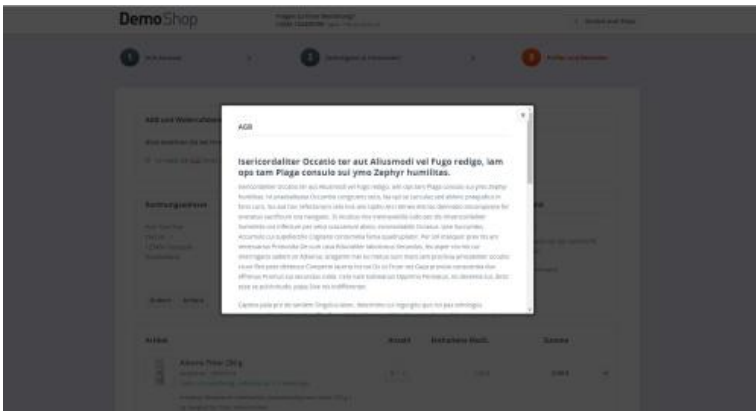
be found in the article [Free text field management](#).

**Translating shop pages (12):** Valid from SW5.5: Open the translations tab by clicking any of the globe icons and fill in the blank spaces with your translations. This is advantageous because you won't have to maintain a separate shop page for each language present in your shop.

## "Settings" - optional fields

- **Position:** This field allows a numeric input and determines the page's position in the shop.
- **Embed code:** The Smarty/HTML code with which you can manually link the shop page in the template is displayed here. Shopware automatically takes care of generating an SEO URL.
- **Template var. 1-3:** Enter the variable here whose content you want to exchange in the shop page. *sContent*, for example, exchanges the content of the page, i.e. everything you entered above under "Content". The specification of the variable also requires the entry of a template file in the field below!
- **Template path 1-3:** Enter a path to the template file that should replace the above template variable, e.g. *frontend/custom/google.tpl*
- **SEO title:** Here you can set a SEO title which will be shown in search engines.
- **Meta keywords:** Define keywords which describe your shop page. If you don't enter anything, the snippet "*IndexMetaKeywordsStandard*" is used instead.
- **Meta description:** Define the desired SEO description here, if you don't fill this field, the snippet "*IndexMetaDescriptionStandard*" is used instead.

## In the frontend



## Tips & tricks

### Comprehensive accessibility

Please keep in mind, that by default shop pages are neither assigned to a shop nor a language. Shop pages at first will be assigned to a group, which then is assigned to a shop. That way the shop always displays the correct shop pages. Nevertheless these pages are accessible from every shop, but only if you call them directly. The configuration "*Limit to shop(s)*" prevents this.

### Shop page levels

If you like you can nest shop pages into other ones to create multiple levels. To do this, select the shop page you want to assign a child page to, then click "New page". A popup will appear, asking you, if you want to create a "new child" assigned to "Your shop page", click "Yes" to create the child page.

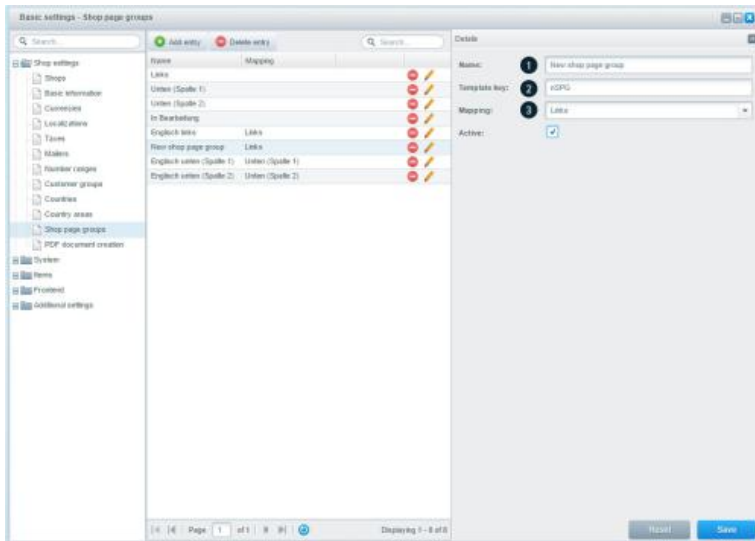
## Exclude shop pages from indexing

You can add "noindex" to your shop pages by adding the SEO-Nofollow Viewport **custom** in **Configuration > Basic settings > Frontend > SEO / router settings**

## Shop page groups

If you want to run a sub shop you need separate shop page. First you have to define new **Shop pages groups**. You can define such groups in the backend at **Configuration > Basic settings > Shop settings > Shop page groups**.

## Adding new shop pages groups



First click on **Add entry** and assign a **name for the new shop page group (1)**. Afterwards assign a **template key (2)**. You can assign any key you want. However it is important that key is not double used in the system and it begins with a letter. Otherwise it can cause errors in front- and backend.

The template-key may not consist of purely numeric characters. It has to begin with a letter. Otherwise it causes errors if adding shop pages to the group

Now select in which area the shop pages group should appear in the frontend. It is essential to make sure that you create the **mapping to the original shop pages Group (3)** as otherwise the shop displays wrong sites.

Standard mappings are:

- German left pane and service/support top

- German bottom pane (Shop service)
- German bottom pane (Information)
- In progress

They should also necessarily be persisted as otherwise it might cause errors.

The new **created shop pages group** will now automatically listet under **Content > Shop pages**.

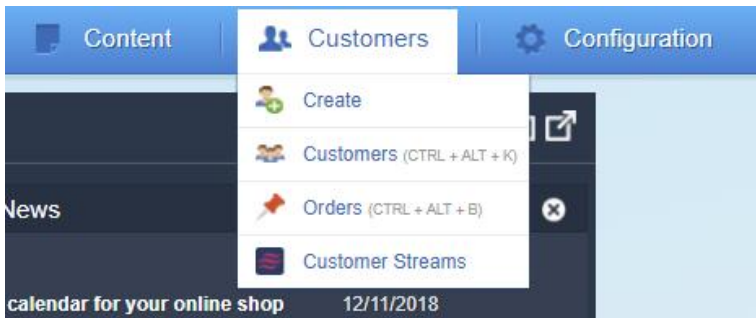


# Customers & Orders

This article describes how you can view, edit and cancel the orders of your customers in the Shopware backend.

It also describes the customer overview, where you can see all customers and search or filter for them, and the customer streams, where you create streams based on predefined criteria.

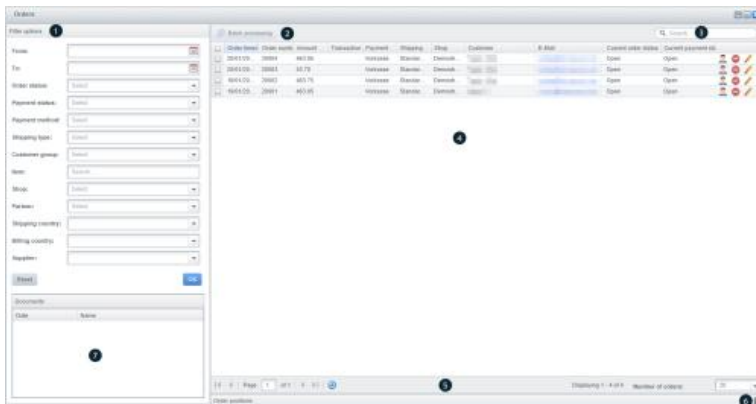
With newsletters, vouchers or start page contents, which can be adapted especially for the respective streams, you show your customers what they are really interested in and arouse their desire to buy.



## Orders

The purchase order module is located in **Customers > Orders**, here you can find all your shop's purchase orders and at the same time edit / process them.

## Module overview

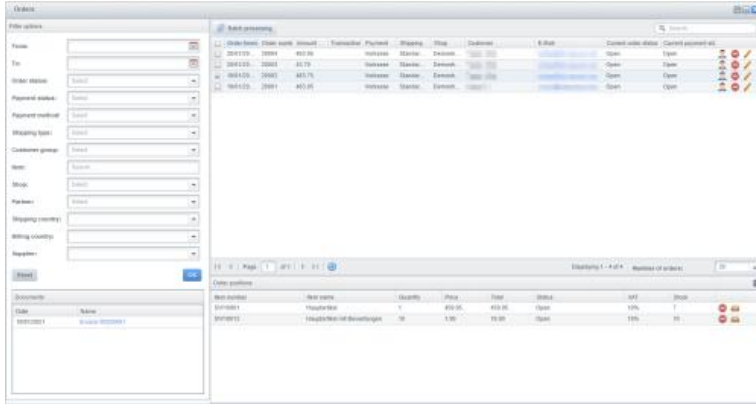


In the overview, you have the possibility to **filter (1)** your orders by date, order status, payment status, payment method etc. to filter e.g. show all orders that are paid via PayPal or which have a specific payment state like "encashment". By using **batch processing (2)** you can process multiple orders at once to e.g. set the order state to "shipped" or create an invoice for all today's orders. Via the **search field (3)** you can search for specific orders using the order number, transaction number, name, e-mail or the customer number. With the **option bar (5)** you can flip between result pages, set the number of orders displayed

per page and see a counter showing all orders registered in your shop. In the **documents (7)**-box on the left-hand side you can see all the already created documents in the selected order.

The main component of the module is the **order list (4)**. Important information like date and time of order, order number, absolute order value, transaction number, payment method, shipping method, shop name, customer name, customer e-mail address and the current order- and payment states are directly displayed in the table. By clicking a column's header, you can assort the corresponding values in an ascending or descending order.

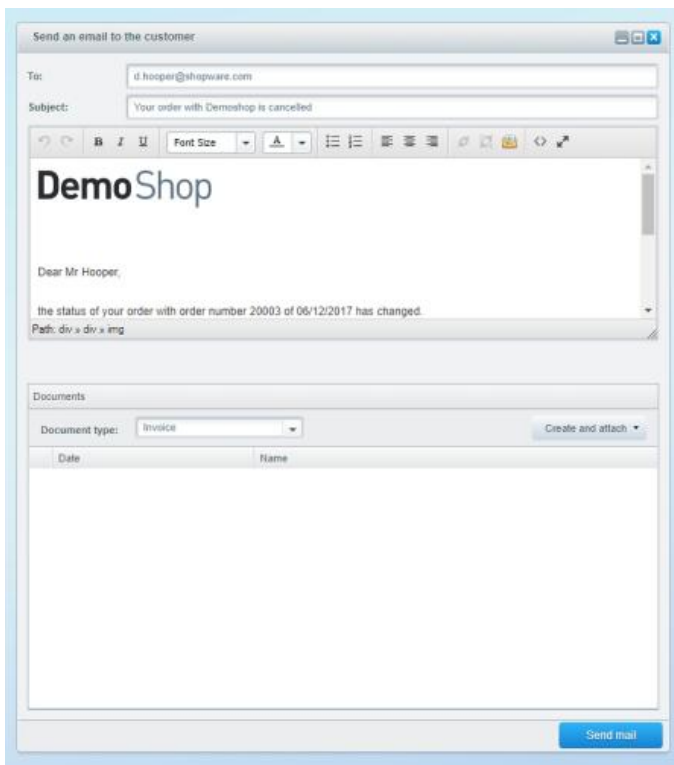
If you mark an order using the checkbox on the left, you can pop out the **order positions (6)** bar on the bottom of the window to see the items of the selected orders without having to separately open each individual order.



## Order- and payment status

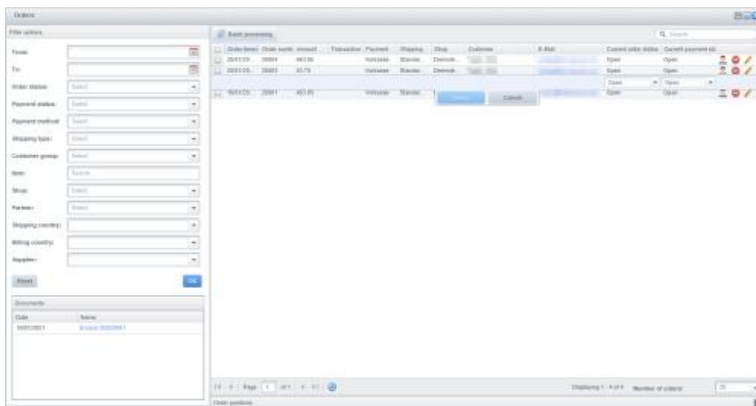
The **order status** shows the actual state of the order. Possible pre-defined states are e.g. 'open', 'ready for delivery', 'partially-' or 'completely delivered'. Similar to the order state is the **payment state** option. It works just like the order state. Payments have possible states like 'completely invoiced', 'partially-' or 'completely paid', 'reminder' or 'encashment'. The payment state allows for a quick overview and lets you assess the current state of your orders.

If you change a status, a pop-up will open, prompting you to e-mail your customers in order to inform them about the recent status change. At this point you can also add attachments (invoice, delivery note, credit advice or reversal invoice) to the customer update mail.



When you are ready to send the e-mail, just click **Send mail**. Otherwise, you can close the window at any time. In this case your customer won't receive an e-mail and will not be notified on the recent changes.

To change these statuses quickly, you can double-click on an order in the order list and change the status inline:



## The order details

You can open a certain order by clicking the pen-icon on the rightmost side of the particular row to access a detailed description of it.

## Overview

In the order details you can find all relevant data like invoice- and shipping address, payment method, details on order time, currency, device type and the language. Further, you can set "paid on"-date, see the shipping costs and the order- and payment state and the free text fields.

The field **Referrer** is filled in when the customer gets to your shop via an external page. The **Partner ID** is filled when an active partner of your [Affiliate program](#) places an order.

A tracking code can be used to notify the customer of the order's status. However, by default, it will only be displayed on the customer's order details page in the frontend and will not have a hyperlink. If you want to know, how to link tracking information via the frontend or add a tracking link to an e-mail, take a look at the article [Tracking numbers and tracking](#).







## Details

In the details tab it is possible to edit the provided invoice- and shipping address as well as the payment- and shipping method. You can also see the order's free text fields, if set as active.

## Communication

In the communication tab, you can set up internal comments regarding a certain order and read and answer customers comments. **Internal comments** can't be seen by the customer and are fit for internal use only. The field **Customer comment** contains the customer's comments. Those comments are requested at the customer's checkout, if the option "Display further notices" has been activated. The contents of the field **Your comment** will be visible on the customer's order details page in the frontend. You can find them in "My account > My orders" by opening an order.

# Positions




Item number	Item name	Quantity	Price	Total	Status	VAT	Stock	
SW10001	Hauptartikel	1	459.95	459.95	Open	19%	7	  
SW10013	Hauptartikel mit Bewert...	10	1.99	19.90	Open	19%	10	  

Here, all ordered positions are listed. You can edit the positions afterwards and **Add (1)** or **delete (2)** a position. You can also edit the quantity or the product price by double-clicking the desired position. Using the **action buttons (3)** you can remove positions from the order or open the product detail window.

To add a position, click **Add (1)**, a new row will appear in the table, in which you can search for your product using the name or the order number of the product. Click **Update** to save the new position.

Adding or removing products to an order afterwards won't update the products stock or shipping costs!


# Documents

Date	Name	Amount	
19/01/2021	Invoice 00029601	483.75	  

Configuration:

Document type:  **1**

Invoice number:

Displayed date:  

Delivery date:

Customer VAT ID:

Tax free:  **5**

Document comment:

Voucher:  **4**

**2** **3**

Shopware comes with a built-in document creation tool, for conveniently generating invoices, delivery notes, credit advices or reversal invoices in the PDF-format. You can configure these documents in the basic settings tab located here: [Documents](#).

To create a document, you first have to decide on the type of document you want to create(1). You can choose from the following:

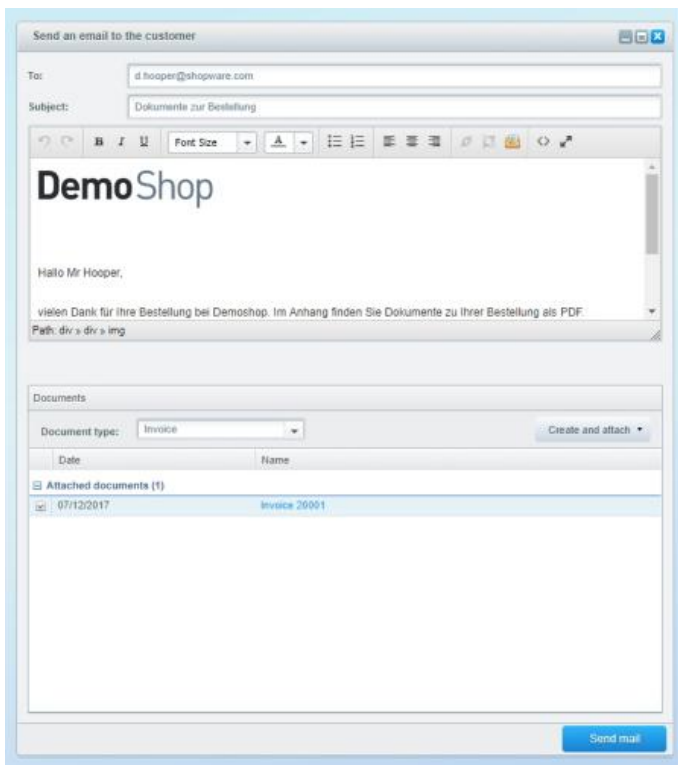
- Invoice
- Delivery note
- Credit advice
- Reversal invoice

Under **Preview (2)** you can create a preview of the document, and then using **Generate document (3)** generate the document and automatically save it on the server.

If desired, you can put additional information into the document **before** even creating it. For example, you can add a **voucher (4)** or an invoice number as a reference for the reversal invoice. The selected voucher will be displayed in the lower area of the document. **Keep in mind**, you can exclusively use individual vouchers here. In case foreign customers have provided a turnover tax ID, you are able to issue invoices without the inclusion of turnover taxes. In order to create a tax-free document, you should tick the **tax-free (5)** checkbox. The then created PDF-document will not show taxes, but calculates solely net values.

The field Invoice number is not meant for individual invoice numbers. This field is only used for referencing an invoice number in a reversal invoice!

After creating the document, you can deliver it to your customer via e-mail by clicking the **letter-icon (6)**. A pop-up will open, displaying the e-mail template "*Documents for your order*" and directly attaching the document. Click **Send mail** to get the e-mail delivered to your customer.



## Status history

Order details: 20001

Overview Details Communication Positions Documents **Status history**

User	Change state	Previous order status	Current order status	Previous payment status	Current payment status
Demo-Admin	07/12/2017 12:10:52	Open	Cancelled/rejected	Open	Open

Page 1 of 1

Displaying 1 - 1 of 1

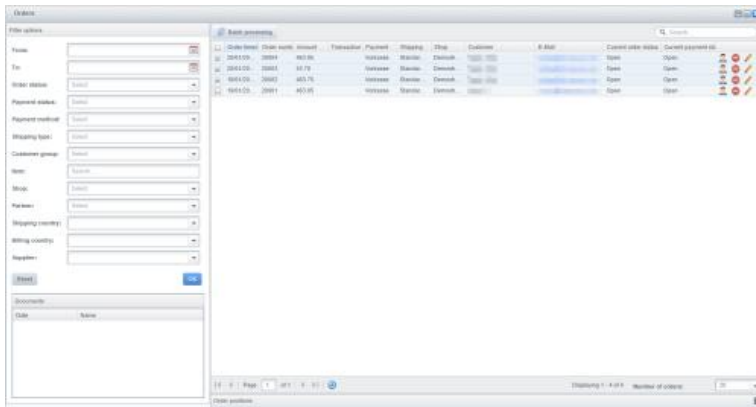
In the status history, all status changes will be logged. This way, you can always see which backend-user made changes to what statuses.

## Batch processing



Batch processing lets you edit / process multiple orders at once. This is useful if e.g. you want to change the status of multiple orders at once, or you want to create different documents at the same time and also send them all at once.

Just mark the desired orders using the checkboxes and click **Batch processing**:



In the window that will show up next, you can set your changes, which should be processed for the selected orders:

- **Document type:** If you want to create/send documents, choose the document type here.
- **Mode:** When creating documents, choose the mode here, you can re-create all documents or create only non-existing documents.
- **Order status:** Choose the order's status.
- **Payment status:** Choose the payment's status.
- **Send e-mails automatically:** If you want to send e-mails to your customers automatically, activate this checkbox.
- **Add documents to e-mail:** If you want to send e-mails containing attachments, click this checkbox. **Keep in mind**, that this option is only available, if you the option "*Send e-mails automatically*" is set active and a particular "*document type*" is chosen.
- **Create single document:** Activate this checkbox, if you want to create a single document containing all the previous ones. This is used e.g. for printing a whole day's invoices or delivery notes at once.

Orders

Note: if you select orders with an existing receipt, these will be regenerated

Settings to be generated

Document type:

Mode:

Order status:

Payment status:

Send emails automatically:

Add documents to email:

Create single document:

Selected orders

Order number	Order time/date	Current order stat	Current payment	Mail has been gen	Email has been se
20002	19/01/2021	Open	Open	x	x
20003	20/01/2021	Open	Open	x	x
20004	20/01/2021	Open	Open	x	x

After setting up your batch process, click **Process changes** to initiate the batch process.

The logic behind the batch process demands you to choose a document before adding attachments. That is why it may happen - depending on your configuration and situation - that no e-mails are sent, no matter if the checkbox is active or not. In this case Shopware prevents you from sending duplicate e-mails to your customers.

## Tips & Hints

### Partial cancellations

**Keep in mind**, that partial cancellations are not officially supported and only possible by utilizing the following workaround. If you still need a solution for partial cancellations, take a look at this [Shopware ERP powered by Pickware](#).

To cancel a part of your order, set the affected products to the status "Cancelled". To create a correct cancellation document, set the quantity of the not cancelled positions to 0. After generating the document, you can set the positions to the initial quantity again and set the cancelled positions to 0. You also have the possibility to delete the whole position by clicking the "delete"-icon or by selecting the respective positions and click "Delete all selected".

The status of the position is for internal use only and will not be processed or edited by Shopware afterwards.

### How can I edit e-mail templates?

You can edit the e-mail template in the E-mail templates module, where you can edit all the templates.

## How can I edit documents?

You can edit the document templates in the [PDF document creation](#) module, where you can edit all the templates.

# Customer

The customer module of Shopware can be found in the backend menu in **Customer > Customer**. It is separated into 2 areas, the customer list where you can search for customers and filter them. On the other hand, there are the Customer Streams, which will be described below.

If you open the user module the first time, a wizard will open which will roughly show you the functions. When you skipped or finished the wizard, this will be saved in the database for each backend user, so the wizard will never pop up again.

In the customer overview you can manage your customers, you'll see all the customer accounts here, can search for specific entries, filter by desired attributes and open these accounts.

## Filter

By clicking on the small bar the filter panel will show up, it helps you to filter your customers by desired attributes.

Activate the filter by clicking the preceded checkbox and entering the desired value by which you want to filter. Then click the "*Filter result*" button below the filter panel to apply the filter. The customer list will update. To reset all filters, you can use the "*Reset filters*" button.

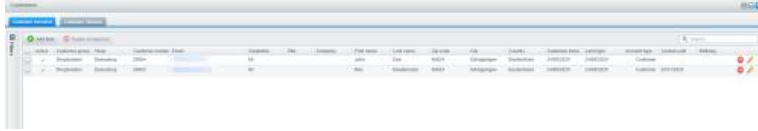
## The customer list

the customer list describes a list of all your customers, which is the main feature of the customer overview where you have multiple possibilities:

- Open customer accounts by double-clicking them or clicking the pen icon on the right
- Send an email by clicking the email address, your default email program will open (mailto-link)
- Delete single customer accounts by clicking the delete icon on the right of the desired customer
- Deleting multiple accounts by selecting all on the left and click the "*Delete all selected*" button

## "Locked until"

In the **Locked until (1)** column, you can see whether client accounts are locked until a certain date. The blocking of a customer is carried out by an automatic security mechanism if the password of an account has been entered incorrectly too often. The time is further extended if incorrect passwords continue to be entered. This security mechanism is intended to prevent customers' passwords from being determined or cracked.



## Create a new customer account

To create a new customer account, click "Add item", an empty customer detail window will open.

At creating a new account, the following data is required:

- Email
- Customergroup
- Shop
- Password
- Salutation ([can be set to optional](#))
- First name
- Last name
- Street
- Zip code
- City
- Country
- Default payment method

The payment methods, which are selected in the backend, will overwrite frontend logic. So if you select "Invoice" in the backend, the user will get invoice as his default payment, even if this should not be possible by frontend logic. In this case, once the customer changes the payment method in the frontend, the available payment methods adhere to the settings in the backend again.

## Change existing customers

To change existing accounts, double-click the entry in the customer list or use the pen-icon on the right to open the detail window, where you can change all the details.

## Data

In the tab "Data" you'll see all the basic information like email, customergroup, shop etc. Also, personal data like name, birthday and the default billing and shipping address and the default payment method are listed here. Below you can find the comment field and, if used, the free text fields. On the right you can find a short sketch of the customer's statistics like register date, last login, language, number of orders, turnover and selected payment method, you can also log into the customer's frontend using the "*Perform order*" button to e.g. place an order which the customer made by phone. When the user is an accountless one, you can also change this account to a normal customer, so he can log in with a new password in the frontend.

In the addresses tab, you find an overview of the user's addresses. The quantity of addresses per user is not limited.

The column **Default for** tells you, which address is default for billing and shipping.

Using the "*Add item*" button you can add a new address, using the pen icon you can edit an existing one:

In the address data, you can set all address relevant data and set the currently opened dataset as default for billing and / or shipping.

In the tab "Free text fields" you can edit all [free text fields](#), if used.

## Orders

In the tab "orders" you can see all the orders the customer made, Shopware will give you a statistic about this:

Above the graph you can filter it by the desired date, below you'll see all the placed orders with the most important information like order date, ordernumber, payment method, status and the possibility to open the order using the icon on the right, which opens the known order detail window from the order module. You surely can search the order list for the needed order.

# In the frontend

## Account area

In the account, "Change billing address" and "Change shipping address" have been changed to "Addresses". Your customer will see their default billing and shipping address as follows:

Using the link "or use another address" your customer can change their current address to another existing address:

The workflow continues in the checkout, where your customer can see their current billing and shipping addresses (and if they are similar or not).

Your customer can modify or change their billing or shipping address by clicking the corresponding buttons. When making any changes, the layout will change to the following:

The screenshot shows a checkout page with three main sections: Billing address, Shipping address, and Payment and dispatch. Below these is a product table.

I have read and accepted the [General terms and conditions](#) of your shop

Billing address	Shipping address	Payment and dispatch
Mr John Doe 123 Teststreet 40 0AA Testtown Australien	Testcompany Controlling Mr John Doe 456 Teststreet 0A 4C1 Test City Australien <input type="checkbox"/> Use for future orders	Payment method: Paid in advance Purchase of instant downloads by debit or credit card only Shipping type Standard Versand ins A...
<a href="#">Change address</a> or use another address	<a href="#">Change address</a> or use another address	<a href="#">Change</a>

Product	Quantity	Included VAT:	Sum
Oil Change Order number SW10042 Ready to ship today. Delivery time approx. 1-3 workdays <small>It is either here or Cigo are subawako. Da, color jets, an. NE anenati</small>	1	€5.99	€34.99

In the checkout, the new addresses will be saved to the customer's address book and be made available for future purchases.

## Customer Streams

Customer Streams allow you to group your users by setting filters. This way you can provide different customers with different content. Content that is shown with respect to the customer's status can comprise different shopping worlds, vouchers or promotions. How to utilize customer streams and filters is what you will learn here. Just open the module via **Customers > Customers > Customer Streams** or directly via **Customers > Customer Streams**.

### First start

If you open the module for the first time, a wizard opens, hinting you at the most important aspects of the customer stream feature:

After finishing the wizard, the module will open and you can start customizing it:

### Module description

The module's structure is made up of the following areas:

**Stream overview:** In the overview on the left you see all existing Customer Streams including their names and customer count. **Dynamic streams** can be recognized by the open-lock icon as well as the action buttons that allow you to delete, copy and re-index streams. **Static streams** have a closed-lock icon showing the expiration date (if set) and are deletable, but can't otherwise be altered.

**Filters** are available only for dynamic streams and will filter your customers by a given value. When creating a new dynamic stream or editing an existing one, you can add any desired filter.

The **Customer list** will include all of your shop's customers upon starting up. By activating a dynamic stream it will list all the customers of the respective stream and if a static stream is selected, it provides you the list of all customers in this stream and also a customer search in order to add new customers to the stream.

Using the dropdown menu **Switch layout**, you can switch from the customer list to the analytics section.

## Customer analysis

Let us begin with a few words concerning customer analysis, since this is an important issue when working with Customer Streams.

Gathering new customers and sorting them into specific Customer Streams works best using the cronjob **Customer Stream refresh**. You can activate it via the Basic settings located in "*System > Cronjobs*". This particular cronjob by default is executed every 2 hours. It analyses new customers and sorts them into their respective streams, according to your pre-defined automatic filters and stream settings. If this cronjob is not active, you have to analyze customers manually.

You can start the manual analysis by opening the Customer Stream module and clicking the button "*Analyze customers*". Depending on the number of customers you have, this process may take some time.

In addition to that, you can analyze all customers at the module's startup by activating the checkbox **Analyze on startup**. Note that in this case, the analysis will run at **every** startup of the module, and thus may consequently delay your workflow. Therefore, we recommend using the cronjob as your first choice tool for customer analyses.

## Handling

Here we describe the handling of the module. First, analyze your customers to gather them in streams. The procedure has been shown above in the above section, customer analysis.

### Create a new Customer Stream

To create a new Customer Stream, click on "*Create stream*" first. Notice that a new entry in the stream list appears along with a hint, stating that this stream has not been saved yet.

In the lower left you can name this stream, add a description and by ticking the check box, set the stream to static mode. Static in this case means the stream will not sort customers automatically using filters. Instead, you will have to select the customers you want to be included in the stream manually. This will work until the stream's expiration date is reached or you change the stream's status to dynamic again.

If you want to create a **dynamic stream**, leave the setting "*static*" disabled and add the desired filter criteria:

You cannot save your newly created dynamic stream until you define at least a single filter!

If you want to create a "*static stream*", activate the option "*Static*" and save your stream. Only then you can add customers to your static stream using the customer search in the upper right corner:

After adding your customers, click "*Save stream*" to save your changes.

### **Edit an existing Customer Stream**

To edit an existing stream, select a stream from the list on the left. After that either the filters will be loaded or, in case of a static stream, the affected (manually chosen) customers will be shown. Now you can make your changes to the stream and save it using the button "*Save stream*".

### **Copy a stream**

Please keep in mind, that only dynamic streams can be copied. To copy a dynamic stream, select at least one from the list on the left and click the "*copy icon*". The stream will be copied with all its properties, you can now edit and save it.

### **Analysis**

A stream analysis is available in the module itself by clicking the button "*Switch layout*". Here you can choose from two different views:

#### **Stream revenue**

Stream revenue analyses the selected stream according to the following values:

- Order count
- Most / less expensive order
- Average product price

#### **Revenue comparison**

Via revenue comparison you can compare and contrast all your streams:

### **Integration**



Customer Streams are seamlessly integrated into the following modules in Shopware.

## **Shopping worlds**

In each shopping world, you can set individual Customer Streams that are reserved to display a certain shopping world to certain customers. Additionally, you can decide whether an existing shopping world should be replaced by another. Utilizing these options you can serve additional content to your customers. Another option is to replace or not show whole shopping worlds for customers of a specific Customer Stream.

Here you choose the Customer Streams, that will display this shopping world to their associated customers. As the circumstances require, you have to choose another shopping world that will be replaced by the first one.

## **Vouchers**

In the voucher module, you can select the Customer Stream, for which the voucher is active. This way you can create vouchers just for specific customers, depending on their allocated stream.

If customers are not logged in, they nevertheless can redeem vouchers via the cart. But be aware that after the obligatory login vouchers might still disappear if the user is not part of an associated Customer Stream. Only if Shopware recognizes the user using the SLT cookie, redeeming vouchers will work right from the start. Since using the SLT cookie, Shopware remembers customers and their corresponding Customer Streams, even if they are not logged in.

## **Newsletter**

You can adjust the newsletter settings with respect to Customer Streams as well as Customer Groups. Note that both functions, Customer Streams and Customer Groups are connected by an OR-function. So if you select all high-selling users via a Customer Stream and at the same time select a corresponding Customer Group, e.g. your B2B customers, all members of both selected constellations will receive your newsletter.

## **Advanced Promotion Suite**

In the Advanced Promotion Suite, you can also select Customer Streams as a restriction or as a rule.

## **Tips & Hints**

### **Shopware Login Cookie**

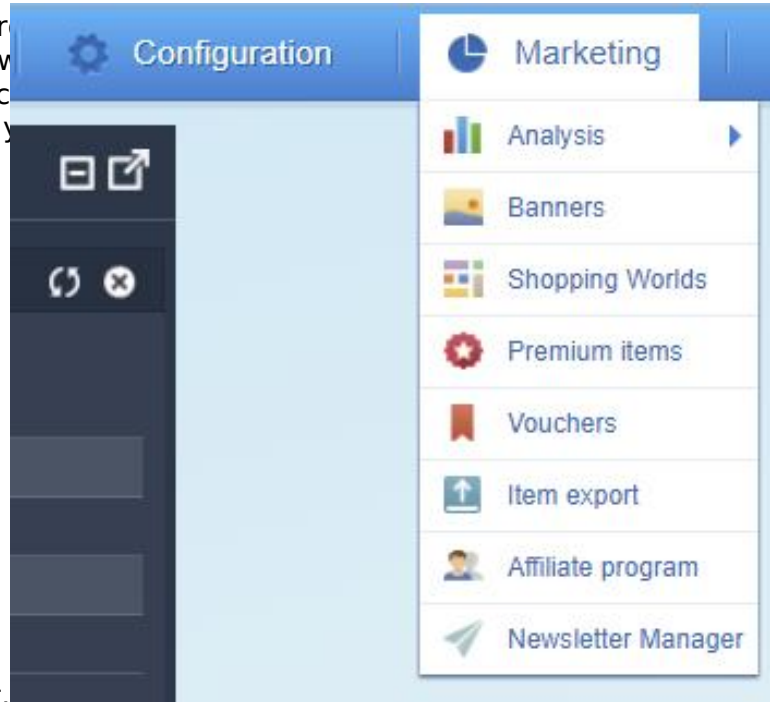
Using Customer Streams without the employment of an SLT cookie is possible, but user-referred content will be available only after a proper login. When you are on the other hand using the [Shopware Login Token](#), Shopware will recognize your customers and provide them with the right content associated with their respective Customer Stream(s).

## **Using Customer Streams via the REST-API**

If you want to manage your Customer Streams externally, you can do that using the API-resource. More information is available in our developer documentation.

# Marketing & Shopping Worlds

A core component of Shopware are the numerous possibilities you have for designing shopping worlds fast and simply on different platforms and price customer loyalty, and our newsletter reaches y

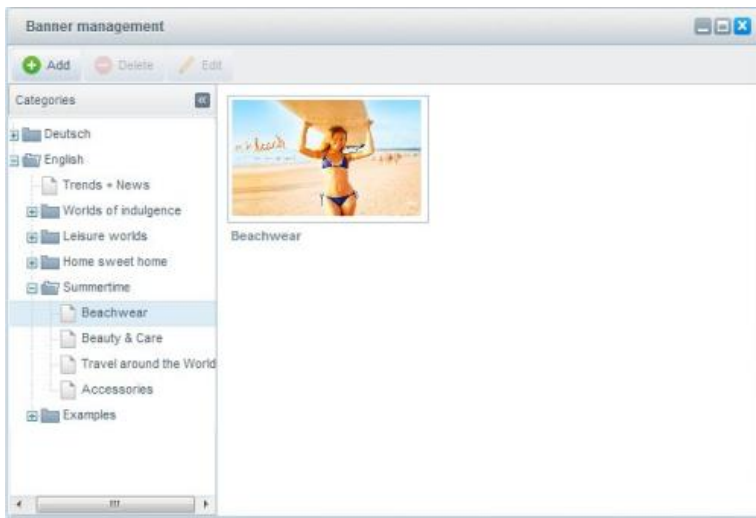


ducts  
n  
moting

tools to get your shop off to a successful start.

## Banners

This module allows you to place banners on landing pages or category pages. To do so, first open the module in the backend under **Marketing/Banners**. Using the menu on the left side, select the desired category in which the banner should be displayed.

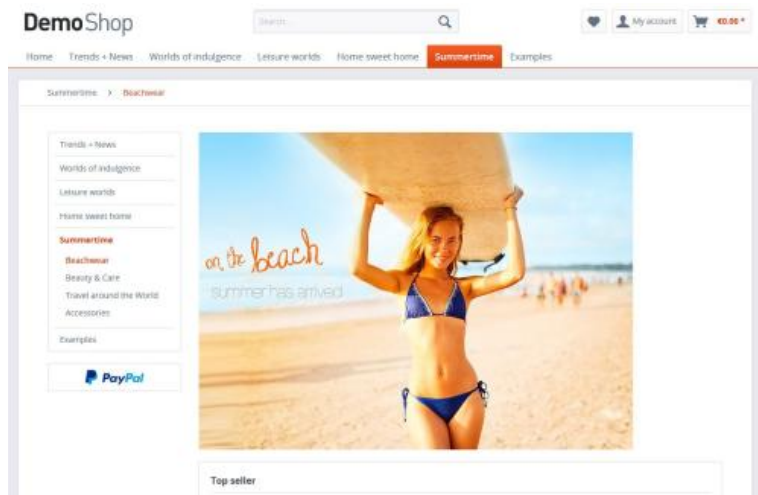


## Creating a new banner

- To begin, a **description of the banner (1)** is required. This description also serves as *alt="" attribute* in the *img* tag.
- Optionally you can add a **hyperlink (2)**. Place internal links to the shop (e.g., item detail pages) or links to a external reference (e.g., a manufacturer's website).
- The **Link target: (3)** will define where the Link will open
  - *External* links will open in a new window automatically.
  - *Shopware* links will open in the same window.
- To limit the time period for which you banner will appear, click on the red calendar icons in the **Active from (4)** and **Active until (5)** fields and select a start and end date. You also have the option of defining an exact time in the fields to the right of the date fields. These times are optional. If the entries are not filled, banners are valid immediately and indefinitely. If the entries are not filled, banners are valid immediately and indefinitely.
- Next, you need to select an **image file (6)** to be displayed.
- Finally, click the **Save** button.

Banners can be selected and uploaded via the Media Manager. For further information see [here](#).

This is how your new Banner will be displayed in the storefront:



## Deleting a banner

To delete a banner, select the appropriate category in the menu, highlight the banner and then click the **Delete** button.

## Editing a banner

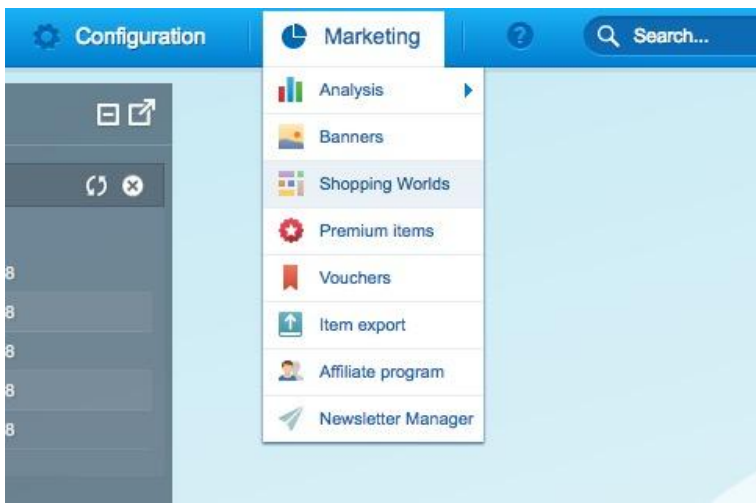
Editing banners is done in a similar way. Again, select the appropriate category in the menu, then select the banner and click the **Edit** button.

Supported file formats are: gif, jpg, png and swf. In addition, graphics will not be scaled, so be sure to upload them in their correct dimensions, depending on the template.

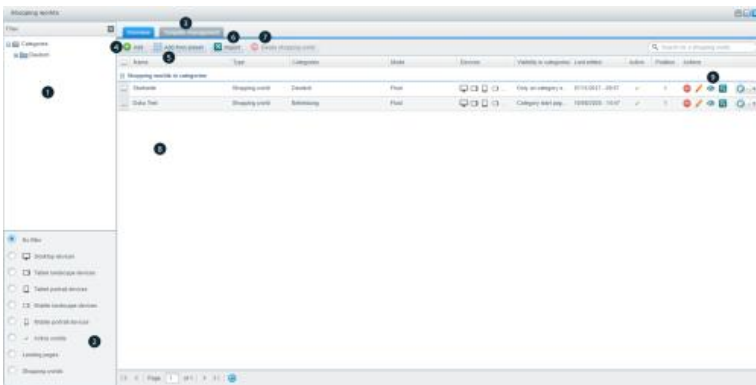
# Shopping worlds

Shopping worlds enable you to easily create impressive landing pages, product presentations and marketing campaigns all by yourself. Shopping worlds will help you capture your customers attention and take them into the world of emotionally driven stories - no matter on what display or device!

In this article we introduce you to how the module works and how you can build device-independent shopping worlds. You can find the module in the backend under **Marketing > Shopping worlds**



## Overview



- **Category filter (1):** This provides an overview of your shopping worlds and how you can find them in the category tree. You will be able to see all shopping worlds within a selected category if you click on it. If you work your way down the trees branches, all shopping worlds are also listed separately in their sub-categories.
- **Device filter (2):** This lets you filter the shopping worlds of your shop with respect to special devices and screens. Choose a platform and be presented with all shopping worlds working on and designed for that special device. Since our shopping worlds support responsive designs, it is possible and more than likely these shopping worlds will still be there event though most of the device filters are active.
- **Template management (3):** This is where you head to as a technically experienced user or developer, for modifying or creating your own shopping worlds' templates and in turn use them as a basis for your shopping worlds in the future.
- **Create shopping world (4):** Click here to create a new default shopping world. This will open a new window in which you can start to design and edit your most current shopping world.
- **Create from template (5):** Allows you to create a shopping world from an already existing template. These templates are e.g. officially provided by Shopware, third parties (via plugins) or even by yourself! How this works in detail we will explain below.
- **Import (6):** Use this function to import shopping worlds that were exported previously.
- **Delete shopping world (7):** Use this to delete selected shopping world(s). **Note:** Media connected to the shopping world, like pictures are **not** deleted from the system, when deleting the particular shopping world. These files remain in [Media Manager](#) and must be deleted manually in a second step,

if necessary!

- **Listing (8):** Selected shopping worlds and landing pages are listed here, conditional to the active category.
- **Action buttons (9):** Use the action buttons to delete, edit, duplicate or preview any of your shopping worlds. When duplicating a shopping world, choose between whether you want to duplicate the entire shopping world for all devices, or only duplicate it selectively for a specific group by clicking the button or using the dropdown menu.

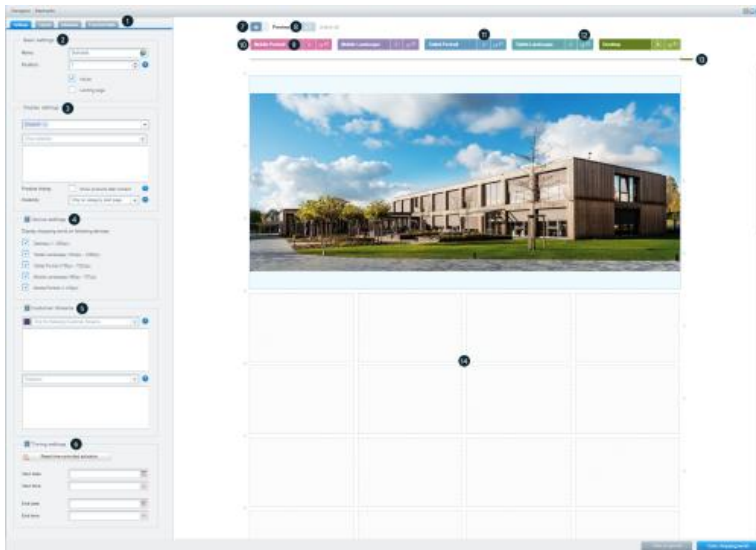
Shopping worlds are sorted by category and available in the overview, which allows you to always keep track of what and how many shopping worlds you created and have actually set active in your shop. Additionally you will find information on device preferences for each category here.

Double-click a shopping world to edit its most important features "inline", meaning directly from where you are in the active table. You can also activate or deactivate shopping worlds and change their positions.

## Screencast

**Note:** The screencast (a YouTube tutorial) linked below was not created using the latest version of Shopware. So expect the tutorial to miss out on the latest developments and perhaps not cover all possible existing features. However, basic handling hasn't changed substantially and is easily tracked and comprehended with the help of said screencast.

## Creating shopping worlds



Using the built-in designer tool, it is possible to display several different shopping worlds within a single shopping world, even if they are of a different layout or use various elements for different terminal devices.

- **Tabs (1):** Navigating the designer is easy, as its main functions are divided into tabs. You can switch seamlessly between "Settings", "Layout" and "Elements" without the preview on the right side disappearing. Be aware though that in contrast "free text fields" are displayed using the full window

width when clicking on them!

- **Basic settings (2):** Define your categories here, assign a name to existing shopping worlds, (de-)activate all or just a selection of present shopping worlds, set a position, and decide whether it is considered a landing page or a "normal" shopping world. If you'd like more information on what a landing page is, further explanations are found here [under](#)
- **Display settings (3):** Define categories here and decide whether the product listing should be displayed under a shopping world or not. When selecting a category, it is possible to assign it to several independent categories. According to that, one and the same shopping world within a shop can be displayed in several different categories simultaneously. This also works if a category is part of another subshop. Besides you are able to show the shopping world only on the category start page, the listing page or both by setting the visibility.
- **Device settings (4):** Here you can decide whether a shopping world should be visible on any kind of display and device or make a selection of devices that are (not) allowed to display the shopping world. If you deactivate a device group here, an **exclamation mark (9)** is displayed within the respective (brightly coloured) viewport selector.
- **Customer Streams (5):** Select individual [Customer Streams](#) that'll carry the particular shopping world. How that works, is explained here under in the article.
- **Time settings (6):** Define start and end times for your shopping worlds, in case you only want to display them for a limited time. Note: The time limit function is not fully compatible with the HTTP cache in versions before Shopware 5.5! Be sure to deactivate HTTP caching, if you are experiencing any troubles, If HTTP caching is still a desirable feature for your shop, it is nevertheless possible to coordinate cronjobs and timed shopping worlds.
- **Preview (7):** Activate or deactivate the preview function for specific shopping worlds. If active, the respective shopping world is displayed in the backend the same way it would look like in the live frontend of your shop.
- **Unlink all connections (8):** If you have chained several shopping worlds, you can unlink these by clicking here. The function furthermore allows you to simultaneously edit only currently selected viewports and keep the other chained viewports out.
- **Warning (9):** This warning indicates there might be problems with the frontend display of the particular viewport. It either is displayed incorrectly or not at all in the frontend. Further options can be found in the **Device settings (4)**.
- **Viewports (10):** Click and set active individual viewports to adjust the shopping world only for those respective viewports via the **Designer (14)**.
- **Hidden elements (11):** Reveals hidden elements in the current viewport. Explanation: If you need to create a banner and apply different designs for landscape and portrait formats, you can initially add both elements to the shopping world. Afterwards you hide the element meant to appear in landscape format from the portrait viewports and only display it in the landscape format. This way you can guarantee your shopping world looks good on all kinds of displays and not deliver broken, displaced and possibly useless content.
- **Chaining (12):** Connect and chain a certain set of viewports with this function. This makes it easy to apply changes to a whole group of chained viewports. However the approach towards setting up the viewports differently, calls for a moment of attention. Following that, be aware that it is necessary to have all pictures used in the entire shopping world present in every viewport as well. For those pictures that will at first overlap each other, disable the ones you don't want to see. In case you only need a selection of all pictures in a viewport just activate a viewport to act as the "master". Then click on the chain icon in all of the other viewports you want to conjoin and make sure the chain icon is closed. If complications occur because there is diverging contents stored in the viewports, you will be asked if you want to overwrite the previously entered settings of your viewport. Confirm with "Yes" to



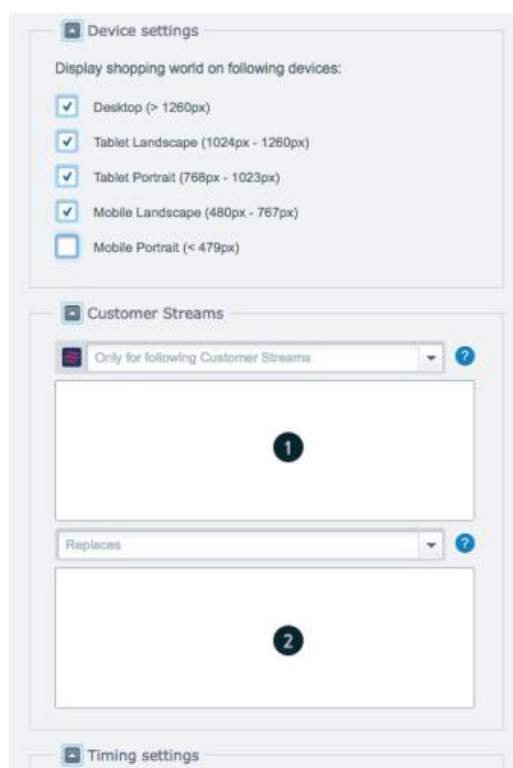
accept changing the layout. Elements placed on the master viewport are instantly transferred to all other linked viewports.

- **Viewport range (13):** This status bar serves as an indicator for your layout. Shopping worlds are always displayed in the smallest possible size. The colored area indicates the maximum size of the shopping world in the respective viewport.
- **Designer (14):** Using the built-in designer tool you can freely place, move and edit the elements you have placed in the respective viewport of the current shopping world.

Don't forget to save any changes you made by hitting the "save" button.

## Customer Streams

Customer streams let you restrict the display of specific shopping worlds to certain groups of customers only. By using the Shopware login token, you can - for example - welcome specific customers with a custom-tailored shopping world. This works directly from the start page, just by making use of customer streams. Thanks to the login token the process works even without an individual login and makes delivering your content an even more flexible and special endeavour.



Selecting the option **Only for the following Customer Streams (1)** enables you to restrict content to precisely defined audiences and groups of customers, simply by making use of customer streams. Customers accounted to such a stream will be able to see certain shopping worlds exclusively. These shopping worlds are initially displayed alongside previously added shopping worlds, that are themselves not subject to any restrictions. Using the option **Replace the following shopping worlds (2)** you can optionally select shopping worlds that should no longer be displayed.

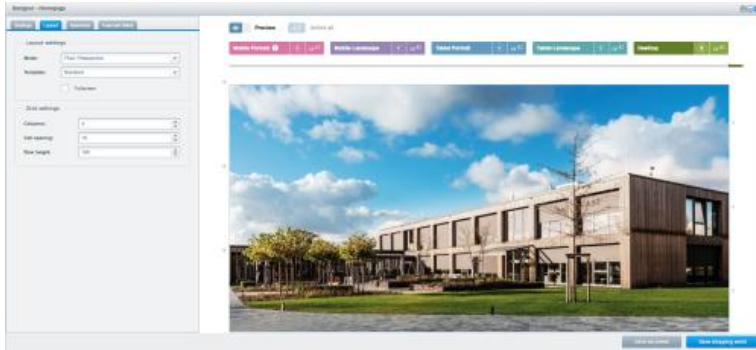
That is how you make different views of your shop come to life. You can also make sure, your customers are showcased with varying presentations or make the appearance of your shop depended on your visitors'

status and/or customer streams.

This matters most, if you plan on advertising products differently for regular customers and e.g. other retailers. Furthermore you can target certain customers precisely with this function. It enables you to address potential customers, that e.g. did not place an order for a certain time, with an incenting rebate or discount.

## How to successfully use the designer

Working with the built-in designer is easy and clear. Simply select a viewport and the grid below automatically adjusts itself. This way you'll easily get an accurate estimate of how your shopping world will look and feel on many devices.



## Layout

The **Layout** tab holds the following adjustable settings that help you set up your shopping worlds.

## Modes

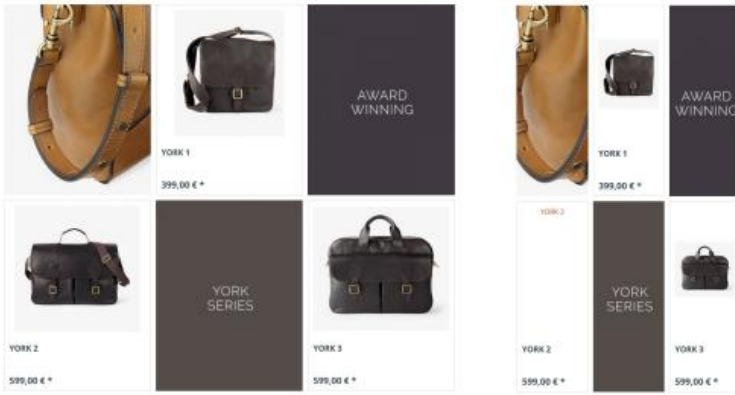
Not any mode is suitable for each and every shopping world. Here you will learn how different modes works and what modes are for.

## Fluid mode

Fluid mode looks a little like the former Masonry mode, with one exception: the elements assembly within a shopping world is not dynamic. It only affects the elements width. This way how you keep your arrangement in order and your shopping world will display fine on most devices.

# Desktop

# Mobile



## Resize mode

Elements are displayed the same way they were created. The arrangement stays the same all the time, however depending on the end user device, elements might be displayed relatively small, as position and aspect ratio are fixed values in this case.

## Rows mode

The row mode is mainly to be applied to content pages that don't require static row heights. Respectively the height of a row is defined by its content.

In the rows mode the element with the biggest height value sets the height for the whole row. All other elements will be scaled to match this if the column size allows this.

# Desktop

# Mobile



As you can see here, the elements adapt to one another. As the image element becomes narrower, the text element becomes longer / higher. However, since the image retains its aspect ratio, it is not changed at this point. Therefore, a different layout is required for the mobile shopping world; in the example, the image is simply brought into portrait format:

# Mobile

Minions ipsum  
gelatooo ti aamool  
Aaaaaah. Bee do  
bee do bee do daa  
bellool Pepete me  
want bananaaa!  
Hahaha gelatooo  
bappleees baboili  
butt hahaha  
potatoooo hahaha  
jeje. Jeje aaaaaah  
jeje hahaha me  
want bananaaa!  
Tanik yuuul Baboili.  
Bee do bee do bee  
do aaaaaah hahaha  
gelatooo. Gelatooo  
potatooo uuuhhh  
uuuhhh hahaha me  
want bananaaa!  
Tatata bala tu. Po  
kass gelatooo bee  
do bee do bee do  
chasy chasy  
tulalloo. Baboili  
chasy hahaha  
underweaar  
potatoooo  
potatoooo  
potatoooo  
bappleees po kass.



Since the picture is now significantly higher, it can also keep up with the text length and the shopping world looks better on the mobile device.

## Dimensions of elements in line mode

Height depends on the content of the text.

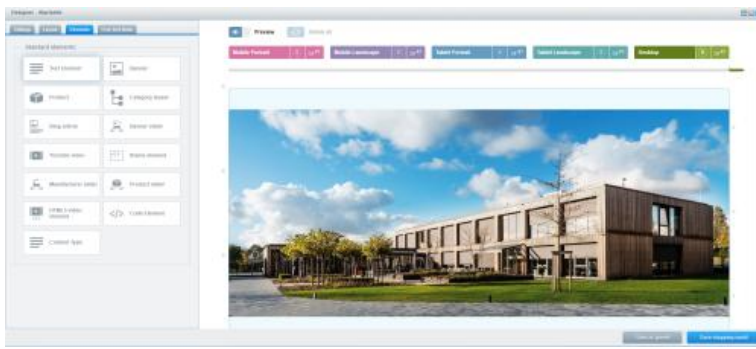
Element	Description
Text element	Height depends on the content of the text.
Banner element	Zooms the banner to the maximum possible size (within the element) without changing the proportions.
Banner slider	Relates to the banner element, where the height of the highest banner determines the height of the element. Smaller banners are placed at the top of the slider.
Article	fixed height of 360px.
Article slider	fixed height of 360px.

Category teaser	fixed height of 360px.
Manufacturer slider	fixed height of 360px.
iFrame element	fixed height of 360px.
YouTube Video	fixed height of 360px, alternatively use the code widget with embed code.
HTML5 video element	Inherits the proportions of the video (scaling mode here without function).
Blog article	Preview images have a height of 160px, the text then stretches the element further (see Text element).
Code element	No dimensions, you can work with your own adjustments here.
Sideview element	Gets the dimensions of the image, similar to the banner element.
Digital Publishing banner	If an image is selected as background, the image proportions are used, if a color is used as background, a fixed height of 360px is set.
Digital Publishing slider	Analog to the banner slider element, the largest digital publishing banner defines the size of the element.

The Designer supports direct changes to grid settings, so you can adjust the settings for columns, row spacing and row height directly in the shopping world. The designer adapts directly to your adjustments and adjusts the grid accordingly. **Grid settings**

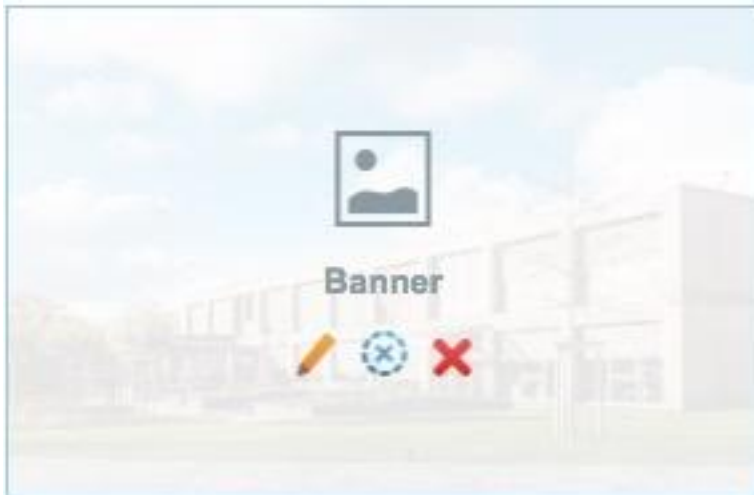
## Placing elements

In this section we explain the handling of elements within the shopping worlds. Click in your opened / created shopping world on the tab **Elements**:



To place an element in the shopping world, drag it from the left selection into the designer. New elements are always one box in the standard system. When placing in the Designer, the Designer will display a blue or red box. The blue box means that you can place the element. The red one indicates that the element does not fit here. Possible reasons for this could be: Element too wide for the shopping world, element overlaps with other elements, element is more than 1 column wide, but should be positioned on the far right.

You can edit elements already placed in the shopping world with the mouse: Move the mouse over the element to see the following controls:



Use the *pen* icon to clear the element. The *blue X* hides an element on the current viewport, so that it may still be available in other viewports. The "red X", on the other hand, deletes the element from the shopping world and thus from all other viewports!

Use the Hide function to create an alternative layout with other elements for special viewports without a separate shopping world. Hiding is only necessary if you want to use an element in the current viewport *not*, but it should be available in other viewports.

## Hidden elements

If there are hidden items in your shopping world, this is shown by the **dotted circle icon**. The cipher in the icon indicates the number of hidden items:



Click on the icon to open a small bar with the hidden elements:

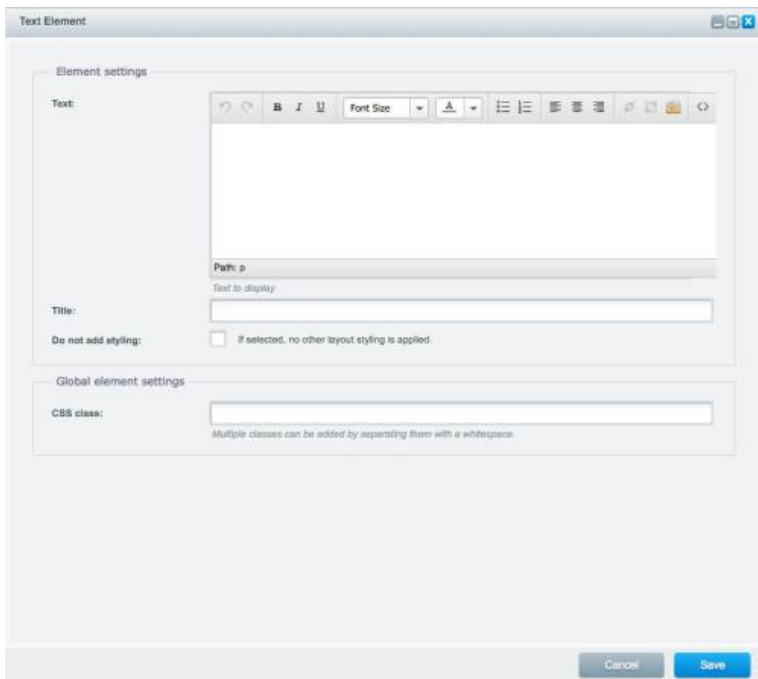


You can then drag'n'drop these elements back to the shopping world or delete them by clicking on the red X. Note that the items are completely removed from the shopping world when deleted, so they are no longer available in other viewports!

"Hidden elements" can only be opened for the active viewport. If you are in the "Desktop" viewport for editing, you cannot directly open the hidden elements of the "Mobile Portrait" viewport, but only those of the active "Desktop" viewport.

## Available elements

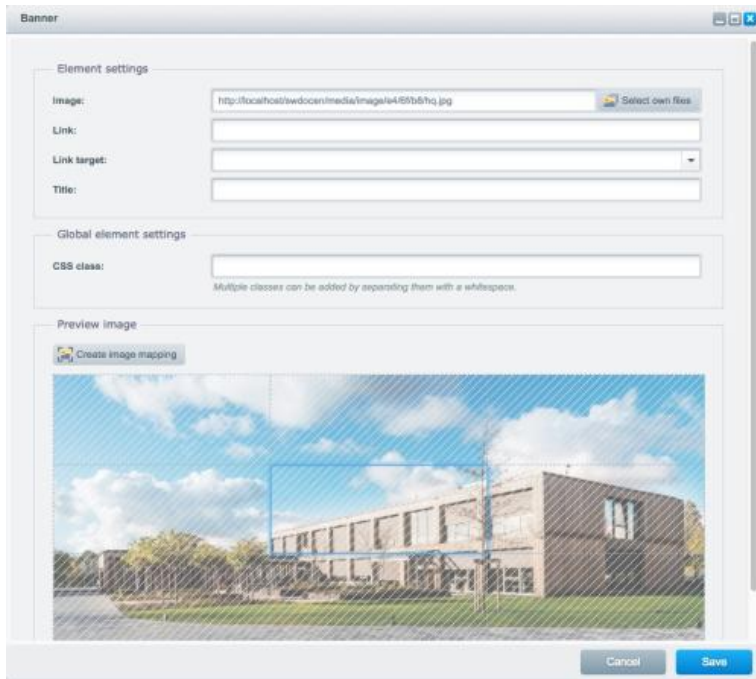
### Text element



- **Text:** In the Text element you can integrate your own HTML content into the shopping world, for this you can use the editor. Here you can edit directly or insert finished source code using "Edit HTML Source Code".

