







## Google Trusted Stores for X-Cart Installation Guide

	<b>Your Business Information</b> Provide contact and customer service information for Google and for customers.
	<b>Program Agreements</b> Digitally sign the program and shipping agreements.
	<b>Data feeds</b> Set up shipping and cancellation data feeds.
	<b>Code</b> Add the Google Trusted Stores JavaScript code to your site.

### Google Trusted Stores Module Main Features

- ✓ Approved by Google Trusted Stores team.
- ✓ Automatic connection to Google Products Search.
- ✓ Easy configuration right from within X-Cart admin.
- ✓ Automatic code placement for Google Trusted Stores badge on every page as well as on order confirmation page as required by Google
- ✓ 3 easy ways to generate and upload required Google Trusted Stores feeds.
- ✓ Installs as X-Cart module so you can easily turn it on/off when required.
- ✓ Works with all X-Cart versions.

### What does Google say about the GTS module?

The GTS module at its current stage has been approved by the Google Trusted Stores team as the X-Cart stores only solution for Google Trusted Stores integration.

**CFL Systems, Inc.**  
Experience the difference

*If the need arises you can contact us at the following mailing address:*

CFL Systems, Inc.  
P.O. Box 966  
Bellevue, WA 98012

*or by email at [support@cflsystems.com](mailto:support@cflsystems.com)*

## Important notes:

### Did you know...?

#### 1. Availability.

Google Trusted Stores program is currently available only to merchants and customers in USA.

#### 2. Encryption.

This Google Trusted Stores module is partially encrypted with ionCube. You will need to have ionCube Loader installed and running on your server in order to use this module.

#### 3. Is Google Trusted Stores program free?

The program provided by Google is free of charge at the moment. This X-Cart module serves as a bridge between your X-Cart store and the program and is not free.

#### 4. Is this module all I need to become a Google Trusted Store?

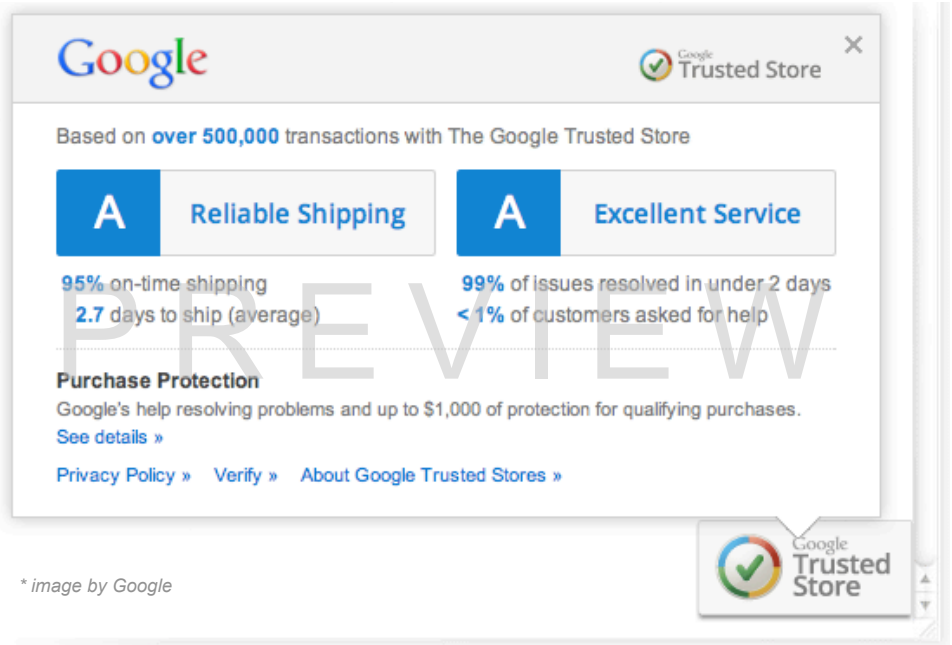
No. The GTS module will help you to enroll in the program, generate and submit on a regular basis the data required by the program. Google has its own requirements which can be found at <http://support.google.com/trustedstoresmerchant/answer/2618967%23Section1>.

#### 5. Are there any restrictions by the program?

Yes. You can read more about them at <http://support.google.com/trustedstoresmerchant/answer/>

## Google Trusted Stores module support

If at any point you need assistance to install, setup or further maintain the GTS module, or if you have any questions or concerns please do not hesitate to contact us.



