Etsy Integration for Magento Manual

by CedCommerce Products Documentation

1. Overview **3**
2. Process **3**
3. Installation of the Etsy Magento 1 Store Integration Extension **4**
4. Setting up Cron Jobs for Magento **7**
5. Configuration **7**
5.1. Etsy API Settings **7**
5.2. Etsy Product Global Settings **12**
5.3. Etsy Product Advanced Price Settings **13**
5.4. Cron Settings **13**
6. Manage Etsy Profiles **14**
6.1. Adding New Etsy Profile **14**
7. Etsy Third Party Listings **23**
8. Etsy Orders **25**
8.1. View Etsy Orders **25**
8.2. View Etsy Failed Orders **26**
9. Etsy Shipping Template Settings **27**
10. Etsy Knowledge Base **29**
11. Etsy Extras **34**
11.1. Etsy Logs **35**
11.2. Etsy Crons **35**

1. Overview

For the superlative Etsy Integration for Magento, CedCommerce develops an extension that enables the merchants to integrate their Magento store with Etsy, with the most undemanding approach. The Etsy API empowers one with synchronization of the products, order, and shipments easily.

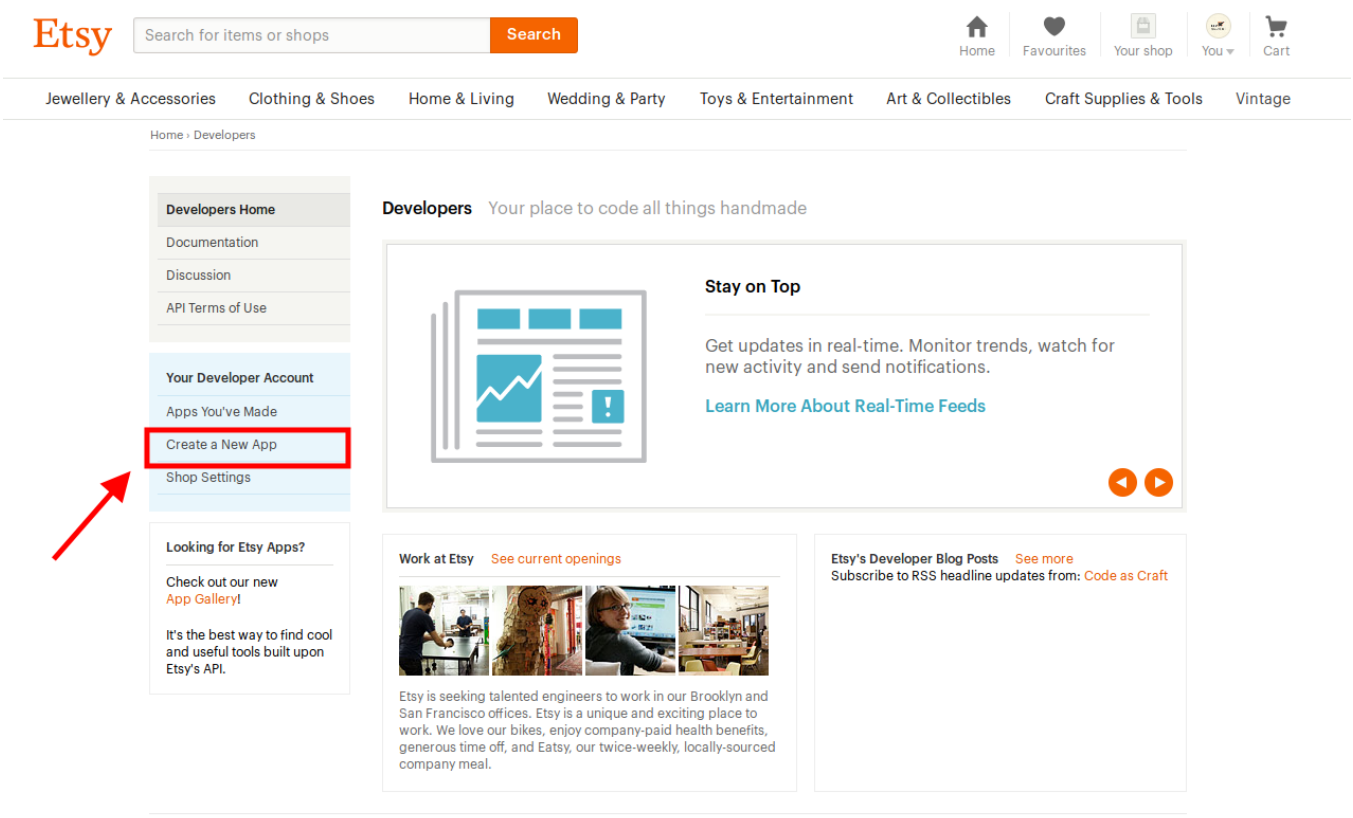
Features of Etsy Integration for Magento Extension-

- Profile Based Product Upload
- Easy Etsy Category and Attribute Mapping
- Manage Etsy Product and Upload Product (directly from grid, and bulk upload all products)
- Product Synchronization
  - Automatic process on each product edit
  - Manual synchronization process
- Review Product/Inventory/Price Feeds
- Automated Order Import & Acknowledgement
- Shipment and Cancellation of Orders
- Automated Shipment with Shipworks/Shipstation
- Multiple Shipment of an Order
- Create Refund
- Upload Configurable Product(s)
- Bulk Product Upload/Publish
- Retire/Unpublish Selected Product(s)
- CRON Facility
- Knowledge Base
- Etsy Tax Codes

2. Create the Etsy app

The easy-to-go route that helps create the app for Etsy Integration is mentioned below:

Register yourself with Etsy and navigate to www.etsy.com/developers(http://www.etsy.com/developers) . Once done, you will be steered to the following section where you can ‘Create a New App’ as shown.

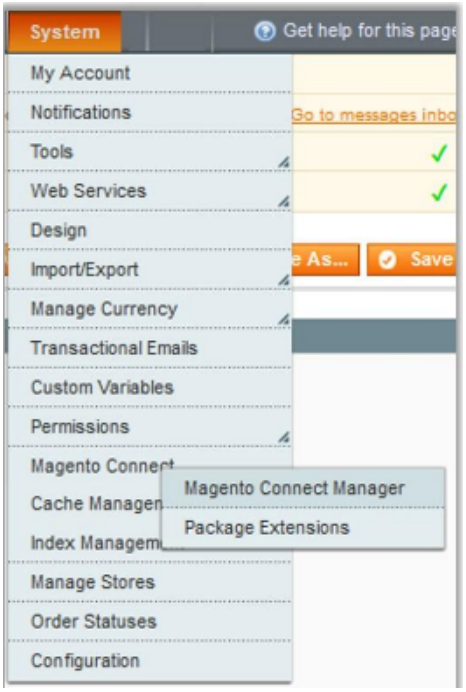


After creating the app, you will be provided with the Etsy Consumer Key and the Consumer Secret Key which you'll need at the later stage while accomplishing the configuration. Now at this step, you need to install the Magneto Integration Extension.

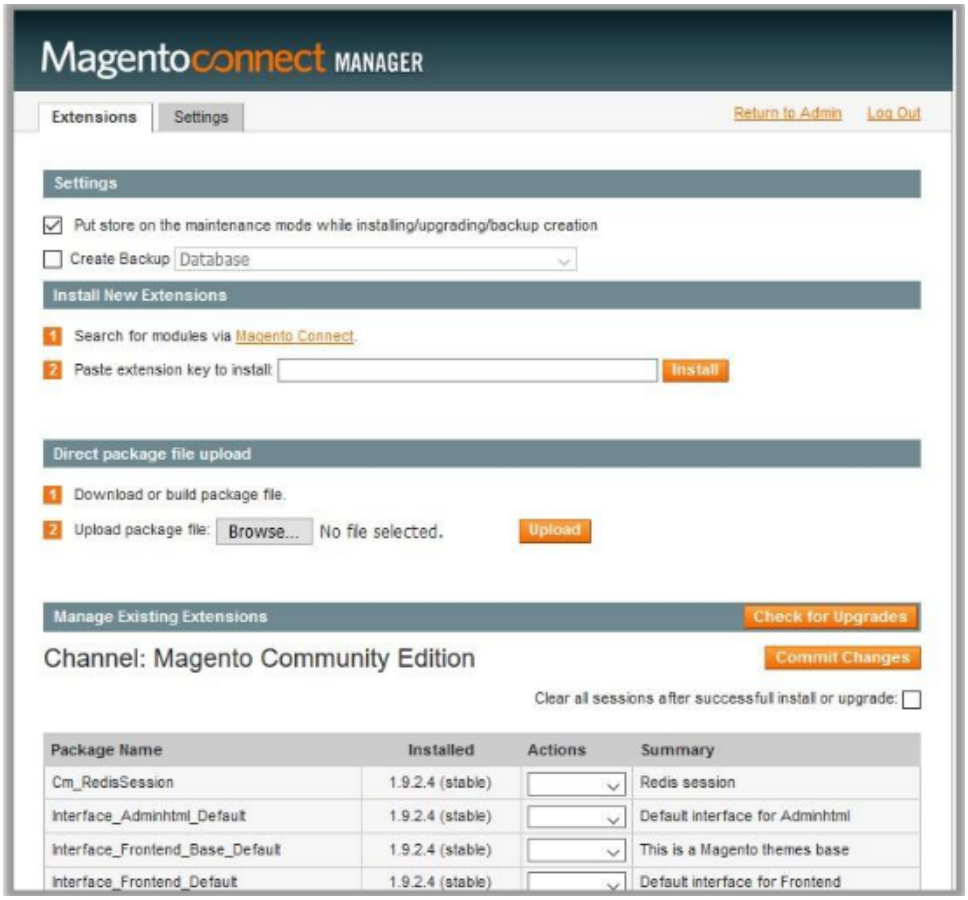
3. How to do that?

Out of the two ways to install the Magento extension, you may choose either one as mentioned below.

- Go to the **Magento Admin** panel and take the cursor to the **System** menu on the top navigation bar. The menu will appear as in the below mentioned figure:



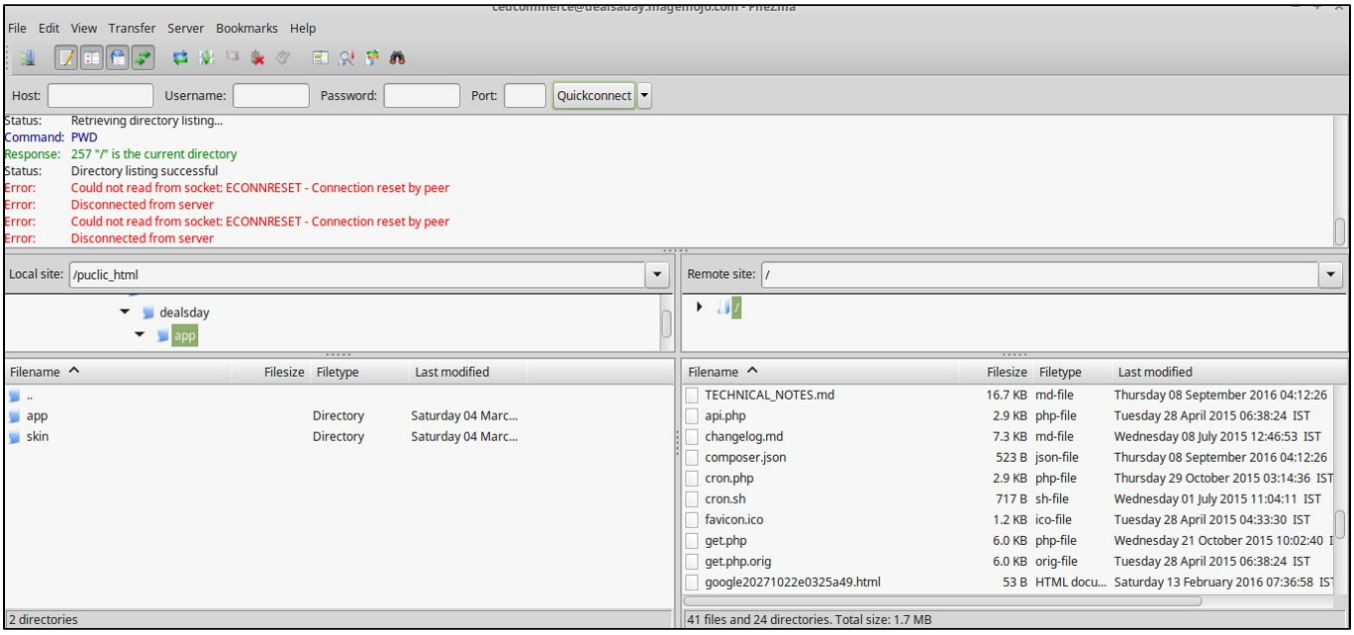
- Point your cursor to the **Magento Connect** menu and click **Magento Connect Manager**. The page appears as shown below:



- Now click **Browse** to upload the package file and a window will pop-up on your screen. Select the Ced_Etsy file you need to upload and save the changes by clicking on **Commit Changes.**

The other way to install the extion is as below:

- Log in the **ftp** and go to the Magento root folder (generally present under the *public_html* folder).



