



# Extension Module (XMOD): Google Rich Snippets

## Table of Contents

Table of Contents .....	2
What is an XMOD? .....	3
What is Google Rich Snippets for ClickCartPro and EuropaCart? .....	3
Installation .....	4
Requirements .....	5
Usage .....	5
Kryptontronic Software End User License Agreement (EULA).....	6
Program Credits .....	11

## **What is an XMOD?**

A XMOD is an extension module developed by Kryptronic for our popular ClickCartPro and EuropaCart e-commerce software.

XMODs are developed to the highest standards to ensure proper and complete functionality using core components and Kryptronic coding techniques to ensure a stable, secure and optimized module.

## **What is Google Rich Snippets for ClickCartPro and EuropaCart?**

The Google Rich Snippets XMOD for ClickCartPro and EuropaCart is an advanced module, which provides specialized tags on your product pages which transmit information to Google that includes descriptions, images, reviews, pricing and other pertinent information which provides an enhanced presentation in Google search results for your product pages. Use of this module will also enhance your position in Google search results.

This extension module works perfectly on all ClickCartPro and EuropaCart 8.05 and later software installations, and installs easily using the Kryptronic Software Installer without any impact to any other software files.

## Installation

This module is installed using the Kryptontronic Software Installer. Access your installer via a URL similar to:

<http://www.yourdomain.com/installer.php>

### Installation Without Update

In order to install this module without updating any other software, follow these steps:

- Access your installer.php script and login. Submit through steps 1-5 without making changes to your installation configuration information.
- On Step 6 (PEAR Installation), choose 'No, do not reinstall/update PEAR modules'.
- Submit through steps 7-11 without making changes to your installation configuration information.
- On Step 12 (Component & Module Installation), choose 'Yes, reinstall/update components and modules' and check the box 'Only install new components and modules'. Leave the 'Overwrite all files' checkbox EMPTY.
- On Step 13 (Database Reload), choose 'Reload with recently changed definition files only'. It is your option whether you choose to auto-submit the steps or confirm each one. If any database definition files have been updated, only those files that have changed will be updated. Do not worry about losing data or the installer overwriting your data during a database reload. The installer is smart enough not to do that to you.

### Installation With Update

In order to install this module and update all software at the same time, check the Kryptontronic Central Server news service within your management interface for update instructions. Many updates require manual changes.

Provided no manual changes are necessary for your update, follow these steps:

- Access your installer.php script and login. Submit through steps 1-5 without making changes to your installation configuration information.
- On Step 6 (PEAR Installation), choose 'Yes, reinstall/update PEAR modules'.
- On Step 7 (Core Installation), choose 'Yes, reinstall/update the system component'. Leave the 'Overwrite all files' checkbox EMPTY.

- Submit through steps 8-11 without making changes to your installation configuration information.
- On Step 12 (Component & Module Installation), choose 'Yes, reinstall/update components and modules'. Leave the 'Overwrite all files' and 'Only install new components and modules' checkboxes EMPTY.
- On Step 13 (Database Reload), choose 'Reload with recently changed definition files only'. It is your option whether you choose to auto-submit the steps or confirm each one. If any database definition files have been updated, only those files that have changed will be updated. Do not worry about losing data or the installer overwriting your data during a database reload. The installer is smart enough not to do that to you.

## Requirements

This module may be installed on all versions of ClickCartPro or EuropaCart 8.05 or later, without updating to the latest version of the software. Installation of this module does not alter any other modules, or software files, so it is safe to use the Kryptontronic Software Installer to install this module on sites with custom modifications.

This module must be enabled. To enable the module, in the ClickCartPro/EuropaCart menu, under the function:

*Store > Component > Settings > Extension Module: Google Rich Snippets*

Set 'Activate Google Rich Snippets Module' to 'True (1)'.

## Usage

Once this module is activated, everything else will happen automatically. Google controls the times and places where this info begins to show up, so waiting times will vary.

### **Important Note:**

You may want to also activate the Sitemap function in the software as well as considering installing the Googlebase XMOD to insure that Google crawls your pages and accesses this Rich Snippet Information. Go to [www.kryptontronic.com](http://www.kryptontronic.com) and click on Extension Modules to find more info on the Googlebase module.

# Kryptronic Software End User License Agreement (EULA)

## END USER LICENSE AGREEMENT (EULA) FOR KRYPTRONIC SOFTWARE PRODUCTS

KRYPTRONIC, INC. LICENSES THIS KRYPTRONIC SOFTWARE PRODUCT TO YOU SUBJECT TO THE TERMS CONTAINED IN THIS END USER LICENSE AGREEMENT ("EULA"). READ THE TERMS OF THIS EULA CAREFULLY. BY INSTALLING, COPYING OR OTHERWISE USING THE SOFTWARE (AS DEFINED BELOW), YOU AGREE TO BE BOUND BY THE TERMS OF THIS EULA. IF YOU DO NOT AGREE TO THE TERMS OF THIS EULA, DO NOT INSTALL, COPY OR USE THE SOFTWARE.

