

**PHOSPHOR MEDIA**

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# Merchant Moogole

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**Google XML Site Map for Miva Merchant**

**Version: 5.36+**

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## Overview

Merchant Mooglee is simple-to-use, fully compliant Google XML Site map generator for Miva Merchant Stores. It automatically creates an XML Site Map of your store pages that Google—and other search engines—can use to quickly index your site.

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**What the heck is XML?** XML is basically a language for computers. XML makes it easy to express simple to complex information in a basic “text” file without required proprietary file formats such as Excel, MySQL, etc. Though it’s intended to be read by computers, you can easily open and read it in a text editor or web browser.

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Mooglee will also let you include additional pages (outside of Merchant) if you want to include those pages as well.

Mooglee supports most styles of URL store links (Short Links or SEO Links) for example:

- Standard Miva Merchant style links  
(i.e., [www.mydomain.com/mm5/merchant.mvc?Screen=SFNT](http://www.mydomain.com/mm5/merchant.mvc?Screen=SFNT))
- Phosphor Media Merchant Optimizer style links (and other SEO Module styles)  
(i.e., [www.mydomain.com/store-directory/products/product-code.html](http://www.mydomain.com/store-directory/products/product-code.html))
- Default Miva Merchant SEO links  
(i.e., [www.mydomain.com/p/product-code.html](http://www.mydomain.com/p/product-code.html))

Mooglee automatically detects Standard Merchant links, Merchant SEO/Short Links, or Merchant Optimizer links. If you are using a third-party tool to create SEO links, Mooglee offers a Manual “pattern” match feature.

Operation is simple and in many cases, all you need to do is install it and click Create to create the site map. Afterwards, Mooglee will give you an option to submit the site map to Google, Bing and Ask.com directly from the module.

Alternately, you can create an account with the specific search engine and submit the file yourself. We recommend using these search engine accounts (where possible) because they let you track the performance of your site map and links and perform general link maintenance that is completely outside the scope of the Mooglee module.

## Installation and Licensing Instructions

Installation and licensing procedures are covered in the [Module Installation and Licensing Guide](#).

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## Using Moogle

The Moogle admin interface has four tabs:

- Manage Sitemap
- Merchant Pages
- Non-Merchant Pages
- Link Style

After you have used the following sections to setup the module, you will probably only need to use the Manage Sitemap tab. The Merchant Pages, Non-Merchant Pages and Link Style tabs are where you add/remove Merchant/non-Merchant pages and configure the module settings.

So, let's get set up.

## Setting Your Link Styles

Moogle can create a site map to match many URL link styles. It automatically detects if you are using Merchant SEO/Short Links, Optimizer, or Standard Merchant links. If neither Optimizer nor Short Links are in use, Moogle defaults to standard Miva Merchant link styles.

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### **Note:**

Moogle makes every attempt to AUTOMATICALLY select the correct link styles for you.

If Merchant SEO/Short Links are active, Moogle will always use them as the reference for Merchant links.

If Optimizer is active AND in Live mode, Moogle will use the Optimizer-style links.

If neither SEO/Short Links or Optimizer are in use, then Moogle defaults to using standard Merchant links.

Only use the Manual Pattern choice if you are using a third-party URL tool or you have customized your URLs to the point that none of the above choices cover your needs.

The Manual Pattern allows for three groups of page patterns: Category, Product and all other pages. IF your URL scheme does not fit into this system, then Moogle will not be able to generate correct URLs.