\* image by Google

## Check the GTS distribution package

With the purchase of GTS module you should have received by e-mail or allowed to download the GTS distribution package. If you have not received or cannot download the distribution package please contact us. The package contains the files needed for the module to work as well as installation instructions. The installation directory is called “\_install” and there you will find 2 files - one for the database entries and one with installation instructions.

## Requirements

1. To successfully install this module you need to have basic knowledge of PHP, MySQL and Smarty, as well as how to use FTP client program. The module installation requires changes to database, php scripts and templates. If you do not have the knowledge to modify these types of file/data please consider our professional installation service.
2. Make sure your store X-Cart version is covered. This module can be installed on X-Cart version 4.1.x or up.
3. Make sure the distribution package includes files for your store branch version, i.e. if your X-Cart version is 4.2.1 you need the directory called 4.2.x from the distribution package.
4. You have to have Google Trusted Stores account with Google. If you do not have one you can easily register at <http://www.google.com/trustedstores/>.
5. You also have to have Google Merchant Center account in order to upload Google Trusted Stores feeds to Google.
6. If planning to use the auto upload functionality of the module you need to have FTP account with Google. If you do not have one you can easily create it from within your Google Merchant Center account.
7. The GTS module is partially encrypted with ionCube PHP Encoder and licensed to the domain you specify at time of purchase. If you do not have ionCube Loader installed on your server or if you are not sure ask your host - they should be able to help you with this.

## Preparing for the installation

The first thing to do before you begin with the installation of the GTS module is to create full backup of your store files and database in case anything goes wrong and you need to revert back changes made by the module's installation. You can create files and database backup of your store from your hosting account cPanel. If you are not familiar with the process or have doubts you can contact us and we can provide professional assistants. You can also backup the database from within your store backend but this is not recommended as it will backup only X-Cart stock tables and not any 3rd party tables.

It is also recommended to close the store while you are installing the module so there is no interruption of the process by website visitors.

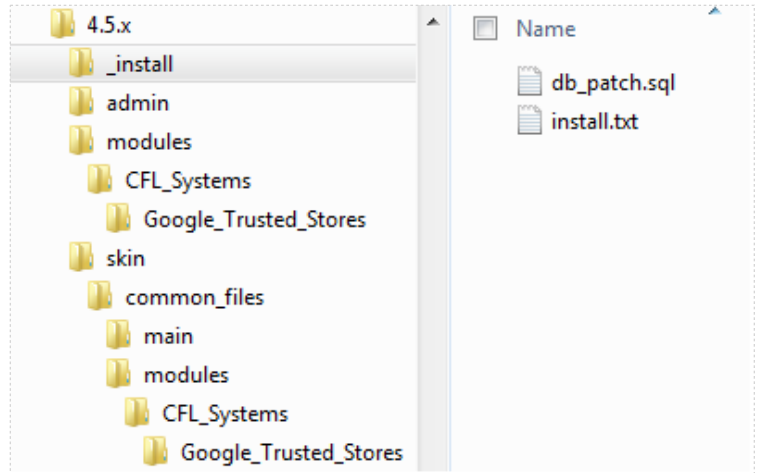
## Installing the GTS module

The installation process is described in a file called "install.txt" which you can find inside the module distribution package. Just follow the installation instructions in this file.

Unzip the distribution package with your favorite zip program and use your FTP client program to upload new and modify existing files.

The database changes can be applied either from the backend of your X-Cart store (go to patch/upgrade page and load the file under SQL patch block) or with phpMyAdmin from within your hosting cPanel account. These changes are in the file called "db\_patch.sql" located in the "\_install" directory.

When applying the database patch and modifying existing files make sure to carefully follow the installation instructions.



## Setting up the GTS module in your X-Cart store backend

In admin / modules make sure the module "CFL Systems - Google Trusted Stores" is active and click on the "Configure" link to set it up.

<input type="checkbox"/>	Bestsellers	This module enables bestsellers list. <b>Note:</b> This module requires Advanced Statistics module to be enabled.	
<input checked="" type="checkbox"/>	CFL Systems - Google Trusted Stores	This module allows you to show Google Trusted Store badge on your site.	<a href="#">Configure</a>
<input checked="" type="checkbox"/>	CFL Systems - Product Quick View	This module allows your customers to quick view main product's information on products list pages without having to go to product details page first.	

