Michaels Integration For WooCommerce

by CedCommerce Products Documentation

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1. Overview of the App

Michaels Marketplace

Michaels is a unique marketplace aiming at bringing the creative community on a single platform for the right audience to appreciate and buy creative, handmade products.

The outstanding perks of no fee on listings, Free In-store, and Curbside delivery along with Michaels rewards make this marketplace a suitable place to start an online business even for small and medium-scale businesses. Not to mention, the marketplace delivers best-selling incentives suitable for current customer expectations and trends.

CedCommerce-A promising one-stop e-commerce solution

Operating in the eCommerce world for a substantial period of time, CedCommerce has successfully held a significant position in the **building**, **scaling**, and **upgrading** of businesses of all sizes with remarkable integration solutions across multiple marketplaces and frameworks.

Salient features of Michaels WooCommerce Integration

Michaels Integration For WooCommerce provides the complete integration solution to the WooCommerce store owners offering an opportunity to sell their store products on **michaels.com**. **Michaels Integration for WooCommerce** interacts with the Michaels marketplace to integrate the synchronized product listing between the WooCommerce and Michaels retailers.

After the installation, the store owner can select Michaels categories and can fill in their respective attributes and the dependent attributes on the WooCommerce store. The process enables the store owner to configure the desired product category to automatically submit the selected product in the same category on Michaels.

There are several other highlighted features that are mentioned below:

Effortless Feed Optimization

The app assures simplified product listing, update, and upload—no more juggling and switching between the two platforms. In addition, you can optimize product feeds from one centralized place.

Real-time Synchronization

The app synchronizes your WooCommerce Store product(s) with Michaels. So whenever you make any changes in items such as Product title, description, inventory, prices – or receive an order on the marketplace, it gets synchronized in real-time.

Product Category Mapping

Following the “Many-to-one category mapping philosophy,” the app enables you to map many categories of the WooCommerce store to a single category of Michaels. Besides, you can also map the store’s product categories and attributes of items in bulk with respective Michaels product categories and item attributes.

Quick Product Upload

The app lets you select the products you want to list on Michaels and upload them in one go. It eliminates manual errors and saves time for other essential tasks.

Order Management

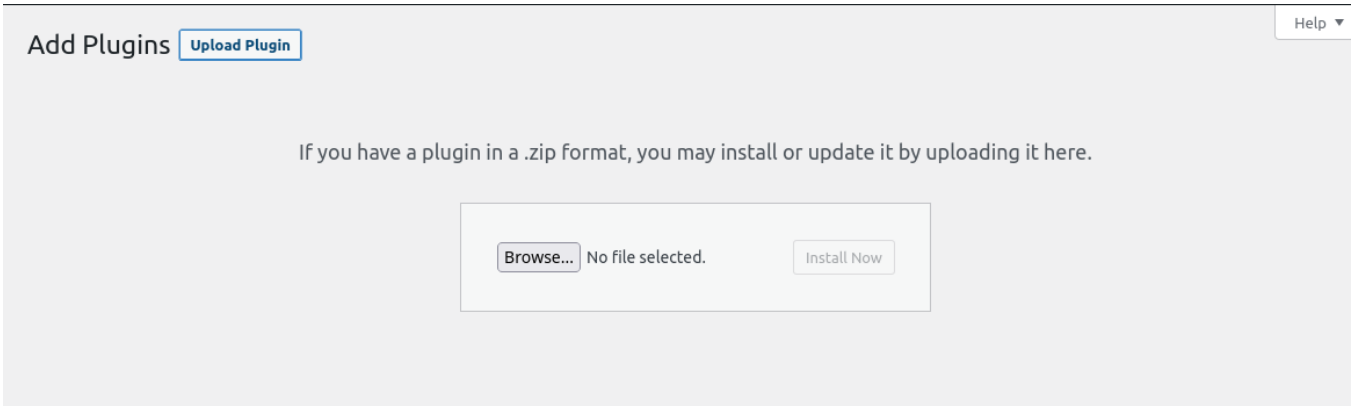
It has a centralized order management feature that enables you to keep track of all the orders placed on the Michaels marketplace. Get instant notification on the app whenever an order is placed on the market not to delay fulfillment.

2. WooCommerce Plugin Installation

You can install the WooCommerce Plugin in 5 simple steps:

Step 1

The first step is installing the WooCommerce Plugin. If you have access to the WooCommerce Plugin zip format (by CedCommerce), add that zip file by selecting **Upload Plugins.**

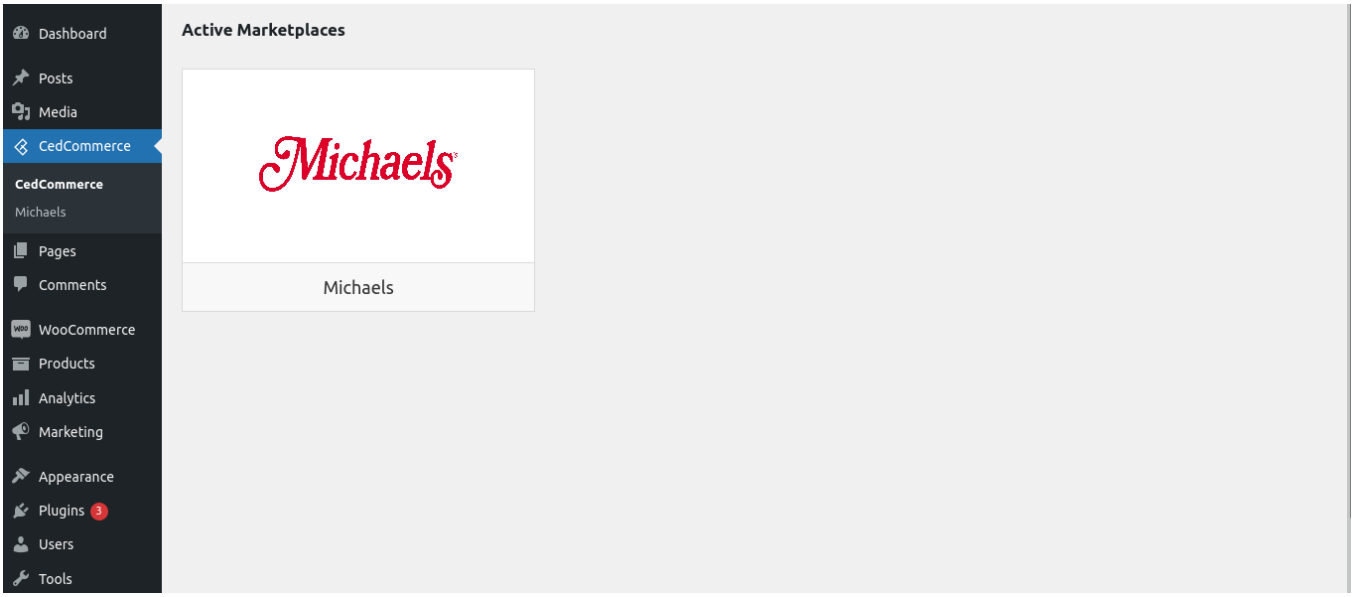


Step 2

Click on the **Activate Plugin** button to install the App.

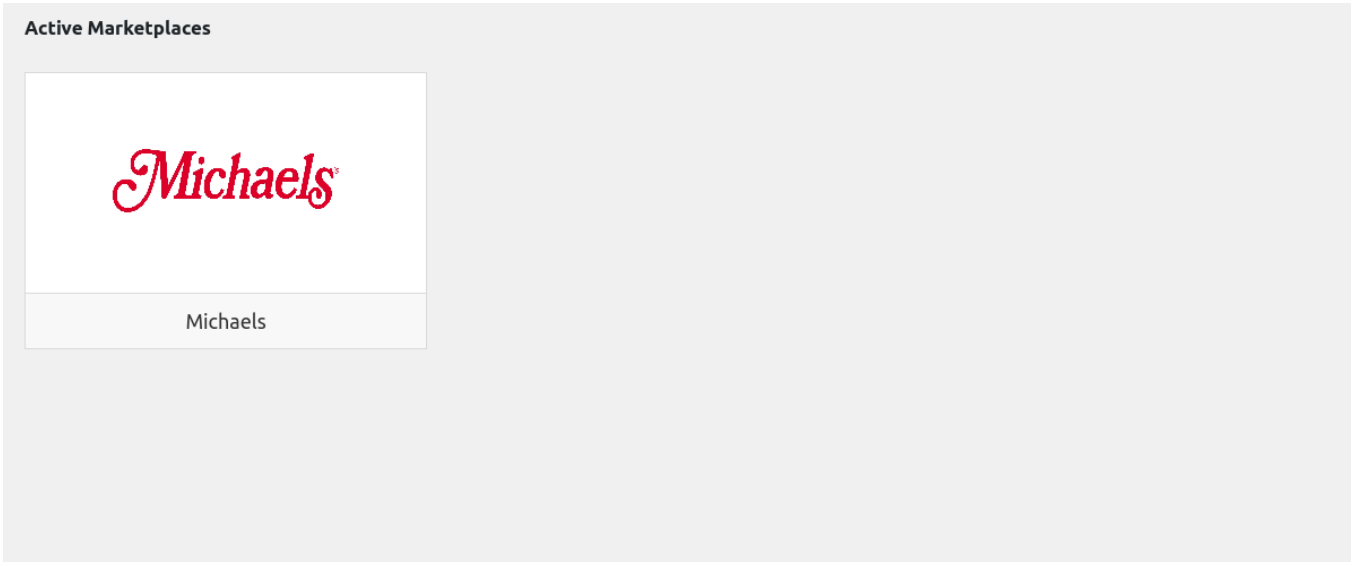
Step 3

Once you have activated the Plugin, you will be redirected to the CedCommerce menu. Here you need to choose **Michaels** in the menu**.**



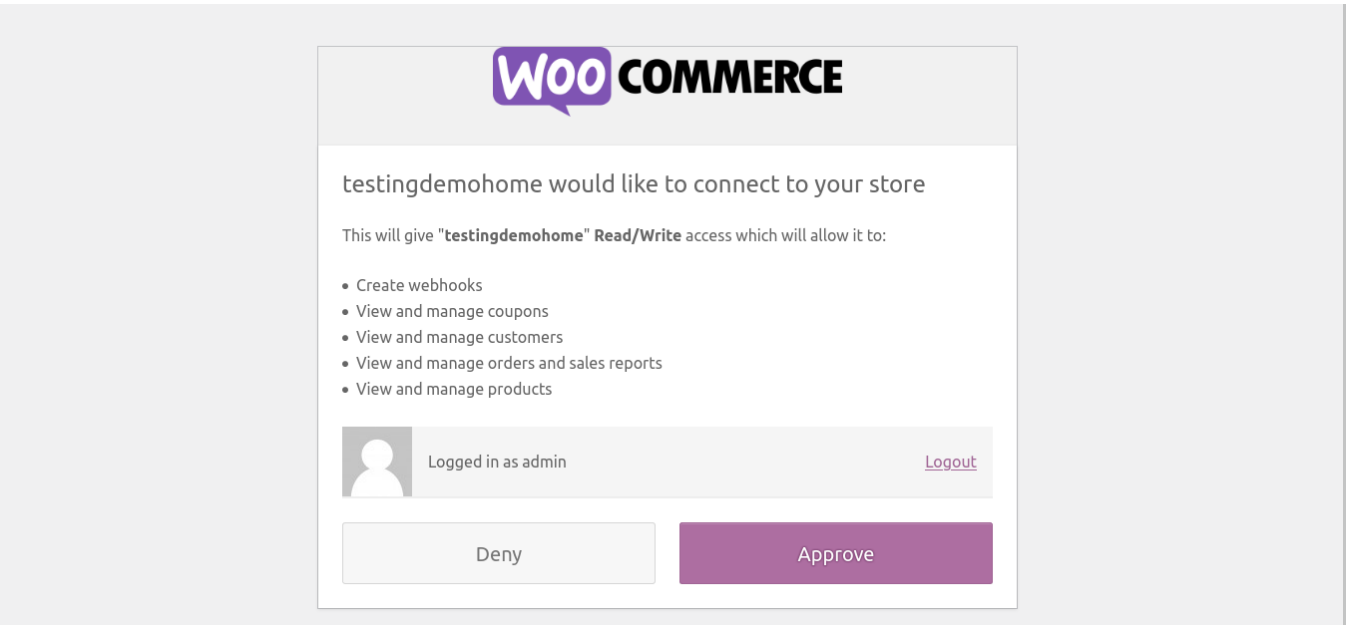
Step 4

Now click on the Michaels Integration to proceed further with the Permission Approval and Onboarding process.



Step 5

Now, click on Approve, to give permissions to your WooCommerce store. From here onwards, you will head to the next step of the Onboarding process.



3. Onboarding of the App

The onboarding process guides you through the important section and steps that need to be undertaken in order to connect your WooCommerce store to the Michaels platforms efficiently.

After the installation of the app, you have to set up the configuration settings to establish a connection between the WooCommerce store and Michaels Seller Panel.

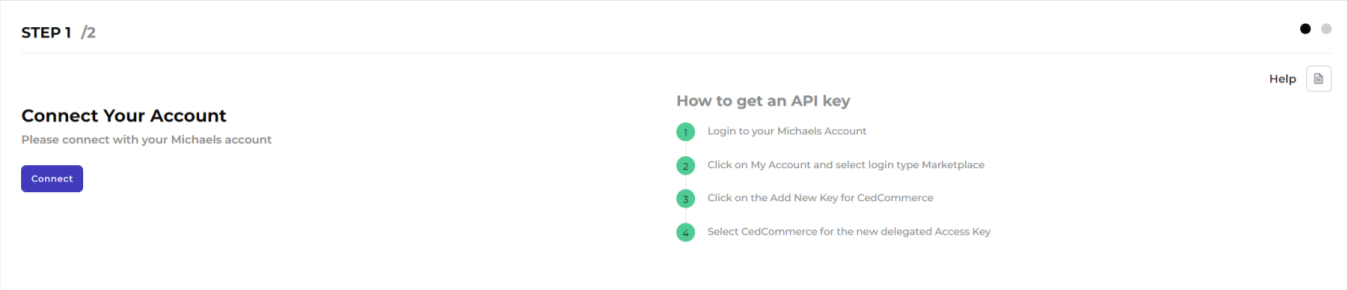
The Onboarding process is divided into the following two steps:

- **Michaels API authentication**(https://docs.cedcommerce.com/woocommerce/michaels-integration-woocommerce/?section=michaels-api-authentication-2)
- **Profiling**(https://docs.cedcommerce.com/woocommerce/michaels-integration-woocommerce/?section=default-profiling-2)

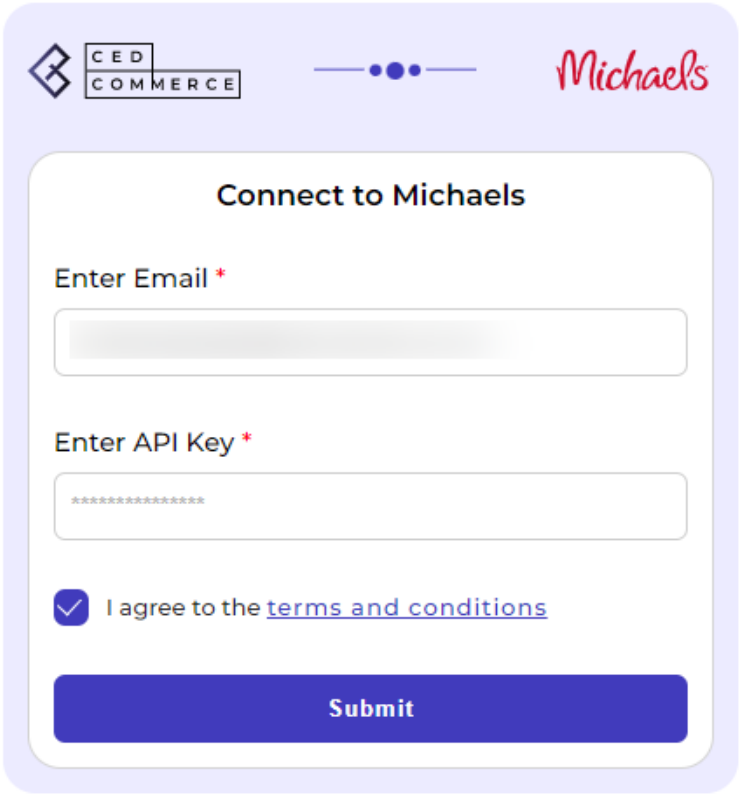
3.1. Michaels API Authentication

Here you will have to connect your Michaels account with the Michaels WooCommerce Integration App.

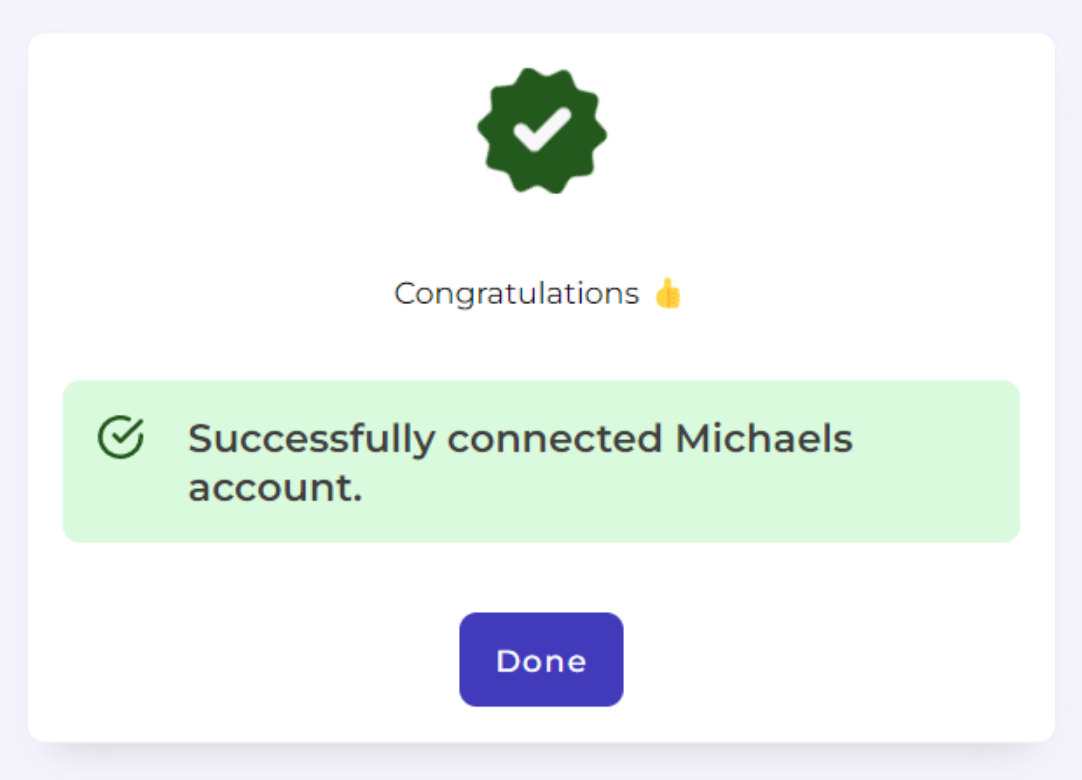
- Click on the **Connect** button to proceed ahead.



- After clicking on the Connect button, you will have to enter your email and API key.



- Once done, click on the **Submit** button. Then, you will receive a confirmation message as shown below.

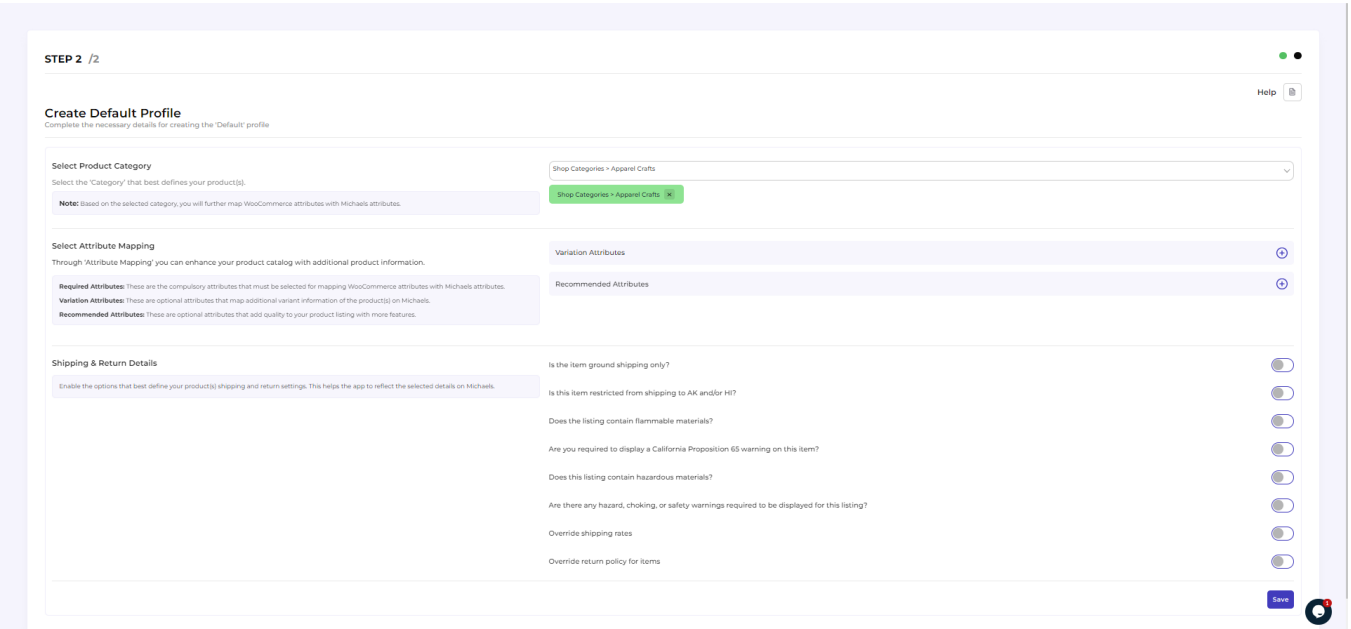


3.2. Default Profiling

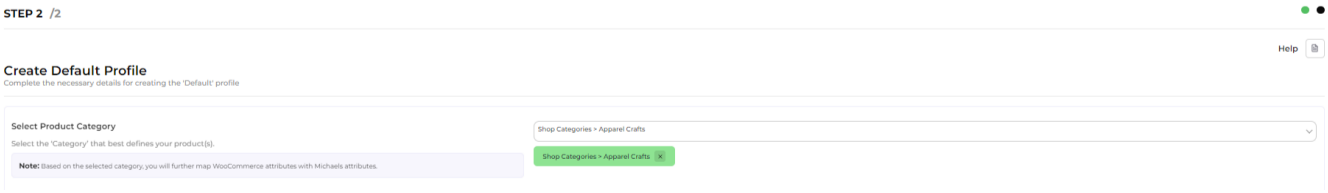
Here you need to choose the **Michaels category, attributes, shipping, and returns** in which you want to sell and assign the WooCommerce products.