- Overwrite the *app*, *skin*, *js* and *var* folders in the same sequence as illustrated in the following steps:

  a. Drag and Drop the *app/code*, *app/design*, *js*, *skin* and *var* directories.

  b. Finally, upload the *app/etc* directory.
  After the folders are loaded successfully, the extension is installed or upgraded.

Once installed, one needs to go to the Magento Admin panel for the next step i.e. **Configuration.**

4. Setting up Cron Jobs for Magento

After installing the extension for Magento 1, you need to set up the Cron Settings for Magento **in case it is not there,** so that it enables the set of actions to take place after a particular time interval.

Various Magento features need at least one Cron job to schedule the activities in future. Some of those activities are:

- Catalog Price Rules
- Newsletters
- Generating Google sitemaps
- Customer Alerts/Notifications (product price change, product back in stock)
- Reindexing
- Private sales (Magento Commerce only)
- Automatic updating of currency rates
- All Magento e-mails (including order confirmation and transactional)

How to do that?

To create a cron job as the user who runs Apache, the following commands in the order shown:

1. Create or edit a crontab for the Apache user:

   ```
   crontab -u apache-user-name -e
   ```

2. A text editor displays. (You might need to choose a text editor first.)
   In the editor, enter the following:

   ```
   * * * * * /bin/sh /[your Magento install dir]/cron.sh
   ```

   For example, for CentOS,

   ```
   * * * * *  /bin/sh /var/www/html/magento/cron.sh
   ```

3. Save your changes to the crontab and exit the editor.

To know more about it in detail, click here(http://devdocs.magento.com/guides/m1x/install/installing_install.html?_ga=2.225264029.684398870.1523602133-1864476530.1496905446#install-cron)
and go through the complete guide to set up Cron Jobs for Magento 1.

5. Configuration

Once the installation part is over, the configuration part needs to be completed which is defined in the next section.

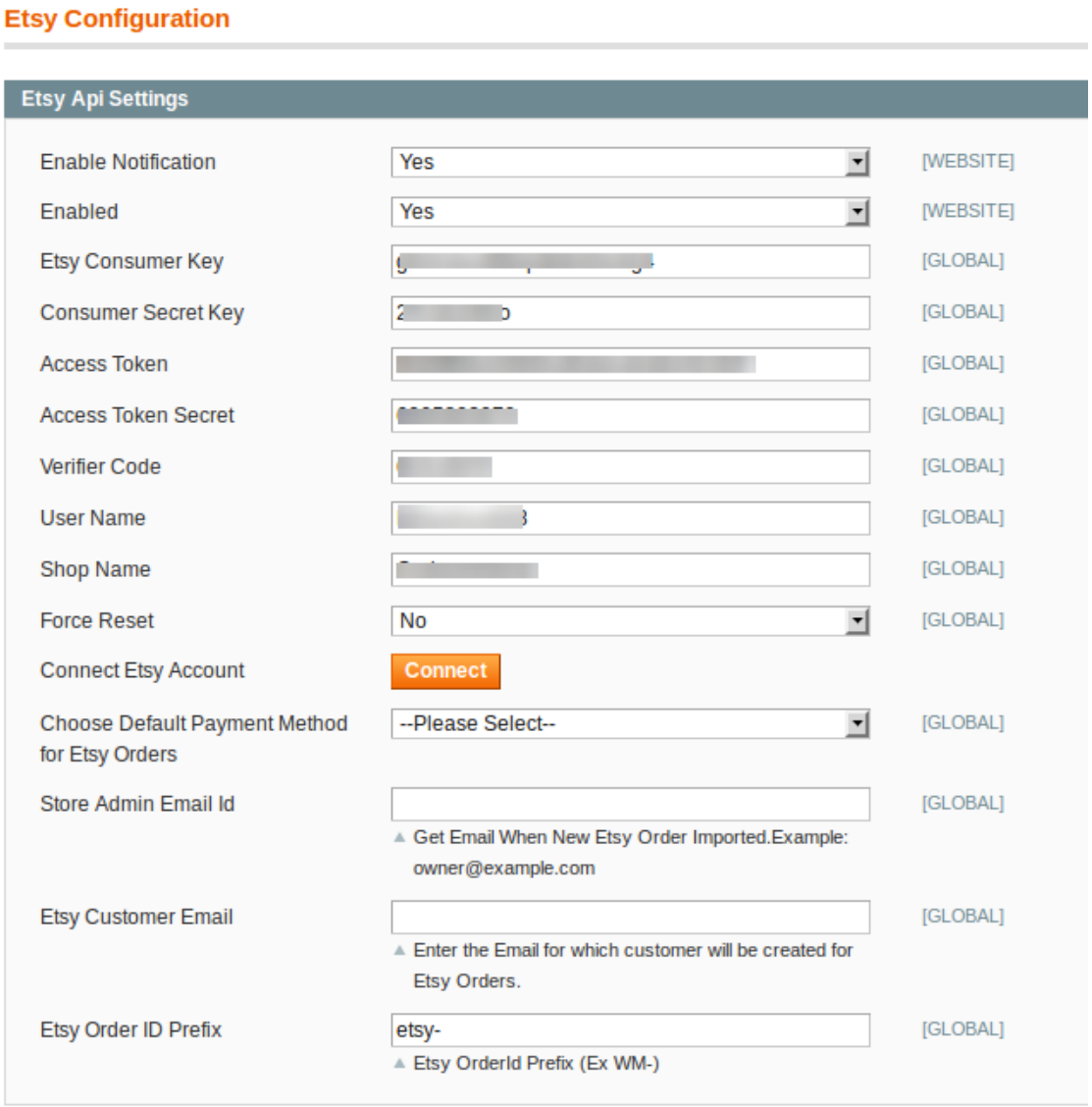
5.1. Etsy API Settings

- After landing on the Magento Admin panel, the admin needs to place cursor on the top navigation bar of

Etsy and it can encounter the page as shown in the figure below:

-

Enabling both notifications and integration by choosing ‘Yes’ in the bar, the whole set of points appears that you need to fill with necesary details, as shown in the figure below:

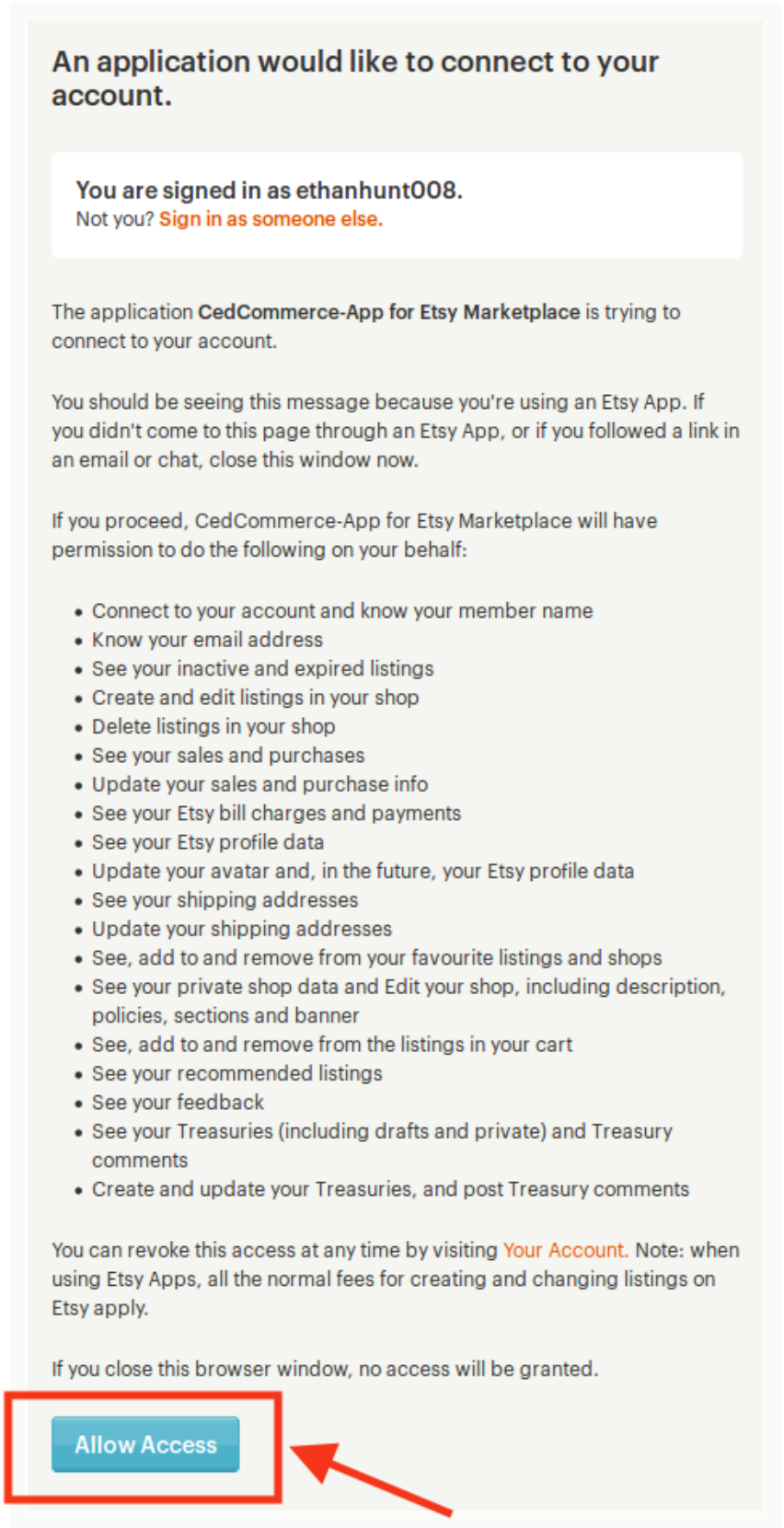


- The Etsy Consumer Key and the Consumer Secret Key which was provided after creating the app is now needed to be filled in the respective fields, as has been shown above.

- As you can see, the username and shopname section needs to be filled by you in accordance with your requisites.

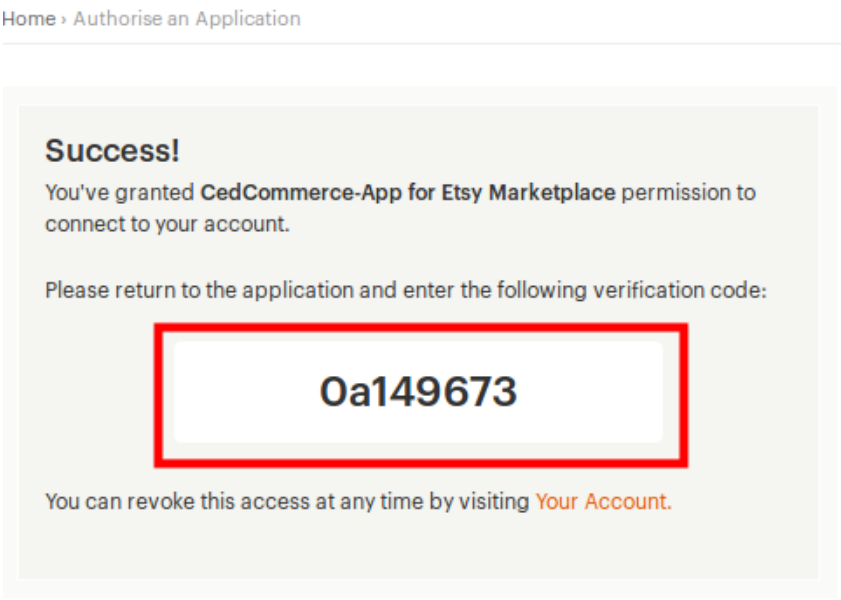
- Once you select ‘No’ for the Force Reset, you need to click the ‘Connect’ button.

