

## STRUCTURE OF THE XML FILE

## 1. General structure of the file

### 1.1 General structure of the file

```
<?xml version="1.0" encoding="utf-8" ?>

<offers>
<offer>
<id><![CDATA[151]]></id>
<url><![CDATA[http://www.shoponline.it/id=151]]></url>
<price><![CDATA[180.99]]></price>
<oldprice><![CDATA[280.99]]></oldprice>
<brand><![CDATA[Nike]]></brand>
<avail><![CDATA[1]]></avail>
<cat><![CDATA[Scarpe/Scarpe da uomo/Stivali]]></cat>
<name><![CDATA[Ferrari F11]]></name>
<imgs>
  <img default="true"
color="black"><![CDATA[http://www.shoponline.pl/img/141big.jpg]
]></img>
  <img color="red"><![CDATA[http://www.
shoponline.pl/img/141big.jpg]]></img>
</imgs>
<sizes>38; 39; 40; 41</sizes>
<desc>
  <![CDATA[Questi stivali sono costituiti da uno strato in
pelle...]]> </desc>
<attrs>
  <attr name="Colore">
    <![CDATA[Nero]]>
  </attr>
</attrs>
</offer>
</offers>
```

### 1.2 XML encoding

To encode the file, we suggest one of the following options: UTF-8 (recommended) or ISO-88592.

E.g. `<?xml version="1.0" encoding="utf-8" ?>`

## 1.3 Tags definition

### <offers>

The whole catalogue must be contained between <offers> and

</offers>

### <offer>

Each product must be contained between <offer> and

</offer>

```
<offer>
<id><![CDATA[151]]></id>
<url><![CDATA[http://www.shoonline.it/id=151]]></url>
<price><![CDATA[180.99]]></price>
<oldprice><![CDATA[280.99]]></oldprice>
<brand><![CDATA[Nike]]></brand>
<avail><![CDATA[1]]></avail>
...
</offer>
```

## 2. Information about tags

<b>id</b>	<b>Unique ID of the product</b> The product ID can be alphanumeric (eg. 12345, abcde, a1b2c3). <u>ID associated with a product cannot be changed in the updates.</u>
<b>name</b>	Please insert the full product name displayed in the shop website specific page. Maximum number of characters allowed: 150.
<b>category</b>	<b>Category path</b> , e.g.: woman > shoes > sneakers (gender is required).
<b>brand</b>	<b>Product brand</b>
<b>desc</b>	<b>Product description - optional but recommended</b> , for a better knowledge of the product.  <pre>&lt;desc&gt;   &lt;![CDATA[Questi stivali sono costituiti da uno strato in pelle...]]&gt; &lt;/desc&gt;</pre>

<p><b>price</b></p>	<p><b>Final product price</b> The final price of the product (with VAT) in Euro. If the price includes cents, use . (period) or , (comma) as a separator. Do not use space to separate integer and decimal and do not use a double separator or currency symbols.</p> <p><b>Wrong:</b>  <pre>&lt;price&gt;3.999,99&lt;/price&gt; &lt;price&gt;3999 99&lt;/price&gt; &lt;price&gt;3999,99€&lt;/price&gt; &lt;price&gt;3999.,99&lt;/price&gt;</pre> </p> <p><b>Right</b>  <pre>&lt;price&gt;3999,99&lt;/price&gt; &lt;price&gt;3999.99&lt;/price&gt;</pre> </p>
<p><b>oldprice</b></p>	<p>Original price of the product, before the promotion. <b>Optional but recommended</b>, to avoid displaying different prices between Stileo and Shop.</p>
<p><b>url</b></p>	<p><b>Product Url</b> The URL must link directly to the specific product page in the online store. It must be absolute. If the URL contains special characters (eg. &amp;) It must be inserted between <code>&lt;![CDATA [and]]&gt;</code>.</p> <p>Each product must have a unique url. If it is not possible, please add at the end of the url # (hash) followed by a progressive number 123.</p> <p><b>Wrong:</b>  <pre>&lt;url&gt;/asp/sp.asp?idprodotto=1010&lt;/url&gt; &lt;url&gt;http://www.esempio.it/negozi&lt;/url&gt; &lt;url&gt;http://www.esempio.it/asp/sp.asp?idprodotto=1010&amp;cat=2&lt;/url&gt;</pre> </p> <p><b>Right</b>  <pre>&lt;url&gt;http://www.example.com/asp/sp.asp?productid=1010&lt;/url&gt; &lt;url&gt;http://www.example.com/asp/sp.asp?productid=1010&amp;cat=2&lt;/url&gt; &lt;url&gt;&lt;![CDATA[http://www.example.com/asp/sp.asp?productid=1010&amp;cat=2]]&gt;&lt;/url&gt;</pre> </p>
<p><b>color</b></p>	<p><b>Color of the product (optional).</b></p>