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Manage Sitemap	Merchant Pages	Non-Merchant Pages	Link Style
<b>Sitemap Link Style</b>			
<input type="radio"/> <b>Automatic Detection</b> (Miva Merchant SEO Short Link settings detected. This will be used to generate sitemap URLs.)			
<input checked="" type="radio"/> <b>Manual Pattern</b> (Only choose this option if you are using third party URL rewrite tools.)			
<b>Category Display</b>	<input type="text" value="http://www.mvfind.com/category/%category_code%.html"/>		
<b>Product Display</b>	<input type="text" value="http://www.mvfind.com/product/%product_code%.html"/>		
<b>All Other Merchant Pages</b>	<input type="text" value="http://www.mvfind.com/%page_code%.html"/>		
<input type="button" value="Save Settings"/>			

**Figure 1: Link Style tab**

Typically, you will only need to use the following procedure if you are using a third-party SEO module, or have some other modification that changes your site's link pattern.

### To change the link style

1. Click the Link Style tab.
2. Choose the type of URLs you want to index.
3. Click Save Settings.

### Other styles of links

If you are using some "search friendly" linking scheme, you will need to use the Patterned Link style.

### To use Patterned link styles

1. Click the Link Style tab.
2. Select the Manual Pattern option.
3. Type the pattern you want to match as follows:

**Category Display:** Enter the URL "pattern" you want to use for Category pages. The text %category\_code% will be replaced by the actual category code for each category.

Example - if your category FatCat is reached by a URL of www.mysite.com/c/FatCat.html you would use the pattern:

```
/c/%category_code%.html
```

Example - if your category FatCat is reached by a URL of www.mysite.com/catalog/FatCat.html you would use the pattern:

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`/catalog/%category_code%.html`

**Product Display:** Enter the URL "pattern" you want to use for Product pages. The text `%product_code%` will be replaced by the actual Product code for each Product.

Example - if your Product 'FatMouse' is reached by a URL of `www.mysite.com/p/FatMouse.html` you would use the pattern:

`/p/%product_code%.html`

Example - if your Product 'FatMouse' is reached by a URL of `www.mysite.com/products/FatMouse.html` you would use the pattern:

`/products/%product_code%.html`

**All Other Merchant Pages:** Enter the URL "pattern" you want to use for other pages. The text `%page_code%` will be replaced by the actual page code for each page

If your About Us page is reached by a URL of `www.mysite.com/ABUS.html` you would use the pattern:

`%page_code%.html`

## Including Merchant Pages

You use the Merchant Pages tab to select which Merchant pages you want to include in your site map.



**Figure 2: Merchant Pages tab**

We have already included the standard and **RECOMMENDED** Merchant pages. However, you can choose to remove these recommended pages, and/or add other non-recommended or custom Merchant pages.

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**IMPORTANT:** Custom Merchant pages should only be added if you know their content needs to be indexed. For example, if you added a custom page containing recipes or product reviews, that would be a very good page to include. Conversely, if you added a page that is used by customers to WRITE recipes or product reviews, you would NOT want to include those pages.

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### To remove a recommended page

1. Click the Merchant Pages tab.
2. In the Merchant Pages tab, click the Remove button next to the page Code or Name.

### To add a non-recommended or custom merchant page

1. Click the Merchant Pages tab.
2. In the Merchant Pages tab, from the Add Page drop down, select the page you want to add.
3. Click the Add Page button.  
The selected page now appears in the Merchant Pages list as an included page.

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## Including Non-Merchant Pages

Moogle gives you the option to include pages that are not generated through Merchant (e.g. a blog or forum that you might have on your site).

These types of pages contain important content that will help to enhance the overall Search Engine ranking of your site. Again, **ONLY** include pages with content for general consumption. You do not want to include pages that are for specific customers or uses.



The screenshot shows a web management interface with four tabs: 'Manage Sitemap', 'Merchant Pages', 'Non-Merchant Pages' (which is selected and highlighted in yellow), and 'Link Style'. Below the tabs, the 'Non-Merchant Pages' section is titled 'Non-Merchant Pages' and contains the following text: 'Add any non-Merchant pages you would like indexed here. Use **relative** URLs (e.g. info/myblog.html). Google requires all URLs to reference the same domain.' Below this text is a table with two columns: 'Name' and 'URL'. The first row has an empty 'Name' field and the URL 'http://www.mvfind.com/' with an 'Add Page' button to its right. The second row has the name 'Messages We Like' and the URL 'http://www.mvfind.com/messages.html' with 'Update' and 'Remove' buttons to its right. The third row has the name 'Preview of Coming Attractions' and the URL 'http://www.mvfind.com/preview.html' with 'Update' and 'Remove' buttons to its right.