- Upon doing so, you will be taken to a new tab that asks you to allow access for connecting the application to your account, as shown in the figure below:


An application would like to connect to your account.
You are signed in as ethanhunt008.
Not you? Sign in as someone else.
The application CedCommerce-App for Etsy Marketplace is trying to connect to your account.
You should be seeing this message because you're using an Etsy App. If you didn't come to this page through an Etsy App, or if you followed a link in an email or chat, close this window now.
If you proceed, CedCommerce-App for Etsy Marketplace will have permission to do the following on your behalf:
Connect to your account and know your member name
Know your email address
See your inactive and expired listings
Create and edit listings in your shop
Delete listings in your shop
See your sales and purchases
Update your sales and purchase info
See your Etsy bill charges and payments
See your Etsy profile data
Update your avatar and, in the future, your Etsy profile data
See your shipping addresses
Update your shipping addresses
See, add to and remove from your favourite listings and shops
See your private shop data and Edit your shop, including description, policies, sections and banner
See, add to and remove from the listings in your cart
See your recommended listings
See your feedback
See your Treasuries (including drafts and private) and Treasury comments
Create and update your Treasuries, and post Treasury comments
You can revoke this access at any time by visiting Your Account. Note: when using Etsy Apps, all the normal fees for creating and changing listings on Etsy apply.
If you close this browser window, no access will be granted.
Allow Access

-

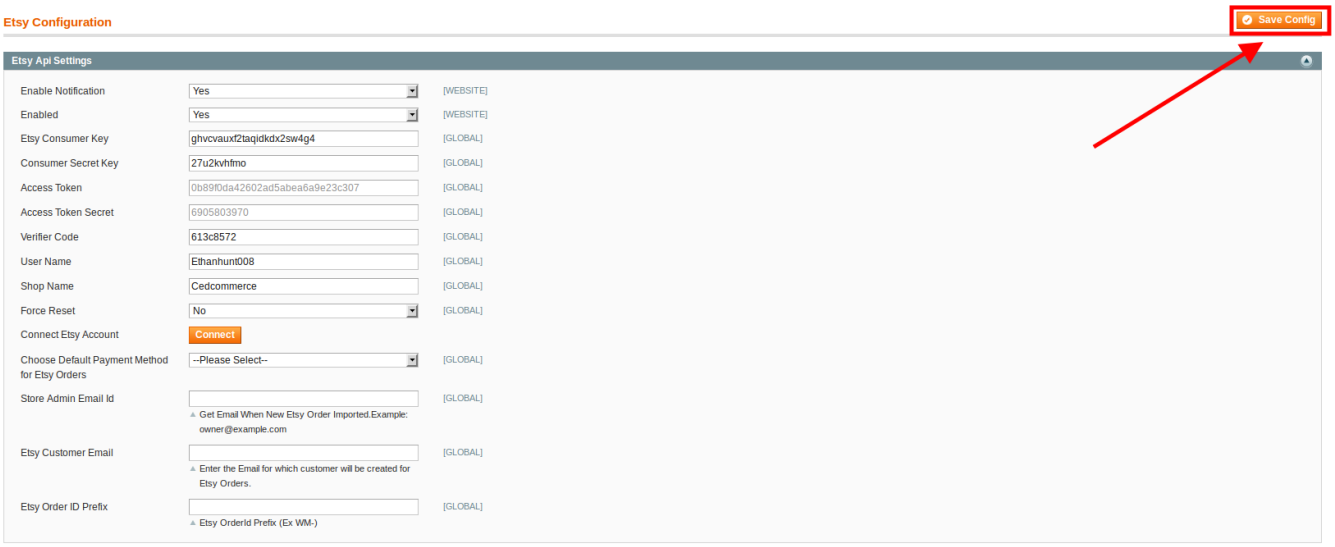
Once you allow the access by clicking on the tab ‘Allow Access’, you get the verification code as shown in the figure below:



- You need to fill the verification code in the the verifier code section on the page where you started off the configuration.

- After entering the code and choosing ‘Yes’ for Force Reset, one needs to save the configuration by clicking on the button at the top right part of the page and the Access Token and the Access Token Secret would automatically be filled in the respective sections.

- Payment method is the next requisite one needs to fill in the Choose Default Payment Method for Etsy Orders. One can choose Etsy in this section as entered in the figure below:



- In the next field i.e. Store Admin Email Id, one needs to enter the email id that will receive a mail every time an order is placed on Etsy. You can mention your email id here to get yourself updated with every order placed.

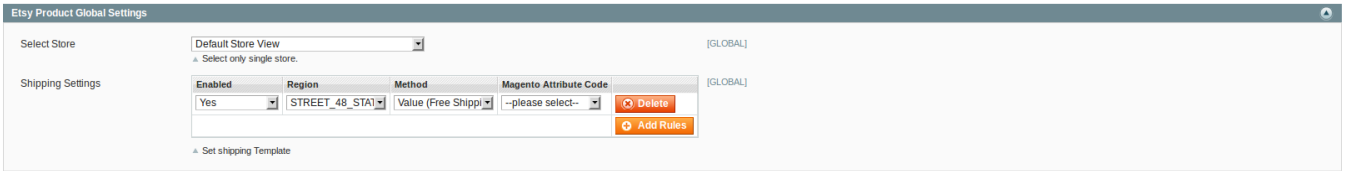
- Next field with Etsy Customer Email needs you to enter an email for which customers will be created for Etsy orders. You can add a generic email here as shown in the figure.

- You may also choose a prefix for the order details to be received, in the Etsy Order ID Prefix section. This prefix will be mentioned in every order number that Etsy generates.

5.2. Etsy Product Global Settings

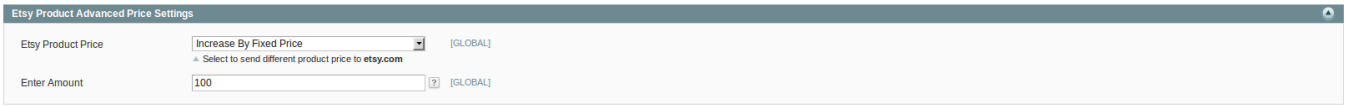
Etsy Product Global Settings

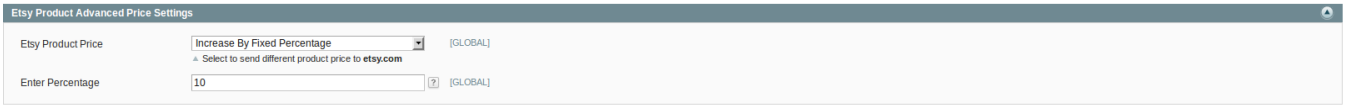
Products' Global Setting is the next part of the configuration after the API settings. In this part, a merchant may easily select the store pertaining to the area where it wants its products to be traded alongwith the shipping rules that can be added, as can clearly be seen below:



5.3. Etsy Product Advanced Price Settings

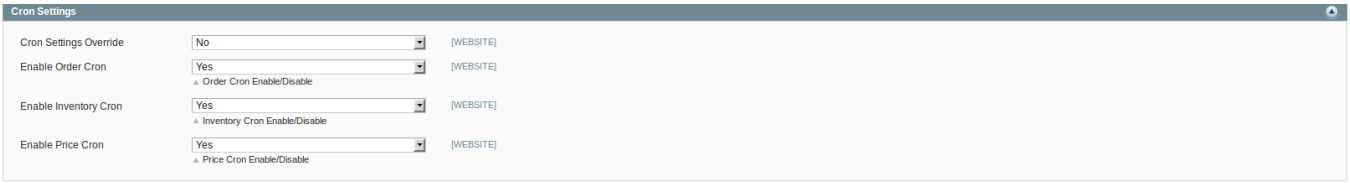
Authorizing the merchants with an option to increase or decrease the price of the product by specific amount or percentage, the Etsy Product Advanced Price Settings comes with a section regarding it that empowers one to make alterations to the pricings with a certain increment or reduction. For instance, with this setting, if one chooses **Increase By Fixed Price** in the first bar and then enters 100 in the bar following it, the price will be augmented on Etsy by 100 as compared to the price of the same product on the Magento store. Similarly, if one chooses **Increase By Fixed Percentage** in the first bar and enters 10 in the following bar, the price of the product will be increased by 10 percent on Etsy as compared to the Magento store. The **Decrease By Fixed Price** and **Decreased By Fixed Percentage** options work in the same way, but by decreasing the price of the product on Etsy as compared to the Magento store.



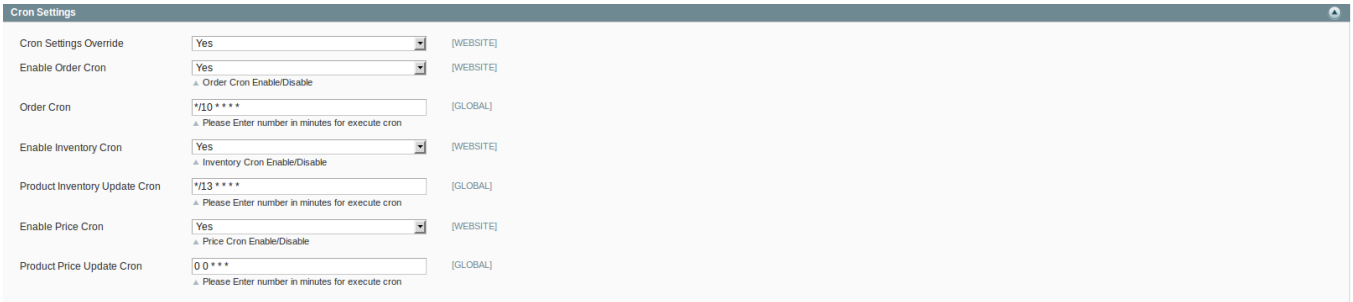


5.4. Cron Settings

Cron setting – in line with what one's business needs are – is managed under the **Cron Settings** part of the Etsy Configuration in the Magento Admin Panel. As can be seen below, with Cron Settings Override selected as 'No', the other options to enable the cron settings for Order, Inventory, and Price can't be selected.



On the other hand, by selecting 'Yes' in the Cron Settings Override section, merchants get the authorization to initiate and then make changes to the Order, Inventory, and Price Cron, as shown below:



6. Management of Etsy Profiles with ease

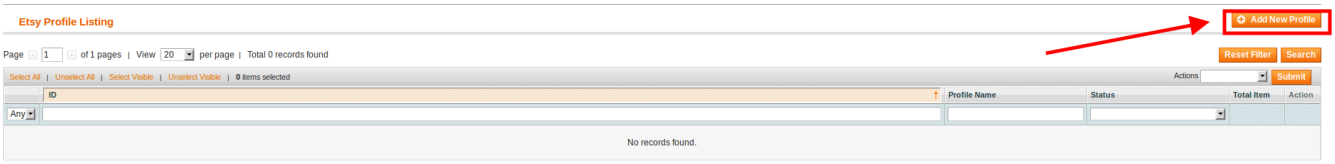
Easy integration and supreme extension is what CedCommerce believes in for your business. The hassle-free profile management that you go through once you embark on your path to extension, looks as has been shown in the next segment.

6.1. Adding New Etsy Profile

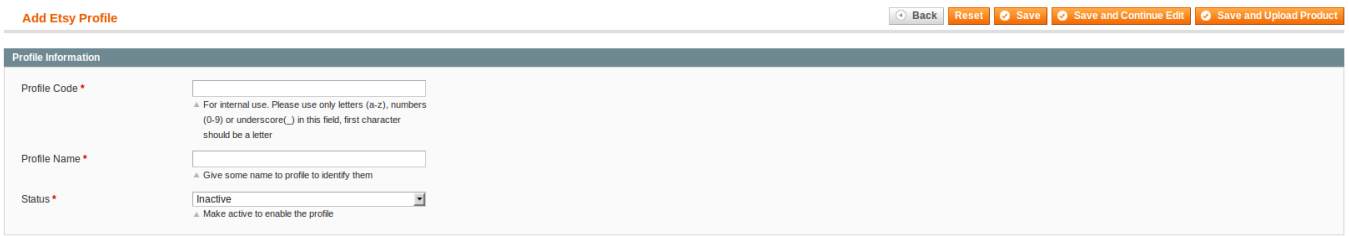
To make it easy or you to categorize your products of one attributes automatically under one umbrella category, the profile management is a must and addition of such new profiles is done as follows.

- Open your Magento Admin Panel and point the cursor on the top navigation bar of **Etsy,** and you will see the **Manage Etsy Profiles** menu which you need to click on.

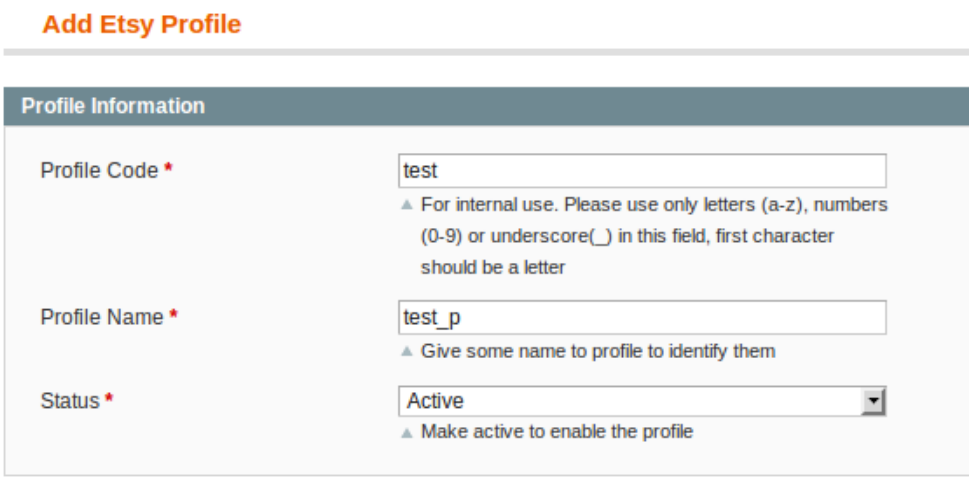
- The next page that appears to you is one with the **Etsy Profile Listing heading** and appears as shown in the following figure:



- Now click on the **Add New Profile** button and the next section you'll be navigated to would be this:



- Starting fom the **Profile Information in the right section**, you need to take the following steps, as shown below:



- Enter a profile code in the **Profile Code** box
  Note: It is only for the internal use. Use the unique profile code with no spaces. Start with small letters.

- In the **Profile Name** box, enter the name of the profile.
  Note: Use the unique name to identify the profile.