<b>img</b>	<p>Link to the main and secondary photos (optional). All the url images must be enclosed between &lt;imgs&gt; and &lt;/imgs&gt;. The links to each photo must be enclosed between &lt;img&gt; and &lt;/img&gt;. More images than the first one are optional.</p> <p>Each image should have good quality and resolution. The images are downloaded only during the first feed import, not to load excessively the server.</p> <p>The image url must be absolute.</p> <p><b>Wrong:</b>  <code>&lt;img&gt;/img/photo.jpg&lt;/img&gt;</code>  <code>&lt;img&gt;www.esempio.it/img/img1.jpg&lt;/img&gt;</code> <code>&lt;img&gt;no-foto&lt;/img&gt;</code></p> <p><b>Right:</b>  <code>&lt;img&gt;http://www.esempio.it/img/img1.jpg&lt;/img&gt;</code></p> <p>Special characters (e.g. &amp;), will be automatically converted in entities (e.g. &amp;amp; ;).</p> <p><b>Products without image will be ignored by our importer tool.</b></p> <p>Maximum number of characters allowed: 2048.</p>
<b>sizes</b>	<p>Available product sizes. Use ;(semicolon) as a separator.</p> <pre>&lt;sizes&gt;38; 39; 40; 41&lt;/sizes&gt;</pre>
<b>GTIN</b>	<p>Bar code of the product given by the producer.</p>
<b>stock</b>	<p>Warehouse stock.</p> <p>e.g.:</p> <pre>&lt;stock&gt;in stock&lt;/stock&gt; or  &lt;stock&gt;out of stock&lt;/stock&gt; or  &lt;stock&gt;1&lt;/stock&gt; or  &lt;stock&gt;0&lt;/stock&gt;</pre>

### 3. HINTS

1. We suggest to test the validity of your xml using the validator available at the following link: <https://codebeautify.org/xmlvalidator;>
2. The use of special characters (e.g. &, <>, ...) should be replaced by the corresponding entities (eg. &amp; ;, &lt; ;, &gt; ;, ...) or all the content of the tag must be enclosed in `<![CDATA[content]]>`.  
E.g. `<Tag><![CDATA[content]]></tag>`;

3. Check that the name of the products in the XML file are the same as in the store database;

4. Insert in the field `<cat>` the subcategory of each product.

E.g. `<cat>Uomo/Scarpe uomo/stivaletti</cat>` instead of just

`<cat>Scarpe uomo</cat>`. Stileo has separate categories for women, men, girls, boys and babies;

5. Do not insert in the XML file offers not available in the store (eg. products in "invisible" or "not available" status);

6. Check that links are absolute and not relative in the `<url>` and `<img>` tags;

7. Check the uniqueness of the URL for each product. If two or more products have the same url, add at the end `#xxx` (x = number)

e.g. `<url>http://www.esempio.it/prodotto.html#123</url>`;

8. The generation of the XML file must be done only the first time. The next versions, containing updates, must be only changes to the same file.

You should update the file daily, for a total correspondence between Stileo and your shop.

Uploading hours: 3AM, 9AM and 3PM;

9. The dynamic generation of an XML file through PHP scripts can cause an unexpected stop of the operation, when the database has big dimension and the server has a high load.

It is suggested, therefore, to generate a static XML file, or use the PHP `set_time_limit()`;

10. It may happen that the static XML file is not available or not complete at the time of its download on Stileo. It happens when Stileo downloads the XML file in the same time it is uploaded online. To avoid this problem, through the use of a PHP script, you can create a temporary XML file with a different name to the original. Only after the original is completed, delete the temporary file and load the complete XML;

## 4. TECHNICAL SUPPORT

For technical support on the XML file integration, please send an email to:

[technicalsupport@stileo.it](mailto:technicalsupport@stileo.it)