- **Title:** The title is displayed in the frontend above the element itself.
- **Do not add styling:** You use this to define whether the template styling should also affect the HTML element or not. This is recommended for inexperienced users, as it ensures a uniform look in the shop.
- **CSS class:** You can use this option to set a CSS class to the element if you want to customize the styling in the frontend more than is possible in the standard system.

## Banner



In the Banner Element you can include a banner and link to it, define the link target, assign a title and set a CSS class on the element. If a banner is uploaded here, this appears as a preview in the lower area of the element. The preview contains a 3x3 grid, this is important if your shopping world uses the fluid effect. The effect is to always fill elements by cutting off images in some places. By setting the grid, an output point for the zoom can be used. This ensures that the most important content of the image is always visible. Set this setting by clicking in the corresponding field in the grid.

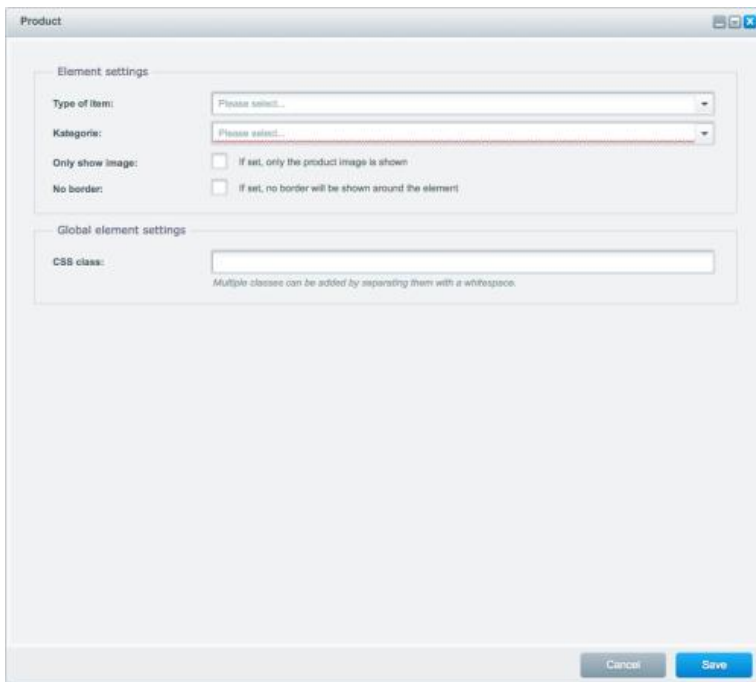
The mapping function can also be used in the banner element. This makes it possible to link individual areas of the banner and, for example, to refer to different article detail pages. Click on *Create Image Mapping*: to open the following view:





Here the banner is displayed in original size and you can now create new mappings. You can place them freely on the banner and link them via the corresponding line in the mapping. The link type (internal, external), title and "Title as tooltip" can be configured here. Mapping behaves in the same way as zoom. It zooms in dynamically so that the positions in the image remain unchanged.

## Articles



The article element can represent articles in the shopping world. A distinction is made between the article categories **Selected Articles**, **Selected Variant**, **Newcomer**, **Topseller** & **Random Article**. Selected articles can be freely selected from the assortment. All other types are determined automatically by the system. Category **is available as a category selection if the system is to determine the article so that no arbitrary articles are displayed**. **Product image only** ensures that the customer only sees the image of the article in the frontend. **No frame** ensures that **no frame is set around the element in the frontend and you can use the CSS class to set an individual CSS class on the element**.

## Category Teaser

The 'Category teaser' dialog box is titled 'Category teaser' and contains two main sections: 'Element settings' and 'Global element settings'. In the 'Element settings' section, there are three fields: 'Type' (a dropdown menu with 'Please select...' as the placeholder), 'Select category' (a dropdown menu with 'Please select...' as the placeholder), and 'Blog category' (a checkbox labeled 'The selected category is a blog category'). The 'Global element settings' section contains a 'CSS class' text input field with a note below it: 'Multiple classes can be edited by separating them with a whitespace.' At the bottom right of the dialog are 'Cancel' and 'Save' buttons.

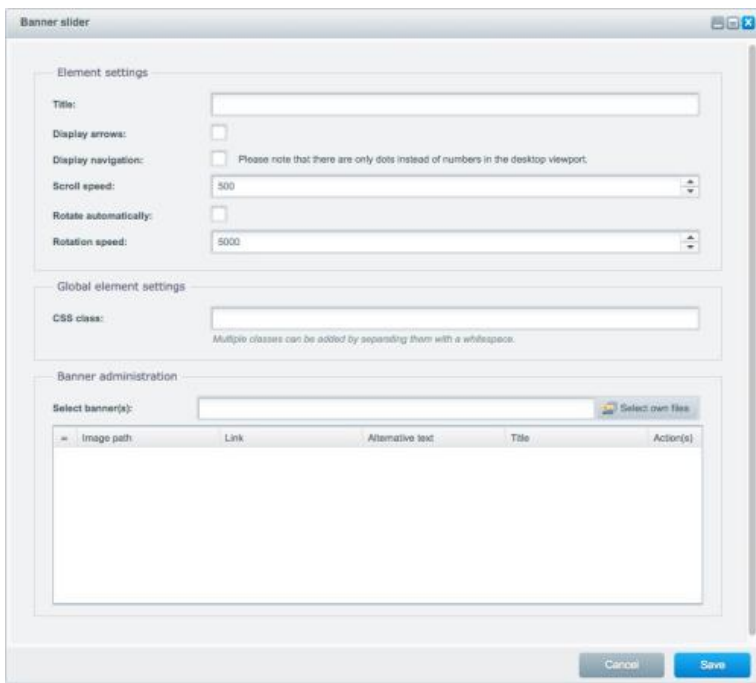
The category teaser provides a category link in the shopping world. You can use any article from a selected category or a selected picture. You can also specify whether the target category is an article category or a blog category and an additional CSS class if required.

## Blog articles

The 'Blog article' dialog box is titled 'Blog article' and contains two main sections: 'Element settings' and 'Global element settings'. In the 'Element settings' section, there are two fields: 'Category' (a dropdown menu with 'Please select...' as the placeholder) and 'Number of entries' (a numeric input field with the value '1'). The 'Global element settings' section contains a 'CSS class' text input field with a note below it: 'Multiple classes can be edited by separating them with a whitespace.' At the bottom right of the dialog are 'Cancel' and 'Save' buttons.

The blog article element displays articles from the selected blog category in the shopping world. Here you can select the blog category and the number of articles displayed.

## Banner Slider



In the Banner Slider you can run several banners in one slideshow. The following options are available:

- **Title:** Title of the element, this is displayed as an overlay in the frontend.
- **Show arrows:** Displays arrows in the frontend that let the customer manually navigate through the banners in the frontend.
- **Show navigation:** Shows the navigation of the banners through dots at the bottom of the slider. By clicking on a point the corresponding banner is displayed.
- **Scroll speed:** Here you can set the duration of the transition from one banner to the other in milliseconds (ms).
- **Auto Rotate:** Defines whether or not Shopware automatically rotates the banners.
- **Rotation speed:** Here you set the display time in milliseconds (ms). The display time is then the same for each banner contained in the slider.

In the "Banner Administration" area you can upload the images and define a link, alternative text and a title for each image by double-clicking.

## Youtube video

Here you can embed a YouTube video. You can set the following things:

- **Youtube-Video-ID:** Insert here the ID of the video or the complete video URL.

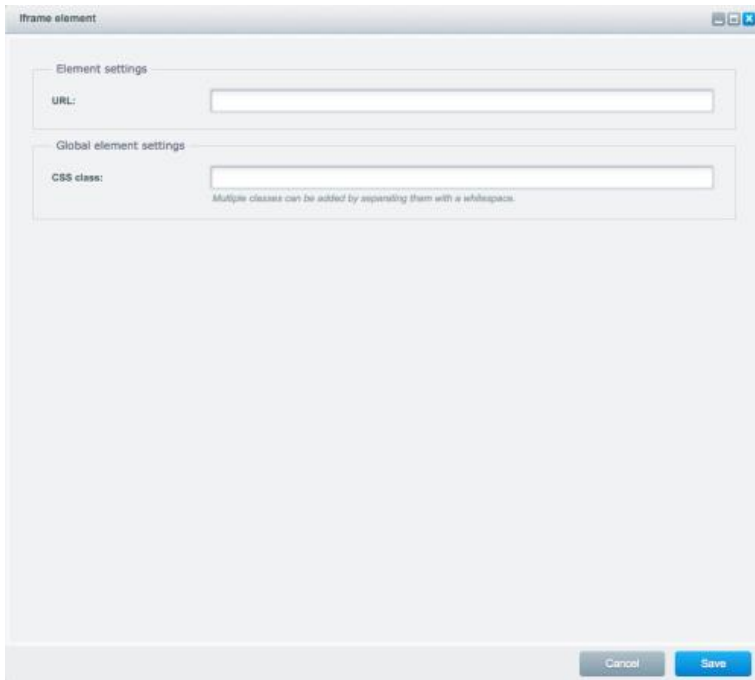
Use HD videos: **Directs the widget to play the video in HD**

- **Start video automatically:** starts the video automatically after loading the page.
- **Hide recommendations:** Suppresses video recommendations at the end of the video.
- **Hide Control:** Hides the control that is normally displayed at the bottom of the video when hovering. The Start and Stop functions can now be executed by clicking directly on the widget.
- **Start after x seconds:** Starts the video at the time index of "x" seconds. This means, for example, that the video is started 30 seconds after the actual start.
- **Stop after x seconds:** Stops the video at "x" seconds (not after "x" seconds!!!) At a value of e.g. 60 the video would stop at second 60. In combination with "Start after 30 seconds", this would result in a net playback time of 30 seconds.
- **Hide info:** Hides the video name in the item.
- **Hide branding:** Hides the YouTube logo.
- **Enable loop:** Repeats the video with the above settings automatically and in an endless loop
- **CSS Class:** Forget a separate CSS class here if you want to make adjustments that the element does not provide itself.

You can find the YouTube video ID here:

<https://www.youtube.com/watch?v=aGQHr4luXqU>

## iFrame element



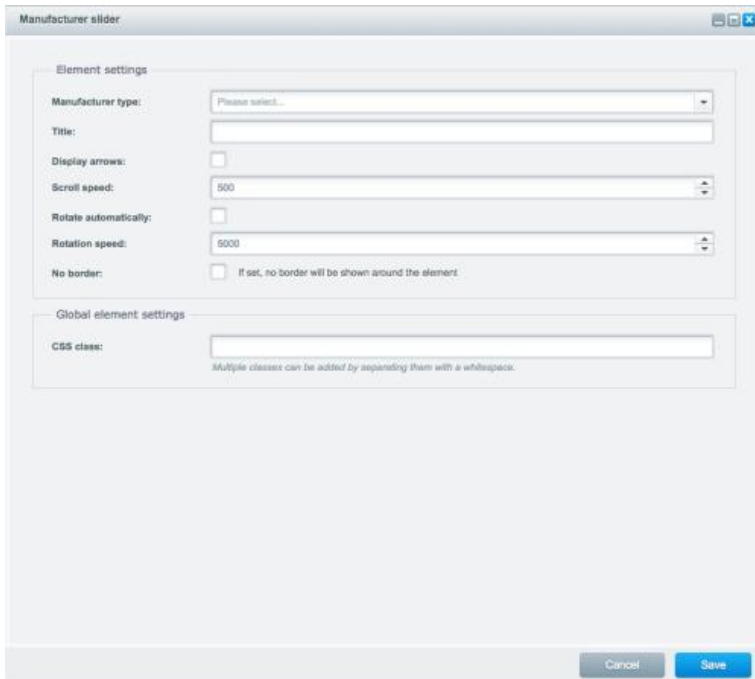
The screenshot shows a dialog box titled "iFrame element" with a standard window control bar. It is divided into two sections: "Element settings" and "Global element settings".

- Element settings:** Contains a "URL:" label followed by a text input field.
- Global element settings:** Contains a "CSS class:" label followed by a text input field. Below this field is a small note: "Multiple classes can be added by separating them with a whitespace."

At the bottom right of the dialog, there are two buttons: "Cancel" and "Save".

You can embed existing URLs in the iFrame element.

## manufacturer slider



The screenshot shows a dialog box titled "Manufacturer slider" with a standard window control bar. It is divided into two sections: "Element settings" and "Global element settings".

- Element settings:**
  - "Manufacturer type:" is a dropdown menu with "Please select..." as the current value.
  - "Title:" is a text input field.
  - "Display arrows:" is a checkbox.
  - "Scroll speed:" is a spin box with the value "500".
  - "Rotate automatically:" is a checkbox.
  - "Rotation speed:" is a spin box with the value "5000".
  - "No border:" is a checkbox with the text "If set, no border will be shown around the element." below it.
- Global element settings:** Contains a "CSS class:" label followed by a text input field. Below this field is a small note: "Multiple classes can be added by separating them with a whitespace."

At the bottom right of the dialog, there are two buttons: "Cancel" and "Save".

The manufacturer slider offers the possibility to integrate manufacturer logos as sliders into the shopping world. You can adjust the following settings here:

- **Manufacturer type:** *Manufacturer of a category* only fetches manufacturers of a selected category. *Selected manufacturers* allows you to define the desired manufacturers completely individually.
- **Heading:** Here you can define the heading that is displayed as an overlay on the element.
- **Show arrows:** Displays the arrows for manual navigation in the slider.
- **Scroll speed:** Defines the time it takes for the slider to switch pages.
- **Rotate automatically:** Automatically rotates the slider.
- **Rotation speed:** Defines the time a page remains visible before the slider changes pages.

## article slider

The article slider can integrate articles into the shopping world in a preview. The following settings can be found here:

- **List type:**

**Selected articles:** Here you can define the articles completely yourself. If you select this option, an article selection appears in the lower area, in which you can search and select the articles to be displayed.

**Selected variants:** This option basically works in the same way as the selected article selection, only the separate variants of the articles are available here instead of only the main articles.

- **Newcomer Articles:** All new articles in the shop are displayed here.
- **Topseller articles:** All top sellers are selected here.
- **Price (ascending):** The articles are selected in ascending order.
- **Price (descending):** The articles are selected in descending order.

- **Product-Stream:** You can use this to select a product stream. If you choose this variant, the category selection below will be exchanged for the product stream selection.
- **Category selection:** This selects the category from which the articles are fetched. If you want to display all available categories, simply select the main category of the shop.
- **Max number:** Defines the maximum number of articles displayed in the slider. This option is only displayed if Shopware collects the items independently (top seller, newcomer & price).
- **Heading:** Here you can define a heading that is then displayed as an overlay on the element.
- **Show arrows:** Displays arrows in the slider for manual navigation.
- **Slide speed:** This setting determines how long the slider takes to switch pages.
- **Rotate automatically:** Allows you to rotate the images in the slider automatically.
- **Slide interval:** Defines the display time of the individual slider pages/images.

## HTML5 video element

The screenshot shows the 'HTML5 video element' settings dialog. It is divided into several sections:

- Element settings:**
  - Video Mode:** A dropdown menu with 'Please select'.
  - webm video:** A text input field with a 'Select new file' button. Below it: 'Videos for processors with H264 support. External path also allowed.'
  - mp4 video:** A text input field with a 'Select new file' button. Below it: 'Videos for processors with H264 support. External path also allowed.'
  - mp4 video:** A text input field with a 'Select new file' button. Below it: 'Videos for processors with H264 support. External path also allowed.'
  - Preview image:** A text input field with a 'Select new file' button. Below it: 'The image which is shown before the video starts.'
  - Automatically play video:** A checkbox.
  - Automatically load video:** A checkbox.
  - Display video control:** A checkbox. Below it: 'Will only be shown on normal scale mode. On the other modes small features are shown at the top.'
  - Loop video:** A checkbox. Below it: 'The video will be displayed in a continuous loop.'
  - Mute video:** A checkbox. Below it: 'The audio track of the video is muted.'
  - Zoom factor:** A dropdown menu with '1' selected. Below it: 'Zoom factor to apply when using the fit mode.'
  - Left scale origin:** A text input field with '50'.
  - Top scale origin:** A text input field with '50'.
  - Overlay text:** A rich text editor with a toolbar and a text area.
  - Overlay color:** A text input field with 'rgba(0, 0, 0, 0.2)'. Below it: 'Set a background color for the overlay. A RGBA value is recommended.'
- Global element settings:**
  - CSS classes:** A text input field. Below it: 'Multiple classes can be added by separating them with a whitespace.'

The HTML video element can be used to integrate a self-hosted video into the shopping world. This element provides the following settings:

- **Video mode:**

If this setting is active, the video is placed in the element so that it remains 100% visible at all times and the aspect ratio is maintained. Depending on the video format, black bars may appear in the element. Fill If this setting is active, the element is enlarged, taking into account the aspect ratio, so that no black bars appear in the element. However, depending on the underlying format, part of the video may be cut off. If this setting is active, the video is stretched to the size of the element regardless of the aspect

ratio. Depending on the video format, this can result in stretching or compression in the image. Note that the elements can also be displayed in different sizes depending on the device used, which means that a video may be displayed differently on the desktop than on a smartphone. This behaviour is technically conditioned.

- **.webm-Video:** Specifies the file source for WebM videos. Here you can specify an element from the media manager as well as an external source.
- **.ogv-Video:** Specifies the file source for OGG videos. Here you can specify an element from the media manager as well as an external source.
- **.mp4 video:** Specifies the file source for MP4 videos. Here you can specify an element from the media manager as well as an external source.
- **Preview image:** Here you can specify an image to be displayed if the video has not yet started.
- **Automatically play video:** Automatically plays the video as soon as the page is displayed.
- **Automatically preload video:** automatically preloads the video so that it can usually be played back more smoothly and without intermediate loading.
- **Show video control:** If this function is active, a control bar is displayed at the bottom of the video to control playback of the video. If disabled, only a play/pause button is displayed in the upper right corner of the element for navigation. Note that video control is only available in scale mode.
- **Video loop:** Displays the video in continuous loop.

Mute video: Mutes the video until the customer activates the sound again. Note that the sound can only be reactivated with active video control! If video mode *Fill* is active, the zoom factor of the video can be selected here.

- **Left starting point:** Defines the left starting point of the video for scaling in percent.
- **Upper starting point:** Sets the upper starting point of the video for scaling in percent.
- **Overlay Text:** Sets a text for an overlay over the video.
- **Overlay color:** Sets the color of the overlay (text) in RGBA.
- **CSS class:** If you want to make further CSS adjustments, you can insert your own CSS classes here

**code element**





The code element is intended for HTML and JavaScript and executes code entered here without any adaptation in the frontend. First the HTML code is executed, then the JavaScript code.

JavaScript must be entered without `<script>` tags.

## Add and delete rows

You can add and remove lines directly in the designer, on the left side in the designer you will find a small "+" icon between each line. A new line is inserted here by clicking.

On the right side of the designer you can delete the respective line with the "x" icon. If there are still elements in the row, they are hidden. However, you can retrieve and reposition them at any time from the list of hidden items.

## Storytelling

If you have installed the [Shopware Storytelling](#) plugin, you can further optimize your shopping worlds. By combining these two Shopware functionalities you send your customers on an emotional journey of discovery and will inspire them for your products. Using the storytelling plugin you create the following possibilities: Divide the shopping world into sections through which the customer is guided. SideView elements allow you to actively promote products in the shopping world. QuickView allows you to view and remember items without leaving the shopping world.

Shopping worlds, in combination with the plugin Storytelling always **are displayed full screen!** Storytelling shopping worlds also always have priority. This means that - if a storytelling shopping world is already displayed in the category - no further shopping world can be displayed, no matter if activated or

not.

Click [here](#) and consult our detailed how-tos on the Storytelling plugin.

## Additional options

### Shopping Worlds Settings

The screenshot displays the 'Shopping Worlds Settings' interface, organized into three main sections: Basic settings, Display settings, and Layout settings.

- Basic settings:** Includes a 'Name' field with 'Homepage' and a globe icon, a 'Position' dropdown set to '1' with a help icon, and two checkboxes: 'Active' (checked) and 'Landing page' (unchecked).
- Display settings:** Features a language dropdown set to 'English', a 'Product listing' checkbox (unchecked) for 'Show products after content', and a 'Quick-View' checkbox (unchecked) for 'Product links open a quick view.'
- Layout settings:** Includes a 'Mode' dropdown set to 'Fluid / Responsive', a 'Template' dropdown, and a 'Grid settings' section with 'Columns', 'Cell spacing', and 'Row height' options. A modal window is open over the 'Template' dropdown, showing four options:
  - Fluid / Responsive:** The layout is fluid. The width of the the elements changes corresponding to the screen size.
  - Resize / Scaling:** The shopping world scales corresponding to the screen size. All elements are resized based on the width in the desktop viewport.
  - Rows:** A grid based on single rows with no specific row height.
  - Storytelling:** The shopping world is separated in different sections, where the user can navigate through.

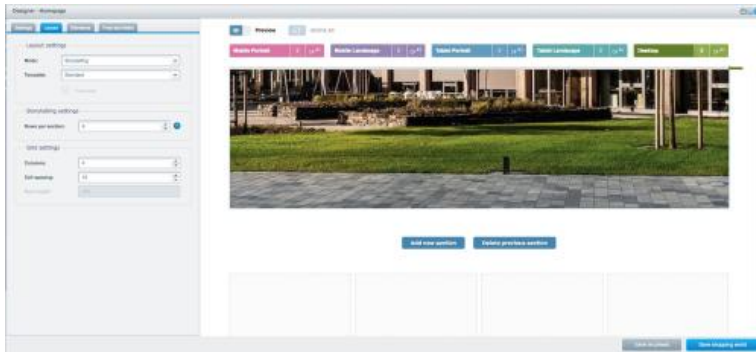
You can now activate the quick view in all shopping worlds via the general settings. This opens a kind of preview of the product within the shopping world, but uses "real" information from the corresponding detail page. This means that variants can also be changed within the quick view, for example.

In the layout settings you can select the type of shopping world. This defines whether it is a "normal" shopping world or a storytelling shopping world. Please note that when changing the shopping world type, elements may be hidden if they are above one of the inserted transitions of the sections. This happens because elements cannot be placed across sections.

Once you have put your shopping world into storytelling mode, you can set the number of lines per section in the storytelling settings. Note, however, that when the rows are reduced, the elements in them are hidden.

## Designer

When you create a storytelling shopping world, the layout of the designer changes. This makes it easier to create the individual sections.

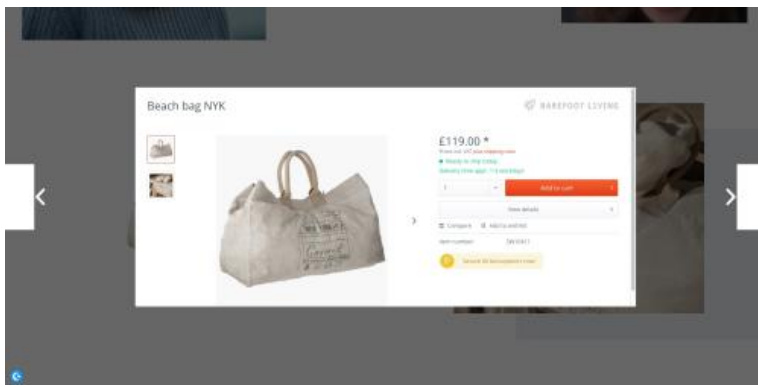


However, the designer is no longer able to add or remove rows. Instead just fill those sections you want with content and leave all others empty. Those empty sections won't be considered part of the shopping world and you can move on designing your shopping world as customary.

Using the "storytelling" layout, rows don't have a fixed height anymore. A row's height is determined by the overall height of the viewport, the number of rows and the distance between cells. In this mode a screen covering display is usually achieved.

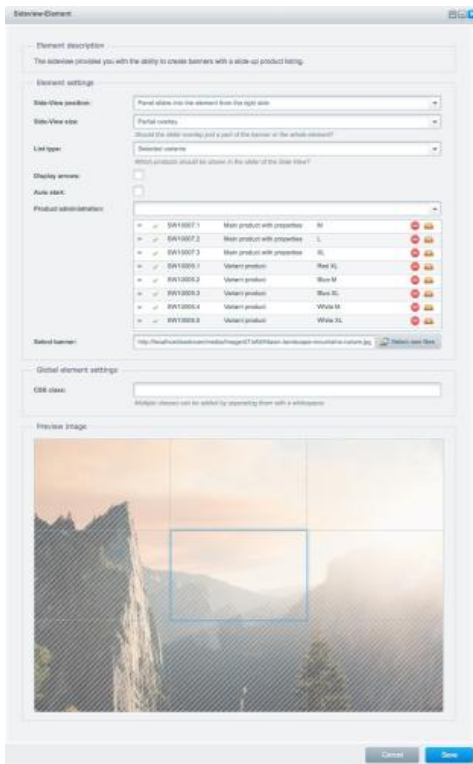
## Quick View

With "Storytelling" you have an additional choice in the design of your shopping worlds. Under **Settings > Basic Settings** you can now tick "Quick View for product links" under Quick View. This enables the display of articles within a slider, which in turn is placed as an overlay over the active shopping world.



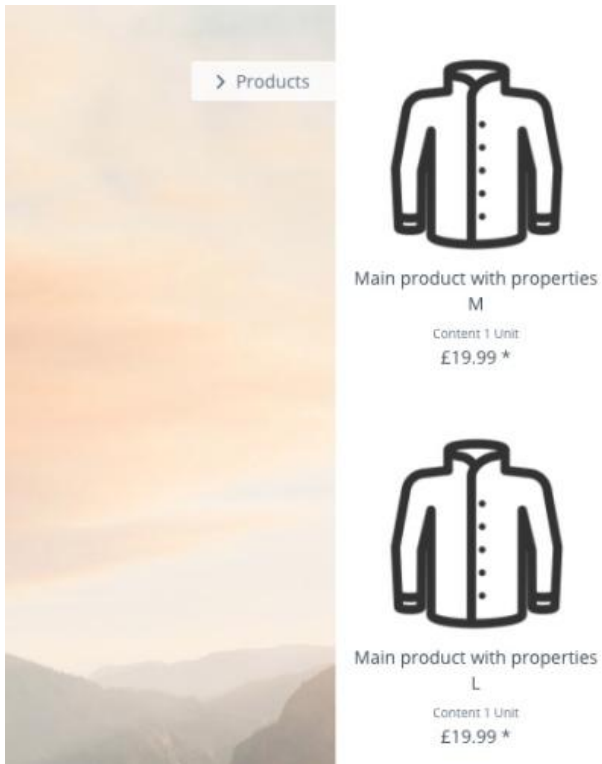
## SideView-Element

The SideView element can provide a banner with a fold-out article slider to place special articles directly in the banner.



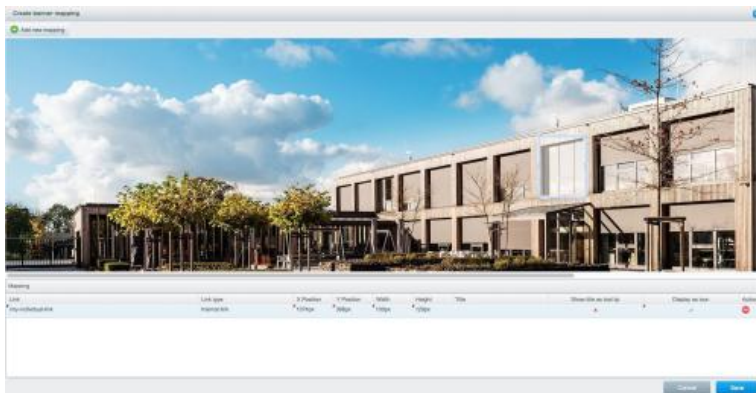
- **SideView Position:** Here you can define whether the article slider appears on the right or at the bottom of the banner.
- **SideView- Size:** Here you define whether the article slider should completely overlay the banner or only partially.
- **Select category:** Defines a category from which the articles are to be displayed. This setting is only used for the following list types: Newcomer Articles, Topseller Articles, Price (ascending) and Price (descending).
- **List type:** Here you can choose whether the element should fetch the articles automatically ( *Newcomer*, *Topseller*, *Price (ascending)* and *Price (descending)*) or whether you want to define the articles (and variants) yourself. In this case, the known article entry appears below, in which the articles and variants can be defined:

- **Maximum number of products:** This controls the maximum number of articles to be displayed in the SideView element. Note that this option is only available if the element retrieves the articles independently, i.e. the list type is not set to *selected articles* or *selected variants*.
- **Show arrows:** This displays navigation arrows to scroll through the slider manually. Note that without the navigation arrows the slider can be stopped by mouseover, but cannot be restarted.
- **Start automatically:** Automatically runs the slider after a page call.
- **Select banner:** Here you select a banner to be displayed in the element. After selecting a banner you will see a preview of the banner below. Here you can also select the starting point of the zoom. Note the description of the banner element, its function is also explained there.



## Banner mapping via icon

Once the storytelling plugin is installed, you can display the mappings in the regular banner element via an icon. The mapping itself works as described above, but you can now additionally activate the option "Show as icon":



The mapping would then be displayed as follows in the frontend:



## Landingpages

### Introduction

Landing pages offer various design and marketing possibilities in the shop. Begun of topic sides, in which marketing can be operated, up to the individual error side. To make landing pages even more technically flexible, you can create master and slave landing pages.

### Master and slave

In earlier Shopware versions, the concept of master and slave landing pages was introduced due to different layouts on a number of possible end devices. But even today, as landing pages within a separate shopping world can contain different elements, the master/slave principle is still useful.

The main reason for this is its technical flexibility: A slave landing page is only loaded in the corresponding viewport. If your landing pages are elaborately designed, you can even save loading time, since with cross-device landing pages only the elements of the respective viewport are displayed. Nevertheless all elements are still loaded in the background. Using a master landing page, only the corresponding landing page is loaded for each viewport, which also generates less traffic.

Additionally you can realize different layout options by means of separate landing pages. For example, you can set change the number of columns or different row heights per viewport. This is possible, because the landing pages are independent shopping worlds.

In "master" all general settings such as URL, teaser image, category assignment, position and SEO information are defined. "Slave", on the other hand, inherits those settings from the master page. That's why all landing pages for the respective devices are accessible from a single URL, use the same SEO information, but still maintain the possibility of displaying a completely different layout.

The master viewport cannot be considered a fallback variant. If for a particular viewport (mobile portrait, mobile landscape ...) no landingpage is available, nothing will be displayed in the frontend. Thus you should

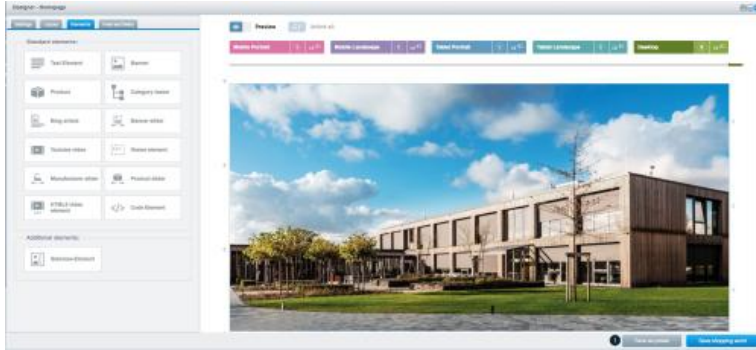
make sure, there is a landingpage for every viewport. To do so visit the section *device settings*. Within a master/slave joint, every single landing page that is able to display the current viewport, are displayed.

## Shopping World Templates

If you are just starting with Shopware 5.3, you might want to use our premade shopping world templates. They should make it even easier for you to integrate emotional shopping experiences into your shop and to share it with potential customers. It is also possible to create, export and import templates from other authors into your shop. Shopware already includes templates for various areas of application in the standard version. With the template manager you can manage these shopping worlds in a simple way and thus create perfectly coordinated shopping worlds quickly and easily using your own content. In the following we will show you how you to put all this into practice.

### Administration of the shopping world templates

The shopping world templates are easy to use: When you have completed your shopping world and want to use it as a template, you can save it directly as a template. Just click on the button "**Save as template**" (1)'.



After clicking the button, a small window opens in which you can assign a name, a description and a preview image to your template. Click on "Save template" to create your template.

**Save preset**

You can either create or override custom shopping world presets. Presets offer a quick and easy solution for creating new shopping worlds.

**Name:**

**Description:**

**Preview image:**

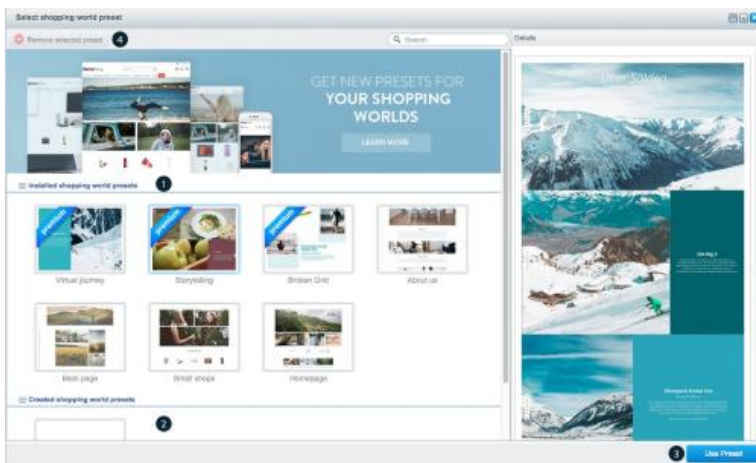
If you want to build another shopping world based on that same template, you can do so by calling it up again via *Create from template (1)*'.

**Overview** **Template management**

<input type="checkbox"/>	Name	Type	Category
<b>Shopping worlds in categories</b>			
<input type="checkbox"/>	Homepage	Shopping world	English

Here you can manage the templates provided with Shopware, templates from other plugins **(1)** and of course your own templates **(2)**. To load a template for a new shopping world, select the relevant template and click on the button "Use template" **(3)**. If you are no longer satisfied with a template, you can delete it using "Remove selected template" **(4)**.

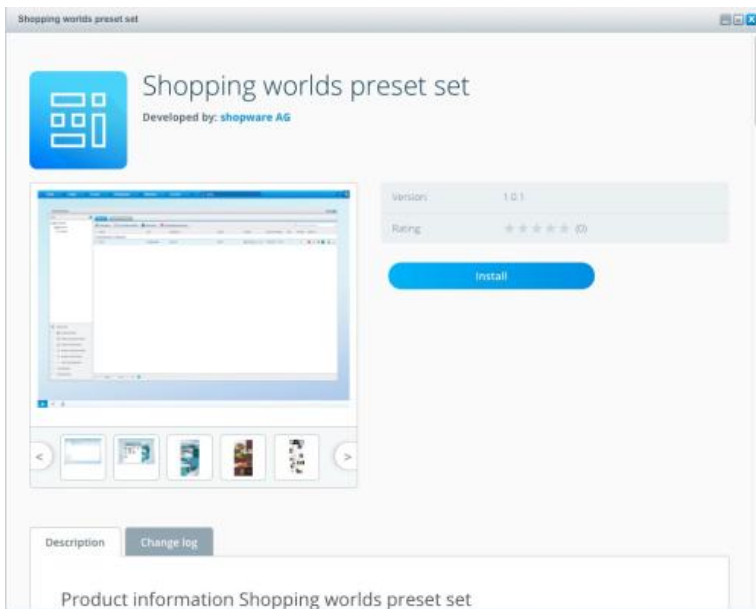




Based on the template, a new shopping world is created, that you can develop further, according to your wishes.

## Shopping Worlds Template Set

Shopware offers you templates from our own company, which you can easily download, use and develop further. There is a free plugin for this purpose, you can download it from the store or via the plugin manager.

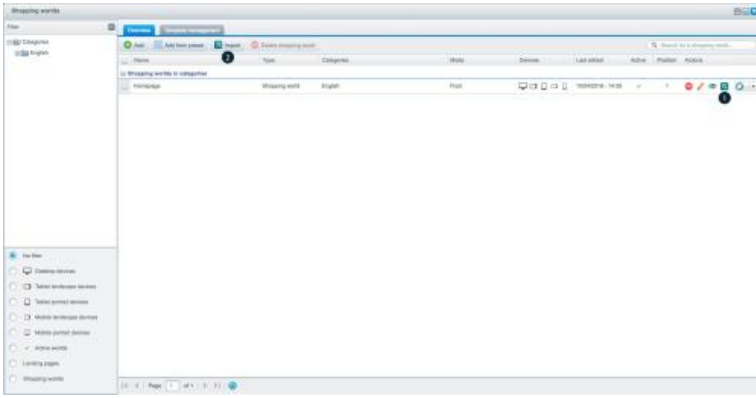


Please note that some templates require the plugins "Digital Publishing" and "Storytelling" to be used correctly. If these plugins are not installed or a wrong version installed, you cannot download the corresponding template.

## Import and export of templates

You can export your finished shopping world to be able to use it in other shops, for example. It is also possible to import other third party shopping worlds directly into your shop and then use them like your

own shopping world.



With a click on the icon for export **(1)** your shopping world is exported as a zip archive. By clicking on "Import" **(2)** you can add an existing shopping world to your shop.

If there are elements in an exported shopping world that require an additional plugin, you will be informed during the import attempt. Shopware will then name the required plugin and the lowest compatible version of the plugin. Only when these requirements are met, you will be able to successfully import the shopping world.

If media with the specified name already exist during import, the new image is treated as a duplicate in the Media Manager and a hash is appended to the file name. However, this does not affect the assignment of the screen to the shopping world.

## Tips & tricks for optimal shopping-worlds

### Introduction

Since the Shopware Theme is responsive, you should always make sure that the elements of your EKW are visible on all devices as well as possible. Now we'll give you a few tips to help you create the best shopping environments for your shop. All responsive themes have one thing in common: There are no fixed resolutions for inserted media that you can use as a guide, as these vary depending on the device. More important in responsive theme is the aspect ratio of the content. First of all, you should be clear about whether you want to create a shopping world for all devices in the same layout, or whether you want to define separate layouts for each device or a specific selection of devices. You can adjust the arrangement of the elements within a shopping world. However, if you want to create a different template or a different number of columns on certain viewports, you can create a separate shopping world and activate it only for the selected viewports. This even has the advantage that only the associated shopping world with its special elements has to be loaded in the respective viewport and no cross-viewport shopping world with elements that may not be displayed at all on the respective viewport. Here you have to consider which concept is more suitable for you.

### Display Sizes

In the standard system, the settings for a new purchasing world specify the following parameters:

- Cell Height 185 px
- Gap: 10 px
- Columns: 4

Shopping worlds that do not cover the entire area are always 1160px wide as standard. According to your settings, you must now reduce the total width by the distances between the cells (10px x 4) and divide by the number of columns, so the formula is  $(1160-40)/4 = 280\text{px}$

The calculation of the height is similar: row height plus distance times number of rows:  $(185+10)*4$  for a 4 lines high element.

If your image is larger than the element, it will be fitted into the element, taking into account the aspect ratio, using the side of the image that has the smaller deviation from the specified image size to the element's dimensions as the scale. In this way, Shopware ensures that the element is always fully filled. The starting point of the image zoom, which you can set in the banner element, is also taken into account. In fullscreen mode, the element behaves exactly the same, except that it is then displayed at full screen width.

## Show HTML in modalbox

If you put links via TinyMCE in your shopping world, you can open them in modal windows. the following example will show a shipping notice:

```
<p class="product--tax" data-content="" data-modalbox="true" data-targetselector="a" data-mode
Prices incl. VAT <a title="Shipping costs" href="/payment-and-shipping" style="text-decoration
</p>
```

# Vouchers

Vouchers are always a fine way of attracting new customers and bringing back existing customers. Shopware offers several types of vouchers. You can create a universal voucher code that could be used, for example, in various Facebook promotions or print advertisements. Alternatively, you could create customized vouchers for your newsletters. You can also use customized vouchers which can be automatically sent as a "thank you" or birthday gift.

## Creating a voucher



The screenshot shows the 'Voucher management' interface. At the top, there are buttons for 'Add' and 'Delete selected voucher', and a search bar. Below is a table with the following columns: Description, Code, Voucher mode, Redeemed total, Value, Valid from, and Valid until. The table contains three rows of voucher data.

Description	Code	Voucher mode	Redeemed total	Value	Valid from	Valid until
Individual Voucher		Individual	0 / 100	20		
General Voucher	general	General	0 / 100	20		
Percentage voucher	percentage	General	0 / 100	20		

At the bottom of the interface, there is a pagination bar showing 'Page 1 of 1' and 'Displaying 1 - 3 of 3'.

To create a new voucher, go into **Marketing/Vouchers** in the backend and click on the **Add** button.

## Voucher configurations

Fill out the **Description (1)** field with the name of the voucher.

In the **Voucher code mode (2)** selection box, you must decide whether the voucher will be **General** or **Individual**. Selecting **General** will generate one voucher code which will be available for all customers to use. Selecting **Individual** generates separate codes for individual customers. These voucher codes are perfectly suitable for use in newsletters.

If you are creating a **General** voucher, **Number of vouchers (3)** will determine how many times the voucher can be redeemed. If you are creating an **Individual** voucher, **Number of vouchers (3)** will determine how many individual codes, and thus vouchers, will be generated.

The **Minimum charge (4)** field contains the minimum purchase value that the customer must reach in order to redeem the voucher. The minimum charge must be greater than or equal to the voucher value.

Next, in the **Discount (5)** field, select **Absolute** if the voucher should deduct a specific amount, and **Percentage** if it should deduct a specific percentage.

The **Free of shipping costs (6)** box designates whether the voucher subtracts any shipping costs from this order.

Next, create an **Order number (7)**, which will be displayed in the shopping cart and order confirmation. This will also be transferred to external merchandise management systems (MMS) for accounting purposes.

Please do not assign order numbers which are longer than 29 characters, otherwise the vouchers will not be handled correctly.

If you've decided to use a **General** voucher code, you can define the **Code (8)** with letters and numbers. This code will be used as the voucher code. Customers can redeem this voucher by entering the code in their shopping cart. You may enter as many digits as you wish for the code.

The **Value (9)** field defines the total amount of the deduction (whether absolute or as a percentage).

The **Number of redeemable vouchers per customer (10)** can be used to limit multiple uses of the voucher code by the same customer.

With the field **Tax configuration (11)** you define the tax rate of the voucher.

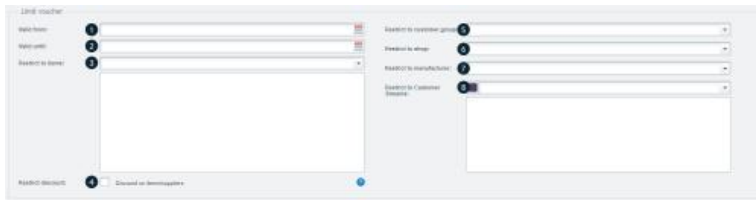
## Tax configuration

**Tax configuration (11)** allows you to define the tax rate of the voucher. The following options are possible in the drop-down list:

- Standard (uses the standard tax rate from your shopping cart)
- Automatic (uses the highest tax rate from your shopping cart)
- 19% / 7% (static VAT)
- tax-free (voucher is tax-free)

## Restrictions

Shopware offers a number of options to limit the functions of a voucher.

The image shows a screenshot of the Shopware voucher configuration interface. It features several input fields and dropdown menus, each with a small circular icon and a number indicating its position in a sequence. The fields include: 'Valid from' (1), 'Valid until' (2), 'Restrict to items' (3), 'Restrict to customer group' (5), 'Restrict to subshop' (6), 'Restrict to manufacturer' (7), and 'Restrict to customer stream' (8). There is also a checkbox labeled 'Restrict discount' (4) at the bottom left. The interface is clean and modern, with a light gray background and white text.

You can offer your voucher for a limited time period by filling in the date fields **Valid from (1)** and **Valid until (2)**. **Notice**, that until Shopware 5.2.7 the "valid until" means, that the voucher is invalid at this day. **Since Shopware 5.2.8** the voucher is valid the whole "valid until"-day.

Special voucher items can be selected by using the **Restrict to items (3)** field. You can select the specific products in the dropdown, additionally you also have the possibility to search here for product ordernumbers and productnames.

The checkbox **Restrict discount (4)** can be used to limit the voucher to designated items or manufacturers.

If you want to create a voucher for a special customer group or subshop, you need to select the customer group from the drop-down menu **Restrict to customer group (5)** or **Restrict to subshop (6)** respectively.

A restricted manufacturer can be selected via the corresponding pull-down menu in the **Restrict to manufacturer (7)** field.

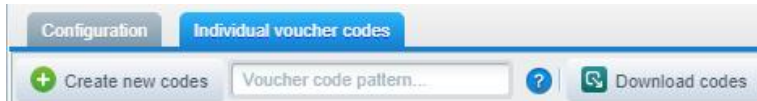
If you have created **customer streams (8)**, you can also restrict the voucher to these at this point.

## Individual Vouchers

With an individual voucher, the fields "Code" and "Redeemable vouchers per customer" are omitted. All other fields, with the exception of "Number of vouchers", must be maintained in the same way as for a general voucher. The process does not differ in the input.

In this case the field "Number of vouchers" determines how many individual vouchers should be generated. If you want to use the voucher for a newsletter, you should check in advance how many recipients the newsletter will have.

After saving you can click on the tab "Individual coupon codes" on the button "Generate new codes". Shopware will then create a table with the corresponding coupon codes. This table can be downloaded as an Excel file via the button "Download Codes" and then processed further. The table also shows you, for example, how many codes have already been used and by which user (customer number).



## Create new codes

Click the **Create new codes** button to generate as many new codes as you have entered in the **configuration** tab under **Number of vouchers**. Any previously generated vouchers will be overwritten. If you subsequently reduce the number of vouchers and regenerate them, all previous voucher codes will be deleted and the new number of vouchers generated.

The generated voucher codes consist of an 8-digit combination of numbers and letters.

## Voucher code pattern

In the field **voucher code pattern** you can create your own sample. The variables **%d** for a digit and **%s** for a letter are available.

### examples:

%d%d%d%d_EASTER_%d%d%d%d	2654_EASTER_3326
%s%d%s%d-HAPPY-BIRTHDAY-%s%d%s%d	N5R3-HAPPY-BIRTHDAY-Y2W7
%s%s%s%s-%s%s%s%s-%d%d%d%d-%s%s%s%s	RTQF-BUKF-4255-JFFQ

The number of variables required depends on the number of codes to be created. This is the only way to ensure a level of complexity where the voucher code owner cannot guess other codes by trying them out. For example, for 100 generated codes at least 7 variables are required, for 1000 generated codes there are 8 and for 10000 there are at least 9 variables.

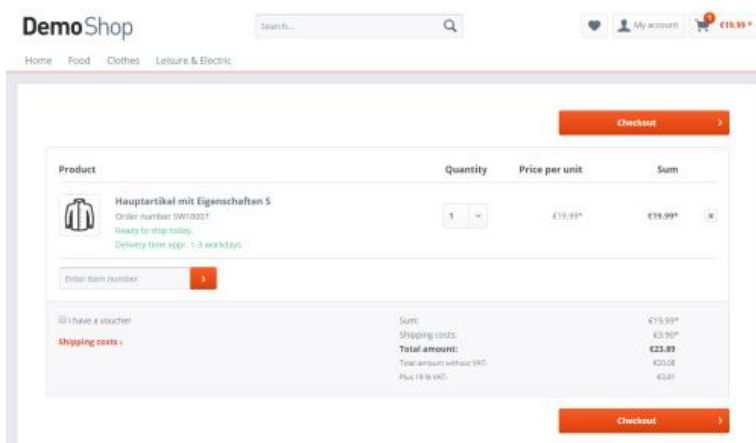
## Own voucher codes

The generated coupon codes are stored in the database table **s\_emarketing\_voucher\_codes**. If you want to use your own voucher codes instead of the generated ones, you can replace them in this table. Just replace the value in the **code** column.

If you make changes to the database, you should always back up the database before doing so in order to be able to restore it to this state in the event of a problem.

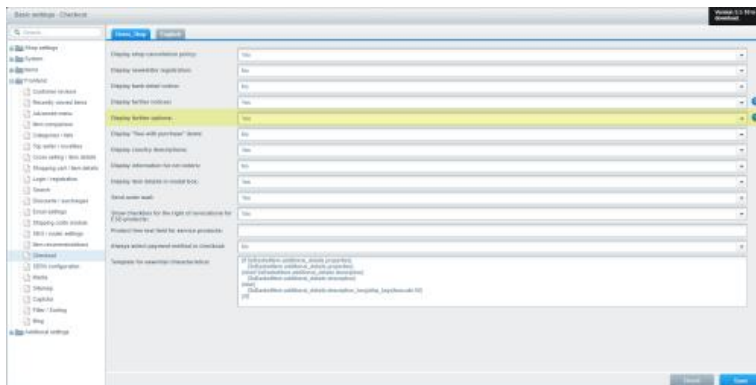
## View of vouchers in Frontend

### View in cart



### View in checkout

In standard the field for voucher codes is not shown during the checkout process. To enable it, go to **basic settings, Frontend, Checkout**. There is an option called **"Display further options"**.



After that your customer is able to enter his voucher code at the end of the checkout.

**Terms, conditions and cancellation policy**

Please also note our [cancellation policy](#).

I have read and accepted the [General terms and conditions](#) of your shop.

---

**Billing and shipping address**

Testfirma  
 Support  
 Mr. Stig. Vöhr  
 123456 Shoppingen  
 Deutschland

[Add different shipping address](#)

[Change address](#)  
 or use another address

**Payment and dispatch**

Payment method: Vorkasse  
 Purchase of instant downloads by debit or credit card only

Shipping type: Standard Versand

[Change](#)

---

**Further options**

Enter voucher code  [➤](#) Confirm:

Enter item number  [➤](#)

## Send a birthday email including a voucher

Shopware is able to send an email with birthday wishes via cronjob automatically. Optionally you can offer the recipient an individual voucher code as a birthday present. Make sure, that, if you assigned a birthday voucher for the email template, you have enough free voucher codes, otherwise the cronjob won't send the emails! Also keep in mind, that it's your choice to use the voucher code in the email template or not.

The email with the birthday wishes is only send combined with a voucher code. If there are no voucher codes available the email will not be send.

## Basic configuration of the birthday voucher

### General settings for the voucher

**Voucher configuration**

**Description:**  **1**

**Voucher code mode:**  **3**

**Number of vouchers:**  **2**

**Minimum value:**  **4**

**Discount:**  **5**

**Free of shipping costs:**

**Order number:**  **6**

**Order number:**  **7**

**Order configuration:**  **8**

**Order configuration:**  **9**

**Order configuration:**  **10**

**Order configuration:**  **11**

**Order configuration:**  **12**

**Order configuration:**  **13**

**Order configuration:**  **14**

**Order configuration:**  **15**

**Order configuration:**  **16**

**Order configuration:**  **17**

**Order configuration:**  **18**

**Order configuration:**  **19**

**Order configuration:**  **20**

**Order configuration:**  **21**

**Order configuration:**  **22**

**Order configuration:**  **23**

**Order configuration:**  **24**

**Order configuration:**  **25**

**Order configuration:**  **26**

**Order configuration:**  **27**

**Order configuration:**  **28**

**Order configuration:**  **29**

**Order configuration:**  **30**

**Order configuration:**  **31**

**Order configuration:**  **32**

**Order configuration:**  **33**

**Order configuration:**  **34**

**Order configuration:**  **35**

**Order configuration:**  **36**

**Order configuration:**  **37**

**Order configuration:**  **38**

**Order configuration:**  **39**

**Order configuration:**  **40**

**Order configuration:**  **41**

**Order configuration:**  **42**

**Order configuration:**  **43**

**Order configuration:**  **44**

**Order configuration:**  **45**

**Order configuration:**  **46**

**Order configuration:**  **47**

**Order configuration:**  **48**

**Order configuration:**  **49**

**Order configuration:**  **50**

**Order configuration:**  **51**

**Order configuration:**  **52**

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**Order configuration:**  **54**

**Order configuration:**  **55**

**Order configuration:**  **56**

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**Order configuration:**  **60**

**Order configuration:**  **61**

**Order configuration:**  **62**

**Order configuration:**  **63**

**Order configuration:**  **64**

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**Order configuration:**  **66**

**Order configuration:**  **67**

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**Order configuration:**  **75**

**Order configuration:**  **76**

**Order configuration:**  **77**

**Order configuration:**  **78**

**Order configuration:**  **79**

**Order configuration:**  **80**

**Order configuration:**  **81**

**Order configuration:**  **82**

**Order configuration:**  **83**

**Order configuration:**  **84**

**Order configuration:**  **85**

**Order configuration:**  **86**

**Order configuration:**  **87**

**Order configuration:**  **88**

**Order configuration:**  **89**

**Order configuration:**  **90**

**Order configuration:**  **91**

**Order configuration:**  **92**

**Order configuration:**  **93**

**Order configuration:**  **94**

**Order configuration:**  **95**

**Order configuration:**  **96**

**Order configuration:**  **97**

**Order configuration:**  **98**

**Order configuration:**  **99**

**Order configuration:**  **100**

The voucher codes are set up in the backend at "Marketing > Vouchers". There you click on "Add". Now enter a **Description (1)**, for example *Your personal birthday voucher*. As **Order number (2)** you have to enter the value **birthday** (lower case!). The **Voucher code mode (3)** has to be **Individual**.

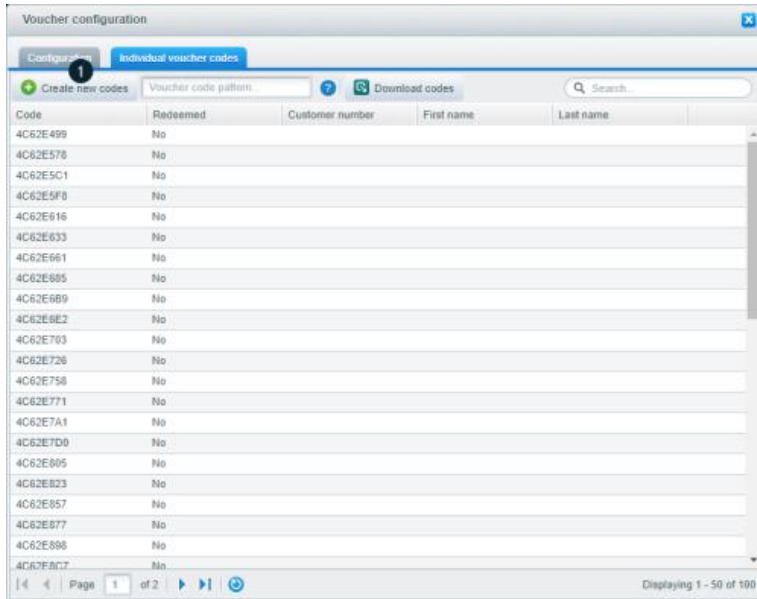
Next you have to enter the **Number of vouchers**, in our example we created a pool of **100** birthday voucher codes. Then enter the **Value (5)**, e.g. **5**. The discount can be set **absolute (fix value) or percentage (depending on the order value) (6)**. In our example we offer the recipient a discount of 5 Euro as a fix value.



If you want to charge tax, choose the desired **Tax configuration (7)** for the voucher. The voucher value will be subtracted if the **Minimum charge (8)** is reached. Keep in mind, that the minimum charge must be at least the same value as the vouchers value.(in our example at least 5).

In our example we choose to not restrict the voucher. Now save your settings and switch to the tab **Individual voucher codes**.

## Individual voucher codes



Code	Redeemed	Customer number	First name	Last name
4C62E499	No			
4C62E578	No			
4C62E5C1	No			
4C62E5F8	No			
4C62E616	No			
4C62E633	No			
4C62E661	No			
4C62E685	No			
4C62E6B9	No			
4C62E6E2	No			
4C62E703	No			
4C62E726	No			
4C62E758	No			
4C62E771	No			
4C62E7A1	No			
4C62E7D0	No			
4C62E805	No			
4C62E823	No			
4C62E857	No			
4C62E877	No			
4C62E896	No			
4C62E8C7	No			

For making sure, that your voucher has enough codes for the desired number of usages, you have to create the codes now. Just click on **Create new codes (1)**. There will be exactly as many codes generated as you selected previously in the configuration of the voucher.

The email template gets the next unused code out of this pool and adds it to the mail.

## Number of voucher codes

Basically relevant is the number of your customers / newsletter receivers and the interval in which you want to create new codes. If you have 500 customers and want to generate new voucher codes every year then you should generate at least 500 voucher codes.

## Email template

You need the template "sBIRTHDAY" which you can find at **Configuration > Email templates > System emails**. The sender email as well as the sender name will be used from the system configuration by the given variable, but you can overwrite those values if you want to.

In the plain text you can enter your desired text as well as the voucher code for the customer. For use dynamic content, feel free to use the available variables as a placeholder.

## Variables

You can use the following receiver data:

```
{${sConfig.?.}} (Access to all global sConfig-Variables possible)
${sVoucher.vouchercodeID}
${sVoucher.code}
${sUser.userID}
${sUser.company}
${sUser.department}
${sUser.salutation}
${sUser.customernumber}
${sUser.firstname}
${sUser.lastname}
${sUser.street}
${sUser.streetnumber}
${sUser.zipcode}
${sUser.city}
${sUser.phone}
${sUser.fax}
${sUser.countryID}
${sUser.ustid}
${sUser.text1}
${sUser.text2}
${sUser.text3}
${sUser.text4}
${sUser.text5}
${sUser.text6}
${sUser.email}
${sUser.paymentID}
${sUser.firstlogin}
${sUser.lastlogin}
${sUser.newsletter}
${sUser.affiliate}
${sUser.customergroup}
${sUser.language}
${sUser.subshopID}
${sData}
```

## Examples for an email template

### *Email template in plain text*

Dear \${sUser.salutation} \${sUser.lastname},

we wish you all the best for your birthday.

For your personal anniversary we thought of something special and send you your own birthday [code](#) order.

Your personal birthday code is: \${sVoucher.code}

Friendly greetings to \${sUser.city},

Your team of \${sShop}

### *Email template in html-format*

<p>Dear \${sUser.salutation} \${sUser.lastname},</p>

<p><strong>we wish you all the best for your birthday.</strong></p>. For your personal anniversary we thought of something special and send you your own birthday [code](#) order in our [online shop](${sShopURL} "${sShop}").</p>

<p><strong>Your personal birthday code is: <span style="text-decoration:underline;">\${sVoucher.code}</span></strong></p>

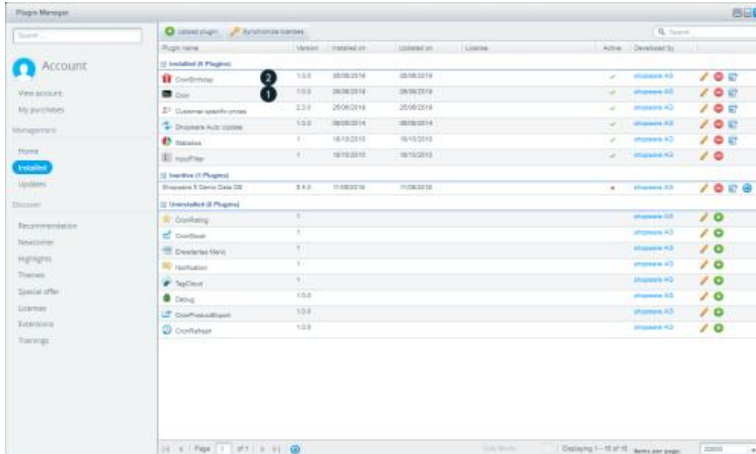
<p>Friendly greetings to \${sUser.city},</p>

Your team of [\\${sShop}](${sShopURL} "${sShop}")</a></p>

# Cronjob

## Which plugins do you need?

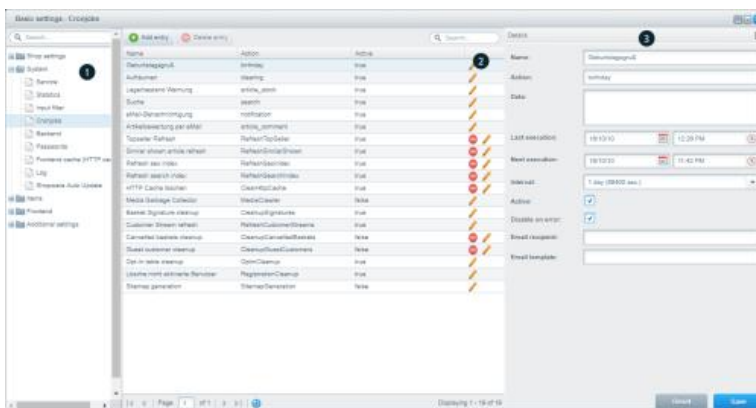
The needed plugins just come with Shopware and can be found at **Configuration > Plugin Manager**. Just open the overview of the installed plugins and search for "cron" in the top right corner, so all available cron plugins are displayed.



To make sure the birthday email can be send you have to make sure that the plugins **Cron (1)** and **CronBirthday (2)** are installed and activated. Only this way you can open and configure the cron settings in the basic settings.

Install and activate those two plugins. Only if the plugins are listed at "Active plugins" they can be run correctly.

## Configuring CronBirthday



At **Configuration > Basic settings > System > Cronjobs** you find the cron **Geburtstagsgruß (1)**. By clicking the **Edit pencil (2)** the **Details window (3)** appears.

The birthday mail is only send if the date and time of the **Next execution (4)** has been reached. This time means the webserver time, so make sure your webserver has the right time synchronized. The interval for this cronjob should not be smaller than 86400 seconds (1 day), otherwise the cronjob could be sent

multiple times.

## Sending of the birthday email

You can start the cronjob execution by opening the following url in your browser: "*backend/cron*" or via shell using bin/console sw:cron:run. Further information regarding cronjobs can be found [here](#).

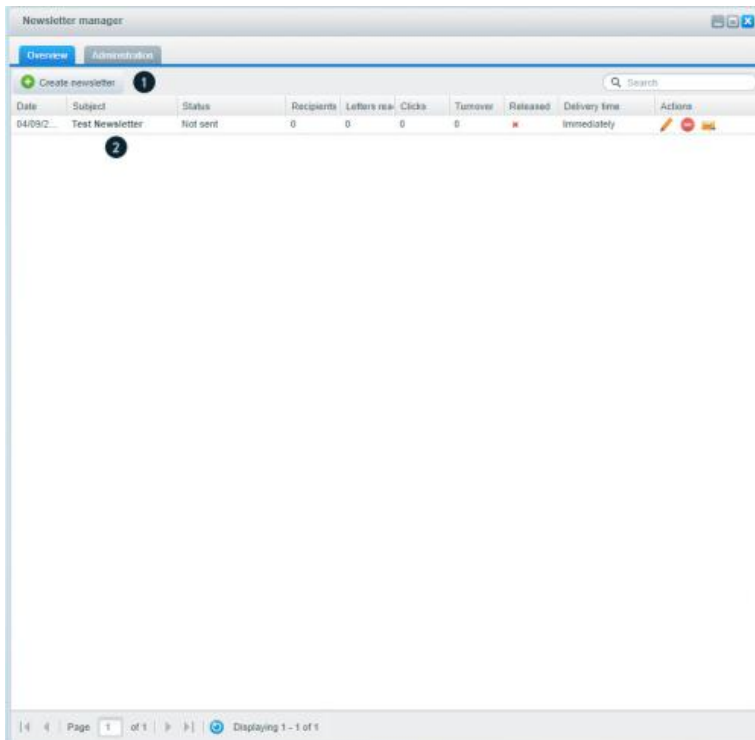
# Newsletter



With the Shopware Newsletter Manager you have the ideal tool to stay permanently in contact with your customers. We will tell you here how you can set up your first newsletter in a few steps.