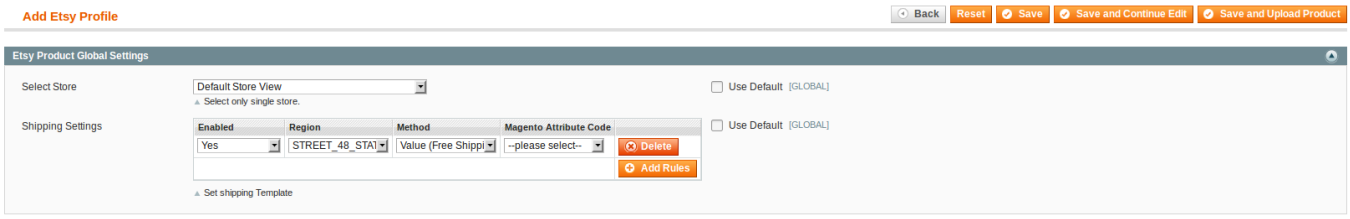
- Post this, you need to choose **Active** status in the status box.
  Note: The Inactive option disables the profile.

- Now click the **Save and Continue** button.

- In the left navigation panel, click the **Profile Configurations** menu.
  The page appears as shown in the following figure:

Here, you may select the store that you wish to integrate with the Etsy, from the select store tab.

- To configure the shipping settings, click the **Add Rules** button.
  The field gets expanded and appears as shown in the figure below:



- In the enabled list, select **Yes.**
- Select the required region from the **Region** list, shipping method from the **Method** list, and the corresponding attribute code from the **Magento Attribute Code** list.

Note: Click the **Add Rules** button to add more shipping settings. To delete the rule, click the **Delete** button similarly.

- The next section is **Etsy Product Advanced Price Setting** which looks like the figure below:

- This section is to set a different price for all the products.

- In the first section, there are multiple options, namely, **Increase by Fixed Price, Increase by Fixed Percentage, Decrease by Fixed Price, and Decrease by Fixed Percentage.** Wondering what do they result in? Read on below.

1. **Increase by Fixed Price**: If selected, then the **Enter Amount** field appears and you may enter a price that would be added to the price of your product on the Etsy store. How? Lets say, if your product price is 100 on Magento and you enter an amount of 100 by selecting the **Increase by Fixed Price** option, your product would be sold on Etsy with an additional 100 of amount.

2. **Increase by Fixed Percentage**: If selected, then the **Enter Percentage** field appears.
   You may enter the percentage value to increase the price of the Etsy product price by the entered value of % of Magento price.

For Example, Magento price + 5% of Magento price.
Magento Price = 100
Select **Increase By Fixed Percentage** option
Enter Percentage = 5
100 + 5% of 100 = 100 + 5 = 105
Thus, Etsy Product Price = 105

3.

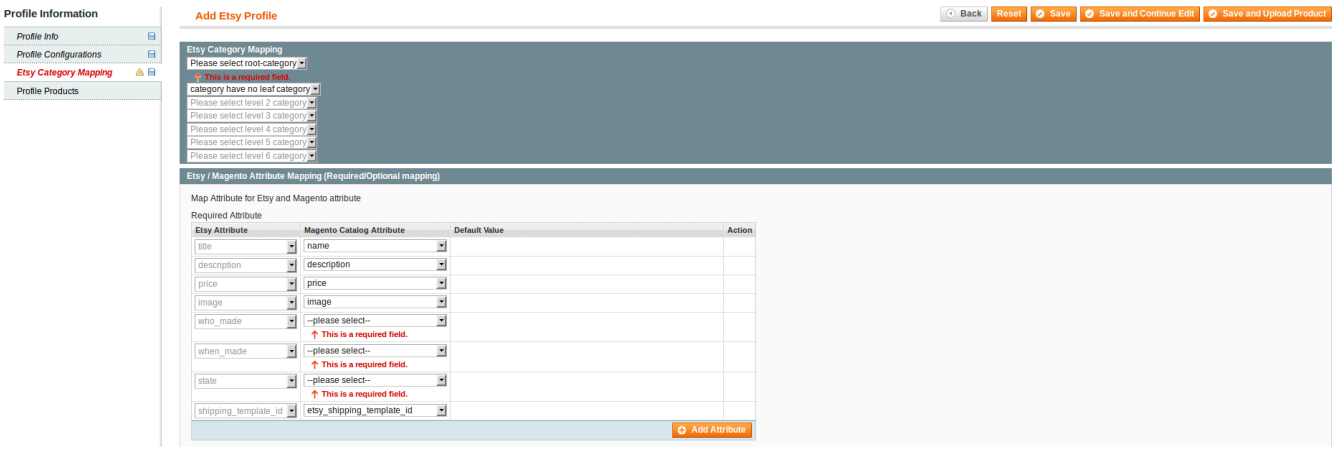
Decrease by Fixed Price: If selected, then the **Enter Amount** field appears and it works as explained in the **Increase by Fixed Price** section, but by reducing the product price as compared to Magento on Etsy, by the entered amount.

4.

Decrease by Fixed Percentage: On selecting, the **Enter Percentage** field appears.
Enter the numeric value to decrease the price of the Etsy product price by the entered value % of Magento price
For Example, Magento price – 5% of Magento price.
Magento Price = 100
Select **Decrease By Fixed Percentage** option
Enter Percentage = 5
100 – 5% of 100 = 100 – 5 = 95
As a result, Etsy Product Price = 95.

- On completing all th details on this page, you need to save the settings by clicking on the **Save** button.
-

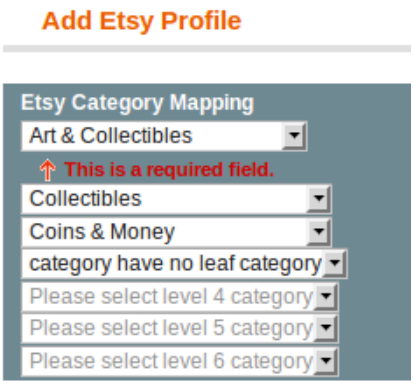
Now from the left panel on the same page, click on the Etsy Category Mapping and you will see what you can right here in the figure below:



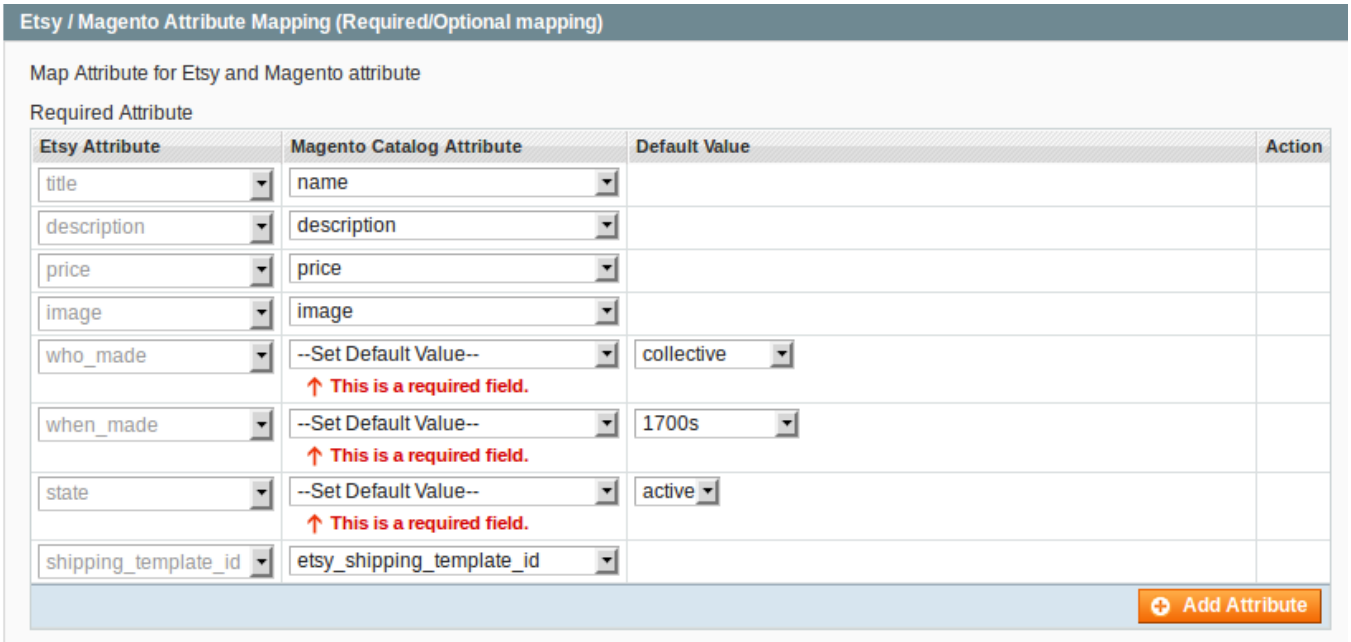
-

This is the place where you will be doing the category mapping for Etsy as shown in the figure below. You may do the mapping of the category and go till seven levels of sub-categories to define your product more

specifically.

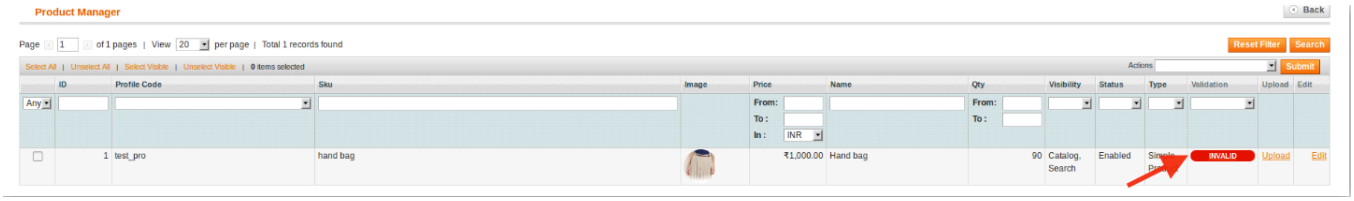


- Once done, you need to go to the next part i.e. **Etsy/Magento Attribute Mapping** to describe the attributes of your product under a particular category. You may add **Name, Description, Price, and Image** for the product that you will be uploading.

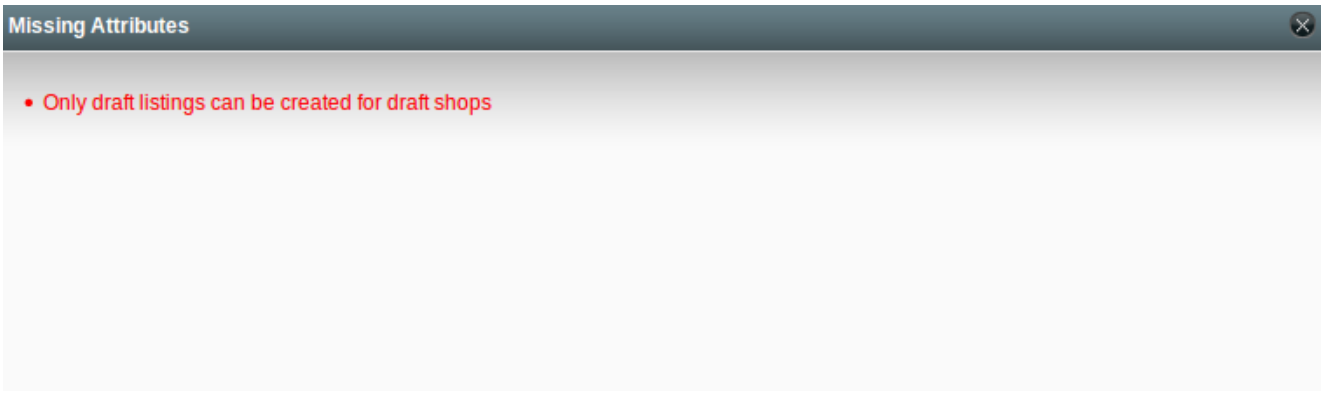


In the sections **Who Made, When Made, and Status,** you may select the 'Set Default Value' and will be provided to describe the respective description of your product. An example of it can be seen above.

Adjacent to **State,** in the drop down box, if you select **Active** then at a later stage, while uploading the product, the page appears to you as below figure:



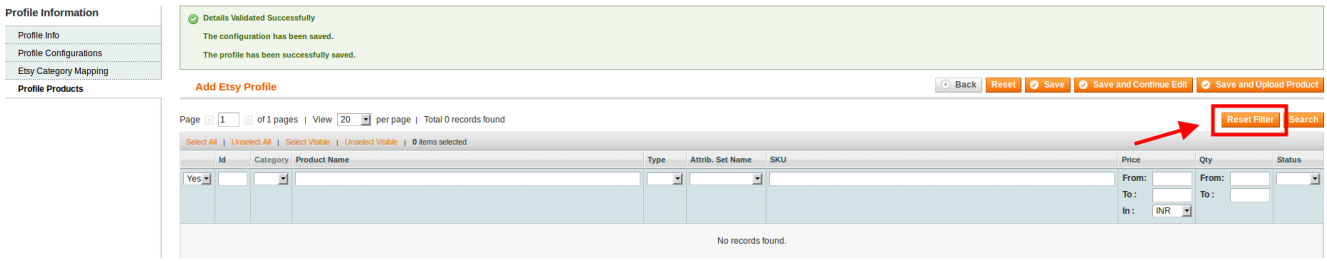
Now if you click on **INVALID** written in red color, as shown in the figure above, you will see the below message box appearing on page:



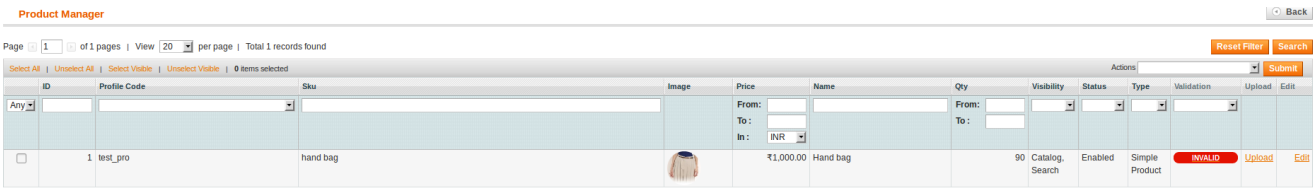
So select the Draft status and then move forward in the process.