Category Mapping

For this, select your product's category under **Select Product Category** for Mapping as displayed below.



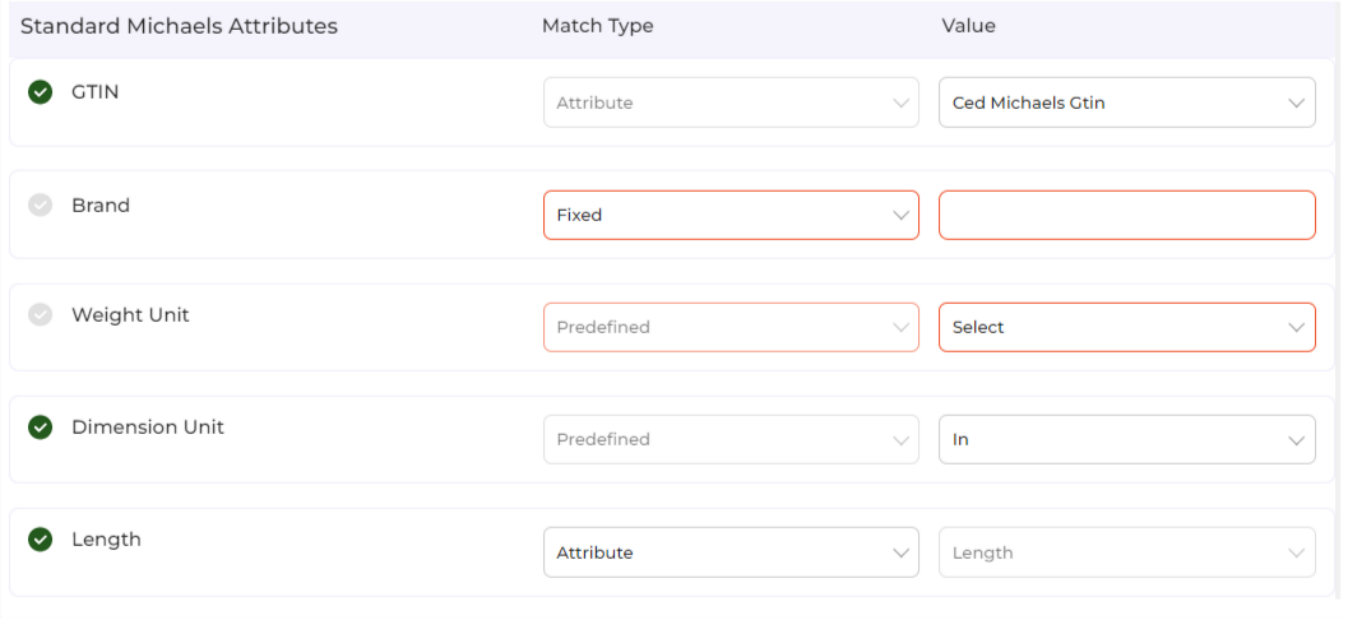
Under Select Product Category, click on s**elect** and **choose your category from the dropdown**. After selecting your category, you will see your selected category in the green box



Attribute Mapping

Thereafter, in Attribute(s) Mapping, you need to map all the required attributes. Variation and Recommended attributes are optional. Attributes **enhance the visibility of your product catalog** among the shoppers (they can shop using filters plus recommendations) across the Michaels marketplace.

- **Required Attributes:** These are the compulsory attributes that must be selected for mapping WooCommerce attributes with Michaels attributes.
- **Variation Attributes:** These are optional attributes that map additional variant information of the product(s) on Michaels.
- **Recommended Attributes:** These are optional attributes that add quality to your product listing with more features.



Note: Take note of the formula of the dimensions. These dimensions should be strictly followed to generate the shipping label. What it means is that if the dimensions chosen exceed what is acceptable for generating shipping labels, then your input will not be acceptable. Below is the formula for the dimensions that you must abide by:

Length: length< 108 inch and 2*width + 2*height + length < 165 inch

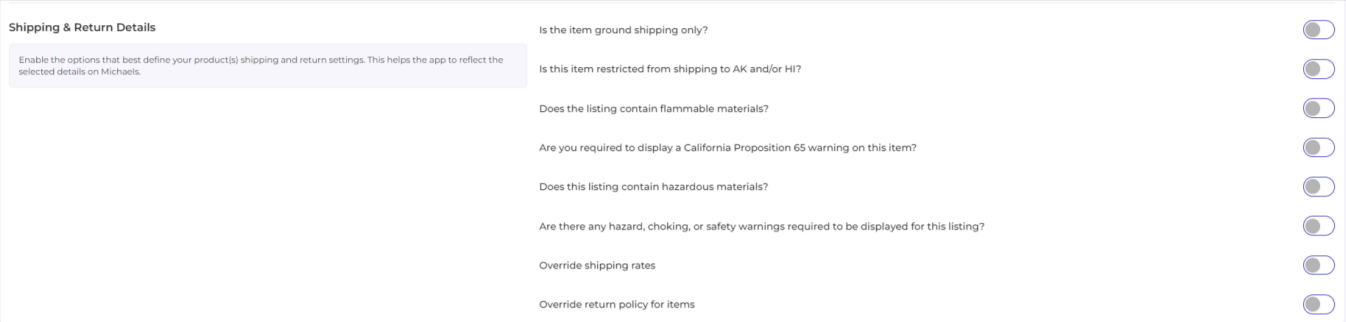
Width: 2*width + 2*height + length < 165inches

Height: 2*width + 2*height + length < 165 inch

Weight: < 150 lb (70kg)

Shipping & Return

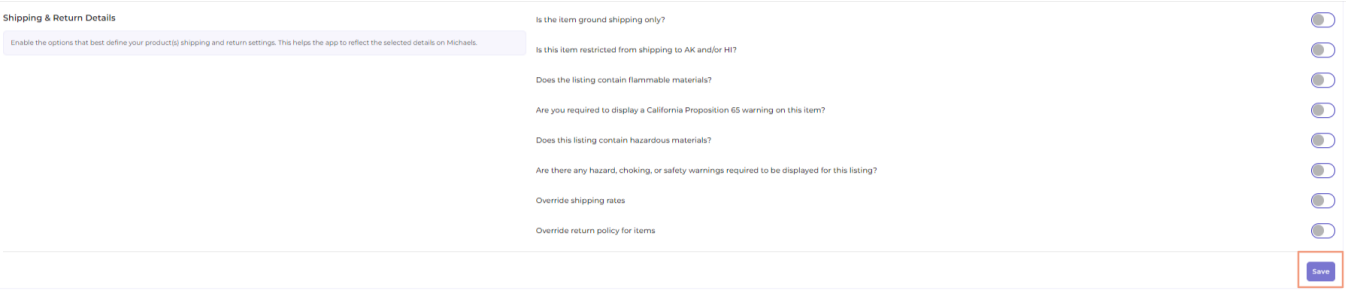
After you have completed the attribute mapping, you need to choose the shipping and return options for your product(s).



- Is the item ground shipping only – The question asks you to confirm if this shipping will be on ground or air or water etc.
- Is this item restricted from shipping to AK and/or HI – The question is whether you can ship in Alaska or

Hawaii.
- Does the listing contain flammable materials – You have to mark if the products are flammable or inflammable.
- Are you required to display a California Proposition 65 warning on this item – This question talks about California Prop 65, which means businesses to provide warnings to Californians about significant exposures to chemicals that cause cancer, birth defects, or other reproductive harm.
- Does the listing include hazardous materials – You need to mark this question if your listing has hazardous items.
- Are there any hazard, choking, or safety warnings required to be displayed for this listing – The question demands consent if the listing has any items with the mentioned features?
- Override shipping rates- In case you want to put your own shipping rides, you can tick to override the current shipping rates.
- Override return policy for items – In case you want to put your own return policies, you can tick to override the current override return policy for items.

Once done, click on the **Save** button to complete the onboarding process.

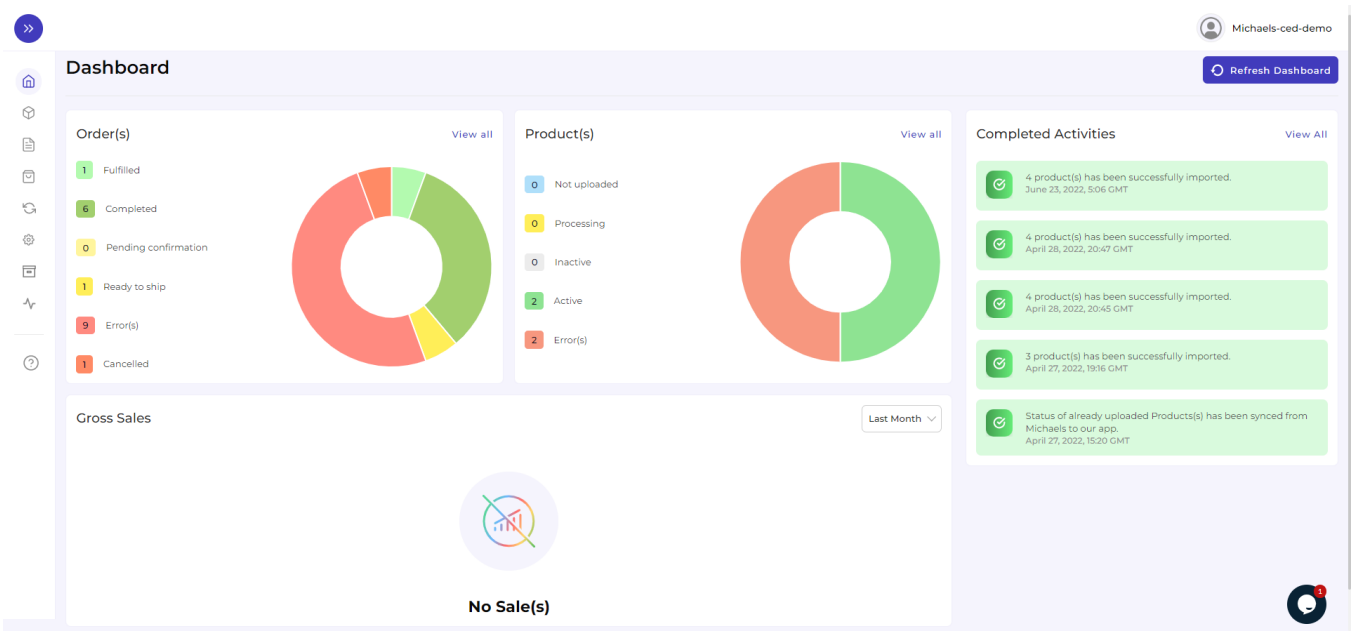


4. Dashboard

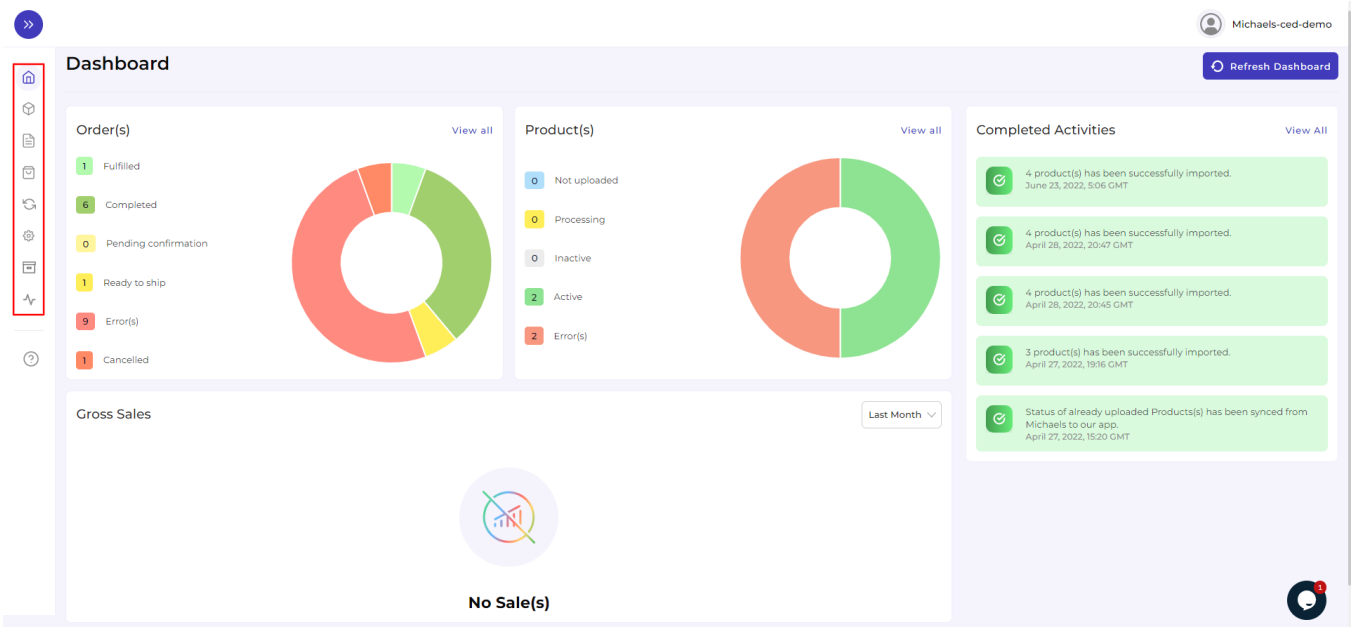
Once you have successfully completed the onboarding steps, you will be directed to the app's dashboard.

A dashboard tracks and keeps the record of products imported and uploaded along with all the recent activities. It showcases the following details:

- It shows the order status.
- The status of the products that have been imported or uploaded on Michaels marketplace.
- It shows the total gross sales.
- The recent activities performed by the application.



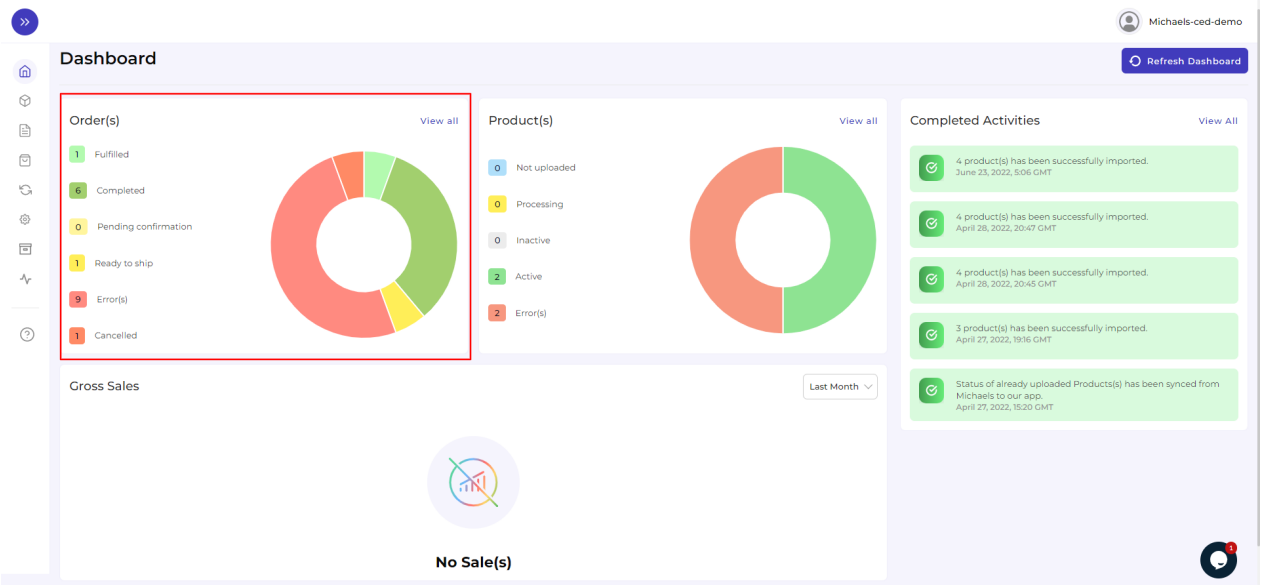
Before jumping to each of the sections in detail, take note of the tabs on the left corner of the page. These are different tabs that you can click on to perform different tasks. To understand, refer to the image below:



Order(s)

The first section you get to see is the o**rder section.** The order section displays the status of your orders under different categories. These categories are

- Fulfilled
- Completed
- Pending confirmation
- Ready to ship
- Error
- Cancelled

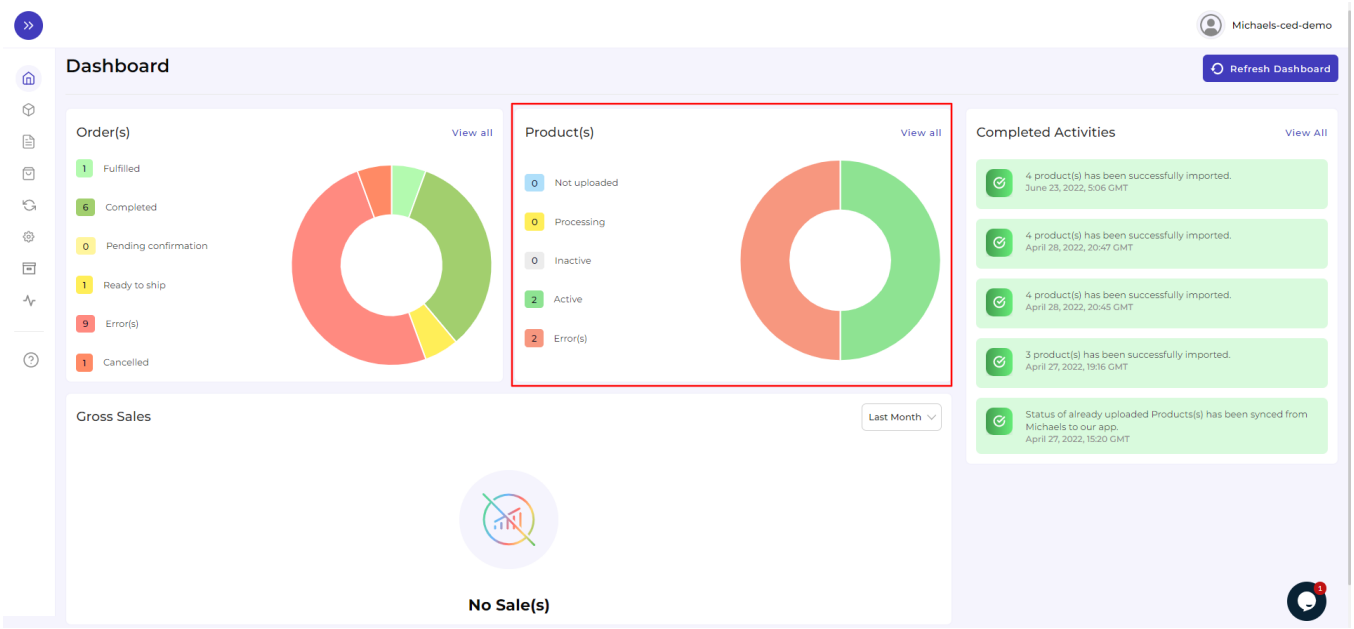


Product(s)

The next is the Product section. The Product gives you an insight into the current status of your products. These statuses are displayed under the below-mentioned categories.

- Not Uploaded
- Processing
- Inactive
- Active
- Error

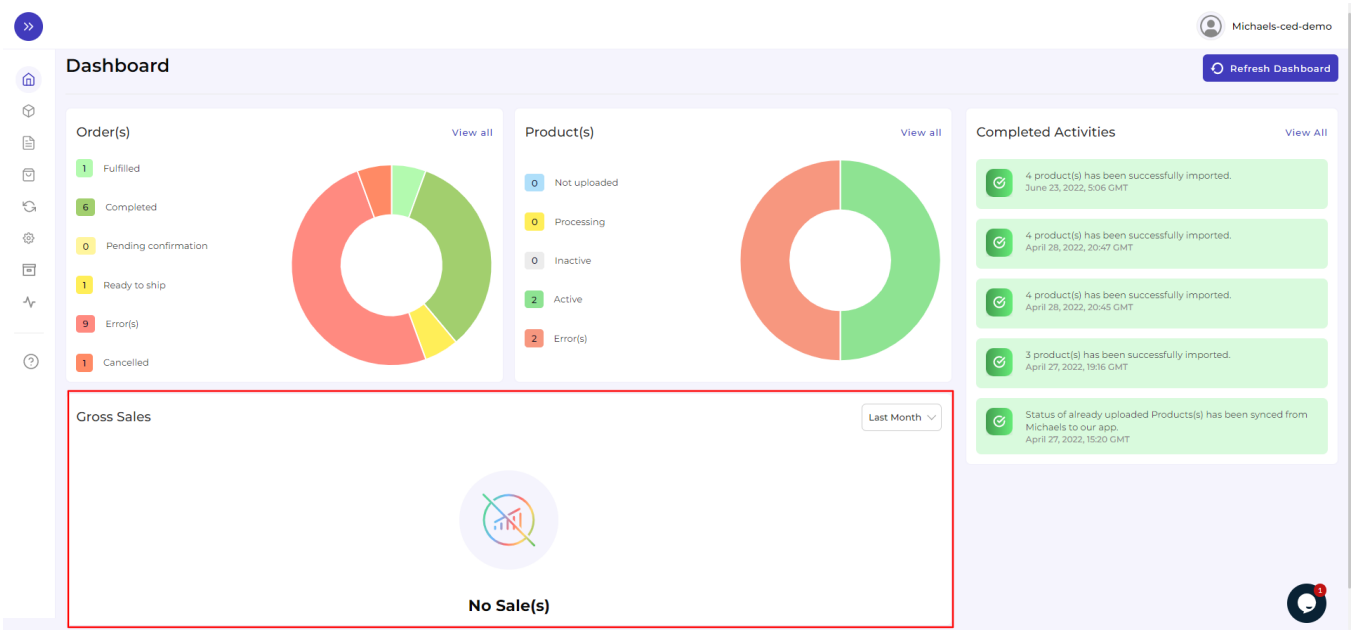
You can look at the image below for clarity:



Note: The pie chart shows a graphical representation of the status of your products.

