



User's Guide – V2.2.X

# Microdata Module

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# 1. INTRODUCTION

We thank you to have bought this module developed by Ádalop.

This module is delivered as Open Source. All rights are exclusive property of Ádalop.

You are not allowed to redistribute it, modified or not, whatever the way of redistribution.

You can modify it to adapt it to your exact need.

You are granted for a license of usage on a unique web site. You are not allowed to install it on several sites.

## 1.1 Compatibility

This module is compatible with all versions of Prestashop 1.6.x.x and Prestashop 1.7.x.x.

Compatible with all browsers (Firefox, Opera, Safari, Chrome and Microsoft Edge)

This module is compatible with all templates

Multi-shop and Multi-language

This module is compatible with versions of PHP >= 5.4

## 1.2 Overview

Most of the templates that are installed in prestashop implement a series of microdata that cover the basics of an online store, but there is much more information that can be developed in our ecommerce **benefiting** in this way the **SEO** and consequently our **visibility** and **positioning** in search engines.

This module adds and improves the following microdata:

- Product Page
  - o Product data sheet data
  - o Product features
  - o Product combinations
  - o Related products
- List Products
  - o Product listings by category
  - o Product listings by manufacturer
  - o Specific treatment for pages such as "new products", "best-sales" and "prices-drop"

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- Breadcrumbs
- Rich snippets
  - o Products
  - o Related products
- Rich snippets of Shop from "Trusted Shop"
- Social networks with Open Graph
  - o Generic Open Graph Microdata (Facebook, Twitter, LinkedIn, etc.)
  - o Specific microdata Facebook
  - o Specific microdata Twitter
- Organization
- WebPage
- WebSite
- Store

Compatible with the following Rich Snippets modules:

- **Store Reviews, Product Reviews and Google Rich Snippets**  
[https://addons.prestashop.com/es/product.php?id\\_product=17896](https://addons.prestashop.com/es/product.php?id_product=17896)
- **Customer Ratings and Reviews Pro + Google Rich Snippets**  
[https://addons.prestashop.com/es/product.php?id\\_product=6144](https://addons.prestashop.com/es/product.php?id_product=6144)
- **Go Reviews - Reviews, Advices, Ratings, SEO and Google Rich Snippets**  
[https://addons.prestashop.com/es/product.php?id\\_product=4999](https://addons.prestashop.com/es/product.php?id_product=4999)
- **Verified Reviews** ([https://addons.prestashop.com/es/product.php?id\\_product=17497](https://addons.prestashop.com/es/product.php?id_product=17497))
- **Iqitreviews** (Theme warehouse ratings module) <http://iqit-commerce.com/>
- **Productscomment** (Official module developed by prestashop)
- **MyPrestacomments** (Free module for prestashop versions < 1.7.6)
- **TrustedShop** <https://www.trustedshops.co.uk/>

One of its **greatest advantages** is its **simple installation process**. The module scans the entire file system for old microdata and replaces the affected files with the correct microdata. For **security**, the module creates **backups of all these affected files** and displays them through the back-end.

This module has been developed according to the following official guidelines:

- <https://schema.org/para-microdatos> for the implementation of microdata.
- <http://ogp.me/> for the implementation of Open Graph

## 2. INSTALLATION

This module respects the mechanism of installation of Prestashop.

To install the module correctly follow these steps:

### 2.1 Step 1- Enable Force Compile

#### **Prestashop 1.7.x.x**

Log into Prestashop Admin Panel and go to Back Office > Advanced Parameters > Performance and set Template compilation: Force compilation. and set Cache: No

#### **Prestashop 1.6.x.x**

Log into Prestashop Admin Panel and go to Back Office > Advanced Parameters > Performance and set Template compilation: Force compilation.

### 2.2 Step 2.1- Upload files through FTP

Upload all files and folders from folder /modules/ using an FTP client.

### 2.3 Step 2.2- Upload module through admin panel

Log into Prestashop Admin Panel and go to Back Office > Modules > click on the:

- Prestashop 1.7.X.X → Upload a Module
- Prestashop 1.6.X.X → Add a new module

Select .zip file and upload module.