Here, you need to save every action you have taken so far in this section by clicking on the **Save** button on the right top of the page.

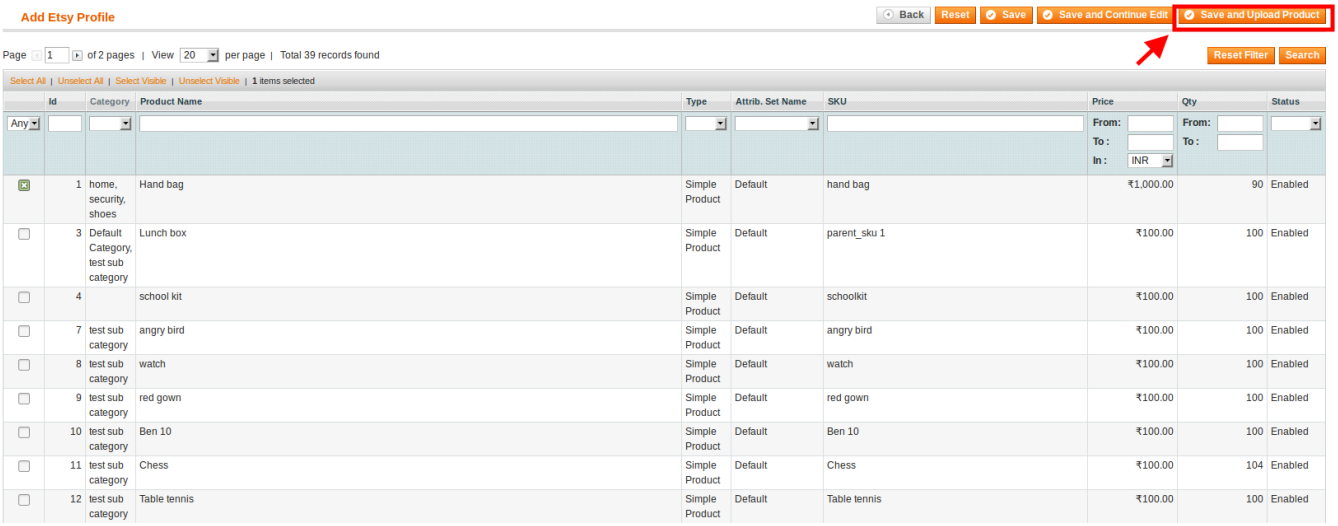
On the same page in the left side, the last section that we still are not done with will be the **Profile Products**. Upon clicking it, what you come across has been shown below:



- Here, you need to click on the **Reset Filter** button. On doing so, you are provided with all the categories that you can select from, for the product that you wish to upload on Etsy, as shown below:



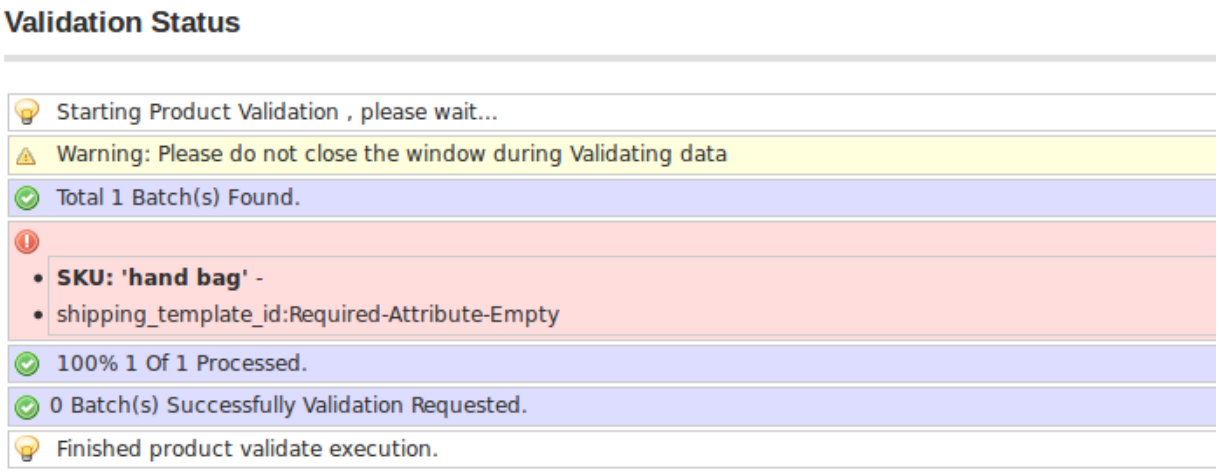
- Next, you just need to click the **Save and Upload Product** button and the product that you want to upload will be featured on the page as below:



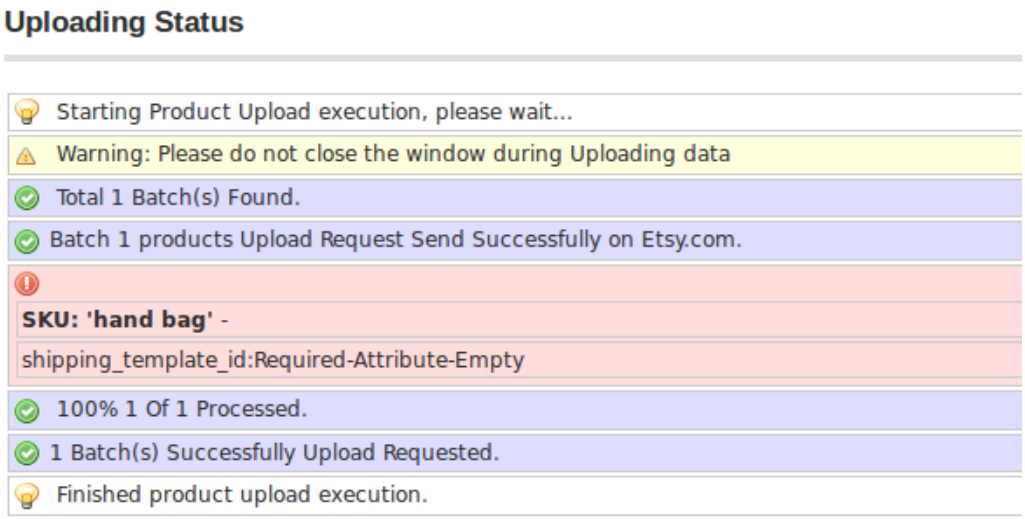
- On the same page, you may select the product and you have three options for it before uploading it finally, namely, **Validate Selected Product(s), Validate & Upload Product(s), and Delete Selected Listings.**

- While the first option validates your product to be uploaded later, whenever you want, the second option enables you to validate and upload the product on Etsy instantly. The third option however works when you already have a product listed on Etsy and you want it to be deleted from there.

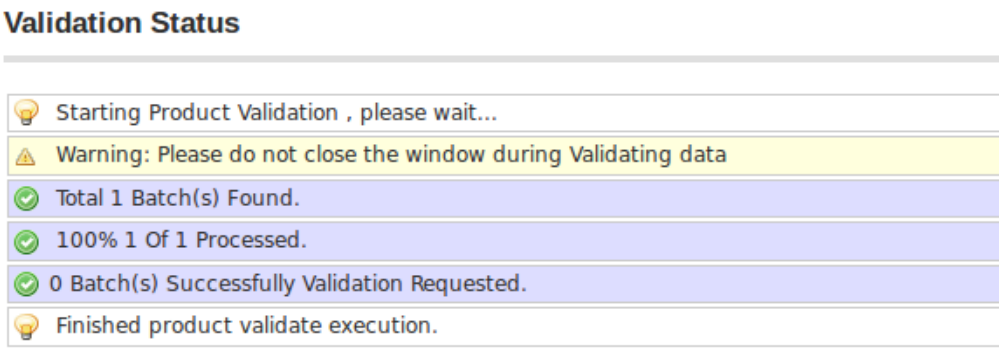
- So when you select the **Validate Selected Product(s)** and there is any error such as the required attribute is empty in the shipping template, you will be navigated to the page as shown here:



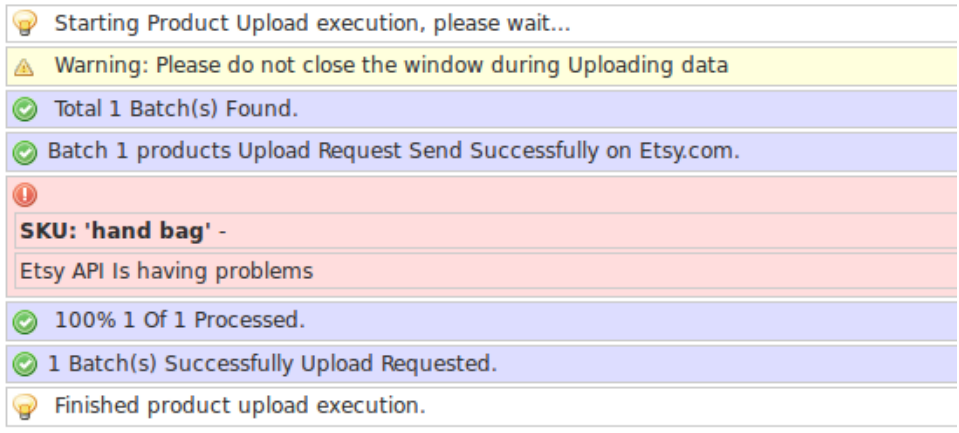
- Similarly, upon selecting the **Validate & Upload Product(s),** if there is any error, the page and information regarding the error will be shown to you as:



- On the contrary, when your product gets successfully validated after you click on the **Submit** button post selecting the **Validate Selected Product(s),** the page shown to you is as below, regarding the successful completion of the validation of the product.



- While after selecting the **Validate & Upload Product(s),** and clicking on the submit button, if your product has successfully been requested to be uploaded on Etsy, you come across the following page with the mentioned information.



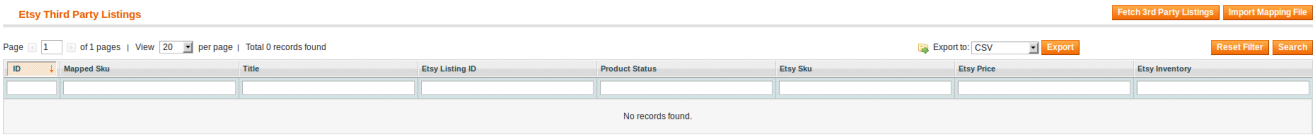
- Now the long and short of it is that if and when your product has been validated for every detail that it is required to be validated for, it is ready to be uploaded whenever you want it to be on Etsy, instantly or later.

7. Etsy Third Party Listings

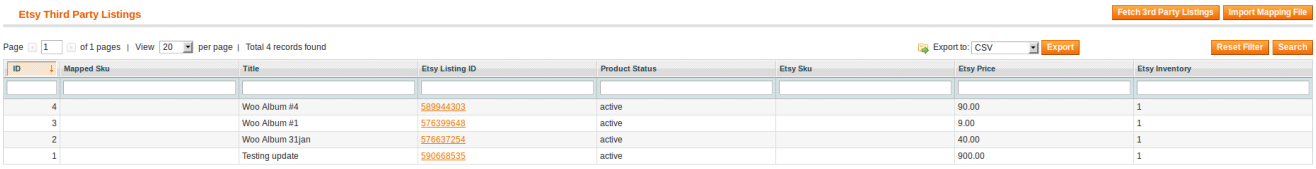
To enable easy mapping and keep records of all your products on both Magento store and Etsy with the help of SKU number(s), Magento Admin Panel empowers the admin with the **Etsy Third Party Listings.**

Now how you do that?