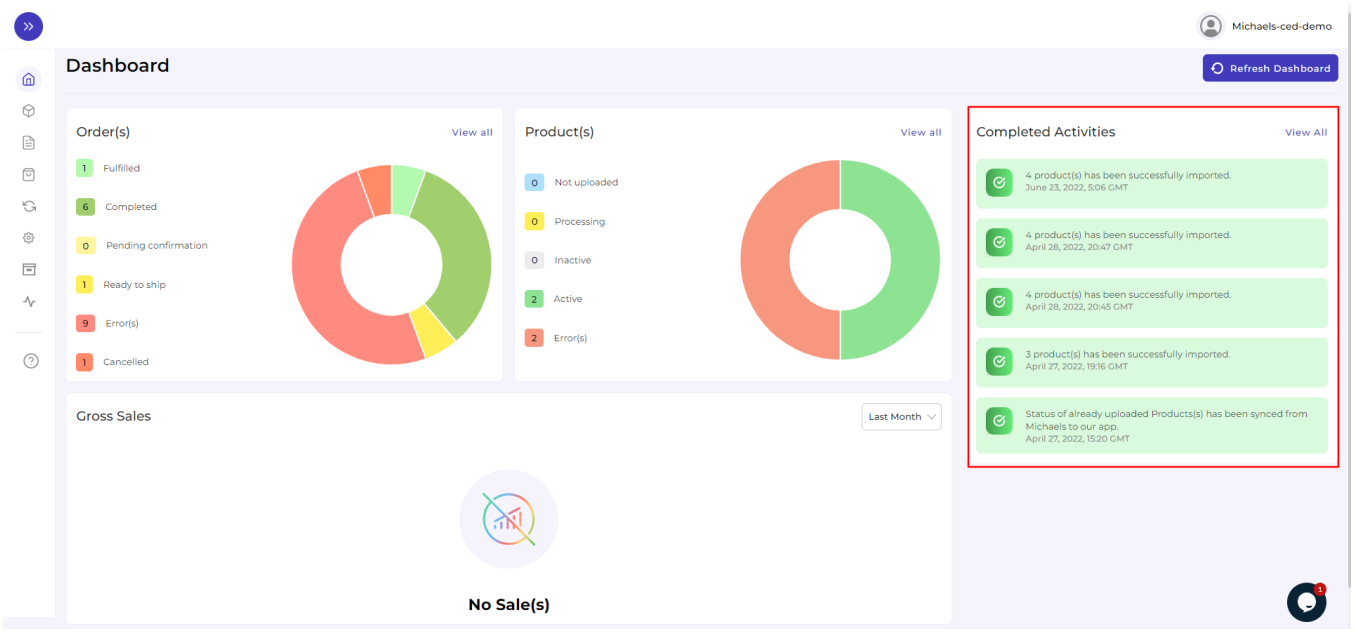
Gross Sales

The bottom section shows your Gross Sales. It is a graphical representation of your sales over a period of time. This is how it looks:



Completed Activities

This section of the Dashboard helps you to get all the ongoing or completed activities you have recently performed. This is how it looks:



Here we end with the Dashboard tab. Just below the dashboard app is the Profiling tab. In the next section, you will know in detail about the Profiling tab.

5. Profile Section

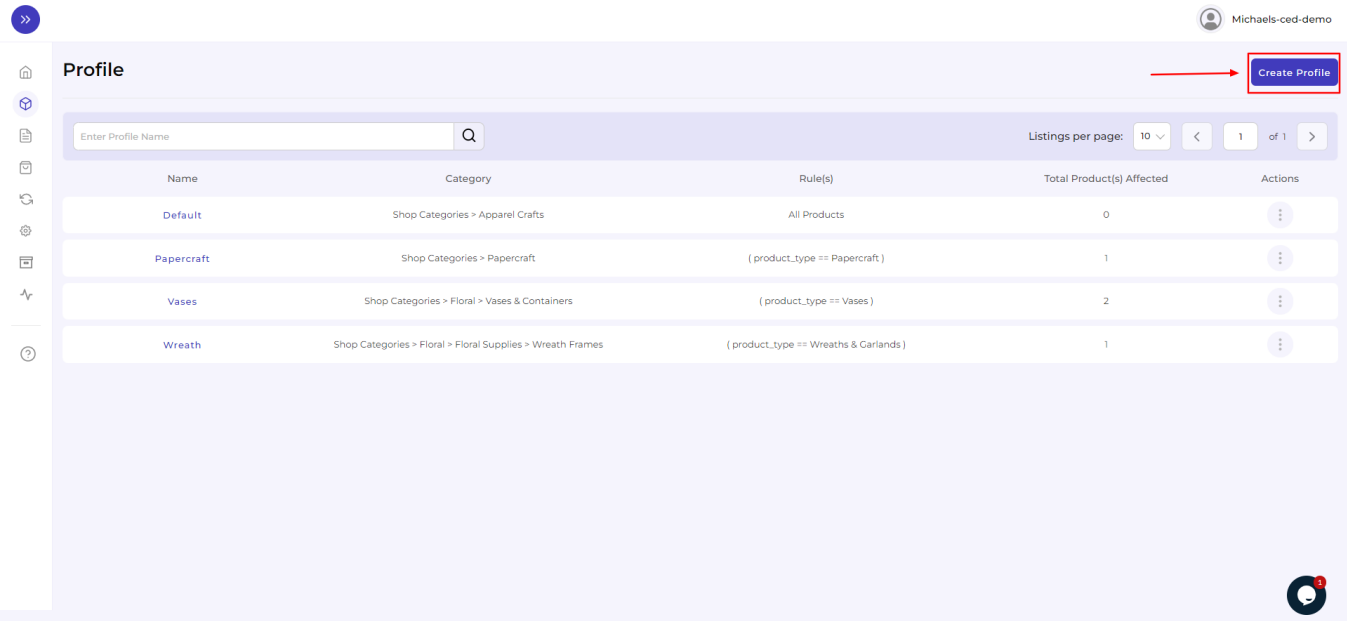
Profiling is all about creating a category of a similar product set or is created on the basis of the particular template or conditions for several products in which you wish to upload them.

By such refined categorizations, profiling not only saves time in performing multiple operations on a particular product set but also **makes the process easier while uploading the products.**

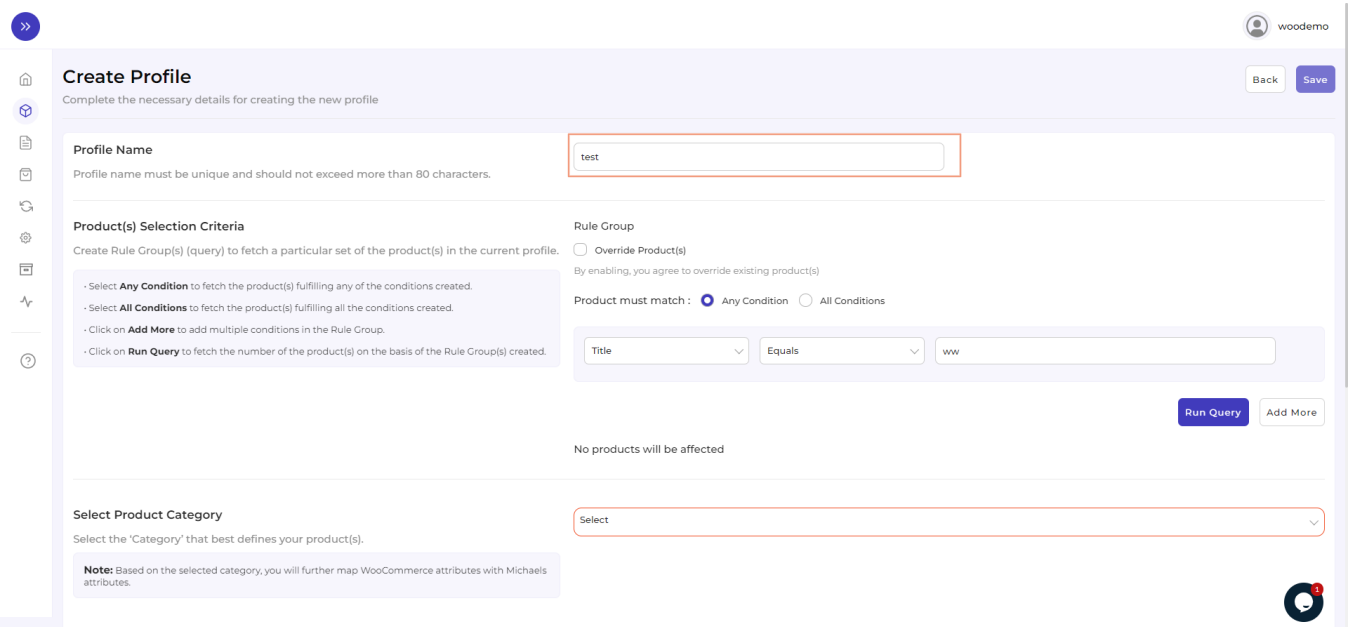
5.1. How to create a profile?

Step 1

Click on **Create Profile** as shown below:



You will be redirected to the profile creation page where you will need to first enter a **Profile Name** (remember every profile name has to be unique)

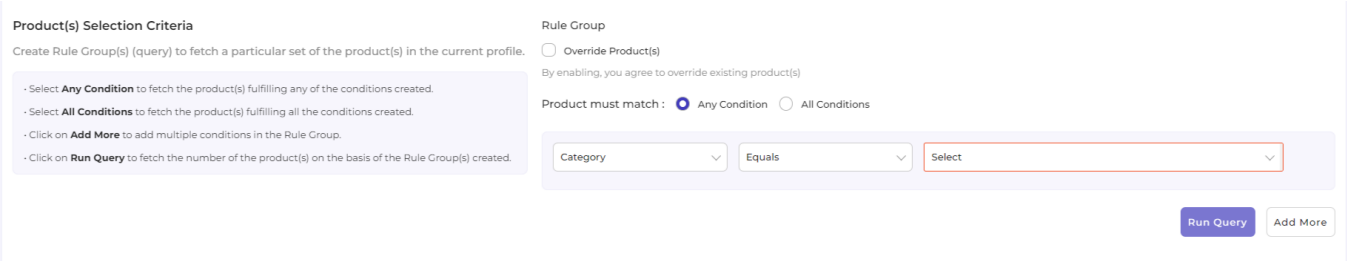


Step 2

Further, you need to select “**Rule”** containing conditions to select a particular type of product in the profile you are selecting.

The Rule is based on **Any Condition** as well as **All Conditions** that define whether you want all the selected

conditions or any of them to be true.



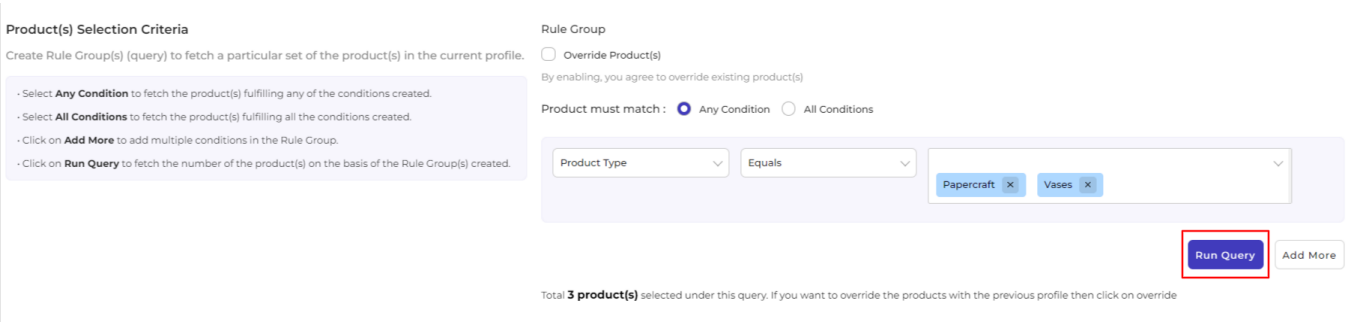
How does “**Override”** work?

Suppose, earlier you have created a profile XYZ of a particular product set. Some of the **products** of profile XYZ are **mutual (common/same)** in the profile you are creating currently, let’s say ABC.

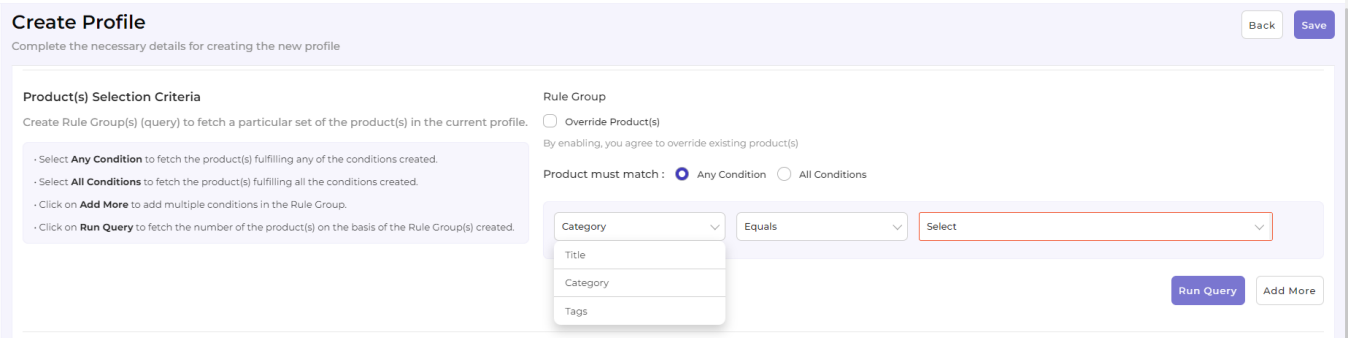
Now, **if you enable the override option**, the mutual products will get removed from the profile XYZ and would be linked to your “new current” profile ABC.

Consequently, whenever you upload profile ABC to the Michaels Catalogue, those mutual products will get updated automatically with the details furnished under profile ABC (not XYZ). Therefore, be cautious while executing the changes.

Once you are done with aligning the ruling group, click on “**Run Query”** to fetch the product details. Refer to the image below:

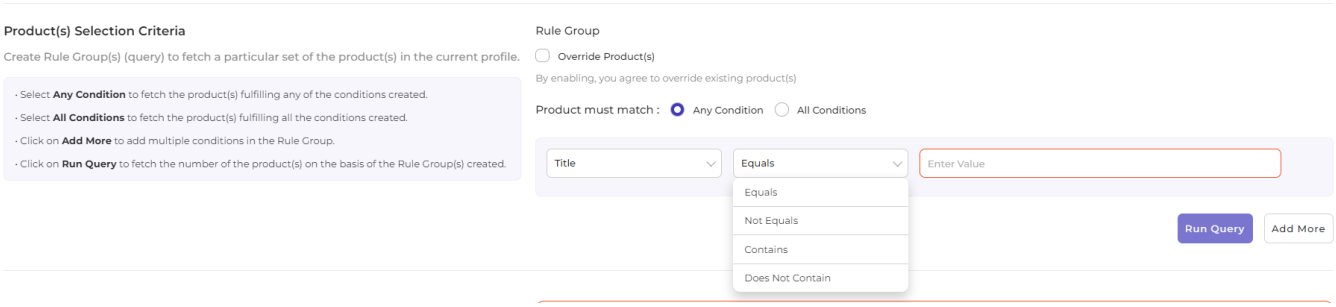


In the “**Rule Group”**, choose Product Category any option from Title, Category, and, Tags.

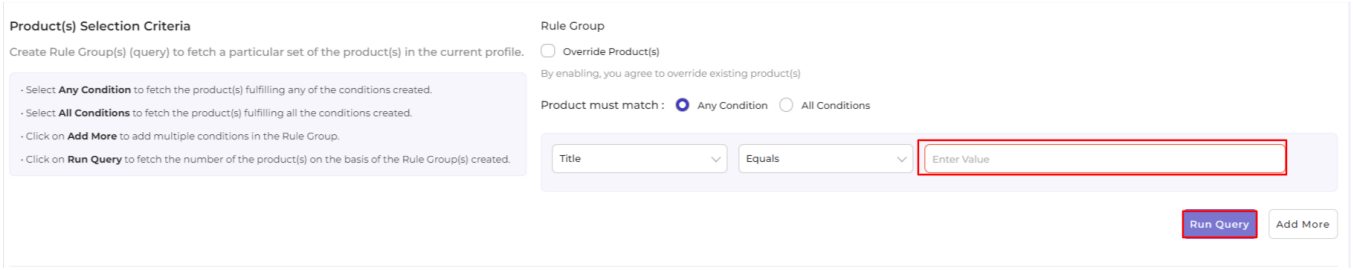


Further in the **Rule Group itself**, choose the **Value** from the **Contains** section's dropdown. The dropdown will contain the following options:

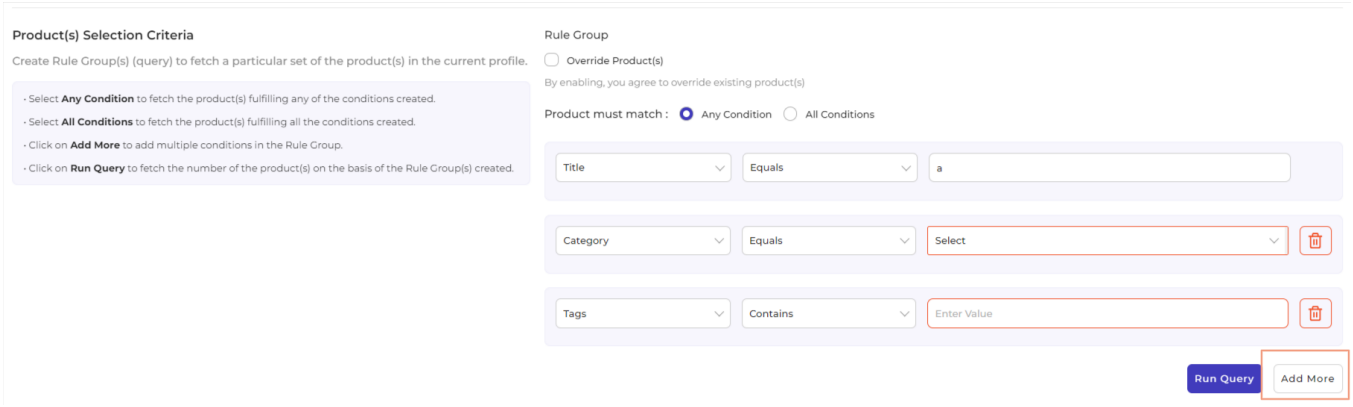
- Equals
- Not Equals
- Contains
- Does Not Contain



With respect to it, enter the **Filter Value** and **click on "Run Query"**.



To add more groups, click on the option **Add More.**

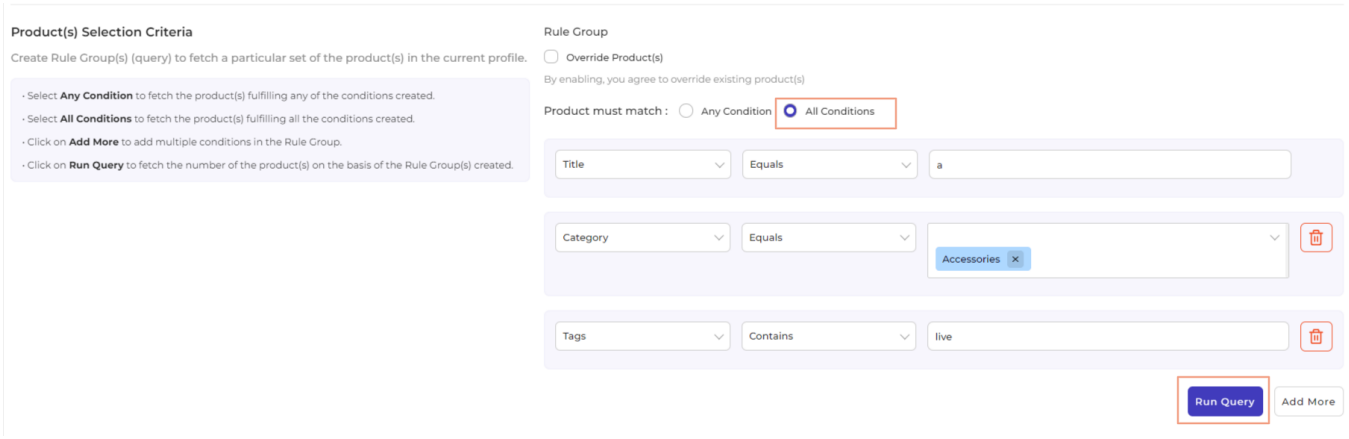


In case you want to **add more rule groups**, click on logics "**Any**" or "**ALL**" and then "**Run Query**" Let the app

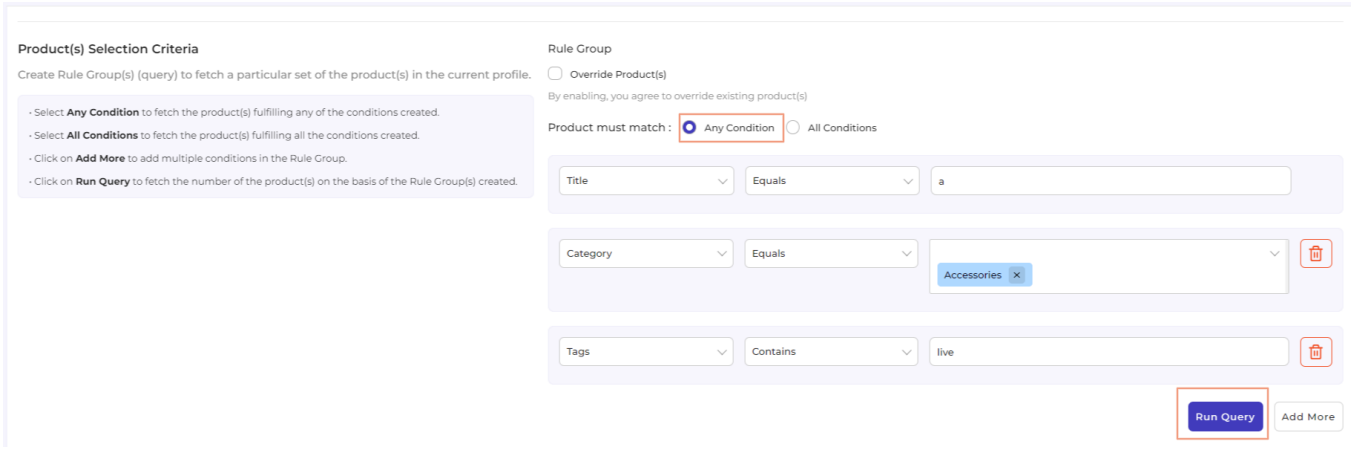
fetch the product details, and after that, click on “**Next**.”