### 2.4 Step 3 - Install module

Log into Prestashop Admin Panel and go to Back Office > Modules > Content Management Modules and install module.

**The installation process is very simple and the module performs all the integration for you.**

At the end of the installation process you will see a list of the files that have been affected.

It is **HIGHLY RECOMMENDED** that once the installation process is complete, **empty the cache**. If you have modules of this type installed, it is important that you empty the cache of these modules.

To return to the initial state of your prestashop, it is only necessary to uninstall the module.

## 3. OPERATION

### 3.1 Documentation tab

In this section you will be able to download the user manual when you need it.

### 3.2 Install Information tab

If the module has been successfully installed and there are files affected in the installation process, you will be able to see which files are treated through this section.

You have the option to "rescan" in case of template, module or Prestashop updates.

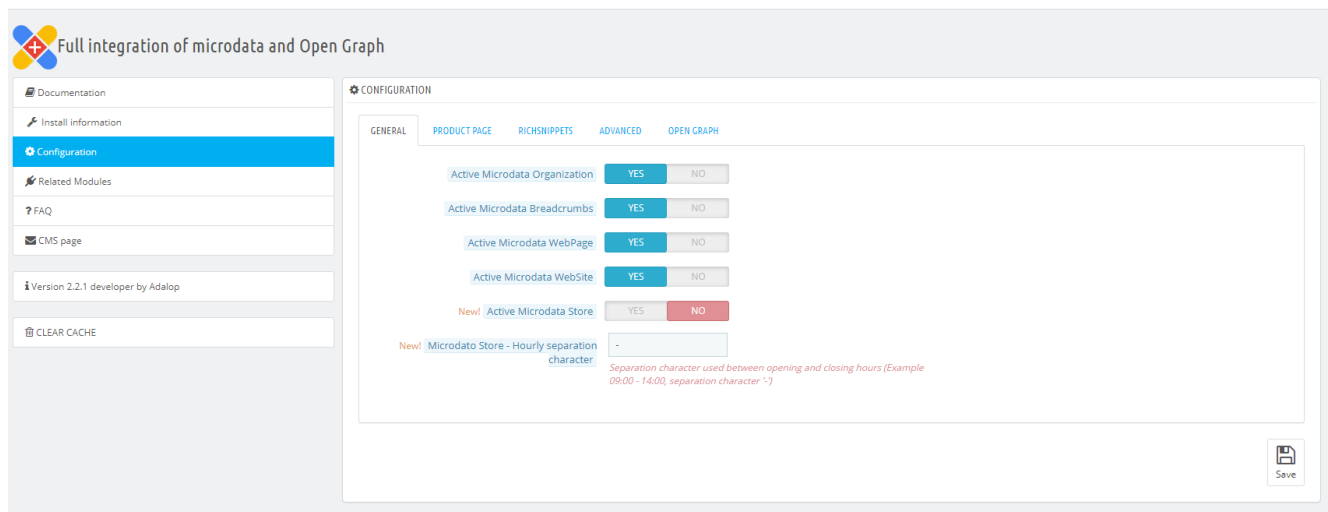
The module offers a BASIC microdata tracker in third party modules, so you can easily locate which installed modules are duplicating the microdata in your ecommerce. If you need a more advanced module, we recommend that you visit our module

[https://addons.prestashop.com/es/product.php?id\\_product=44883](https://addons.prestashop.com/es/product.php?id_product=44883)

The screenshot shows the 'INSTALLATION PROCESSED THEME FILES' section of the Prestashop Microdata Module interface. On the left is a sidebar with navigation links: Documentation, Install information (active), Configuration, Related Modules, FAQ, and CMS page. Below these is a version indicator 'Version 2.2.1 developer by Adalop' and a 'CLEAR CACHE' button. The main content area has a green success message: 'Installation successfully completed. You can look at the log to see the affected files'. Below this is a scrollable list of file paths affected by the installation, including various theme files and module files. A yellow warning box states: 'A backup copy of all the files listed above with the \*.adpmicrodatos.backup file extension has been generated, we RECOMMEND NOT DELETING these files.' At the bottom of the main area, there is a 'Log download' button, a 'RETURN TO CLEAN MICRODATA' button, and a section titled 'Below you can see a list of modules that could contain microdata. Be sure to check the configuration of these modules to avoid conflicts.' which currently contains no data. At the very bottom right, there are 'Rescan all' and 'Scan modules' buttons.