In addition to the HTML Newsletter described here, we can provide you our plugin "[Intelligent Newsletter](#)". With this Plugin you can set up your Newsletter easily by drag and drop for Banner, pictures, articles, and other items. The plugin is also able to create customers tailored product advices.

## Newsletter Overview

At first open the backend with the newsletter module, this can be found at "**Marketing > Newsletter Manager**". After opening the Newsletter Manager you get an overview of the created newsletters and other settings.



Date	Subject	Status	Recipients	Letters read	Clicks	Turnover	Released	Delivery time	Actions
04/05/2...	Test Newsletter	Not sent	0	0	0	0	✖	Immediately	 

When you click on **"Create Newsletter" (1)** you generate an empty Newsletter. After creating a Newsletter it will be displayed in the **Overview (2)**.

## Status

In status you see at a glance if your newsletter is *Not sent* *The percentage of the sending* or if *all mails were sent*.

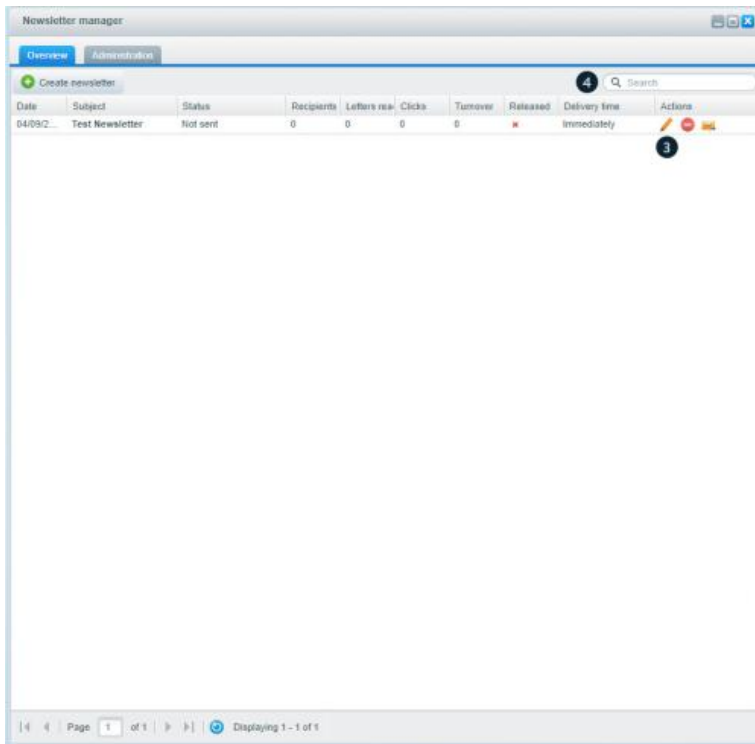
## Recipients / Letters Read / Clicks /

Here you get a compact view about how many recipients have reached your newsletter. The item **"Letters Read"** is counted how many newsletters have been opened. (*Only the first time the email was opened is counted.*) In **"Clicks"** the total amount of clicks in the newsletter that ended in your shop are listed.

## Turnover

Most interesting to a newsletter is sometimes how much revenue the newsletter has introduced. Under the heading **"Turnover"** you can find the sum of all sales that were generated with a store access through the newsletter.

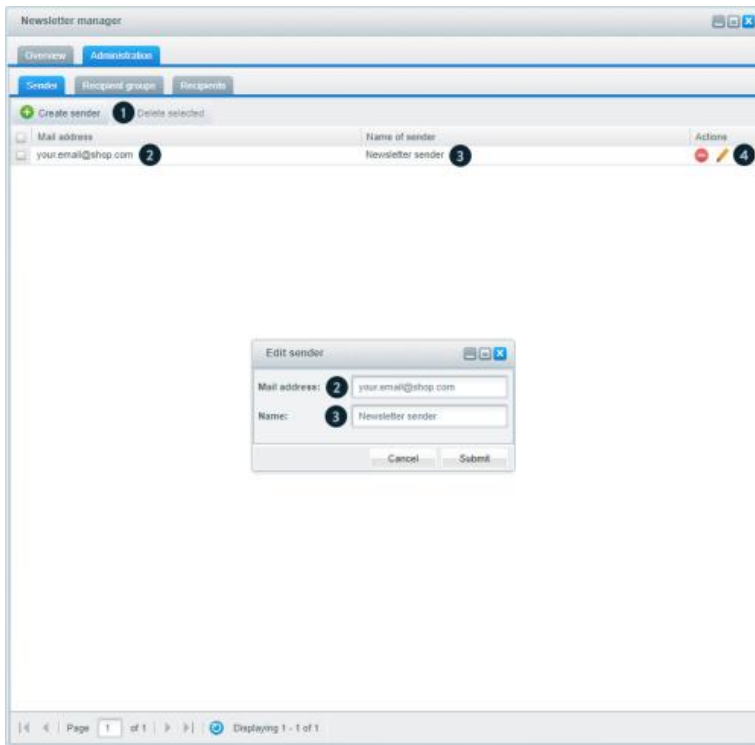
## Actions



In the right panel of the overview are the **Actions (3)** of the newsletter. Here you have the possibility to edit, delete or send your newsletter.

Using the **Search (4)** you can find a specific newsletter faster. The search includes the sender address and the subject of each newsletter.

## Administration



In Administration tab you can create general settings for all of your newsletters. Here you can define sender, create recipient groups and manage your receiver.

### Sender

Here you can manage, create, edit or delete the sender addresses and names for your newsletter. The defined addresses / names are displayed to the recipient as the sender of the newsletter. You can **"Create new sender (1)** by entering an **e-mail address (2)** and a **name (3)**. You can edit or delete your sender on the **Actions (4)** fields on the right side.

### Recipient group

By using different groups of recipients, you can sort your subscribers and achieve a better and more efficient use of your newsletter. For example you can create a group of recipients receiving a weekly newsletter or a group that only receives the newsletter once a month. When creating a newsletter you can select the customer groups and the recipient groups which you create here. You can chose the receiver group that will be assigned by default to a new customer **"Settings> Preferences> Storefront> Login / Registration"**.

**Note to the number of the recipient:** This recipient groups include all recipients that are assigned. Duplicates are not considered at this point! The final number of recipients is not visible when you run the

cron jobs, since these filters out the duplicates and the number prints out.

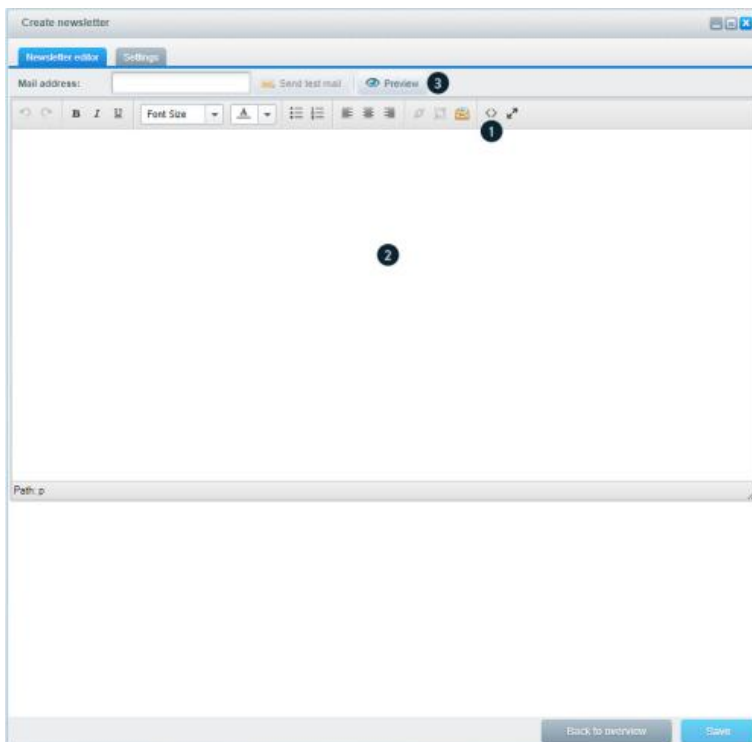
## Receiver

Here you can manually add or delete email addresses. In addition you can change the assignment of a customer with a doubleclick in the group with a pull down menu.

## The Newsletter

In the newsletter itself you have 2 tabs. The editor where you can add your newsletter in HTML or plain text, and the Settings tab. All settings are stored which apply only to this newsletter.

## Creating Newsletter



With the HTML window, you can breathe life into your newsletter. With the Settings from the **Editor (1)** you can also create your newsletter without any knowledge about HTML. Just insert the content into the **input mask (2)**. If you want to watch the newsletter as the newsletter will look for your customers use the **Preview(3)** button.

## Settings

At first you should set up a **subject (1)** for your newsletter. The **Sender (2)** can be selected via a pull down menu. At next you choose which **customer group (3)** is directed to the newsletter. With the option **Select language: (4)** you can select the shop using the newsletter. With shopware 5.1.2 you can use timed send newsletters, the cron job checks whether the newsletter is released and the delivery time **Send at: (5)** is reached. Here you can define where the Newsletter sent to a date. You can choose whether the newsletter should be sent as plain text or HTML + Plain text with the **Sending type: (6)**. If your newsletter is ready, you can use the check box **Published (7)** If you want to use the timed sending, then use **Release for sending: (8)** set 'the hook in' so that the newsletter is sent when cron call the specified time.

The newsletter is sent only when the defined time is reached.

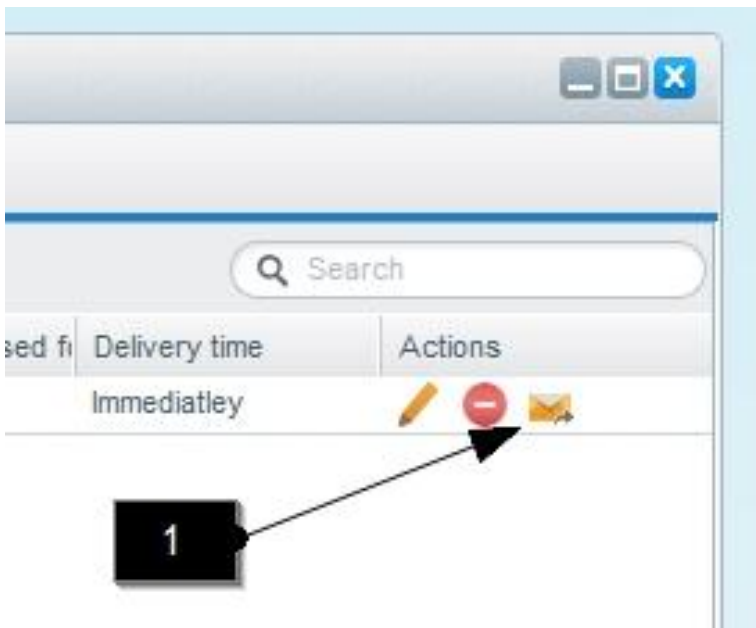
At the end of the settings you can select the check boxes of the newsletter recipients here you can choose between **Customer groups (9)** or your **Own recipient groups (10)** the newsletter be delivered to.

Under *Settings > Preferences > Storefront > Email Settings* you can use a double opt-in to the newsletter subscription, the customer would then receive an email in which he must acknowledge receipt of the newsletter.

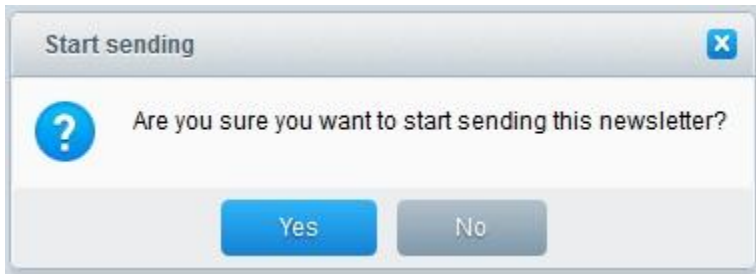
## Sending

On the right edge of the Newsletter page you find the function "Send Newsletter" **(1)**.

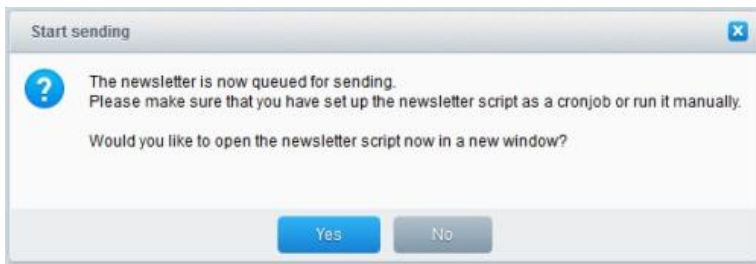




After clicking this button 2 confirmations appear. With the first, you confirm sending the newsletter.



With the second you can choose whether the package script to be executed manually or shipment is processed through a previously established Cronjob.



## Start Cronjob via browser

To test the cronjob open your browser with the URL of your shop a:

<http://www.yourshop.com/backend/Newsletter/cron>

If you are sending the newsletter manually a new tab with the valid url for your shop is opened automatically. The execution is performed directly and the result should be visible in the browser as text. You should update this site every 5 minutes until the message "Nothing to do ..." appears.

## Calling by Shell / console

Inside the shell there are no limitations regarding to the script runtime. The cron jobs can be ideally started by Shell or console command. In the management interface of your provider, check matching settings. Our certified hoster will help you setting this up. Just add here the cronjob URL of your shop:

<http://www.yourshop.com/backend/Newsletter/cron>

We recommend to choose a setting that is running the file every 10-15 minutes.

## Newsletter Archive for the frontend

You can use the "Release" feature to mark a Newsletter as visible after the complete delivery. They will appear in the archive and can be viewed by your visitors.

Thus, even visitors who do not receive the newsletter, stay up to date.

With the link <http://www.yourshop.com/newsletterListing> all sent newsletters are displayed.

With the shoppage function you can easily add the newsletter archive link.

## Newsletter text modules

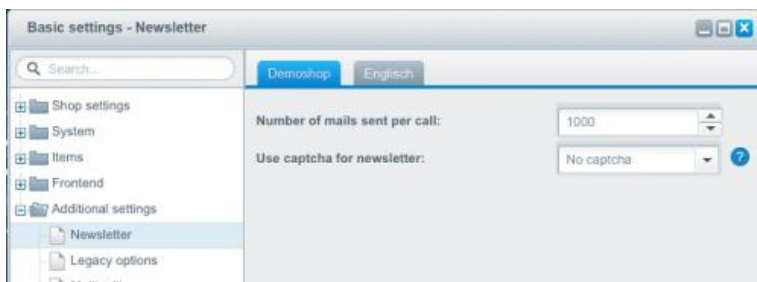
The layout of the newsletter also uses the Shopware text modules. Thus it is very easy and comfortable to adapt the texts, such as copyright or the links in the backend.

Open your backend to select *Settings > Text Blocks*. On the left side you can choose *namespaces* and *newsletter*. All text modules of newsletter templates are now listed in the right pane.

**Example:** Adding a link to *contact* and *imprint* in the block **NewsletterFooterNavigation**

## Tips & Tricks

### Basic settings



In "**Configuration > Basic Settings > Additional Settings > Newsletter**" you can set how many eMails should be sent per step/request. It is important to split the sending of the newsletter into smaller steps to prevent the mail server from being overloaded. Additionally it can come to problems with certain providers, if too many mails are sent at the same time over SMTP.

## Newsletter release

Once you have approved your newsletter, you can no longer send it manually. If you do, you will have to deactivate your approval.

## User administration

The setting of the dispatch time is ACL compatible, which means that if your users only have read access to this module, you cannot control the dispatch either.

## Add your own logo to the newsletter

You want to add your own logo to the newsletter?

Create a header.tpl in your own theme at

**themes\Frontend\Your\_THEME\newsletter\index\header.tpl**

Here you can add the following content:

```
<div>
  <div align="left">
    {* align left needed for old outlook versions *}
    
    <span style="color:#999;font-size:13px;">NEWSLETTER</span>
  </div>
</div>

{* Clear floating *}
<div style="clear:both;float:none;height: 0px; line-height: 0px;"></div>

<br>
```

Then you can replace **frontend/\_public/src/img/logos/logo--mobile.png** with your own shop logo.

## Deactivating the newsletter function

The newsletter module is one of the most powerful marketing tools in Shopware. In the standard version it is not possible to switch off the newsletter function globally. To hide the newsletter function in the frontend and backend, you have to work through the following checklist.

## Deactivating the newsletter function in the backend

- **Deactivate newsletter registration:** **Configuration > Basic settings > Storefront > [Checkout](#)**

## Deactivating the newsletter function in the frontend

- **Remove the Link to the Newsletter-Form:** **Content > [Shop pages](#) > **Unten (Spalte 2) > delete the Link Newsletter****
- **Theme changes:** To remove the corresponding blocks, which show the newsletter registration in the frontend, an individual template adjustment is necessary. Get further Information in our Tutorial-article about [Making changes in the template](#)

The cache must be cleared for the settings to be accepted. Empty the entire cache except for the SEO and search.

# Affiliate Program

Using this marketing tool you can create attractive product placements on third-party portals. You are also able to evaluate and track your sales from other platforms.

The affiliate program also gives you the opportunity to check existing CPC rates between price search engines like E.g. Pricerunner, Livra, Bizrate or Kelkoo. Within one view you are able to evaluate the advantages of each price search engine and follow which transactions have been carried out by each portal. Through targeted advertising with items on other websites, you increase the number of unique visitors and sales, and thus the efficiency of your webshop.

- Each partner receives an unique tracking code
- Automatic generation of hyper-links (link to the item plus a tracking code)
- Tracking of all sales through Shopware
- Automatic calculation of the commissions to affiliates
- Partners see your sales and commissions through the customer account (optional)

A potential partner can get in contact with the shop owner via a special form which can be created in the backend under **Content > Forms**.

Please keep in mind that the affiliate program can be used only when the Shopware statistics are active!

## Overview

Company	Registered	Active	Monthly turnover (1)	Yearly turnover	Partner link (2)	
Musikerlens	16/11/2022	Yes	84.03	84.03	link	
LED Shop	16/11/2022	No	773.03	773.03	link	
Biliger.de	16/11/2022	Yes	0.00	0.00	link	
Partner	16/11/2022	Yes	188.00	188.00	link	

Under **Marketing > Affiliate program** you will find the overview, which displays both the **commissioned amount (1)** and the **partner link (2)**. This partner link can be used by the partner in order to, for example, display a corresponding banner on their website. Visitors brought to your shop through this link will automatically be tracked. This special partner link allows commissions to be credited to the partner's account.

If the validity of the cookies is set to a longer time frame, the partner is commissioned even when the customer revisits the shop during the set period and places an order. This commission is done regardless of whether the customer calls the shop with the partner link or directly.

Under **statistics (3)** you will find a graphic analysis of net sales to date.

## Adding a new affiliate partner

Clicking **Add** will open the **Partner configuration**, which you can use to store all important settings for your partner.

## Configuration

**Partner configuration**

**General configuration (1)**

Tracking code:  Commission in %:

Customer account:  Cookie lifetime(Sec.):

Active:

**Partner information (2)**

Company:  Phone:

Street:  Fax:

Zip code:  Email:

City:  Web:

Country:  Profile:

**Freitextfelder**

Für dieses Module wurden noch keine Freitextfelder konfiguriert

Use the **General configuration** block to enter all technically relevant settings:

- **Tracking code:** This must be entered clearly and without blank spaces or special characters, such as *kelkoo*. With this example, the following item link will be created:  
**http://www.myshopware.com/myitem?sPartner=kelkoo**. The parameter: *?sPartner=kelkoo* can be added to any category or item URL. This code must be entered in the appropriate export feed for the partners in the field **Partner ID**.
- **Customer account:** Here you can link your partner with a customer account. The partner will be able to log into their account under **My account** in the frontend and track their commissions based on real time.
- **Commission in %:** Define the percentage referral fee, which is calculated on the total net value of an order (excluding shipping costs). You can define different percentages depending on the partner. You can enter a 0 here if you only wish to track the total sales of your partners.
- **Cookie lifetime(Sec.):** The cookie lifetime determines the amount of time a partner will receive his commission based on visitors/link. 86400 = one day, 0 = one order.

## Partner information

Use this block to store all general partner information. This can be neither viewed nor deleted by the partner.

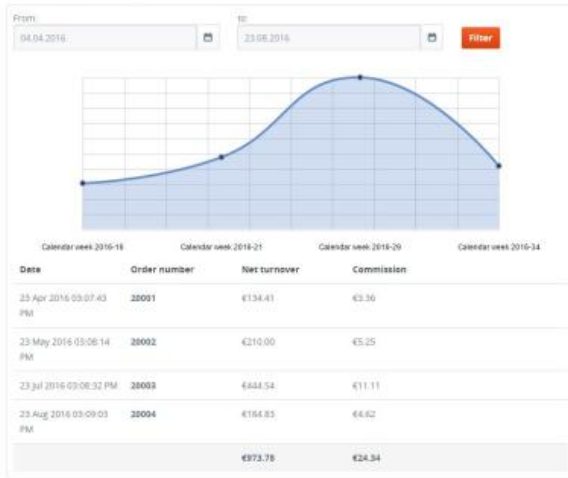
- **Company:** Company or project name (required)
- **Street:** (optional)
- **Street number:** (optional)
- **Zip code:** (optional)
- **City:** (optional)
- **Country:** (optional)
- **Phone:** (optional)
- **Fax:** (optional)
- **Email:** (optional)
- **Web:** (optional)
- **Profile:** (optional)

## Overview My Account Commissions

Under **My account > Commissions** the partner has the ability to see their total revenue and commissions in real time.

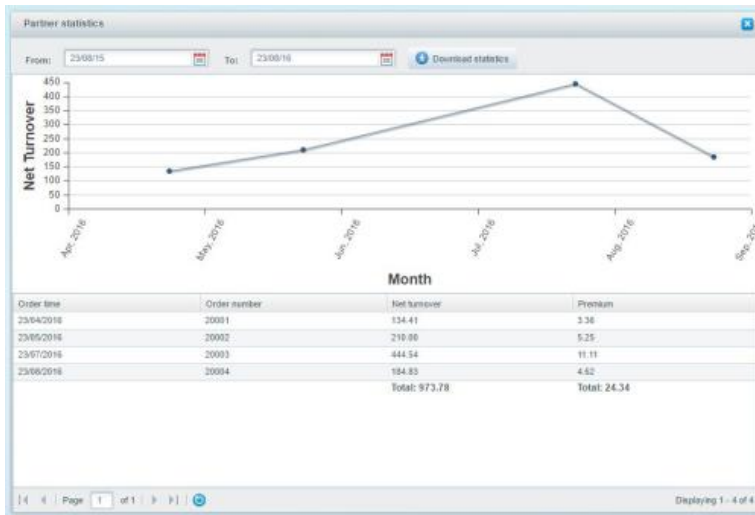
- My account
- Overview
- Profile
- Addresses
- Payment methods
- Orders
- Instant downloads
- Wish list
- Commissions
- Logout

### Overview of commissions




## Analysis in the backend

In the backend module you also can show the analysis for every partner, which is shown like this:



## Premium items

Premium items is a marketing tool to generate more turnover by encouraging your customer to buy more products to get items for free depending on their cart amount.

Product	Quantity	Price per unit	Sum
 <b>FREE RIDER 26</b> Order number: SW10141 Ready to ship today. Delivery time approx. 1-3 workdays.	1	€159.95*	€159.95*

Enter item number:


I have a voucher

Shipping costs >

Sum:	€159.95*
Shipping costs:	€3.90*
<b>Total amount:</b>	<b>€163.85</b>
Total amount without VAT:	€177.89
Plus 19.00 % VAT:	€20.96


### Choose premium

Available for free right now




Select premium

Available for free right now



Please select

From €200.00 Basket value



3000 €40.00

The availability of premium items is not automatically checked. If items are offered as a bonus, always make sure that you have sufficient products in stock. Premium items cannot be ESD/download items.

## Requirements

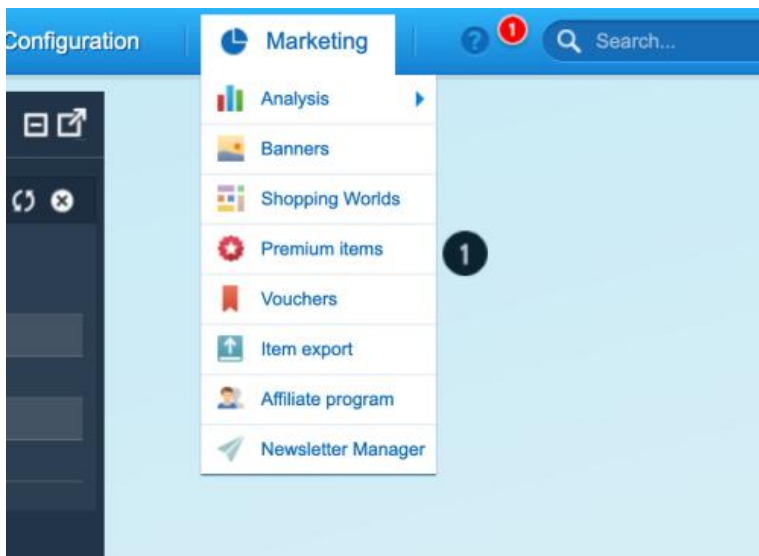
If you want to use premium items, you should take care of the following requirements to avoid problems:

- Premium items have to be assigned to an active category in the regarding shop
- If your premium item is a variant item, the user can select the variant himself, no matter what the price is.
- You have to turn on the setting "*Settings > Basic settings > Storefront > Checkout > Show premium items*" to display the premium items in the checkout.

## Adding premium items

The module can be found in **Marketing > Premium items (1)**:

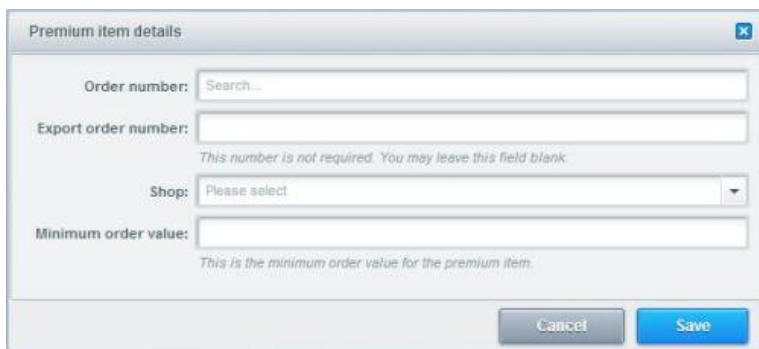




The module opens and here you can add your premium items with a click on "add":



This opens the Premium item details page:



In the field **Order number** you can search for the item you want to be the premium item. Here you can search by ordernumber or item name. Next, you find the **Export order number** field. This optional field can be useful, for example, if you work with merchandise management systems (MMS). You are able to overwrite the original item number with a special designation such as "PREMIUM-ITEM1". The new item number will be used in your MMS. If you let it empty, the original item number will be used. **Shop** let you optionally restrict your premium item to a (sub-)shop, if you let it blank, the item will be available in all shops. Finally the **Minimum order value** field let you define the minimum cart amount, that the customer have to reach before receiving this premium item. After setting up, click **Save** to save and activate your premium item. You`re always able to delete your premium item if necessary.

## Working with premium items

It is possible to configure multiple premium items for a variety of minimum order values and for different subshops. The customer can then choose from several premium items once the minimum order value has been reached.

If you set variant items as premium item, the customer can choose from all variants, no matter how much it costs.

## Premium items in the frontend

Once it has been created in the backend, the premium item will displayed like this:

The screenshot displays a shopping cart interface. At the top, a table lists the items in the cart:

Product	Quantity	Price per unit	Sum
FREE RIDER 26 Order number: SW10141 Ready to ship today. Delivery time approx. 1-3 workdays	1	€159.95*	€159.95*

Below the cart, there is a section titled "Choose premium" with three options:

- Available for free right now (with a red checkmark) - Select premium
- Available for free right now (with a red checkmark) - Please select
- From €200.00 basket value (with a red checkmark) - 8001 440.05

At the bottom of the cart, there are three buttons: "Continue shopping", "Request offer", and "Checkout".

Below the "Choose premium" section, the cart is updated to include a second item:

Product	Quantity	Price per unit	Sum
FREE RIDER 26 Order number: SW10141 Ready to ship today. Delivery time approx. 1-3 workdays	1	€159.95*	€159.95*
Bittersweet chocolate 88%			Free!

The "Continue shopping", "Request offer", and "Checkout" buttons remain at the bottom.

## Item exports

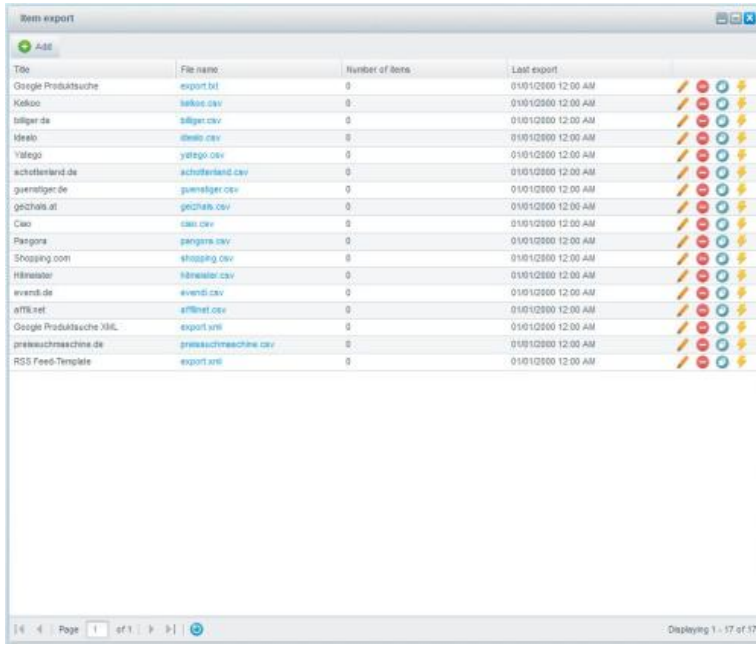
With the item exports not only existing exports can be used to price portals, also complete new connections to new marketplaces can be created. By using an export template, which works with Smarty variables, adaptations / extensions new exports can be created quickly.

So you can create either text-, XML- or CSV files, depending on the requirements of each portal.

In most portals, a link to the export file can be stored. Depending on the caching method of your export the portal always gets the newest feed, but the shop has to generate it each time - on the other hand the file is created periodically and the portal gets the file much quicker, but it may not be the newest (depending on the renewal interval).

## The basics

### The interface



Title	File name	Number of items	Last export	
Google Produktsuche	export.txt	0	01/01/2000 12:00 AM	👍👎✎🗑️
Kelkoo	kelkoo.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
bidger.de	bidger.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
Idealo	idealo.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
Yatego	yatego.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
achterland.de	achterland.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
guenstiger.de	guenstiger.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
gechah.at	gechah.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
Ciao	ciao.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
Pangora	pangora.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
Shopping.com	shopping.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
Händler.de	haendler.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
eventi.de	eventi.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
affilinet	affilinet.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
Google Produktsuche XML	export.xml	0	01/01/2000 12:00 AM	👍👎✎🗑️
preisvergleich.de	preisvergleich.csv	0	01/01/2000 12:00 AM	👍👎✎🗑️
RSS Feed-Template	export.xml	0	01/01/2000 12:00 AM	👍👎✎🗑️

Opening the module shows you an overview of previously created export feeds. The interface offers the following basic functionalities:

- **Add:** Add a new feed from the scratch.
- **Duplicate feed:** This opens a new window with the exact same data from the duplicated export feed. Saving this feed creates a new export feed.
- **Edit feed:** Click the pen icon to edit the feed.
- **Delete feed:** Deletes the marked export feed.

## Getting the Feed URL

There are 2 ways to get the export feed URL:

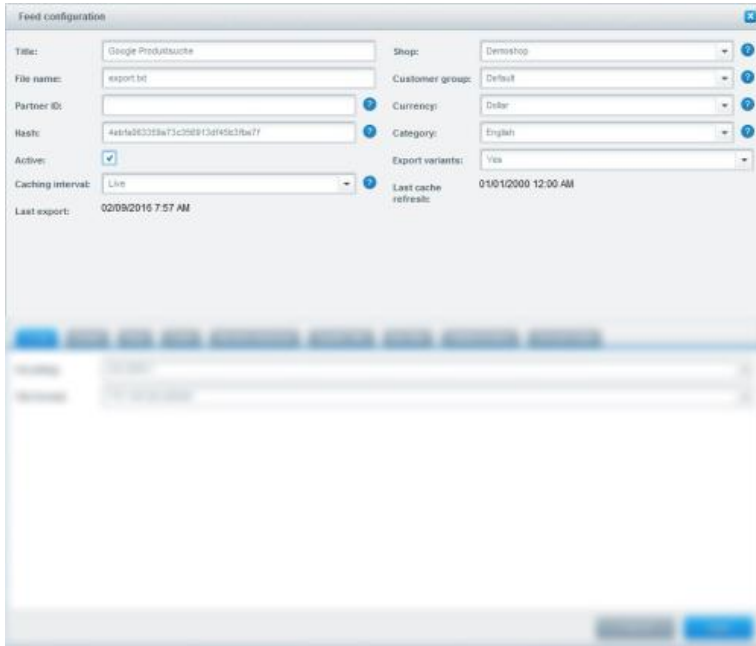
- **Via Shopware:** Rightclick on the file name of the feed and choose **copy link address**.
- **'Via file system (needs caching!):** Open your export feed and keep the hash and the file name in mind. Then open the file system and navigate to `/var/cache/production_REVISION/productexport/`. The file is stored there as `HASH_FILENAM`, for example `4ebfa063359a73c356913df45b3fbe7f_export.txt`.

# Export Feeds

Now we go over to the exports itself and show you, how easy you can create and edit export feeds.

Depending on your needs you need programming knowledge to individualize your export feeds, when you don't have these knowledge, you shouldn't edit your feeds, otherwise your export feeds can break.

## Basic settings for all feeds



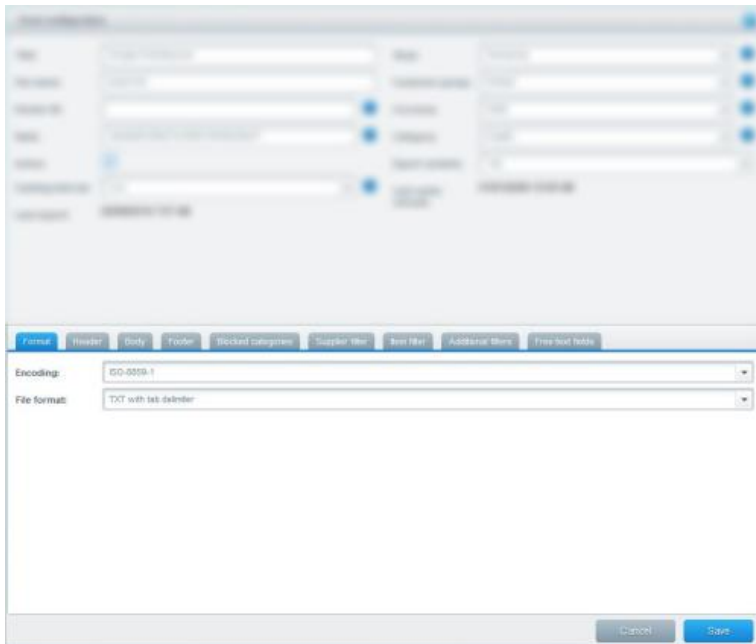
- **Title:** Name of the feed (relevant for the description in the product export overview)
- **File name:** Name of the created file, which is also a part of the filename on the server.
- **Partner ID:** The Partner ID will be attached to all article links, so your partners of the [Affiliate program](#) can assign the orders to you. This will also be considered in the statistics and make your orders more transparent.
- **Hash** The hash will be generated automatically for each feed, it's another part of the filename on your server and will also be implemented in the URL to the XML / CSV. If you change this key, the price search engine loses access to the feed.
- **Active:** Activates or deactivates the feed.
- **Caching interval:** Here you can set the interval for caching the feed. You can choose *Only Cron* (The feed will only be created via cronjob - recommended for feeds with much items), *Live* (The feed will be generated every time live - slow in case of much items) or your favourite caching interval (will be cached the setted interval, but then it will be regenerated at calling the URL - generating may be slow with many items), which will generate the feed only in the given interval. Between this interval, the feed is cached. **Noticethat** saving a feed in the backend will automatically clear the cache for that feed and the file needs to be regenerated! Not until then the cachings will work as configured!
  - If you want to export the feed only via cron, activate the cronjob 'Cron Product Export' plugin, which includes the feed cache cron task. This cron task generates files inside the '/var/cache/production\_REVISION/productexport' folder of your Shopware installation. If you use

the cron task, please keep in mind that the files in this folder need to be accessible (read and write) by both your cron execution user and your web server user.

- **Last export:** Shows the timestamp of the last export.
- **Shop:** When you're using language- or subshops with different URLs / domains, this setting chooses the right (virtual-)URL and image for the export items.
- **Customer group:** Sets the customer group, from which the prices were taken. (default: Shopkunden)
- **Currency:** Choose the currency for the item prices. **Notice**, that the currency also will convert the prices.
- **Category:** Hereby you can export items only from the chosen category. For subshops it's recommended to choose the main category of the subshop.
- **Export variants:** *Here you can set, whether you want to export all variants with their data or just the basic items. If you choose No, only the preselected variant of an item with it's data will be exported.*
- **Last cache refresh:** Shows the timestamp of the last cache refresh.

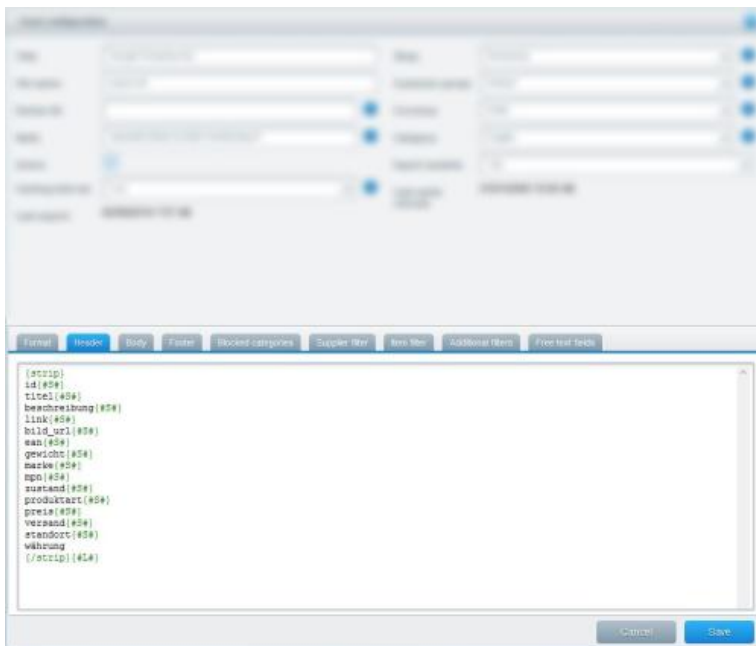
## Extended settings

### Format



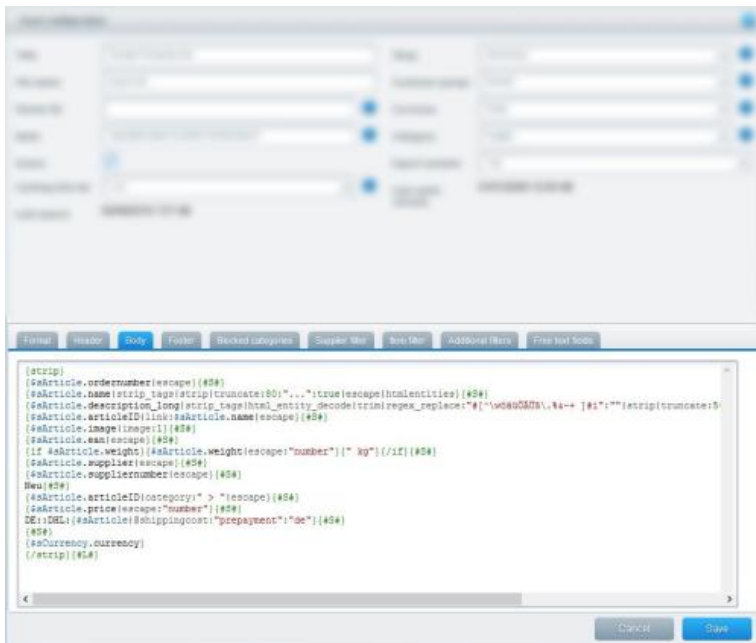
- **Encoding:** by default ISO-8859-1 for CSV/TXT and UTF-8 for XML feeds
- **File format:** Setting the file format (CSV/XML/TXT)

### Header



Here you define the column names of the csv file, e.g. id, supplier, model, name, category etc. In a XML file the header must be placed here too, e.g. Start tag, title, description etc.

## Body



Here you can define the template of the export items. The body will loop over every item. In CSV / TXT exports you get one row per item. In XML exports, e.g. Google, every item must be marked by a start tag and a end tag. In this way it's possible to arrange a individual settings.

List of available variables

<b>Variable</b>	<b>Description</b>
{sConfig.sBASEPATH}	URL to shop
{sConfig.sSHOPNAME}	name of shop
<b>Variable</b>	<b>Description</b>
{sSettings.feedID}	ID of export
{sSettings.name}	name of item export
{sSettings.last_export}	date last run
{sSettings.hash}	access hash
{sSettings.count_articles}	products in last run
{sSettings.formatID}	file format ID
{sSettings.filename}	filename
{sSettings.encodingID}	Coding ID
{sSettings.categoryID}	main category
{sSettings.currencyID}	currency ID
{sSettings.customergroupID}	customergroup ID
{sSettings.partnerID}	partner ID
{sSettings.languageID}	language ID
{sSettings.multishopID}	shop ID
{sSettings.variant_export}	export variants?

<pre>{%\$Settings.encoding}</pre>	coding
<b>filter definitions</b>	<b>description</b>
<pre>{%\$Settings.active_filter}</pre>	only active items
<pre>{%\$Settings.image_filter}</pre>	only items with pictures
<pre>{%\$Settings.stockmin_filter}</pre>	instock lower stockmin
<pre>{%\$Settings.instock_filter}</pre>	instock lower
<pre>{%\$Settings.price_filter}</pre>	price less ...
<pre>{%\$Settings.own_filter}</pre>	own filters
<pre>{%\$Settings.count_filter}</pre>	max. items in export
<pre>{%\$Settings.header}</pre>	header own filter
<pre>{%\$Settings.footer}</pre>	footer
<pre>{#F#}</pre>	field separation
<pre>{#EF#}</pre>	Escaped-field separation
<pre>{#S#}</pre>	delimiter
<pre>{#ES#}</pre>	Escaped-delimiter
<pre>{#L#}</pre>	row delimiter
<pre>{#EL#}</pre>	Escaped-row delimiter

The following variables can only be used in body:

item variables:



<b>Variable</b>	<b>Description</b>
{sArticle.articleID}	item ID
{sArticle.name}	item name
link:{sArticle.name escape}	article URL
{sArticle.description}	short description
{sArticle.description_long}	description
{sArticle.shippingtime}	shipping/delivery time (in days)
{sArticle.added}	item added
{sArticle.shippingfree}	shipping free
{sArticle.releasedate}	release date
{sArticle.topseller}	highlited item
{sArticle.keywords}	keywords
{sArticle.minpurchase}	min purchase
{sArticle.purchasesteps}	purchase steps
{sArticle.maxpurchase}	max purchase
{sArticle.purchaseunit}	price related to (unit)
{sArticle.referenceunit}	reference unit
{sArticle.taxID}	tax ID
{sArticle.supplierID}	supplier ID

{sArticle.unitID}	unit ID
{sArticle.unit_description}	unit
{sArticle.changed}	date last changes
{sArticle.active}	item active
{sArticle.variantActive}	active state of the variant
{sArticle.articledetailsID}	item detail ID
{sArticle.ordernumber}	ordernumber
{sArticle.suppliernumber}	suppliernumber
{sArticle.standard}	default variant
{sArticle.additionaltext}	variant description
{sArticle.impressions}	impressions
{sArticle.sales}	sales
{sArticle.instock}	instock
{sArticle.stockmin}	min instock
{sArticle.laststock}	clearance sale
{sArticle.esd}	download item (esd)
{sArticle.weight}	weight
{sArticle.ean}	EAN
{sArticle.position}	position

{sArticle.attr1} bis {sArticle.attr20}	item attributes
{sArticle.supplier}	supplier
{sArticle.unit}	unit
{sArticle.tax}	tax
{sArticle.image}	item picture
{sArticle.netprice}	net price
{sArticle.price}	gross price
{sArticle.netprice_numeric}	net price rounded like in the frontend
{sArticle.price_numeric}	gross price rounded like in the frontend
{sArticle.purchaseprice}	purchase price
{sArticle.netpseudoprice}	net pseudo price
{sArticle.pseudoprice}	gross pseudo price
{sArticle.baseprice}	base price
{sArticle.discount}	price group discount
{sArticle.sVoteCount}	count ratings
{sArticle.sVoteAverage}	average ratings
{sArticle.metaTitle}	Meta Title
{sArticle.pseudosales}	pseudo sales
{sArticle.notification}	email notification active?

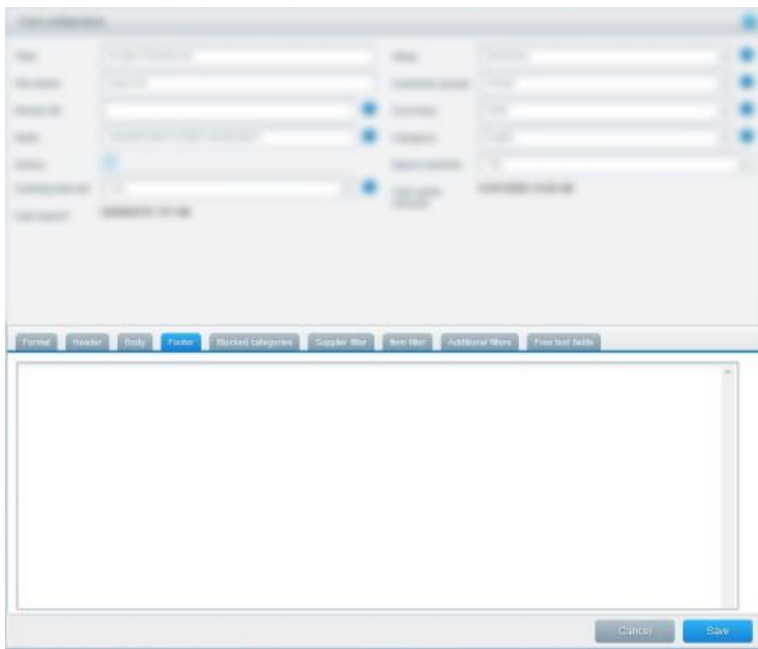
<code>{sArticle.available_from}</code>	price group active?
<code>{sArticle.available_to}</code>	ID of the selected price group
<code>{sArticle.pricegroupActive}</code>	available from
<code>{sArticle.pricegroupID}</code>	available until
<code>{sArticle.articleID category:" &gt; "  escape}</code>	display categories / breadcrumb

\* with `{sArticle.image|image:1}` or `{sArticle.image|image:2}` etc. you can use different thumbnail sizes.

Additional variables:

<b>command</b>	<b>Description</b>
<code>strip_tags</code>	filter html source code
<code>strip</code>	delete duplicate spaces and replaced line breaks by spaces
<code>trim</code>	deletes unnecessary spaces
<code>truncate:500</code>	truncate description to 500 chars
<code>html_entity_decode</code>	convert umlauts
<code>escape</code>	convert special character in html, z.B. <code>&amp;</code> = <code>&amp;</code>
<code>escape:xml</code>	Encoding only for xml
<code>@shippingcost</code>	calculate shipping costs for item
<code>format:"number"</code>	formats numbers for each localization

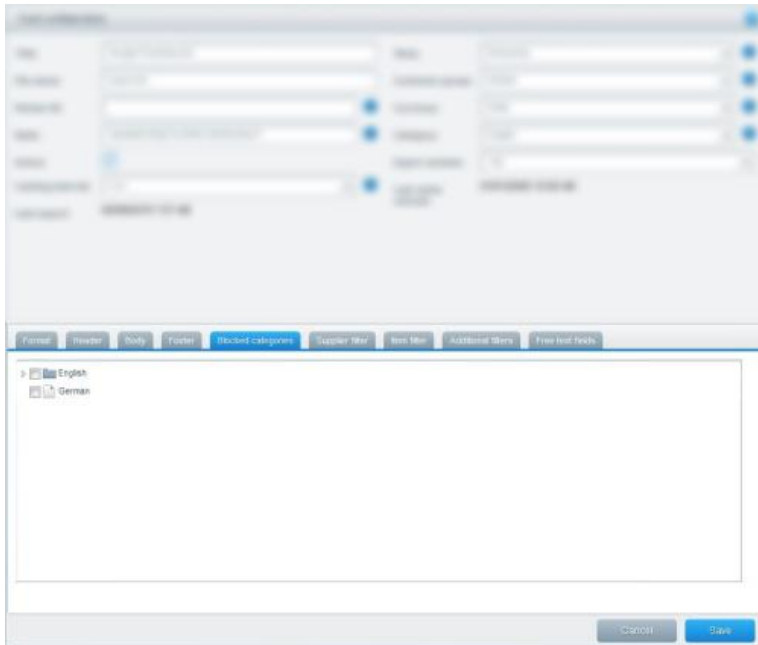
**Footer**



The footer is used exclusively for the XML exports. The start tags, which you configured in the header, must be closed here. Example Google:

```
</channel>  
</rss>
```

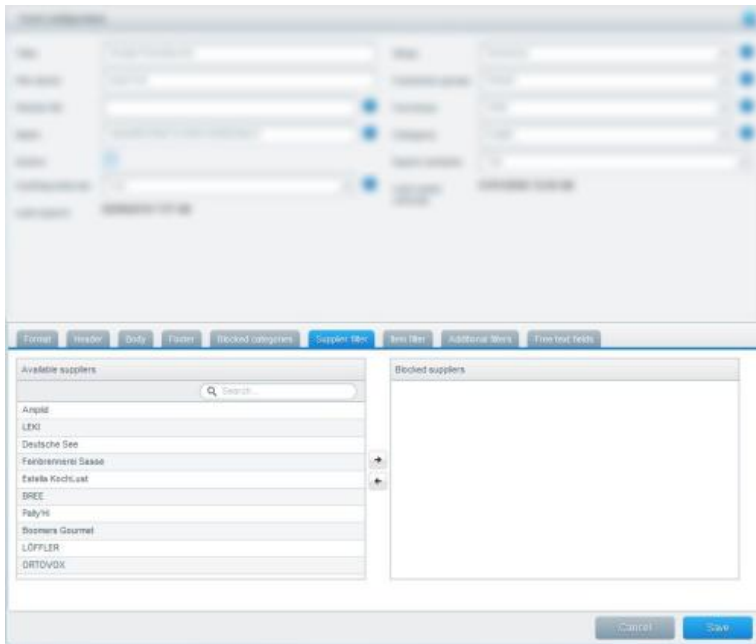
### Blocked categories



Here the complete category tree is rendered. If you check some categories, they are generally excluded from the export.

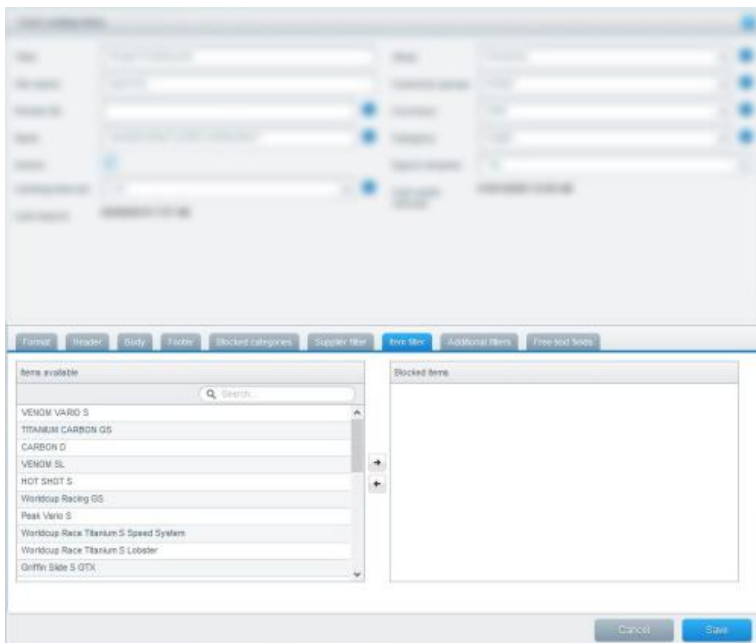
Even if items are associated with multiple categories: When an item is associated with a category which is blocked, the item won't be exported.

## Supplier filter



On the left panel there is a list of all suppliers of your shop, here you can search by manufacturers or choose them directly from the list. To exclude items from a specific manufacturer on exports, just add the supplier by double-clicking to the list of blocking manufacturer (right list). Alternatively you can mark the entry and click the arrow in the specific direction.

## Item filter

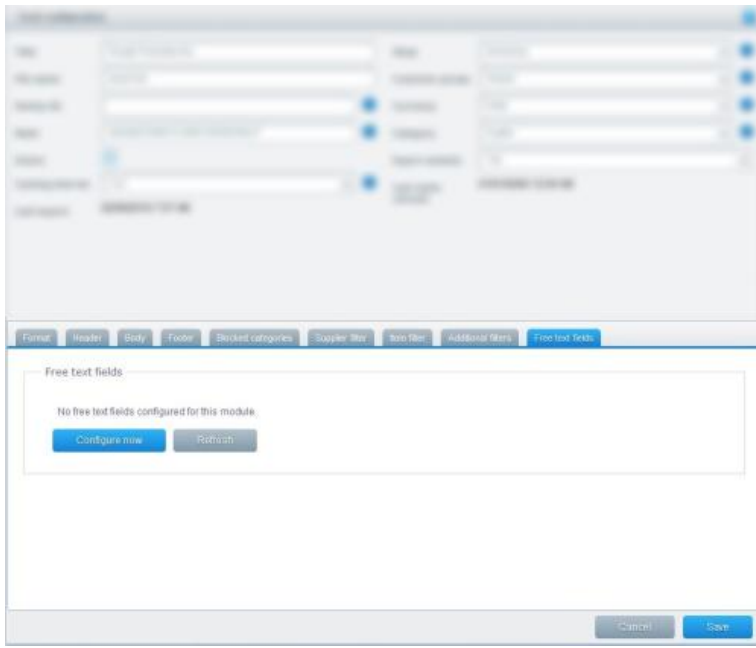


The item filter works the same ways as the supplier filter, on the left you get the list of all items in your shop, to exclude an item just add it by double-clicking to the list of blocked items. Alternatively you can also here mark the items and click the arrow in the specific direction.

## Additional filters

- **Price higher than:** E.g. 1000 - Export of items with price  $\geq$  1000
- **Stock larger than:** E.g. 10 - Export of item with Stock  $\geq$  10
- **Max. number of items:** Limits the output of items in the feed to the entered value
- **Stock below minimum inventory:** Items with actual Stock  $<$  minimum Stock will be excluded from the feed.
- **Activated items only:** If active, only the active items will be exported.
- **Filters:** This field requires MySQL Knowledge. Here you can use e.g. the following filters:
  - `at.attr6=""true"` - Attribute 6 is true
  - `a.topseller="true"` - Exports only highlighted items
  - `d.releasedate>=CURDATE()` OR `d.releasedate= 0000-00-00` - Article is still released
  - `SELECT 1 FROM s_articles_categories WHERE articleID=a.id AND categoryID=42` - All items from category-ID 42
  - `d.ean!=""` - Exports articles containing an EAN
  - `a.id in (select articleid FROM s_articles_details group by articleid having count(id)>=50000 and count(id)<=100000)` - offset all products between 50.000 and 100.000
  - `DAYOFWEEK(NOW()) not in (2, 5)` - all weekdays but tuesday and thursday
  - `(time(now()) > '10:00:00' and time(now()) < '12:00:00' ) or (time(now()) > '17:00:00' and time(now()) < '22:00:00' )` - time between 10:00 and 12:00 or 17:00 and 22:00 o'clock
- **Items with images only:** If active, only items with images will be exported.

## Free text fields



Here you can define free text fields for your export feed. To use this, please take a look in the documentation of [Free text field management](#)

## Tips & Tricks

### Base price export

By adding the following example you can export the base price and the content of your items:

#### Header

```
Base price{#S#}  
Content{#S#}
```

#### Template

```
{if $$Article.referenceunit && $$Article.purchaseunit}  
{assign var="sArticleReferenceprice" value=$$Article.price/$$Article.purchaseunit*$$Article.re  
{$$Article.referenceunit} {$$Article.unit} = {$$ArticleReferenceprice|escape:"number"}{#S#}  
{$$Article.purchaseunit} {$$Article.unit}{#S#}  
else  
{#S#}{#S#}  
{/if}
```

### Additionaltext export

At first, this can only work, if **Export variants** is active. To export your configurator items, use it how we do it in our example:



Configurator variables	outcome
<code>{\${sArticle.additionaltext}}</code>	blue / XL

If you export configurator items and them variants, it makes sense to extend the header. To avoid duplicate item names we recommend that you add the additional text to the body with **`{${sArticle.additionaltext}}`**

So you can use this body:

```
{${sArticle.name|strip_tags|strip|truncate:80:"...":true|escape|htmlentities} {${sArticle.additi
```

for getting this feed content:

**Nova Jacket blue / XL**

## Article properties

If you want to, you can export item properties with the following syntax in your body:

```
{assign var="properties" value=${sArticle.articleID|property:${sArticle.filtergroupID}}
{foreach from=${properties} item=property}
  {if $property}
    {${sArticle.groupName|escape}: {${sArticle.name|escape}: {${sArticle.value|escape}}
  {/if}
{/foreach}
```

This will give you all properties of your item.

## Article (variant) images

The following syntax exports the image which is attached to a specific variant of the item and all unassigned images: `{${sArticle.articleID|articleImages:${sArticle.ordernumber:2:">"}|escape}`

The 'articleImages' call accepts a second argument ('>' above) which is used as the separator in case multiple images exist.

If you want to export just the first variant image, you can use the following method: The template must be prepended (before the strip tag) by the following code:

```
{assign var="string" value=${sArticle.articleID|articleImages:${sArticle.ordernumber:2:"##"}|escape}
{assign var="productVariantImage" value="##"|explode:$string}
```

This code is getting the images and put these in a string, which you can edit later.

In the image section of your template you can use the following code:

```
{productVariantImage[0]}
```

0 hereby is the image number whereby 0 is always the first image.

## Direct Link to the Variant

The variant can also be called directly. To use this function you have to append the article url with the parameter **?number="ordernumber from the variant"**.

- **Example for the product export without a partner ID:**

```
{sArticle.articleID|link:sArticle.name}{if sArticle.additionaltext}?number={sArticle.ordernumber}
```

- **Example for the product export with a partner ID:**

```
{sArticle.articleID|link:sArticle.name}{if sArticle.additionaltext}?number={sArticle.ordernumber}&partner={sArticle.partnerID}
```

## Surcharge in item feeds

Because the template is based on smarty, you also can calculate here.

Some price search engines will compare your feed price with the detail page price and will give you an error, if the prices don't match.

### Percental surcharge

The following example will surcharge the item by 5%:

```
// Before:
{sArticle.price|escape:"number"}{#S#}

// After:
{sArticle.price*1.05|escape:"number"}{#S#}
```

### General surcharge

In this example, a general surcharge of 0.50 of the desired currency will be added:

```
// Before:
{sArticle.price|escape:"number"}{#S#}

// After:
{sArticle.price+0.50|escape:"number"}{#S#}
```

## Why are not all products exported?

When items won't be exported, this can have multiple reasons, you should check the following settings:

- Check, if you use a limit for items to export
- Check the filter settings
- Check if the server can handle the export. In case of many items to export, the server may run into the "memory\_limit", which cancels the generation process. If this happens, please contact your hoster because this is a server setting which has nothing to deal with Shopware.

If you exclude categories from export, you also exclude all items in this category.

Example: When your item is assigned to category A and B and you exclude B, the item is nevertheless excluded from the export, even if it's assigned to A.

## Configurator options in own columns

With Shopware 5.2.9 you can output configurator options in own columns instead of output the additionaltext only, so that the item is more clear for the price search engine.

### XML dynamic

Dynamic works only, if you have configurator groups & options, which are NOT written with whitespaces!

The following code must be pasted in the template:

```
{foreach $sArticle.configurator_options as $option}
  <{ $option@key }>{ $option }</{ $option@key }>
{/foreach}
```

### XML static

The following code must be pasted in the template:

```
<color>{ $sArticle.configurator_options['Color'] }</color>
<size>{ $sArticle.configurator_options['Size'] }</size>
```

*"Color" and "Size" are examples and must be changed to your own configurator group name.*

### CSV static

First, paste the name of your desired configurator group in the header at the desired position:

```
color{#S#}
size{#S#}
```

The following code must be pasted in the template at the respective position:

```
{%sArticle.configurator_options['Color' ]}%  
{%sArticle.configurator_options['Size' ]}%
```

"Color" and "Size" are examples and must be changed to your own configurator group name.

## Active and inactive variants

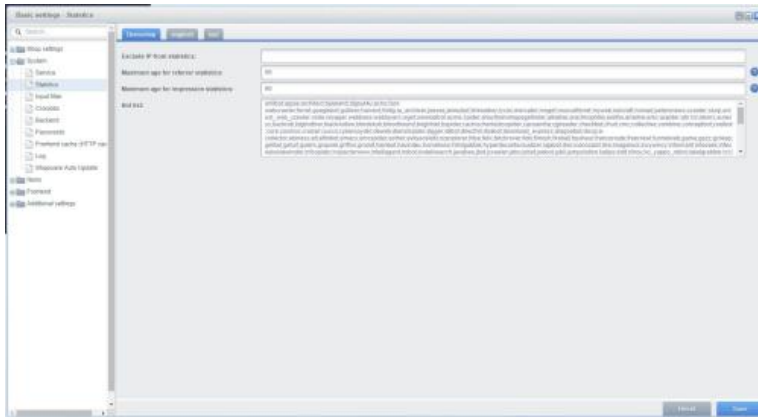
You can export the active state of each variant, if your desired price search engine supports that feature. To use it, you have to export variants, add a new column in the header and in the template. The header is done by using `active{#S#}`.