Step 3

You can choose **All conditions** to run a query:

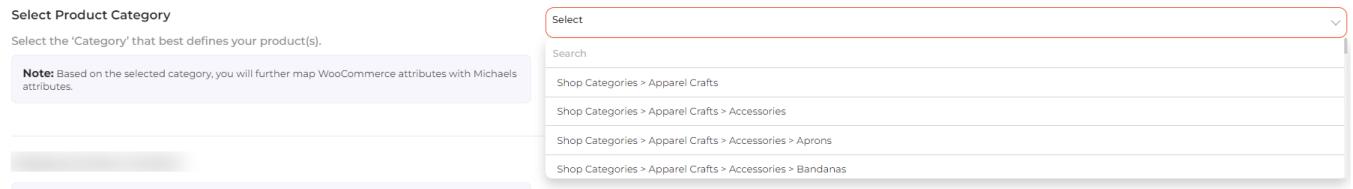


You can choose **Any Condition** to run a query:



Step 4

Now, you need to select a product category. Based on the selected product category, you will further map attributes.



Once you are done with **completing the basic profile creation part**, you will be shifting to the next step,

“**Attribute Mapping”** which will be just below as guided in **the next step.**

Step 5

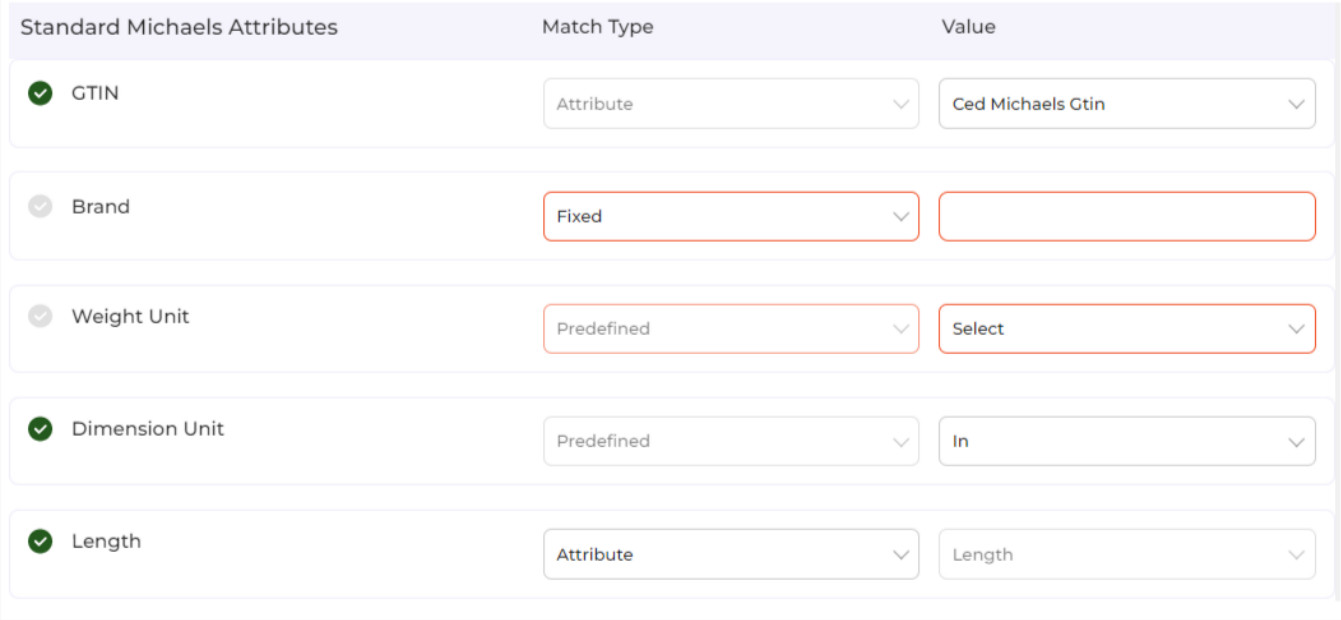
It is mandatory to **map all the required attributes** in the attribute mapping. The same can be edited at any time after profile creation.

You will get three options – **Required**, **Variation,** and **Recommended** to map your attributes. **Required** is a compulsory option whereas **Variation and Recommended** are optional. You can either choose two, three, or just the Required attributes to proceed further.

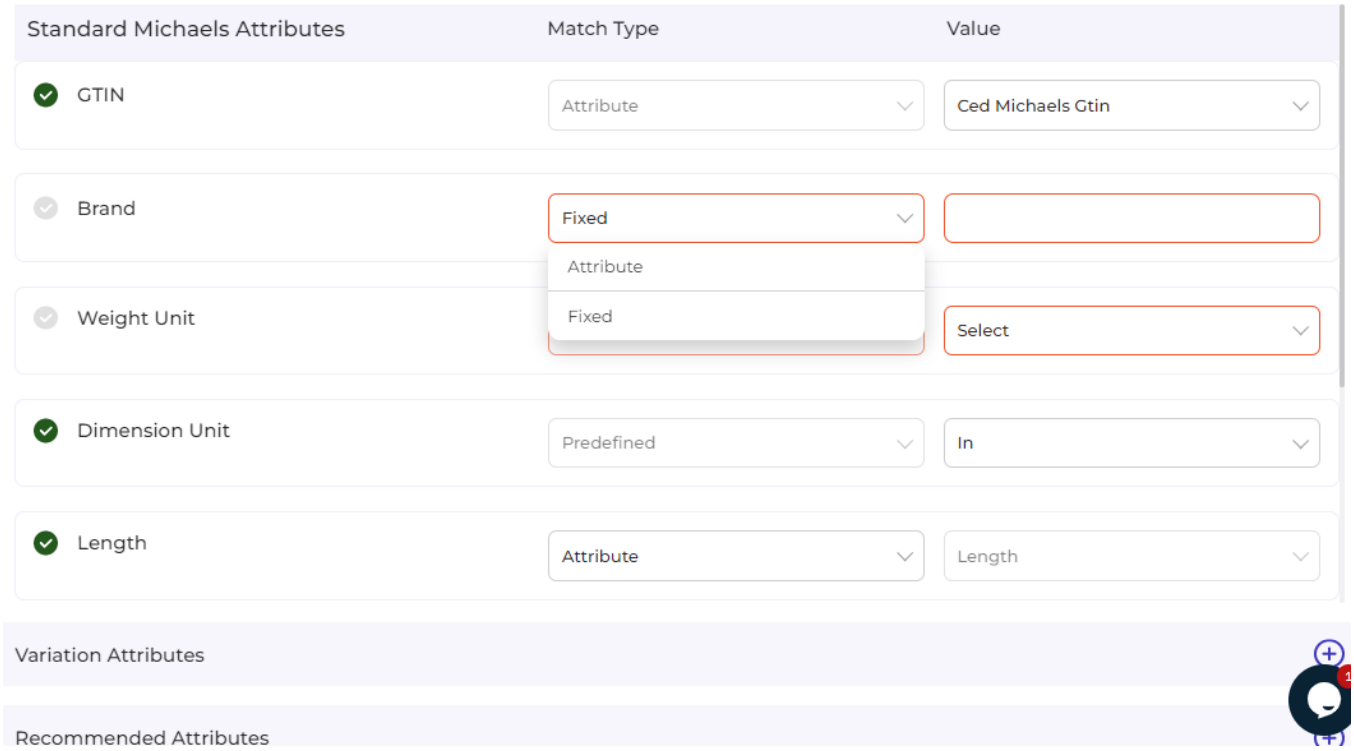
Required Attributes

Under **Required**, the attribute mapping is done on the basis of Brand, Weight, Height, Width, and Length to the category that you have selected in the previous step.

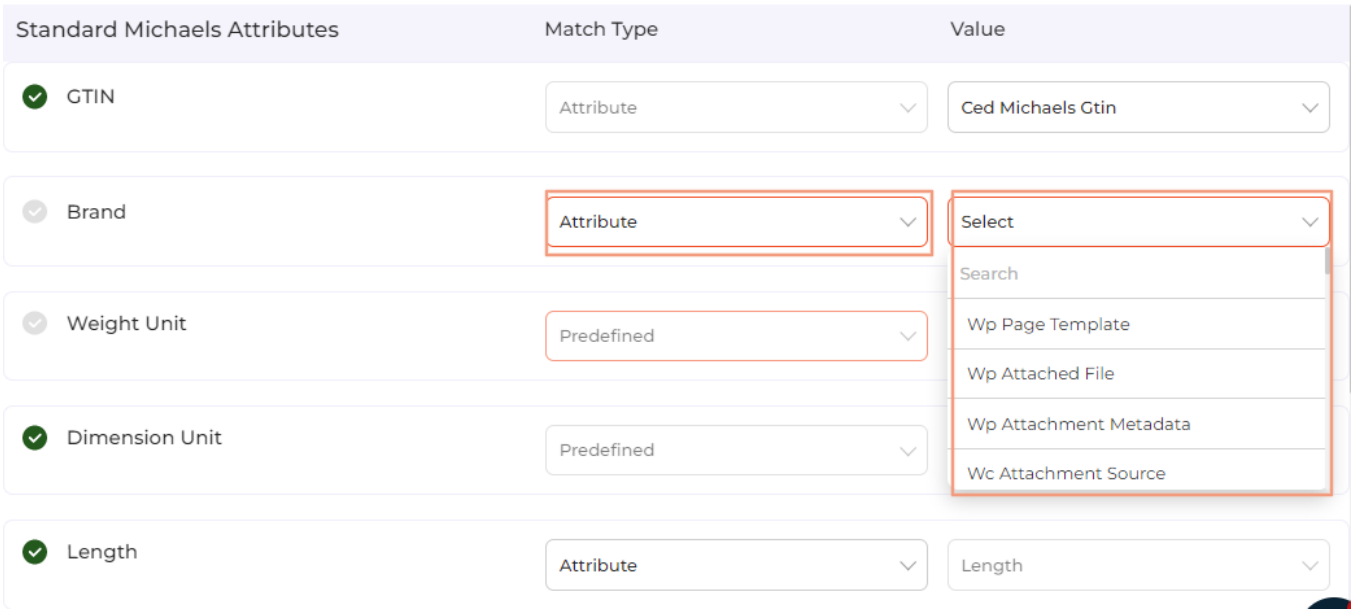
There are two headings -Match Type and Value.



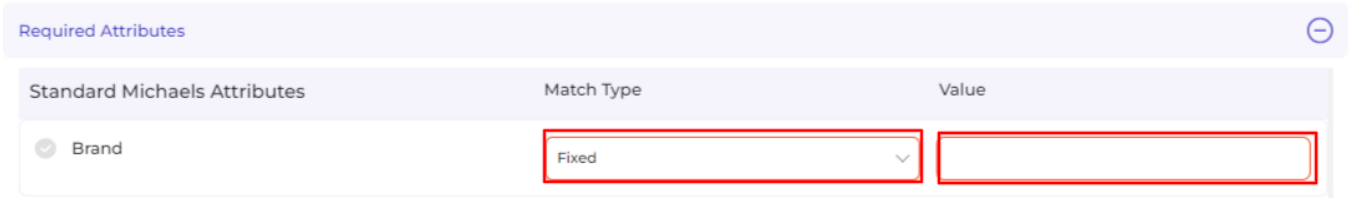
Under **Match Type** you will have two options to choose from **Attribute** and **Fixed.**



- If chosen Attribute, you will have further options as a drop-down under Value to choose from. The dropdown will have the necessary options against GTIN, Brand, Weight Unit, or Dimension unit.

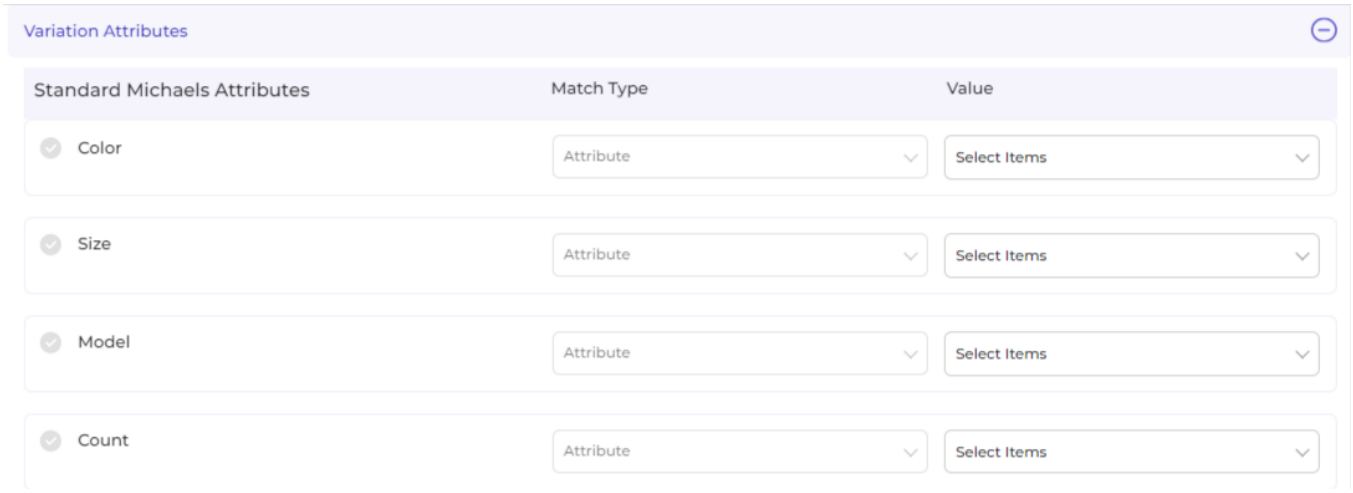


- Whereas, if chosen **Fixed**, you will have to choose and assign a **Value** on your own (in other words, you are allowed to add a custom value under this).

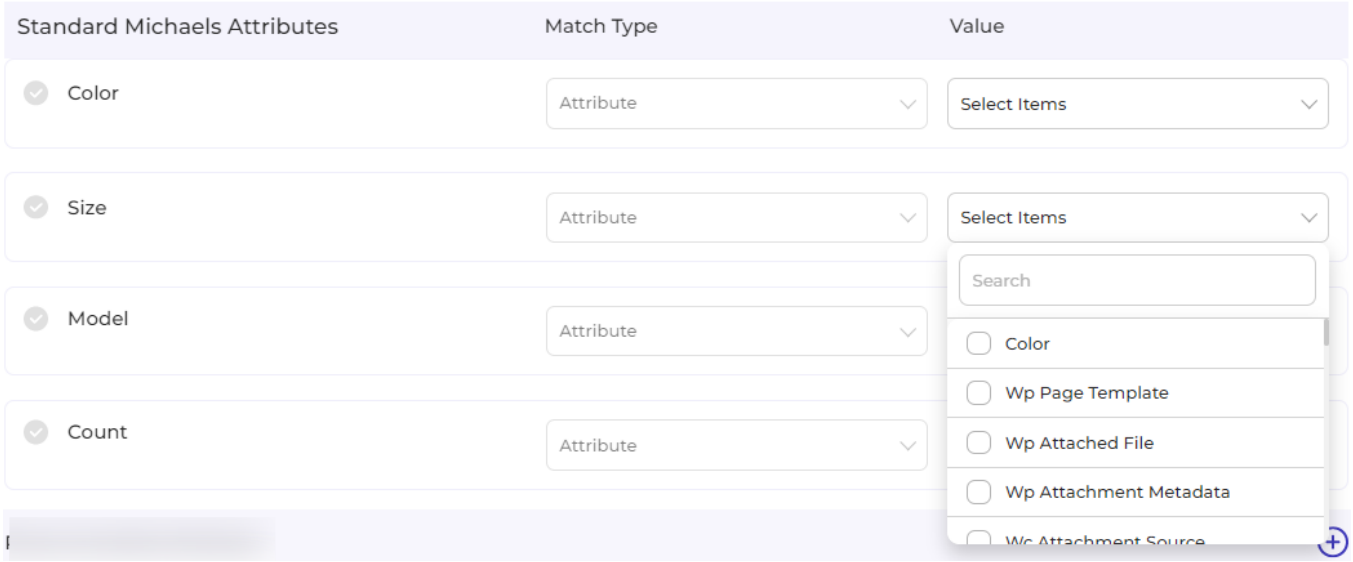


Variation Attributes

Under **Variations**, the attribute mapping is done on the basis of Size, Color, Model, and Count.

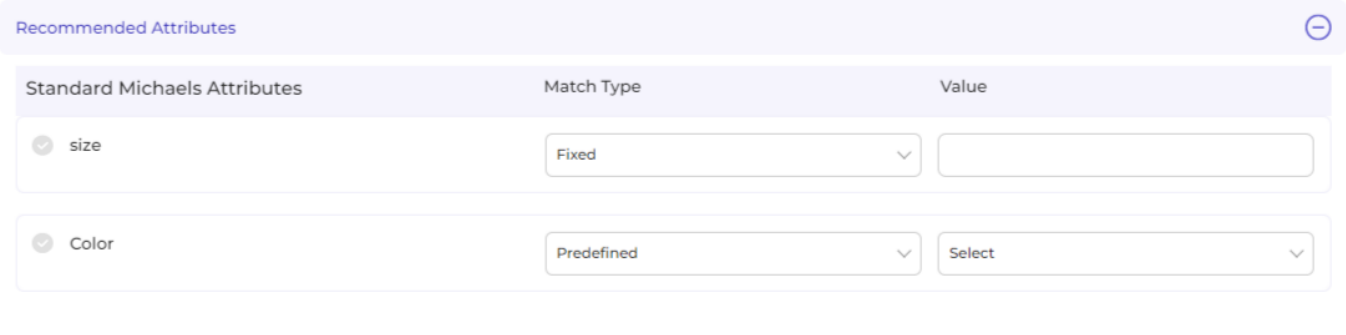


- Under **Match Type** you have one option **Attribute.**
- You will have further choose **Value** from the dropdown: Title, SKU, Brand, Product id, Quantity, weight, weight unit, color, barcode, height, weight, length, and width.



Recommended Attributes

Recommended attributes are additional features and are completely optional. Based on the criteria given, you will have to select your option from the drop-down below.

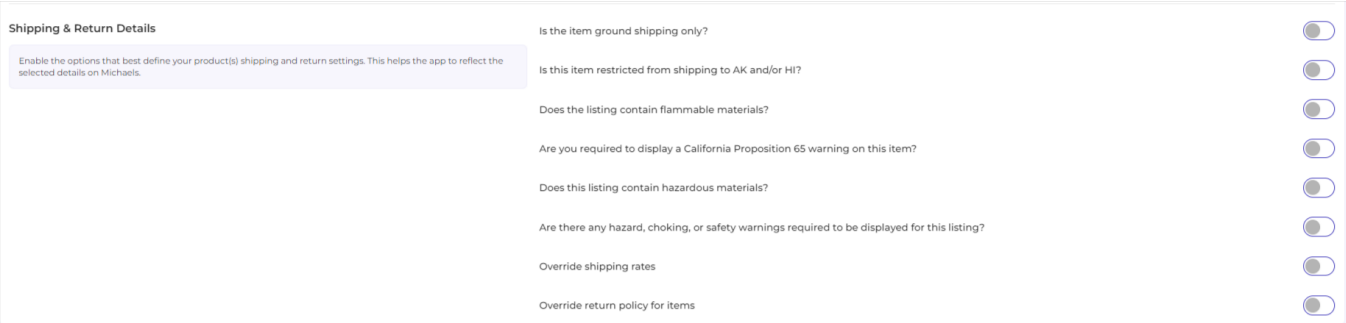


With this, you finish your Attribute Mapping task!

Step 6

Shipping & Return

After you have completed your mapping, you need to move ahead with shipping and return details.



Is the item ground shipping only – The question asks you to confirm if this shipping will be on ground or air or water etc.

Is this item restricted from shipping to AK and/or HI – The question is whether you can ship in Alaska or Hawaii.

Does the listing contain flammable materials – You have to mark if the products are flammable or inflammable.

Are you required to display a California Proposition 65 warning on this item – This question talks about California Prop 65, which means businesses to provide warnings to Californians about significant exposures to chemicals that cause cancer, birth defects, or other reproductive harm.