- Go to your Magento Admin Panel.
- Place the cursor on the top navigation bar of Etsy.
- Move cursor over Manage Products and click on Etsy Third Listings.
- Here, you will come across the page as shown below:



- If your products are not visible here, you may click on the **Fetch 3rd Party Listings** button and your products will be listed here as below:



- The next thing that you need to do is to select the product to be mapped and then click on the **Export** button on the upper side of the page. You'll be asked to save the file.
- The saved file will look to you as:

	A	B	C	D	E	F
1	ID	Mapped Sku	Title	Etsy Listing ID	Product Status	
2	4		Woo Album #4	589944303	active	
3	3		Woo Album #1	576399648	active	
4	2		Woo Album 31jan	576637254	active	
5	1		Testing update	590668535	active	
6						
7						
8						

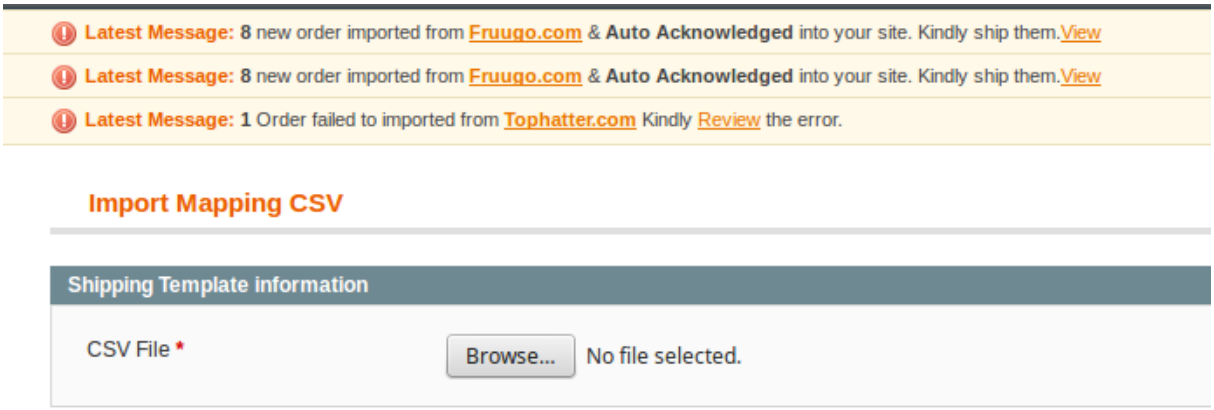
-

  Now in the **Mapped SKU** column you see here, you need to enter the Etsy Listing ID of the product adjacent to it in the list, as below, and save the file:

	A	B	C	D	E	F
1	ID	Mapped Sku	Title	Etsy Listing ID	Product Status	
2	4	589944303	Woo Album #4	589944303	active	
3	3		Woo Album #1	576399648	active	
4	2		Woo Album 31jan	576637254	active	
5	1		Testing update	590668535	active	
6						
7						
8						

-

  Coming back to the **Etsy Third Party Listings** page in the admin panel, you need to click on the **Import Mapping File** button which takes you to the page that asks you to browse your file as below:



- Here, click on the browse button and select your file.

- Now all that you need is to click on the **Save** button on the top right corner of the page and your product gets successfully mapped and you are all set to have all the records of your product(s) on both Magento and Etsy.com, with respect to the product SKU.

8. How to get yourself updated with every order placed?

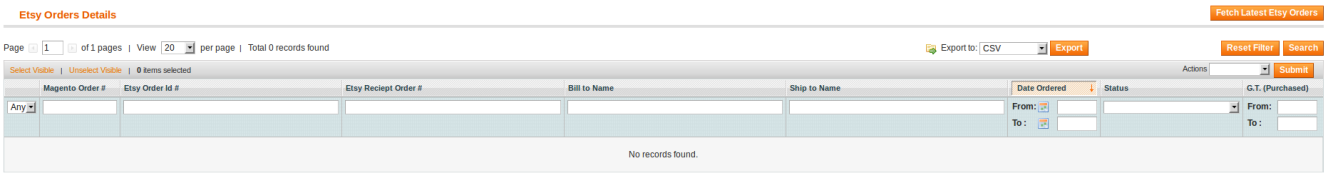
Etsy Orders

Magento Admin Panel authorizes merchants to control, superintend, and manage all the orders of their products on Etsy, with the ease they desire and expertise that makes the business and merchandising, convenient. While here you can see your Etsy orders, it also enables you to see your failed Etsy orders. Want to know how? Read on in the next segment.

8.1. View Etsy Orders

Get the comprehensive order update with mere clicks

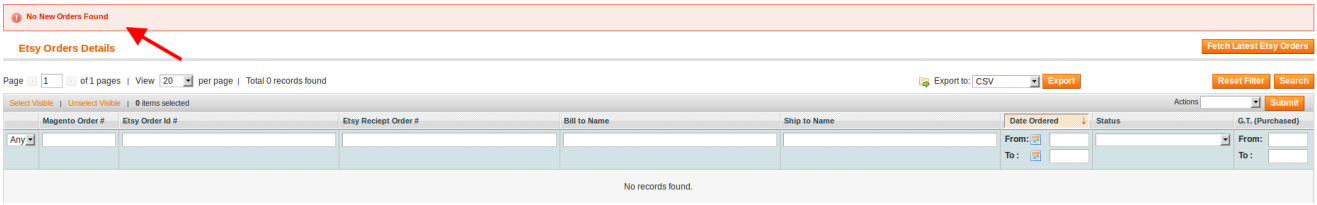
- Open your Magento Admin Panel and place the cursor on the top navigation bar of **Etsy,** now move it over **Etsy Order,** and two options – **View Etsy Orders** and **View Etsy Failed Orders** appear. To begin with viewing the orders, click on the **View Etsy Order** and you get navigated to the following page:



- If the recent orders are not available in this section, you screen appears as above.

- In this case, you can also ‘fetch’ the latest Etsy orders by clicking on the button by the same term i.e. **Fetch Latest Etsy Orders,** on the top right of the page.

- If there is no recent order, you automatically get notified by **‘No New Orders Found’** being flashed in red color, as can be seen in the figure below:



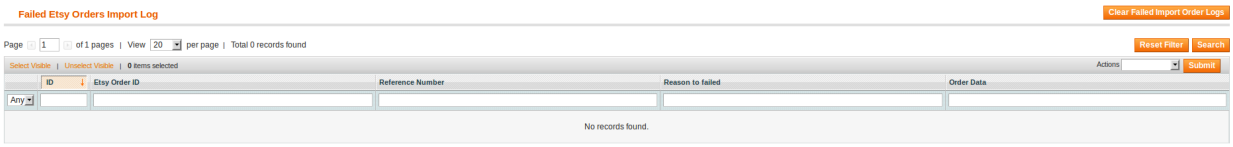
- You can also get yourself updated with orders from a particular period of time by entering the dates in the **Date Ordered** section written adjacent to the order list. Here, you may also see the **Status, Etsy Order Id #, Etsy Receipt Order #, Bill to Name, Ship to Name, and G.T. (Purchased).**

8.2. Read and know how!

View Etsy Failed Orders

- In line with presiding over all the orders, an admin can also get itself updated about all the failed orders on Etsy. For doing so, one needs to navigate to the **Magento Admin Panel.** After landing there, put the cursor on the top navigation bar of **Etsy** and then on the Etsy Orders, and finally click on the **View Etsy Failed Orders.**

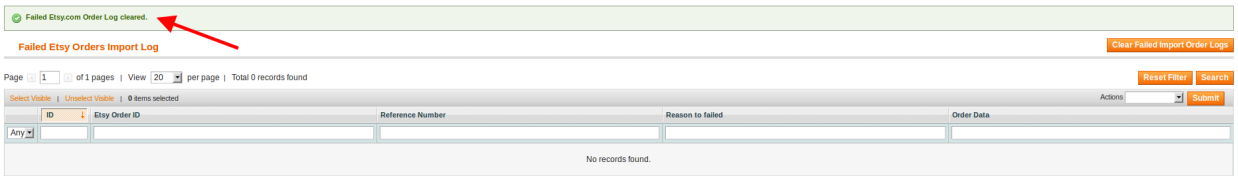
- The page that now appears to you looks like the one below:



- If there is any failed order, it will appear here. If not, the section for failed orders will be empty as shown above.
- In case of a failed order, you may see the **Failed Order ID, Etsy Order ID, Reference Number, Reason to failed,** and the **Order Data** and use it accordingly, if needed.

- As you may see on the top right corner of the figure above, you as an admin can also '**Clear Failed Import Order Logs'** by clicking on the button of the same term, once you do not need the failed orders' details anymore.

If the action is completed, the screen appears to you as below, with **Failed Etsy.com Order Log Cleared** flashing in green color:

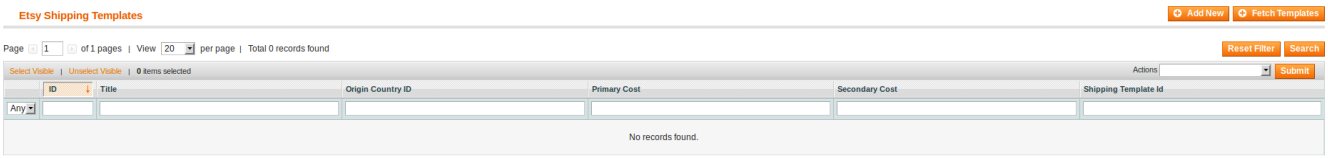


9. How it works?

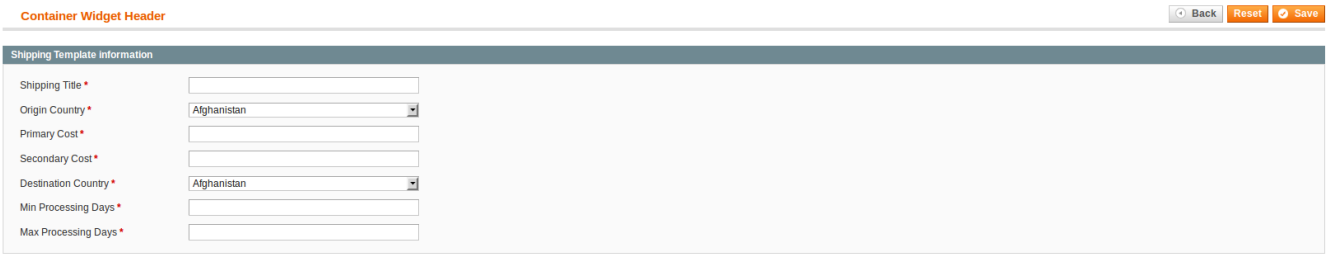
The Admin using the Etsy Integration for Magento can expertly and efficiently preside over the shipping options under the **Etsy Shipping Templates** in the **Admin Panel of Magento.** Doing so, the Admin can design the Templates that contain distinct shipping details as per the business needs.

How is it done?

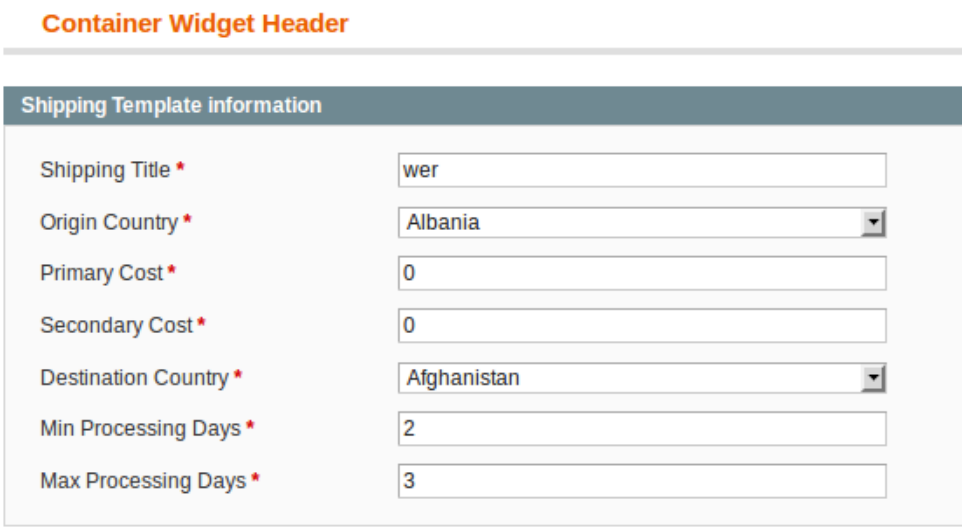
In the Admin Panel of Magento, on top of the page, place cursor on **Etsy** navigation bar. Out of various options that appear in the drop down menu, select **Etsy Shipping Templates.** The page that you get navigated at then appears as below:



- Here, you will come across two buttons – **Add New** and **Fetch Templates.** On clicking the **Add New** button, you will be able to make a new template and the screen will appear as this:



- Now you need to fill the primary details as asked – **Shipping Title, Origin country, Primary Cost, Secondary Cost, Destination Country, Minimum Processing Days,** and **Maximum Processing Days** as this:



How to do that?

Shipping Template Title: Enter the Shipping Template Title here.

Origin Country: Select a country from the featured list as the origin country of Shipment.

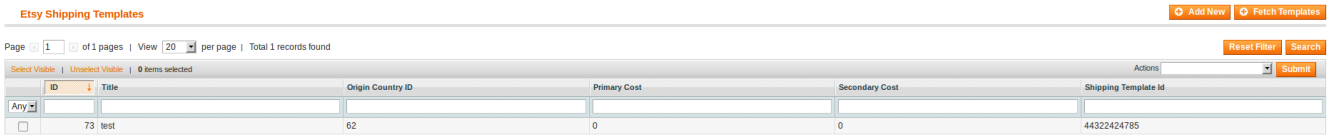
Primary Cost: Enter the primary cost of the shipment. Remember, you can set it only once.