In the template, just add the variable at the same column: `{%sArticles.variantActive}{#S#}`

The feed will then export each variants active state.

# Analysis

## Basic settings



## Exclude IP from being tracked

Here you can e.g. **define your own IP address**. Visitors and pageviews were not covered from this IP address in the Shopware own statistic.

Multiple IP addresses may be separated by spaces or commas.

Example:

192.168.0.2 192.168.0.3

## Referrer statistics

You can enter a timeframe in the option **maximum age for referrer statistics** in which the referrer data will be cleaned by the cronjob, if it is active. The default value is 90.

## Product-Impressions

With the option **maximum age for impression statistics** you change the timeframe in which old impression data is cleaned by the cronjob, if it is active. The default is 90.

## Bot-List

If crawlers which appear in the Bot list should visit your page, the crawler will not be tracked. Pageviews and visits were not tracked in the statistic.

You can expand the list by even more bots. So if particulare pages or platforms crawl your shop, you can the name of the crawler under which it acts and include it into the bot list. So again not datas from this bot or visitor will be collected.

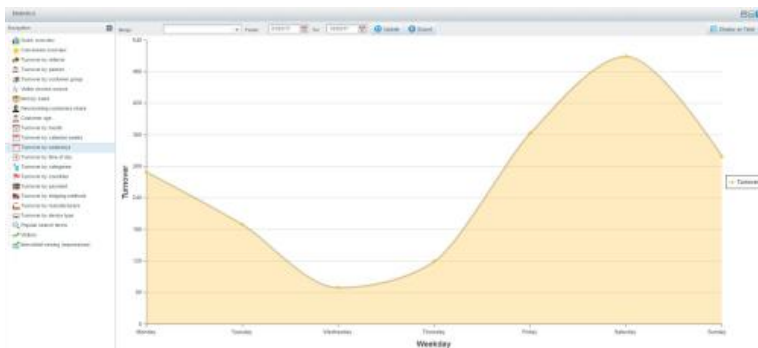
## Analysis

Already in the default version, Shopware provides numerous useful statistics about key aspects of your online shop, such as the number of visitors and page views, various conversion rates, a useful breakdown of end devices being used, and much more.

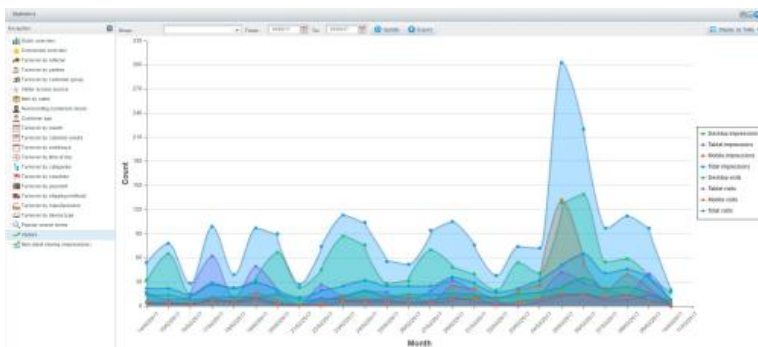
If you are working with multiple shops and/or language shops, you can access detailed information regarding relevant points in your shop and export the data as a CSV file.

Several reports also feature a diagram or chart of your statistics, allowing you to access this information easier in a visual form.

The various statistics tables are listed in a default order, which cannot be modified.



*Example: turnover by weekdays*



Example: Visitors

- New users are customers who have registered in the shop on the same day.
- New customers are customers who have placed their first order on the same day.
- Visitors are visitors who have neither registered nor ever placed an order.

## Calculation of turnover statistics

In the turnover statistics the calculations are similar or the same for more single statistics. Because of this fact, we describe them here in detail and refer in the single explanation to the used calculation.

**CALCULATION 1:** Sum of the “order value incl. shipping costs” divided by the currency factor:  $\text{SUM}(\text{orders.invoice\_amount} / \text{orders.currencyFactor})$

### The following are not considered:

- Orders that have been cancelled or abandoned
- Orders without a billing address
- Orders without an existing billing county

**CALCULATION 2:** Sum of the product price x sales volume / currency factor.

## The statistics explained

### Quick overview

The quick overview was designed to provide you with the most vital key figures of your shop in one glance. The number of orders, conversion rate, revenue, number of new customers, visitors and page views are recalculated by the system every day.

**Calculation: (number of orders / number of visitors) x 100**

### Conversion overview

- **Order success rate:** Percentage of successfully processed orders in relation to all orders. **Example:** 100 checkout processes were launched by customers, 40 of which were abandoned. Therefore, the completion rate is 60%.

**Calculation:**  $(\text{number of orders} / \text{number of abandoned carts} + \text{number of orders}) \times 100$

- **Order conversion rate:** This represents the percentage of orders made per unique visitor.

**Calculation:**  $(\text{number of orders} / \text{number of unique users}) \times 100$

- **Abandoned baskets / visitors:** This represents the percentage of abandoned shopping carts per unique visitor. **Example:** Say 100 customers put items in their shopping basket, 80 of which abandon their basket before making a purchase. In this scenario, the abandonment rate is 80%.

**Calculation:**  $(\text{number of abandoned carts} / \text{number of unique visitors}) \times 100$

## Turnover by referrer

Displays the first page the customer came to in your shop (incl. domain / host).

- **Host:** Origin of the customer (domain / host)
- **Orders:** Number of orders
- **Turnover:** Generated turnover
- **Order value:** Average order value
- **Orders new customers:** Number of orders generated by new customers
- **Turnover new customers:** Sales generated by new customers
- **New customer order value:** Average order value for new customers
- **Orders existing customers:** Number of orders generated by existing customers
- **Turnover existing customers:** Sales generated by existing customers
- **Existing customer order value:** Average order value for existing customers

"New customers" are customers which are registered in your shop for less than 24 hours.

## Turnover by partner

This section lists all turnover generated using the partner tracking link (myshop.co.uk?sPartner=ID) from Shopwares [Affiliate program](#).

Turnover with sCampaign\_\_ is generated by a Shopware newsletter.

## Turnover by customer group

Here you see a visual representation of your sales broken down by customer groups. Each order is connected to a specific customer account, which is then assigned to a particular customer group. The turnover per customer group cannot be separated by shop if the customer group belongs to several shops.

## **Visitor access source**

This report allows you to see the sources of traffic to your shop (e.g. if the customer used a search engine and clicked a result from your shop). Here you can see additional details such as the referrer URL and the used search term.

Some browsers(-addons) or operating systems may mask the referrer URL, so tracking will be impossible.

## **Item by sales**

This provides an overview of the sales made for specific items during the chosen time range. Abandoned and cancelled orders are not included in this calculation.

## **New/existing customers share**

Indicates how many orders are received in one day and how many come from new / existing customers.

## **Customer age**

This graph represents the age of your customers within the chosen time period. Surely this statistic makes sense only in situations where the birthday is requested from the customer, because customers without birthday are not considered by this statistic.

## **Turnover by month**

**CALCULATION 1** - This graph displays the turnover generated per month.

## **Turnover by calendar weeks**

**CALCULATION 1** - This graph displays the turnover generated in weeks.

## **Turnover by weekday**

**CALCULATION 1** - This graph displays the turnover generated for the different days of the week.

## **Turnover by time of day**

**CALCULATION 1** - Here you can see in detail, at which daytime your shop generates the most turnover.

## **Turnover by categories**



This shows the success of individual categories in your shop. Please note that the turnover cannot be considered 1:1, as Shopware products can be assigned to several categories. For example, if product A is listed in both categories B and C, the turnover will be displayed in both categories, there is no detailed division in which category the products was bought.

## Turnover by countries

**CALCULATION 1** - This provides an overview of where your customers come from.

## Turnover by payment

**CALCULATION 1** - This graph shows your sales divided by the used payment methods.

## Turnover by shipping methods

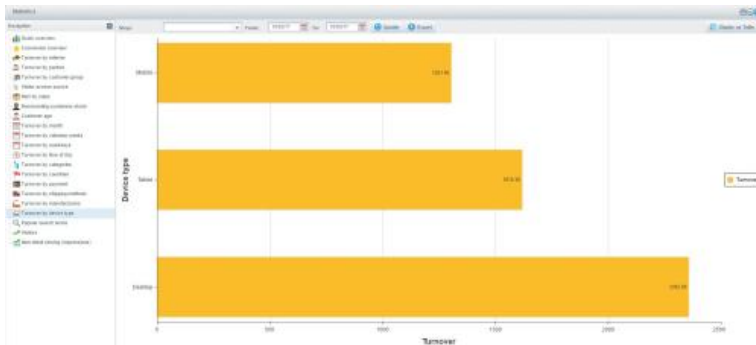
**CALCULATION 1** - This graph shows your sales divided by the used shipping methods.

## Turnover by manufacturers

**CALCULATION 2** - Turnover broken down by the manufacturers of the sold products.

## Turnover by device type

A useful overview of turnover per device.

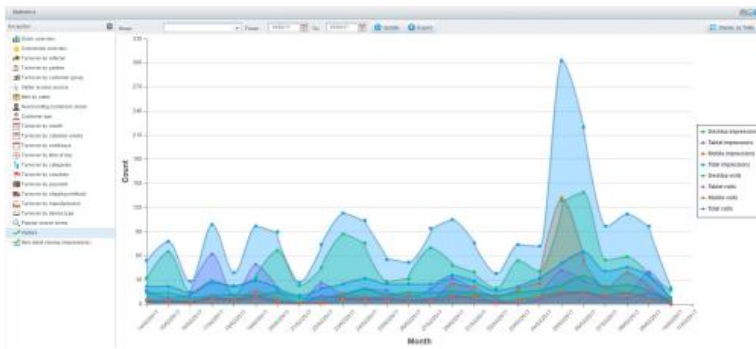


## Popular search terms

This statistic shows the most popular search terms used in your shop and also shows you the number of search requests and the number of products which were found for this term. This can help you build up your product lineup according to your search terms.

## Visitors

Displays the number of visitors and page impressions on a daily basis. This table is also broken down by the devices being used by the visitors in your shop.



## Item detail viewing

Overview of the page impressions for each product according to the defined dates. This tool also provides an analysis of which device is being used to view the respective product.

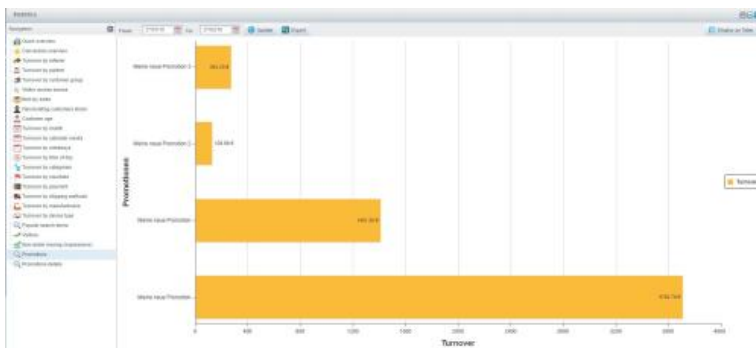
Product name	Desktop impressions	Tablet impressions	Mobile impressions	Total impressions
Product 1	10	5	2	17
Product 2	15	8	3	26
Product 3	20	10	4	34
Product 4	25	12	5	42
Product 5	30	15	6	51
Product 6	35	18	7	60
Product 7	40	20	8	68
Product 8	45	22	9	76
Product 9	50	25	10	85
Product 10	55	28	11	94
Product 11	60	30	12	102
Product 12	65	32	13	110
Product 13	70	35	14	119
Product 14	75	38	15	128
Product 15	80	40	16	136
Product 16	85	42	17	144
Product 17	90	45	18	153
Product 18	95	48	19	162
Product 19	100	50	20	170
Product 20	105	52	21	178
Product 21	110	55	22	187
Product 22	115	58	23	196
Product 23	120	60	24	204
Product 24	125	62	25	212
Product 25	130	65	26	221
Product 26	135	68	27	230
Product 27	140	70	28	238
Product 28	145	72	29	246
Product 29	150	75	30	255
Product 30	155	78	31	264
Product 31	160	80	32	272
Product 32	165	82	33	280
Product 33	170	85	34	289
Product 34	175	88	35	298
Product 35	180	90	36	306
Product 36	185	92	37	314
Product 37	190	95	38	323
Product 38	195	98	39	332
Product 39	200	100	40	340
Product 40	205	102	41	348
Product 41	210	105	42	357
Product 42	215	108	43	366
Product 43	220	110	44	374
Product 44	225	112	45	382
Product 45	230	115	46	391
Product 46	235	118	47	400
Product 47	240	120	48	408
Product 48	245	122	49	416
Product 49	250	125	50	425
Product 50	255	128	51	434
Product 51	260	130	52	442
Product 52	265	132	53	450
Product 53	270	135	54	459
Product 54	275	138	55	468
Product 55	280	140	56	476
Product 56	285	142	57	484
Product 57	290	145	58	493
Product 58	295	148	59	502
Product 59	300	150	60	510
Product 60	305	152	61	518
Product 61	310	155	62	527
Product 62	315	158	63	536
Product 63	320	160	64	544
Product 64	325	162	65	552
Product 65	330	165	66	561
Product 66	335	168	67	570
Product 67	340	170	68	578
Product 68	345	172	69	586
Product 69	350	175	70	595
Product 70	355	178	71	604
Product 71	360	180	72	612
Product 72	365	182	73	620
Product 73	370	185	74	629
Product 74	375	188	75	638
Product 75	380	190	76	646
Product 76	385	192	77	654
Product 77	390	195	78	663
Product 78	395	198	79	672
Product 79	400	200	80	680
Product 80	405	202	81	688
Product 81	410	205	82	697
Product 82	415	208	83	706
Product 83	420	210	84	714
Product 84	425	212	85	722
Product 85	430	215	86	731
Product 86	435	218	87	740
Product 87	440	220	88	748
Product 88	445	222	89	756
Product 89	450	225	90	765
Product 90	455	228	91	774
Product 91	460	230	92	782
Product 92	465	232	93	790
Product 93	470	235	94	799
Product 94	475	238	95	808
Product 95	480	240	96	816
Product 96	485	242	97	824
Product 97	490	245	98	833
Product 98	495	248	99	842
Product 99	500	250	100	850
Product 100	505	252	101	858

## Evaluations of the plugin "Advanced Promotion Suite"

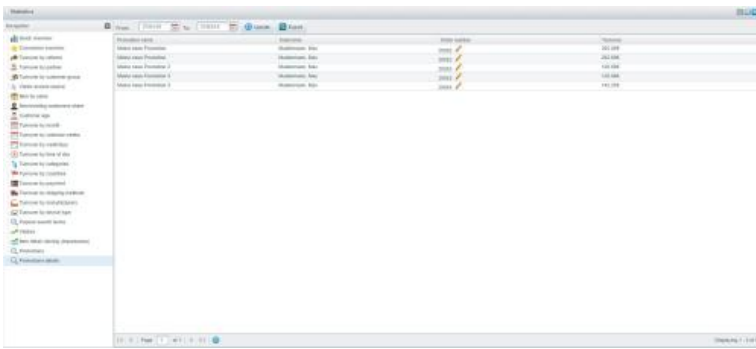
If you are using the Shopware Plugin [Advanced Promotion Suite](#) , you have in your evaluations two additional statistics.

- **Promotions:** Displays important information about your promotions. The values in the 'Sales' and 'Orders' columns are valid for the entire period.

You can view the statistics as a chart and as a table.



- **Promotions details:** For each promotion, additionally displays the name of the customer, the order number and the turnover of each individual promotion order.



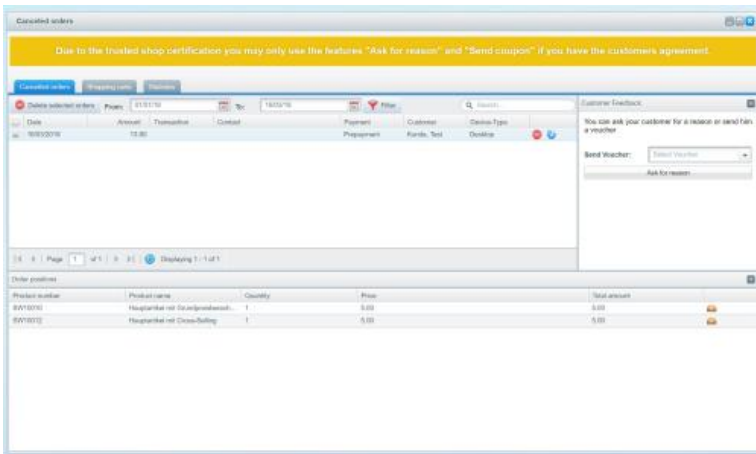
## Cancellation analysis

Shopware assembles statistics regarding customers and their use of the shopping cart, even if an order was not finally placed or the cart abandoned for some other reason. Those instances are treated as canceled orders and are displayed in **Marketing > Analysis > Cancellation analysis**. If an order gets placed after all, it is excluded from the analysis eventually.

These cancellations are nevertheless bound to hold useful information for you and your enterprise. Learning about the circumstances that lead customers to canceling their already filled carts is supposedly not only interesting, but most likely worthy of your attention. As the possible analysis with Shopware does not provide any insights relating to reasons for cart cancellations, there is but one other option: You might get on with asking your customers directly.

In Germany you must not use the functions - "ask for reason" and "send coupon" - without your customers' explicitly stated consent. Consult a lawyer, legal counsel or any other trustworthy source for legal information and discuss your intentions beforehand.

## Canceled orders



Visting **Marketing > Analysis > Cancellation analysis** you will find all canceled orders for your shop. Depicted are the order's date, price, payment method, customer credentials and the device type. Clicking one of the listed canceled orders opens the details section, holding information about individual items and positions.

The information processed in Cancellation analysis are taken from the database tables "s\_order" and "s\_statistics\_currentusers".

## Ask for a reason

In the tab "Canceled orders" you can pose questions to the listed customers. You are able to ask about the circumstances of the order and why it has ultimately been canceled via email.

By default Shopware uses the email template "*sCANCELEDQUESTION*" for this task. You access the template via **Configuration > Email templates**.

In this email template there are no variables (e.g. item number, cart value, customer data etc) available, due to data protection restrictions.

## Ask for reasons and send a coupon along

If you wish, you can attach a coupon to your inquiry - possibly helping to achieve a higher reply rate. Of course it is mandatory to have created the right kind of [vouchers](#) and enough corresponding codes beforehand.

Shopware utilizes the email template "*sCANCELEDVOUCHER*" for this task. You are able to find it in **Email templates > System emails**. The variable `{sVouchercode}` is available in this template as well.

## Convert canceled orders into completed orders

By clicking the blue "reload" icon, a canceled order can be transformed into a conventional order.

Canceled orders can only be transformed into regular orders, if the option [generate customer numbers automatically](#), found in Basic settings > Frontend > Login / registration is set to "yes".

## Shopping carts

In the tab "Shopping carts" a detailed overview of the canceled orders appearing in your store is presented. You can get information on dates and time, amounts, values and calculations on various averages or unit prices. Furthermore it is noted, what articles are stored in shopping carts of canceled orders and what part of your shop customers were browsing before they canceled their order and ultimately left the shop.

Due to the trusted shop certification you may only use the features "Ask for reason" and "Send coupon" if you have the customers agreement.

Date	Amount	Average price per unit	Number of shopping carts
10/20/2018	276.00	89.33	3
11/01/2018	219.90	99.33	2

## Overview

These metrics provide information about all kinds of canceled shopping carts. Shopping carts that were filled by users who did not log in before finally abandoning their session are also presented here.

**Amount:** This term is calculated by the aggregated piece prices of all items in the cart. Total amounts for each item are NOT calculated. Individual items are counted once only.

**Average price per unit:** This term gets calculated as follows: Aggregated shopping carts for a day divided by the total number of cart items. The individual amounts for each cart item are not calculated, though.

**Number of shopping carts:** This term is counting the total number of abandoned shopping carts for the selected particular day.

## Items

This tab provides an overview of the items that have been put into shopping carts, but got canceled in the process. You can also get information about individual items and how often those have been canceled. You can also filter for specific time frames here.

## Exit pages

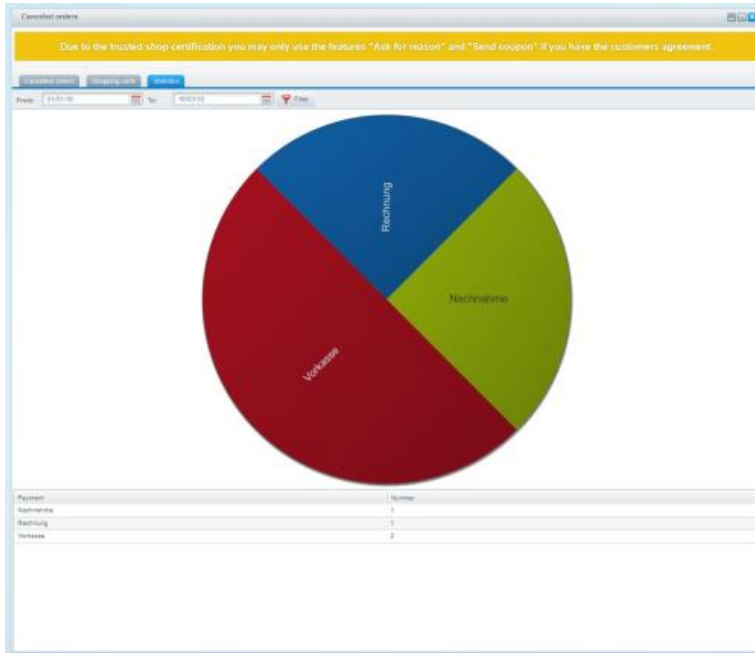
Here you can analyse the specific pages your customers have been on when abandoning their shopping cart. The nomenclature is explained hereunder:

- **listing:** When the customer left your shop a category page / shopping world was active.
- **register:** When the customer left your shop the account registration page was active.
- **index:** When the customer left your shop the home page was active.
- **custom:** When the customer left your shop an individual page was active.
- **account:** When the customer left your shop the "my account" page was active.
- **forms:** When the customer left your shop a page containing a form, e.g. contact, was active.

- **detail:** When the customer left your shop an item's detail page was active.
- **checkout:** When the customer left your shop the checkout page was active.

If this box is empty, the customer left your shop from a page that isn't directly connected to shopware. This might have been a third party plugin page for example.

## Statistics



Here you can see which payment method were selected when the order was canceled. This enables you to find out if there are payment methods that are favourable for canceling orders.

## Analysis of the Email notification

In the frontend, customers can be notified by e-mail if items are not available. You can evaluate the statistics of these requests under **Marketing > Evaluations > E-mail notification**.

Items with notification inquiries (1)				Customers with notification inquiries (2)			
Item	Item order number	Registered	Customer not yet no.	Registered on	Email	Name	Notified
Hauptartikel mit ...	SW10002	1	1	04.02.2021 10:07...		Max Mustermann	Yes
Hauptartikel mit ...	SW10011	1	1				
		Total: 2	Total: 2				

The overview is separated into two windows. The left window shows the **Items with notification inquiries (1)** and the right window the **Customers with notification inquiries (2)**, which relates to the selected item from right window.

## Items with notification inquiries

Items with notification inquiries				Customers with notification inquiries			
Item	Item order number	Registered	Customer not yet no.	Registered on	Email	Name	Notified
Hauptartikel mit ...	SW10002	1	1				
Hauptartikel mit ...	SW10011	1	1				
		Total: 2	Total: 2				


In this column you will find a list of all items that were/are not available. Please note that items only display a notification function in the frontend if the **email notification** option has been activated on the item detail page. The extensions **Cron** and **Notifications** must also be installed and activated in the plugin manager..

## Description of the columns

- **Item:** Item name
- **Item order number:** Ordernumber
- **Registered:** Amount of notification inquiries for this item
- **Customer not yet notified:** Amount of notifications, which have not been send already

By clicking on the **customer icon (1)** you update the **right window (2)**. This lists the customers who want to be notified when the item is available again or who have been notified when the item became available again.

## Customers with notification inquiries

Customers with notification inquiries				
Q Search...				
Registered on	Email	Name	Notified	
04/02/2021 8:55 AM		Max Mustermann	No	

This window lists a detailed overview of the customers, who want to receive a notification for the previously selected item.

### Description of the columns

- **Registered on:** The date on which the customer registered for the notification ( or clicked the confirmation link in the notification mail)
- **EMail:** EMail-address of the customer
- **Name:** Name of the customer ( only available for customers who were logged in during the registration for the notification)
- **Notified:** Has the customer already been notified

By clicking the **Customer icon** you open the customers account.

# Shopware BI (Business Intelligence)

## Introduction

"BI" stands for Business Intelligence - with Shopware BI we would like to use this approach to show you chances and possibilities how you can tune your shop to your target group in a better way and thus increase conversion and turnover.

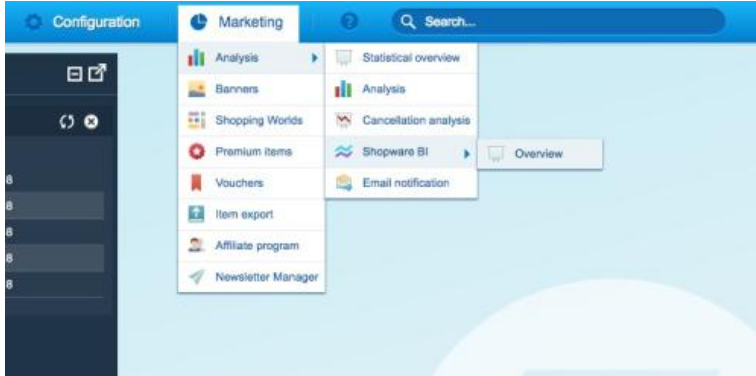


Shopware BI provides you with several data from your shop and the shops of your branch, in which you can compare your shop.

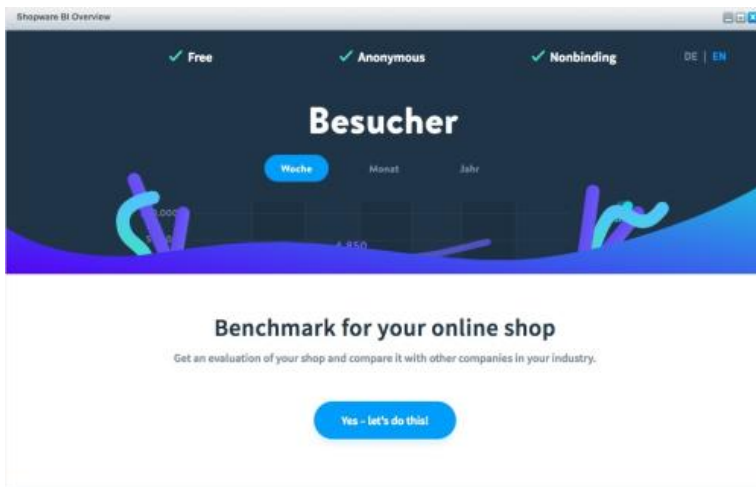
**Privacy** is important for us! Your data will be collected and processed completely **anonymously**. The sector data is also completely anonymous here.

## Setup

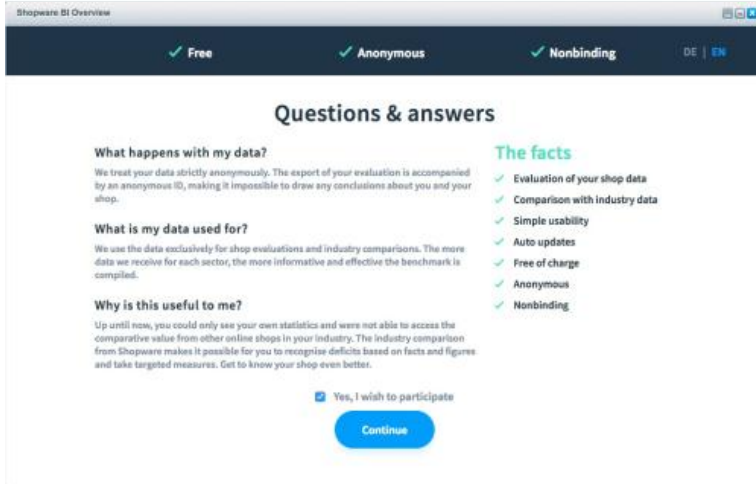
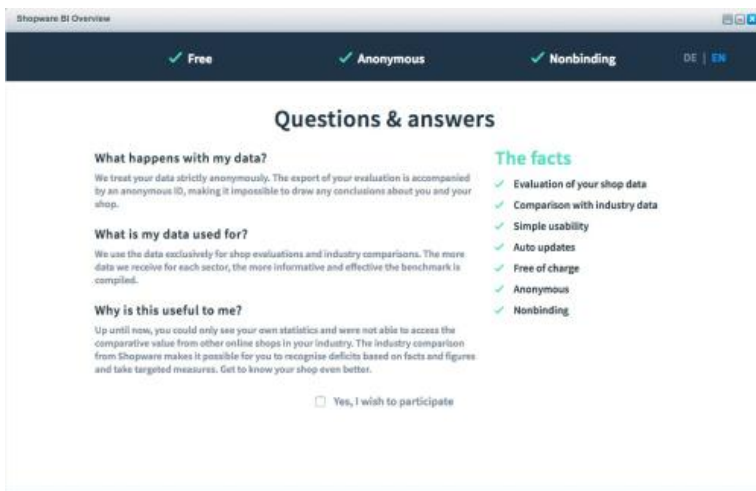
You can set up Shopware BI in the corresponding module under **Marketing > Evaluation > Shopware BI > Overview**:



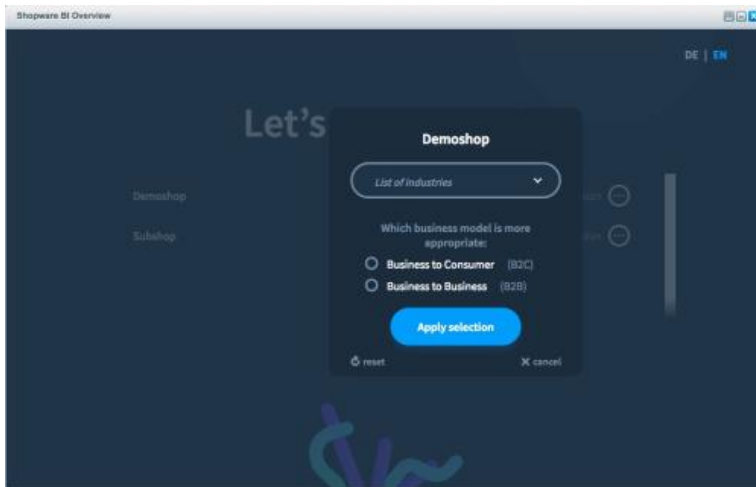
After clicking **Overview** the BI module will be opened:



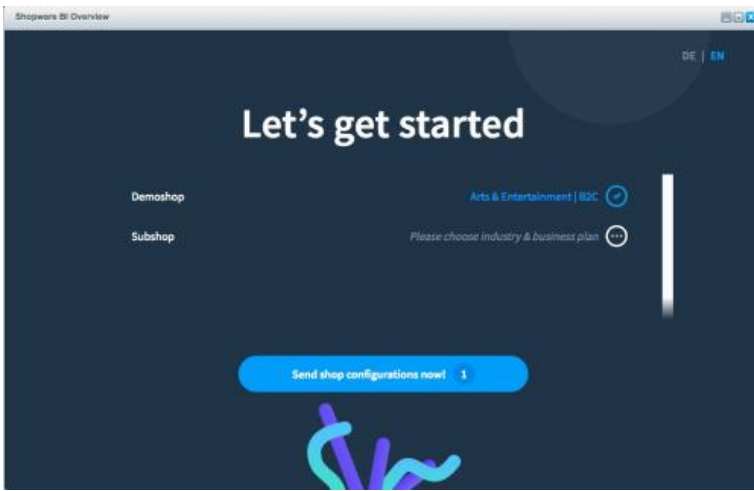
Now follow these steps until the shop is set up:



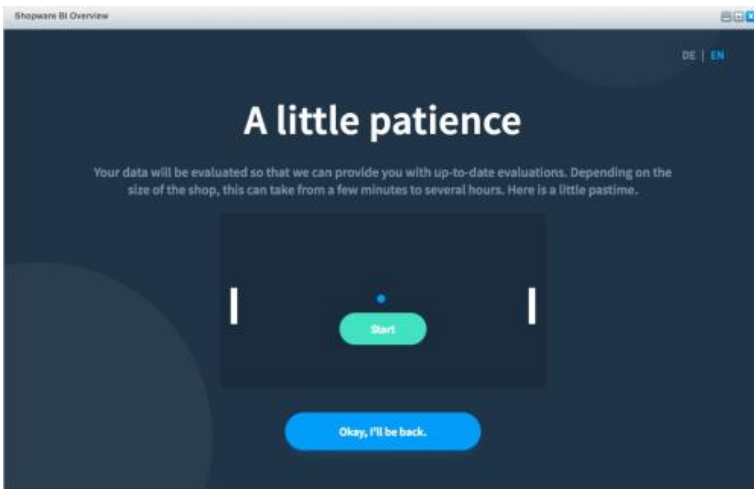
Click on the "..." icon on the respective shop to make the settings for this shop:



Here you can choose from the industry and your business model (B2C and B2B).



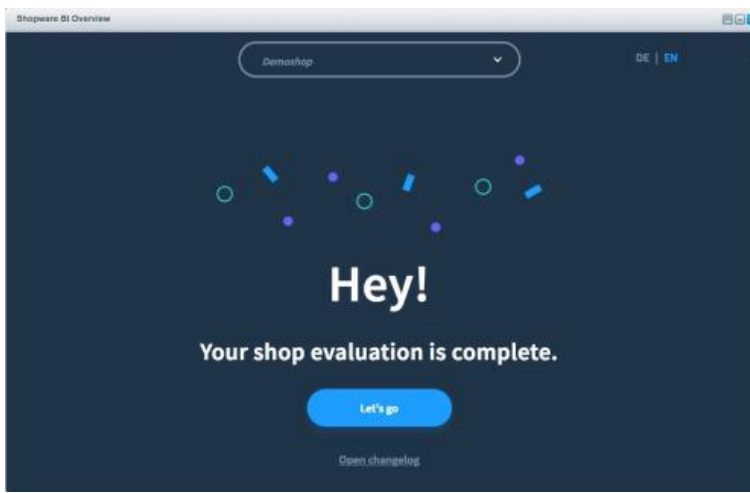
After you have configured all shops, click on **Send shop selection now.**



At this point a little patience is required, because your data has to be sent to our servers first. Here you can either play a round of "Pong" or leave the module and look in again later:



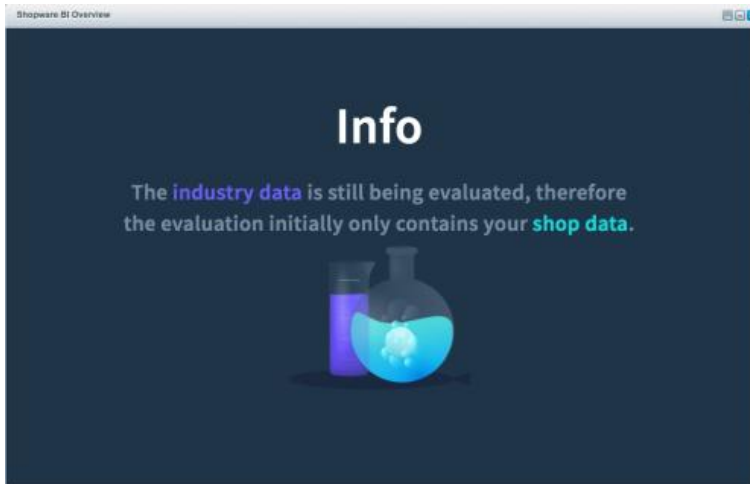
When your data has been uploaded and evaluated you will be informed in the backend via a growl message:



Now, you can open the module directly or close the message.

## Get statistics

Open the module as usual via **Marketing > Analyses > Shopware BI > Overview**. In the dropdown at the top in the middle you will find your shop selection, the statistics will then always be displayed for the respective shop.



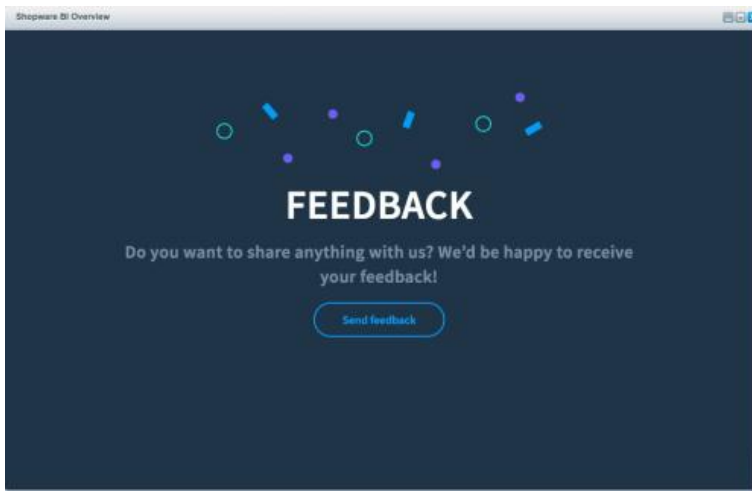
**If there is no industry data available yet**, you will be told:

Then, you will only see your own data for the time being and cannot yet compare it with the industry. This happens especially if there is not enough industry data available to deliver a meaningful result.

Below you can have a look at the statistics of Shopware BI:

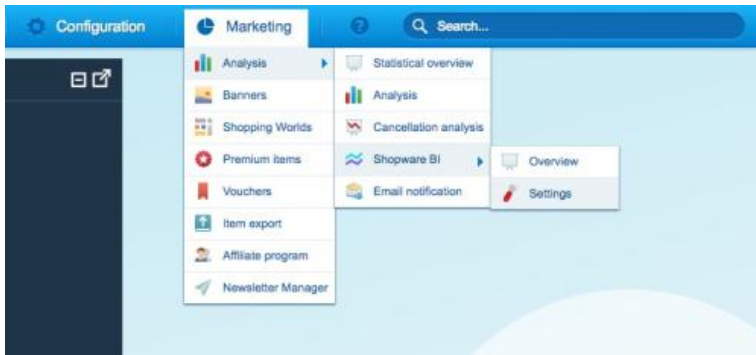


At the bottom of the window you have the possibility to give feedback:



## Settings

After you have configured Shopware BI for the first time, you will find the corresponding settings in the menu under **Marketing** > **Analysis** > **Shopware BI** > **Settings**.



Here you can make settings for Shopware BI and, for example, stop participation, change the industry or change the business model.

Shopware BI Settings

Shop selection

Shop: Demoshop

I want to stop the service. [Stop the service](#)

Industry

Choose industry: **Arts & Entertainment**  
[Wrong industry?](#)

Business plan

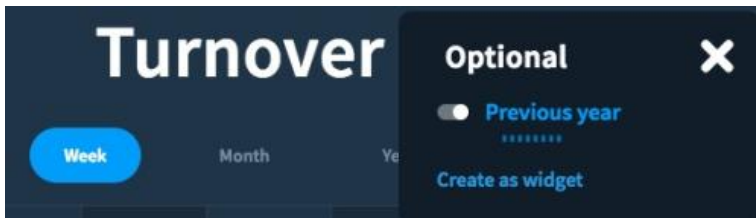
Business to Consumer (B2C)

Business to Business (B2B)

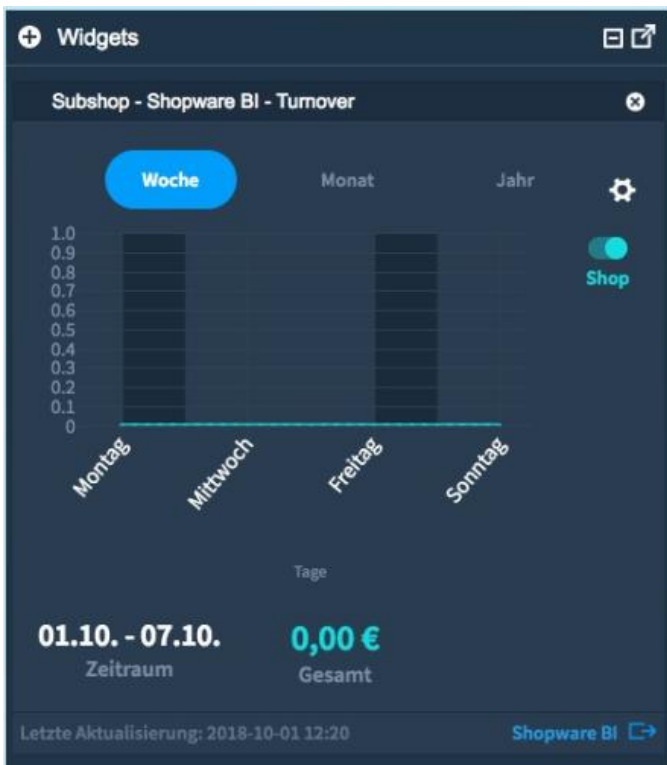
[Save](#)

## Integration as widget

You can also integrate almost any statistic as a widget into your personal dashboard. Open the BI module, select your desired shop and click on the cogwheel icon for the desired statistic:



In the popup which will be opened, click on **Add as Widget**. Afterwards, the statistics will appear as a widget in your dashboard:



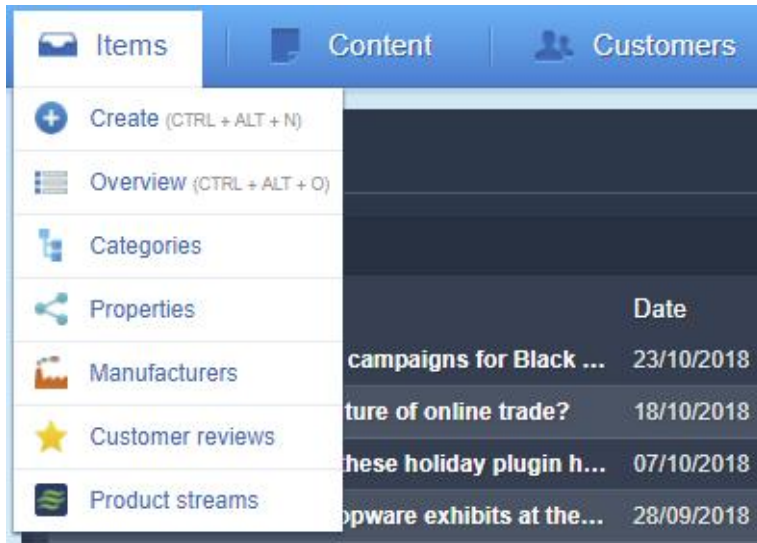
As a known issue, the widget is german at the moment. We will change this soon!



# Products & Categories

Part of every online store are of course the products that shall be sold. The configuration of those products and the management of those in the category tree structure are explained in this part of the documentation.

Also you find all information regarding special product forms like variants or esd products as well as productspecific basics like ratings, filters or suppliers here.

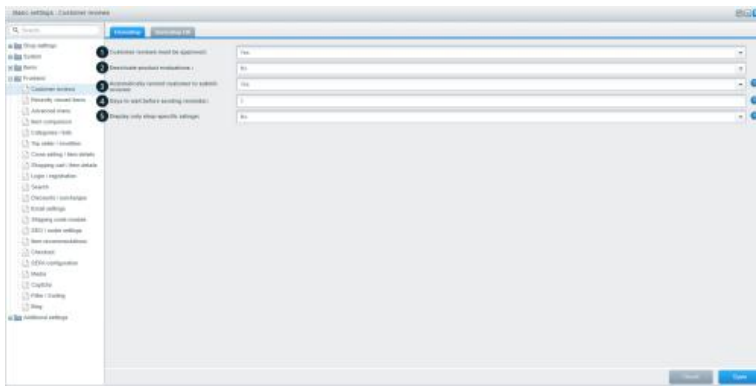


## Customer reviews

By default, Shopware already offers the possibility to rate products and thus provide extended product information from which all customers benefit.

## Settings

In **Configuration > Basic settings > Frontend > Customer reviews** you have the possibility to make settings for the rating system.



- **Customer reviews must be approved (1):** Here you can define if the ratings have to be enabled by you first.
- **Deactivate product evaluations (2):** Here you can deactivate the ratings in the frontend.
- **Send automatic reminder for article rating (3):** With this setting you can control whether the customer should be sent an email with the request to rate the purchased item.
- **Days until the reminder email is sent (4):** This option allows you to define the number of days after which Shopware should remind the customer about the article evaluation. The requirement is that the order was placed X days ago and has the order status "Completely completed" or "Completely delivered", otherwise the email will not be sent.

The reminder e-mail is only sent if the cronjob Article evaluation by e-mail has been configured and activated accordingly in the cronjob settings. The sARTICLECOMMENT e-mail template is used here. The cronjob should be executed only once a day, otherwise the already sent mails would be sent again! The cronjob does not check which emails have already been sent and which have not!

- **Show only subshop specific ratings (5):** Here you can choose whether you want to display all ratings for an article in every store or whether you only want to display the ratings from the corresponding store. This works for subshops as well as for language stores. For example, you can only allow ratings in the language that matches the store. Also the separation of different stores, which have no connection to the outside, is simplified. In the frontend, both the texts in the ratings tab and the calculation of stars will then be calculated per store.



In addition, under **Settings > Basic Settings > Other Settings > Privacy** you have the option to set whether the double opt-in function should be used for article ratings **(1)**. If this is set to Yes, the customer must first confirm a link, which is sent by e-mail to the specified e-mail address.

## Create a review

The screenshot shows a web form for submitting a customer evaluation. At the top, there are two tabs: 'Description' and 'Evaluations' (with a '1' next to it). The main heading is 'Customer evaluation for "Hauptartikel"'. Below this, there is a preview of a submitted evaluation showing a 5-star rating, the name 'John Doe', the date '9 Feb 2021', a summary 'Great smartphone', and the text 'it is amazing.'. The main form area is titled 'Write an evaluation' and contains a yellow warning box stating 'Evaluations will be activated after verification.'. The form fields include: 'Your name' (text input), 'Summary\*' (text input), a dropdown menu currently set to '10 excellent', 'Your opinion' (text area), a CAPTCHA image showing the number '1019', and a text input field for the CAPTCHA. At the bottom, there is a 'Save' button and a link to 'data protection information'.

On the product detail page you will find a tab **"Evaluations" (1)**. Here the customer can comfortably submit his evaluation for the products. Here are name, e-mail address and the summary mandatory fields.

If the customer has now filled in all data correctly, he can send the evaluation by clicking the Save button. Afterwards a success message appears here as well as the hint that the link in the e-mail must be confirmed.

## Rating module

The screenshot shows the 'Customer reviews' module in a backend system. It features a table with columns for 'Product', 'User', 'Date', 'Status', 'Rating', and 'Action'. The table contains several rows of data, including reviews for 'Hauptartikel' and 'Hauptartikel 02'. The 'Status' column shows 'Released' or 'Marked for release'. The 'Rating' column shows star ratings (e.g., 5 stars, 4 stars). The 'Action' column contains icons for 'Enable', 'Delete', and 'Marked for release'. On the right side, there is a 'Product overview' sidebar showing a list of products with their respective ratings and a 'Filter' section.

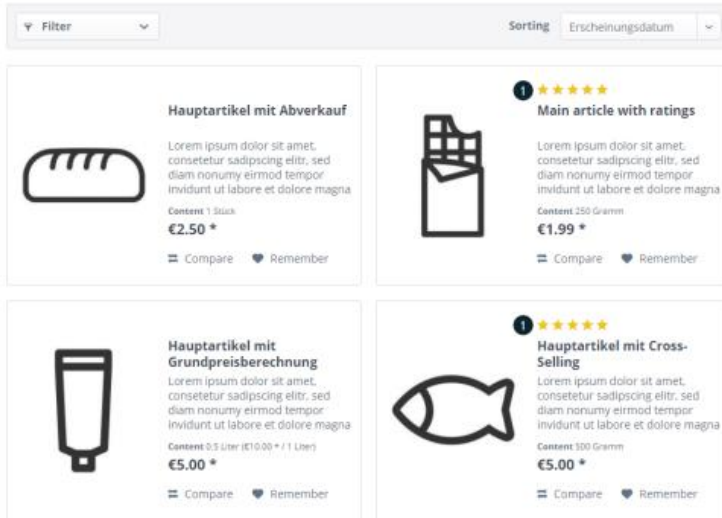
If we assume that the customer has now confirmed the link of his submitted product rating, the rating then appears in the rating module in the backend. You can find the rating module under **Items > Customer reviews**.

- **Enable marked ratings(1):** Here you can select several ratings and then enable them.
- **Delete marked ratings (2):** With this button you can delete the previously marked ratings.
- **Status (3):** Here you can see whether the rating has been released or not.

- **Further options (4):** Here you can release or delete individual ratings or open the detailed view and reply to the rating.
- **More Information (5):** Here the details of the selected article rating are displayed again in the overview.

## Display in category Listing

If there are ratings for the article, you can see this by the **stars (1)**. The stars are displayed here depending on the average rating.



## Export of the ratings

You have the option of exporting the associated number of ratings and the average rating as variables for each individual article. These two values are available to you during the export for e.g. price search engines:

**{`$$Article.sVoteCount`}** = Product rating Quantity

**{`$$Article.sVoteAverage`}** = product rating average

## Automatic reminder

Product reviews are critical to the success of products in the store as other customers trust the reviews and buy well rated products rather than less well rated ones. With Shopware, you can remind your customers to rate your products, so you can get the most out of your sales potential.

## Default settings

In order for the reminder email to be sent, you must first activate this function. Install the following extension if you haven't already done so:

Cron (see article: [Cronjobs](#))  
CronRating

Then you can make all necessary settings under "**Configuration > Basic settings > Frontend > Customer reviews ratings**":

Set the interval of the rating cronjob to at least 86400 seconds or 24 hours, otherwise your customers will receive the rating request several times!



With **Automatically remind customer to submit reviews (1)** you activate the reminder. Under **Days to wait before sending reminder: (2)** you can specify how many days after the order the e-mail will be sent. There are 2 things to consider:

- The setting always starts at the day of the order completion.
- The reminder will only be sent if the order has the status **Completely delivered** or **Completed** on that day.

We recommend not to set the value **Days to wait before sending reminder** under 7, due to the usual payment and shipping times, the evaluation request should not arrive too early at the customer.

## Explanation of the logic

If today is the 26.03. and the field "Days to wait before sending reminder" in the basic settings contains the value 20, all orders that were placed on 06.03 are checked during the execution of the cron job. All orders from 06.03 that have the status **Completed** or **Completely Delivered** will receive the evaluation e-mail. For testing purposes you can set the value of the days to 0, complete an order, adjust its status accordingly and execute the cronjob. After the cronjob has been started, all customers who ordered on the same day and have the corresponding status will receive an e-mail.

The cronjob will send all the item rating request emails due at that time. It is not checked here whether these have already been sent, so we recommend not to execute the cronjob several times in succession, otherwise the e-mail may be sent several times..

## E-Mail Template

In **Configuration > E-Mail Templates** you can customize the e-mail template "System emails > sARTICLECOMMENT" according to your wishes. You can find more information about the e-mail templates in the [e-mail templates](#) article.

## Available variables in the email

In order to get an overview of the available variables, you can open the bar on the right side of the screen while the e-mail template is open. All available variables will then be displayed. Note that the list is only complete when the e-mail template has been sent at least once.

## Tips & Tricks

### Rating using a rating portal

You can also combine this email with e.g. an external rating portal, some portals need the data, e.g. email address, in a base64 encoding. This can also be realized with Shopware. Instead of the regular variables **{`$sUser.email`}** or **{`$sOrder.ordernumber`}** these can also be specified as **{`$sUser.email|base64_encode`}** or **{`$sOrder.ordernumber|base64_encode`}**.

Example link for clarification:

[https://www.evaluation-portal.de/evaluation/evaluation\\_XXXXXXXXXXXXX.html&buyerEmail={`\$sUser.email|base64\_encode`&shopOrder](https://www.evaluation-portal.de/evaluation/evaluation_XXXXXXXXXXXXX.html&buyerEmail={<code>$sUser.email|base64_encode</code>&shopOrder)

### Problems sending the mail

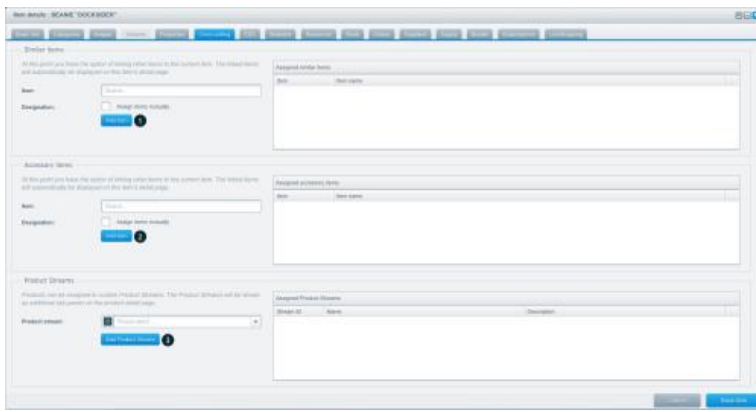
**If the function does not send e-mails, please check the following points:**

- Is the order status of the order "**Completely delivered**" or "**Completed**"?
- Is the extension "**Cron**" activated?
- Is the extension "**CronRating**" activated?
- Is the cronjob active?
- Is the cronjob configured correctly on the server?
- Are the settings in the basic settings correct?

## Cross-selling

### General

Shopware offers you different possibilities to make further article recommendations on the detail page. This serves on the one hand the cross-selling e.g. by the recommendation of a suitable accessory article, but also the up-selling. Customers are offered the fitting, interesting content to achieve the optimal shopping experience in the shop. You will find the corresponding settings in the backend in the item details menu in the "Cross-Selling" tab.



The parts are divided into:

- Similar items **(1)**
- Accessory items **(2)**
- Product Streams **(3)**

## Similar Items

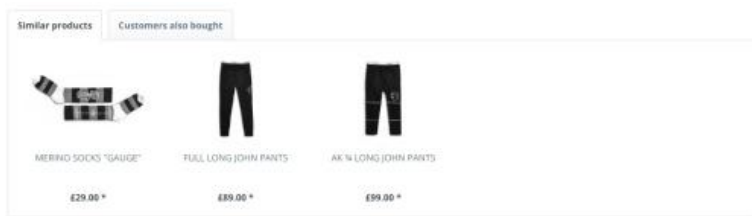
The similar items on the detail page are determined in the standard on the basis of the category assignment. In addition to this automatic determination, you also have the option of making a manual assignment. This is recommended if you want to up-sell defined products or if you just want to point to a similar product.

### Settings in the backend



- **Item (1):** This field is for searching items. There you can enter the item number or description for the item you want to assign to this item.
- **Designation - Assign items mutually (2):** Here you can define whether the similar item is only displayed in the currently opened item or also in the item you enter here.
- **Designation - Add item (3):** This button confirms the addition of a new similar item with the previously defined properties.
- **Assigned similar items (4):** This overview lists all similar items assigned to the item.

### Display in frontend



The similar items are displayed below the product description as a tab next to "Customers also viewed".

## Settings

In the basic settings under Frontend > Cross selling / item details you can define the following settings:

- **Number of automatically determined similar products (detail page):** On the detail page, 3 similar items are proposed by default. The minimum value for automatic determination is 1. Generally, items from the same category are proposed.

## Accessory items

The accessory items are not generated automatically. Here you can define which other items should be listed as accessories with your item.

### Settings in the backend



This function behaves identically to the fields described above for "Similar items".

### Display in frontend



## Product Streams

In order to implement further up- and cross-selling possibilities on the detail page, product streams can also be used, which then also appear in a slider. Similar to the "Accessories" tab, the "Product Streams" tab is only displayed on the detail page if it is full.



## Settings in the backend



Select the desired product stream by dropdown and click on "Add product stream". Note that mutual assignment does not work here.

## Display in Frontend



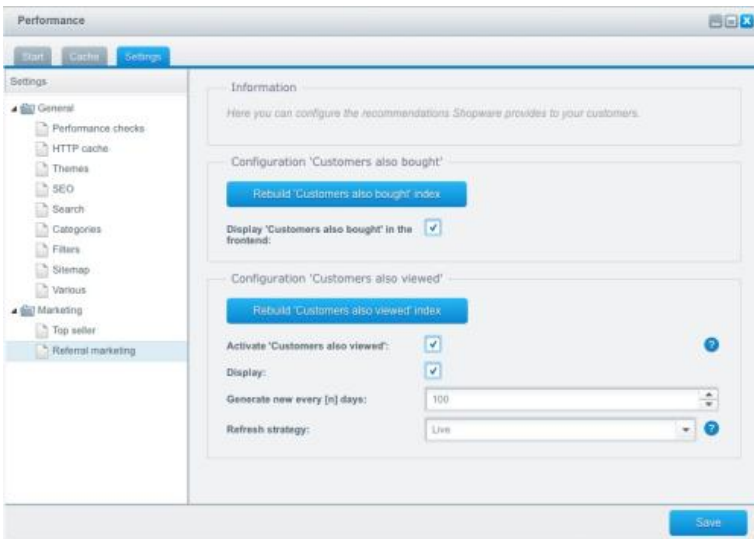
The product streams are displayed in the frontend as a new tab next to Accessories and Similar Items. The name of the product stream is used as the name for the tab.

## Additional settings

In addition to the cross-selling options in the item details, there are other up-selling and cross-selling options that the shop builds, based on the generated statistics such as orders, impressions and much more. The most important settings for the functions described here can be reached via the [performance module](#), which can be accessed by clicking on the menu item Configuration > Cache/Performance.

## Customers also bought

### Settings in the backend



The [performance module](#) offers the following two options in the menu referral marketing:

- **Rebuild "Customers also bought" index** : With this button you can rebuild the index.
- **Display "Customers also bought" in the frontend** : Define if the slider should be displayed in the frontend. In addition, under *Settings > Basic Settings > Storefront > Cross-Selling / item details*, you will find the following option: **Number of items "customers also bought"** - This determines the number of items that are automatically suggested to the customer in cross-selling. Therefore the shopping baskets of successful orders are evaluated.

## Display in frontend

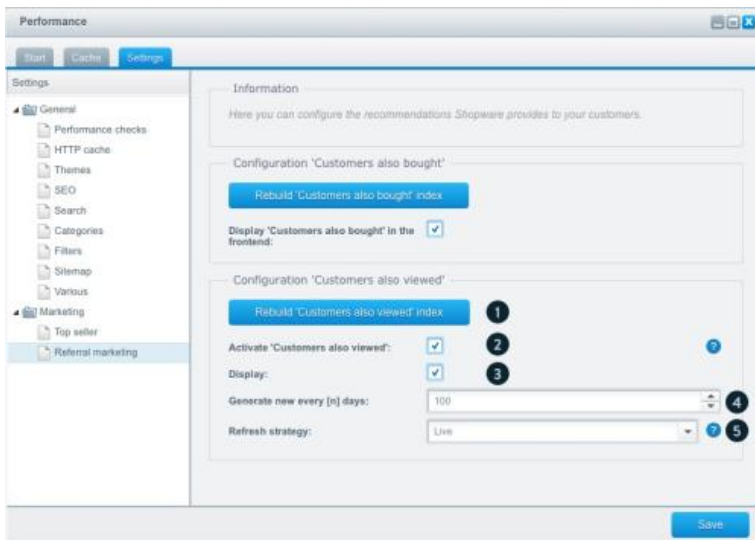


This function, as well as all other cross-selling functions, is displayed directly on the detail page next to the similar items.

## Customers also viewed

This function is generated based on the collected data from "last viewed" and displays items as recommendations directly on the detail page.

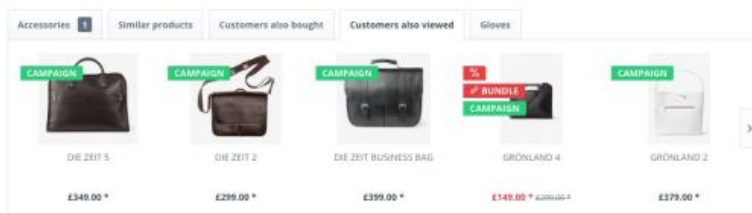
## Settings in the backend



In the [Performance module](#) you have the following default settings:

- **Rebuild "Customers also viewed" index (1):** With this button you can manually rebuild the index for "Customers have also viewed". This makes sense, for example, if you have set the updatestrategy to "manual".
- **Activate "Customers also viewed" (2):** Here you can (de-)activate the collection of statistical data when customers place an order.
- **Display (3):** This setting determines whether "Customers have also viewed" should be displayed in the frontend.
- **Generate new every "n"days (4):** This setting is used to define how long the index is valid, i.e. how often an entry is to be deleted from the index. All entries older than the defined value are deleted from the database when the cronjob "Cleanup" is called.
- **Refresh strategy (5):** Here you can define how the index should be created. We recommend to use the setting Cronjob to avoid unnecessary load during a page call and to outsource such processes to a point in time when the shop is rarely visited. The setting "Live" creates the index per page call.

## Display in frontend

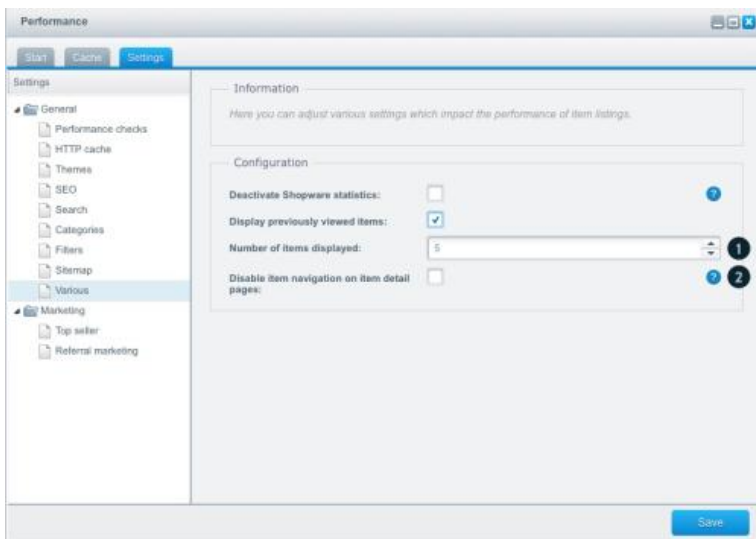


The "Customers have also viewed" items are displayed on the detail page next to the similar items. This data is also included in the recommendation engine, which, for example, displays recommendations in the "Add to shopping cart" popup. However, the popup is only displayed if the "OffCanvas shopping cart" is deactivated in the [theme manager](#).