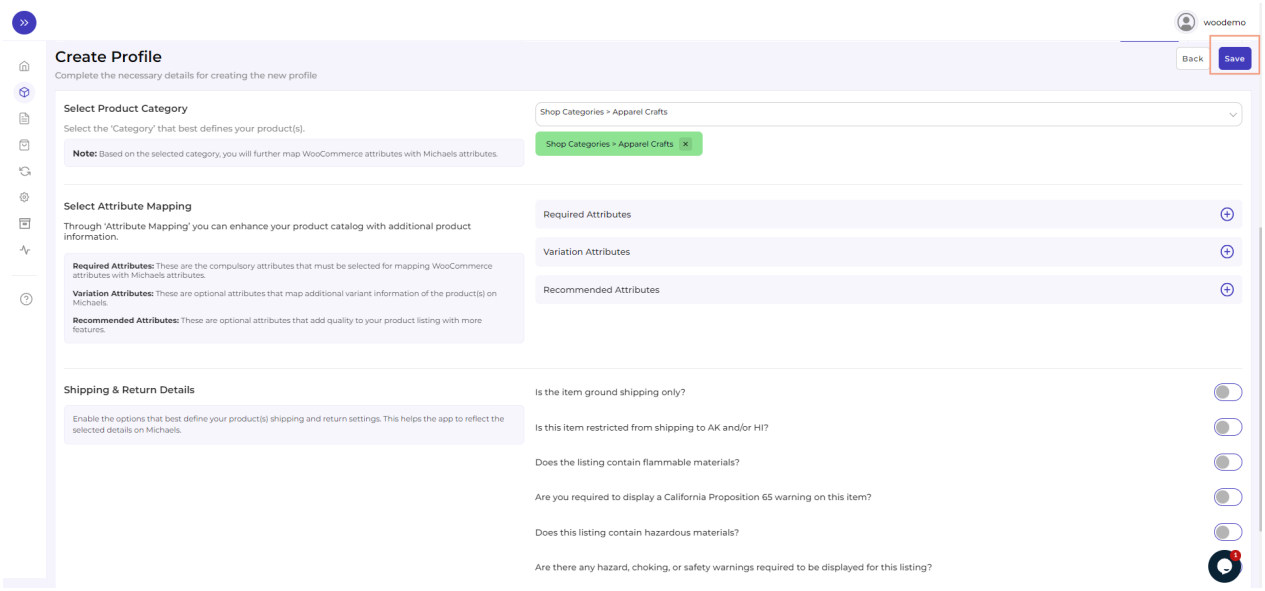
Does the listing include hazardous materials – You need to mark this question if your listing has

hazardous items.

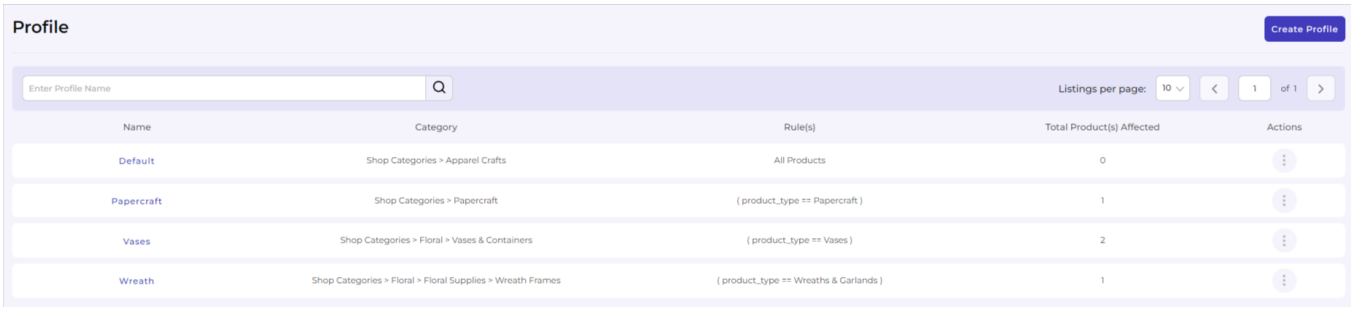
Are there any hazard, choking, or safety warnings required to be displayed for this listing – The question demands consent if the listing has any items with the mentioned features?

Override shipping rates- In case you want to put your own shipping rides, you can tick to override the current shipping rates.

Override return policy for items – In case you want to put your own return policies, you can tick to override the current override return policy for items.



You will be prompted with the message **“Profile Created Successfully”** and further, you will be redirected to the “**Profile” p**age having the details of the profile(s) created.



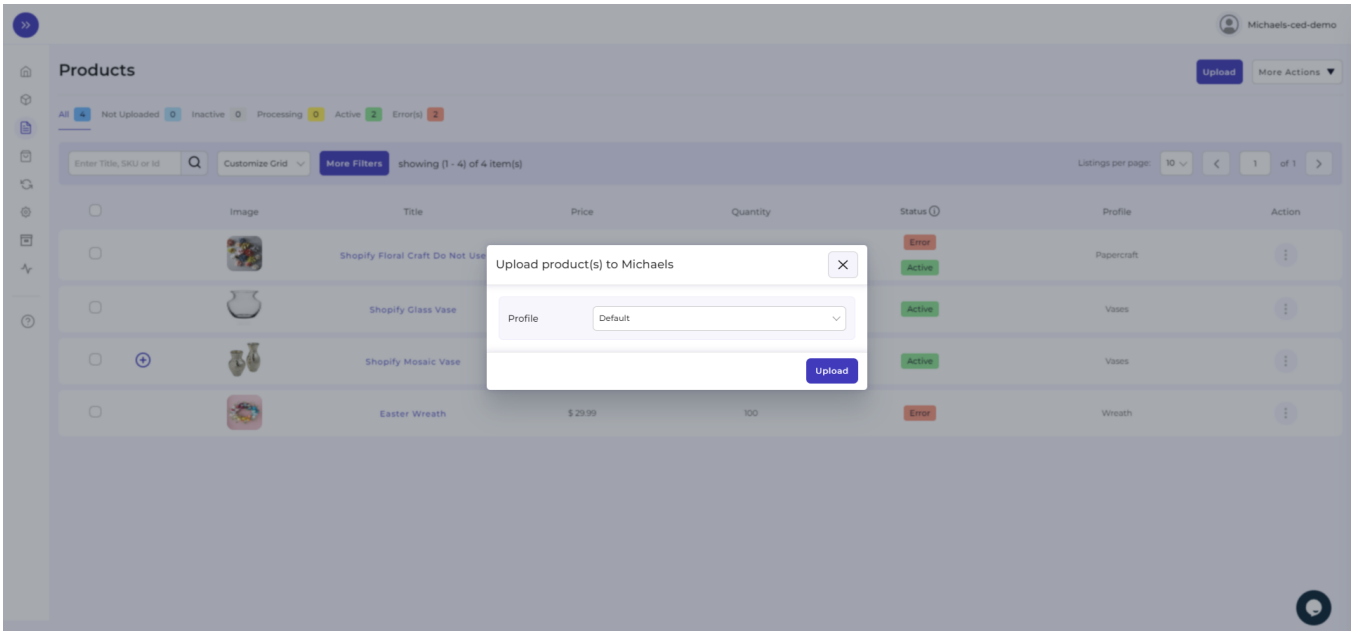
In case you want to **“Edit” or “Delete” the profile**, click on the three dots corresponding to that particular profile. According to the options displayed, you can choose what suits your case.

With this, we are done with the creation of a profile successfully!

5.2. How to upload product profile-wise?

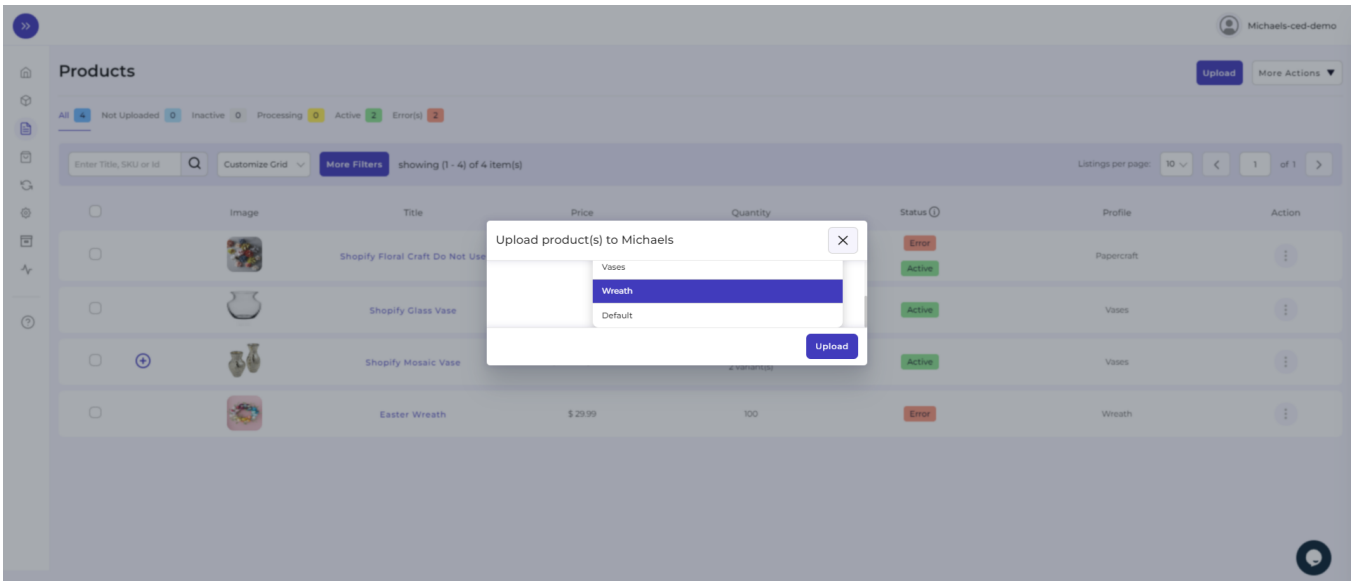
Step 1

Go to the **“Products”** Tab and click on the **“Upload”** button. A pop-up box will appear in front of you, click on the **drop-down menu** as shown below:



Step 2

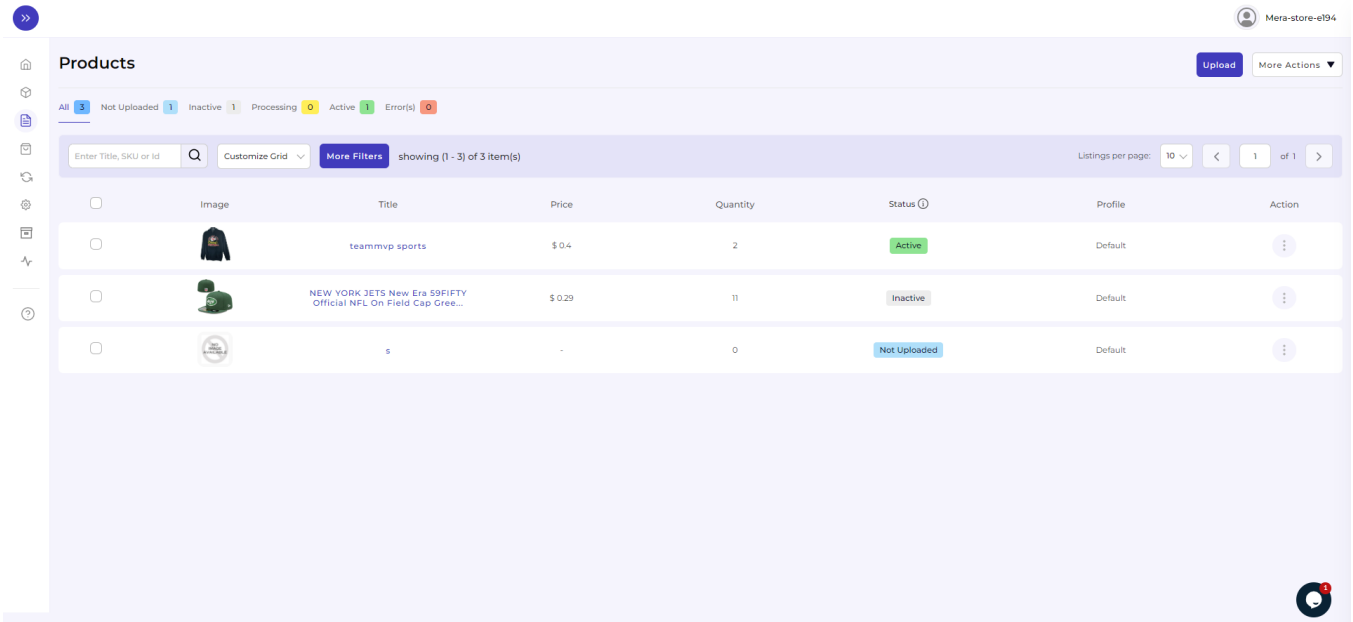
Select the profile you want to upload (as displayed below) and thereafter click on the **“Upload”** button.



With this, all the products (or product-set) under the profile selected will start uploading which you can view either in the **Activities Tab.**

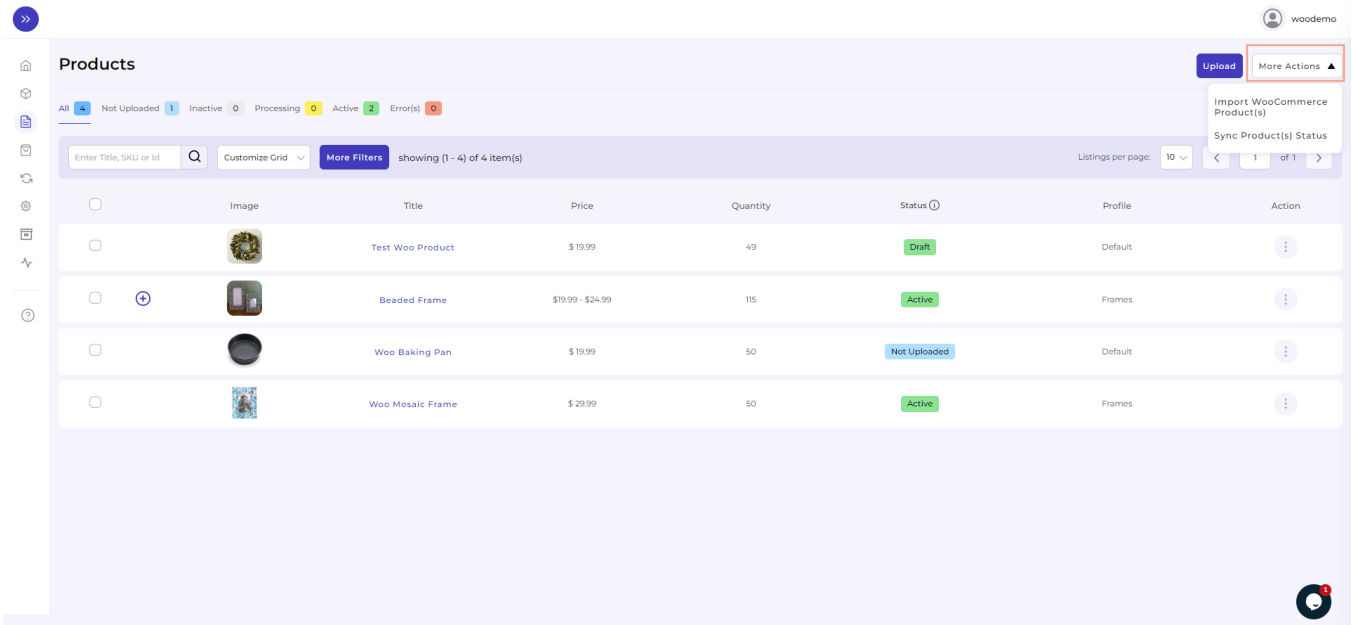
6. Product Section

The product tab comes next after exploring and operating Profiling Tab. This tab gives a comprehensive real-time status of the operations performed on the products. Let's understand this product management block-wise as displayed below:



Side Top Bar

The right top bar just opposite Products(heading) serves three options.

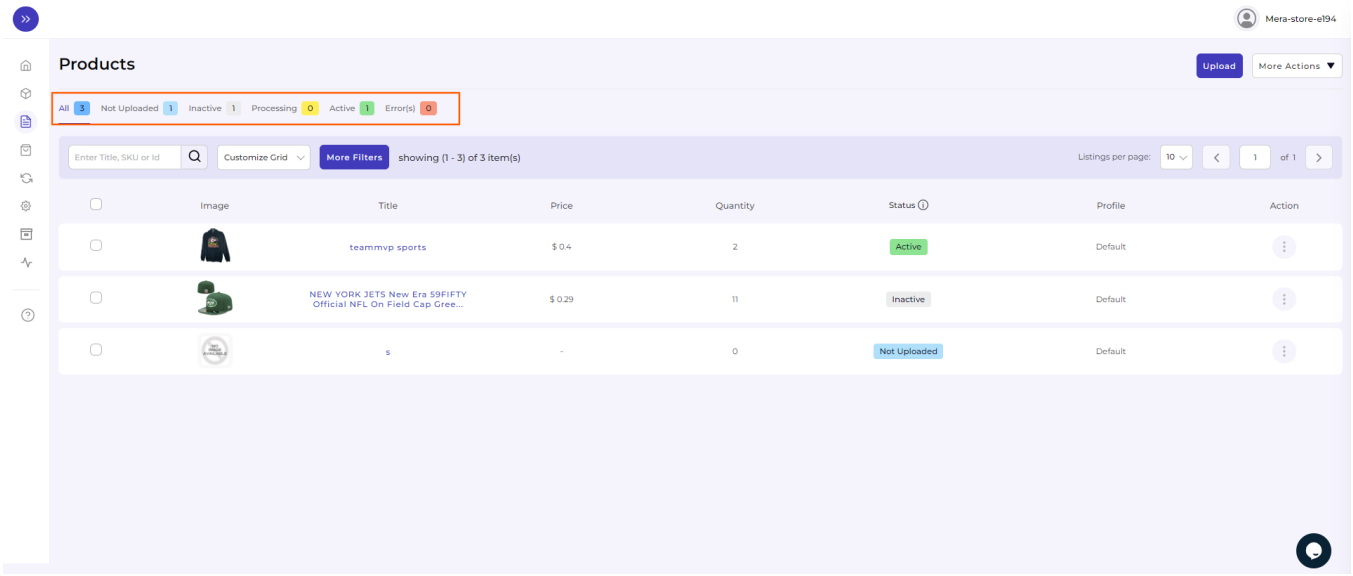


- Import products from WooCommerce store to Michaels App
- Sync status of already uploaded products
- Upload products to Michaels

By clicking on these options, you can perform the respective activities. All you have to do is to select a product from the ones listed below and click on the required option to complete an activity.

Product Status

It shows the statuses of the products. Here are different statuses, you will find your products categorized under:

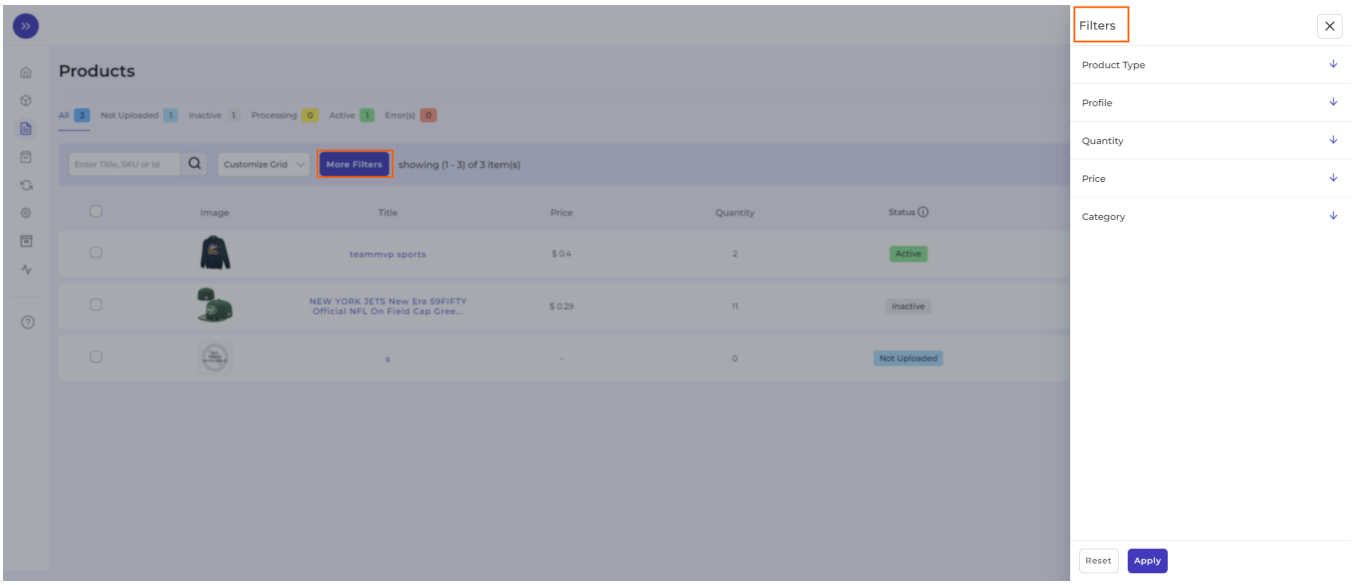


- **All:** Total no. of products uploaded.
- **Not Uploaded:** Those products which are simply imported from the WooCommerce store to the app and not yet uploaded on Marketplace.
- **Inactive:** The status changes to ‘Inactive’ when the product is uploaded from the app to the marketplace but is either out of stock or has been manually made Inactive from the app.
- **Processing:** The status changes to ‘Processing’ when the products are being uploaded. Once the task is completed, the status changes to Active.
- **Active:** This status comes from the marketplace. Once the product is uploaded from the app to the marketplace, the status changes to Active on the app.
- **Error:** It shows the total no. of products with errors that are not uploaded and need correction.

More Filters

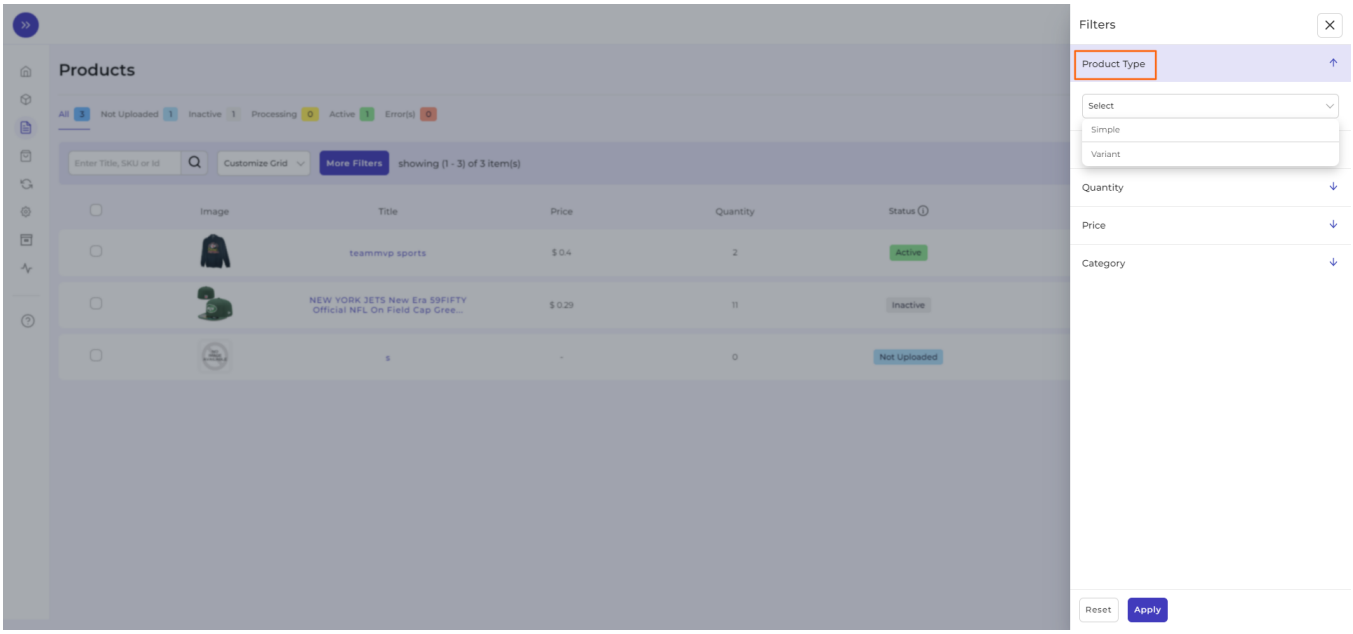
Below the Products status lies the option of **More Filters.** These are extra filters through which products can be filtered out in the grid.