**Figure 3: Non-Merchant Pages tab**

### To add non-Merchant pages

1. Click the Non-Merchant Pages tab.
2. In the empty Name field, enter a name for this page. This name is just for your reference. It is not included in the site map.
3. In the empty URL field, enter the path to the page, relative to your domain. For example, if the page you want to include is accessed by entering [www.mydomain.com/blog/index.php](http://www.mydomain.com/blog/index.php), you would type "blog/index.php".
4. Click Add Page.

### To update a non-Merchant page

1. Click the Non-Merchant pages tab.
2. Make the changes to the Name and/or URL field.
3. Click Update.

### To remove a non-Merchant page

1. Click the Non-Merchant pages tab.
2. Click Remove.

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## Creating and Submitting Your Site Map

You can create and submit your site map directly from the Moogler admin. You have three choices when it comes to creating and submitting your site map from within Moogler.

**Create:** Creates the site map file(s) so you can preview them first.

**Submit:** Submits the current site map file(s) to Google for indexing.

**Create and Submit:** Creates and then submits the site map files to Google.

When you first setup Moogler, or after making modifications, you may want to use the **Create** button, and then review the site map file(s). (To review a file, click the link of the file(s) under Current Files.) Afterwards, you can use the **Submit** button to submit the file(s) listed.

As you add, remove or modify categories and products, you will just want to use the **Create and Submit** button to update the file and submit it to the search engines.

**Include product image URLs in sitemap:** Check this box to include your main product image URL along with the product. (Recommended.) Note, you must have images assigned to the Product's "Main" image. If you are using ONLY image machine images, you may have left this field blank, in which case this option won't help you.

**Use https always:** Check this box if you have a fully secure site using only https (vs. http) URLs.

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**Alternately,** you can submit your site map from within Google Web Master Tools (and other search engine accounts). You do NOT NEED a search engine account to use Merchant Moogler, however, we recommend it. Search accounts, along with other useful items, will show how many pages have been indexed from the site map. See, "Manually Submitting Your Site Map".

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Manage Sitemap	Merchant Pages	Non-Merchant Pages
<b>Sitemap Actions</b>		
<input type="button" value="Create"/> <input type="button" value="Submit"/> <input type="button" value="Create and Submit"/>		
<input checked="" type="checkbox"/> Include product image URLs in sitemap		
<input checked="" type="checkbox"/> Use <b>https</b> always		
<b>Current Files</b>		
Index file: <a href="#">MoogleIndex.xml</a> (316 bytes). Last modified on 11/01/2014. <i>(This is the file that is submitted)</i>		
Sitemap file(s): <a href="#">MoogleSitemap00.xml</a> (8798 bytes). Last modified on 11/01/2014.		

**Figure 4: Manage Sitemap tab**

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## Manually Submitting Your Site Map

After creating your site map from the Moogole admin, you can manually submit the file to Google Web Master Tools or other search engine account. This will not only let you monitor how many links have been indexed, but also provides you with many other tools useful for managing your site.

Because Google frequently changes its interface, we can only offer general guidelines on how to submit your Moogole site map file.

- If you have an existing Moogole site map file, remove it first
- You only submit the `MoogoleIndex.xml` file. DO NOT enter the other(s) files Moogole creates!
- Web Master Tools are separate from the process used to submit your site map from within the Moogole admin. You HAVE to manually add the site map to Web Master Tools in order to see the results of the site map. You can alternate updating between Moogole and your Web Master Tools account, but the updates from the Moogole interface will not be reflected in the Web Master Tools display.