Secondary Cost: Enter the shipping cost for each additional item. You can set this one too only once.

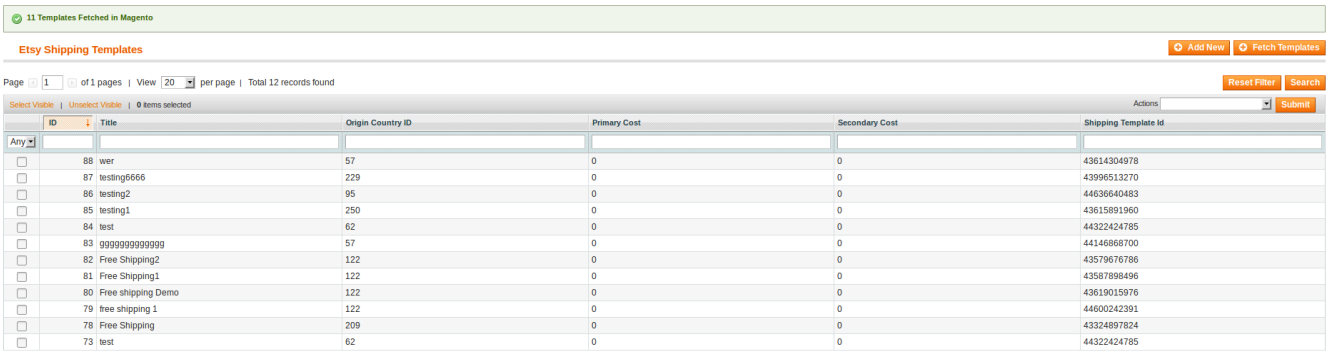
Minimum Processing Days: Provide the minimum number of days for processing the shipment.

Maximum Processing Days: Enter the maximum processing days for processing the shipment.

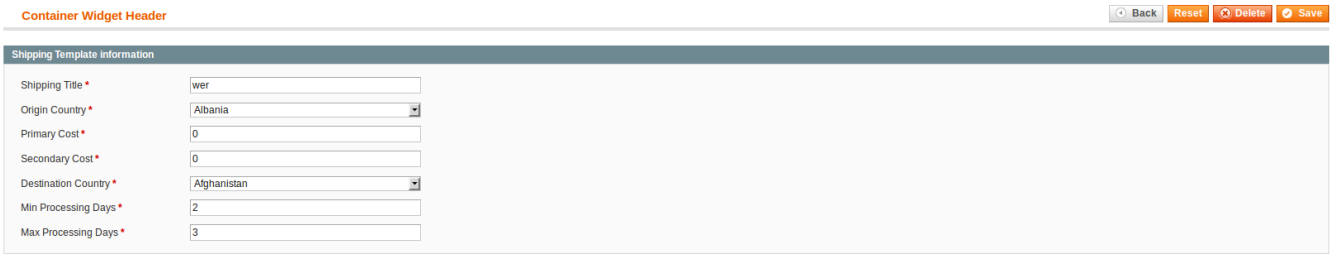
- Once filled, the **Save** button at the top right of page needs to be clicked to save your template. The template gets added to your screen and it appears to be like the below one:



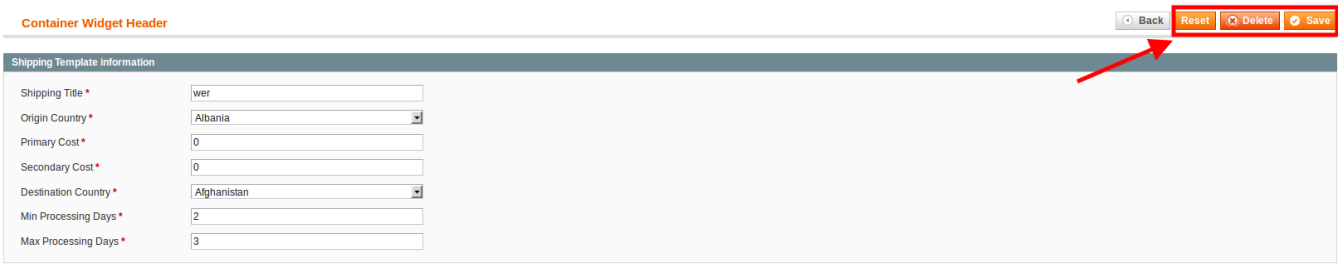
- Now it is also evident that you may ‘fetch’ the templates from Etsy by clicking on the **Fetch Templates** button and all the templates on Etsy will be there on your screen instantly. Like this:



- You may make the necessary changes to these templates by clicking upon them and delete them as well in accordance with the system. Suppose you click on the first from the list above, your screen appears to be like the below one:



- Notice the **Reset**, **Delete**, and **Save** button on the top right of the page. You may click them accordingly to Reset, Delete, or Save the changes made.



10. How and where to look for the knowledge base?

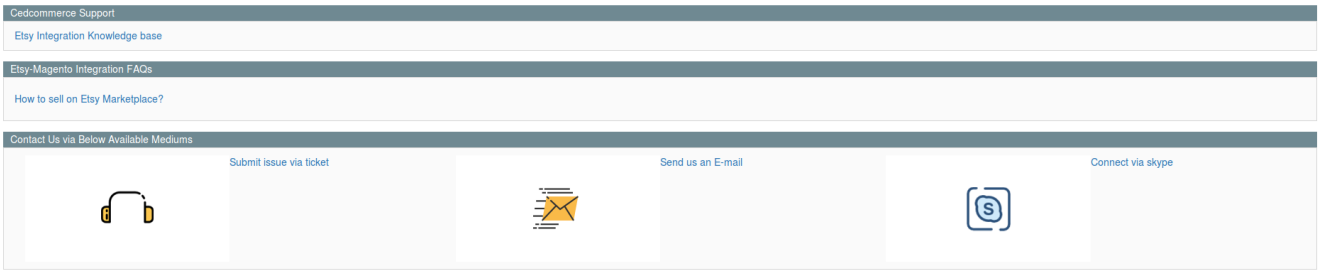
While going through the Etsy Integration for Magento, one might encounter some questions and queries, or want support for its successful completion. It is for that consideration, that CedCommerce renders comprehensive support and aid to merchants for their trouble-free integration.

-

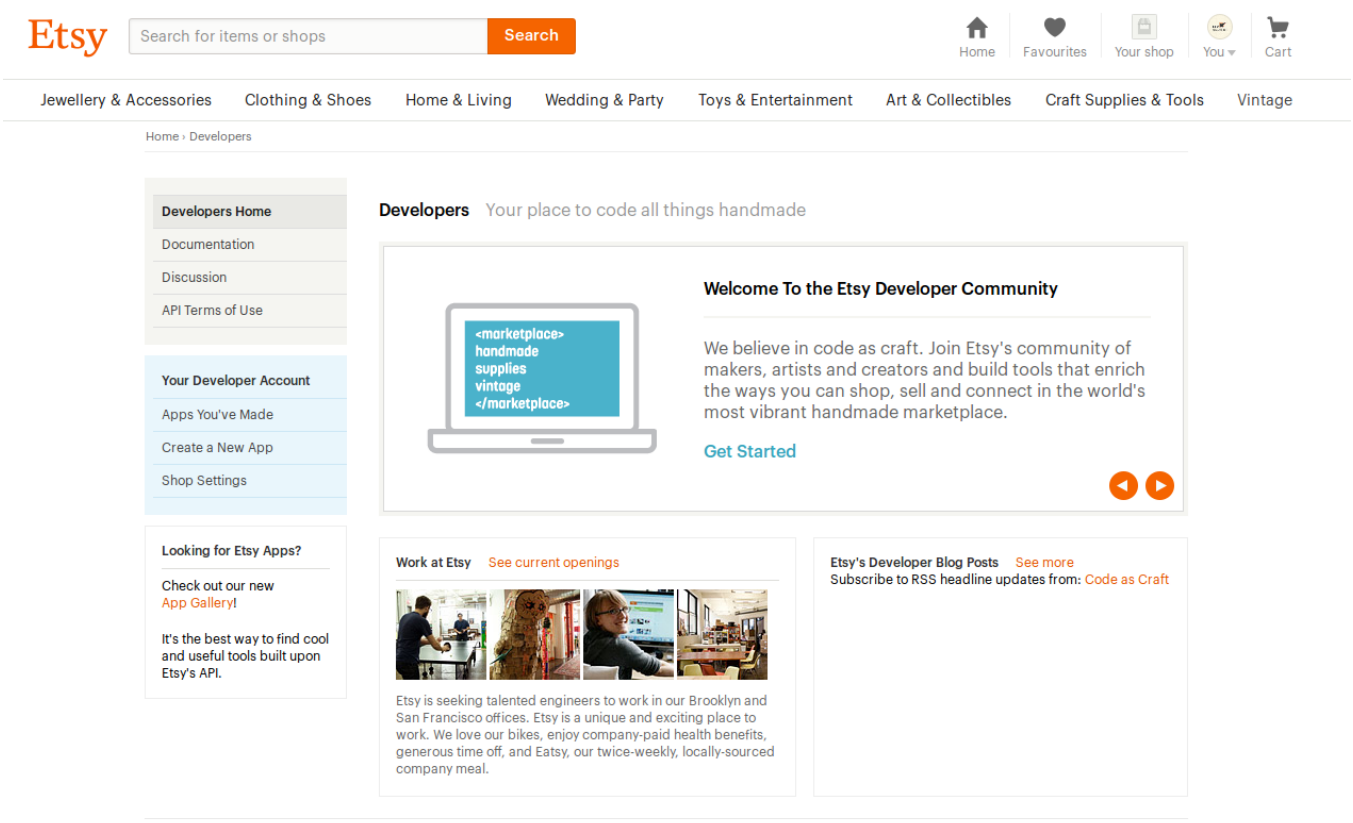
To understand that well, you firstly need to open the admin panel of Magento.

- Next, place the cursor on the top navigation bar of Etsy.

- From the options in the drop down menu, click on the **Etsy Knowledge Base** and you will be taken to the page with below sections:



- Here, the first section that you'll be seeing will be that of the **CedCommerce Support,** under which you can see **Etsy Integration Knowledge Base** which you need to click on and you will be directed to a new tab that looks like the below one:

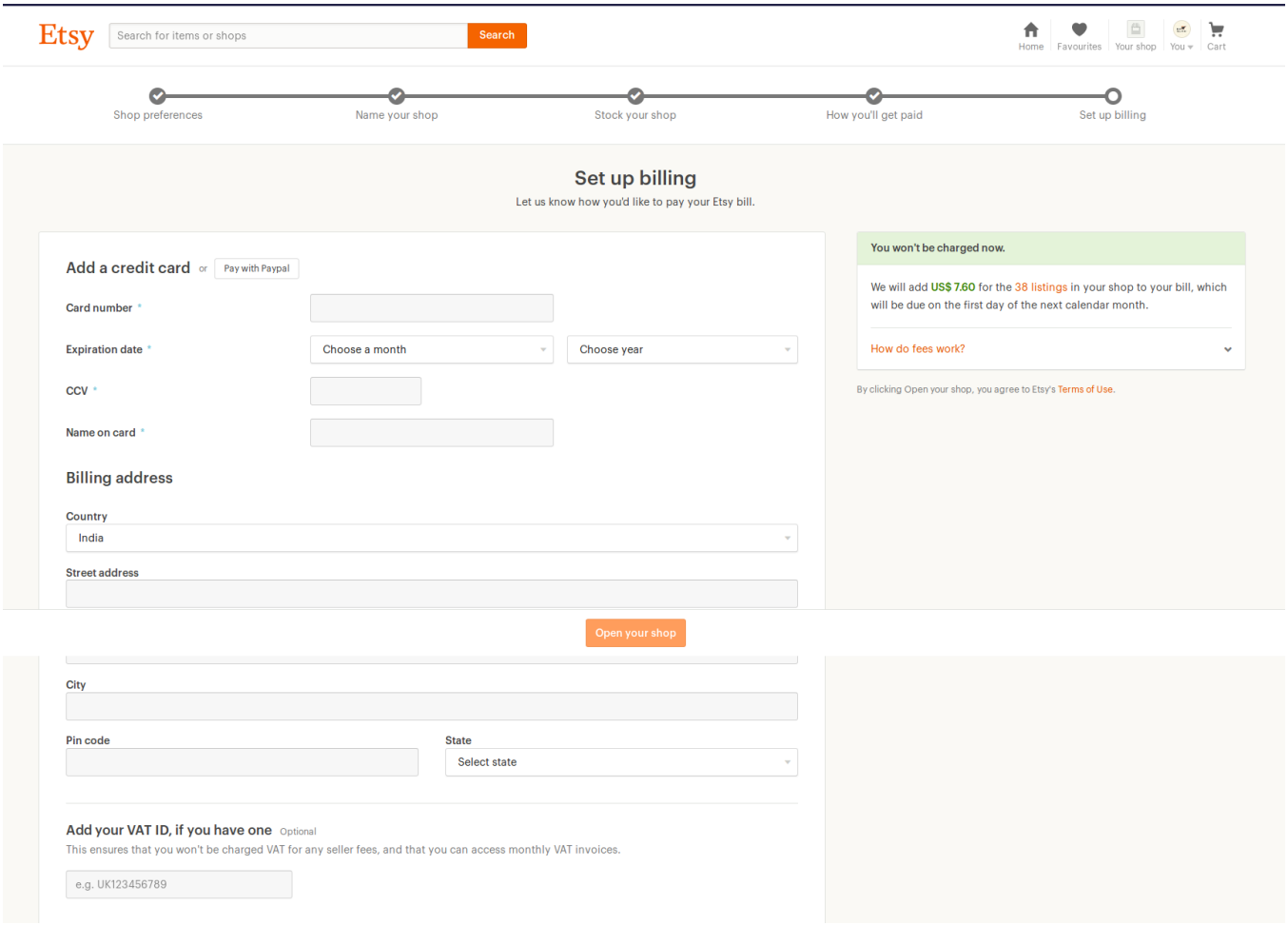


- Here in the window, you can see all the information about the Etsy Integration.
- As you may see on the left side of the figure above, there are sections that take you through everything that you may have in mind to be answered about.
- **Developers Home –**It's a place where you may create and manage your products' coding as well as get yourself updated about every action that takes place around it.
- **Documentation –** A place to find all your answers on the Integration.
- **Discussions –** A forum where all your queries may get resolved.
- **API terms of use –** Terms of the API usage.