Just after clicking on the More Filter option, you will get a box opened on the right of the screen with listed filters.

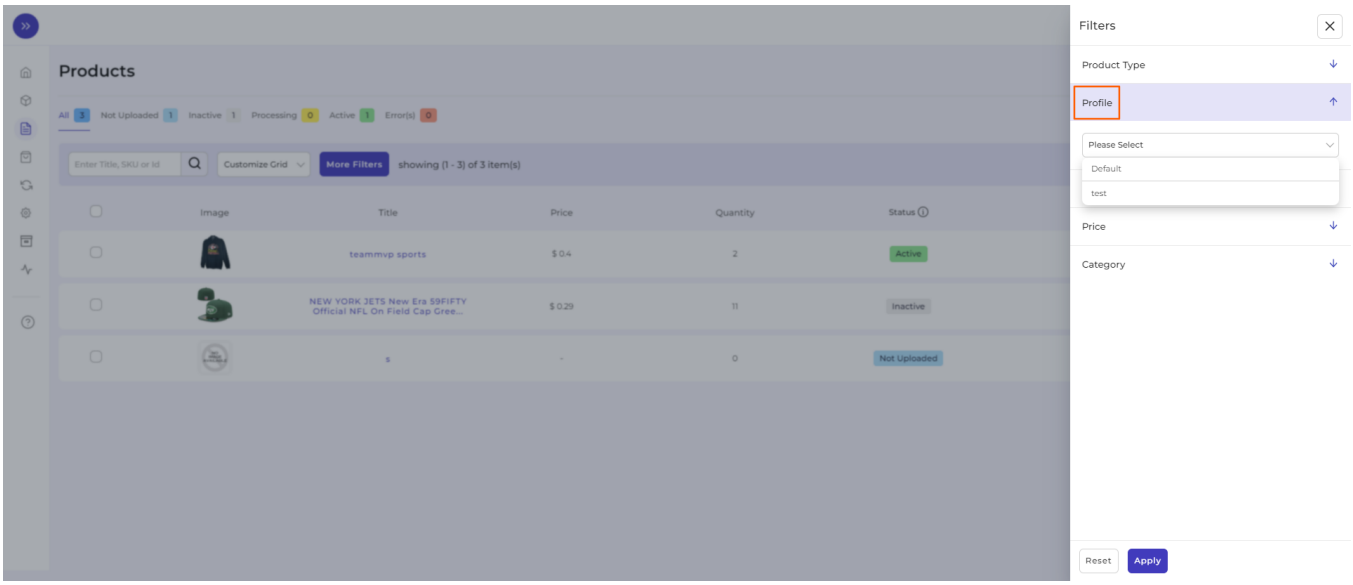


In addition, each of these options has further options to choose from. Each of them is mentioned below in detail:

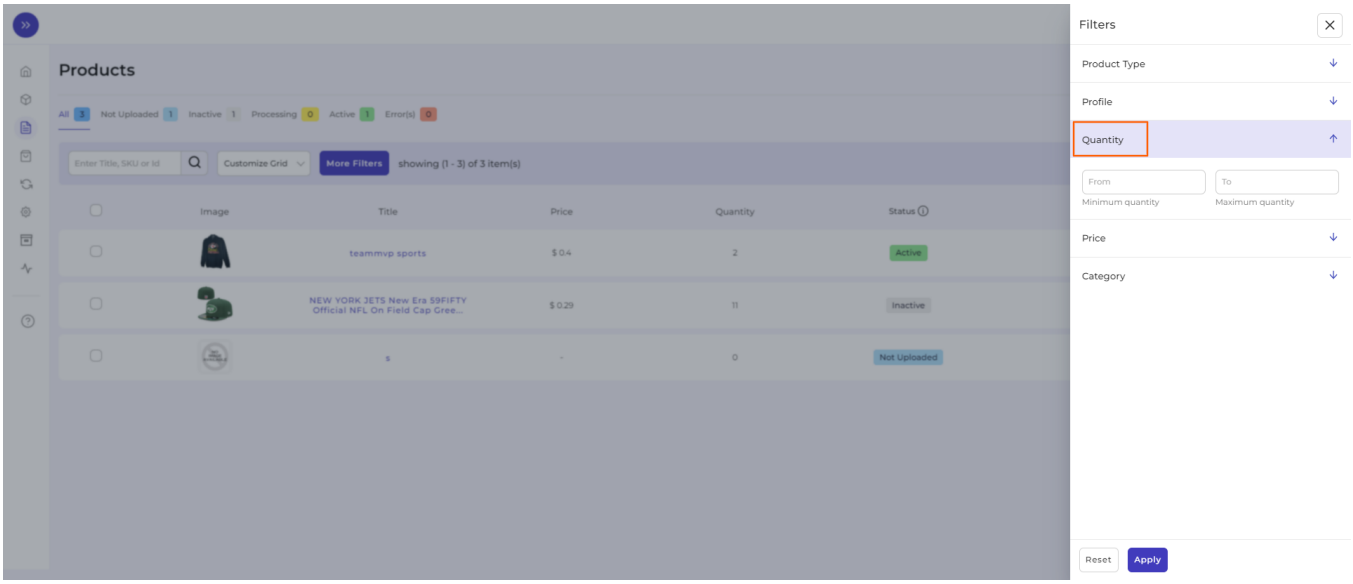
Product Type:



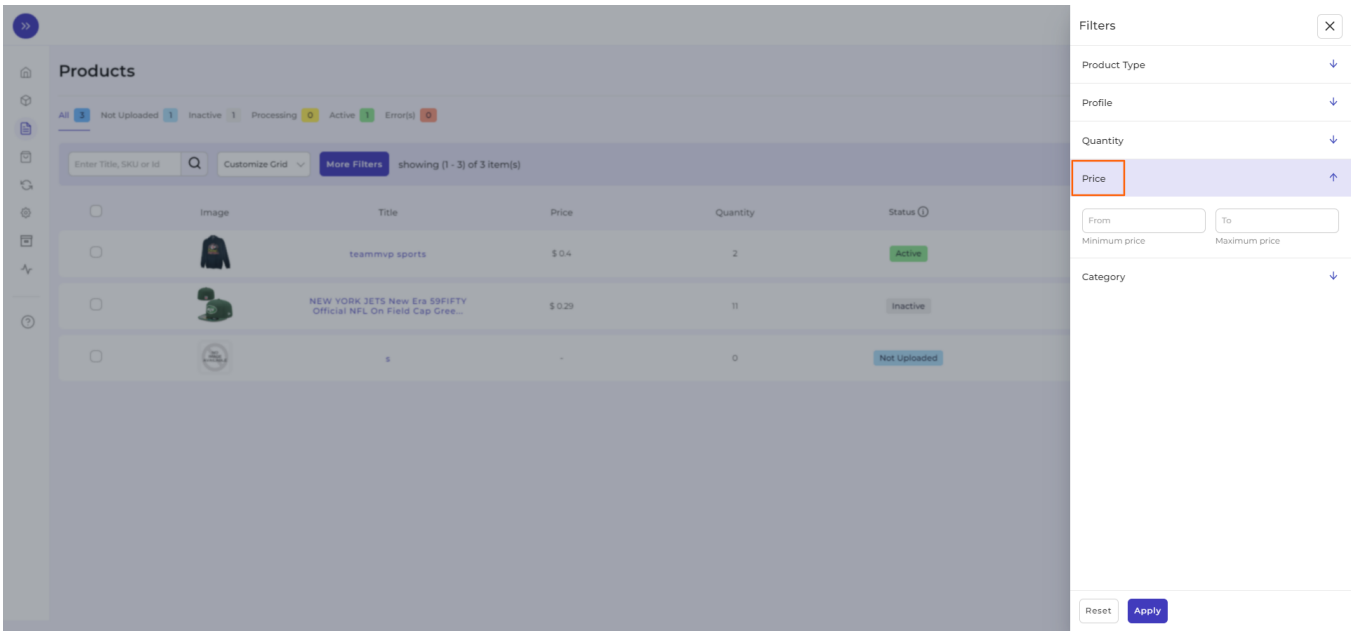
Profile:



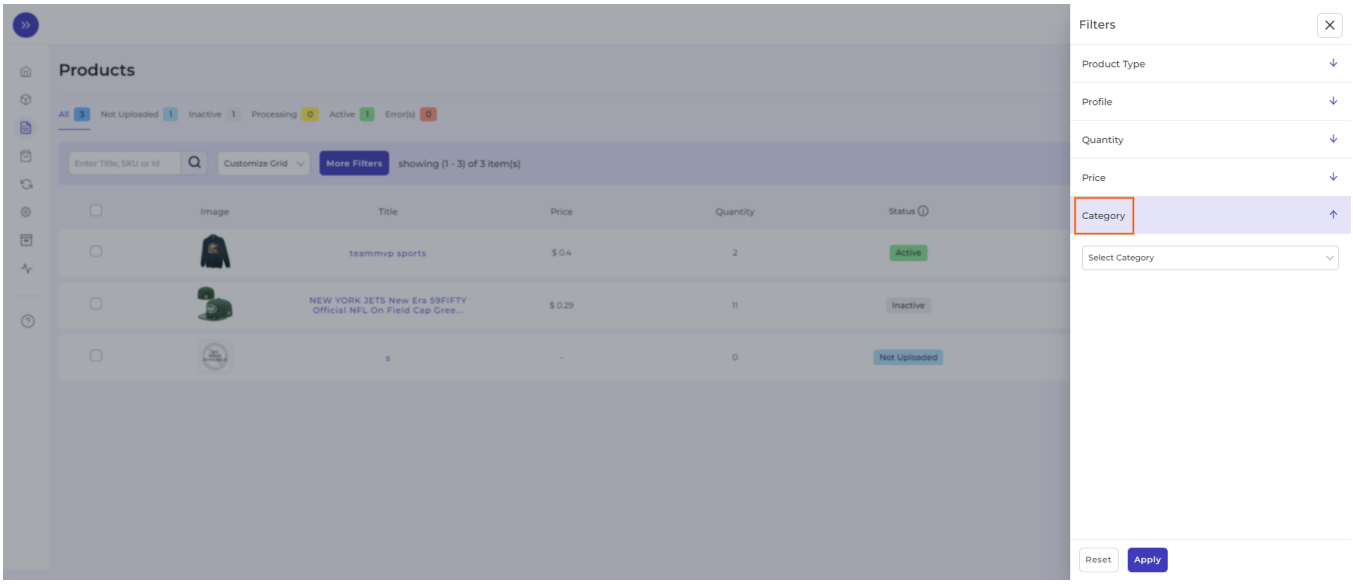
Quantity:



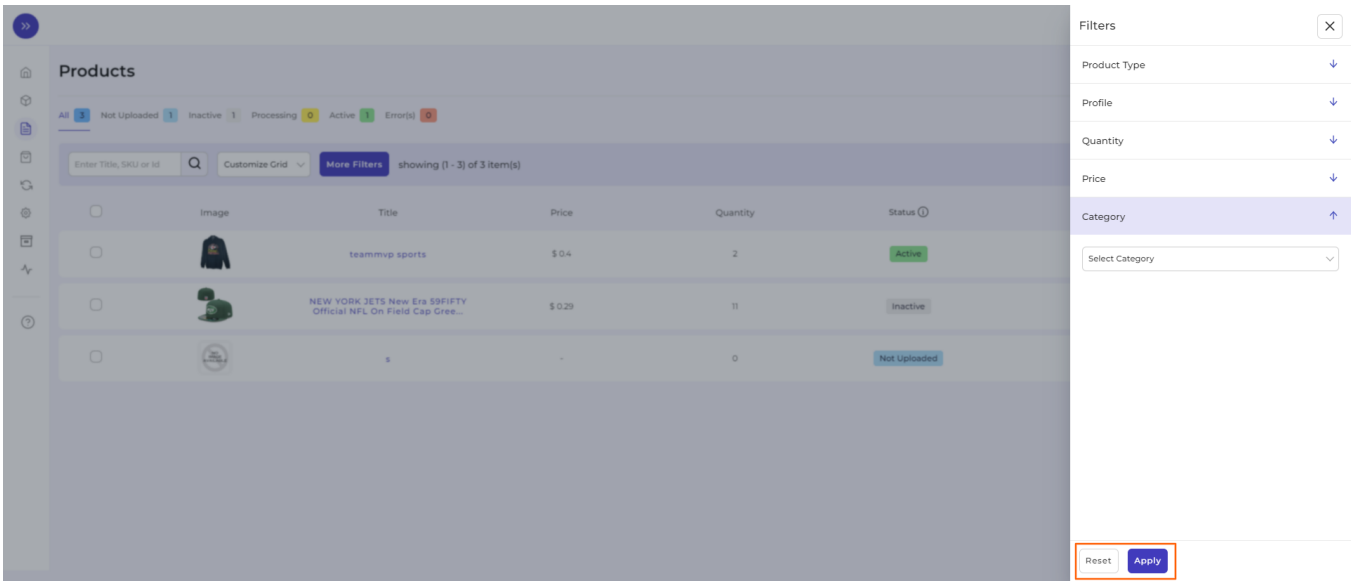
Price:



Category:

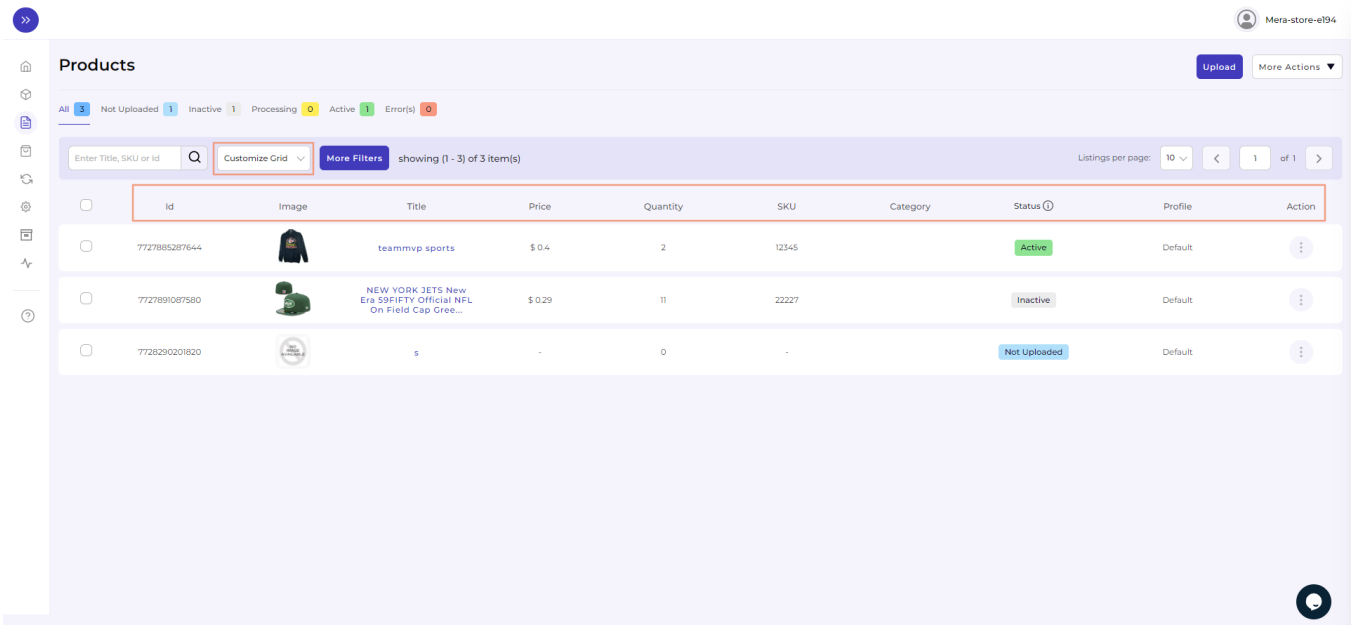


Once selected all the options, click on the option **Reset or Apply** (as per the case).



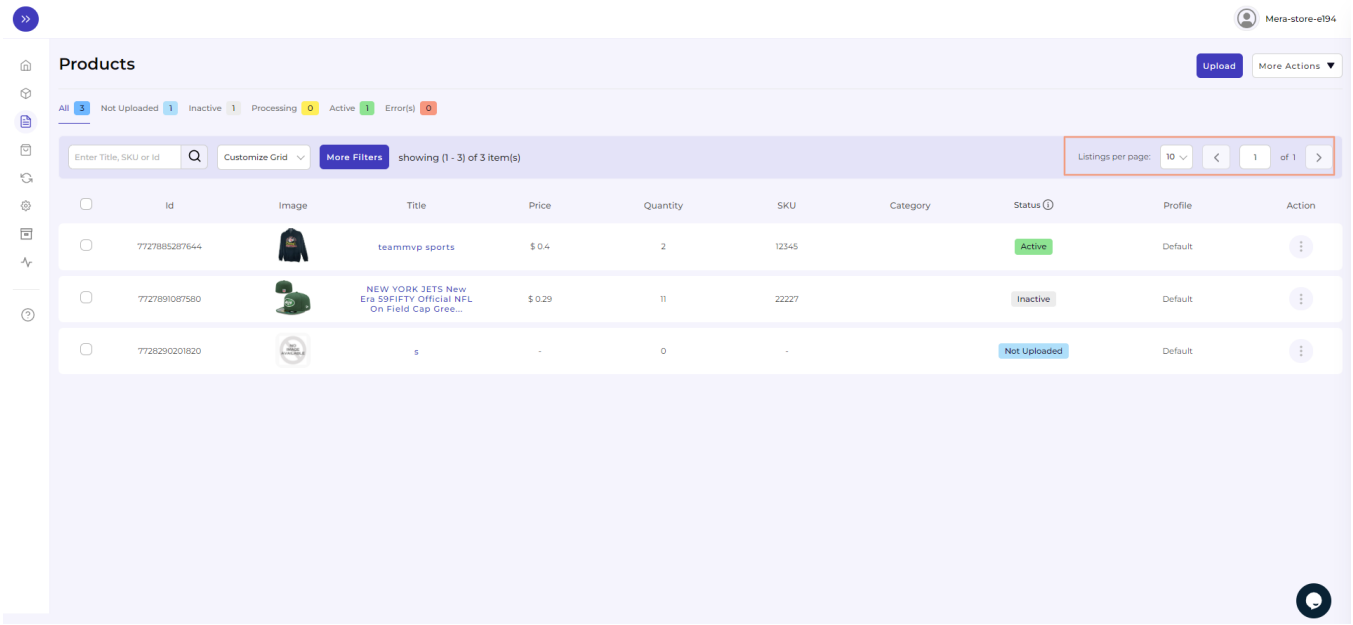
Customize Grid

Just next to the '**More Filters'** option, you can see '**Customize Grid**.' The option of Customize Grid helps you to customize the columns you want to see for your products.



With the help of Customize Grid, you can see the following details: id, Image, Title, Price, Quantity, SKU, Status, Tags, Profile, Category, and Action. Each of the options will show the desired result on the list of products.

Just next to the Customize Grid and More filters is Listing Per Page, where there are two boxes with numeric values.



- The first value enables you to show the number of products you want to be listed on your screen. For instance, if you choose 5, there will be a list of 5 products visible, if put 10, then a list of 10 items will be visible, and so on and so forth.
- The second value is the multiple pages of listed products. If there are a total of 14 pages of listed products, with the help of this option you can easily choose which listed page you want to see out of the total 14 listed pages.

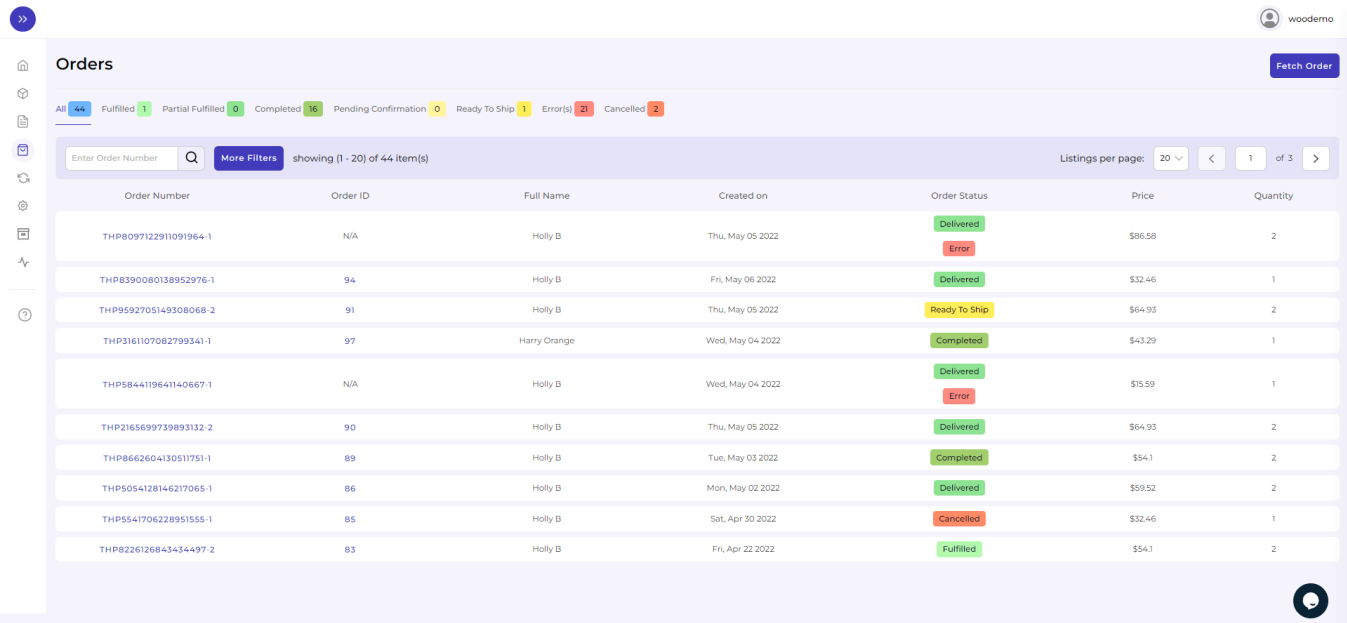
Here we come to the end of the Product Tab. Hereafter, we shall be exploring Order Tab in detail.