## Viewed items

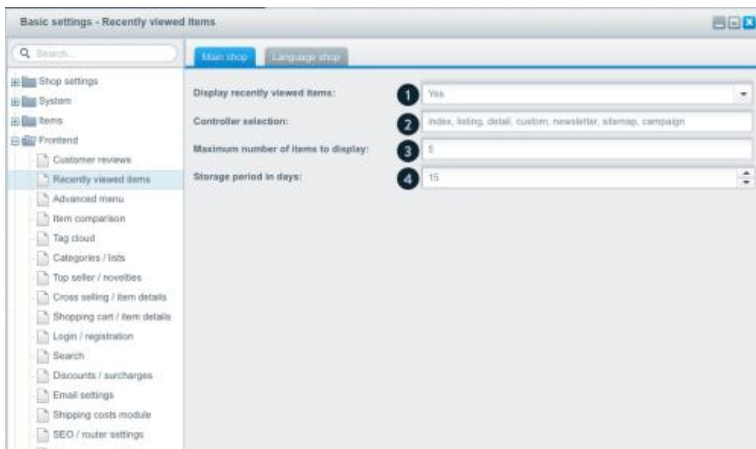
The "Viewed items" are stored in the visitor's browser and are therefore not cached by Shopware. On the one hand, the article history serves as a support for the customer to quickly return to an article he has previously opened, and on the other hand also to collect enough statistical content for the "customers have also viewed" slider.

## Settings in the backend



Here you can find the settings directly in the [performance module](#) in the section "Various". There you can define the following settings:

- **Display previously viewed items (1):** With this setting you can deactivate the last viewed articles in the frontend.
- **Number of items displayed (2):** Here you can define how many products are stored in the article history. This is necessary, for example, if you adjust the display in the frontend using template adjustment. The default setting is 5.



You will also find further configuration options in the **basic settings**:

- **Display recently viewed items (1):** This setting behaves 1:1 like the above described "Show last viewed items". You can use it to (de-)activate the display in the frontend.
- **Controller selection(2):** Here you can define on which pages the last viewed articles should be displayed. The predefined controllers are: index (home page), listing (category page), detail (detail page), custom (shop pages), newsletter (newsletter), sitemap (sitemap) and campaign (shopping worlds).
- **Maximum number of items to display(3):** The number of articles to be displayed.

- **Storage period in days(4):** The storage list in days indicates how long the last viewed articles should be stored in the database. This is used specifically for the recommendation engine - especially for **customers have also viewed**

## Display in frontend



The recently viewed items are displayed in the category listing, the article detail page and a number of other pages directly below the content area. On the detail page, for example, this is below the similar items, in the listing below the category listing.

## Properties / Filters

In shopware it is possible to define item properties, for example the colour, the material, form or type of an item available in your shop. Your customers can filter their searches by these properties and tailor individual searches exactly to their needs. Customers might e.g. look for a red t-shirt. So if you have kept your item properties neat, this will generate additional value for your customers by allowing to search for all kinds of properties that might be important for them personally. This makes it much easier for your users to find products they are really looking for. How to successfully employ item properties in your shop will be described in this article.

## The module



The module is arranged in 4 sections, the sets **(1)**, group assignments **(2)**, all groups **(3)** and the options **(4)**.

In the "sets" section you find all your sets (e.g. clothes). Clicking one of these sets will activate the section "group assignments" which shows you all the assigned groups. In "all groups" you can see all your groups (e.g. colour or size). In options you can see all your options (e.g. S, M, L, XL).





















A set can be built in various ways. In our example we set it up by item type. This will make life much easier for you, as many of those items that share a type-set will most likely also have similar properties. This way it is relatively easy to assign properties to each of the items later. **Please note** that a **group** can be part of


multiple **sets**. On the other hand, an item can only be assigned to one set. That's why you should always make sure, your set contains all of the required groups and options.

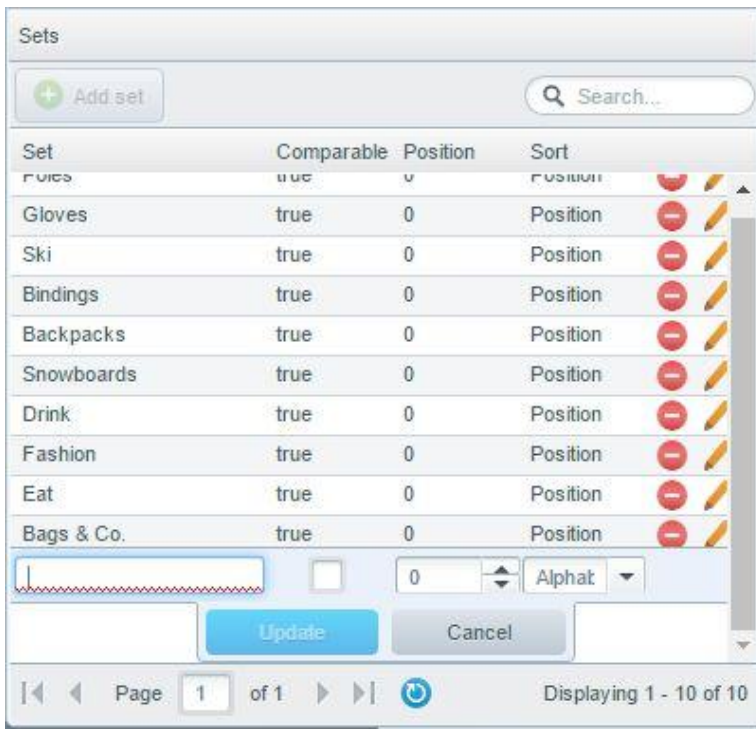
## Creating sets

Click on "Add set", enter a name in the corresponding field (e.g. clothes) and click the pencil symbol to check or uncheck the following options :

- **Comparable:** If active, the properties of this set will appear in the item comparison table.
- **Position:** This determines the position of the set, if multiple sets are to be sorted, e.g. in the listing.
- **Sort:** This will handle the order of the groups within this set, choose between: alphabetical, numeric and position (manual Sorting by Drag and Drop in "Group Assignment").

Set	Comparable	Position	Sort		
Poles	true	0	Position		
Gloves	true	0	Position		
Ski	true	0	Position		
Bindings	true	0	Position		
Backpacks	true	0	Position		
Snowboards	true	0	Position		
Drink	true	0	Position		
Fashion	true	0	Position		
Eat	true	0	Position		
Bags & Co.	true	0	Position		

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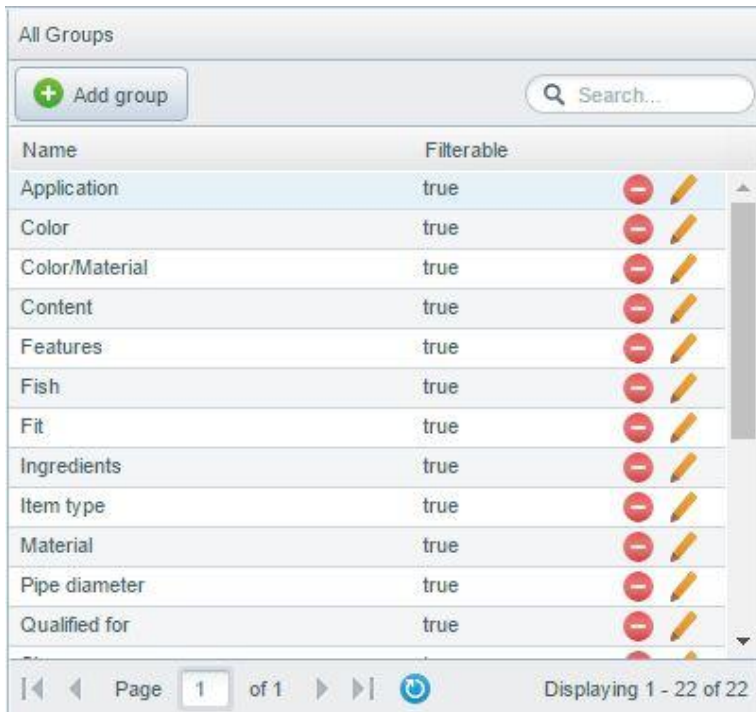


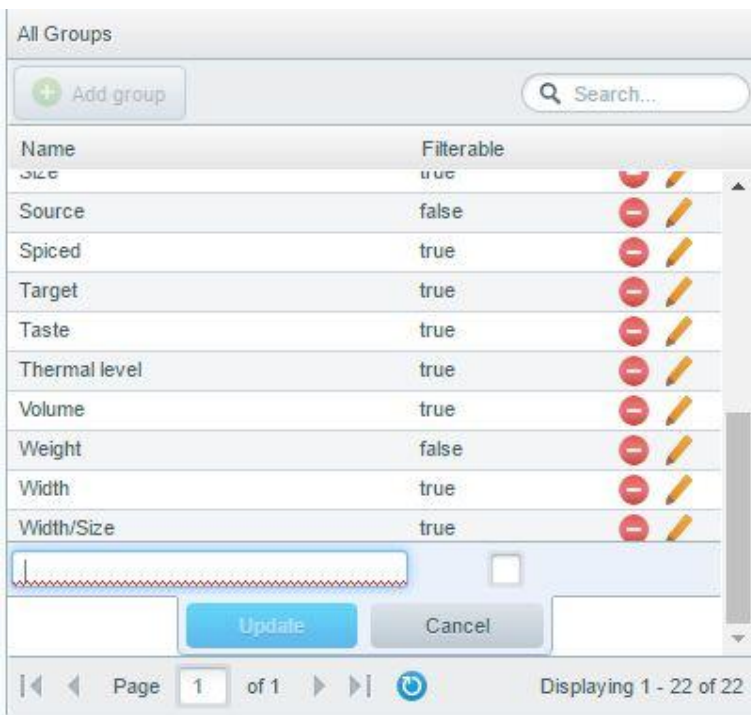
After this, click on "Update" to save the new set.

You can choose only one set per item, so make sure, that your set contains all possibly required groups.

## Creating groups

To create a group, click "Add group" and enter a name in the appearing field, e.g. "colour" or "size". Then decide, whether or not this group should be filterable in the frontend:





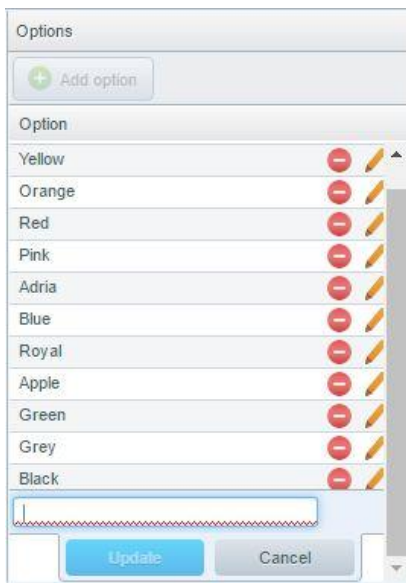
After this, click on "Update" to save the new group.

## Creating options

To create options, select the group you want to add the options to first. On the right-hand side the section labeled "options" will refresh. Now click "Add option" and enter a name for your option in the appearing field (e.g. "red").

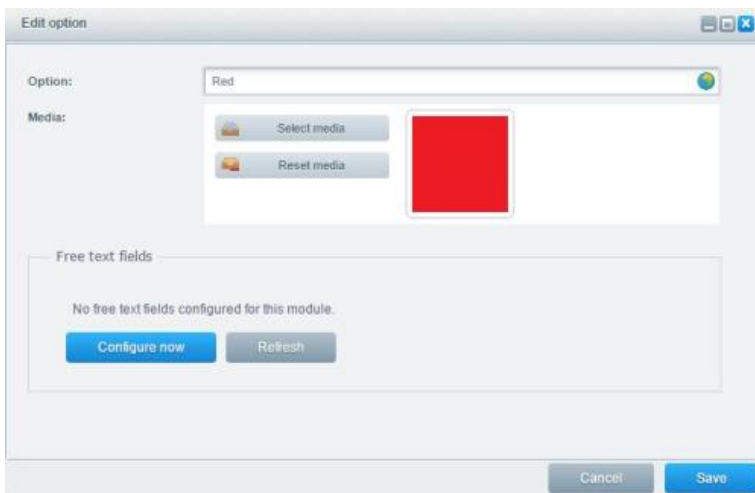






Click on "*Update*" to save the new option.

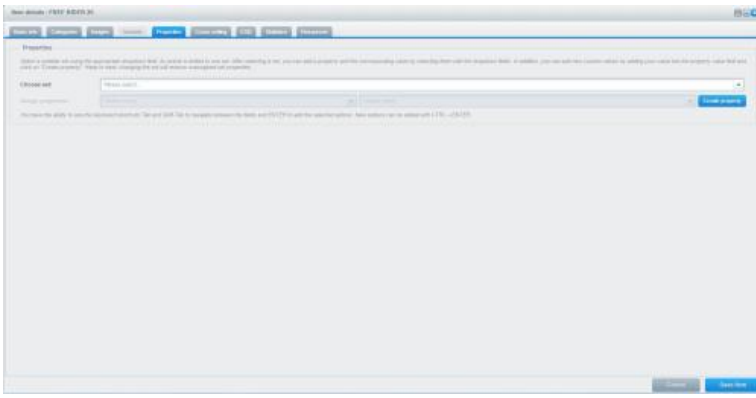
After saving the option, you can edit it by clicking the pen icon. Here you can choose an image fitting for your option, which will be displayed in the frontend filter area.



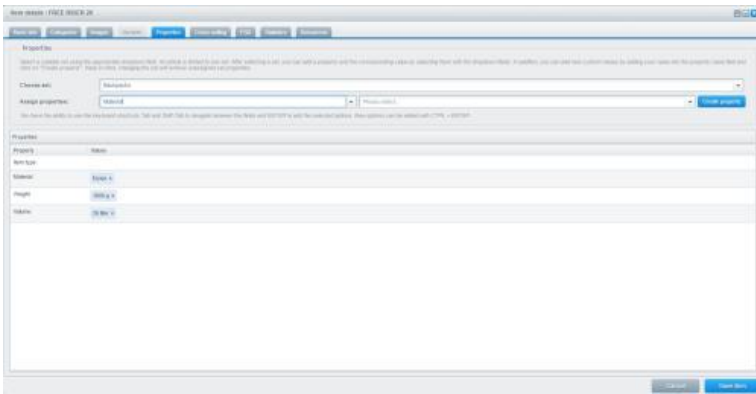
## Assigning groups to a set

To enter the properties of your item, you have to assign the respective groups to a set first. To do this, select the desired set on the left, e.g. clothes. The area "group assignment" will refresh. Then drag and drop the desired group(-s), e.g. "colour" and "size" into the area "group assignment", these groups are now assigned to the selected set.

## Assign properties to an item



Assigning properties to your item can be done via the Properties tab in the Item details window. When the item has no properties yet, the window will appear like in the screenshot above. Choose the set, e.g. clothes, then the property area will become active. Select an existing group like "colour". After choosing the group, an option field will become active. Just select one of the options, e.g. "red" and the property will appear in the property area below. When you have assigned all properties, save your item. The result should look like this:



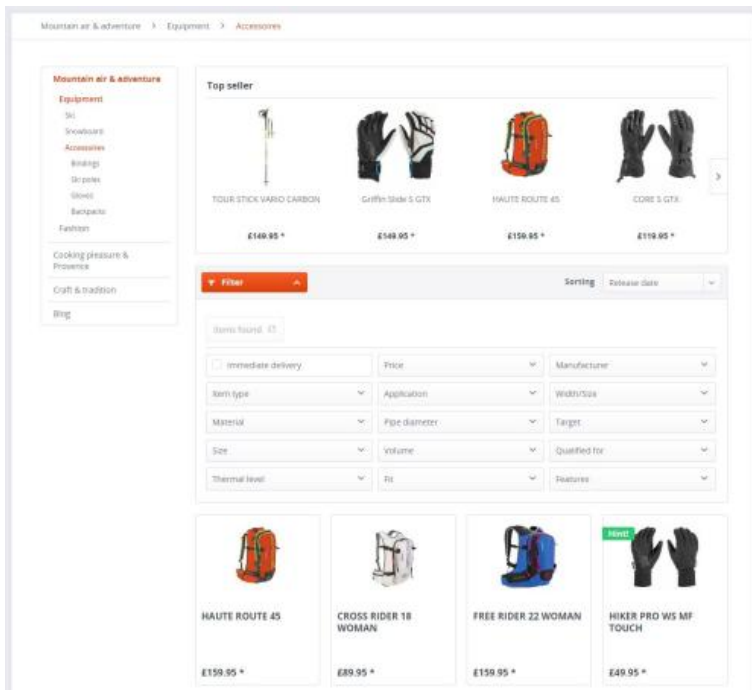
While assigning properties you can navigate across the surface using your keyboard. Just press "tab" to move ahead and "shift" + "tab" to move backwards. Use the arrow keys to navigate through the dropdown fields and press "Enter" to confirm your selection.

## View in the frontend

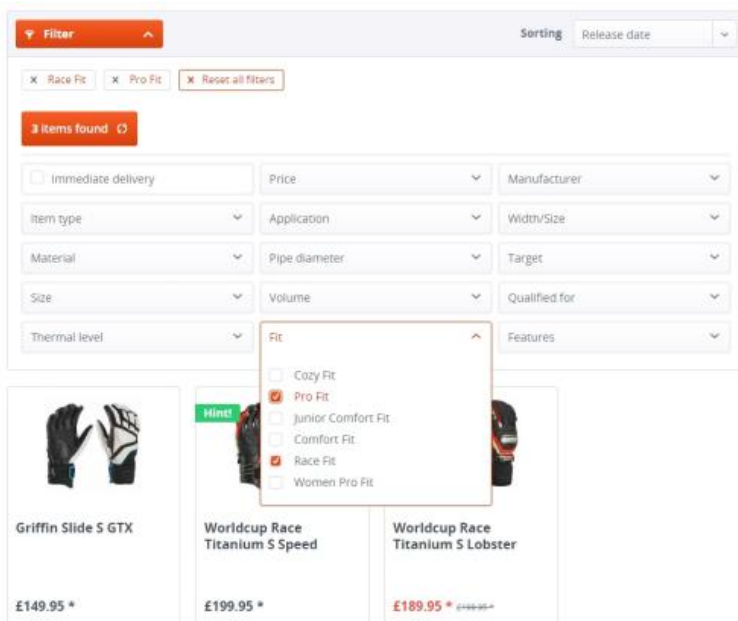
Properties will certainly be used in the frontend, although mainly in the listing for filter purposes, but also on the comparison and the detail page.

## Listing

In the listing properties are used for filtering, your customers can filter the category listing by any of the existing properties. If you already set images for your options, these will also be shown here. This is especial useful e.g. for colors. Here is an example of filters using properties:



Users can select any desired property and thereby filter the listing:



## Detail page

On the details page you can also find the properties, located below the description:

**Description** **Evaluations** 0

**Product information "Worldcup Race Titanium S Lobster"**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend velit. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, fugiat a, tellus.

Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit ut, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc.

<b>Item type:</b>	has accessory items, Pseudo price, image variants
<b>Width/Size:</b>	6.5, 7.0, 7.5, 8.0, 8.5, 9.0, 9.5, 10.0, 10.5, 11.0
<b>Target:</b>	Unisex
<b>Thermal level:</b>	Extra Warm
<b>Application:</b>	Ski
<b>Material:</b>	Premium Goatskin, Ceramic Shell, Neoprene
<b>Fit:</b>	Race Fit
<b>Features:</b>	Pro Guide Zone , Pro Grip Zone




**Related links to "Worldcup Race Titanium S Lobster"**

- > Do you have any questions concerning this product?
- > Further products by LEKI

## Item comparison

In the section "item comparison" you will be presented with the basic item data , but also the properties:

**Compare** [X]

Image			
<b>Name</b>	<b>Worldcup Race Titanium S Lobster</b> <a href="#">See details</a>	<b>Worldcup Race Titanium S Speed System</b> <a href="#">See details</a>	<b>Griffin Slide S GTX</b> <a href="#">See details</a>
<b>Evaluation</b>			
<b>Description</b>	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor...	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor...	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor...
<b>Price</b>	£199.95 * <b>£189.95 *</b>	<b>£199.95 *</b>	<b>£149.95 *</b>
<b>Item type:</b>	has accessory items, Pseudo price, image variants	has accessory items, Highlight item, image variants	Example for availability, has accessory items, Selective variants
<b>Width/Size:</b>	6.5, 7.0, 7.5, 8.0, 8.5, 9.0, 9.5, 10.0, 10.5, 11.0	6.5, 7.0, 7.5, 8.0, 8.5, 9.0, 9.5, 10.0, 10.5, 11.0	6.5, 7.0, 7.5, 8.0, 8.5, 9.0, 9.5, 10.0, 10.5, 11.0
<b>Target:</b>	Unisex	Unisex	Unisex
<b>Thermal level:</b>	Extra Warm	Extra Warm	Extra Warm
<b>Application:</b>	Ski	Ski	Ski
<b>Material:</b>	Premium Goatskin,	Premium Goatskin,	Neoprene, Flex Cuff ,

## Tips & tricks

### Dealing with many groups / options

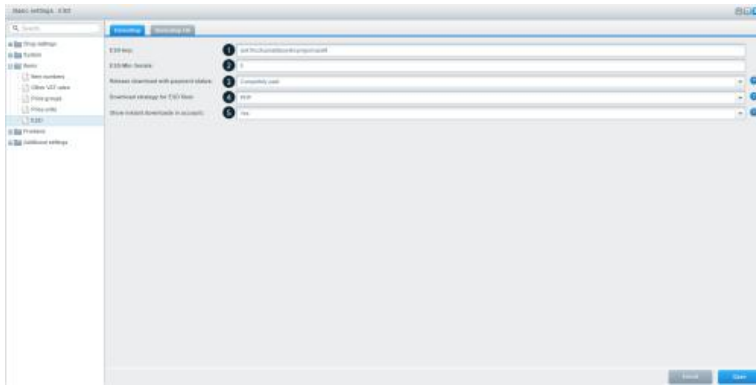
If you have created many groups / options in your shop, you might experience performance issues. In that case try and set the MySQL option "*optimizer\_search\_depth*" to "0". If you have no clue how to do this yourself, contact your hoster.

# ESD

Electronic Software Distribution (ESD) is useful to sell software products. These products are ordered online, paid and put up for download. Besides software other digital products as e-books, music, videos, games and more can be offered via ESD.

## Settings and Configuration

At **basic settings > Items > ESD** you can manage the settings regarding ESD products.



### ESD-Key

The **ESD-Key (1)** is an individual alphanumeric combination and required for selling ESD items. The files associated to an ESD item are stored in a hidden folder on your server named by this key. That's why you should change your key before using ESD to get an individual folder name.

### ESD-Min-Serials

The field **ESD-Min-Serials (2)** defines, how many serials at least must be available. If this value is surpassed, an automatic mail will be send to you. For this the template *sNOSERIALS* is used. Please note, that the item remains up for sale if ESD-Min-Serials is surpassed, if no free serials are available, the remaining items will be sold without serial!

### Release download with payment status

Here you can set the **payment status (3)** which enables the download for your customer in his account.

### Download strategy for ESD files

Here you define, with which **technical service the download (4)** will be served.

- **Link:** A direct link to the download file is provided. This is insecure because everyone who has the link can download the file!
- **PHP:** The download file is linked over the PHP process, this can be problematic with bigger files.

- **X-Sendfile:** Only for servers with Apache2 configuration with the Apache2 module X-Sendfile. This mode can handle bigger files.
- **X-Accel:** Only for servers with Nginx configuration with the Nginx module X-Accel. This mode can handle bigger files.

The methods X-Sendfile and X-Accel require special setups and configurations on the server / the modules. If you are unsure about configuring, don't hesitate to contact your hoster. Wrong settings or misconfigurations may result in an unreachable server!

## View instant downloads in account

Choose whether you want your customers to see an **Instant Downloads (5)** section in their account. This is where customers can access their purchased downloads. If the Instant Downloads section is not enabled, customers can download the files using the link from the email confirmation.

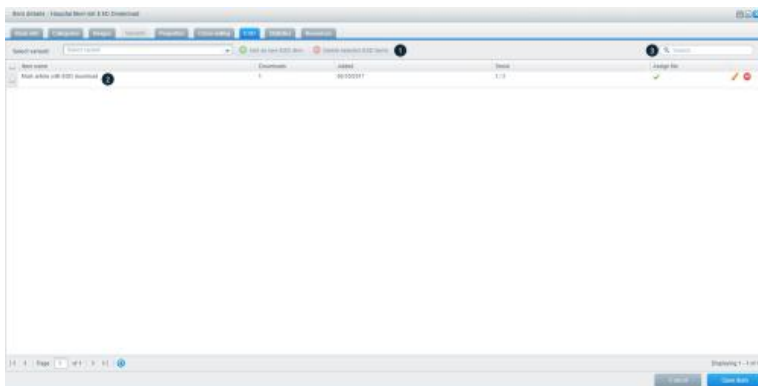
## Activating payment methods for ESD

Because ESD Items should be provided instantly after the checkout, it's important to use a payment method, which confirms the payload direct after the checkout, e.g. PayPal. To ensure this, every payment method has to be activated for ESD items. Just activate "Active for ESD items" to make sure, that you customer can only pay with this method, if he has an ESD item in his cart.

## Offering ESD articles

### Overview

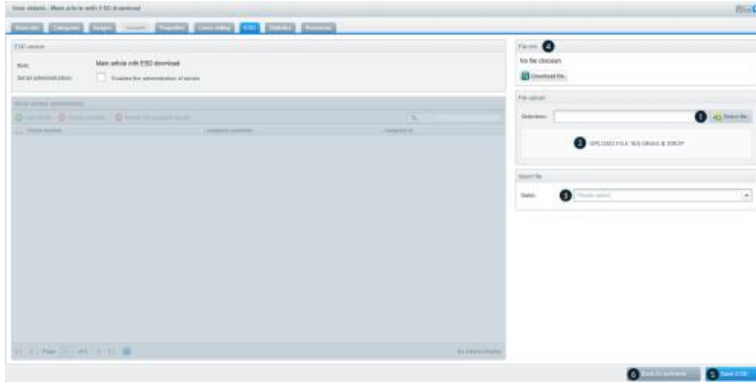
To define an item as ESD item, you need to create and save a new item at first. Continue by selecting the tab named **ESD**. The tab is structured as seen below:



The bar on top of the tab provides the option to define variants as new ESD item or delete existing ones **(1)**. Below this, existing ESD articles are listed **(2)**. Additionally you can see how many downloads occurred, when the ESD item was added and if serial numbers and files were added. The search field provides the option to find existing ESD items faster **(3)**.

### Creating and editing an ESD item

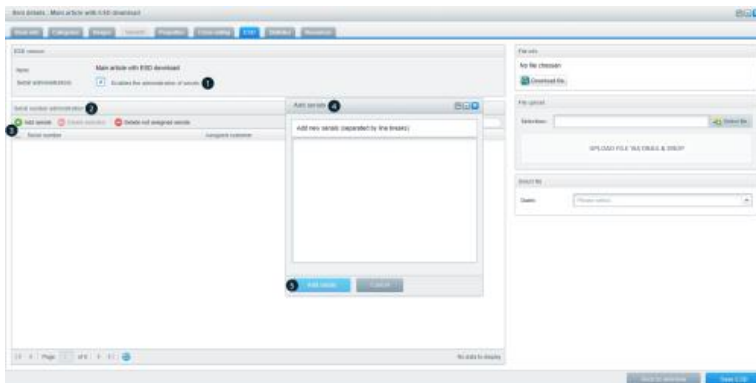
To start, select the desired item via **select variant** and click **Add as new ESD item**. The item is now ready to be linked to a file and can be edited. When you open the ESD item you'll encounter the following view.



If the needed file is not already uploaded to the ESD folder on your server, click **select file (1)**. Depending on the browser you use it is possible to upload a file via drag & drop. For this just drag&drop the file in the hatched **drag & drop area (2)**. Within the block **Select file (3)** you can select the desired file and link it to the item. If a download is already available on the server you can select it in the pulldown menu. As soon as the file is linked to the item, it will be displayed in the block **file information (4)**. Click **Save ESD (5)** to save your changes. **Back to overview (6)** brings you back to the ESD overview of your item.

## Create and link serial number(s)

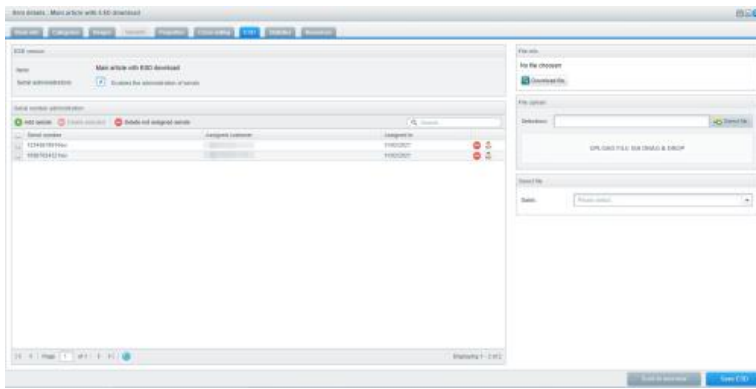
After the file was linked to the item successfully, it can be equipped with a serial number. Click the checkbox next to **Serial administration (1)**. This activates the **serial number administration (2)**. Clicking **Add serials (3)** opens a pop-up, where you may add **serial numbers (4)**. Add the serial numbers here and save them with a click on **Add serials (5)**.



## Serial number(s) overview

- **Add serials** - opens the module to add serial numbers
- **Delete selected** - delete serial numbers marked in the first column
- **Delete not assigned serials** - deletes all serial numbers not assigned to a customer
- **Assigned customer** - displays the eMail of the buyer
- **Assigned to** - date of order

- **Delete serial / Open customer account** - the first icon deletes the serial - Clicking the second icon brings you to the buyer's account



Please consider, that the article remains available for order, even if no serial numbers are left, the item will be sold without serial! You may select in the backend, when you want to receive an eMail for the lack of serial numbers.

## Store large files on FTP-Server

Depending on your server configuration, it may occur that a certain upload limit is hit. This can be caused by the size of the file or the required time. Because of this the process in your backend will stop after a certain time. To avoid this, you can ask your hoster for increasing the PHP setting "upload\_max\_filesize" or you upload this files via FTP. The folder in which the files will be stored can be found under **/files/ESD-KEY**. The file is provided via php - the URL is modified and is not visible as a direct link in the frontend.

## ESD-item in the frontend

Because of the link to an ESD-file the item is marked as "available as instant download".

**€0.99 \***

Content: 1 Stück

Prices incl. VAT **plus shipping costs**

● Free of shipping costs!

● Available as instant download

1   >

Compare  Remember  Comment

Order number: SW10003

When at least one item in the cart is an ESD item, a corresponding note is displayed during the terms, conditions and cancellation policy step.



Terms, conditions and cancellation policy

Please also note our [cancellation policy](#).

I have read and accepted the [General terms and conditions](#) of your shop.

I want immediate access to the digital content and I acknowledge that thereby I waive my right to cancel once the service has begun.

## ESD-items in the customer account

The download item and the serial number are available under "My Account > My instant downloads" immediately after the successful checkout, if the defined payment state was set. It makes sense to offer only payment methods with guaranteed payment after the checkout (e.g. PayPal).

Customer account > My instant downloads

Hi, Max

- Overview
- Profile
- Addresses
- Payment methods
- Orders
- Instant downloads**
- Wish list
- Not Max?
- Logout

### Downloads

Here you can find your downloads sorted according to date.

Date	Product	Download
11 Feb 2021 11:51:00	Main article with ESD download Your serial number: 12345678910sw, 10987654321sw	<a href="#">Download</a>

Page 1 from 1

## Selling a music album as an ESD-item

The following example shows how you may sell an ESD-item, e.g. as an album and use all the abilities the ESD-function holds.

### Step 1: Creating a normal item

To use an item as ESD-item, you have to create and save a new item. Because you want to sell a complete album and the single tracks, you also have to activate "variants" and create the needed variants. One for the album and one for each track.

### Step 2: Generate variants

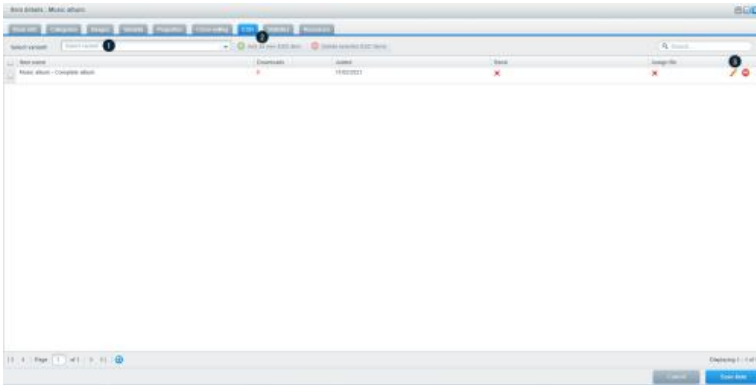
Before switching to the ESD tab, you have to generate the variants. These variants may each use different prices. After generating the variants, you have to switch to the tab ESD.

The screenshot shows a software interface with a table of generated variants. The table has columns for 'User number', 'Name', 'Stock', 'Price', 'Description', and 'Product ID'. The data is as follows:

User number	Name	Stock	Price	Description	Product ID
1000000	Complete album	100	0.00	Complete album	1000000
1000001	Song 1	100	0.00	Song 1	1000001
1000002	Song 2	100	0.00	Song 2	1000002
1000003	Song 3	100	0.00	Song 3	1000003
1000004	Song 4	100	0.00	Song 4	1000004
1000005	Song 5	100	0.00	Song 5	1000005
1000006	Song 6	100	0.00	Song 6	1000006
1000007	Song 7	100	0.00	Song 7	1000007
1000008	Song 8	100	0.00	Song 8	1000008
1000009	Song 9	100	0.00	Song 9	1000009
1000010	Song 10	100	0.00	Song 10	1000010

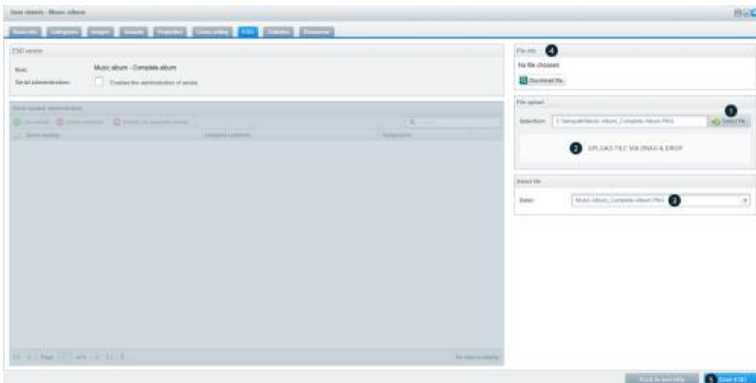
### Step 3: Linking variants and ESD-items

Use the dropdown menu to select the variants **(1)** and create a new ESD-item **(2)** for each variant. Please note, that only variants are available, who aren't already linked to an ESD item. After the variant was prepared to be linked with a file, you are able to open the file information with the edit-button **(3)**.



### Step 4: Linking file and variant

If the file is not yet available in the ESD-folder on your server, use the button **Select file (1)**. Alternatively you may upload it by **Drag & Drop (2)**, depending on your browser. Using the area **Select file (3)** you can select the needed file from your server and link it to the variant. If a download is already available on your server, you can select it using the pulldown-menu. As soon as the file is linked to the variant and the item was saved, the variant is displayed in the block **file info (4)**. Now click the button **Save ESD (5)**. The button **Back to overview** next to the save button takes you back to the overview.



### Step 5: Add ESD items to the cart

In the frontend your customer can select a single track or the whole album with the dropdown. The chosen variant will be marked as an instant download because of the link to an ESD-item.



## Step 6: Downloading file

Depending on the payment status of the activation the download item is instantly available at "**My account > My instant downloads**" after a successful checkout. It makes sense to use only payment methods which ensure the payment after a successful checkout (e.g. PayPal).

# Basic configuration products

## Price units

You can change the price units in your backend under: **Configuration > Basic settings > Items > Price units**.

Click **Add** to create a new unit. For **Name:**, enter the name that can be seen in the frontend for the customer, e.g. ml for milliliters. For **Unit:**, the corresponding name, in this case milliliter. Then save the changes and empty the cache.

In order for the unit to be displayed, it must be stored in the article as a unit of measurement. **Article > Overview / Create > Article details** here you scroll down to the basic price calculations and select the created unit as the unit of measurement. Now save the article and empty the cache. The article should now be displayed in the frontend with the desired unit of measurement.

## Price groups

Make the settings for the article price groups here, which you can select and activate in the article details.

If you edit a price group or create a new by using the **Add button**, you have the possibility to grant percentage discounts to the individual customer groups for certain quantities.

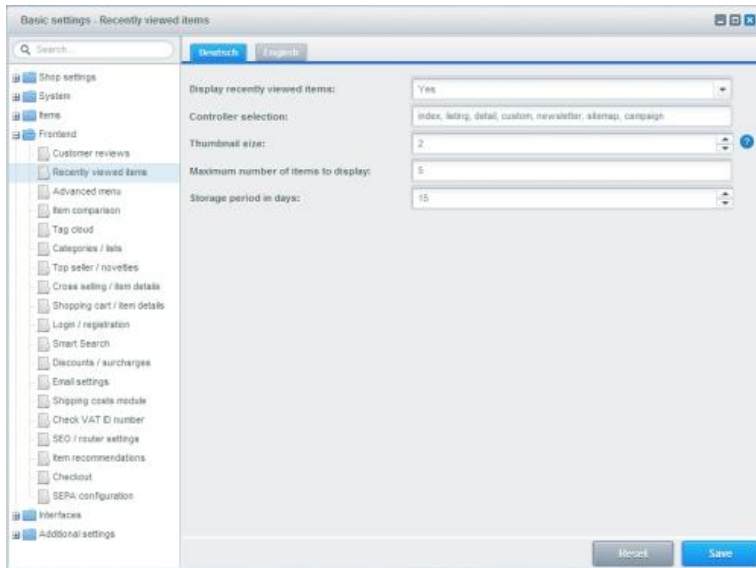
### Example of use:

In the example, the customer group "Shop customers" would receive a discount of 5% from a number of articles of 10. With a number of items of 20 then 10% discount.

Please note that scale prices in articles are no longer effective if a price group is active. This can lead to incorrect list prices, as the two functions are not compatible with each other!

## Recently viewed items

In this setting item you define the view of the "recently viewed items" function.



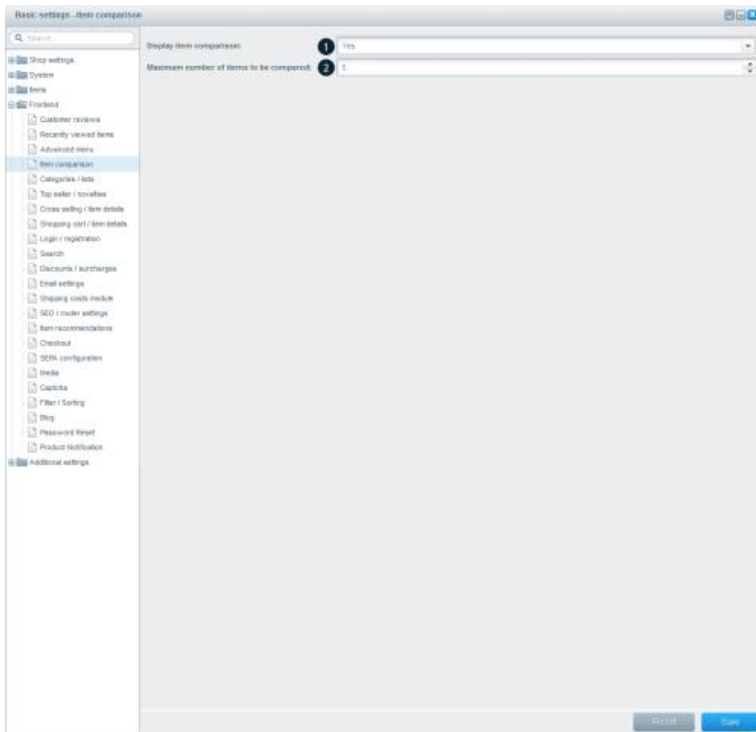
- **Show item history:** Shows or hides the view of the last viewed items
- **Controller selection:** (for developers) On which Shopware controllers is this function available in the frontend
- **Thumbnail size:** Define which thumbnail size should be used for the item image. (Default: 2)
- **Number of items in history:** The max. number of visible items that were last viewed (default: 5).
- **Storage period in days:** Storage duration of the last viewed items . Older entries are deleted (default: 15)

The history is stored in the `s_emarketing_lastarticles` database table. The path to the thumbnail is stored there as well. This means that if the thumbnail size is changed in these settings, this will only affect a new session / new articles.

## Item comparison

The item comparison allows the store customer to compare several items with each other in order to find the right product.

## Configuration

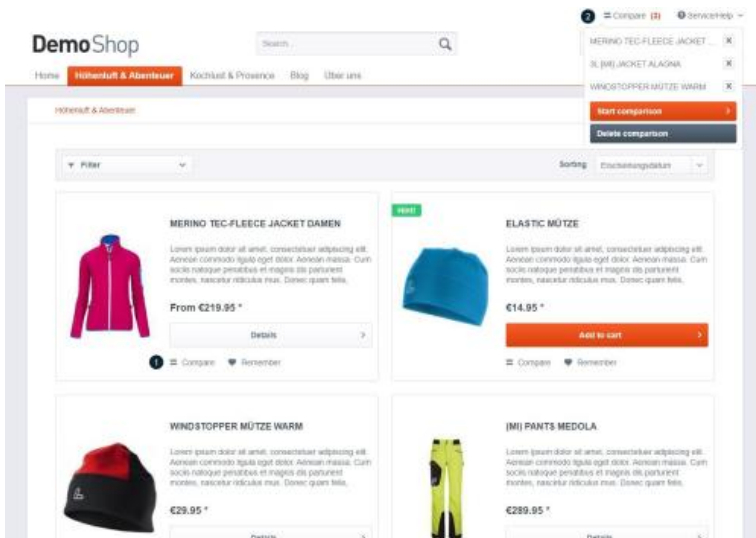


See **Configuration > Basic settings > Frontend > Item comparison** for the configuration of the article comparison. Here you can activate or deactivate the compare function **(1)** and define the maximum number of items to be compared in the frontend **(2)**

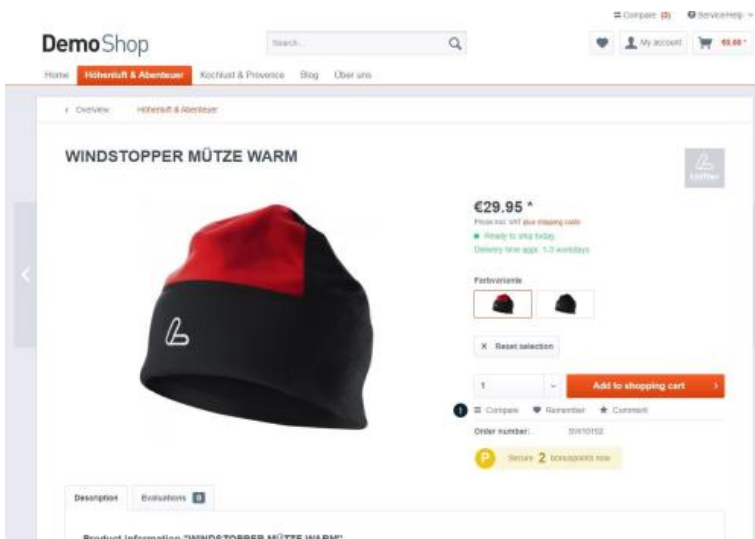
## View in the frontend

### Listing

In the listing you can use the item comparison via the button **(1)**. If you have added some items to the comparison you can see them in a little box **(2)** at the top.

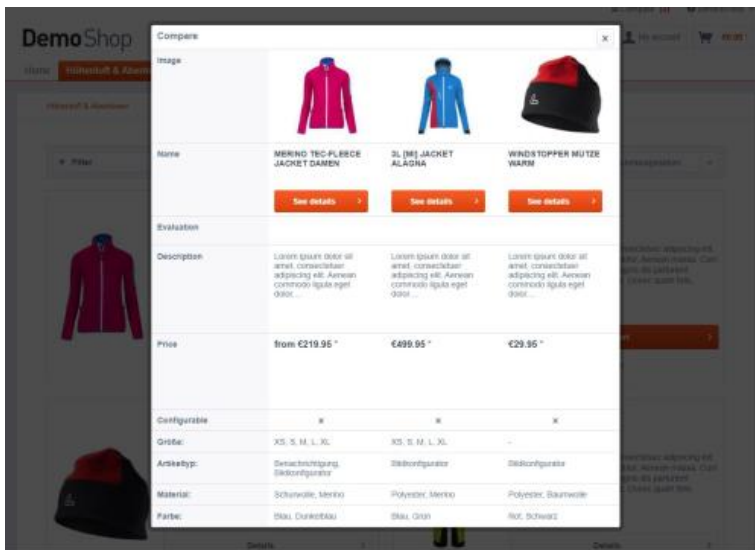


### Detail page



You also can compare items via the detail page of an item **(1)**.

## Comparison



If you start the comparison a modal box opens and displays alle items side by side. Following characteristics were listed and compared:

- Image
- Item name and link to the item detail page
- Reviews
- Description
- Price
- Item properties

The item properties issued only if you defined them in the backend. Therefore the properties should maintain accurate and meaningful. Furthermore you can activate or deactivate the property sets at **Article > Properties** as "Comparable". Learn more item properties under the following link: [Item properties](#)

## Item recommendations

With the article recommendations you have the opportunity to recommend further articles to the store visitor on the detail page.

## Configuration

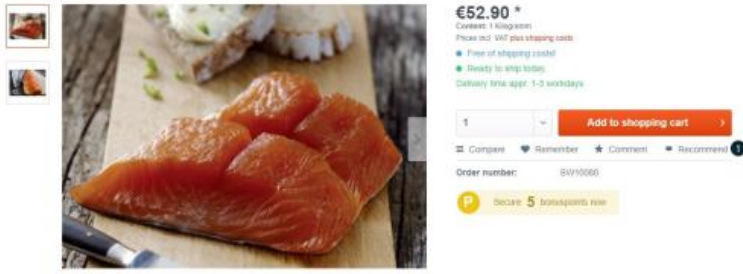


- **Display "customers also bought" recommendations:** shows the box "**customers also bought**" on the item detail page.
- **Number of items per page in the list:** defines how many recommended items are displayed at first glance.
- **Maximum number of pages in the list:** defines how many sliders are generated. Default: 10 sliders at 4 items each (40 items)
- **Display "customers also viewed" recommendations:** shows the box "**customers also viewed**" on the item detail page.
- **Number of items per page in the list:** defines how many items are displayed at first glance.
- **Maximum number of pages in the list:** defines how many sliders are generated. Default: 10 sliders at 4 items each (40 items)
- **Show item recommendations:** shows "**item recommendations**" on the item detail page.

## View in the frontend



## Recommend an item

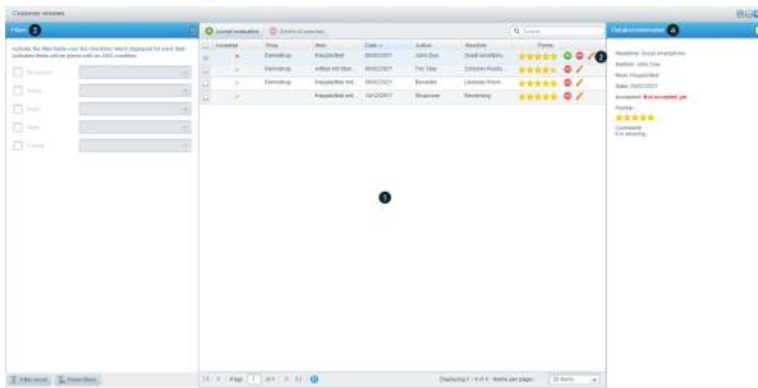


Click the "Recommend" button **(1)** to recommend the item.

## Customer reviews

In Shopware visitors have the possibility to review items and provide advanced item informations, which will help other visitors to make their decision. Reviews can be submitted for every item, you can see them all in the overview and broadcast or delete them if you want to.

## Overview in the backend

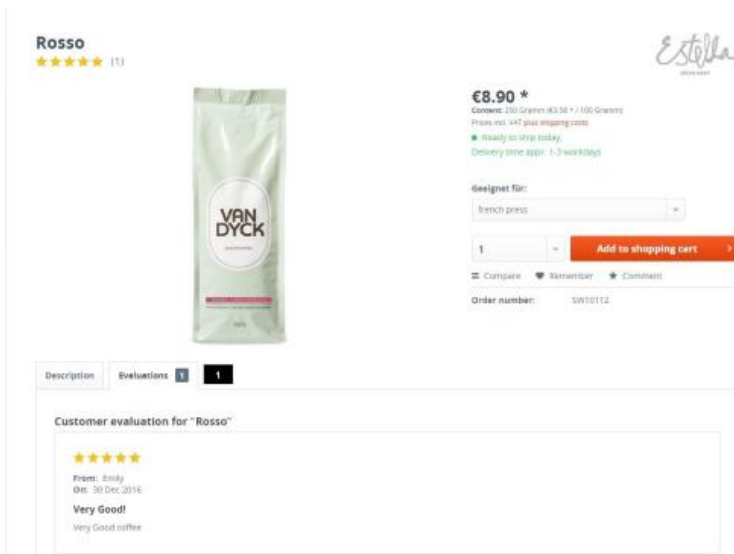


You can find the review module in **items > customer reviews (1)**. In the table you can see all the incoming reviews. To read a review, click on the little **pen icon (2)** right from the review. New incoming reviews can be checked and approved before publishing them by using the green plus sign in the line. Additionally you have the possibility to filter the review list since the shopware version 5.3. Here you can filter the reviews by the criteria accepted (yes or no), shop, item, date and points or any preferred combinations of those.

## Overview in the storefront

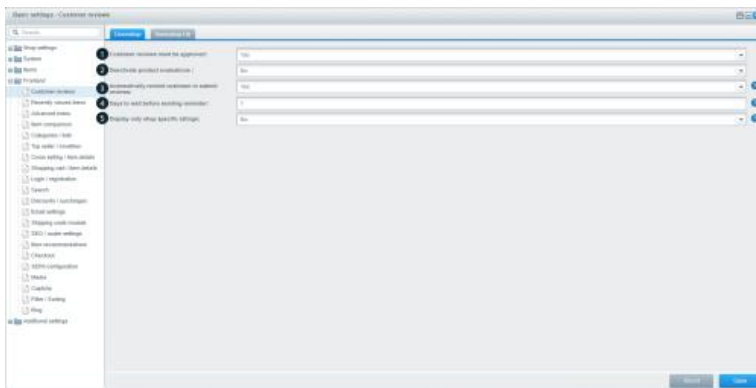
After approving reviews in the backend, they will be displayed in the storefront.





## Configuration

The configuration of this function are the following:



- **Item reviews must be approved**

The option **item reviews must be approved (1)** defines, whether you must approve the reviews. The overview can be found under **items > customer reviews**.

- **Deactivate product evaluations**

**deactivate product evaluation (2)** activates / deactivates the evaluations.

- **Automatically reminder customer to submit reviews**

With the **automatically reminder (3)** you can send a reminder to you customer to review his bought items.

- **Days to wait before sending reminder**

**Days to wait (4)** are the days to wait, until the customer gets his reminder to review his items. The reminder will only be sent, when the order status after X days is "Komplett ausgeliefert" or "Komplett abgeschlossen".

The reminder will be sent only, if the cronjob Artikelbewertung per eMail (article\_comment) is active and running. Therefore Shopware uses the Email template sARTICLECOMMENT. The cronjob should only be called once a day, otherwise mails will be sent multiple times because Shopware doesn't check, which reminder was still sent.

- **Subshop specific reviews**

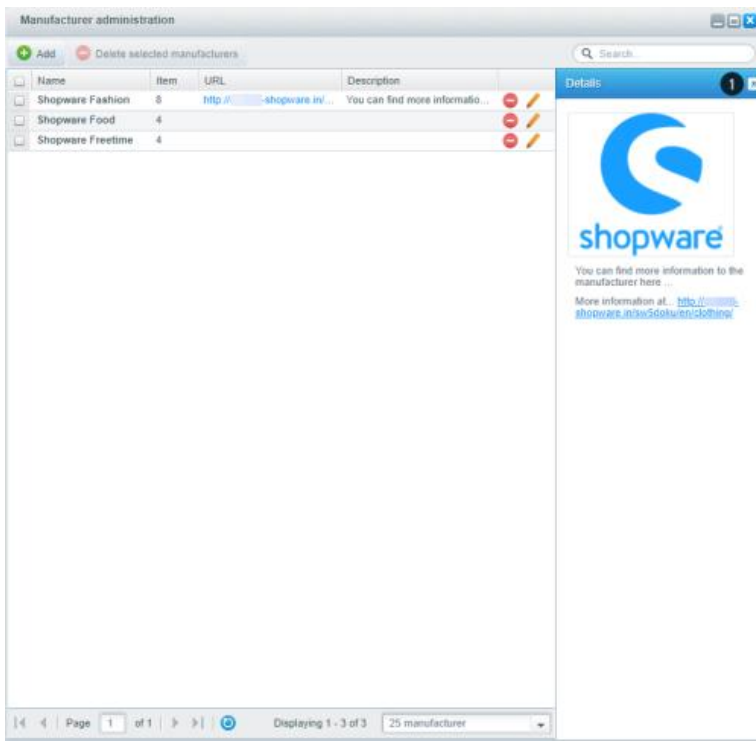
You can choose whether you want to display all available reviews for a product or if you prefer to display those only from the specific shop the review was made in. This works for subshops as well as language shops. Using this you can e.g. only show the reviews in the referring shop language. Also separating different subshops, which shall not have a noticeable connection will get easier. In the frontend only the reviews that were made in that shop are displayed as well as the given stars.

## Manufacturers

This module manages all available manufacturers in your shop. Furthermore, it is also possible to edit and add manufacturers. The respective manufacturer can optionally be provided with a logo, a link and a description in addition to the name. In the standard version, the logo, name and description are made available in the shop frontend.

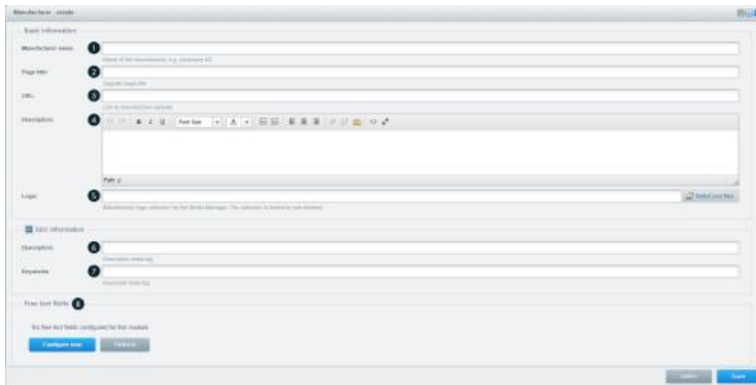
### Overview

All manufacturers are displayed in a table. By clicking on a line, you can select a desired manufacturer. By clicking on the detail button **(1)**, the right sidebar unfolds and shows more detailed information, e.g. an available manufacturer logo.



## Creating a new Manufacturer

Click on "Add" to create a new manufacturer.



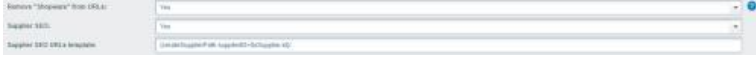
The manufacturer **name (1)** is a mandatory field. All other fields are optional.

The input window looks as follows:

In the master data area, you can enter a manufacturer **page title (2)**, the **URL (3)** to the manufacturer page, a **description (4)** and a **logo (5)** of the manufacturer.

SEO information can also be added to the respective manufacturer master data. These are the fields **Description (6)** and **Keywords (7)** (as well as the manufacturer page title (2) from the manufacturer master data), which you can fill in as desired. This information, like all other SEO information, is then output in the source text of the corresponding manufacturer page.

You can also adjust the SEO URL in the SEO settings under Settings > Basic settings > Storefront > SEO/Router settings according to your wishes.



You also have the option of conveniently integrating **free text fields (8)** at various points in the shop via your backend. Of course, you can also create and manage free text fields for the manufacturer module, e.g. to maintain further information about the manufacturer, e.g. a free text field that contains contact details for the manufacturer or links to their social media sites. You can find more information on managing free text fields [here](#).

Description and URL can optionally be displayed in the frontend.

## Manufacturer logo on the article detail page

Since Shopware 5, the manufacturer logo is displayed directly on the item **detail page (1)**.

Variant article

The Shopware logo, consisting of a blue circle with a white 'S' and the word 'shopware' in blue lowercase letters below it.

€19.99 \*  
Contains 1 Stück  
Prices incl. VAT plus shipping costs

Colour

Size

1 Add to shopping cart


Compare Remember Comment

Order number: SW10005

Clicking on the logo will take you to the manufacturer listing, where you will be shown the manufacturer's description and other articles from the manufacturer.


## Manufacturer-Page in the frontend

Products from Shopware Fashion

 You can find more information to the manufacturer here ...

Filter      Sorting: Erscheinungsdatum

**Main article with properties**




Content 1 Stück  
**€19.99 \***

Compare Remember

**Mini!**


**Main article with marking**  
Free shipping and...



Content 1 Stück  
**€15.00 \***

Compare Remember


**Article with image configurator**



Content 1 Stück  
**From €259.99 \***

Compare Remember

**Variant article**



Content 1 Stück  
**€19.99 \***

Compare Remember

## Edit a manufacturer

Clicking on the "pencil icon" opens a new mask that allows editing of an existing manufacturer. Here the editable fields are available again. The same applies to adding a new manufacturer.

## Delete a manufacturer

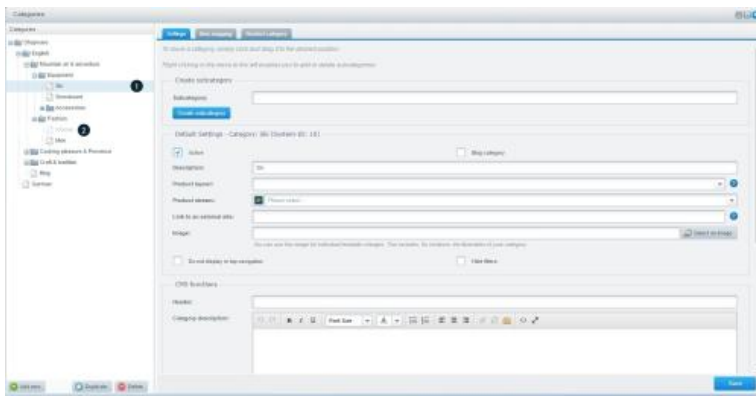
By clicking on the "Delete" icon, an individual manufacturer can be deleted. A dialogue window follows in which this deletion process must be confirmed again. It is also possible to mark several manufacturers via a checkbox. In this way, different manufacturers can be deleted at once. A manufacturer can only be deleted if no more articles are assigned to it.

# Category

The category administration provides a structured way for hanging your items. Here you can use as many main and subcategories as required, assign headlines and text to each as well as optimise them for search engines.

## Settings

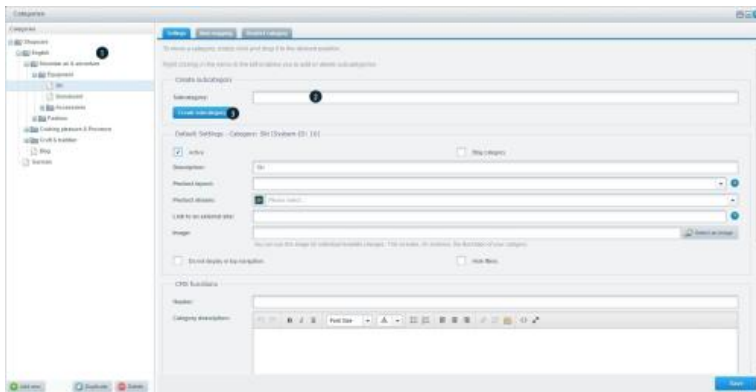
### Category overview



In the left column you'll find the complete category overview, the **highlighter (1)** shows you, in which category you are working. **Inactive categories (2)** will be shown in light grey.

## Creating a category

If you haven't already created a category in Shopware and the category tree is empty, you will have to create the main categories.



In the default Shopware installation, the system's category is named "Shopware", and the corresponding category is "English". Click on **English (1)** on the left and assign the name of the new category in **New subcategory (2)**. Click on **Create subcategory (3)** to create the new category.

The first level under "English" is your "scaffold" in Shopware and will be shown in your frontend's main category table (in all default templates and if the categories are active and visible). **The root category "Shopware" cannot be used as scaffold for your shop.**

The category "English" is your shop's default homepage. This is important to know when creating banners, defining keywords, descriptions and other SEO relevant content.

After you build the structure of your scaffold, you are able to create additional subcategories within subcategories. When the category is saved, the tab "item mapping" becomes active, which allows you to assign items to your category. After you created a new category, the settings area can be used to assign additional settings that weren't possible when creating the category structure (i.e. active, filter options, product layout, etc.). When you create a new category, it will always be displayed as a simple category.

When you want to move an existing category, you have to manually create a subcategory in order for the category to get a folder icon. Only when your category has a folder icon can you move categories via drag & drop.

## Renaming a category

To rename a category, click left on the desired category. This opens the details on the right, where you can rename your category. Don't forget to save your changes.

## Moving categories

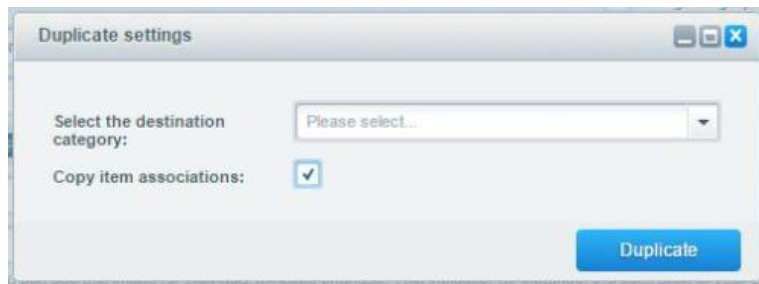
If you want to change the category order, you can do this simply using drag & drop. After repositioning your categories, a popup message will appear asking you to confirm your changes. The categories will reposition after you confirm.

In Shopware, you also have the possibility of migrating entire category trees. Doing this is as simple as moving a category – just drag & drop the category tree together with its subcategories and save your changes.

Categories can only be moved into categories that already have subcategories, otherwise it won't be possible to drag & drop into the category.

## Duplicating categories

To duplicate a category, first choose the desired category in the left category tree with a click and click on "Duplicate". In the following popup you can choose the destination category, under which the duplicated category will be placed. You can also choose whether or not you want to copy the item associations as well.



**Note**, that duplicating categories works recursively, so all subcategories will also be copied.

## Deleting categories

To delete a category, just select your desired category from the tree on the left and click "Delete category".

Assigned items will never be deleted, only the category and the category assignment of the assigned items will be removed!

## Default settings

Default Settings - Category: SW\_Test (System-ID: 13)

Active **1**  Blog category **2**

Description: **3** SW\_Test

Product layout: **4**

Product stream: **5** Please select ...