This will open new page with all Google Trusted Stores options that you can set for this module. Although they are pretty much self explanatory here is a brief description of each option and its possible values.

For most of them you can also find more detailed information on Google Trusted Stores website as well as on the Google Merchant Center website.

## CFL Systems - Google Trusted Stores

Google Trusted Store ID	<input type="text"/>
Using Google Product Search - check only if you are using Google Product Search. If not checked below items are ignored.	<input checked="" type="checkbox"/>
Product ID from Product Search. This value should match the product ID in the data feed you submit to Google Product Search.	<input type="text" value="Product code (SKU)"/>
Account ID from Product Search. This value should match the account ID you use to submit your product data feed to Google Product Search. (If you have an MCA account, use the subaccount ID associated with that product feed).	<input type="text"/>
Account country from Product Search. This value should match the account country you use to submit your product data feed to Google Product Search.	<input type="text" value="United States"/>
Account language from Product Search. This value should match the account language you use to submit your product data feed to Google Product Search.	<input type="text" value="en"/>
Order prefix	<input type="text"/>
Unit of currency associated with the order. The value of the currency parameter must be a <a href="#">three-letter ISO 4217 currency code</a>	<input type="text" value="USD"/>
Estimated number of days to ship an order. If it's a range of days include the later end of the range (5 days if range is 3-5 days).	<input type="text" value="2"/>
Google Trusted Store FTP username	<input type="text"/>
Google Trusted Store FTP password	<input type="text"/>
Google Trusted Store shipment feed filename	<input type="text" value="shipping.txt"/>
Google Trusted Store cancellation feed filename	<input type="text" value="cancellation.txt"/>
Auto generate shipment and cancellation feeds every N day(s). Recommended period is 1-3 days. Enter 0 to turn off this functionality.	<input type="text" value="2"/>
Auto upload or have Google fetch the feeds (this is active only if above setting is not 0). Recommended to be set to auto upload.	<input type="text" value="Auto upload"/>

**REQUIRED.** You can find this at the top right corner inside your Google Trusted Stores account.

**RECOMMENDED.** Check this only if you are submitting products feed to Google.

**REQUIRED (if GPS above is checked).** Possible values are Product ID or Product code (SKU).

**REQUIRED (if GPS above is checked).** You can find this number next to the account name in your Google Merchant Center account.

**REQUIRED (if GPS above is checked).** Since GTS is currently available to USA only set this to United States.

**REQUIRED (if GPS above is checked).** Since GTS is currently available to USA only this value should be 'en' for English.

**OPTIONAL.** If you use any order prefix, for example in your payment gateway setup in X-Cart, type it here.

**REQUIRED.** Since GTS is currently available to USA only this value should be USD.

**REQUIRED.** Depends on your shipping procedures. Note that this is not estimated delivery days but days before you ship an order.

**OPTIONAL.** Enter FTP account credentials if you want to use the auto upload feature or the manual upload from within admin - under Import/Export.

**REQUIRED.** Both feed filenames should match the feed filenames set in your Google Merchant Center account.

**RECOMMENDED.** Set these options to 1 or 2 days and 'Auto upload'. It is Google's preference that the feeds are auto uploaded on a regular basis. If you want you can set the days to 0 - in this case you have to remember to manually generate and upload the feeds as they are required.

The installation and setup of the Google Trusted Stores module in X-Cart backend is now completed. There is one more setup left to do - in your Google Trusted Stores account.

## Setting up your Google Trusted Stores account and preparing it to receive data.

Now when the GTS module is setup in your X-Cart backend you have to let Google know about it. Login to your Google Trusted Stores account and you should see a screen similar to the one on the right.

You should have already entered your business information and accepted the program agreement when you created the account.

Next step would be to setup the feeds and link your Google Trusted Stores account with your Google Merchant Center account. Click on the "Data feeds" tab and follow the instructions there of how to link these 2 accounts and how to setup the feeds in your Google Merchant Center account.

Make sure when setting up the feeds that you specify same filenames and the way of getting these feeds to Google as you have set them up in your X-Cart GTS module settings.

Next step is to let Google know that the Google Trusted Stores code is installed on your site and to check if it works properly. Click on the "Code" tab and you should see a screen similar to this one:

The screenshot shows a vertical list of four tabs with corresponding icons and text:

- Your Business Information**: Provide contact and customer service information for Google and for customers.
- Program Agreements**: Digitally sign the program and shipping agreements.
- Data feeds**: Set up shipping and cancellation data feeds.
- Code**: Add the Google Trusted Stores JavaScript code to your site.