### 3.3 Configuration tab

In the Settings tab you can customize certain parameters to adapt it to your needs.



The information has been organized in the following sections:

- **GENERAL**

- **Active Microdata Organization:** It allows us to make the decision to activate or deactivate these microdata in the template.
- **Active Microdata Webpage:** It allows us to make the decision to activate or deactivate these microdata in the template.
- **Active Microdata WebSite:** It allows us to make the decision to activate or deactivate these microdata in the template.
- **Active Microdata Breadcrumbs:** It allows us to make the decision to activate or deactivate these microdata in the template.
- **Active Microdata Store:** It allows us to make the decision to activate or deactivate these microdata in the template.
- **Separation character of hours in microdata Store:** You will be able to indicate the separation character used between the start time and the end time.

- **PRODUCT PAGE**

- **Active Microdata Page Product:** It allows us to make the decision to activate or deactivate these microdata in the template.
- **Active Microdata List Product:** It allows us to make the decision to activate or deactivate these microdata in the template. This option is only compatible with paginated listings.

- **Activate Product Offers:** Allows you to make the decision to activate or deactivate these microdata in the template. It only affects the product pages.
  - **Activate Product Features:** Allows you to make the decision to activate or deactivate these microdata in the template. It only affects product pages.
  - **Product description:** Decides whether to display in the microdata of the product page, the short description field or the description field.
  - **Default Manufacturer Name:** Allows you to add a manufacturer name to all of your product sheets.
  - **Number of related products in Microdata:** It allows us to define an X number of products related to the product we are viewing on the product page.
  - **Number of days for the "Valid until" microdata:** You can indicate a number of days, which will be added to the current date to automatically calculate this date.
- **RICH SNIPPETS**
    - **Active Microdata Rich Snippets:** Allows you to make the decision to activate or deactivate these microdata in the template. If deactivated, all microdata, including those imported from Trusted Shop, will be deactivated. In order for it to work correctly, you must have installed one of the evaluation modules compatible with this module.
    - **Trusted Shop ID (Rich Snippets):** A Trusted Shop code, from which we can obtain all shop reviews.
- **ADVANCED**
    - **Type of image on product page:** You can decide what type of image format to choose when product images are obtained.
    - **Type of image in category:** You can decide what type of image format associated with the category.
    - **Type of image in manufacturer:** You can decide what type of image format to choose associated with the manufacturer.
    - **Pages without microdata:** You can decide which pages you do not want to add microdata
- **OPEN GRAPH**
    - **Active Open Graph Social Network:** It allows us to make the decision to activate or deactivate these microdata in the template.
    - **ID facebook administrator:** Insert in this field your id as facebook administrator, it will help you to integrate the facebook pixel.
    - **Home Page Image Url – Open Graph:** In this section you can define a custom image that will be displayed through Open Graph for the home page.



- **Category Page Image Url – Open Graph:** In this section you can define a custom image that will be displayed through Open Graph for the category page.
- **Manufacturer Page Image Url – Open Graph:** In this section you can define a custom image that will be displayed through Open Graph for the manufacturer page.