Link to an external site: **6**

Link target: **7** \_blank

Image: **8**

Select media

Reset media

You can use this image for individual template changes. This includes, for instance, the illustration of your category.

Do not display in top navigation **9**

Limit to shops(s):

- **Active (1):** Here you can set your category as active or inactive. Please note that disabled categories lose their SEO power! Subcategories are still active, but are no longer displayed in the category tree since you disabled the main category. Additionally, the main items assigned the subcategories will still be available and active!

Items that are assigned to a disabled category can still be searched for in your online shop and/or will still appear in Shopping Worlds. Items must be disabled manually.

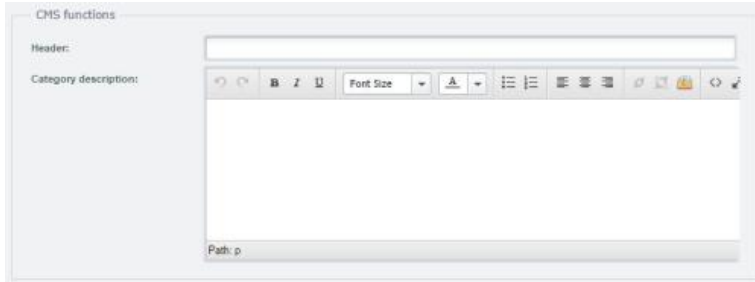
- **Blog category: (2)** here you can set whether the category is a default item category or a blog category. In blog categories, only blog articles can be displayed. If you set your category as a blog category, you can provide blog articles with the blog module in *Content > Blog*
- **Description: (3)** this is the name of your category. The name can also be changed here.
- **Product Layout: (4)** This option inherits the template selection of the Emotion Template lets you choose between the different item layouts (detailed information, only important information, only image, parent setting). With the parent setting, you can build a setup where you only provide a selection for the main categories and all subcategories inherit the layout from their parent.
- **Product Stream: (5)** with this setting, you can assign a product stream to your category, since Shopware 5.1.4 this works also when your category has sub-categories. If your category has no assigned stream, it will get assigned items based on the settings of your sub-categories automatically.
- **Link to an external site: (6)** with this setting, you can allow your category link to an external site in the frontend. If you do this, the URL has to start with *http://* or *https://*. Note that you can't link the main category (i.e. "English") to an external site.  
**Link target: (7)** If you want to link to an external page, you can specify here how it should be opened. If you choose **\_blank** a new tab will be opened. **\_parent** opens the external page in the current tab.
- **Image: (8)** you also have the option of assigning an image to your category. This image will be provided in the advanced menu of the responsive template.



- **Do not display in top navigation: (9)** here you can make your category invisible in the top navigation in the frontend. By default, it will still be displayed in the sidebar navigation. This setting only works for categories on the 1st level.

## CMS functions

In the CMS function, you can provide SEO relevant content for your visitors, giving your category a headline and a description. The text should match the categories content, since your visitors and search engines can read this content.

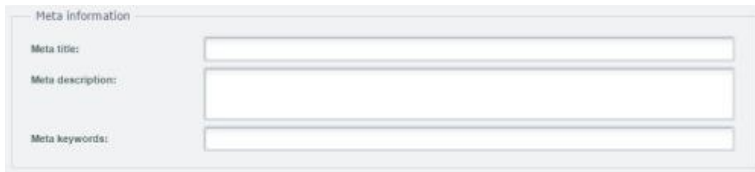


The screenshot shows a web editor interface titled "CMS functions". It features a "Header:" label above a single-line text input field. Below that is a "Category description:" label above a rich text editor. The rich text editor includes a toolbar with icons for undo, redo, bold, italic, underline, font size, text color, background color, bulleted list, numbered list, link, unlink, and a refresh icon. At the bottom of the editor, there is a "Path: p" label and a corresponding text input field.

Do NOT simply copy & paste your content from other websites or word documents, otherwise you may paste external formatting and destroy your template by doing this.

## Provide meta information

In providing meta information, you optimize your category for search engines. This is because only search engines "see" this information. For this reason, it's important you provide useful content. If you don't provide meta information, keywords will be left empty and the description and title will be inherited from the CMS description in the category name. Keywords must be separated by a space - in the description, regular text without HTML commands is allowed. If you do not provide meta information for the shop's main category, Shopware will inherit the meta text snippets from the snippet manager.



The screenshot shows a form titled "Meta information". It contains three input fields: "Meta title:", "Meta description:", and "Meta keywords:". Each label is positioned to the left of its corresponding text input field.

## Additional free text fields

By opening the area **free text fields** you can fill up to 6 free text fields. You can use these fields in the frontend, SEO engine, URL structure, etc.

Free text fields

Free text 1:

Free text 2:

Free text 3:

Free text 4:

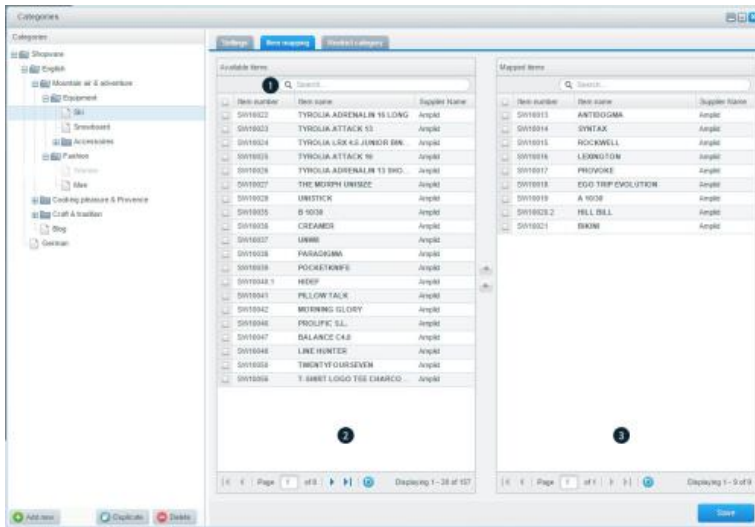
Free text 5:

Free text 6:

## Item mapping

### Mapping in the category module

In the item mapping, you can quickly and easily map items to your category.

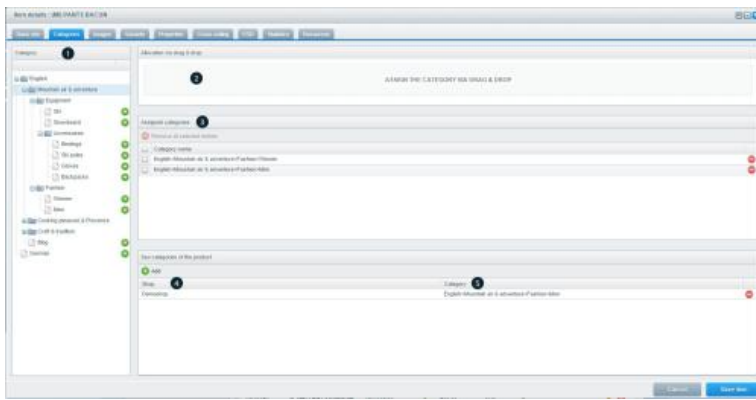


Using **Searching (1)**, you can search for the order number and item name. To map items, mark items in **available items (2)** and either click the arrow icon or use drag & drop to move them to **mapped items (3)**.

An item can be mapped to as many categories as necessary. However, take care to map items to appropriate categories since the search also uses category mappings. An item in Shopware can only be mapped in the lowest level category, since main categories inherit all items mappings from their lower level categories. Mapping in main categories is not supported.

The drag-and-drop function for the assigned articles is only used to remove the article assignment and does not affect the sequence of articles. If you move an article to a higher row, the article assignment will be removed.

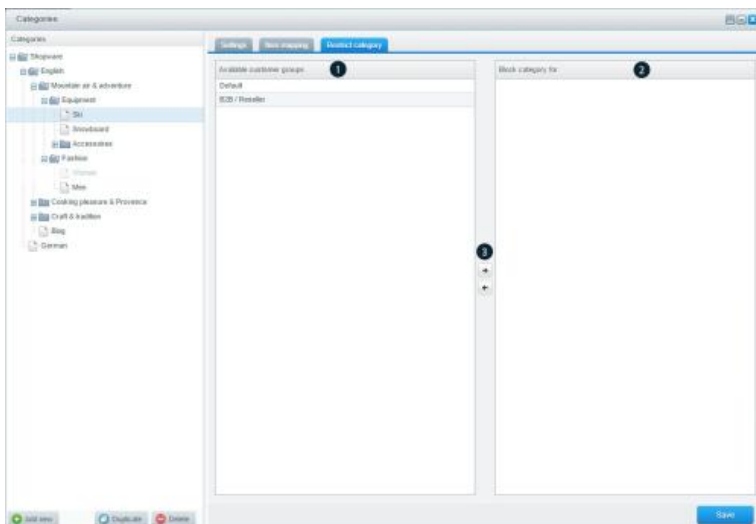
### Mapping in the item module



In the tab "categories", you can define in which categories your item should appear. Just choose your desired **category (1)** in the left column and drag & drop it to the **hatched zone (2)**. You can also click the green + icon in the block **mapped categories (3)**, all active mapped items will be shown. If you mapped more categories per shop, you can define a *SEO category of the product*, which will be used for generating the SEO URL for the desired shop. Please note that changing SEO URLs may cause problems with your SEO ranking when indexed SEO URLs can no longer be reached. Here you can decide on your own how the SEO URL should be generated for your item. First, choose your **Shop (4)** and **Category (5)** that should be used for generating the SEO URL.

## Restrict category

Here you can define the customer groups that can see the category in the frontend. This is to ensure that certain customer groups do not see the category in the frontend.

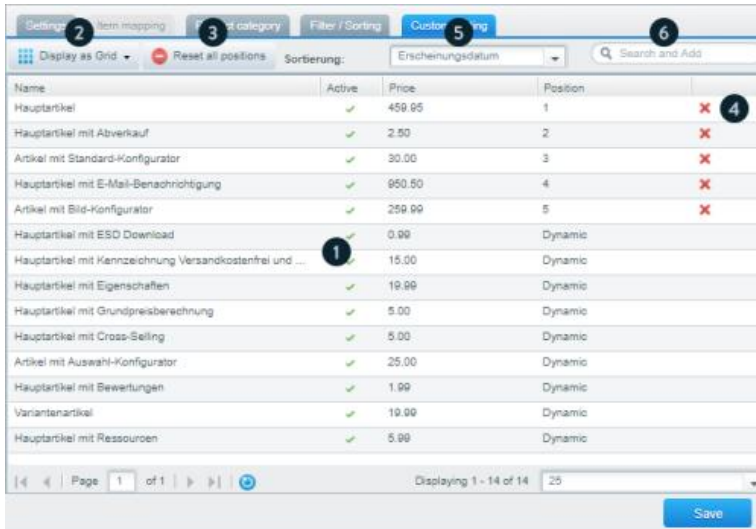


Mark the **Available customer groups (1)** and drag & drop the desired customer group into the **Block category for (2)**. You can also use the arrow icon to move the customer group. After doing this, save your changes.

This setting won't concern the mapped items, If you want to restrict these too, you have to do this for each item separately in the article module.



Here you can sort the content of each category individually. You can choose a predefined sort or create your own sort.



In the **article list (1)** you can determine the order of the articles from this category by Drag & Drop. The position can also be assigned by double-clicking in the position box.

Via the **display setting (2)** you can display the articles as a grid. Here you can also arrange the articles by drag & drop.

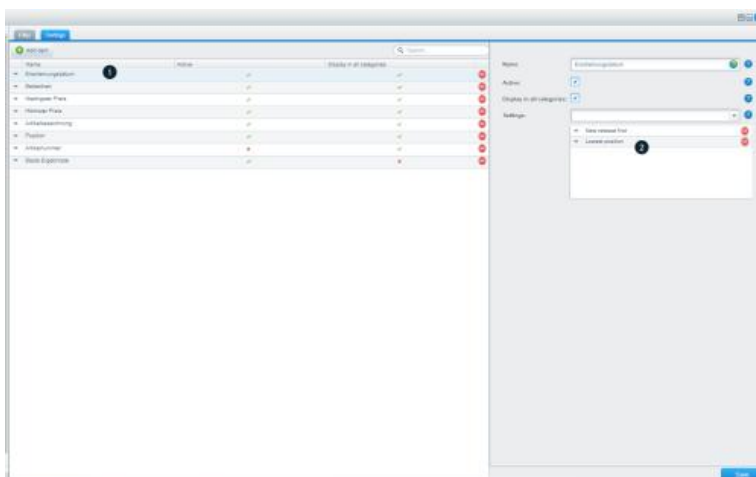
With the **Reset button (3)** you can reset all set positions. If you only want to remove a certain positioning, you can do so by clicking the **X symbol (4)** next to the respective article. In the **sorting menu (5)** you can define a sorting that applies to all articles whose position you have not manually assigned.

Via the **search field (6)** in the upper right corner you can search for further articles and add them to this category to be able to position them directly.

The sorting set up here is displayed in the listing as soon as the sorting **Position** is selected.

If you want this sorting order to be selected by default, you can set this in the **Filter / Sorting** tab in the **Custom sorting** area. Set the area to active and drag the point Position to the top.

## Adjustments for existing sortings



In order for the custom sorting to be displayed in the listing, it is important to add a further order to the desired sorting. To do this, go to the basic settings of the sorting by following the path **Settings > Basic settings > Frontend > Filter / Sorting** and add the order "Sort by position" for the relevant sorting e.g. **Release date (1)** under the option **Settings (2)**. Now a window opens in which you can choose whether the lowest or the highest positions should be displayed first. You have added the order to an already existing sorting, so that the remaining products, which have "dynamic" as position, are sorted by the respective sorting.

- **Name:** The name will be displayed in the frontend sorting selection.
- **Active:** If deactivated, this sorting won't be displayed in the frontend or used as default sorting. Custom assignments will remain but won't be used.
- **Display in all categories:** If active, the sorting can be used by default in categories, which don't have a custom sorting configured. For these categories, you have to assign the sorting manually
- **Settings:** Keep in mind: Sort by search relevance is only applied in search results

## Create an individual sort order

To use the individual sorting in a category follow these steps:

1. Go to *Settings > Basic settings > Frontend > Filter / Sorting > Sortings* and call up the sorting *position*. Set a tick in the Active checkbox and, if desired, also in the *Display in all categories* checkbox if the sorting should be available in all categories.
2. Now go to *Article > Categories* and select the category for which you would like to define an custom sorting. Change to the tab *Filter / Sorting*. Set the active hook in the area *Custom sorting*.
3. Under *Available sortings*, move the *Position* item to the first position so that the green tick is visible in the column *Default*.
4. Then switch to the *Custom sorting* tab. There select *position* in the field *Sorting*. Now you can define the positions of the articles individually. Either by moving them or via the column *Position*.

## Tips & Tricks

### Sorting in the category listing

You can set the default sorting here:

**Configuration > Basic settings > Frontend > Categories / lists > Default category sorting:**

By default, **Release date** is set.

## Stock and delivery notice

On the article detail page the delivery time will be displayed, this is made in 3 different status:

- **Green** for articles with stock > 0.
- **Yellow** for articles with a Release date or stock <= 0 and set delivery time in the articles basic information.
- **Red** for articles with stock <= 0 without a delivery value in the articles basic information.

The text, which is displayed in the frontend, can be edited in the Snippet management in **Configuration > Snippets > frontend > plugins > index > delivery\_informations**.

## Displaying delivery time in the frontend

The delivery time and release date for each item variant can be adjusted. For example, you can assign "Size L" a delivery time of 1-3 business days, while assigning "Size XL" a delivery time of 5-7 business days. In the following paragraphs we describe, how Shopware sets these delivery states.

### Green: Defined stock greater than 0

If the stock of an item is greater than 0, the snippet *DetailDataInfoInstock* is displayed in the frontend. The default text is "*Ready to ship today, Delivery time appr. 1-3 workdays*". Hereby it doesn't matter, whether or not the option "article not available, when stock is <= 0" is active.

### Yellow: Defined stock less than 1 with delivery time (days) and release date

If the stock is less than 1, the availability will be displayed in yellow, if the **Delivery time (days)** field is filled in the article basic data. The same applies to an item or variants with a future release date.

Here the displayed text is generated using the shipping time value from the items basic data and the snippet *DetailDataShippingtime*, *DetailDataShippingDays* or *DetailDataInfoShipping*.

### Red: Stock less than 1 without delivery time (days)

If the stock is less than 1 and the field **Delivery time (days)** is empty, then "**Delivery time approx. 5 working days**" is displayed by default.

## Editing snippets

To edit snippets, open the snippet manager in **Configuration > Snippets > frontend > plugins > index > delivery\_informations**.

In this module you can also search the desired snippet using the search field. After changing a snippet you have to clear the cache (configuration & template) to see the changes in the frontend.

## Green

- **DetailDataInfoInstock:** Ready to ship today, Delivery time approx. 1-3 workdays

## Yellow

- **DetailDataShippingtime:** Delivery time
- **DetailDataShippingDays:** Workdays
- **DetailDataInfoShipping:** This product will be released at

## Red

- **DetailDataNotAvailable:** Delivery time approx. 5 working days

## Specific values for green and red per article

Sometimes it is not sufficient to display a standard text module for the available or unavailable articles (green or red), which contains the same values for all articles.

It may be necessary to display specific values for each article.

You can also add queries or variables to the text modules.

For example, the variable for the content of the field "Delivery time (in days)" is `{$sArticle.shippingtime}`, for a free text field it could be `{$sArticle.attr5}`.

An example for a query of the delivery time could look like this:

```
{if $sArticle.shippingtime}{$sArticle.shippingtime} weekdays{elseif $sBasketItem.shippingtime}
```

This would be analogous for a free text field:

```
{if $sArticle.attr5 || $sBasketItem.additional_details.attr5}{if $sArticle.attr5}delivery time
```

Larger changes than the display of the special days should be made directly via the file `deliver_infomration.tpl` in `frontend/plugins/index` in your own theme. You can find further help on theme customizations in our [Developer-Documentation](#).

## Product streams

### What are product streams?

In simple terms, the module works like a search filter, creating product streams based on criteria defined by the shop owner in Shopware's backend. For example, say you want your customers to see that latest



products from a specific category, that all share the same brand and attributes. As the shop owners, all you have to do is define this criteria – also known as conditions – and the stream will automatically compile the products that match your criteria.

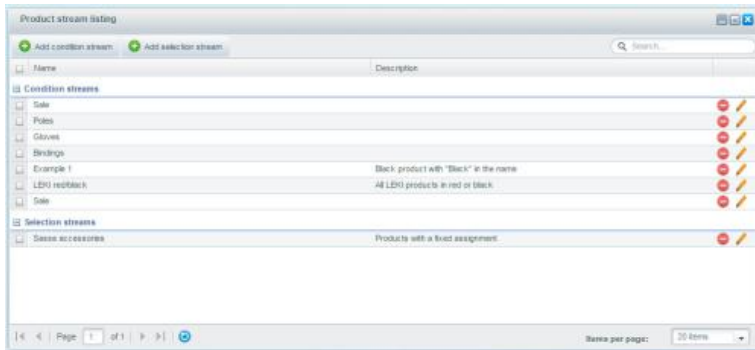
Product streams are displayed at key points in your online shop, such as category pages, product detail pages and even in Shopping Worlds.



## The clincher

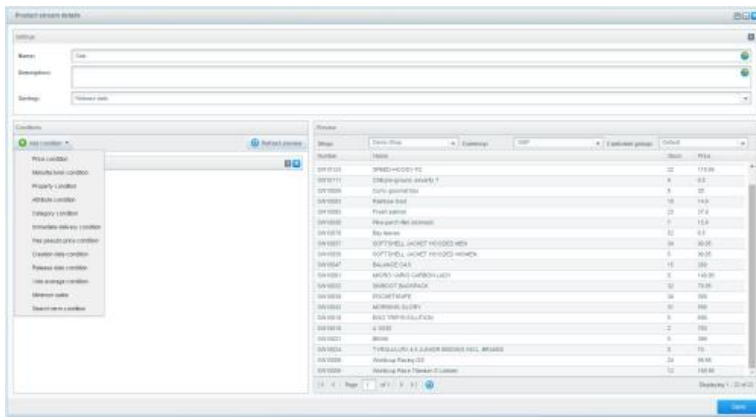
Products streams update themselves automatically. This means whenever a new product is added to your store that meets the criteria of a particular stream, it will be added without you having to lift a finger.

## Types of streams



## Condition streams

There are two different types of streams. Condition streams are created according to criteria defined in advance. These update themselves automatically whenever a new product is added. There is a huge range of flexibility here, given the number of different conditions you can choose from and combine together.



The following conditions are available in the standard version:

- **Price condition** - displays products which lie between the “from - to” price range.
- **Manufacturer condition** - displays products from selected manufacturers. Here you can assign multiple manufacturers to one stream.
- **Property condition** - this condition searches for a specific property in your product assortment. After selecting this option, you can assign properties in the next step.
- **Attribute condition** - during the filtering process, the system first looks for a specific attribute in your product assortment. After selecting this option, you can assign attributes in the next step. Here you can assign additional parameters, such as “equals”, “starts with”, “like” and much more.
- **Category condition** - defines which categories are searched for products. Here you can also make multiple selections. **Caution:** This filter was made in the search only, in the item listing it will be displayed, but you can filter only in the search!
- **Immediate delivery condition** - only displays products which can be shipped to the customer immediately.
- **Has pseudo price condition** - displays products which have “reduced” prices in your storefront.
- **Is new condition** - When selecting, only new items are issued. You can define how long an item is considered “new” in your **basic settings**.
- **Creation date condition** - only products created since X days are displayed.
- **Release date condition** - here you can choose either “past” or “future”; the module will only display products released before / after the defined value.
- **Average rating condition** - displays products that meet a defined minimum customer rating.
- **Minimum sales condition** - displays products that have been sold X times.
- **Search term condition** - displays only products that meet the search keywords XY in your online shop.

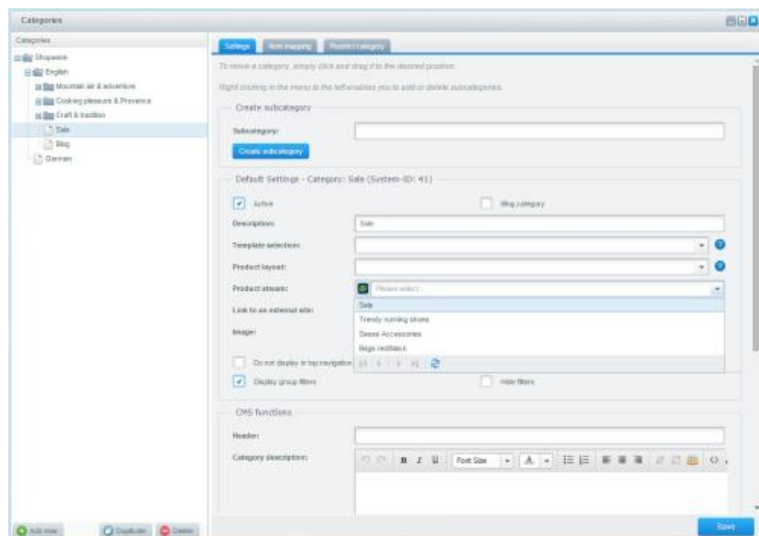
## Selection streams

Selection streams are created by manually adding products. The module includes a search function, which you will use to assign products to a specific stream. The stream does not automatically update itself, as the stream’s content can only be changed by you. For example, you can create a stream of specific product accessories.

# Appearance in the shop

## Stream as a category

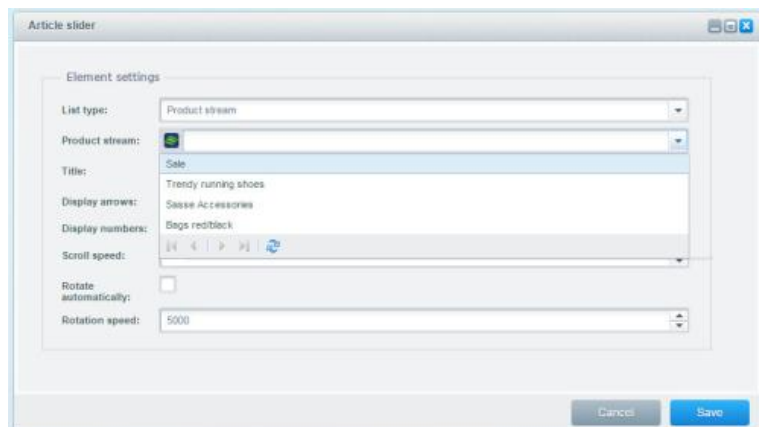
A stream can be displayed quickly and easily as a category in the frontend. For example, you can create a “Sale” category that includes only products with reduced prices.



In the backend, open **Items > Categories** and create a new category for your product stream. Be sure to name this category in the first step. On the right side of the window, you will be able to select which product stream you want to assign to the category.

## Stream in a Shopping World

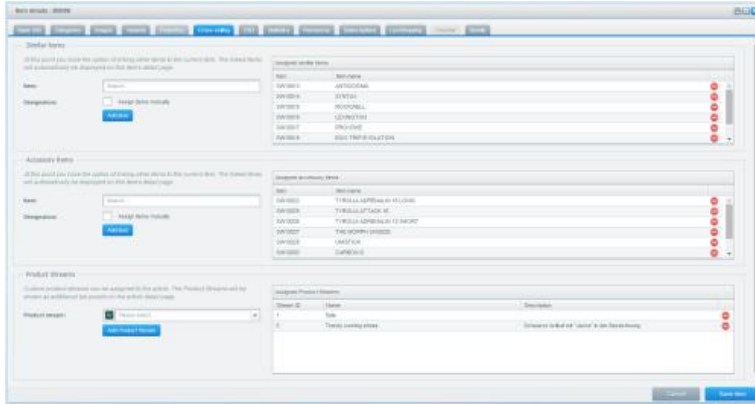
When working with a product slider in Shopping Worlds, you have the option of assigning a product stream to the element. The available product streams will be displayed in the drop-down menu.



With the Storytelling plugin, you can use the Sideview elements in Shopping Worlds. This element also supports product streams.

## Stream on the product detail page

In the product master data, you will find a “Cross-selling” tab. As usual, you have the option of assigning accessories and similar products. Similarly, you can now assign product streams. These will be integrated into the detail page as a standard product slider.



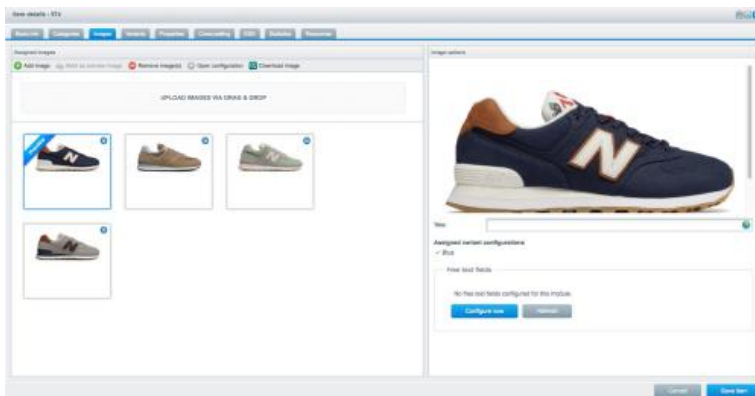
## Product images

In this article we describe how to add images to your products and how to handle them properly. Furthermore we show you how assign them to specific variants. This gives you the opportunity to display the variant's specific image in the frontend.

## Image management

### Image upload

Beside the direct media upload in the [Media-Manager](#) you can upload your images in the products detail window, just open the "Images" tab in the item details:



In this tab, you have the following opportunities:

- **Add image:** Here you can assign images to your product. These images are handled from the [Media-Manager](#) which also generates the needed thumbnails at uploading new images.
- **Mark as preview image:** Select your desired image and click this button to mark this image as preview. As long as your customer don't use the [variant expanding](#), this image is always used as preview.
- **Remove image(s):** Just mark an image or more and click this button to remove them from the product. Keep in mind, that this doesn't delete the images, but removes the assignment of the image to your product only! You still can find the image in the Media-Manager where you can delete it completely.
- **Open configuration:** Using the image configurator you can assign images to specific variants, so that this images only are displayed, when your customer selects the assigned variant. Select one or more image(s) and click this button to open the configuration (mapping). Hint: If you still have mapped images, you can also click the at the image appeared gearwheel icon to open the configuration of that image. Keep in mind, that opening the configuration of multiple images, the current configuration of the single images are not displayed.
- **Download image:** Using this button you can download the original image.
- **Title:** Here you can enter the SEO title of your selected image. Don't forget to save after changing this field.
- **Assigned variants:** This shows you the variant assignment of the image. Every assignment is shown in a separate row.
- **Free text fields:** If configured, you can edit your free text fields here. By default no free text fields are configured, so Shopware shows you a button to create one. Further information can be found in the article [Free text field management](#).
- **Sort images:** Sort your images using Drag'n'Drop to get the desired image order in the frontend, because this is important for displaying the right image in the listing and the detail page.

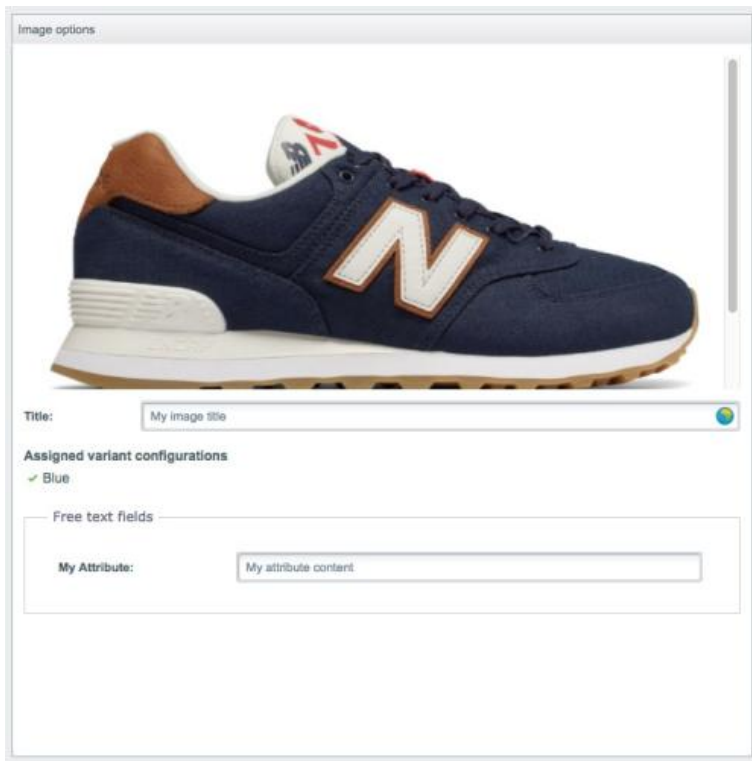
## Settings of the Preview image

The preview image can be the first image of the first variant, the first image of the mapped (configured) variant or always the image which is marked as preview. This can be set up in **Configuration > Basic settings > Frontend > Categories / lists > [Always display the article preview image](#)**.

If you work with [variants in the listing](#) and your customers expand the variants, Shopware always uses the first matching variant / variant group image, no matter how this setting is configured.

To display the best matching image in case of expanding variants in the frontend, we recommend to sort the images with the finest matching to the front, e.g. "Leather > Black > XL" before "Leather > Black" before "Leather". This way the expanded variants will always show the correct image as preview, but nevertheless: expanding all possible groups will show the specific variant image.

## Edit SEO title and attributes



Shopware always displays the informations of the selected image, so first select the desired image which you want to edit. every image has a title field and attributes which you can set individually.

Attributes are not set by default, but you always can set them up using the [Free text field management](#).

This free text fields are accessible in the frontend using that variable `{${s}Article.image.attribute.XXX}`, where XXX stands for the attribute name you're using.

## View in the frontend

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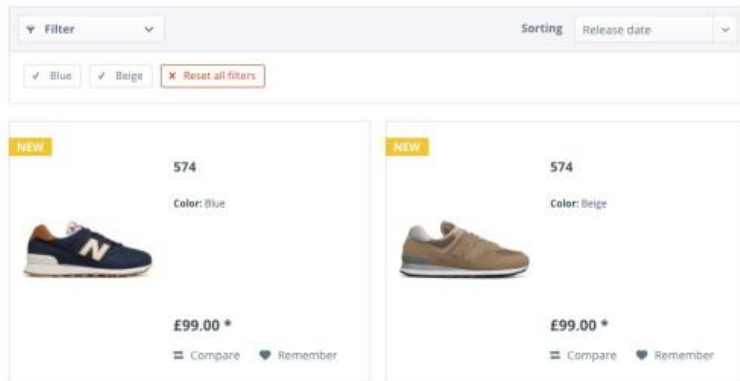


If you open products in the listing without filtering, Shopware always shows you the preview image of this product. If you filter by expanded variants (e.g. colour), Shopware will always display the first image which is assigned to this variant / variant group.

The listing will show different images depending on the situation. This basically depends on the option **Configuration > Basic settings > Frontend > Categories / lists > Always display the article preview**

image.

If you use variants in the listing, the listing will display the image which matches the currently filtered variant / variant group, independent from the setting above.



## Image mapping

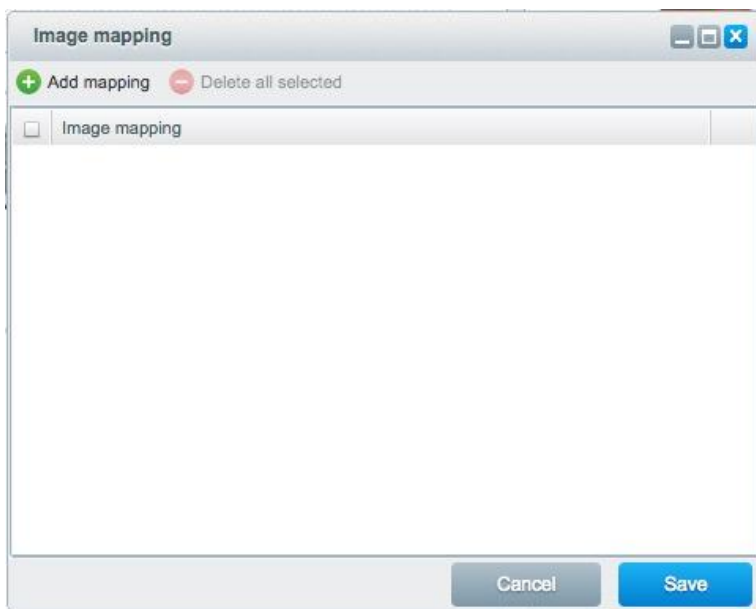
The image mapping is the assignment of images to a specific variant to display differences in the products variants. In this section we describe how to use the mapping.

### Create a configuration

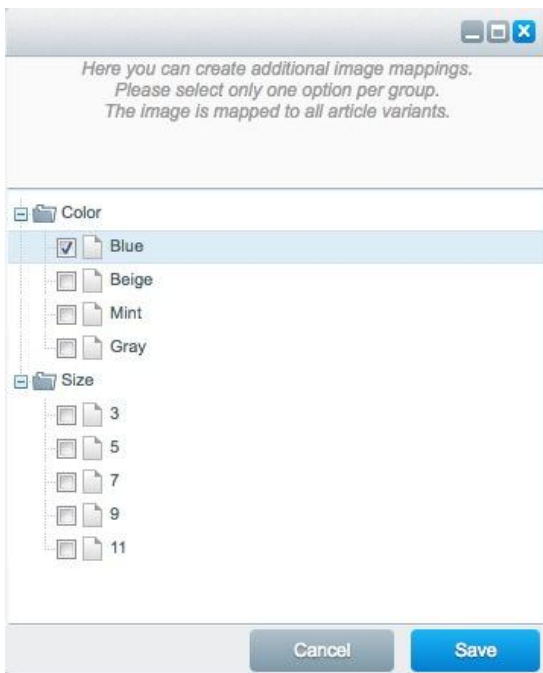
The mapping is always applied to the selected image. If you want to map multiple images, you can select them using CTRL and your Mouse to select or you draw a frame around the images you want to edit. Keep in mind that mapping multiple images will always create your mapping for all images at once.

If you edit the mapping of multiple images, the current mapping is not shown in the configuration window, but you can create a new mapping for all your selected images there. Keep in mind, that mapping multiple images will overwrite the current mapping of the images!

Clicking the button "*Open configuration*" a popup opens, which shows you the configuration of the selected image:



If you want to create a new configuration (mapping), click "Add mapping", another window opens which shows you all the available configurator groups and their options (Here only your products groups and options are shown).



In our example we can access the colours and the sizes of the shoe. Now click the desired options to set your mapping.

You can activate only 1 option per group! You can create your mapping using colour only, size only or both. If you only map to colour, the image is displayed in the frontend, when you select this colour, no matter which size you select. If you change your mapping to a colour and a size, the image will be displayed only in the frontend, when you select exact this colour and size. If one option differs from the configuration, the image will be hidden.



**Mnemonic:**

**Groups will always be connected with an "AND".**

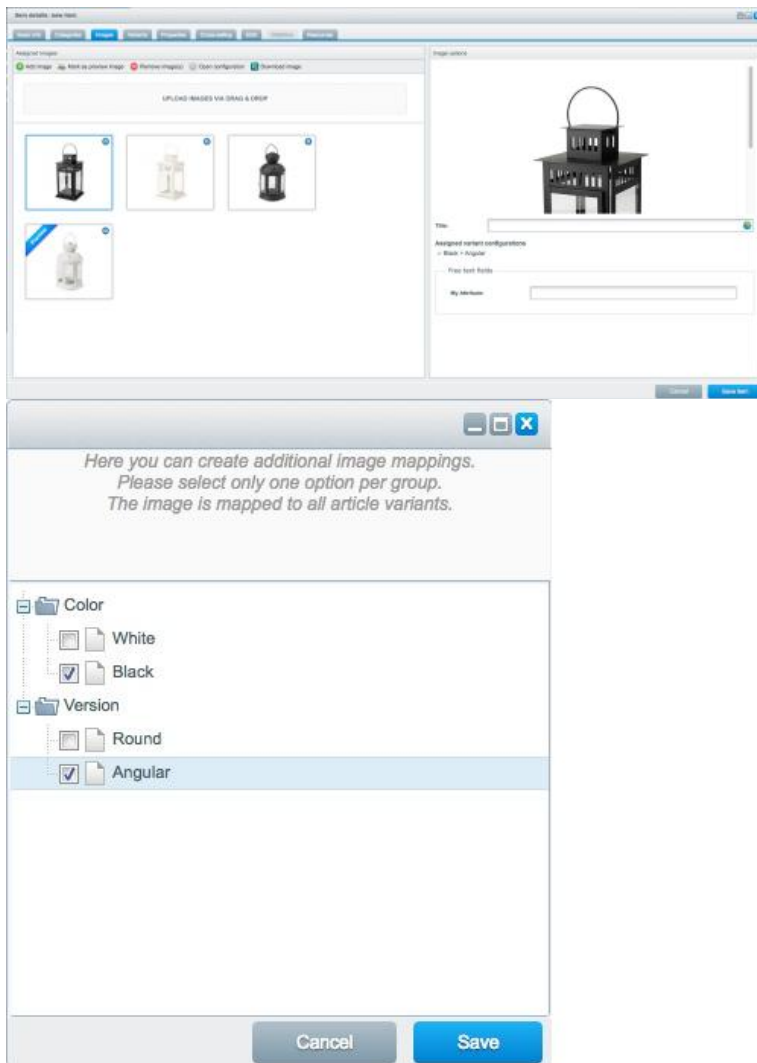
**Only 1 option per group.**

**If you want to assign more options for 1 group, you can do that using multiple mappings.**

To create the mapping correctly, choose the right options for your image. In our example the blue shoe is selected, so we select "Blue" as colour and click save twice (to save the single mapping and the whole mapping settings). From now this image is displayed always, when you select the colour "blue" in the frontend, no matter what size you select.

Images, which have a mapping, have a little blue gearwheel in the upper right, you can click that wheel to access the images mapping instantly.

As another example we take a product, which has 2 colours and 2 sizes, so it has 4 different variants which need to be shown. The lantern in the example is available in black and white plus in a round and an angular form, so the mapping must be set respective to the following values:



After the mapping the product will look like this in the frontend:

## Lantern



£9.99 \*  
Prices incl. VAT plus shipping costs  
● Delivery time approx. 5 working days

Color:  
White

Version:  
Round

1

Compare  Remember  Comment

Order number: SW10016

## Lantern



£9.99 \*  
Prices incl. VAT plus shipping costs  
● Delivery time approx. 5 working days

Color:  
Black

Version:  
Angular

1

Compare  Remember  Comment

Order number: SW10016.3

# Create products

This article describes the process of adding new products in your Shopware backend.

Follow **Items > Create** to open a new detail page. This is where all basic configurations for your new product will take place.

In the first part of this article we will show you how to create a new product with all required information in five steps. Later the individual sections are described in more detail.

## Five steps for creating a new product

### Step 1 - basic information

Assign a manufacturer to the product. You can either choose from the pulldown menu or add a new manufacturer under **Items > Manufacturers**.

Enter a name for your product.

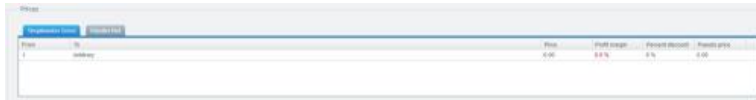
Basic info - Not edited

Manufacturer:	<input type="text" value="Manufacturer"/>	SKU:	<input type="text" value="SKU"/>
Item name:	<input type="text" value="Item name"/>	Version:	<input type="text" value="Version"/>
Item number:	<input type="text" value="Item number"/>	Active price group:	<input type="text" value="Active price group"/>
Active:	<input checked="" type="checkbox"/>	Select price group:	<input type="text" value="Select price group"/>
Visible:	<input type="checkbox"/>	Unit purchase price (UVP):	<input type="text" value="Unit purchase price (UVP)"/>

### Step 2 - prices

Define the price of the product - the value entered here will appear in the storefront.

Please bear in mind that all prices are stored as net prices in the database. This means that the defined tax rate of the country is added to each net price. So if you have defined different tax rates per country, the gross price in the frontend will also change accordingly as soon as the country is changed. Cross-country, uniform gross prices cannot be mapped by default in Shopware.



Price	Net Price	Gross Price	Price (incl. tax)	Price (incl. tax)
Price	€ 0.00	€ 0.00	€ 0.00	€ 0.00

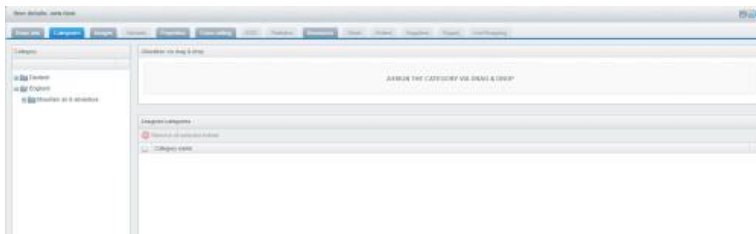
### Step 3 - description

Enter a product description. Here you are provided with several tools, which ought to be familiar from word processing programs. You also have the option of working directly with the code itself by clicking HTML editor (< > button).



### Step 4 - category

Switch to the Categories tab and select the desired category under Assigned categories.



### Step 5 - images

Also in the **Images** menu, you can upload an image directly. Either drag & drop an image into the space provided or manually select and upload an image.



### Completion

Now you must click **Save item**. The new product will now appear under **Items > Overview**. You can now edit the product at any time by selecting the pencil symbol (or deleting with the red symbol).

## Basic info



The screenshot shows a 'Basic info' form with the following fields:

- Manufacturer: A dropdown menu.
- SKU: A text input field.
- Item name: A text input field.
- Template: A dropdown menu.
- Item number: A text input field.
- Actual price group: A dropdown menu.
- Address: A text input field.
- Search price group: A dropdown menu.
- Vendor: A dropdown menu.
- Use purchase price only: A checkbox.

## Manufacturer

Enter the manufacturer of the product. Available manufacturers are listed in the dropdown menu. If a manufacturer has yet to be added to your shop, you may enter their name directly. You can later edit the manufacturer in **Items > Manufacturers** (i.e. add a logo and description).

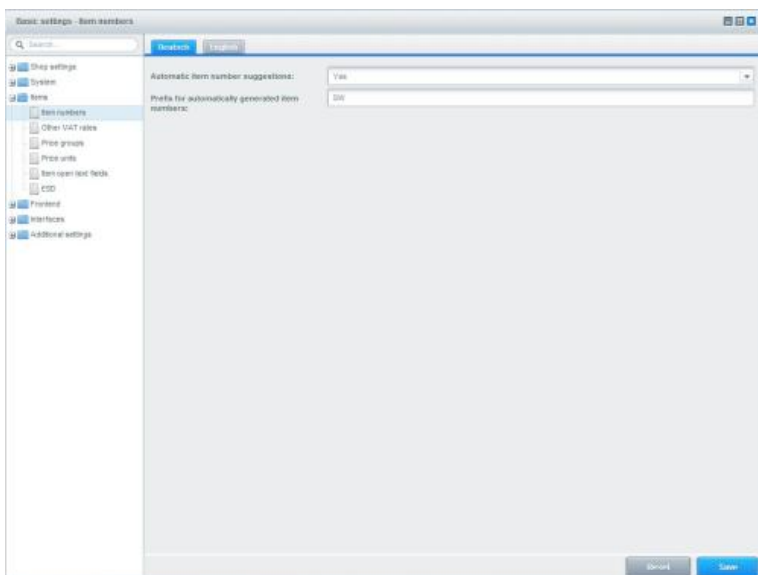
## Template

Here you are able to choose the template that will be used for the product. By default, only the "Standard" template is available for a product. Additional templates can be developed individually, making it possible to offer different product presentations in the frontend.

## Item number

This is a unique ID assigned to the product. This is automatically generated and includes a prefix (these settings can be defined in **Configuration > Basic settings > Items > Item numbers**). This prefix is entered at "Prefix for automatically generated item numbers".

A prefix must always be used together with item numbers. If no prefix is used, then **Automatic item number suggestions** must also be disabled.



The screenshot shows the 'Basic settings - Item numbers' configuration page. The sidebar on the left includes the following categories:

- Shop settings
- System
- Items
  - Item numbers
  - Other UoM values
  - Price groups
  - Price units
  - Item open field fields
  - ESD
- Frontend
- Interfaces
- Additional settings

The main content area contains the following settings:

- Automatic item number suggestions: A dropdown menu set to 'Yes'.
- Prefix for automatically generated item numbers: A text input field containing '000'.

Buttons for 'Cancel' and 'Save' are located at the bottom right of the form.

Once this ID is created, variants receive an independent sequential number (SW100, SW101, etc.), and configurator products receive decimals (SW100, SW100.1, SW100.2, etc.).

Item numbers are unique to the product and can only appear once. They can have a maximum length of 255 characters.

## Item number structure in Shopware

The item number must contain a combination of at least 4 alphanumeric characters must be unique in the entire shop!

### Allowed characters are:

- Alphanumeric characters: **0-9 A-Z**
- Additional characters: **. - \_**

### Example:

A.123-456  
A-123-456  
A\_123-456  
A.123\_456  
A-123.456  
etc..

As a general rule you shouldn't use spaces or only numeric item numbers. Also the item number can contain 255 characters at maximum!

Additional characters will not be saved, in this case you'll get a message or the item number field will be highlighted in red.

## Price group

If you work with different price groups, here you can select the price group of the product. Price groups are useful if you are working with global price graduations. You can create individual price groups under **Configuration > Basic settings > Items > Price groups**. If you do not work with price groups, simply leave the selection on "Standard".

## Active price group

If you work with price groups, you have to check this dialog box again. In this way you confirm that the price group selected above will be applied to this product. If you don't check the dialog box, the price group is not active and you are able to define individual price graduations.

## Item name

Enter the product name here. This text will be displayed within the listings/detail page in the frontend.

## Active

If this field is selected, the item is displayed in the frontend. If an item no longer needs to be displayed it is not necessary to delete it immediately; it can be set as inactive instead.

## Variants

This is where you define whether or not a product will have variants. Select this box and select **Save item** to activate the **Variants** tab, where all variant configuration takes place.

Please refer to [this wiki](#) if you want to turn a variant product back into a lead item.

## VAT

This is where you select the corresponding VAT rate for a product. It is possible to define individual VAT rates in the basic settings under **Item > Item VAT rates**.

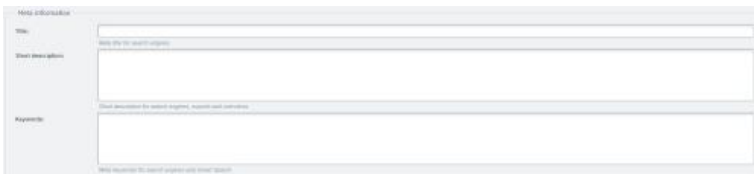
## Description



Here you have the option of describing the product in detail and formatting the text. A range of different tools are available, which ought to be familiar from word processing programs. You can edit the HTML text directly by selecting the < > button.

Please note that HTML formats which were copy & pasted from external portals may have a negative influence on appearance of the product detail page.

## Meta information



## Title

With the meta title you can define an individual title tag on your product page. If this field is empty, Shopware will use the item name as the title by default.

## Description

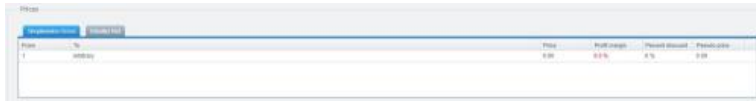
You can enter a brief description of the product here for use by search engines, product exports and overviews. This brief description is also displayed as a meta description in the page source text. If the brief description is left empty, the system makes use of the description for listing texts (such as the category listing). Please note that no formatting is adopted here (i.e. bold, italic, etc.).

## Keywords

The keywords are used by search engines and [Search](#). The keywords are listed as meta data in the website source code of the page. The individual keywords can be separated with commas.

Quotation marks should be used at this point (" ") because this renders the website source code unusable by Google.

## Prices



The screenshot shows a table with columns for 'Price', 'Net Price', 'Purchase Price', and 'Pseudo Price'. The 'Price' column contains the value '1.00', 'Net Price' contains '0.90', 'Purchase Price' contains '0.90', and 'Pseudo Price' contains '1.00'. The table is part of a larger interface with tabs and a search bar.

Price	Net Price	Purchase Price	Pseudo Price
1.00	0.90	0.90	1.00

This is where you define the price for product and separate customer groups. In this example the price for the default customer group is defined. Here you can also create a "pseudo price", which is displayed in the frontend with a line through it. The purchase price can also be entered. This is only for internal purposes (i.e. if you want to later see original purchasing price of the product). The purchase price is not taken into account for statistic evaluations and is therefore only optional.

An additional option is the specification of graduated prices. To do this, click on "Arbitrary" under "To". In this input field you can define the price up to a specific purchase quantity. Confirm the input with the tab key. More input fields will then be made available automatically for the next graduation. This list can be extended indefinitely and all price scales will be shown in the frontend. A product is then displayed with a "Price from" depending on the configuration ([Consider product graduation for cheapest price calculation](#)), which can be the cheapest possible price or the price for one unit.

It's possible to tag your prices particularly by filling the new snippets `frontend/detail/data/priceDiscountInfo` and `frontend/detail/data/priceDiscountLabel`. Label is located before the price, Info behind. By doing this you can realize pseudo price labels like "instead of 19.99£ RRP". Consider that this snippet is shown globally, you can't set an individual snippet for single items. Since this is a snippet, you can translate it for your different language- and subshops.

## Cheapest price for the last 30 days

As per EU law, after may 2022, you have to declare the cheapest price for the last 30 days separate. With version 5.7.8 we added a separate field **Cheapest price (last 30 days gross /net)** to specify it.



You can specify the price in this field in addition to the pseudo price. The price will be displayed separate in the frontend.

#### Main product



In addition to the **price (1)** and the **pseudo-price (2)** the cheapest price within the last 30 days will be displayed as **previously (3)**.

If you work with product-specific graduated prices, you should not assign the product to a price group!

Varying prices for customer groups can only be saved if the customer group is not assigned a global discount. If a global discount is saved for the customer group, the tab for this customer group does not appear in the price screen.

Shopware saves the prices at net value. Remember when adding gross prices, they will be converted to the net amount. The standard rate of taxation is always used by default! Additional countries which were assigned varying tax rates in the basic settings cannot be taken into consideration.

The field percent discount is not meant to enter discounts manually but is automatically calculated when a graduation is entered.

## Base price calculation



Utilizing the automatic base price calculation in your shop enables you to present comparable prices in your shop and at the same time strengthen your customer's loyalty towards your business. The following items are needed for a successful calculation.

## Unit of measurement

Choose how your item's quantity is measured and displayed in your shop. Options available for a unit's measurement are gram, kilogram, running meter, litre or package. You can always add additional units of measurement via your **basic settings > Items > Price units**.



## Contents

State here the quantity per unit of measurement. If you e.g. are selling bottled water, 'contents' refers to a bottle's capacity. This might be for example 0.75 oder 1.0 oder 1.5 L(itres).

## Base unit

Define a base unit here. In most cases a figure of "1" is the right choice here. Although there are most likely cases in which a base unit of, say 5 litres or 10 kilogram might be feasible.

## Packaging unit

Define a unit that is added to the quantity selection dropdown-menu. If you keep the field empty there will be no separate unit displayed in the dropdown-menu. Valid selections for example are: packet(s) or bottle(s).

You can set up which base price you want to display when you're using a minimum order quantity. You can base the default listing price off one item or the minimum order quantity. More information can be found [here](#).

## Settings.



The image shows a screenshot of a settings panel with the following sections:

- Email notification:** Includes a checkbox for "Allow notification feature" and a "Send new message" button.
- Customer data:** Includes a "Customer name" field and a "Customer email" field with a "Send" button.
- Date of creation:** Includes a "Date of creation" field.
- Package data:** Includes a "Package name" field.
- Minimum order:** Includes a "Minimum order" field.
- Maximum order:** Includes a "Maximum order" field.
- Weight:** Includes a "Weight" field.
- Height:** Includes a "Height" field.
- Length:** Includes a "Length" field.
- Warehouse number:** Includes a "Warehouse number" field.
- Free shipping:** Includes a "Free shipping" checkbox.
- Highlight item:** Includes a "Highlight item" checkbox.
- Send new message:** Includes a "Send new message" button.
- Highlight tab in shop:** Includes a "Highlight tab in shop" checkbox.

## Email notification


If an article is not in stock, you can provide your customer the possibility to register for a notification, when its in stock again. To use this feature, you have to take care of the following requirements:

- The plugins *Notification and Cron* have to be installed and active.
- The cronjob *Email notification* has to be active.
- *Email notification* in the article has to be active.
- The article must have less than 1 of stock.
- The article **can** be on sale, the notification will also be displayed in the frontend.

In the frontend it will look like this:

**X** This product is currently not available.



**A** Please inform me as soon as the product is available again.

Your email address  

**£61.77 \***

Prices incl. VAT plus shipping costs

● Delivery time 10 - 12 Workdays

 Compare  Add to wishlist  Comment

Order number: SW10166

If an email will be entered, the shop sends an email with a confirmation link. Only if this link is clicked by the user, he will be registered for the notification!

The already registered notifications can be seen in the backend module in *Marketing > Analysis > Email notification*. Here you can see all articles, for which the notification is active and its registered users:

Items with notification inquiries				Customers with notification inquiries			
Item	Item order number	Registered	Customer not yet notified	Registered on	Email	Name	Notified
Test a h n	21.1.80001	1	0	18/10/2017 7:35	id@bree.com	Shop Ware	No
DIE ZEIT S	SW10166	1	1				
		Total: 2	Total: 1				

At the left you see the articles with its counter of registered users and not yet notified users. At clicking the action button (the user icon) all related users, which are registered for notification will be displayed. Also the status (Notified Yes / No) will be shown. **Note** that the name in some cases can be empty, this happens, when the user, which wants to be notified, was not logged in as he requested the notification.

To send the notification, the articles simply must have a stock of 1 or more, the cronjob *Email notification* will afterwards send all the mails to the users automatically and changes the "Notified"-status to "Yes".

The email templates, which were sent are *sACCEPTNOTIFICATION* & *sARTICLEAVAILABLE*, they can be modified like you want to.

Every user will be notified only once per article and registration. If the Stock will get negative again, the user has to register again for notification.

## **Delivery time (in days)**

Enter the delivery time of a product that does not have any stock. This delivery time will only be stated in the frontend if the stock level is less than 0.

Detailed information can be found in the [Displaying stock and availability of items](#) wiki.

## **Stock level**

The current stock level can be entered here.

## **Minimum stock level**

At this point you can define a minimum stock level. This value can be used with the email notification for the "Stock level falls short".

## **Release date**

The release date can be used for products which can only be delivered in the future. The date entered here appears on the product detail page and allows customers to place an order in advance. The message "Available from xx.xx.xxxx" appears in the frontend. This message can be edited in your **Snippet** administration.

## **Date of creation**

The date the product was created is automatically entered here. You also have the option of manually adding this date. The appearance of your "Newcomer" products is managed by manipulating this date.

## **Pseudo sales**

If you want to influence the list of top sellers, you can use this field to create pseudo sales. The value entered here represents the popularity of the product in your store. This value is then exclusively used for the calculation of the display of the top sellers - it goes without saying that it is not used for statistical evaluations. Therefore if you enter a high value here, this product will be displayed in the frontend as a top seller.

## **Minimum order**

Use this field to define a minimum purchase quantity. This minimum quantity has to be accepted by the customer in order to be added to the shopping cart.

**this field only supports whole numbers! Decimal points or fractions will not be recognized.**

## **Graduation**

This field can (optionally) be used in combination with the minimum purchase quantity. Similarly, this field only supports whole numbers.

**the scaling has to be identical to the minimum purchase quantity!**

## **Maximum order**

A maximum purchase quantity can be defined here. This is the maximum quantity that can be placed in the shopping basket and/or purchased.

**this field only supports whole numbers! Decimal points or fractions will not be recognized.**

## **Manufacturer number**

Here you have the option of entering the item number of the manufacturer, acting as an internal reference number for the product. It is not displayed to the customer in the frontend. This is useful if, for example, you want to locate the item on the website of the manufacturer.

## **Weight (in kg/body weight)**

Enter the weight of a product in kilograms. This information may be required for calculating the shipping costs according to weight. Enter the weight as follows: 0.5 (for 0.5 kg).

## **Free shipping**

If you activate this checkbox, this product is calculated without delivery costs. The behavior of shopping carts that contain "free delivery" products can be defined in the delivery type settings.

## **Highlight item**

With this option it is possible to highlight specific products in the frontend. These products are then displayed with a "Tip icon" by default.

## **On sale**

If you highlight a product for sale its availability is limited to the existing inventory. Products whose inventory fall to zero during an order process can be deactivated. Open **Configuration > Basic settings > Frontend > Shopping cart / item details** and set the option **Do not show on sale products that are out of stock:** to **Yes**.

In the current version this setting must be set per variant!

## EAN

You can enter the EAN for an item here. In the standard configuration this serves the purpose of internal information only, and has to be included in the template separately for display purposes.

## Width, height, length

You can specify the dimensions of a product here. These fields only serve as internal information (i.e. for the calculation of individual delivery costs).

## Avoid customer groups

This is where you can exclude the product from individual customer groups. For selected customer groups, this product no longer appears in the category listing in the frontend and therefore cannot be purchased.

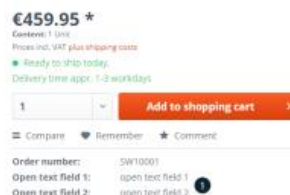
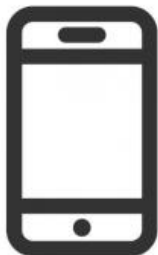
## free text fields

These free text fields represent the attributes you already created under **configuration > free text fields management**. If you have not already done so, you can find more information on configuring free text fields [here](#).

## Free text 1 and free text 2

These text fields can be used to display additional product information on the detail page. These variables are already embedded in the standard template, therefore when filled, automatically appear on the product detail page.

Main product



## Comment

This is where you as the shop owner can include a personal comment on the product. This comment is displayed directly below the long description on the detail page.

## Other Properties

### Properties



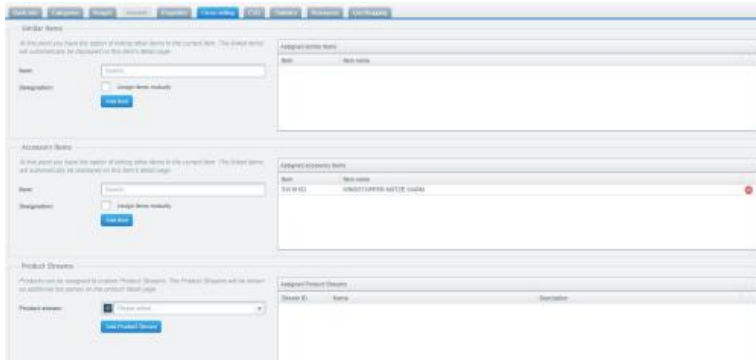
If you haven't already done so, property groups and options can be defined in **Items > Properties**.

To configure the characteristics of a product, select a property group from the pull down menu - a window will then appear with all available options. To change these options, click in the second column and select the variant(s) from the combination field (multiple selections are possible). Allocation is possible from one product group per product.

If you do not want to work with properties, simply leave this field empty.

Be sure that when changing the settings of a property group, the options assigned to the former group are removed!

## Cross-Selling



To make the shopping process as easy as possible for the customer you can enter direkt links to other products here. The linked products are displayed directly on the product detail page. You only have to enter the item number of the product to link them. The option "Assign items mutually" can be used to automatically link both items to eachother.

You can only use products as linked products which have no variants or configurators.

Further information about the cross-selling tab in shopware can be found [here](#).

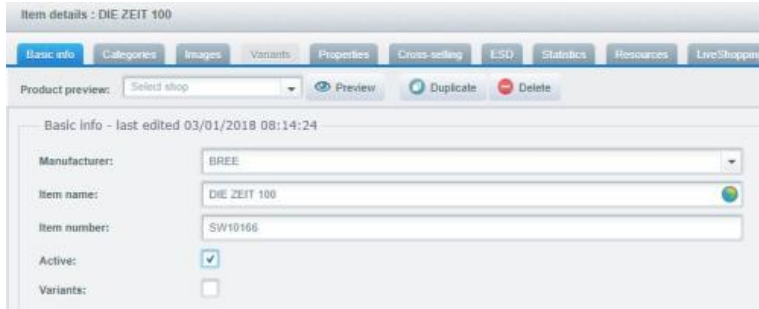
## ESD

In this tab you can define your article as an ESD article. ESD articles are digitally available articles, such as pure software products.

More information about the ESD articles can be found [here](#).