There are 2 parts of the code that send information to Google - first one is used to render the Google Trusted Stores badge - see screenshot on the right. You can click on the link there if you want to know more about what is required and how Google uses this information.

### Google Trusted Stores Badge Code

The Google Trusted Stores badge code. This code allows the display of the Google Trusted Stores badge on your site. This code should be placed on every page of your website.

[View instructions for customizing the below values in red](#)

```
<!-- BEGIN: Google Trusted Stores -->
<script type="text/javascript">
  var gts = gts || [];

  gts.push(["id", "57483"]);
  gts.push(["google_base_offer_id", "ITEM_GOOGLE_SHOPPING_ID"]);
  gts.push(["google_base_subaccount_id", "ITEM_GOOGLE_SHOPPING_ACCOUNT_ID"]);
  gts.push(["google_base_country", "ITEM_GOOGLE_SHOPPING_COUNTRY"]);
  gts.push(["google_base_language", "ITEM_GOOGLE_SHOPPING_LANGUAGE"]);

  (function() {
    var scheme = (("https:" == document.location.protocol) ? "https://" : "http://");
    var gts = document.createElement("script");
    gts.type = "text/javascript";
    gts.async = true;
    gts.src = scheme + "www.googlecommerce.com/trustedstores/gtsp_compiled.js";
    var s = document.getElementsByTagName("script")[0];
    s.parentNode.insertBefore(gts, s);
  })();
</script>
<!-- END: Google Trusted Stores -->
```

The second part of this page - look to the left for a screenshot - refers to the code used to send the necessary information related to the program to Google after customer checks out.

There is nothing for you to do on this page as the GTS module takes care of all this information and includes it on all pages where needed.

### Order Confirmation Module Code

The Order Confirmation module code. This code allows customers to opt-in to the program and also transmits the necessary transaction information to Google. This code should be placed on your order confirmation page(s).

[View instructions for customizing the below values in red](#)

```
<!-- START Google Trusted Stores Order -->
<div id="gts-order" style="display:none">

  <!-- start order and merchant information -->
  <span id="gts-o-id">MERCHANT_ORDER_ID</span>
  <span id="gts-o-domain">MERCHANT_ORDER_DOMAIN</span>
  <span id="gts-o-email">CUSTOMER_EMAIL</span>
  <span id="gts-o-country">CUSTOMER_COUNTRY</span>
  <span id="gts-o-currency">CURRENCY</span>
  <span id="gts-o-total">ORDER_TOTAL</span>
  <span id="gts-o-discounts">ORDER_DISCOUNTS</span>
  <span id="gts-o-shipping-total">ORDER_SHIPPING</span>
  <span id="gts-o-tax-total">ORDER_TAX</span>
  <span id="gts-o-est-ship-date">ORDER_EST_SHIP_DATE</span>
  <span id="gts-o-has-preorder">HAS_BACKORDER_PREORDER</span>
  <span id="gts-o-has-digital">HAS_DIGITAL_GOODS</span>
  <!-- end order and merchant information -->

  <!-- start repeated item specific information -->
  <!-- item example: this area repeated for each item in the order -->
  <span class="gts-item">
    <span class="gts-i-name">ITEM_NAME</span>
    <span class="gts-i-price">ITEM_PRICE</span>
    <span class="gts-i-quantity">ITEM_QUANTITY</span>
    <span class="gts-i-prodsearch-id">ITEM_GOOGLE_SHOPPING_ID</span>
    <span class="gts-i-prodsearch-score-id">ITEM_GOOGLE_SHOPPING_ACCOUNT_ID</span>
    <span class="gts-i-prodsearch-country">ITEM_GOOGLE_SHOPPING_COUNTRY</span>
    <span class="gts-i-prodsearch-language">ITEM_GOOGLE_SHOPPING_LANGUAGE</span>
  </span>
  <!-- end item 1 example -->
  <!-- end repeated item specific information -->
</div>
<!-- END Google Trusted Stores Order -->
```

What needs to be done on the "Code" tab is to test the store with the installed and running GTS module so Google can confirm the code has been installed and is working properly.