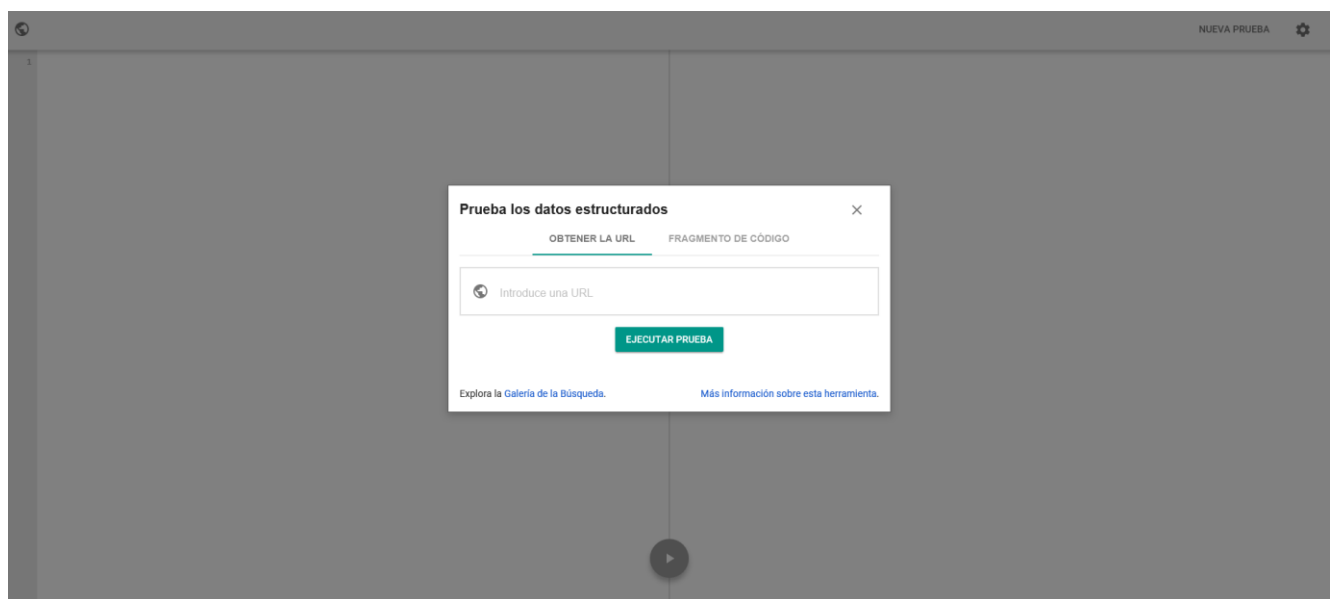
### 3.4 Help tab

At any time, you can see Frequently Asked Questions from customers who have bought this module. This FAQ should answer most of the questions you might have about the operation and configuration of the module and the cart rules.

## 4. TOOLS

If we want to check the correct functioning of the module, we recommend using <https://search.google.com/structured-data/testing-tool>.

In this official Google tool we will be able to obtain, from a URL, the inserted microdata and verify that everything is working correctly.



If we want to see how open graph is working in our ecommerce, we recommend using <https://developers.facebook.com/tools/debug/>

**Depurador de contenido compartido**

[Depurador de contenido compartido](#)
[Invalidador de lote](#)
[Identificador de acceso](#)

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### How does the Facebook Crawler work?

Puedes usar el depurador de contenido compartido para ver qué información se utiliza cuando se comparte contenido de tu sitio web en Facebook, Messenger u otros sitios. El invalidador de lote te permite obtener esta información actualizada relativa a varias URL al mismo tiempo. Por su parte, el marcado de Open Graph te permite controlar qué aspecto tendrá el contenido de tu sitio web cuando lo vean las personas. [Más información](#)

El depurador de identificadores de acceso te permite ver la información asociada con el identificador de acceso específico de alguien que haya iniciado sesión en tu aplicación mediante Facebook. El [depurador de objetos de Open Graph](#) te ayuda a comprender la información relativa a ese objeto.

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## 5. DISCLAIMER

It is highly recommended to backup your server files and database before installing this module.

No responsibility can be taken for any adverse effects installation or advice may cause.

Recommended you install on a test server initially to carry out your own testing.

## 6. CONTACT

For any question, assistance, report of problems, evolution of features, please contact through the contact form of the platform Prestashop Addons.