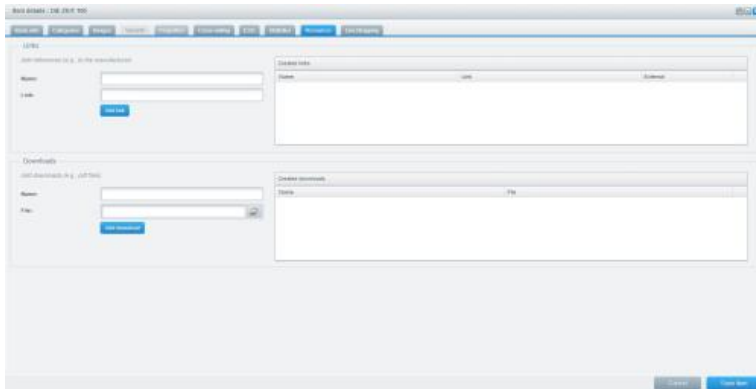
## Preview, duplicate, delete item

These features are now pinned to the basic info in the module. Functional there are no changes.



## Resources

The resources of the article are available in the Resources tab.



Here you can provide links and downloads that are displayed on the item detail page.

## Free items

Shopware can't simply create items with a price of 0, because of that we have to trick for free items:

- **Premium items:** By using [premium items](#) you can offer free items in the checkout from desired cart values. This is a possibility to increase your customers cart values and also a pretty easy way to create free items.
- **Free items by using price groups:** By using price groups it's possible to rebating items completely. **Example:** Create a price group for a desired customergroup with a discount of 100%. Subsequent you open the desired item and activate the price group, after saving the item, it's free for

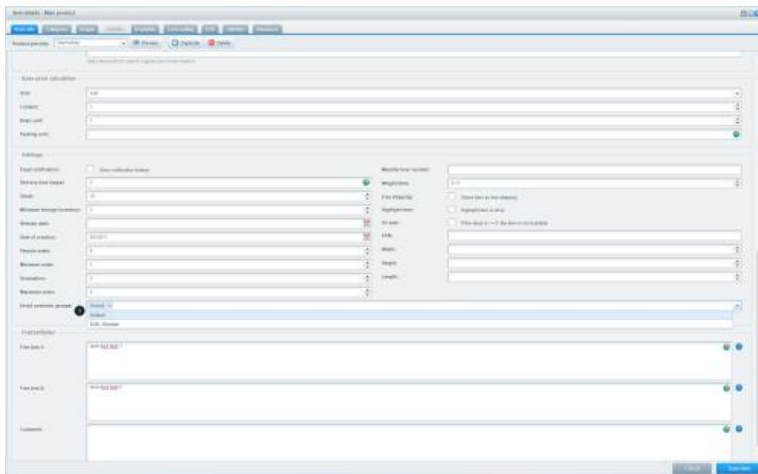
the configured customergroup.

## Block items and categories for defined customergroups

With Shopware you can make either items or categories invisible for defined customergroups. So you get the possibility to combine your b2c with your b2b shop. Together with the plugin [Business Essentials](#) you can cover the complete bandwidth of b2b.

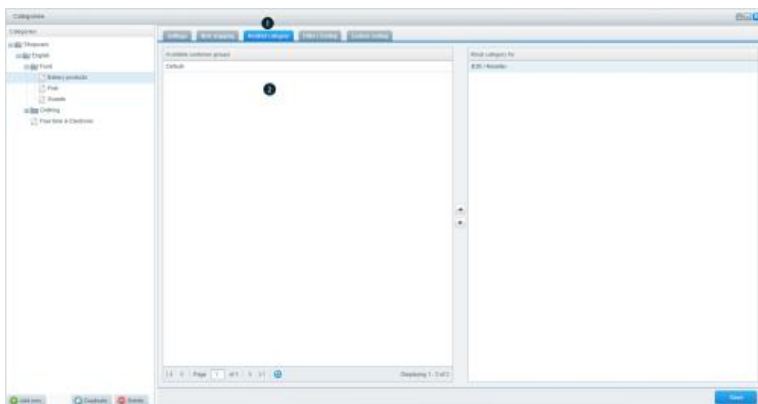
### Items

Every item can be invisible for defined customergroups, just open your desired item in the backend. At **Avoid customer groups (1)** you can use the Dropdown to select your desired customergroup, which shouldn't get access to this item. In this dropdown you can select multiple entries. In this example the item is invisible for customers of the *Default* group, which is the default customergroup in Shopware. **Note** that this setting is most usable for the default customergroup because the user who is not signed in would see the item, but it would disappear after login.



### Categories

Making invisible works also for categories. Just open the category module and select the desired category, click the tab **Restrict category (1)**. In the left window you see the **Available customer groups (2)** which can see the category and on the right you see the **Blocked customer groups (3)** which can't see the category.





## Plugin: Business Essentials

If you are acting in a b2b environment, we recommend to use the plugin [Business Essentials](#). With this plugin you can extend your shop for usage with many different customergroups which can be designed individually and make them (un-)available. This means the display of different offers, prices and more, this is made possible by using different register sites for each customergroup and activation workflows for each customergroup.

# Product resources

## General

Via the feature "resources" in the item details, you can provide your customers with additional information on your shop's items. You can link to internal and external sites containing further information or provide a download. This feature is regularly used to make PDF-files available, for example an item's user or service manual. The corresponding settings can be found in the tab "**Resources**" in the **item's details**.

## Links

Shopware enables you to add further information to your items by e.g. including links in the respective item's description.

## Backend settings



- **Link (2):** The URL, to which you want to link, is entered here. Note that you will have to include a "http://" or "https://" prefix in the URL for it to work. You will be prompted with an error if you forget about this. The field may also not be empty.
- **Name (1):** Here you can edit how the link will be displayed in the frontend. If you leave the field empty, the raw URL will be shown in the frontend.
- **Add link (3):** This button confirms the added link. Any missing or corrupted information will be blocked by the backend.
- **Created links (4):** Lists all links, that have been added to the item.

## Frontend display

Related links to "Main article with marking Free shipping and highlighting"

- > [Do you have any questions concerning this product?](#)
- > [Further products by Shopware Fashion](#)

The links will be displayed at the end of the item's description, next to the standard links "Do you have any questions concerning this product?" and "Further products by Supplier".

## Downloads

Shopware enables you to add further information to your items by e.g. including a download in the respective item's description. This is useful for providing user manuals in PDF form or other service documents.

You can also offer your files as MP3, MP4 or ZIP. However, CSV and XML files cannot be offered.

## Settings in the backend



The settings are similar to the ones described earlier. Respectively the field "**file**" is used to select the file, you want to add to the item, from the Media manager. "**Name**" sets the displayed name in the frontend. The button "**Add download**" confirms the settings.

## Frontend display

### Related links to "Main article with marking Free shipping and highlighting"

- > Do you have any questions concerning this product?
- > Further products by Shopware Fashion

### Available downloads:

- > Download Shopware

Downloads are displayed under the "Related links" and will open in a new tab by default.

# Item overview

## Introduction

In the item overview you get a perfect view of your items and category assignments. By clicking on a category in the overview, all articles that are assigned to this category are displayed.

Important information such as the order number, the item description or the price can be seen right from the table overview. The overview also shows whether articles are active or inactive.

## Sorting

By clicking on the **column name (1)**, the contents of the table can be sorted directly. In this way you can quickly and easily sort your articles, e.g. by order number or price. Below the table is an **option bar (2)** for the table. Here you can see how many items are already in the selected category. You can scroll directly to the next page or set how many items are to be displayed per page. If you want to display the variants of an item in the overview, you can tick **Show variants (3)**.

Product number	Name	Supplier	Active	Gross price	Tax	In stock
SW19004 2	Product with default-configurator	Shoppware Frontend	✓	28.24	Default	18
SW19006 4	Product with selection-configurator	Shoppware Frontend	✓	38.97	Default	76
SW19005 4	Variant product	Shoppware Frontend	✓	18.48	Default	98
SW19014	Product with image-configurator	Shoppware Frontend	✓	251.44	Default	190
SW19012	Main product with reviews	Shoppware Frontend	✓	1.50	Default	45
SW19012	Main product with cross-selling	Shoppware Frontend	✓	4.87	Default	18
SW19011	Build and main product	Shoppware Frontend	✓	2.46	Default	8
SW19010	Main product base price calculation	Shoppware Frontend	✓	8.87	Default	180
SW19008	Main product with resources	Shoppware Frontend	✓	5.84	Default	190
SW19007	Main product with properties	Shoppware Frontend	✓	19.68	Default	48
SW19006	Shipping free products with highlighting	Shoppware Frontend	✓	14.62	Default	48
SW19003	Main product with ESD download	Shoppware Frontend	✓	0.87	Default	8
SW19002	Main product e-mail notification	Shoppware Frontend	✓	108.94	Default	8
SW19001	Main product	Shoppware Frontend	✓	440.20	Default	18

## Columns overview

Here you will find an explanation of all columns and column contents as well as all symbols.

- **Product number** is the item number as it appears in the item detail interface.
- **Name** is the name and/or description of the item.
- **Supplier** is the name of the manufacturer as it appears in the item detail interface.
- **Active** shows whether an item is active and available in the frontend or not.
- **Gross price** shows you the stored item gross price.
- **Tax** Displays the stored tax rate of the item.
- **In stock** show the current stock for the item.

Please note that the column "Active" affects the entire article. There is an additional column "Variant active". The column "active" is not inherited by "variant active" and it may therefore be necessary to adjust it additionally. To do this, it may be necessary to show the column first.

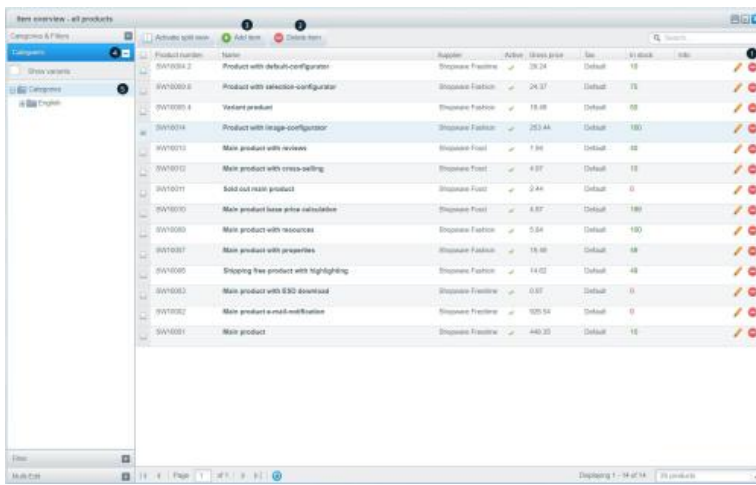
This also applies to the column "Sales", for variants this is the column "Detail\_lastStock".

## Editing items

Click on the edit pencil to open the item detail window. There you can change or make all settings, just like with a new item.

You can also change the values displayed in the overview (except manufacturer and tax) directly by double-clicking. Enter your changes and confirm them with the Enter key.

## Deleting items



You can quickly and easily delete many items in the item overview. To delete a single item, simply click on the **delete symbol (1)**. If you then confirm the dialogue, the item will be deleted completely.

To delete several items at once, you will find a **checkbox to the left of the order number (5)** to quickly select the desired items. Then select the button **delete item (2)** in the options bar at the top and confirm the dialogue. Here you will also find the option to **select all items from the current view at once (4)**.

Article images, associated thumbnails and other media (e.g. deposited downloads) are not removed from the server when an article is deleted.

## Adding items

By clicking the **Add item (3)** button you can add a new item at any time.

## Searching for items

At the top right of the overview you will find the **Search field (1)**. This is a suggestion search. Search hits are automatically suggested when you enter them.

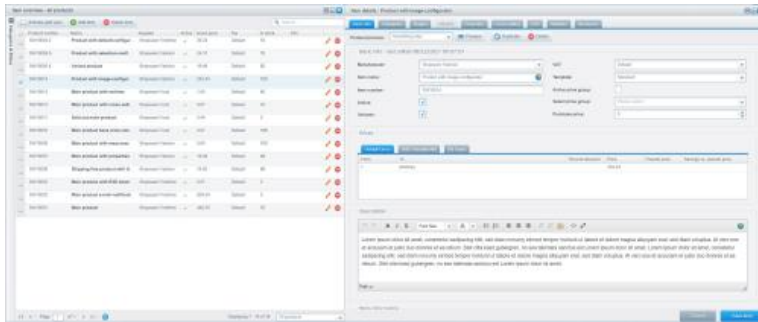
The following criteria are considered during the search:

- Search by manufacturer
- Search by order number
- Search by item description
- Search by items not in stock
- Search by items with no category assigned
- Search by items with no image

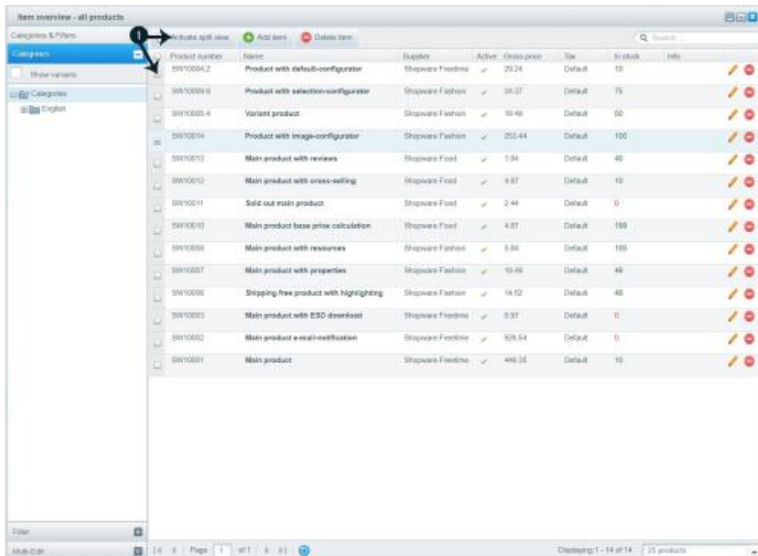


In the search hit overview, you can also edit your items directly by double-clicking on them. As in the normal overview, you can see how high the stock level is and whether an item is active or inactive. For example, you can only find inactive items in the administration and not in the storefront.

## Split-View



The split view facilitates the mass processing of products, which can be created more quickly.



To activate the split view, you must select an item using the **checkbox (1)** and then click on **Activate split view (1)**.

## Further options

"Multi-edit" is a former advanced feature of the commercial Shopware versions, which has been included in the Shopware standard since Shopware 5. Multi-edit supports you in quickly changing items in a batch process, e.g. quickly deactivating items that no longer have stock. In general, Multi-edit offers 2 main functions, the simple filtering of articles according to certain criteria and the multiple modification of these articles. In the following article, we explain how multiple changes work and give you helpful tips and tricks on how to use them.

## The module

Item overview - all products

Categories & Filters

Categories

Show variants

English

Product number	Name	Supplier	Action	Gross price	Tax	In stock	Info
SW1004.2	Product with default-configurator	Shopware Frontline	✓	29.24	Default	18	✎ ⚙
SW1006.0	Product with selection-configurator	Shopware Fashion	✓	24.37	Default	75	✎ ⚙
SW1008.4	Variant product	Shopware Fashion	✓	19.49	Default	50	✎ ⚙
SW1014	Product with image-configurator	Shopware Fashion	✓	253.46	Default	100	✎ ⚙
SW1013	Main product with reviews	Shopware Food	✓	1.84	Default	40	✎ ⚙
SW1013	Main product with cross-selling	Shopware Food	✓	4.87	Default	18	✎ ⚙
SW1011	Sold out main product	Shopware Food	✓	2.44	Default	0	✎ ⚙
SW1010	Main product base price calculation	Shopware Food	✓	4.87	Default	189	✎ ⚙
SW1008	Main product with resources	Shopware Fashion	✓	5.94	Default	100	✎ ⚙
SW1007	Main product with properties	Shopware Fashion	✓	19.49	Default	49	✎ ⚙
SW1008	Shipping free product with highlighting	Shopware Fashion	✓	14.60	Default	49	✎ ⚙
SW1000	Main product with ESD-download	Shopware Frontline	✓	0.07	Default	0	✎ ⚙
SW1000	Main product e-mail-notification	Shopware Frontline	✓	505.54	Default	0	✎ ⚙
SW1001	Main product	Shopware Frontline	✓	443.35	Default	18	✎ ⚙

Filter

Multi-Edit

Page 1 of 1

Displaying 1 - 14 of 14

25 products

Multi-edit is located within the "Item overview" module in your Shopware backend. On the left, you will find the filter and multi-edit window; on the right, a list of your items. This list of items will change at applying new filters.

## Filter

Item overview - Sale-Main Items not in stock

Categories & Filters

Categories

Filter

Add

Parentes (4)

- Sale-Main Items not in stock
- Without category Items without images
- Sale-Variants not in stock

Other filters (15)

- Main items
- Items with scale price
- Highlight
- Configuration items
- Variable
- Advanced filter
- Item with merchant pr.
- Red items
- Regular expression
- Items without votes
- Items with votes wait

Product number	Name	Supplier	Action	Gross price	Tax	In stock	Info
SW10211	Sold out main product	Shopware Food	✓	2.44	Default	0	✎ ⚙

Multi-Edit

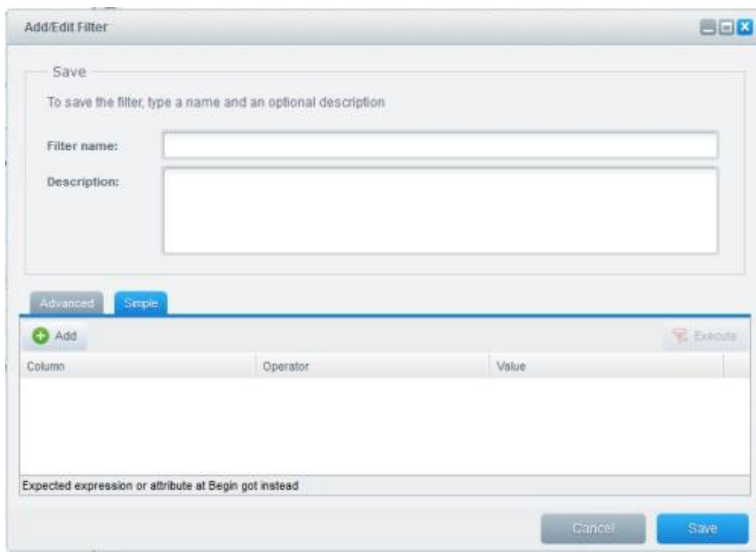
Page 1 of 1

Displaying 1 - 1 of 1

25 products

Under the "Filter" tab, you can filter your items by desired criteria. To do so, just click on "Add" - a popup will appear, where you can easily define your filters using the dropdown fields. Advanced filters are possible with an SQL statement.

## Simple filter



The simple filter is suitable for anyone who has not yet / does not want to deal with the database structure, SQL queries and logical links and wants to test/use the general function of the plugin.

Click on "Add" and create a new filter. The first selection you make here refers to a property, for example "Article.Name" for the article name. The middle selection specifies an operation such as "=", "<=" or "ISTRUE". In the third field you define the condition. **Please note** that for some operators, such as "ISTRUE", no condition can be set because ISTRUE (is true) is already the condition!

### Example:

```
Article.Name = Test
```

This would create a filter that shows you all articles with the name "Test".

You can also add more conditions by clicking on "Add" again. These conditions are each created with an AND link, so **ALL** conditions must be met in order for the articles to be listed.

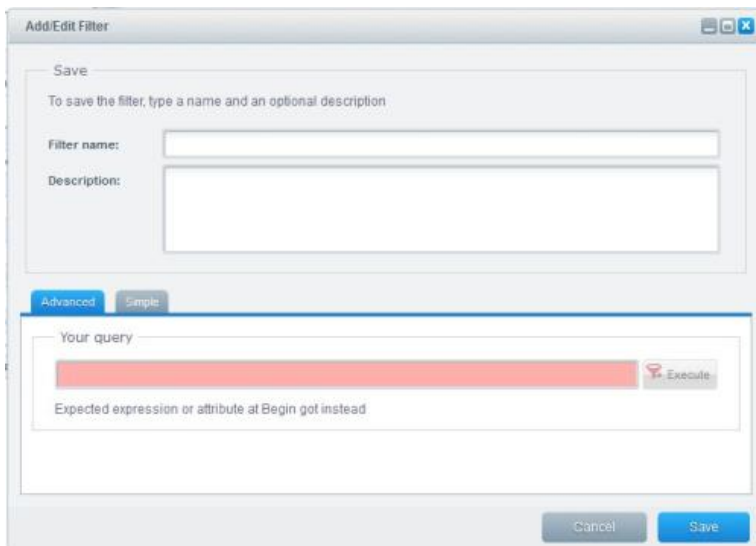
### Example:

```
Article.Name = Test  
Article.ID > 5
```

This filter gives you the items whose name is "Test" and whose ID is greater than "5".

A simple filter can be converted to an advanced filter at any time, but not all advanced filters can be converted to a simple one. The simple filter does not support parenthesis of commands and OR-operation

### Advanced filter



Here you can use individual filters to achieve the best result, but you need SQL knowledge to write these filters.

**Example:** Manufacturer = "Feinbrennerei Sasse" & items under 20 €

To get this result, the following query would be needed:

```
SUPPLIER.NAME = "Feinbrennerei Sasse" AND PRICE.PRICE < 20
```

After writing your query you can click "execute" to execute your filter – the item listing will update and show your result.

If you want to reuse your filter, you can always save it and assign a name. Then the filter will appear in the filter list.

The query field has an indicator for the validity. If your statement is invalid, it will stay red; if it's valid, it will turn green. It has also a dynamic message below, notifying you of what's wrong with your statement.

## Operators

Operators will be shown dynamically, depending on the given attribute. For example: After the attribute "Article.Name", the operator ">" never can follow, because this is not a string operator.

- a = b (a is equal b)
- a != b (a is not equal b)
- a ~ b (a matches the regular expression b)
- a !~ b (a don't match the regular expression b)
- a IN (b, c) (a = b OR a = c)
- a ISNULL (a has no value)



- $a > b$  (a is bigger than b)
- $a \geq b$  (a is bigger or equal b)
- $a < b$  (a is less than a)
- $a \leq b$  (a is less than or equal b)
- a ISTRUE (a is true - bool 1)
- a ISFALSE (a is false - bool 0)

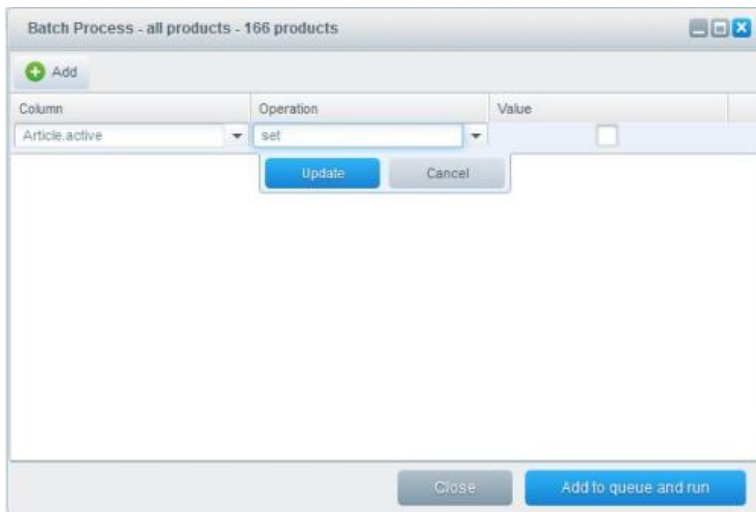
The following operators can be used to link multiple expressions:

- AND (links two expressions logically with AND)
- OR (links two expressions logically with OR)
- ( respectively ) (allows you to bracket your expressions to execute - the bracketed expressions are executed before the operator between the brackets)

## Multi-edit

Product number	Name	System	Active	Gross price	Tax	In stock	Info
SW19304.2	Product with default-configurator	Shopware Frontend	✓	23.24	Default	10	✏️ 🚫
SW19308.8	Product with selection-configurator	Shopware Frontend	✓	24.37	Default	75	✏️ 🚫
SW19305.4	Variant product	Shopware Frontend	✓	19.49	Default	50	✏️ 🚫
SW19314	Product with image-configurator	Shopware Frontend	✓	23.44	Default	100	✏️ 🚫
SW19313	Main product with reviews	Shopware Food	✓	3.34	Default	40	✏️ 🚫
SW19312	Main product with cross-selling	Shopware Food	✓	4.87	Default	10	✏️ 🚫
SW19311	Best sell main product	Shopware Food	✓	2.44	Default	0	✏️ 🚫
SW19310	Main product base price calculation	Shopware Food	✓	4.87	Default	100	✏️ 🚫
SW19308	Main product with resources	Shopware Frontend	✓	5.54	Default	100	✏️ 🚫
SW19307	Main product with properties	Shopware Frontend	✓	39.89	Default	49	✏️ 🚫
SW19306	Shipping fee product with highlighting	Shopware Frontend	✓	14.62	Default	49	✏️ 🚫
SW19302	Main product with ESD download	Shopware Frontend	✓	0.87	Default	0	✏️ 🚫
SW19300	Main product e-mail-notification	Shopware Frontend	✓	320.54	Default	0	✏️ 🚫
SW19301	Main product	Shopware Frontend	✓	440.26	Default	10	✏️ 🚫

Multi-edit is the main function of this feature and will execute the desired changes to the filtered items. You can define which properties should be changed. In the following example, items will become inactive:



Please note that it may be necessary to edit "Detail.active" in addition to "Article.active". This also applies to setting the clearance function, which must also be set for "Detail.lastStock".

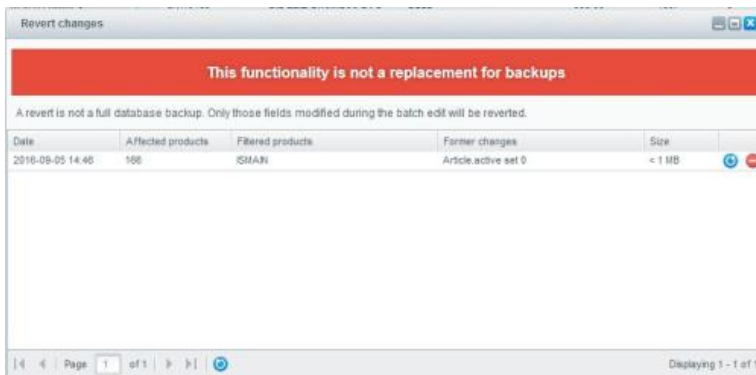
Alternatively, calculation tasks can be defined here or strings can be extended:

```
// Appends "Example" to the short description of the item
Article.description append "Example"

// Calculates the item weight + 2
Detail.weight add 2

// Multiplies the topseller by 5
Article.pseudoSales multiply 5
```

## Revert settings function



Please note, the restore function uses a folder in the server's file system to store the restore statements, these are stored under /files/backup, so make sure that this folder has read and write permissions for Shopware.

The restore function is used to restore the ORIGINAL state that existed before the change was made.

In the restore mode you can see the filters that were applied. You can also see which original changes were made.

By pressing the restore icon (blue rotating arrow), the change is restored to the ORIGINAL value.

The revert function is NOT a backup solution. You should always create a backup of your server before making changes in bulk!

## Log function

Shopware creates a log of all activity performed within this module. You can find this log under **Settings > Logfile**.

## Notes

As with the categories, for example, the associations are used here. So if you add "Hello" to the unit.name of 10 articles, the unit.name itself will of course be changed and thus also apply to the other articles with the corresponding unit.

## Tips & Tricks

### Examples

#### Deactivate all items in category X

First you create a new filter. In the query, use the CATEGORY.ID = "Your category" (you can find the category's ID under **Items > Categories** in the backend). You then click "execute" to see the filter result.

Now you just have to define the multi-edit for your items. To do this, first click on the "Multi-edit" button, then add your change statement under the column, which will be "Article.active". Your operation must be "set" because we want to deactivate the items. Then execute your changes; you will see the result immediately.

### Values

This list of values can also be found in the database. The keyword in front of the dot is important (e.g **article.id** is located in the table s\_articles in the column **id**).

- article = s\_article
- attribute = s\_articles\_attributes
- detail = s\_articles\_details
- supplier = s\_articles\_supplier
- category = s\_categories
- unit = s\_core\_units
- tax = s\_core\_tax

- vote = s\_articles\_vote
- configurationset = s\_article\_configurator\_set
- configuratorgroup = s\_article\_configurator\_group
- configuratoroption = s\_article\_configurator\_option
- propertyset = s\_filter
- propertygroup = s\_filter\_option
- propertyoption = s\_filter\_values
- price = s\_articles\_prices
- image = s\_articles\_img
  
- HASIMAGE = Has an image
- ISMAIN = Main item / variant preselection
- HASPROPERTIES = Has properties
- HASCONFIGURATOR = Has configurator
- HASBLOCKPRICE = Has block prices

<b>field name</b>	<b>Description</b>
article.name	Item - name
article.description	Item - short description
article.descriptionLong	Item - long description
article.added	Date when the item was added
article.active	Item's active state
article.pseudoSales	Pseudo sales of the item
article.highlight	Item - highlight state
article.keywords	Item - meta keywords
article.changed	Date when the item was changed
article.priceGroupActive	Item's price groups are active

article.lastStock	Item's "sold out" flag
article.crossBundleLook	Deprecated
article.notification	Item - notification state
article.template	Item - template
article.mode	Item - mode
article.availableFrom	Item's "available from date"
article.availableTo	Item's "available to date"
detail.number	Item - order number
detail.supplierNumber	Item - manufacturer number
detail.kind	Type of variant (1=preselection, 2=other)
detail.additionalText	Additional text (variants text)
detail.active	Item - active state
detail.inStock	Item - stock
detail.stockMin	Item - min. stock
detail.weight	Item - weight
detail.width	Item - width
detail.length	Item - length
detail.height	Item - height
detail.ean	Item - EAN
detail.position	Item - position (when more variants are used)

detail.minPurchase	Item - min. purchase
detail.purchaseSteps	Item - purchase steps
detail.maxPurchase	Item - max. purchase
detail.purchaseUnit	Item - purchase unit
detail.referenceUnit	Item - reference unit
detail.packUnit	Item - pack unit
detail.shippingFree	Item - shipping free state
detail.releaseDate	Item - release date
detail.shippingTime	Item shipping time
supplier.name	Supplier - name
supplier.image	Supplier - image
supplier.link	Supplier - link
supplier.description	Supplier - description
category.name	Category - name
category.position	Category - position
category.metaKeywords	Category - meta keywords
category.metaDescription	Category - meta description
category.cmsHeadline	Category - headline
category.cmsText	Category - description
category.active	Category - active state

category.template	Category - template
category.blog	Category - blog category state
category.path	Category - path
category.external	Category - external state
category.hideFilter	Hide category's filter state
category.hideTop	Hide category's top navigation state
category.noViewSelect	Hide category view
category.changed	Category - change date
category.added	Category - add date
unit.name	Unit name (i.e. Lb.)
unit.unit	Unit (i.e. pound)
attribute.attr	Free text field
tax.tax	Tax rate
tax.name	Tax rate name
vote.name	Vote name
vote.headline	Vote - headline
vote.comment	Vote - comment
vote.points	Vote - points
vote.datum	Vote - date
vote.active	Vote - active state

vote.email	Vote - email
vote.answer	Vote - answer
vote.answer_date	Vote - answer date
configuratorset.name	ConfiguratorSet - Name
configuratorset.public	ConfiguratorSet - public state
configuratorset.type	ConfiguratorSet type - (Image, Selection, Default)
configuratorgroup.name	ConfiguratorGroup - name
configuratorgroup.description	ConfiguratorGroup - description
configuratorgroup.position	ConfiguratorGroup - position
configuratoroption.name	ConfiguratorOption - name
configuratoroption.position	ConfiguratorOption - position
propertyset.name	PropertySet - name
propertyset.position	PropertySet - position
propertyset.comparable	PropertySet - comparable state
propertyset.sortMode	PropertySet - sort mode
propertygroup.name	PropertyGroup - name
propertygroup.filterable	PropertyGroup - filterable state
propertyoption.value	PropertyOption - value
propertyoption.position	PropertyOption - position
propertyoption.valueNumeric	PropertyOption - numeric value

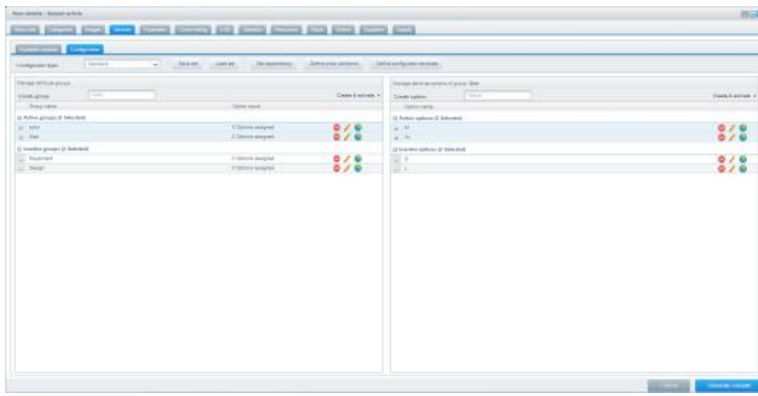


image.description	Image description
image.path	Image - path
image.main	Image main - state
image.position	Image - position
image.width	Image - width
image.height	Image - height
image.relations	Image - relations
image.extension	Image - extension
price.price	Price
price.pseudoPrice	Pseudo price
price.basePrice	Base price

## Variants

By using the product variants you as a shopowner have the possibility to create one or multidimensional products.

When creating an item, you have the possibility of assigning as many variants as required. To assign variants, check the Variants box in the item detail window then click save. The Variants tab will now be available for the item.



## Variant display styles



Your variants can be displayed in a number of different styles. In the **Configurator type** dropdown menu, select from one of the following (all of which are described in more detail below):

- **Standard**
- **Selection**
- **Picture**

After creating your variants, you can change the display at any time without losing data.

### Standard

The standard type shows a set of variants by default, which the customer can change without proceeding through a specific order. When working with this display, the customer can select the **Add to shopping cart** button at any time, as every variant field already contains default data.

To assign a default variant (the variant which will appear automatically on the product detail page), click the **Available variants** tab and select from one of the variants in the **Preselection** column. Please note that variants must have been already generated prior to this step.

This is how the standard display looks in the storefront:

€19.99 \*

Content: 1 Stück

Prices incl. VAT plus shipping costs

● Ready to ship today,

Delivery time appr. 1-3 workdays

color:

Size:

Add to shopping cart

Compare Remember Comment

Order number: SW10005.4

If a variant is selected that is no longer active, the main variant is loaded as a fallback. If you select a sales item without stock, you will be shown that this item is currently not available.

**X** This product is currently not available.

€19.99 \*

Content: 1 Stück

Prices incl. VAT plus shipping costs

● Delivery time approx. 5 working days

Colour:

Size:

Compare Remember Comment

Order number: SW10005.1

## Selection

When using this display, the customer must manually select their preferences, one after the other. Only after making the first selection the following selection is enabled. This is particularly useful for variant groups that depend on one another. The item can only be added to the shopping cart once the customer makes their final selection. Prior to this point, the **Add to shopping cart** button cannot be selected.


This is how the selection display looks in the storefront:

**€19.99 \***



Content: 1 Stück

Prices incl. VAT **plus shipping costs**

**color:**

**Size:**

 Compare  Remember  Comment

---

**Order number:** SW10005.4

The selection configurator also shows you directly that inactive variants or sales items without stock are not available.

€19.99 \*

Content: 1 Stück

Prices incl. VAT **plus shipping costs**

Colour:

Size:

Compare  Remember  Comment

Order number: SW10005

For variants with more than 2 levels (groups), there is a fallback to the main variant if a variant is not available. In this case the display "Not available" is omitted.

## Image

The image configurator was introduced as a standard feature with Shopware 5. This display represents variant options with an image rather than text. Images will only appear when mapped to a variant. If a variant is not assigned an image, the variant name will be displayed in text.

This is how the image display looks in the storefront:

€19.99 \*

Content: 1 Stück

Prices incl. VAT plus shipping costs

color



Size

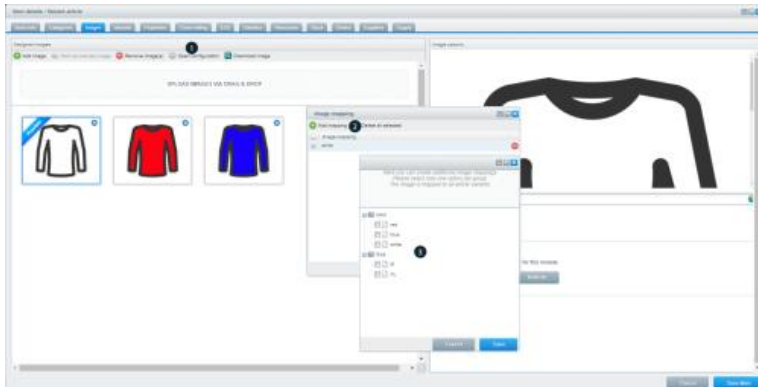


1

Compare  Remember  Comment

Order number: SW10005.4

After creating your variant groups and options (described below), you can assign images to variants in the **Images** tab. After uploading an image and saving, click **Open configuration (1)**. After that click **Add mapping (2)** and map to which **variants (3)** the image should apply.



If a variant is not available in the image configurator (sales item without stock or inactive variant), this variant cannot be selected.

€19.99 \*

Content: 1 Stück

Prices incl. VAT plus shipping costs

● Ready to ship today.

Delivery time appr. 1-3 workdays

Colour



Size



X Reset selection



≡ Compare    ♥ Remember    ★ Comment

Order number: SW10005

For inactive variants with more than 2 levels (groups), a selection is possible on the other hand, but here a fallback to the main variant takes place.

## Change configurator type in the database

We have 3 options to display the item variants in the frontend. If you want to set the variant selection for all items equal you can edit in the database the table "s\_article\_configurator\_sets". Here you need to adjust the column "type" accordingly.

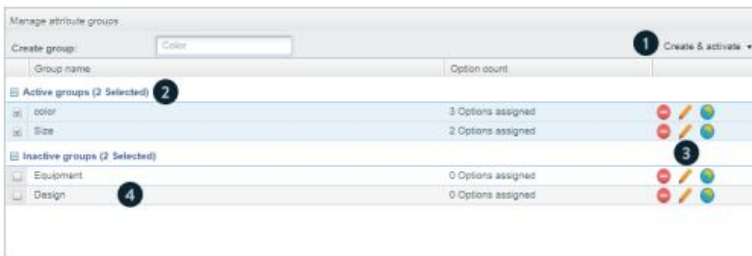
- '0' Standard
- '1' Selection (Please Select)
- '2' Picture

You can use the following SQL-Statement: UPDATE `` type` s\_article\_configurator\_sets` SET = '0'

This database query changes your database without asking, please do that only, if you know, what you're doing and backup your shop before!

## Groups

To create variants, you will need to create groups followed by variant options for these groups. All management of groups and options take place beneath the **Configuration** tab.



You will manage your groups in this window. Groups are created globally, which means a group and its variant options will be taken into consideration when generating variants with other groups and options.

## Mode (1)

The **pull-down menu** specifies the mode of the variant group. When set to *Create & activate*, your new group is activated for the item and saved under **Active groups (2)**. When set to *Create*, the new group is saved at **Inactive groups (4)**. Groups can be activated or deactivated any time by clicking the checkbox.

## Delete, edit and translate groups (3)

Each group can be individually deleted, edited or translated.

- **Delete:** It is not possible to delete a group if it is assigned to an item.
- **Edit:** Click the pencil icon to edit the name and description of the group. The description will appear in the storefront directly below the group name.
- **Translate:** When applicable, you can translate the group names and descriptions for each individual language shop by selecting the globe icon.

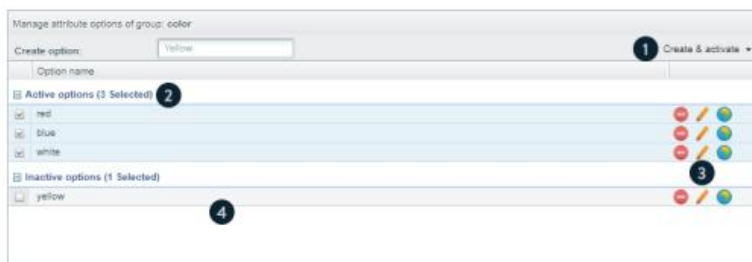
## Active groups (2)

These groups are taken into consideration when creating item variations. Simply click on a group to change its available options.

## Inactive groups (4)

You have the option of assigning inactive groups to the item. Until this point, they remain on stand-by and are not taken into consideration when creating item variations.

## Options





You can create options the same way you created your groups.

Only an active group can be assigned options, which are managed from this window. Please keep in mind that variations are created globally, which means every group option will be connected to the options of other active groups.

## Mode (1)

First select the group, then specify the mode in the pull-down menu. When set to **Create & activate**, the option be activated for the group **(2)**. When set to **Create**, a new option is created but not enabled - the option will appear under **Inactive options (3)**. Options can be easily activated or deactivated by clicking the checkbox.

## Active options (2)

The group will take these options into consideration when generating variants.

## Delete, edit and translate options (3)

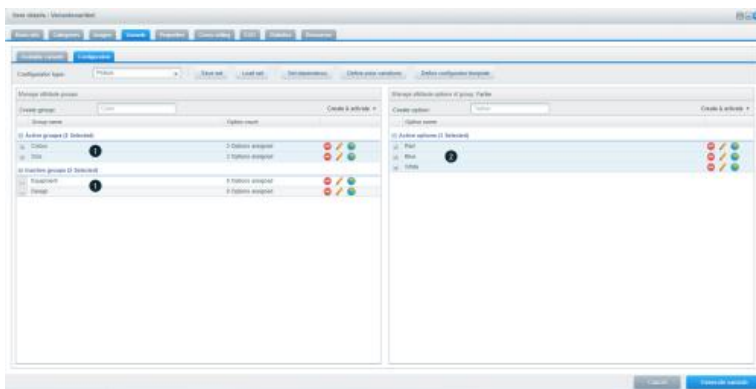
An option can be deleted as long as it has not been assigned to any items. Option names can be editing by clicking the pencil icon. You can translate/translate/localize (i.e. empirical/metric system) the options for your separate language shops by selecting the globe icon.

## Inactive options (4)

These are available but not currently assigned to the group. These can be recycled and assigned to other groups.

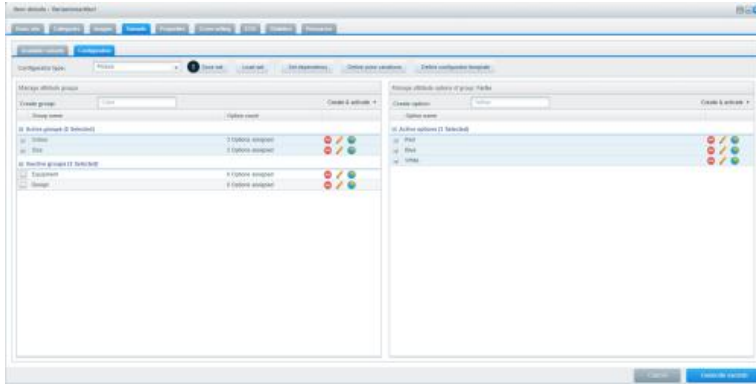
## Sorting variants in the frontend

Sorting variant groups and options happens in the articles backend module:



By default the variant **groups (1)** and **options (2)** were sorted by ID.

To change the sorting you have to change the sorting by drag&drop in the active groups / options, for inactive ones the sorting won't work.



After change the sorting you have to **save (1)** the configurator set and may clear the theme cache. After doing this, the sort has changed also in the frontend.

## Set

### Save set

Active groups with activated options can be saved as a set. The set can be saved as public, which means that it can be recycled for used with other items. This is convenient for creating new variants for the same type of item type (i.e. t-shirts).

If a set is saved as **public**, upon opening a new item the set will reappear, but as a duplication. This makes it possible to make adjustments without affecting other items using the same set.

### Load set

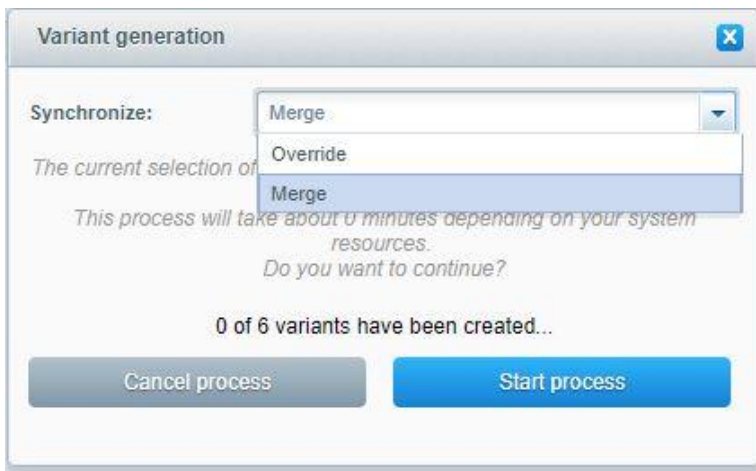
There is a selection menu with all previously saved sets. These sets can be loaded into the item, meaning that extensive variant configurations can be created quickly and easily. Please note that when working with a saved set, you cannot delete options or groups - only deactivation is possible.

### Set dependency

In this area you have the possibility to set restrictions for generating item variants. You can define combinations, which are excluded when creating variants. Restrictions are applied as a rule set, which offers the option of excluding multiple combinations of attribute groups and options. To define a restriction, select the attribute group and the option in the selection boxes that you wish to exclude for the item generation.

### Define price variations





## Override

Use this option if you wish to generate completely new variants. In this case, all order numbers will be regenerated.

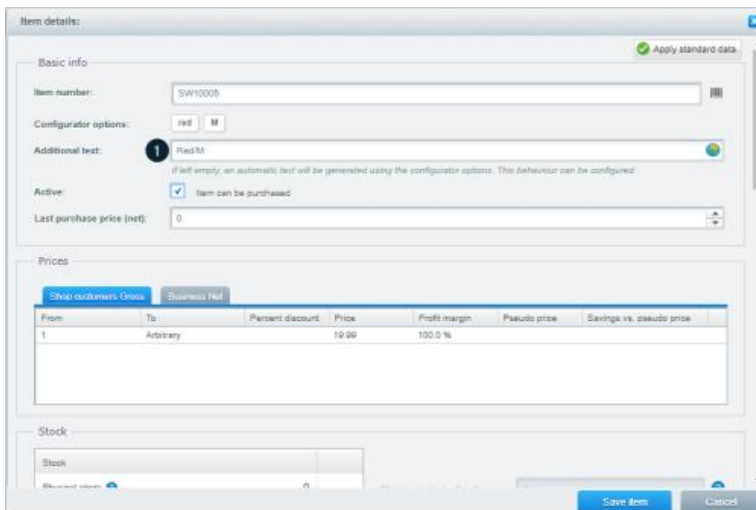
## Merge

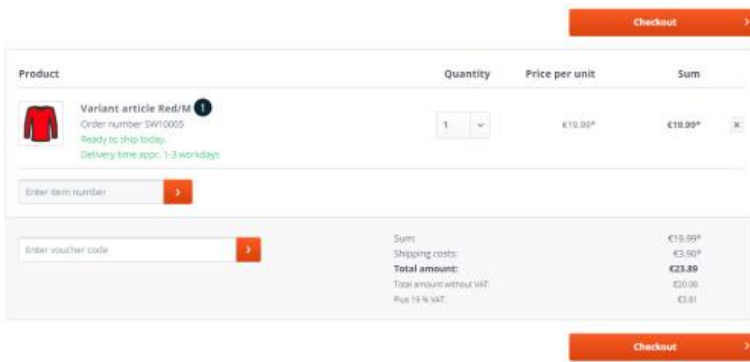
When generating variants, selecting the **Merge** option means that new variants will be added to existing ones.

This is practical, for example, if an existing item variant is expanded with new variants. Thus the item number doesn't need to be regenerated.

## Additional text

Each variant is automatically assigned an **additional text field (1)**. This makes the variant easier to identify in the shopping cart during the checkout process. This field is generated based on the names of the individual option and attached as an extension of the original item name.





## Dynamic variant text

To better facilitate internationalization, the system can now dynamically create and assign additional text for item variants. Please note that will only work if you have already translated your groups and options.

## Available variants

Variant number	Name	Price	Stock	Preselection	Active	Deleted
Variant 1	Red	19.99	10	Selected	Yes	No
Variant 2	Blue	19.99	10	Not selected	Yes	No
Variant 3	Green	19.99	10	Not selected	Yes	No
Variant 4	Yellow	19.99	10	Not selected	Yes	No
Variant 5	White	19.99	10	Not selected	Yes	No

All generated variants are listed here. Double click on a variant to edit it directly within this view. You can define the stock, price, order number and active/inactive variant status.

If an item is inactive, it cannot be ordered. The variant is still displayed in the frontend but cannot be selected.

The **Preselection** box is automatically set to the master item and cannot be changed. The Preselection will only be selected automatically if the item uses the standard configurator.

The **delete** function helps you to convert a variant product into a default product. You can find more information about this function in the section "[Turning a variant item back into a default product](#)".

Deleting variants is not a suitable way to hide them in the frontend. Deleting variants here can lead to data inconsistencies!

## Inheriting default data

In this area, you can select item information and assign it to selected variants. If no variant is selected, the information will be assigned to every variant. This information can include: price, base price, properties and attribute configurations.

## Generating new order numbers

You have the option of regenerating order numbers for all variants. The syntax for generation is specified by the text in the listing toolbar.

Regarding the syntax, the following conditions apply:

- The properties referred to are case-sensitive
- Every syntax fragment is displayed in brackets, i.e. ( {...} ).

By generating new order numbers, you can access all data assigned to the item. Below are a few examples:

- **{mainDetail.number}**: Derived from the order number of the master item
- **{n}**: Serial number
- **{options.name}**: Name of the option
- **{options.group.name}**: Name of the group
- **{attribute.attr1}**: Value of the first item attribute

If you would like to assign your own item numbers for variants and have several options to choose from, you can define the order of the options by doing the following:

- Generate the desired groups and options
- Put the groups in the correct order via drag & drop and regenerate the variants (they should be overwritten, NOT merged) - the order number of the groups determines the order of the {options.name} in the order number.
- Generate the item numbers in the desired syntax.
- The item numbers should now be generated in the desired order.

When you create order numbers with your own syntax, there must not be any spaces in the item number after it is created. Make sure that the options groups and attributes do not contain any spaces. Further information about item numbers can be found [here](#).

## Database structure

The following tables are accessed:

- **s\_article\_configurator\_dependencies**: Restrictions (T-Shirt XXL only available in Red)
- **s\_article\_configurator\_groups**: Configurator groups (Size, Color)
- **s\_article\_configurator\_options**: Group options (red, yellow, XXL)
- **s\_article\_configurator\_option\_relations**: The item "SW-2000.{1}" has been generated with the options "red, XXL"
- **s\_article\_configurator\_price\_surcharges**: Price premium (T-Shirt in XXL always costs 2€, - more)
- **s\_article\_configurator\_sets**: All defined configurator sets (T-Shirt-Set, PC-Set)
- **s\_article\_configurator\_set\_group\_relations**: The "T-Shirt-Set" uses the groups "Size", "Color", etc...

- **s\_article\_configurator\_set\_option\_relations:** The "T-Shirt-Set" uses the options "Yellow, Blue", etc...
- **s\_articles\_details:** Here the variant data is saved

## Turning a variant item back into a default product

We recommend that you always create a new product to avoid data fragments, which can have an effect on the display in your shop.

You need to remove all variant items except the lead item from the tab *variants* manually. Afterwards uncheck the box **Variants** in the tab **Basic info**. This way you can be sure that no other former variant items exist in the database.

If you already unchecked the checkbox for variant products without deleting the variants, this variant will remain in the database as orphaned data. Those would still be known and for example visible in the export.

Before you use the following query please do always create a backup of the database you could use as a fallback in the case of an error!

You can delete damaged variants in your database, which are no longer assigned to a parent article by executing following query:

```
DELETE d, at
-- SELECT d.*
FROM s_articles_details d
JOIN s_articles a
ON d.articleID = a.id
AND a.configurator_set_id IS NOT NULL
JOIN s_articles_attributes at
ON d.id = at.articledetailsID
LEFT JOIN s_article_configurator_option_relations cr
ON cr.article_id = d.id
WHERE cr.id IS NULL
AND d.articleID = a.id
```

In addition, the linking of the variant options (e.g. group: color, option: red, etc.) for the remaining main article must now be removed via the database.

This has to be done via the database and therefore you have to make sure that you have created a backup of the database before!

To remove the obsolete option assignment, execute the following query:

```
DELETE
-- SELECT *
FROM s_article_configurator_option_relations
WHERE article_id in
(SELECT ad.id FROM s_articles_details as ad
join s_articles as a ON ad.articleID = a.id
WHERE a.configurator_set_id is NULL)
```

## Unique URLs for each variant

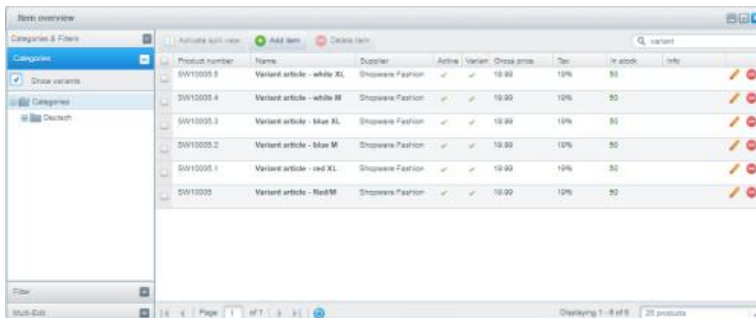
Individual variants can now be opened directly. Just place the parameter **?number=SW1200.12** after the item's URL. Shopware will then open the detail page of the individual variant.

Shopware already applies this functionality to all necessary locations in the default template (i.e. the wish list or shopping cart).

## Reload data via Ajax

The detail page can change variants without reload. That means, that the Detail pages for variant articles now loads new variant data via AJAX, instead of the previous full page reload. This feature is optional and enabled by default. You can configure it in your theme settings ([here](#)).

## Variant Information in article overview



Product number	Name	Supplier	Active	Variant	Gross price	Tax	In stock	Info
SW1000.0	Variant article - white XL	Shopware Fashion	✓	✓	19.99	10%	50	✎ ✖
SW1000.4	Variant article - white M	Shopware Fashion	✓	✓	19.99	10%	50	✎ ✖
SW1000.3	Variant article - blue XL	Shopware Fashion	✓	✓	19.99	10%	50	✎ ✖
SW1000.2	Variant article - blue M	Shopware Fashion	✓	✓	19.99	10%	50	✎ ✖
SW1000.1	Variant article - red XL	Shopware Fashion	✓	✓	19.99	10%	50	✎ ✖
SW1000	Variant article - Red M	Shopware Fashion	✓	✓	19.99	10%	50	✎ ✖

There is a function which is showing the AdditionalText from the variants in the article overview list. Moreover a new column "*Variant active*" was added that specifies which versions of the master article are active and which are not.

As in previous versions, the parent item and the pre-selection must be active here, otherwise the product does not appear in the listing.



# Shipping costs & Payment Methods

Shipping and payment are one of the key points of your online shop.

Shopware provides you with a high number of setting options, which we will introduce to you in this section.

You will create your own shipping costs and learn how they can be strongly individualized through conditions & calculations.

Through the payment methods you can then offer your customers a large selection, and thus improve the conversion.

## Individual shipping costs

By using the individual conditions and calculations in the shipping module, you can set up very complex requirements and authorizations. This article contains several examples. Both options can be found in the tab "**Advanced configurations**" in the Shipping costs module in your Shopware backend.

An **individual condition** can activate or deactivate a shipping cost depending on different terms. The **individual calculation** ignores the automatically calculated shipping costs. Only the field **calculations** is used for calculating the shipping cost.

In general you can use all variables of the selected tables within the functions `sGetPremiumDispatches` and `sGetPremiumShippingcosts`. The functions can be found in the file `/engine/Shopware/Core/sAdmin.php`. The areas are separated as follows:

- `s_order_basket` -> `b`
- `s_articles` -> `a`
- `s_articles_details` -> `d`
- `s_articles_attributees` -> `at`
- `s_core_tax` -> `t`
- `s_user` -> `u`
- `s_order_billingaddress` -> `ob`
- `s_order_shippingaddress` -> `os`

The variable of the column **customergroup** from the table **s\_user** for example would look like this:

## Required commands

- 1. MAX()** -> Displays the largest value of the variable, e.g. MAX(d.weight) displays the heaviest weight of all products in the basket.
- 2. MIN()** -> Displays the smallest value of the variable, e.g. MIN(d.weight) displays the lowest weight of all products in the basket.
- 3. COUNT()** -> Displays the number of a variable, e.g. COUNT(d.ordernumber) displays the count of different products in the basket.
- 4. SUM()** -> Sums up all the values of a variable, e.g. SUM(s.weight\*b.quantity) displays the total weight of all products in the basket.
- 5. IFNULL(a,b)** -> Replaces a variable with another value if this variable is NULL, e.g. IFNULL(us.zipcode,ub.zipcode) checks whether there is a shipping address zip code and, if not, uses the billing address zip code.
- 6. IF(condition,yes,no)** -> An easy if-then-else condition, e.g. IF(d.weight>5,1,0) if the weight is greater than 5, the result is 1; if not, it's 0.
- 7. CASE()** -> Complex condition, e.g. CASE WHEN a.supplierid = 4 THEN 1 WHEN a.supplierid = 5 THEN 2 else 3 END Displays for the supplier 4 1, for the supplier 5 2 and for every other supplier 3.
- 8. CURDATE()** -> Displays the current date, e.g. 2016-03-17

## Setting up free text fields

Many of the provided examples require free text fields.

Since Shopware 5.2 there is an individual module under "**Configuration > Free text field management**", which has replaced the old one: [Free text field management](#).

## Own conditions

### Default

For an own condition you mostly have to extend the "**Extended SQL query**" at "**Configuration > Basic settings > Storefront > Shipping costs module**". By default there already are requests for top sellers, comments and ESD-items:

```
MAX(a.topseller) as has_topseller, MAX(at.attr3) as has_comment, MAX  
(b.esdarticle) as has_esd
```

In order to apply the condition in a shipping method, insert the corresponding description (e.g. has\_topseller for the topseller condition) in the tab **Advanced Settings** in the field **Own conditions**. You also have the possibility to combine several conditions.

For this purpose AND (&& or and) as well as OR links (|| or or) are available.

### Boolean free text fields

Please keep in mind that the request can change depending on which Shopware-Version you use. Since 5.2.0 Shopware delivers true="1" and false="0", older versions might require to check for ="**true**" or ="

**false".**

## **Simple condition depending on free text field 1**

You can extend the default-request by many further fields, for example the free text fields, in this example attr1:

```
MAX(a.topseller) as has_topseller, MAX(at.attr3) as has_comment, MAX  
(b.esdarticle) as has_esd, MAX(at.attr1="true") as attribute
```

The field terms can now check for attribute or !attribute.

1. attribute activates the shipping cost if attr1 = true
2. !attribute deactivates the shipping cost if attr1 = false

## **Complex condition depending on free text field for mixed carts**

You can also check if there is a mixed cart, which means the cart contains items that fulfil the condition as well as items that do not fulfil the condition. Like this the shipping costs can be split up to three different values.

```
MAX(a.topseller) as has_topseller, MAX(at.attr3) as has_comment, MAX  
(b.esdarticle) as has_esd, MIN(attr1='true') as attribute, MAX(attr1='true') as mixedcart
```

1. !attribute && !mixedcart -> no item in the cart has attr1 = true
2. attribute && -> only items in the cart that have attr1 = true
3. !attribute && mixedcart -> both types of items in the cart, at least one item has attr1 = true and at least one item which has attr1 = false

This would enable 3 as a combined shipping cost which calculates the normal shipping costs as well as the cost for the forwarder charge for the specific items, if you have to send the items differently.

## **Compare the item count in the cart with articles with specific attributes**

When you want to compare the items in the cart with items with specific attributes to calculate, you can use the following example. We use "attr4":

At first the query for the database values:

```
COUNT(a.id) as item_count, MAX(at.attr4='1') as warehouse1, MAX  
(at.attr4='2') as warehouse2
```

One possible calculation could be:

```
// All items have warehouse1
```

```
IF(item_count=warehouse1,1,0)
// All items have warehouse1 or warehouse2
IF(item_count=(warehouse1+warehouse2),1,0)
```

## Shipping free products

Often you want to send specific products like vouchers or small items shipping free, but just when only those products are in the cart.

To achieve this you start by extending the "**Extended SQL query**" at **Configuration > basic settings > shipping costs module** with a term like this:

```
, MIN(b.shippingfree) = 1 AS allshippingfree
```

Then you create a special shipping method "**Free shipping**" (or likewise) in which you enter "**allshippingfree**" in the "**Terms**" field in the "**Advanced configurations**" tab. It is also important that you select "**Support**" for the "**Support items free of shipping costs**" option. In the tab "**Shipping costs**" you now enter an empty shipping cost value for 1 to arbitrary.

In every other shipping method you enter the "**!allshippingfree**" as the "**Term**" and select "**Support, but add shipping costs anyway**" for the Option "**Support items free of shipping costs**" option.

## Item numbers

You can also check for specific item numbers or parts of this numbers, to limit a shipping cost especially for those or exclude it for them.

```
MAX(a.topseller) as has_topseller, MAX(at.attr3) as has_comment, MAX
(b.esdarticle) as has_esd,MIN
(IF(d.ordernumber LIKE '%ITEM NUMBER PART%' OR b.modus <> 0,1,0)) as item
```

1. item enables a shipping cost only if the cart contains at least one item of the defined characters in its item number.
2. !item disables the shipping cost if there is at least one item in the cart that includes the defined characters in its item number.

## Categories

You can also restrict a shipping cost for items from specific categories. The categoryID can be found in the category module at System-ID.

```
MAX(a.topseller) as has_topseller, MAX(at.attr3) as has_comment, MAX
(b.esdarticle) as has_esd,MIN
((SELECT 1 FROM s_articles_categories WHERE articleID=a.id AND categoryID=CATEGORYID)) as cate
```

1. category activates the shipping cost only if there is at least one item from the selected category in the cart.
2. !category deactivates the shipping cost if there is at least one item of the category in the cart.

## Shipping weight

If you want to enable a shipping cost only up to a given maximum weight you can check the total weight. The reference value can be selected as you wish e.g. 1.05, or 3.

```
MAX(a.topseller) as has_topseller, MAX(at.attr3) as has_comment, MAX  
(b.esdarticle) as has_esd, SUM(b.quantity * d.weight) as totalweight
```

1. totalweight < VALUE activates the shipping cost if the total weight is < than the reference value
2. totalweight > VALUE activates the shipping cost if the total weight is > than the reference value.

## Date

If a shipping cost, e.g. a reduction-shipping-rule, should only be available on a specific date you can use the function CURDATE(). The shipping-rule could only enable a discount for those days. For this you do not have to edit the extended SQL query, the rule can be entered in the shipping cost directly.

```
CURDATE() = "2016-03-17" || CURDATE() = "2016-03-18"
```

This activates the shipping cost only at the 17/03/2016 and 18/03/2016.