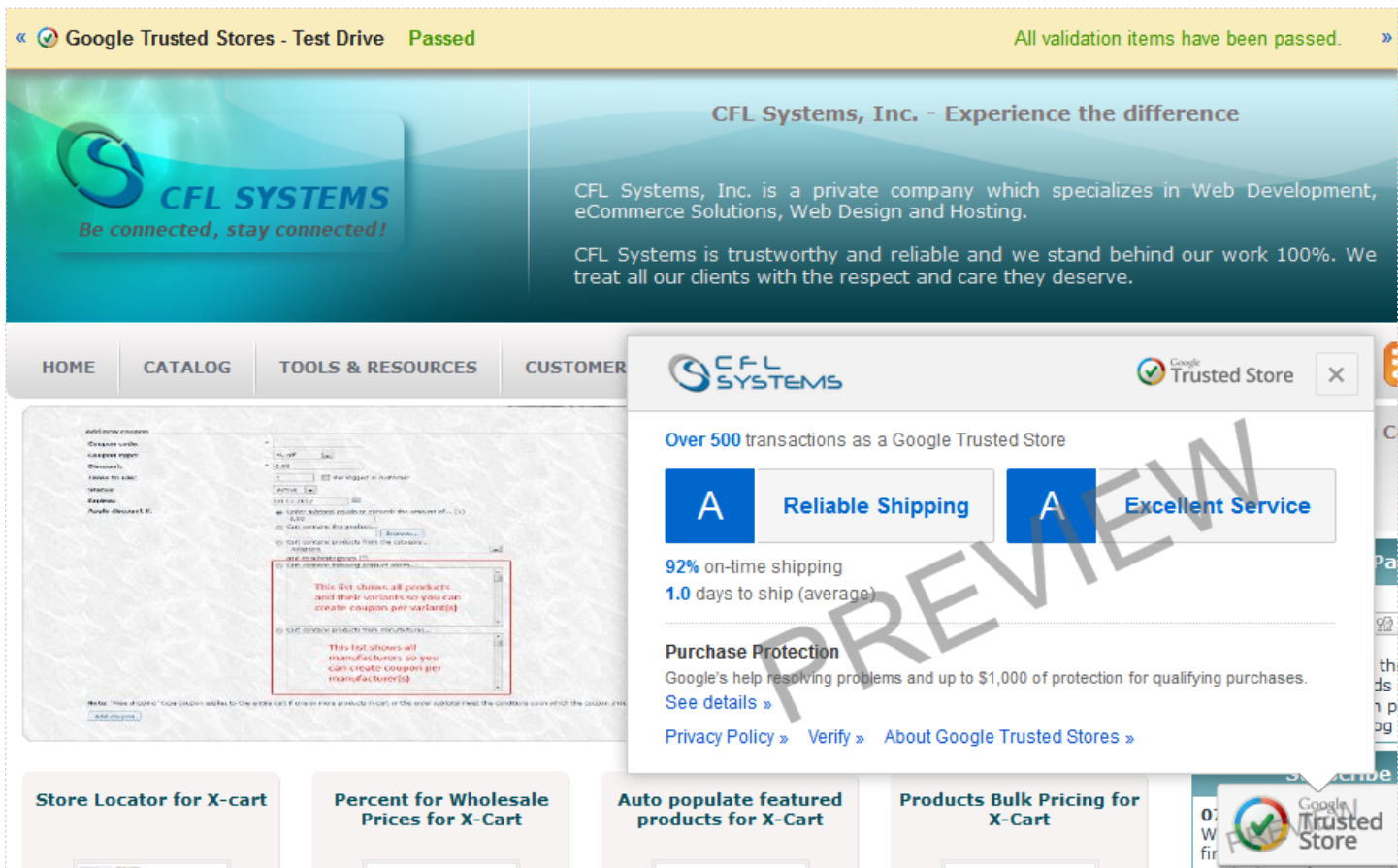
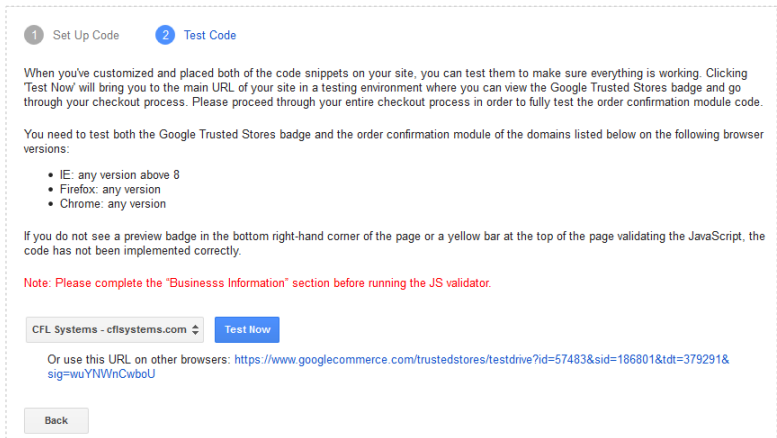
At the top of the page there are 2 links - click on the second one called "Test Code". This will open another page to test the GTS code already placed on the site. The site has to be tested using IE, Firefox and Chrome browsers as described on that page.