7. Order Section

Order Tab helps you to view and manage all your orders from a single screen. The order tab allows you to

- Know the status of all your order(s)
- Sync your order(s)
- Add filters to your order(s)
- Customize your orders grid

This is how it looks:



Order Status

There is some prominent Order status that you will see in the Order tab. They are listed below along with what they signify:

Fulfilled: Already shipped items

Completed: Order fulfilled and accepted by the customer

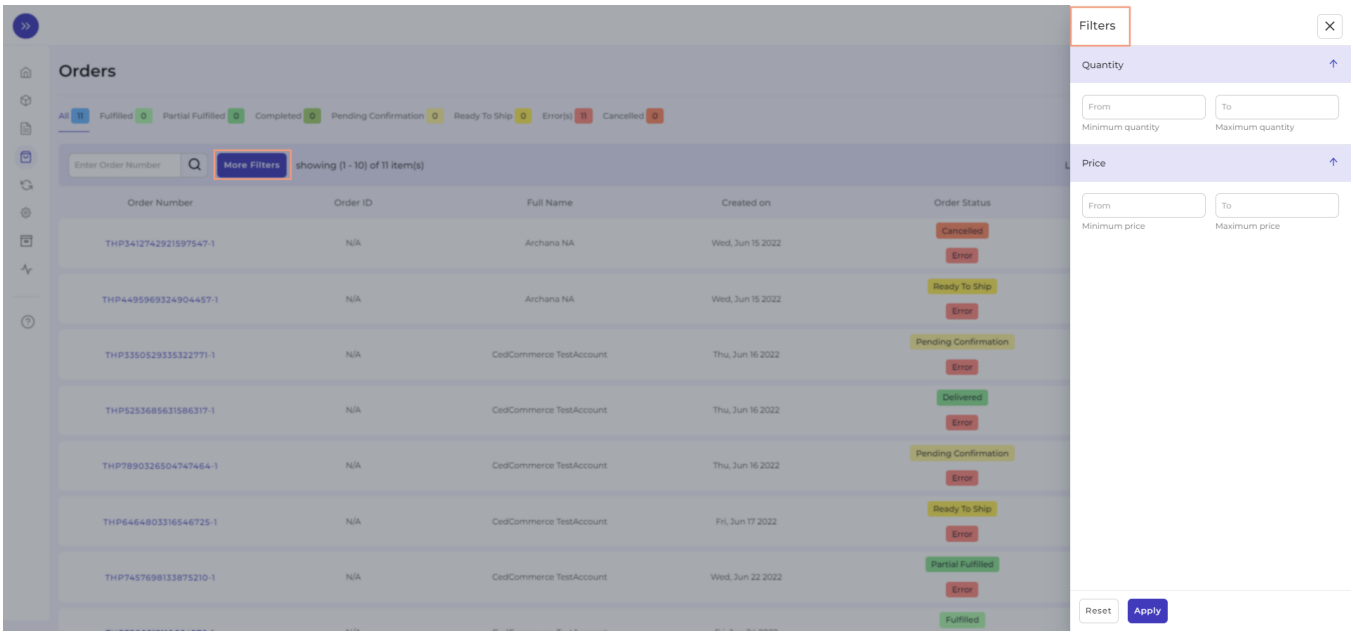
Pending Confirmation: Orders ready to be fulfilled but not confirmed by the customer

Ready to Ship: Order confirmed and ready to be shipped

Canceled: Items canceled successfully

By clicking on each of the statuses, you will be able to see a list of products under each status in a detailed manner. The App automates the status for your convenience, right from Open to Completed.

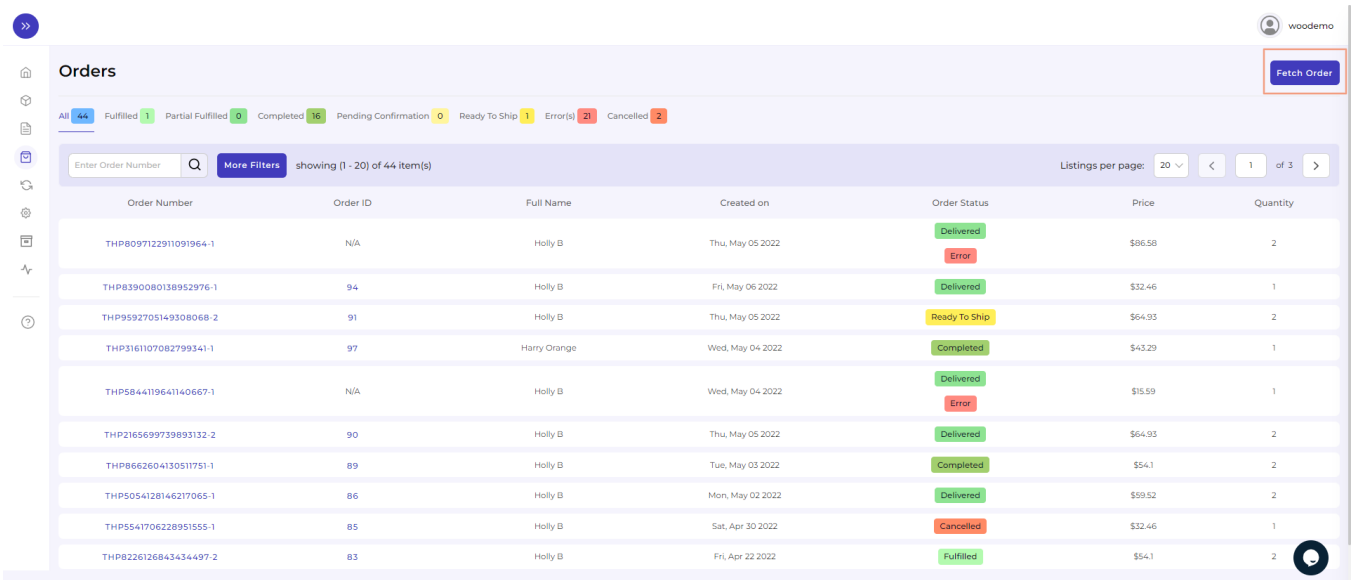
Adding Filters



The **‘More Filter’** button allows you to filter your orders on the basis of Quantity and Price (as shown in the image above).

Fetch Order

By clicking on the Fetch Order button, you can manually fetch your orders to the app from Michaels.

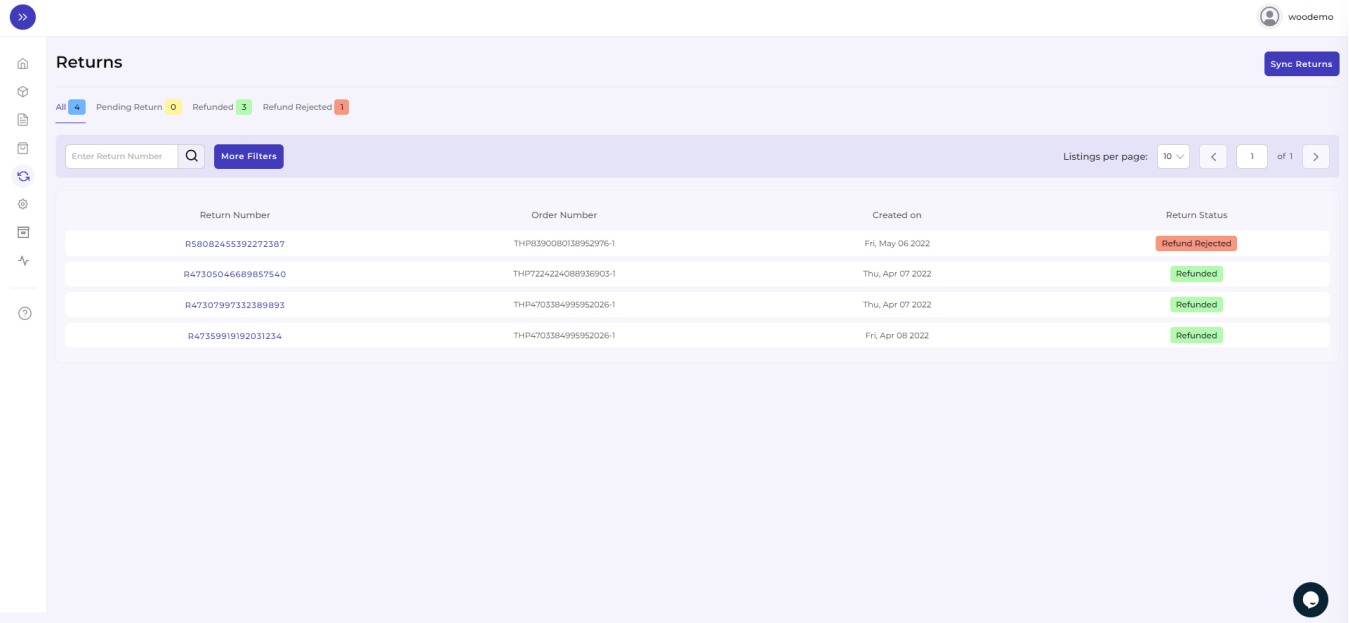


Here we come to the end of the Order tab. From here on we will see how to use the Returns section that helps you to set some Refund and return-related functions.

8. Return Section

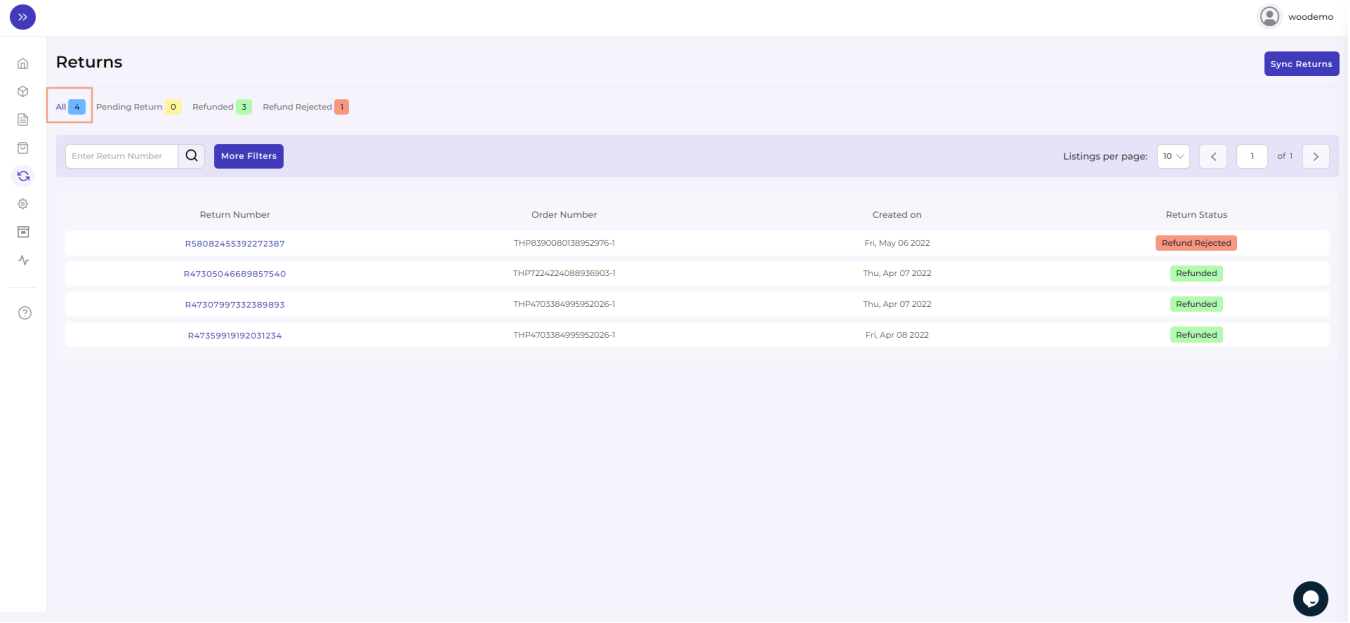
The next tab is the Return Tab. The ‘ Return’ tab helps you keep an automated record of all the returns under various segregation. They are:

- Pending Returns
- Refunded
- Refund Rejected

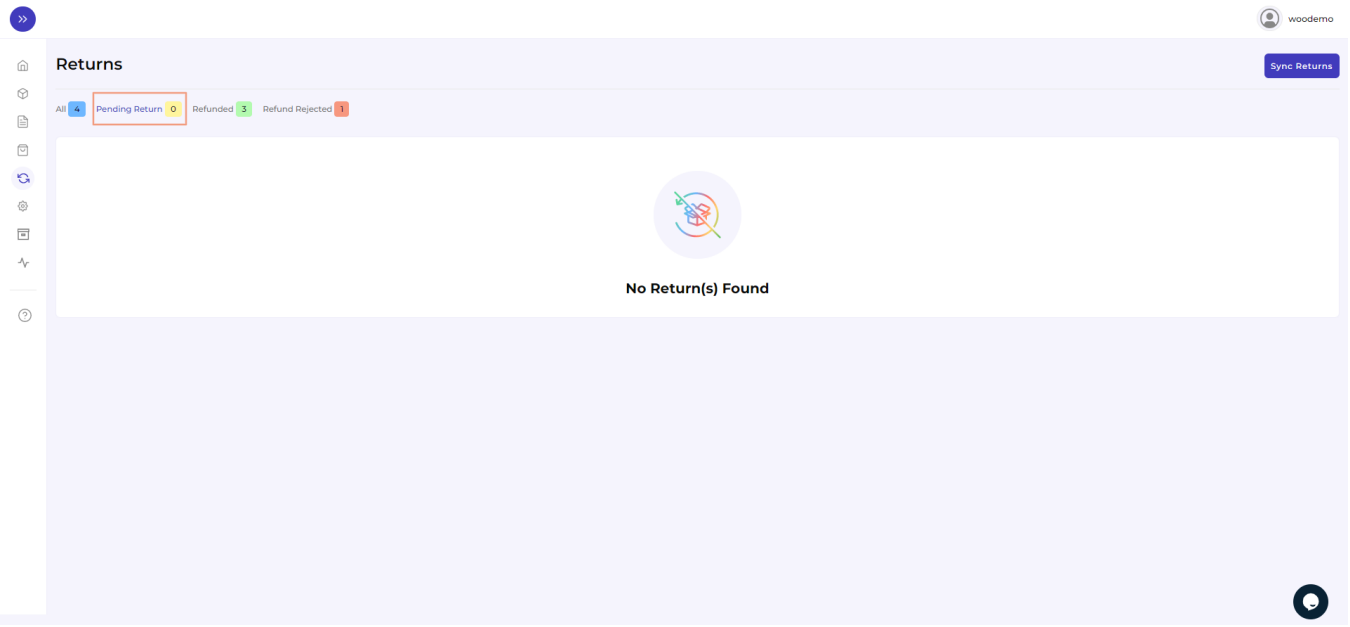


Each of these sections has a different purpose to serve. Let’s read them below:

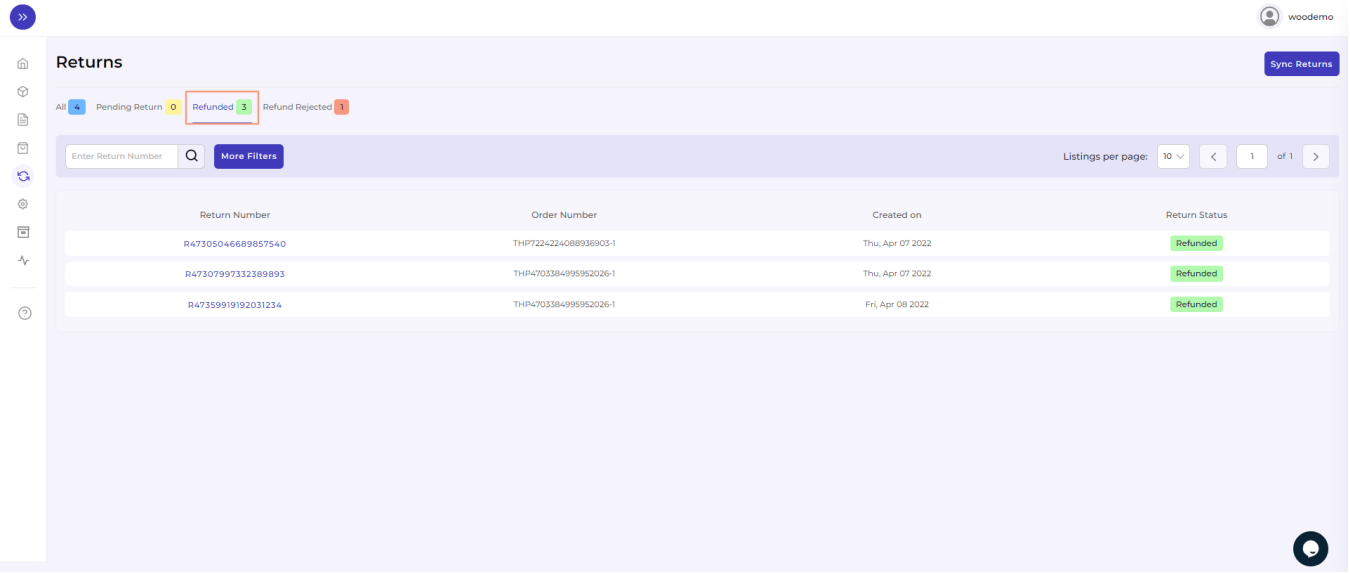
All: The ‘All’ sections help you get all your refund requests in one place. You can see all the data right before your screen. It will include all details like the Return Number, Order Number, Created On, and Return Status.



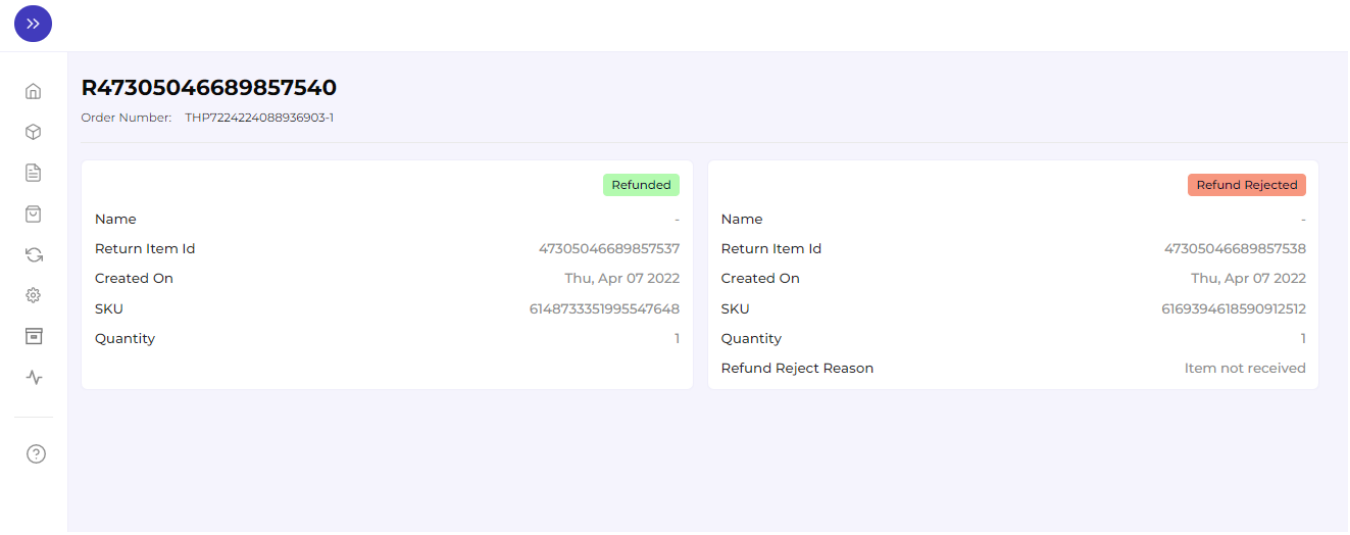
Pending Returns: The section ‘Pending Return’ helps you to get details about all your pending returns on Michaels that still need your clearance. You get to see the order number, return number, created on, and return status.