### NOTICE TO CUSTOMER

If you do not agree to the terms of this EULA, do not install, activate, or use this software. This EULA is a contract between you (either an individual or an entity) and Kryptronic, Inc. ("Kryptronic"), which governs your use of this Kryptronic software product that accompanies this EULA and related software components, which may include associated media, printed materials, and online or electronic documentation.

### DEFINITIONS

This Kryptronic software package includes Proprietary and Open Source Software components. This software package may include sample programs or scripts ("Sample Programs"). You may use and distribute Sample Programs under the terms set forth in the applicable Sample Programs files. In this EULA, this Kryptronic Software Product, associated media, printed materials, and online or electronic documentation are collectively referred to as the "Software."

"Open Source Software" means various open source software components, including, without limitation, PEAR and the following PEAR packages: Auth\_SASL, Archive\_Tar, Console\_Getopt, DB, Mail, Net\_Curl, Net\_SMTP and Net\_Socket licensed under the terms of applicable open source license agreements included in the materials relating to such software.

An "Installation" means a single physical installation of the Software.

A software license key ("Software License Key") issued to you by Kryptronic is required to use the Software.

### WARNING FOR EVALUATION LICENSEES

The Software can be activated with a no-cost evaluation Software License Key. Evaluation Software License Keys have an expiration date ("Expiration Date"). If you activate the Software with an evaluation Software License Key: (i) you may use the Software until the Expiration Date only to evaluate the suitability of the Software for licensing on a for-fee basis; and (ii) THE SOFTWARE IS PROVIDED TO YOU "AS IS" WITHOUT WARRANTY OF ANY KIND, WHETHER EXPRESS, IMPLIED, STATUTORY, OR OTHERWISE. KRYPTRONIC BEARS NO LIABILITY FOR ANY

DAMAGES RESULTING FROM USE (OR ATTEMPTED USE) OF THE SOFTWARE THROUGH AND AFTER THE EXPIRATION DATE, AND HAS NO DUTY TO PROVIDE SUPPORT TO YOU.

## **OPEN SOURCE SOFTWARE**

The Open Source Software is composed of individual software components, each of which has its own copyright and its own applicable license conditions. You must review the licenses within the individual packages to understand your rights under them. The licenses can be found online. Copyrights to the Open Source Software are held by the copyright holders indicated in the copyright notices found online.

## **LICENSE**

The Software is licensed, not sold. Subject to the terms and limitations of this EULA, Krypstronic hereby grants you a nonexclusive, nontransferable license, without rights to sublicense, to (i) Use the Software License Key to activate the Software to the extent permitted by your payment of applicable license fees (whether such fees are based on a single installation licensing model or any other Krypstronic approved licensing model); (ii) Install or have installed a single instance of the Software for each license fee paid; (iii) Use the Software in accordance with this EULA; (iv) Use the Software in a legal manner; and (v) Use the documentation accompanying the Software in connection with permitted uses of the Software.

## **LICENSE LIMITATIONS**

You may not copy the Software except for a reasonable number of machine-readable copies of the Software for backup or archival purposes and except as expressly permitted in the License section above. You may not remove any titles, trademarks or trade names, copyright notices, legends, or other proprietary markings on the Software. You are not granted any rights to any trademarks or service marks of Krypstronic. Krypstronic retains all rights not expressly granted to you.

## **LICENSES REQUIRED FOR THIRD-PARTY SOFTWARE**

The Software enables you to install third-party modules and extensions that further enhance its functionality. You are responsible for obtaining any licenses necessary to operate any such third-party software, and must accept any EULAs required to use the software.

## **KRYPTRONIC'S RIGHT OF ENTRY**

You hereby authorize Krypstronic to access your web server in order to inspect the Software in any reasonable manner verify your compliance with the terms hereof.

## **PROPRIETARY RIGHTS RESERVED BY KRYPTRONIC**

Krypstronic retains all right, title, and interest in and to the Software and the Software License Key and in all related copyrights, trade secrets, patents, trademarks, and any other intellectual

and industrial property and proprietary rights, including registrations, applications, renewals, and extensions of such rights.

## **RESTRICTIONS**

You may not (i) Sell, lease, license, sublicense, distribute or otherwise transfer in whole or in part the Software or the Software License Key; (ii) Provide, disclose, divulge or make available to, or permit use of the Software in whole or in part by, any third party without Kryptronic's prior written consent; or (iii) Modify or create derivative works based upon the Software without Kryptronic's prior written consent. Except to the extent expressly permitted by applicable law, and to the extent that Kryptronic is not permitted by that applicable law to exclude or limit the following rights, you may not decompile, disassemble, reverse engineer, or otherwise attempt to derive source code from the Software, in whole or in part. You may not disclose the results of any benchmark test of the Software to any third party without Kryptronic's prior written approval.