This test consist of 2 parts - first we will test the code for the Google Trusted Stores badge and then we will test the code for after an order is placed. This has to be done for each browser separately.

Also pay attention on any warnings or notes on this page and make sure you have complied to them before running the tests.

Select the store from the dropdown and you should see a screen similar to the screenshot on the right. As you can see you can either click on "Test Now" button or copy/paste a link in your browser address bar. It is easier to use the copy/paste as in

this case you don't have to open your Google Trusted Stores account in each browser to do the testing. After running this test in a browser you will see an output similar to the following screenshot:



Pay attention to the yellow bar at the top where Google will post a message if the test was successful or not. Also at the lower right corner of the page Google will show an example of how the badge will look like when the program is activated for the site - hover over the badge to see the info popup window.

Repeat same test for the rest of the browsers. Keep these browser's windows open as you will need them to perform the second test - order placement confirmation page.

In order to run the second test you need to be logged in to the site as a customer that has orders. Navigate to that customer's account orders page and pick one order - you need the orderid for this order.

Run the following url in the browser (remember to replace "yourdomain" with your domain name and "XXX" with the actual orderid; if your cart is installed in a subdirectory add it to url as well):

[https://www.yourdomain.com/cart.php?mode=order\\_message&orderid=XXX](https://www.yourdomain.com/cart.php?mode=order_message&orderid=XXX)

You will see result page similar to the screenshot above - pay attention to the Google reporting bar at the top - it should read "passed". This page may pass with warnings about the Google Products Search codes missing - you can ignore this warnings as they will not affect the code functionality.

**Note that the url has to be a secure one, i.e. starting with https://, or the test will fail.**

Repeat same test for the rest of the browsers - you will have to be logged in as the same customer in the other browsers so you can just copy/paste the url from the test.

## Final touches

After having the above tests successfully completed on the main page on the Google Trusted Stores click on the button at the bottom of the page to complete the program enrollment. The store and the Google Trusted Stores account are now setup to run and accept data for the program.

At this point forward is up to Google to decide when the store has met the program requirements and to show the Google Trusted Stores badge on the website.





You are now ready to start submitting data to Google and to upload the required feeds.

The final page in the Google Trusted Stores account will look similar to the below screenshot:

### Google Trusted Stores Setup

Account No.

**Congratulations! You have now successfully applied to become a Google Trusted Store.**  
You will be notified when the Google Trusted Stores badge is ready to go live on your site. [Learn more](#)

-  **Your Business Information**  
Provide contact and customer service information for Google and for customers.
-  **Program Agreements**  
Digitally sign the program and shipping agreements.
-  **Data feeds**  
Set up shipping and cancellation data feeds.
-  **Code**  
Add the Google Trusted Stores JavaScript code to your site.

## Uploading required feeds to Google

You are required to upload orders shipment and cancellation feeds to Google on a regular basis if you want to stay in the Google Trusted Stores program.

The GTS module allows you to do this in 3 ways - manual, automatic and Google fetch methods. In any case you have to have the feeds setup in your Google Merchant Center account as well - make sure the filenames as well as the upload method matches the GTS module settings in X-Cart.