- The next part to help you uplift your merchandising by providing you with all the information is **Etsy Magento Integration FAQs.**

- In this segment, you will be seeing **How to sell on Etsy Marketplace?**

- Clicking on it, and you will be directed to the Etsy website as below:



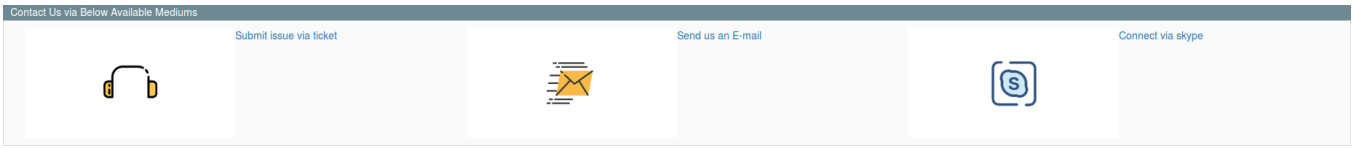
- Now **THIS** is the place where you will be told **HOW** to sell your products on Etsy.com.

- See the above figure that you will come across **Set Up Billing** section where you need to fill every information required.

- After doing so, click on the **Open your shop** button on the bottom of the page and there you are! Your own Etsy products' shop is there on the website of Etsy.

- While going through all the steps of the Integration process, there may come questions that you'll be needing answers for.

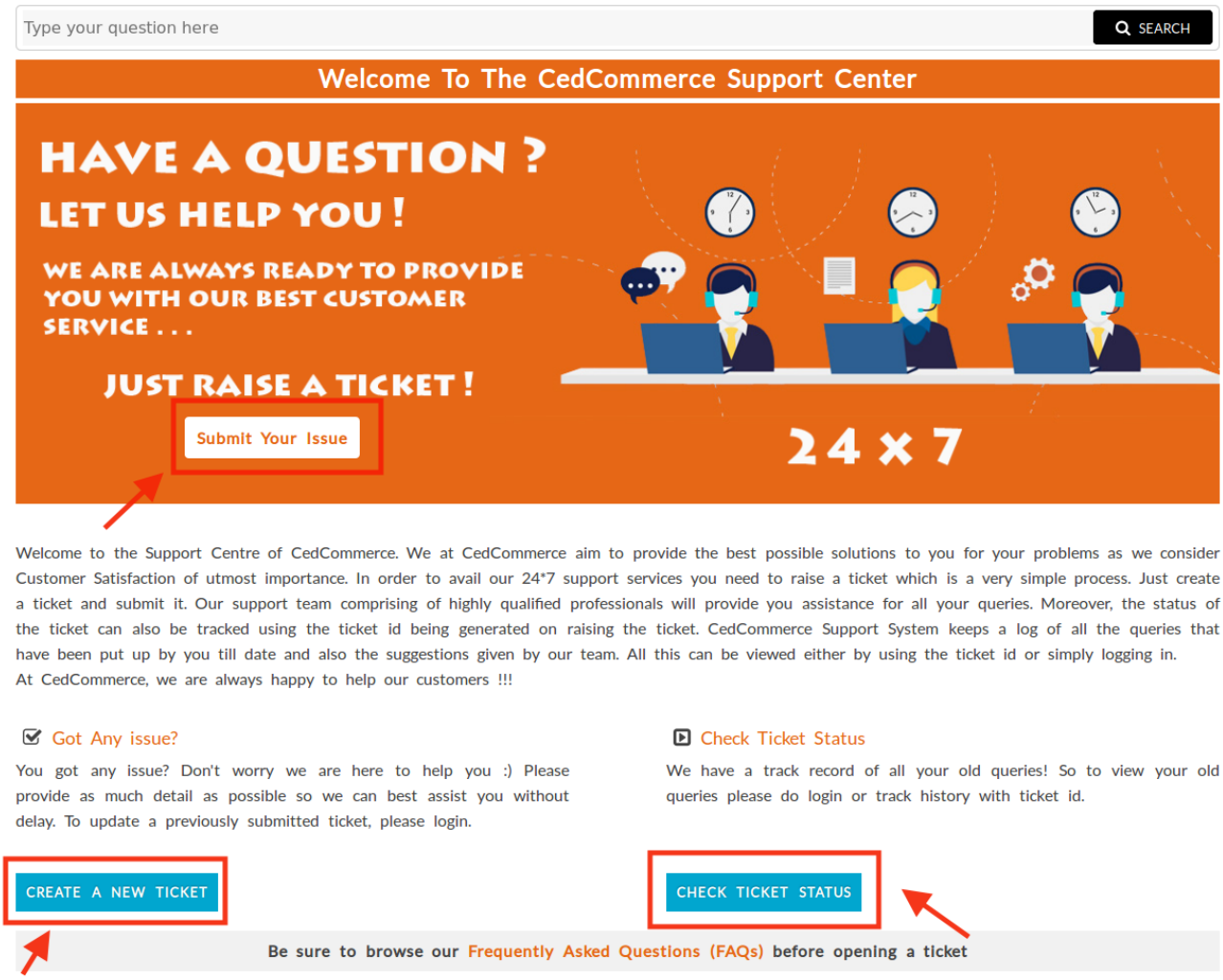
- For that there is a next section on the admin panel under **Etsy Knowledge Base.**



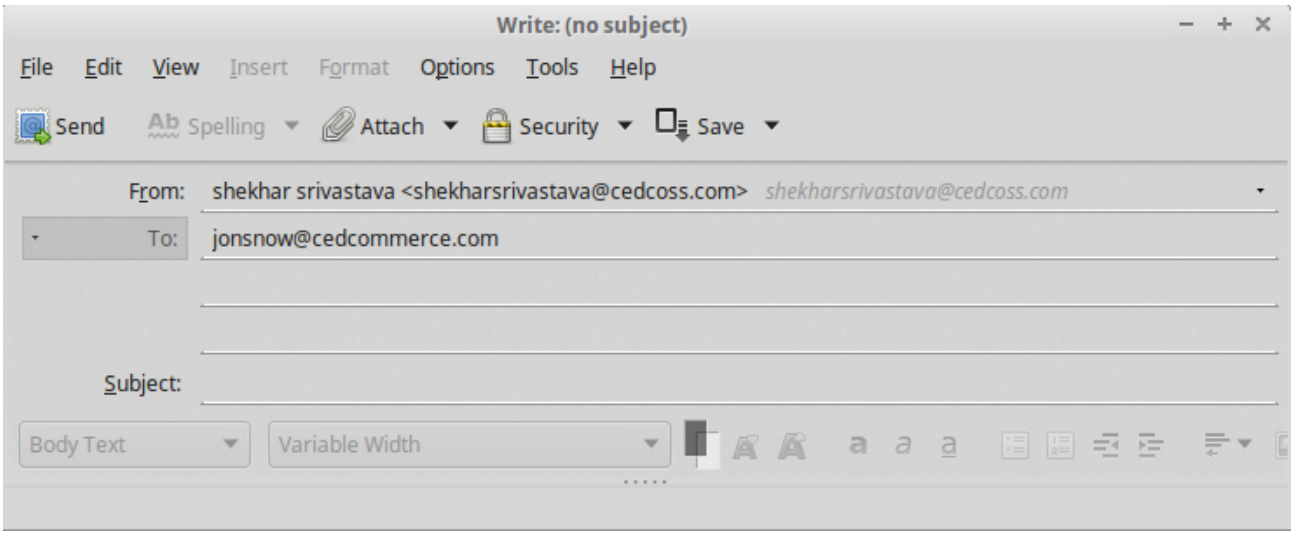
-

  Under it, you can see three sub-sections as above:

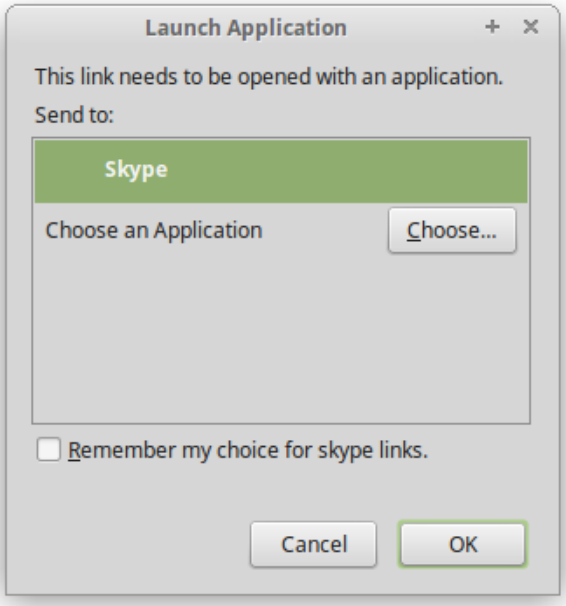
Submit issue via ticket – To send your query/question/issue via ticket. You may also **Create a new ticket** an **Check ticket status** as shown below:



Send us an E-mail – To mail your queries/questions via mail as shown below:



Connect via Skype – You may reach out to us via Skype as shown below:



- Since CedCommerce designs its functioning to make your trading experience hassle-free, you may reach out to us by any of the above three methods and all your troubles will be resolved in no time.

11. Extra Aid To Uplift The Trading

Etsy Extras is a section in you admin panel where you can manage and control your Logs and Cron from. Read and know what is there in it.

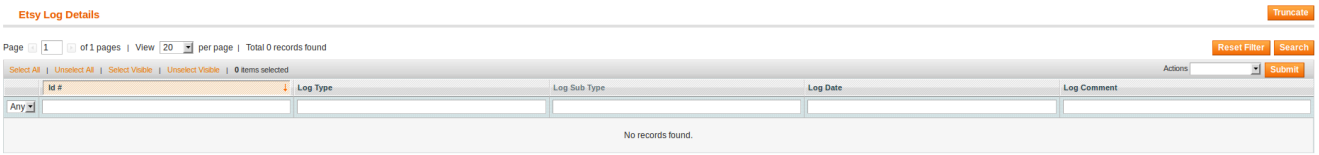
11.1. Etsy Logs

In this section, the admin can see the **Etsy Logs Details** as shown.

To see those:

1. Go to **Magento Admin Panel**.
2. On the **Etsy** menu, place curson on **Extras,** and click **Etsy Logs.**

   The Etsy **Log Details** page appears as shown in the following figure, and you can see all the Etsy Log Details here – **ID, Job Code, Status, Messages, Created At, Scheduled At, Executed At,** and **Finished At.**



11.2. Etsy Crons

In this section, the admin can see the following details:

1. **Etsy Cron Details**
2. **Cron Status**

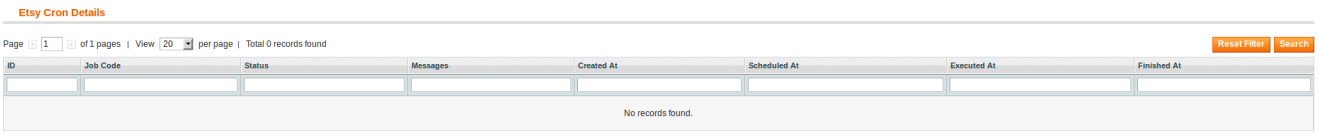
1) Etsy Cron Details

The Etsy Cron Details page lists all the Cron details scheduled in Etsy.

To see those:

- Go to **Magento Admin Panel**.
- On the **Etsy** menu, place the cursor on **Extras,** and click **Etsy Cron.**

The Etsy **Cron Details** page appears as shown in the following figure, and you can see all the Etsy Cron Details here and their status alike:



The Etsy Cron Details are shown in this section in the following way:

Activity	Time Required for Updating
Order Creation	Every 10 minutes
Feeds Sync	Every 24 hours
Inventory Sync	Every 15 minutes
Price Sync	Every 12 hours