## **SUPPORT AND SUBSCRIPTION SERVICES NOT INCLUDED**

Kryptronic will not provide any support services under this EULA. This EULA does not give you any rights to any updates or upgrades to the Software or to any extensions or enhancements to the Software developed by Kryptronic at any time in the future. You may purchase support and subscription services separately. If you have purchased Kryptronic support and subscription services with the Software, these services are provided to you under the Support Contract Terms and Conditions posted on Kryptronic's Web site, and by accepting the terms of this EULA you are accepting these Support Contract Terms and Conditions. Any supplemental software code or related materials that Kryptronic provides to you as part of any support and subscription services are to be considered part of the Software and are subject to the terms and conditions of this EULA. Kryptronic may use any technical information you provide to Kryptronic for any Kryptronic business purposes without restriction, including for product support and development. Kryptronic will not use information in a form that personally identifies you.

## **TERMINATION**

Kryptronic may terminate this EULA if you fail to comply with any term of this EULA. In the event of termination, you must destroy all copies of the Software and Software License Key. In addition you must remove all copies of the Software from all computers and terminals on which it is installed.

## **GOVERNMENT RESTRICTIONS**

You may not export or re-export the Software except in compliance with the United States Export Administration Act and the related rules and regulations and similar non-U.S. government restrictions, if applicable. The Software and accompanying documentation are deemed to be "commercial computer software" and "commercial computer software documentation," respectively, pursuant to DFAR Section 227.7202 and FAR Section 12.212(b), as applicable. Any



use, modification, reproduction, release, performing, displaying, or disclosing of the Software by the U.S. Government shall be governed solely by the terms of this EULA.

## **LIMITED WARRANTY**

Kryptronic warrants, for your benefit alone, that the Software conforms in all material respects to the specifications for the current version of the Software. This warranty is expressly conditioned on your observance of the operating, security, and data-control procedures set forth in the Software Documentation.

EXCEPT FOR THE PRECEDING EXPRESS LIMITED WARRANTY, TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, KRYPTRONIC PROVIDES THE SOFTWARE WITHOUT ANY WARRANTIES OF ANY KIND, EXPRESS, IMPLIED, STATUTORY, OR IN ANY OTHER PROVISION OF THIS EULA OR COMMUNICATION WITH YOU, AND KRYPTRONIC SPECIFICALLY DISCLAIMS ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT.

## **LIMITATION OF LIABILITY**

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT WILL KRYPTRONIC BE LIABLE FOR ANY LOST PROFITS OR BUSINESS OPPORTUNITIES, LOSS OF USE, BUSINESS INTERRUPTION, LOSS OF DATA, OR ANY OTHER INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES UNDER ANY THEORY OF LIABILITY, WHETHER BASED IN CONTRACT, TORT, NEGLIGENCE, PRODUCT LIABILITY, OR OTHERWISE. BECAUSE SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OR LIMITATION OF LIABILITY FOR CONSEQUENTIAL OR INCIDENTAL DAMAGES, THE PRECEDING LIMITATION MAY NOT APPLY TO YOU.

KRYPTRONIC'S LIABILITY UNDER THIS EULA WILL NOT, IN ANY EVENT, EXCEED THE LICENSE FEES, IF ANY, PAID BY YOU TO KRYPTRONIC FOR THE SOFTWARE LICENSED BY YOU UNDER THIS EULA.

THE FOREGOING LIMITATIONS SHALL APPLY TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, REGARDLESS OF WHETHER KRYPTRONIC HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES AND REGARDLESS OF WHETHER ANY REMEDY FAILS OF ITS ESSENTIAL PURPOSE.

## **INJUNCTIVE RELIEF**

You acknowledge that, in the event of your breach of any of the foregoing provisions, Kryptronic will not have an adequate remedy in money or damages. Kryptronic shall therefore be entitled to obtain an injunction against such breach from any court of competent jurisdiction immediately upon request. Kryptronic's right to obtain injunctive relief shall not limit its right to seek further remedies.

## **GENERAL**

This EULA is governed by the laws of the State of Pennsylvania and the United States of America, without regard to conflict of law principles. The United Nations Convention for the International Sale of Goods shall not apply. This EULA is the entire agreement between us and supersedes the terms of any purchase orders and any other communications or advertising with respect to the Software. If any provision of this EULA is held invalid, the remainder of this EULA shall continue in full force and effect. This EULA may be modified only by written agreement signed by authorized representatives of you and Kryptronic.

## **CONTACT INFORMATION**

If you have any questions about this EULA, or if you want to contact Kryptronic for any reason, please direct all correspondence to: Kryptronic, Inc., P.O. Box 7374, York, PA 17404, United States of America or email [sales@kryptronic.com](mailto:sales@kryptronic.com).

Kryptronic, the Kryptronic logo and all Kryptronic software names and logos are trademarks of Kryptronic, Inc. in the United States and/or various jurisdictions.

## Program Credits

### Module Development

This module was developed by Nick Hendler, of Kryptronic, Inc.

Nick Hendler has been the chief software developer for Kryptronic since it's inception in 1999.

The codebase, which includes the library, modules and data architecture, are developed by solely by Kryptronic, Inc. and is distributed under license. Kryptronic software is not open source (GNU licensed), however the source code is delivered with Kryptronic software and is editable.