### 1. Auto upload - this is the default and prefer method

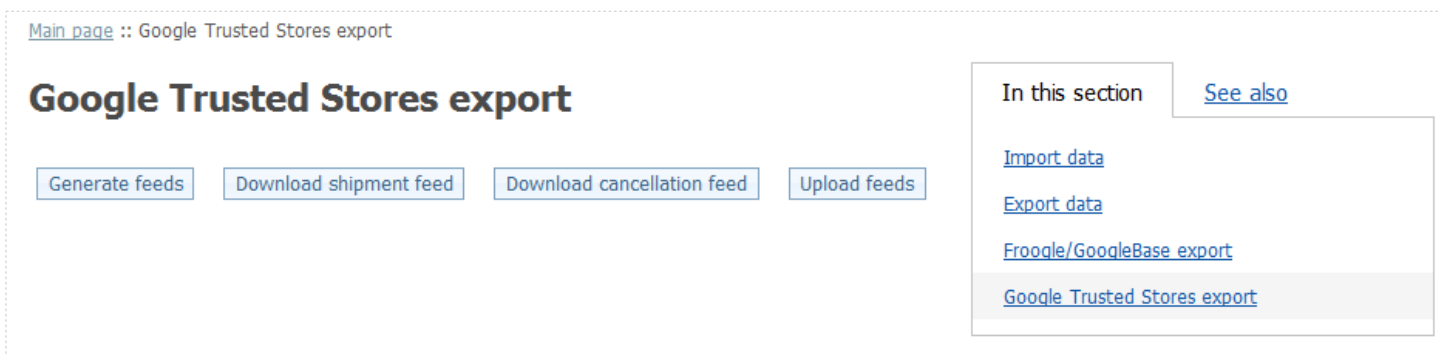
If you have setup the GTS module to auto upload feeds you have nothing to worry - the GTS module will export and upload the required feeds to Google at your specified days period.

**Note: you have to have Google FTP account and set it up in the GTS module settings in X-Cart to be able to use the auto feeds upload.**

### 2. Manual upload

If you want to manually generate and upload the required feeds first you need to set the days in GTS settings to 0 to enable this feature. You will still need to have the Google FTP credentials in GTS module settings.

To manually generate and upload the feeds, in the backend of the cart go to Import/Export page and click on "Google Trusted Stores export" link. The page should look similar to this screenshot:



Main page :: Google Trusted Stores export

## Google Trusted Stores export

[Generate feeds](#) [Download shipment feed](#) [Download cancellation feed](#) [Upload feeds](#)

**In this section** [See also](#)

- [Import data](#)
- [Export data](#)
- [Froogle/GoogleBase export](#)
- [Google Trusted Stores export](#)

From this page you can generate the feeds and upload them with a click of a button. You can also download the feeds to your local system.

### 3. Google fetch

You can also setup Google to fetch the feeds from the directory they are being exported by setting up an url in your Google Merchant Center for the appropriate feeds.

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## Mark an order as being ready for Google Trusted Stores upload

For each order you can and should set either shipping details or cancellation reason for the GTS module feeds to export correctly. On the order details page in admin the GTS module has added a small detailed section where you can provide this information.

For each order that contains non-downloadable products you have to provide tracking number and shipping date as they are required by the Google Trusted Stores program. You provide this of course after order has been shipped. The GTS module looks for orders with this info and status of Completed when running the shipping feed export.

On cancelled orders you have to provide reason for cancellation, shipping date and tracking number are not required and not taken into consideration. The GTS module looks for cancelled orders with status of Declined, Failed, Cancelled.



If you have custom order statuses the module's config.php file can be modified and adjusted to accept and work with these custom order statuses.

If you use 3rd party shipping modules you need to make sure they post back to your X-Cart store tracking number as this is required by the Google Trusted Stores program.

After each export the GTS module marks exported orders so they are not re-exported the next time the export happens. This keeps the feeds from sending repeating information to Google.

This is it. The GTS module and your Google Trusted Stores account are now setup. Google will collect information from the site and orders placed as well as allowing your customers to participate in the program and review your customer service. The shipping and cancellation feeds your store generates and uploads will allow Google to determine how fast and reliable your shipping is as well as how often and why orders are being cancelled so it's important that you provide this information in a fast and accurate matter.

Main page :: [Orders management](#) :: Order #125319 details

### Order details

This section allows you to view order details.

Status:  
Cancelled

[Payment gateway log](#)

Tracking number:

-- Google Trusted Stores --

Shipping date:

Reason if order is being cancelled  
Order Cancelled by Buyer

-- Google Trusted Stores --

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*Thank you for choosing Google Trusted Stores module.*

*Good luck of becoming a Google Trusted Store!*

**CFL Systems, Inc.**  
Experience the difference

*If the need arises you can contact us at the following mailing address:*

*CFL Systems, Inc.  
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