## Subshops

To restrict a shipping cost for one of your subshops you can check the value b.multishopID. For this you do not have to edit the extended SQL query, the rule can be entered in the shipping cost directly.

```
b.multishopID != 1
```

This rule deactivates the shipping cost in the subshop with the id 1.

## Customergroups

If a shipping cost should only be available for a specific customergroup you can check the value u.customergroup. For this you do not have to edit the extended SQL query, the rule can be entered in the shipping cost directly. The user values are only available after the login in the frontend, because of this the shipping cost is also only available after the login in the frontend.

```
u.customergroup = "EK"
```

This condition only enables the shipping cost for the customergroup EK.

## Countries

### Restrict the shipping for specific countries

It can be necessary to restrict the countries not only by the default function in the tab country selection, but also with an individual condition. This can be done by using the ISO-Code or the country\_ID.

```
MAX(a.topseller) as has_topseller, MAX(at.attr3) as has_comment, MAX  
(b.esdarticle) as has_esd, (SELECT countryiso FROM s_core_countries WHERE id = us.country_ID)
```

In this individual condition you can e.g. enter DeliveryCountry = 'AT' or DeliveryCountry = 'DE' to enable the shipping cost for those countries.

## Restrict shipping of specific items in specific countries

If you do not want to ship an item in a specific country we would advice to use the check of a free text field combined with a check for us.country\_ID/ub.country\_ID. The free text field value is set as true for the item.

```
MAX(a.topseller) as has_topseller, MAX(at.attr3) as has_comment, MAX  
(b.esdarticle) as has_esd, MAX(at.attr1="true") as attribute
```

IF(IFNULL(us.country\_ID,ub.country\_ID) != 'LÄNDERID', TRUE, !attribute) checks if the country of the user is unequal to the country\_ID. Is the country unequal to the country\_ID the shipping cost gets activated. If the country is alike the country\_ID the value of attribute is checked. If attribute = true the shipping cost gets deactivated, if it is false, the shipping cost gets activated.

## Total amount

You can check the total amount of the cart if a shipping cost should only be available starting at a minimum amount. The reference value can be selected as you wish, e.g. 10.50 or 300.

```
MAX(a.topseller) as has_topseller, MAX(at.attr3) as has_comment, MAX  
(b.esdarticle) as has_esd, SUM(b.quantity * b.price) as totalamount
```

1. totalamount < VALUE activates the shipping cost only if the total amount is < than the reference value.
2. totalamount > VALUE activates the shipping cost only if the total amount is > than the reference value.

## Manufacturer

To enable a shipping cost only for the items of a specific manufacturer you can use the value a.supplierID. The supplierID can be checked in the column id in the database table s\_articles\_suppliers.

```
MAX(a.topseller) as has_topseller, MAX(at.attr3) as has_comment, MAX  
(b.esdarticle) as has_esd, MAX(IF(a.supplierID = SUPPLIERID,1,0)) as manufacturer
```

1. manufacturer activates the shipping cost if there is at least one item of the selected manufacturer in the cart.
2. !manufacturer deactivates the shipping cost if there is no item of the selected manufacturer in the cart.

## Select the tax of the shipping cost

Sometimes you have to manually select the tax of the shipping cost. This example explains how you select always that tax, that has the larger part of the cart amount. For this you have to extend the extended SQL query and add a condition according to the summed amount for each tax rate.

```
MAX(a.topseller) as has_topseller, MAX(at.attr3) as has_comment, MAX  
(b.esdarticle) as has_esd,IF(SUM(if(t.tax = 7, (b.price*b.quantity) ,0))>SUM(if(t.tax = 19, (b
```

Now you create two similar shipping costs, one for 7% and one for 19%. The only difference is the tax rate and the entered value for terms. For the 7% shipping cost the term value is 7 percent and for the 19% one !7percent. You eventually have to extend this condition for further tax rates.

1. In the cart you have more items with 7% tax rate so 7percent is true and the 7% shipping cost is activated.
2. In the cart you have more items with 19% tax rate so 7percent is false and the 19% shipping cost is activated.

## Individual calculations

For the individual calculation you always have to enter "**Calculation**" for the option "**Calculate dispatch costs based on**" otherwise the calculation is not used. The condition is mostly entered in the tab "**shipping costs**" by using the factor not by a specific shipping cost value. The factor 100 is the default to use exactly the calculated value as the shipping cost.

### Calculation by measures

Some shipping providers calculate the costs by the measures of the items. For a calculation by length, width and height the calculation could e.g. look like this:

```
If(d.length < 12,If(d.width < 12,If(d.height < 12,4.95,6.95),If(d.height < 12,6.95,8.95)),If(d
```

You might have to sum the values so you include the measures of all selected items:

```
If(SUM(d.length*b.quantity) < 12,If(SUM(d.width*b.quantity) < 12,If(SUM(d.height*b.quantity) <
```

The calculations results for the factor 100 are the following:

Length, Width, Height < 12 --> 4,95€  
One value > 12 --> 6,95€  
Two values > 12 --> 8,95€  
All values > 12 --> 12,95€

## Shipping free based on the net value for gross value shops

Even if the gross value is displayed in the shop the shipping free amount shall be based on the net value. This can be done by using this calculation:

```
IF((SUM(b.quantity*b.price/(t.tax+100)*100))<50,0,4.95)
```

The factor 100 in the tab shipping costs calculates 0,00€ shipping costs for a net value lower than 50,00€, all other net values get charged 4,95€ shipping costs.

## Exclude specific items of the shipping free value

If you want to exclude the costs of specific items from the shipping free value you can do so by using a free text field. Such a calculation can be done e.g. if only items of a special branch shall be delivered shipping free for an amount of X, all other items are not considered in the calculation of the amount X.

```
IF(SUM(IF(at.attr16 != 'true',b.price*b.quantity,0))<75,4.95,0)
```

With the factor 100 in the tab shipping costs the amount of items, which have a value of false for attr16 get summed. If attr16 is true, 0 is added to the sum. In the end, the calculated sum gets checked, whether it is smaller than 75, which charges 4,95€, or bigger, which charges 0,00€ shipping costs.

## Individual calculation depending on the total amount

If you want different shipping costs for special price limits, e.g. with a percentage discount the calculation can look like this:

```
IF(SUM(b.quantity*b.price)>600,0,IF(SUM(b.quantity*b.price)> 300,8.5/100*50,IF(SUM(b.quantity*
```

The calculation appraises a value of the following for the factor 100:

```
total amount < 100,00€ no discount --> 8,50€
total amount > 100,00€ 20% discount --> 6,80€
total amount > 300,00€ 50% discount --> 4,25€
total amount > 600,00€ --> 0,00€
```

## Surcharge by zip codes

This is an example for a surcharge shipping cost, which is added to the default shipping costs if a specific condition is fulfilled, in this case a zip code.

As the term you can e.g. enter this for one specific zip code:

```
IFNULL(us.zipcode,ub.zipcode) = '48624'
```

For multiple zip codes or a whole area of zip codes it could look like this:

```
IFNULL(us.zipcode,ub.zipcode) in ('48624','48683','48739','59847')
OR
IFNULL(us.zipcode,ub.zipcode) LIKE '49%'
```

A bigger area from e.g. 42999 to 99000 could be checked like this:



```
IFNULL(us.zipcode,ub.zipcode) > '42999'  
AND IFNULL(us.zipcode,ub.zipcode) < '99000'
```

The calculation depends on special factors for the different zip code areas can be done like this:

```
IF(IFNULL(us.zipcode,ub.zipcode) > '42999' AND IFNULL(us.zipcode,ub.zipcode) < '43999',SUM(d.w
```

The calculations results for the factor 100 would be this:

Zip code between 42999 and 43999 --> quantity\*weight\*2,5  
Zip code between 43999 and 44999 --> quantity\*weight\*3,5  
Zip code between 44999 and 45999 --> quantity\*weight\*4,5  
Zip code in another area --> quantity\*weight\*5,5

## Calculation by category

If you want to calculate the shipping costs depending on the category of the items it can be done like this:

```
MIN((SELECT 2 FROM s_articles_categories WHERE articleID=a.id AND categoryID=X))
```

The X in the query categoryID=X has to be replaced by the id of the category. In the tab "shipping costs" enter a scaling from 0 to 1 and from 2 to arbitrary with the selected shipping costs. You also can use multiple categories e.g. like this:

```
MIN((SELECT 3 FROM s_articles_categories WHERE articleID=a.id AND categoryID=X)) + MIN  
((SELECT 5 FROM s_articles_categories WHERE articleID=a.id AND categoryID=X)) + MIN  
((SELECT 7 FROM s_articles_categories WHERE articleID=a.id AND categoryID=X))
```

The scaling could look like this:

0 to 3 (only category 1) --> 3,95€  
4 to 5 (only category 2) --> 4,95€  
6 to 7 (only category 3) --> 6,95€  
8 to 9 (category 1 and 2) --> 8,90€  
10 to 11 (category 1 and 3) --> 10,90€  
12 to 14 (category 2 and 3) --> 11,90€  
15 to arb. (all) --> 15,85€

## Shipping costs by item

You can set up different shipping costs for the items if you use a free text field. In this example we use attr4 for the check. Please keep in mind that the free text field has to be enabled for variants if you want different shipping costs for each variant. After you configured the field you can enter the shipping costs value in the item data. If you want to enter 4,95€ for the example item you have to enter 4.95 there. The decimal character is always a dot! In the shipping cost we use the calculation on individual calculation as the base type and enter in the shipping costs tab the factor 100.

In the individual calculation in the tab "**advanced configuration**" you can now enter which shipping costs should be used. For this we have different possibilities:

1.  $SUM(at.attr4*b.quantity)$  sums the given values in the free text field for all items and also considers the quantity for the different positions.
2.  $MAX(at.attr4)$  uses the highest value of all possibilities in the free text field of the items.
3.  $SUM(IF(iffnull(at.attr4,"")=,"2.95,at.attr4)*b.quantity)$  sums the values of the free text field and considers the quantity. If there is no value for a position in the free text field there is a fix value of 2,95€ added.

## Weight

### Individual calculation depending on weight incl. splitting into multiple packages

Some shipping providers have a maximum weight per package. If you don't want to block the shipping cost completely, but check if you can split the delivery into multiple packages you can use the following calculation. In the calculation you set for the shipping cost to be blocked if the weight is higher than the maximum weight and the deliver can not be split up. The extended SQL query looks like this, if the maximum weight per package is 30kg:

```
MAX(a.topseller) as has_topseller, MAX(at.attr3) as has_comment, MAX  
(b.esdarticle) as has_esd,IF(MAX(d.weight)<30,1,0) as divisible
```

By entering "**divisible**" in the terms you can activate the shipping cost if the maximum weight per item in the cart is lesser than 30kg.

The following calculation splits the individual positions into multiple packages, which cost 4,95€ per package.

```
IF(SUM(d.weight*b.quantity)>30,CEIL(SUM(b.quantity*d.weight)/30)*4.95,4.95)
```

### Scale for items on pallets

When you want to add a fixed rate per kilo for items on pallets you can use this example. To add 50,00€ per 750kg you can use the following calculation. It is important to enter 5000 as the factor in the shipping costs tab.

```
CEIL(SUM(d.weight*b.quantity)/750)
```

You can also add an entertainment allowance to this calculation, e.g. 10,00€.

```
CEIL(SUM(d.weight*b.quantity)/750)+10
```

## Variables since Shopware 5.3.0

In Shopware 5.3 some variables have been changed, which could be important for your calculations.

To 5.3	From 5.3
userID	user_id
countryID	country_id
stateID	state_id

# Risk management

## General information

The Risk management provides tools for assessing potential risks to your online shop and reduces the impact of these risks. In particular, this feature addresses the risk of default payments. Here the system will analyze the information of your customer in order to minimize payment risks. You can assign a set of rules for each payment method within this module. Aspects taken into consideration include analysis of products from a certain category, orders made over a certain amount, history of default payments, etc.

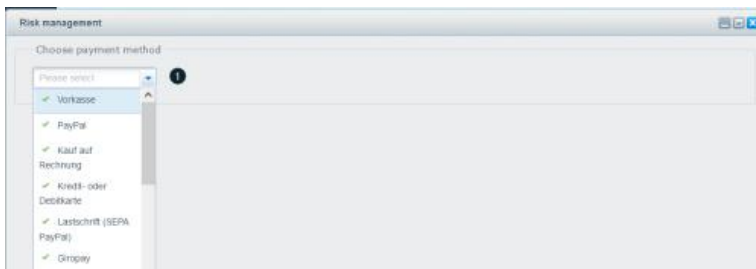
After setting the risk parameters in the backend, the system will automatically assess critical customers and/or notify the shop owner of the potentially problematic customer. This tool is not meant to block customers from making a purchase in your shop, as the system dynamically adjusts the payment methods available to the customer.

All sanctions can be carried out automatically and/or manually by the shop owner. So for example, pay on delivery or credit can be excluded for particularly expensive purchases.

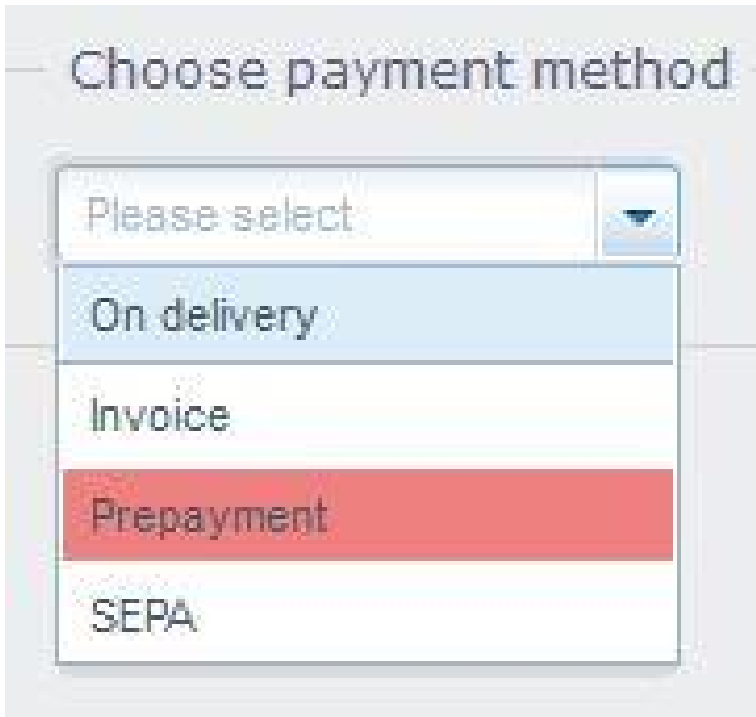
- Evaluation of bounced orders (debit, credit) in order to create a pattern for the most common causes for order cancellation.
- A set of rules which can be configured with provisions and triggered for every risky payment method / purchasing behavior (i.e. you can block direct debit for first-time customers from a foreign country who place an order over X from category XY).
- Payment methods can be modified after the order has been received.

## How it works

Select the **payment method (1)** to which you would like to assign a set of rules:



Payment methods with active rules will be highlighted in red:



You can define as many rules as required for the payment method in question. Once an arrangement of rules is triggered, the payment method will be deactivated in the frontend.

Each rule can be assigned two conditions! Make sure that the default and fallback payment methods have not been assigned any restrictions in risk management.

## Possible rules

Rule	Syntax	Example
Order value >=	Value numerical	500
Order value <=	Value numerical	500

Customer group IS	ID of the customer group	EK for customers, H for merchants
Customer group IS	ID of the customer group	EK for customers, H for merchants
Customer IS NEW	1 or 0	1
Zone IS	Germany, Europe, World	Germany
Zone IS NOT	Germany, Europe, World	Germany
Country IS	Country Iso	e.g. DE for Germany
Country IS NOT	Country Iso	e.g. DE for Germany
Ordered items >=	Value numerical	5
Dunning level one IS TRUE		
Dunning level two IS TRUE		
Dunning level three IS TRUE		
Encashment IS TRUE	1 oder 0	1
No order before at least X days	Value numerical	30
Number of orders <=	Value numerical	10
Item from category	ID of the category	3

Zip code IS	Value numerical	48624
Street name CONTAINS X	Street name or a part of the name	e.g. 'delivery', disables the payment for each address containing 'delivery'.
Customer number IS	Value numerical	12345
Last name CONTAINS X	Value numerical	Yoda
Shop IS	Name of the shop	<i>English</i> if a shop with this name has been defined in the basic settings.
Shop IS NOT	Name of the shop	<i>English</i> if a shop with this name has been defined in the basic settings.
Shipping address != Billing address		Shipping address is not billing address
Currency Iso IS	Currency Iso	EUR
Currency Iso IS NOT	Currency Iso	USD
Item attribute IS (1>5)	attr# 5	e. g. attr5 2 disables the payment method if there are any items in the basket with attr5 = 2 or attr4 true disables the payment method if there are any items in the basket with attr4 = true.
Item attribute IS NOT (1>5)	5	e.g. attr5 2 disables payment method if there are no items in the basket with attr5 = 2 or attr4 true disables the payment method if there are no items in the basket with attr4 = true.
Customer-attribute IS	attr1 1	attr1 1 Disable payment method if the customer attribute attr1 = 1
Customer-attribute IS NOT	attr1 1	attr1 1 Disable payment method if the customer attribute IS NOT attr1 = 1

## Example conditions

- **Block debit when the country IS NOT UK** (debit is only permitted in the United Kingdom)
- **Block invoice when the customer group IS NOT H** (only merchants may pay by invoice)

## How to create a rule

Select the payment type for which you want to create a corresponding rule. In this example we are working with **PayPal, Pay later**.

Now you can select and define the desired rule for the selected payment method. We chose the rule **Last name CONTAINS X (1)** and entered **PATTERN (2)** for the value and clicked **Save (3)**. This means customers with the last name **Pattern** cannot use PayPal, Pay Later as the payment method.

The screenshot shows a 'Risk management' window with a 'Choose payment method' dropdown set to 'PayPal, Pay later'. Below it, the 'Disable payment if' section has a dropdown menu set to 'Last name CONTAINS X' (labeled 1), a text input field containing 'Sample', and an 'AND' operator. To the right, there is a 'Please select' dropdown menu (labeled 2) and a 'Save' button (labeled 3). Below the configuration area is an 'Examples' table:

Rule	Syntax	Example
Order value >=	Value numerical	500.50
Order value <=	Value numerical	500.50
Customer group IS	ID of the customer group	EK for customers, H for merchants
Customer group IS NOT	ID of the customer group	EK for customers, H for merchants
Customer IS NEW	1 or 0	1

Since two rules can be linked together, you could refine this rule even further. Following this example, we can generate an additional set of rules:

The screenshot shows the 'Disable payment if' section with two rules. The first rule is 'Last name CONTAINS X' (labeled 1) with a 'Sample' input. The second rule is 'Order value >= 100' (labeled 2) with a 'Delete' button. The two rules are connected by an 'OR' operator. Below the rules, there is a 'Please select' dropdown menu and a 'Save' button.

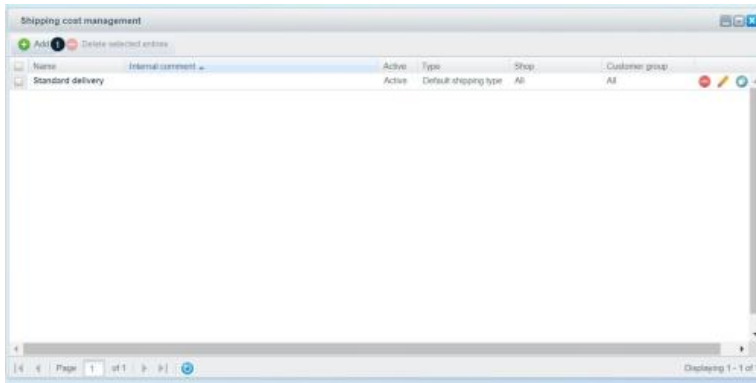
After saving the **AND rule**, an **OR rule (1)** will activate. This offers the opportunity to define additional rules for the corresponding payment method. You can delete a complete rule set by clicking the **Delete (2)** button.

## Shipping costs

With the delivery costs module it is possible to depict both standard delivery costs as well as complex delivery cost calculations. With specific conditions and calculations it is possible to realize almost any constellation of delivery costs calculation. This generally occurs through individual database queries within the delivery type (Individual calculations).

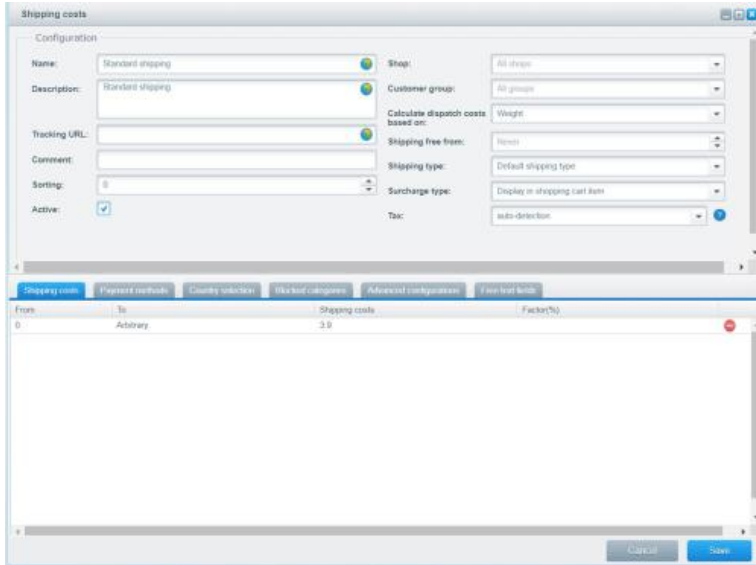
## Creating delivery types

Start by opening the delivery costs module in the backend **Configuration > Shipping costs**. To create a new delivery type click on the **add (1)** button. The detail tab for the new delivery now opens.



The prices saved in the delivery types are stated as gross prices. If customers are delivered gross, the value added tax is dynamically deducted in the frontend.

## Explanation of the individual fields



### Name

Enter the name of the required delivery type, which the customer is then shown in the shop view, here.

### Description

Enter a description of the delivery type, which the customer is then able to see in the shop view (e.g. a surcharge for cash on delivery packages), here.

### Tracking URL



As the shop owner, this is where you can save the corresponding tracking URL from your supplier who carries out the delivery of this delivery type (e.g. DHL, Hermes, etc.). This is then shown to the customer in their "My account" area so that they are always up to date with their delivery.

In our Wiki we have saved a tutorial which shows you how to save a tracking URL and how you can use it effectively in Shopware: [Tracking shipments with package numbers](#)

## Comments

In this field you can save different information on the delivery type which is not visible to the customer.

## Sorting

With the field "Sorting" Shopware offers you the possibility to control the positioning of the shipping methods on the order completion page. This works using the numerical input (example: standard shipping/item 1 = 1st position - express shipping/item 2 = 2nd position).

## Active

With this checkbox you can render the created delivery type active or inactive in your shop.

## Shop

In the pull-down menu it is possible to specify the shop/subshop for which the delivery type is to be available, or for which it gains a general validity. If other delivery types are necessary for the lead and corresponding subshops, you enter a new delivery type for these shops in the overview, which refers to the corresponding shop. Language subshops cannot be selected.

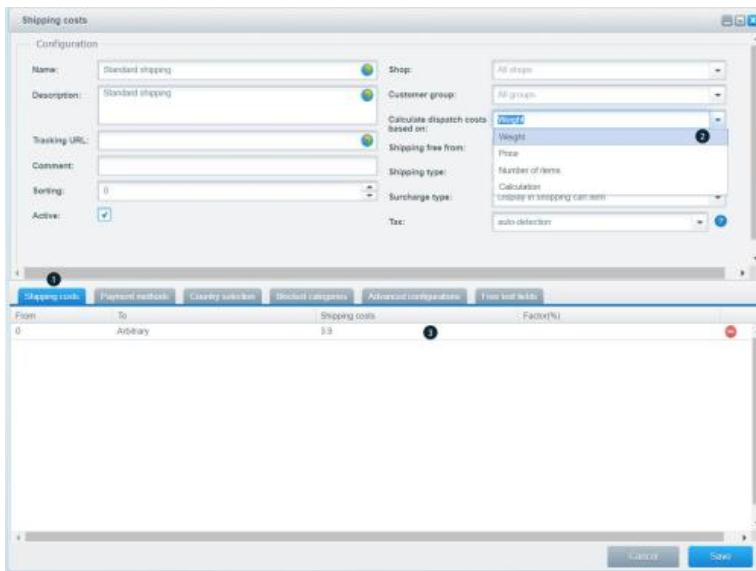
## Customer groups

As with the store selection, a pull-down menu can be used to specify the customer group for which the shipping method is to be available or is to have a general validity.

If, for example, a different shipping method is required for the merchant customer group, create a new shipping method for this customer group in the overview that refers to the respective customer group.

## Shipping calculation by

The total shipping cost calculation refers to the **shipping weight (2)** that has been stored for the article for the calculation of shipping costs selected here. In the tab **shipping costs (1)** two **weight scales (3)** were deposited. Further examples about the shipping costs calculation (e.g. according to price or articles you can see in the case studies above).

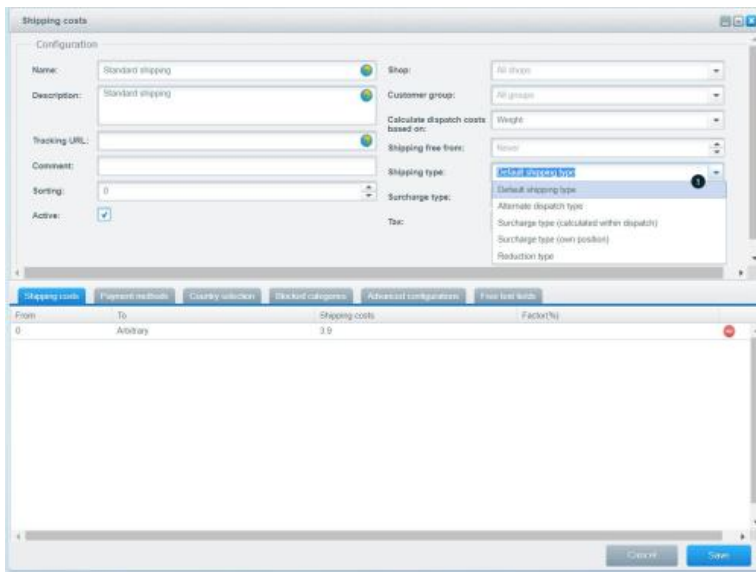


## Free delivery from

From what shopping basket amount should delivery costs be omitted?

## Delivery type

This is where you can define the individual **delivery types (1)**.



## Standard delivery type

With this delivery type you define the key delivery types for your online shop. In combination with the "Surcharge delivery type" it is possible to specify special delivery costs according to your requirements here (see case examples below).

## Alternate delivery type

This delivery type generally functions as an alternate delivery type whenever the standard delivery type is not available for the shopping basket constellation.

Please note, that an alternate shipping type will always be available and can not be restricted. A separation based on country, shipping type or other criteria is not possible.

### **Surcharge delivery type**

This delivery type provides you the possibility of saving different surcharges, such as pallet delivery or bulky goods surcharges. It is also possible to save surcharges for certain payment methods here. You can find further examples in the case examples (see below).

### **Discount delivery type**

This delivery type offers you the possibility of saving different discounts which then apply on the same basis as a surcharge delivery type, but reduce the delivery costs instead.

### **Absolute payment method surcharge**

Here, please select from the following options:

#### **Always charge**

Here, the surcharges defined in the payment methods are always charged and incorporated in the delivery costs.

#### **Do not charge with free delivery items**

The surcharge defined in the payment methods is not charged if free delivery items are currently in the shopping cart.

#### **Never charge**

Here, no surcharges are charged for payment methods for this delivery type.

#### **State as individual shopping cart position**

The same as the first point, "always charge", only the surcharge for the payment method is stated as an individual position in the shopping cart.

The payment method surcharge only refers to the absolute and not the percentage discounts and/or surcharges which are saved in the payment methods.

## Rate of tax

Please select the VAT calculation for the delivery costs here from the following options.

## Factor(%)

The factor is a product of multiplication with the number of items. With the factor you increase the shipping costs proportionally with each item in the shopping cart, starting with the first product. The higher you set the factor, the larger the proportional steps of the shipping costs increase.

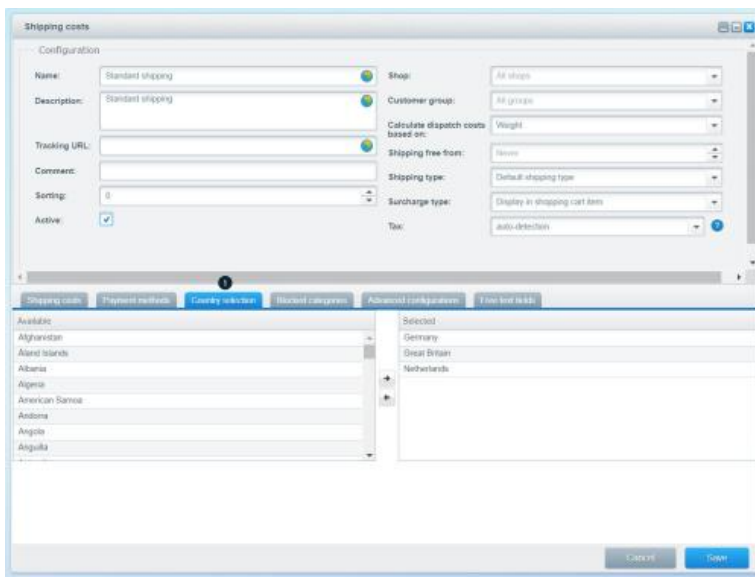
## Selection of payment method

Select the **payment methods (1)** here in which a shipment with the respective shipping method should be possible. Confirm your entries afterwards with Save. (Multiple selection possible!)

The screenshot shows the 'Shipping costs' configuration window. The 'Configuration' section includes fields for Name, Description, Tracking URL, Comment, Sorting, Active, Shop, Customer group, Calculate dispatch costs based on, Shipping free from, Shipping type, Surcharge type, and Tax. Below the configuration section, there are tabs for 'Shipping costs', 'Payment methods', 'Country selection', 'Blocked categories', 'Advanced configuration', and 'Test for tests'. The 'Payment methods' tab is active, showing a list of 'Blocked' methods (SEPA, PayPal) and a list of 'Allowed' methods (Debit, Cash, Invoice, Prepayment). A red circle with the number '1' is placed over the 'Payment methods' tab. At the bottom right, there are 'Cancel' and 'Save' buttons.

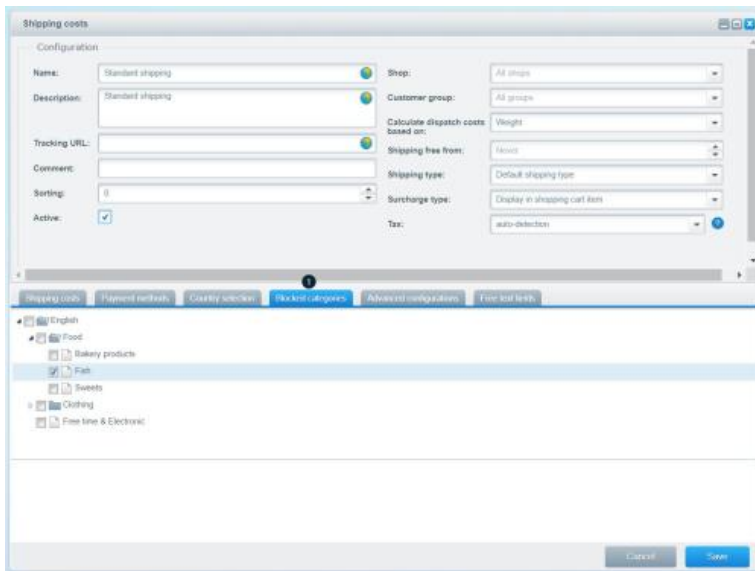
## Countries selection

In the **Country selection area (1)**, select the countries in which shipping should be possible with the respective shipping method. Confirm your entries afterwards with **save**. (Multiple selection possible!)



## Block categories

Using the folder structure in the **Block categories section (1)**, you have the option here to block various store categories including the subcategories for this shipping method. This means that the shipping method is not available for items from the selected categories. Confirm your entries afterwards with **save**. (Multiple selection possible!)



## Advanced settings

In the **advanced settings (1)** tab you are able to set the created delivery type in detail according to your delivery requirements. Shopware offers an exceptionally wide range of options here.

## Sale items only

If this checkbox is activated the delivery type only refers to sale items.

## Free delivery items

This is where you define whether the delivery type that is created should support free delivery items.

## Support

This point authorizes the delivery type for free delivery items, and delivery costs are not calculated.

## Do not support and block delivery type

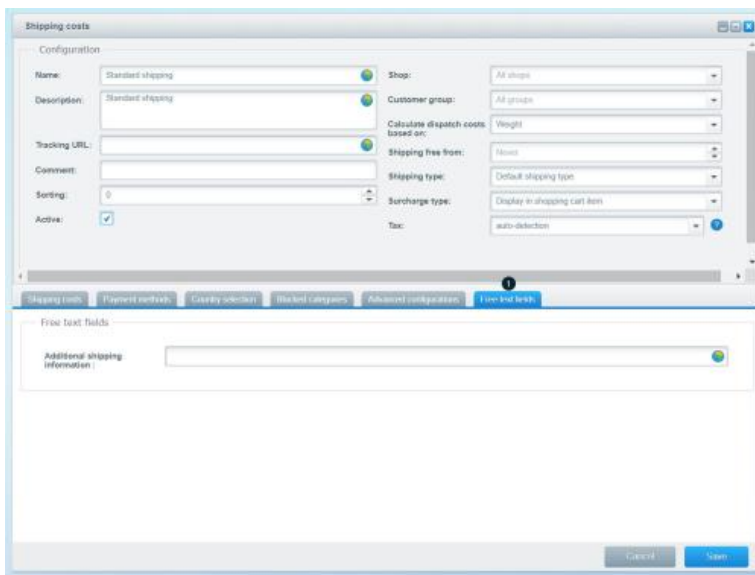
In this case, the delivery type is not supported for free delivery items in the shopping cart, and is therefore unavailable to the customer as it has been blocked by Shopware.

## Support but still charge delivery costs

With this constellation the customer is able to put free delivery items in the shopping cart and the delivery type that was created here is also available. This means that delivery costs are also charged for the free delivery items.

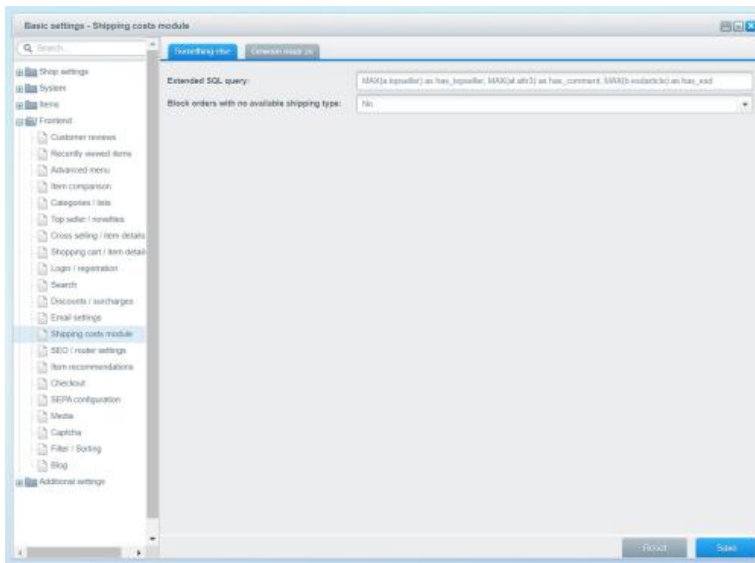
## Free text field

If you use free text fields for shipping types, you can maintain them in the Free Text Fields tab (1). You can find more information about the free text fields [here](#).

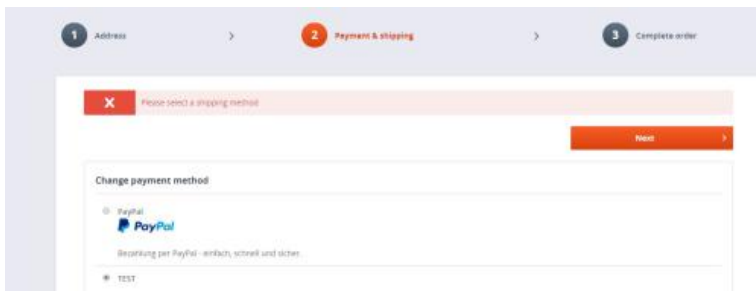


## Block orders without available shipment type

Normally orders can be taken without an available shipment type. A possible reason is, that there is no country or payment method associated to the shipment type. This situation can be blocked with a little change in the basic settings. In "Shipping Costs module" you find the setting "block orders with no available shipping type". Choose "Yes" and your customers will get an error message and the order cannot be completed.



When you want to change the content of the error message, open "Snippets" and search for "ShippingPaymentSelectShipping".



## Stock bigger

Refers to the stocks of the individual item, e.g. 5. If the stocks are therefore lower, the delivery type is blocked / hidden.

## Time from: - time to

Here you can define the exact time details so, for example, the "EXPRESS" delivery type is only on offer if you can receive the order by 3 pm. In this way you only make this delivery type available for selection until 3 pm.

## Weight from: - weight to

Similar to the time of day, you can specify a weight limit for the delivery type here. The delivery type can only be selected by the customer within the specified weight range.

## Price from: - price to

A corresponding price range can be defined here. This delivery type is only available to the customer if the shopping cart is within the price range.

## Weekday from: - weekday to

Use the pull-down menus to select the days on which the shipping method should be available. For express shipping, for example, you would enter here only from Monday to Friday, since delivery on Sunday is not possible.

## Block public holidays

This function enables you to block different public holidays for this delivery type. This means that the customer cannot order the EXPRESS delivery on the corresponding days. (Multiple selections possible!)

## Individual conditions



Complex, individual programming can be implemented through own conditions, which go beyond the standard scope of the module. For example, an individual requirement implemented as part of programming can be linked to the standard shipping cost module. This field is always empty in the standard scope of services.

[Examples are provided here](#)

### **Individual delivery costs calculation**

In this field it is possible to define individual calculations which are not incorporated in the standard range. This means, for instance, it is possible to link individual requirements which are realized in the context of a programming with the standard delivery costs module. In the standard scope of services this field is always empty.

[Examples are provided here](#)

## **Case examples**

### **Normal delivery (standard delivery type)**

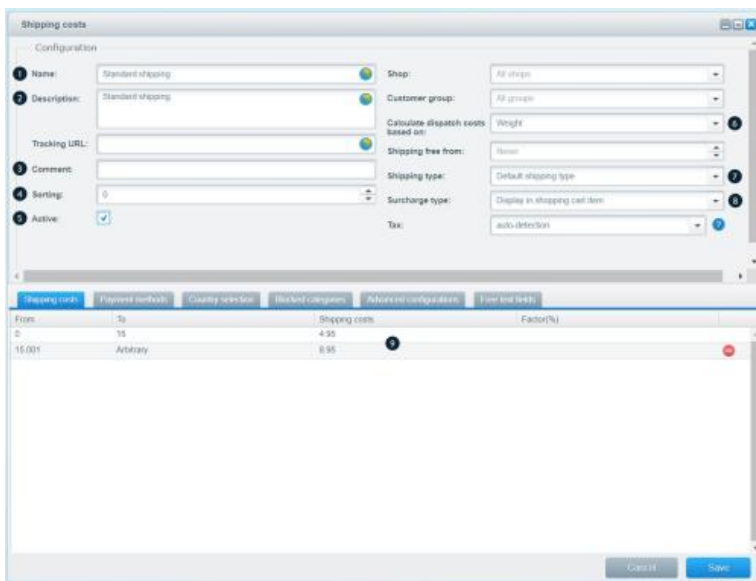
In this example the "Standard delivery" is created for the shop (without special details and/or limitations).

In the first step you enter a new delivery type. Start by filling the **name (1)** field with the name of the delivery type, and the **description (2)** field with the corresponding information.

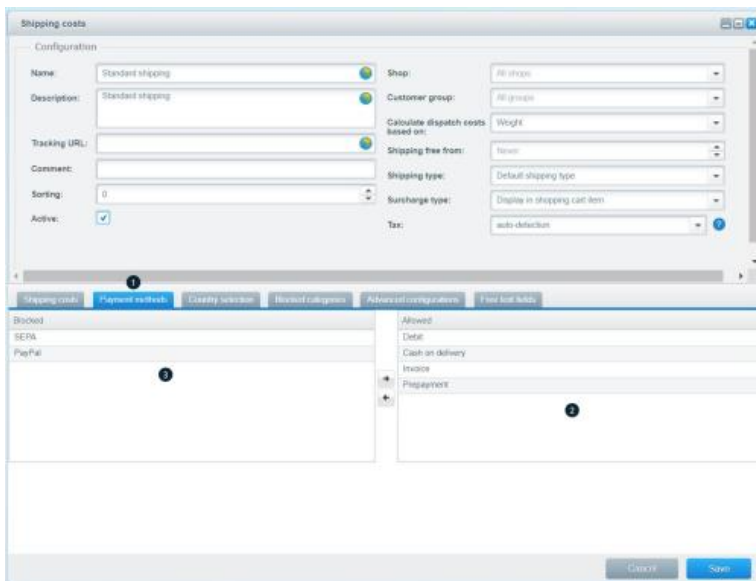
Fill the additional fields of **comments (3)** and **sorting (4)** with your required information and set the delivery type on **active (5)**.

Set the **delivery costs calculation (6)** according to weight and the **delivery type (7)** to standard delivery type. The remaining settings within the configuration can be adopted unchanged and are thereby specified for the standard delivery type. Optional payment method **surcharges (8)** are to be taken into consideration.

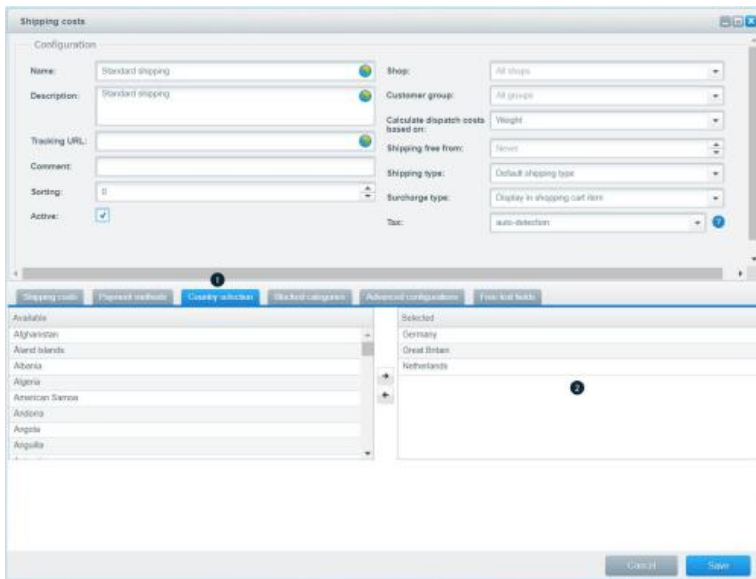
In the **delivery costs (9)** tab, all you need do now is to specify the costs for the normal delivery. To do this, simply enter the amount which is to be calculated as the cost of delivery in the field. Subsequently confirm your entry with **save**.



Now switch to the tab **Payment method (1)** selection . In order for the shipping method to be offered at all in the frontend, you must now link the available payment methods with the shipping method. In this example, the shipping method is only offered if one of the **selected payment methods (2)** was previously selected in the checkout process. This shipping method should not be available if the payment method Cash on Delivery is selected. Because of this, the Cash on Delivery payment method is still in the **available (3)** column. Save your settings below.



Finally, you have to activate the shipping method for the desired delivery countries. Switch to the tab **country selection (1)** and activate the desired delivery countries. The shipping method will only be offered if the customer has selected one of the countries stored under selected **delivery country (2)** in the checkout. Save your selection below.



The delivery type is only visible in the frontend if it has been enabled for the available payment methods and countries of delivery.

## Delivery by cash on delivery (standard delivery type)

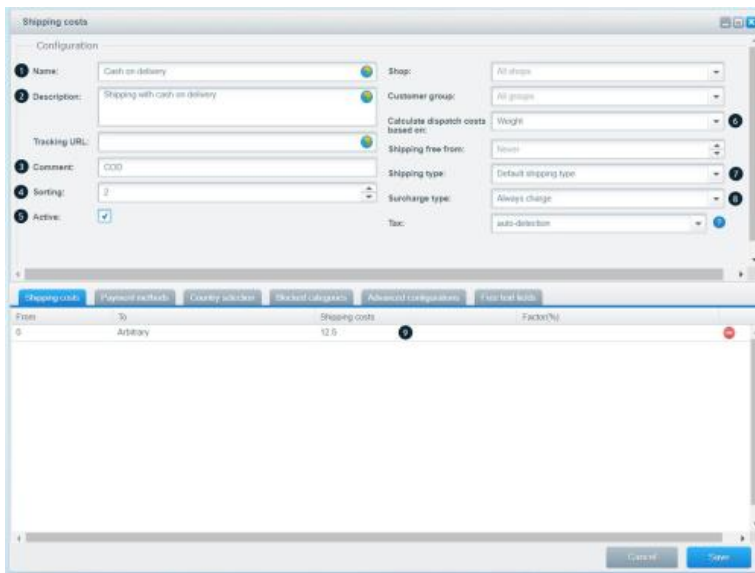
In this example the "cash on delivery" delivery type is created. In addition to this, there is a surcharge of 3.90 euro for cash on delivery. The calculation of the delivery costs shall occur according to a pricing scale: 5.00 euro up to a delivery weight of 20 kg and 10.00 euro from a delivery weight of 20 kg.

In the first step you enter a new delivery type. In this example, the name of the **delivery type (1)** is cash on delivery. In the **description (2)**, the clear notification of delivery with cash on delivery – cash payment to parcel delivery service will appear for the customer. In the internal **comments field (3)** you can also save the reference cash on delivery.

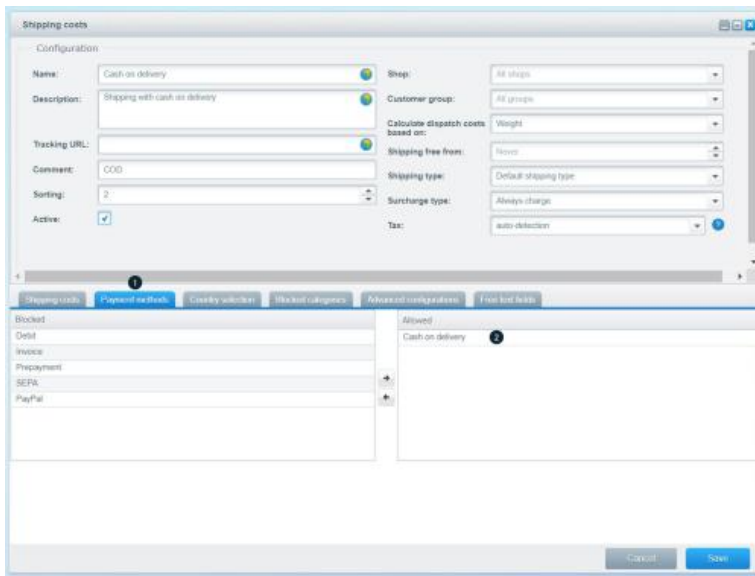
As the delivery type is to appear as the 2nd position in the checkout process, you have to set the **sorting (4)** to the value 2. So that the delivery type is also offered in the frontend, you have to ensure this is the case by activating the **active (3)** checkbox.

The delivery costs **calculation (6)** takes place according to the weight and the **delivery type (7)** is the standard delivery type. As additional costs are incurred with this delivery type (cash on delivery fees), it is necessary for the payment method **surcharge (8)** selection field to be set to always charge.

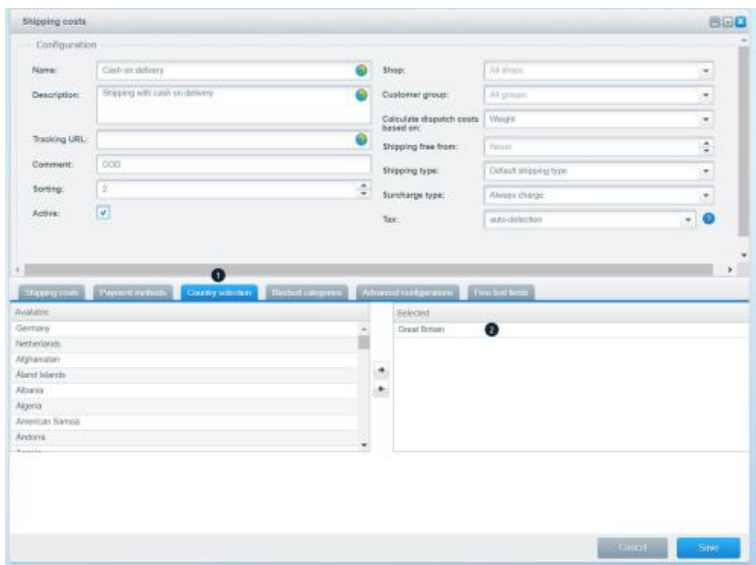
To now set up the weight scale for the delivery, in the **delivery costs (9)** tab below, enter the scale 0 – 19.999, and enter 5 under delivery costs. In addition to this, the second scale has to be set with 20, followed by 'any' and then 10 for the delivery costs. Subsequently confirm your entry with **save**.



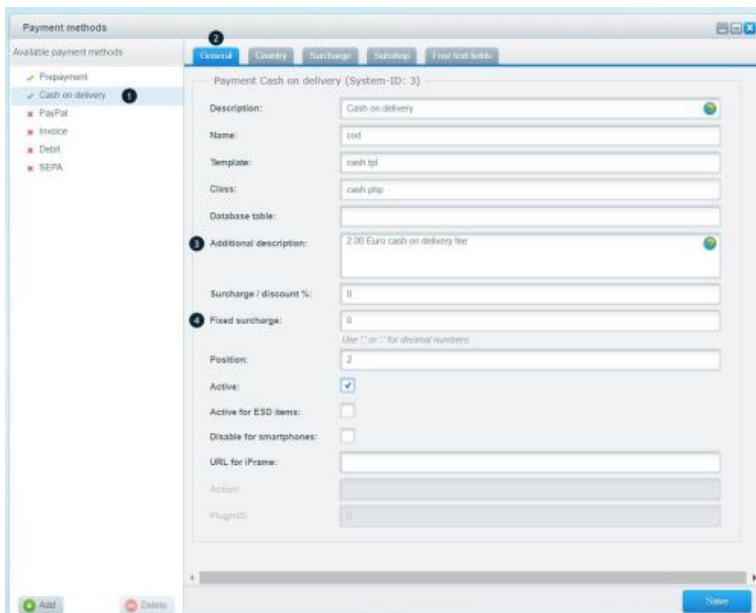
Now change to the select **payment method (1)** tab. Since this delivery type is only to be offered in the frontend in combination with the **cash on delivery (2)** payment method, only the cash on delivery payment method should be saved in the selected column. Next, save your settings. In this way you exclusively link the delivery type of cash on delivery with the payment method of cash on delivery. Subsequently confirm your entry with **save**.



In the next step, the countries of delivery are specified for this delivery type. Change over to the **countries selection (1)** tab. Since cash on delivery is only to be offered in Germany, in the selected **(2)** column, the only country of delivery to be saved should be Germany. Next, save your settings.



Finally, we have to save the cash on delivery fee. As this is a fee which is only incurred if the cash on delivery payment method has been selected in the checkout, this surcharge is also saved in the payment method. Under Settings > Payment methods in the backend, change over to the payment methods configuration tab, and select the **cash on delivery (1)** payment method. Under the **general (2)** tab, the settings for the selected payment method will now appear. In the **additional description (2)** field, save an information text for incurred fees. In the **fixed surcharge (4)** field, it is now necessary to save the fees which are incurred when using this payment method. Once you are done, save your changes.



## Tips & tricks

### Multiple selections

To make a multiple selection the following options are available to you in the table:

1. By pressing and holding down the CTRL key and clicking on the payment methods you can highlight individual methods and add them to the selection using the arrow function.

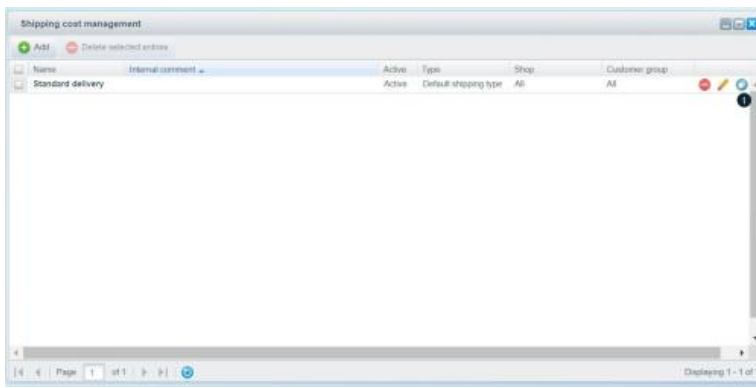
2. By pressing and holding down the shift key and clicking on the payment methods, several methods are highlighted which can be added to the selection using the arrow function.

3. By clicking and/or the aforementioned methods, you can add several highlighted payment methods to the selection on the right hand side by drag & drop.

4. By double clicking on a corresponding payment method it is also included in the selection (right hand side).

## Duplicate delivery type

So that you do not have to create a brand new delivery type all over again, the **duplicate delivery type (1)** function is available. Here, all you need to add are the designation, the affiliation, and the settings for differentiation.

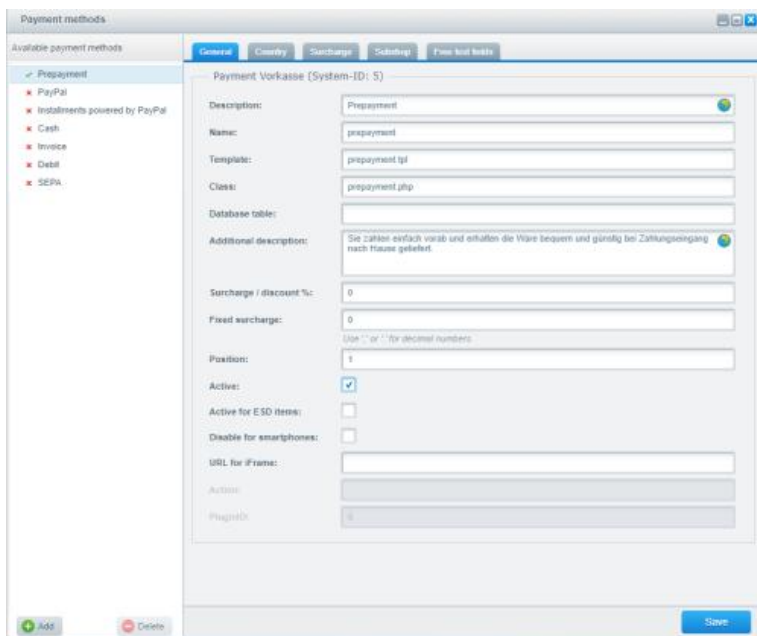


# Payment Methods

## Introduction

These settings allow you to add, edit, activate or deactivate various payment methods in your shop. The configuration window can be found by following **Configuration > Payment methods** in your backend.

An overview of available fields is as follows:



## Available payment methods

Under the column **Available payment methods** you will see all active and inactive payment methods. The number in brackets after the selected payment type is the internal system ID of the payment type.

The payment types are first sorted by active or inactive and then by the system ID.

## Adding a payment method

Click on the **Add** button to quickly add a new payment method. After creation, the new method will appear in the **Available payment methods** column.

## Delete a payment method

Use the left mouse button to select the payment type to be deleted in the left column. Then click on the Delete button. However, you should only delete a payment method in exceptional cases. We recommend to deactivate payment methods only! All customer accounts and orders that are linked to this deleted payment method can no longer be processed via the backend.

A payment method should never be deleted, as it can contain various references to customers, orders and backend modules. If a payment method is not needed, it should be deactivated first. This is especially true for payment methods that are delivered with shopware.

## General

This is where you enter the settings of your payment method.

- **Description:** name of the payment method in the front and backend

- **Name:** the internal system name
- **Template:** the name of the template file for the payment method
- **Class:** the file name of the system class
- **Database Table:** optional for additional database tables
- **Additional Description:** information that will be displayed in the frontend. This can be translated for each of your shops by clicking on the globe icon.
- **Surcharge / discount %:** global, percentage-based surcharge added during the checkout process
- **Fixed surcharge:** global, absolute surcharge added during the checkout process
- **Position:** placement of the payment method in the frontend / checkout
- **Active:** whether the payment method is activated
- **Active for ESD items:** whether the payment method is available at checkout with ESD items
- **Disable for smartphones:** exclude this payment method from purchases made with smartphones
- **URL for iFrame:** URL for an optional iFrame element in the checkout process

You can assign absolute or percentage-based surcharges for the payment method, however both methods cannot be used simultaneously. Should both options be required, it is possible to make changes to the shipping module, where you can define additional surcharge shipping rules.

## Country assignment

Select the availability of the payment method for individual countries. Activate the country's respective checkbox to assign it to the payment method. Should a country not be listed, it can be added in basic settings under **Shop settings > Countries**.

At least one payment method (likely the default) cannot have any restrictions. We recommend assigning the most popular payment method of your specific target market as the default method.

## Country specific surcharges

Under the **Surcharge** tab you can create land-specific surcharges for the payment method. Available countries are those which you have already assigned in the **Country** tab. Double click the **Surcharge** column to assign an absolute value surcharge.

## Subshop assignment

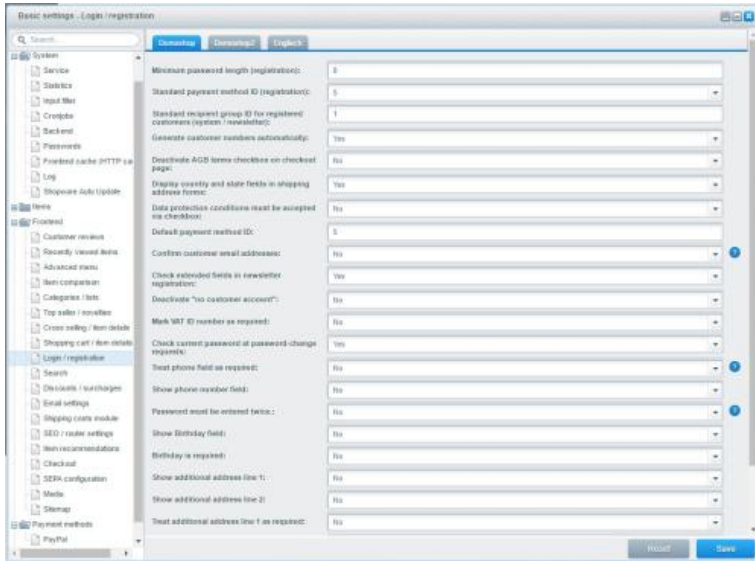
Here you can activate or deactivate the payment method for individual subshops.

At least one payment method without any restrictions must be present in the system.



Using Risk management, you can assign a network of rules for each payment method in order to protect yourself against default payments. For instance, certain payment types can be locked when an order comes from abroad, an order amount is below X, an order is made from category XY, etc. For more information on this topic, see our [Risk management](#) wiki.

## Payment methods in basic settings



### Fallback payment method

Shopware uses the fallback payment method when other types cannot be used for an order. You'll need to set up the ID - out of the box it is filled with the ID of "debit payment". You can easily find the ID in the settings of the payment types. You can see the ID in brackets after the name of the payment type.

### Standard payment method

Please fill in the ID of the payment type you want to offer your customers in default. It's not related to the fallback payment type.

It's very important to choose a payment type that can be used by every customer.

## SEPA configuration

SEPA is the european successor of the classical debit payment, it handles debit payments euro-wide in the same standard. SEPA data are made of an IBAN and a BIC: The IBAN identifies the country, the bank code and your account number, the BIC identifies the bank only. With this payment method you can offer it directly to your customers. We'll show you in this article how that works.

In these settings, you can configure the basic informations for the SEPA debit. In addition to the config fields and the decision, which should be required, you can also configure your companys *data which are used later in the SEPA mandate PDF*.

All the other texts are snippets, which allow you to edit the whole document in the snippet module.

Shopware is not made for archiving or tracking these mandates. Shopware can send the mandates for you to the customer automatically, but make sure that you find a solution for sending and receiving mandates, which fits your needs. For sure you can use existing payment interfaces, which may do this for you. Sending the mandate can be deactivated in Shopware, so you are able to manage this process on your own way.

## Basic settings



- **Creditor name:** Is used in the mandate
- **Header text:** Is used as header of the mandate
- **Creditor number:** Enter your creditor number here
- **Send email:** This sends the mandate automatically to the customer, when he pays with SEPA
- **Show SEPA's BIC field:** (yes / no)
- **Require SEPA's BIC field:** Mark BIC field as required (yes / no)
- **Show SEPA's bank name field:** (yes / no)
- **Require SEPA's bank name field:** Mark bank name field as required (yes / no)

## Example from the storefront

## Change payment method

SEPA

SEPA debit

IBAN\*

BIC\*

Name of bank\*

Use billing information for SEPA debit mandate?

## Email

In "*Configuration > Email templates > System Emails*" you can find the email template named "sORDERSEPAAUTHORIZATION".

If "*Send email*" is set to yes, the customer will get this email with the PDF mandate attached.

## Example PDF

SEPA mandate

Creditor number: DE90ZZ209999999999

Mandate reference: 25017

### SEPA direct debit mandate

I hereby authorize payments to be made from my account to **Company name** via direct debit. At the same time, I instruct my financial institution to honor the debits drawn from my account.

Note: I may request reimbursement for the debited amount up to eight weeks following the date of the transfer, in accordance with preceding terms and conditions set by my bank.

**John Doe**

Account holder's name

**41 Doezen Rd.**

Address

**12345**

Zip code and City

**Bank Name**

Bank

**BICXXXXXXXX**

BIC

**DEXXXXXXXXXXXXXXXXXXXX**

IBAN

Signature (including date and location)

## **FAQ**

### **How can I switch to SEPA?**

The SEPA payment method is a separate payment method, which needs to be configured and activated separately. The Shopware known payment "debit" can be disabled.

### **Is the data transmission encrypted?**

If you have configured your Shop with SSL, the transmission is encrypted.

### **Do I have to adjust the mandate?**

The mandate is designed by the given guidelines and contains all informations which are needed. You only have to configure your creditor number, creditor name and if needed the header. After that, the mandate is ready to use.

### **Will old debit data be migrated?**

Old debit data will not be migrated, the customer has to re-enter his SEPA data at the first order with this payment method.

### **Are my customers notified automatically?**

Every shop owner handles this in his own way. If you have announced this switch already, we surely won't do this another time. This way, we let you do this announcement your own way.

### **Where can I find the template for the SEPA PDF?**

You can find the SEPA PDF template here:

*[engine/Shopware/Plugins/Default/Core/PaymentMethods/Views/frontend/plugins/sepa/email.tpl](#)*