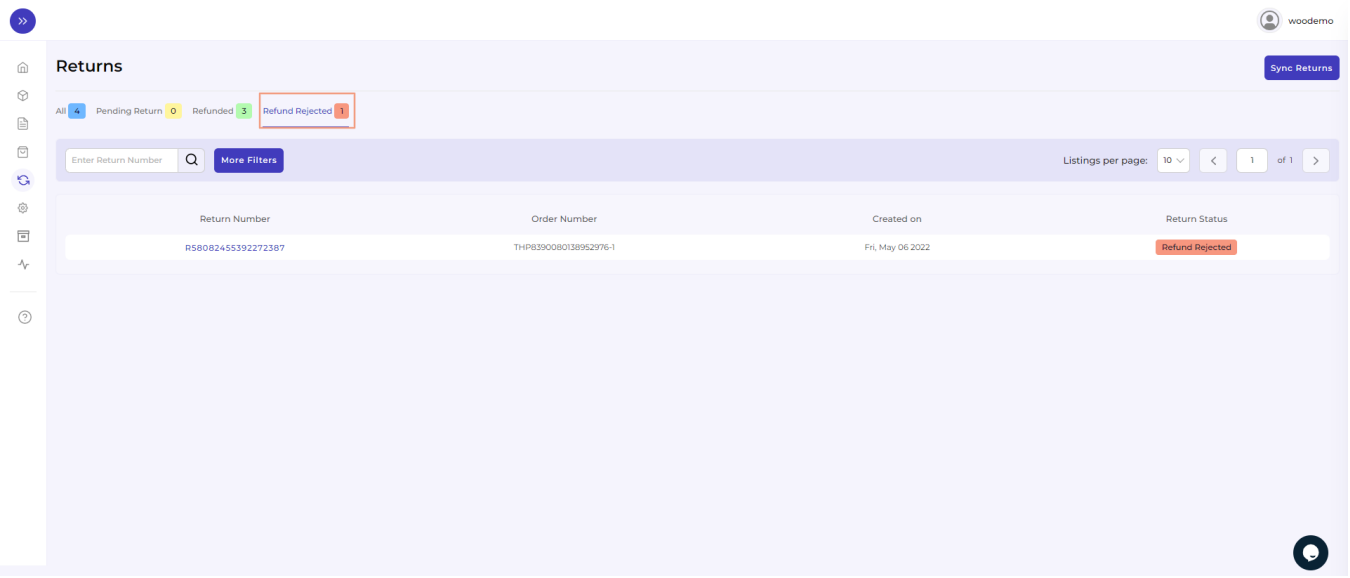
Refunded: This section helps you see all your refunded returns. All the details are available for your clear reference and cross-checking.



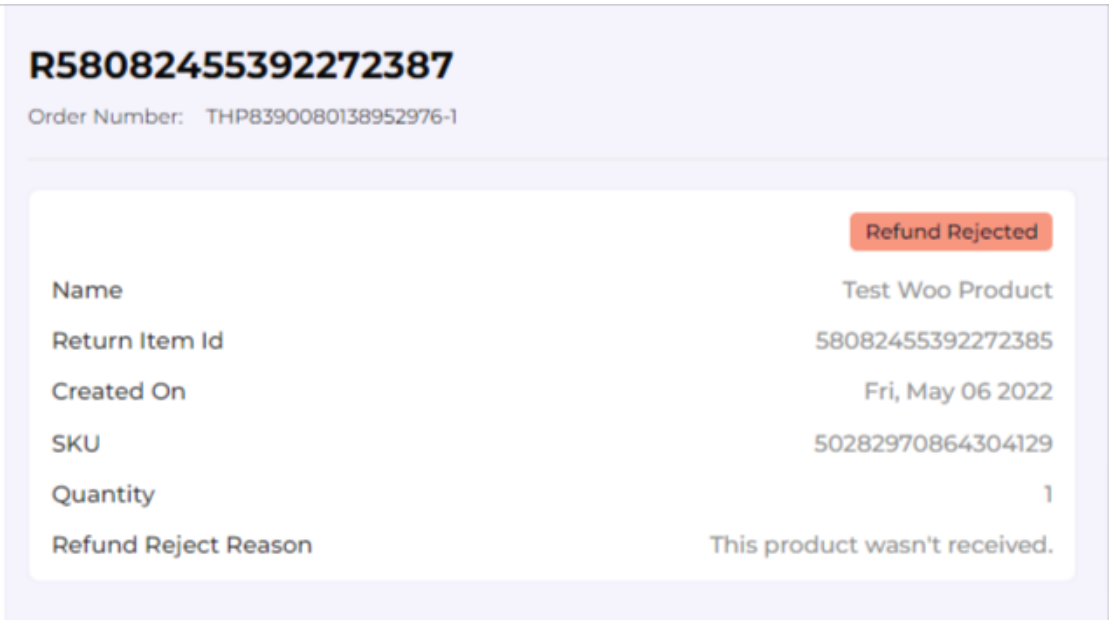
By clicking on any of the return numbers, you can see the complete detail of that particular product along with SKU and Quantity.



Refund Rejected: The section ‘Refund rejected’ allows you to get details of the return requests that you have rejected.



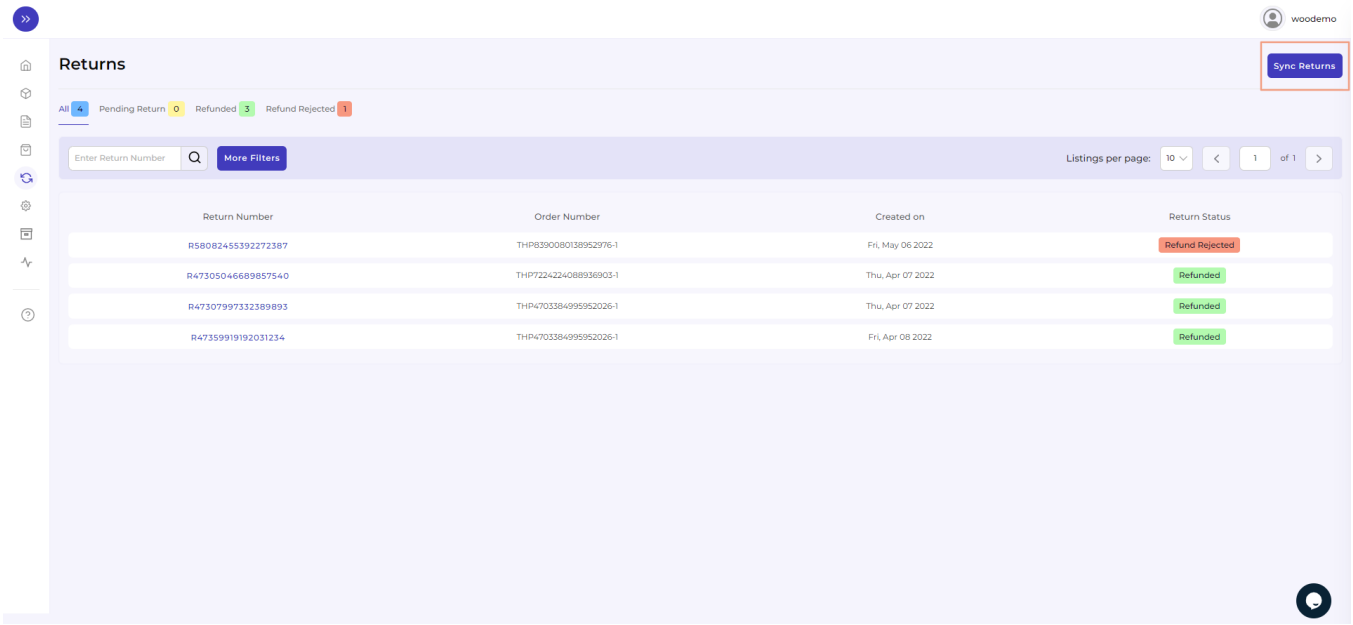
The important thing here to note is that while rejecting any Refund you will have to put the reason for rejecting the refund. The image attached below clearly shows the reason mentioned for rejecting the refund.



More Filters: By clicking on ‘More Filters’, you will see a section opening on the left side of the screen where you can put the order number of your desired order, and accordingly the list will get customized.

Refer to the image below for clarity:

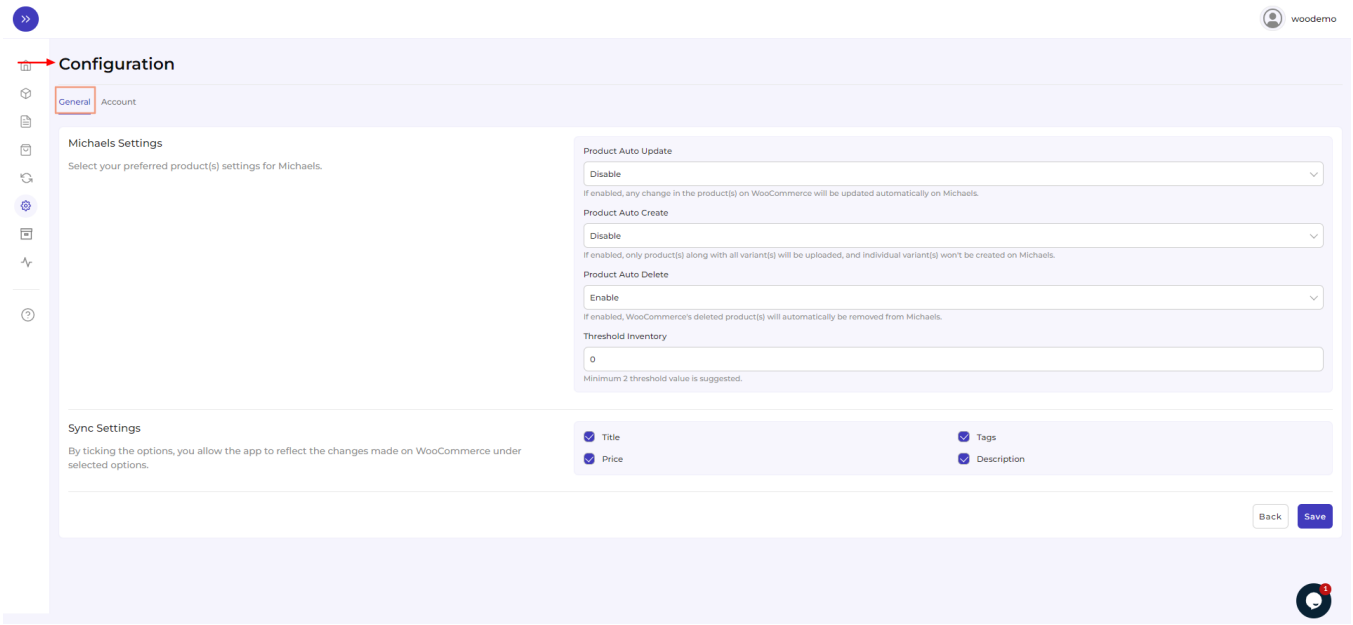
Sync Returns: By clicking on the ‘Sync Return’ button, you can Sync the status of your return to Michaels from the App.



The purpose of the Return tab is to deliver an automated and descriptive view of all the Returns in one place. Here we come to the end of the Returns tab. From here on we will see how to use the Configuration section that helps you to set some major Price, Product, Inventory, and Account settings.

9. Configuration Section

After you are done with the Order section, next comes Configuration Tab. The **Configuration tab** helps you manage your **General and Account Configuration settings**. Each of them has a different purpose. Let's read about each of them separately.

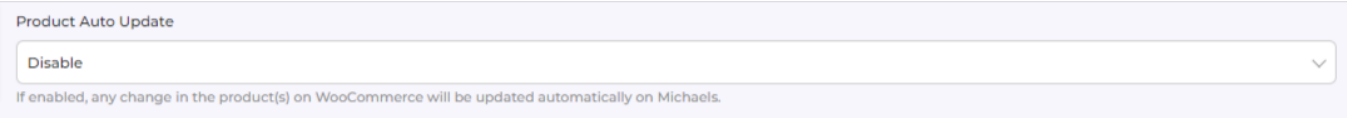


General

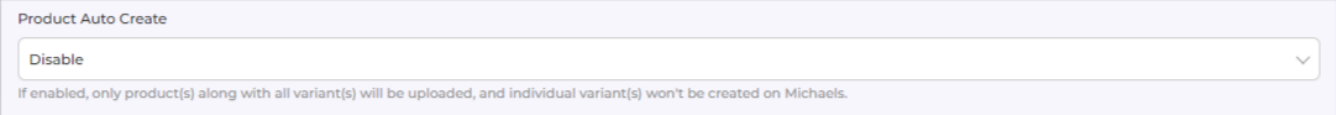
By clicking on General Option, you will have access to fill or change product-related permissions. The permissions updated here will be automatically synchronized and updated on Michaels if enabled.

There are 3 sections that will need your attention.

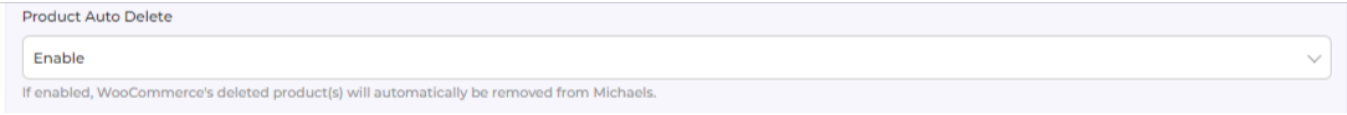
Product Auto Update: This feature helps you enable or disable the automated updating of the changes made in product details on your WooCommerce store.



Product Auto Create: This feature helps in automatically updating the Products along with variants on Michaels if enabled.



Product Auto Delete: This feature helps you enable or disable the automated deletion of the products on Michaels when deleted on WooCommerce if enabled.



Once completed with all the permissions and details, click on **Save or Back** (whatever the case may be).

Account

In account connection, you can reset the Michaels Assets connected with the app during the onboarding. Once you reset your account you will be redirected to step 1 of the app where you will have to onboard again.

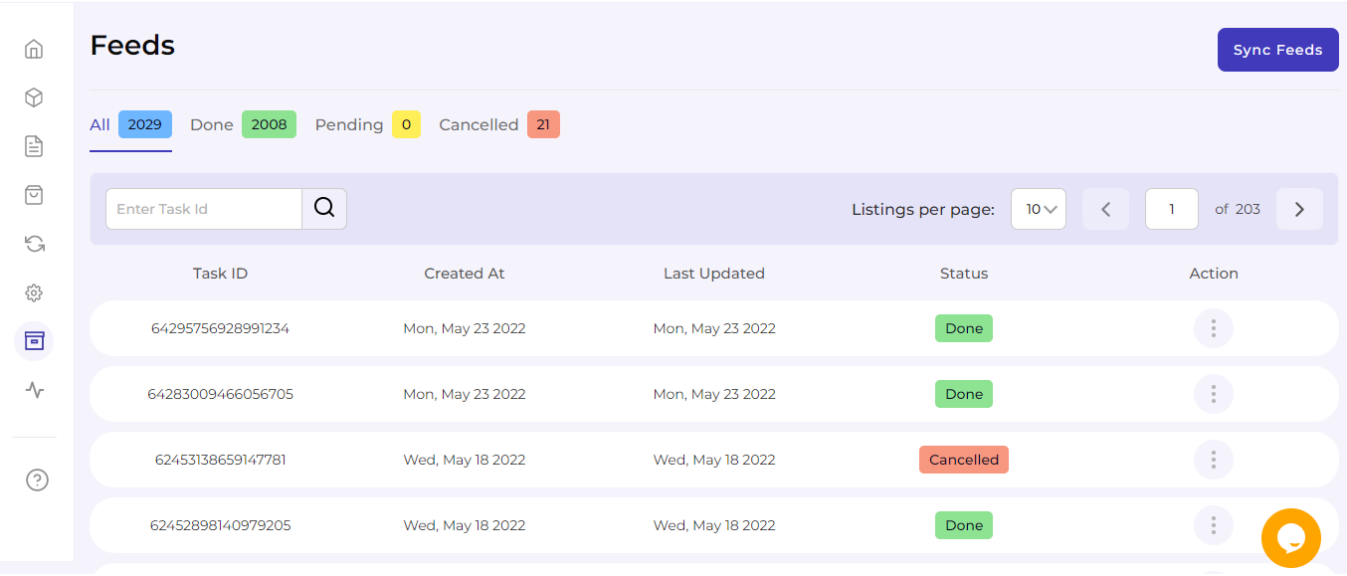
That’s how it looks:

With this, we end with the configuration section.

10. Feeds Section

The Feeds section is meant to help sellers know about the status of the action pending from Michaels marketplace. For example, once the action of ‘Product Upload’ is completed from the app, Michaels needs to update it on their site. For each of the actions performed, a unique task id is generated to check the status.

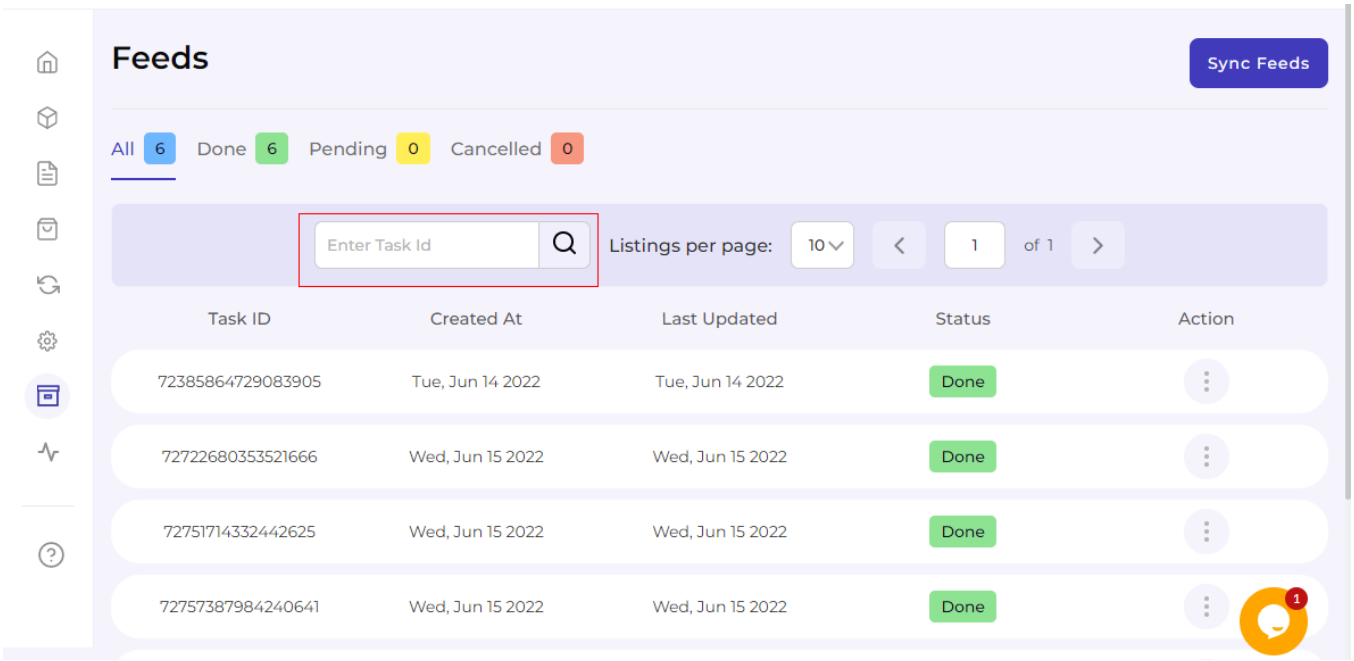
Check the image below:



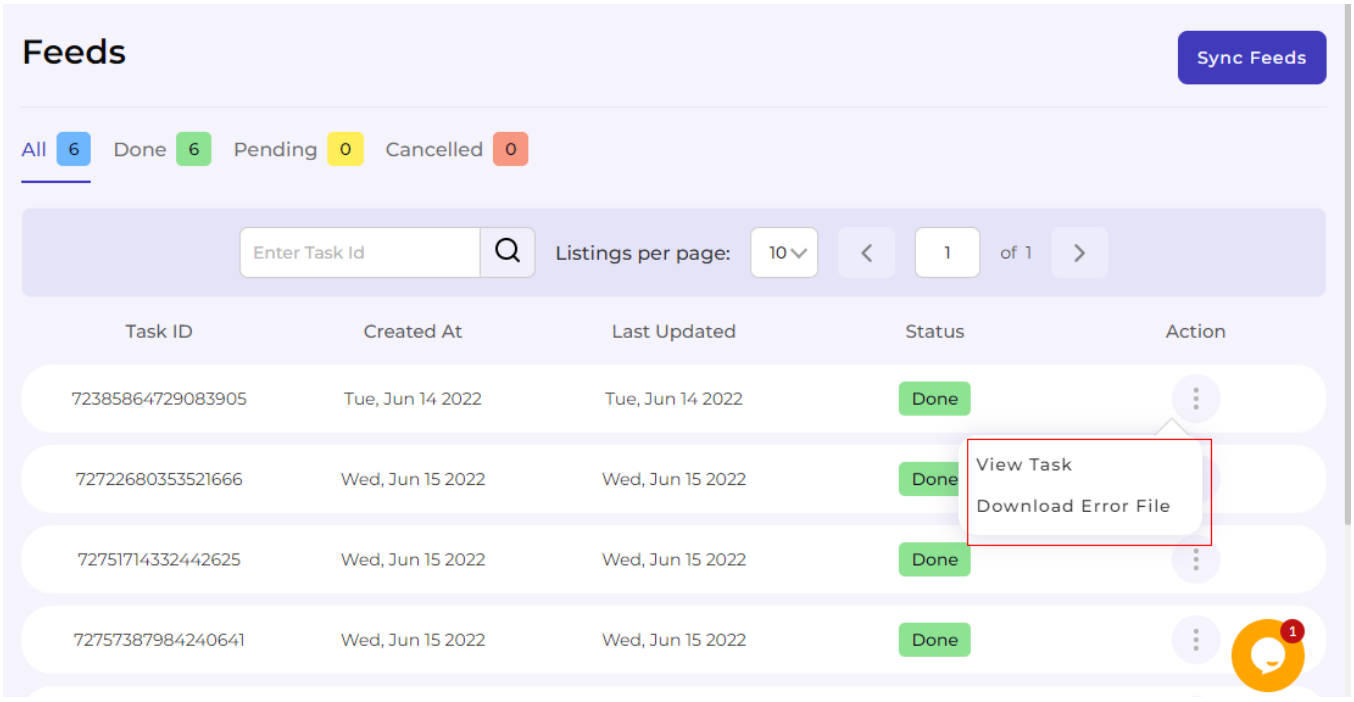
Here is the explanation of each of the status:

- All: It shows the total number of Feeds.
- Done: It shows completed and approved feeds on Michaels’s end.
- Pending: It shows the processing or pending approval from Michaels’s end.
- Cancelled: It shows the refused or cancelled actions on Michaels’s end.

In order to check the status of any action taken, all you need to do is enter the ‘Task id’ in the search bar and check the status.



Also, in order to see the task in detail or download the file, consider clicking on the ‘Action’ button as shown below:



From here onwards, you have the Activities tab to view all the actions at one place.

11. Activities Section

After completing the intricacies of the configuration and Feeds tab, the next tab is the **‘Activities Tab’.** The Activities tab updates about **the real-time progress of your ongoing and recent operations performed**, like product synchronization, importing or uploading of products, profile creation, changes made in product attributes, details, status, etc.

We have attached a sample below to provide you with a clear understanding of it.