

AX-EASY

XML Bridge

Complete User Manual

From installation to daily routines — everything you need to keep your online shop in sync with your suppliers.

Version 1.5 • Compatible with WooCommerce 7.0+ • WordPress 6.0+

Prepared by Ax-Easy • www.ax-easy.com

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1

What is Ax-Easy XML Bridge?

A simple explanation of what this plugin does

Ax-Easy XML Bridge is a WordPress plugin that connects your WooCommerce online shop to one or more product catalogues provided by your suppliers in XML format. It automatically imports all product information — names, prices, stock levels, images, categories — and keeps everything up to date throughout the day.

What can it do?

- Import products from multiple suppliers at the same time, each with their own XML file
- Automatically create new products when a supplier adds them
- Update prices and stock levels up to 4 times a day
- Run a Test Import of 20 products before committing to a full sync
- Detect the XML structure automatically — no technical knowledge needed
- Download and cache supplier files locally before each sync
- Delete all products from a specific supplier in one click (including images)
- Handle simple products as well as products with variations (sizes, colours etc.)

i

No technical knowledge required

Once the plugin is set up, everything runs on its own. The Detect Structure and Auto-Map buttons do most of the configuration work for you.

2

Installation

How to install the plugin on your WordPress website

Installing Ax-Easy XML Bridge takes about two minutes. You will need to be logged into your WordPress admin area as an Administrator.

1

Download the plugin file

- You will receive a file called ax-easy-xml-bridge.zip.
- Save it somewhere easy to find on your computer.

2

Log in to WordPress

- Go to your website followed by /wp-admin — e.g. www.myshop.com/wp-admin
- Enter your username and password.

3

Go to Plugins → Add New

- In the left-hand menu, click Plugins, then Add New at the top.

4

Upload the plugin

- Click Upload Plugin, then Choose File and select the zip file.
- Click Install Now and wait a few seconds.

5

Activate the plugin

- Click Activate Plugin when installation completes.

6

Find it in the menu

- Go to WooCommerce → XML Bridge.



Requirement

WooCommerce must already be installed and active before installing Ax-Easy XML Bridge.

3

Activating Your License

Enter your license key to unlock all features

Ax-Easy XML Bridge requires a valid license key. You received this key when you purchased the plugin.

1

Open the License tab

- Go to WooCommerce → XML Bridge and click the License tab.

2

Enter your key

- Paste your license key into the text box. Format: XXXX-XXXX-XXXX-XXXX

3

Click Activate

- Click the orange Activate button. A green Active badge confirms success.



Automatic daily check

The plugin validates your license once a day in the background and alerts you before it expires.



Lost your key?

Visit www.ax-easy.com, log in, and find your key under My Purchases.

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Adding Your First Feed

Connect your supplier's product catalogue

A "feed" is a connection to one supplier's product catalogue. You can add as many feeds as you have suppliers.

1

Open the Feeds tab and click + Add Feed

- The Feeds tab is selected by default.

2

Enter the feed name

- A name visible only to you — e.g. "Supplier A - Tyres"

3

Paste the XML Feed URL

- Your supplier provides this URL. It usually ends in .xml

4

Click Detect Structure

- The plugin connects to the feed and reads its XML structure.
- The Items Path field is filled automatically.
- A summary shows the root element and detected product tag.

5

Click Preview Fields

- The plugin reads the first product from the feed.
- All available XML fields appear as orange clickable tags.
- Fields are auto-mapped to WooCommerce automatically where names match.
- Green-highlighted rows were filled automatically — review and adjust if needed.

6

Set Sync Options and Price Rules

- Review the checkboxes and price adjustment settings (see Sections 6 & 7).

7

Save the feed

- Click Save Feed. The feed is now Active and ready to sync.

**Multiple suppliers**

Add one feed per supplier. Each is completely independent — products never overwrite each other as long as SKUs are unique.

5

Field Mapping & Auto-Detection

How the plugin connects supplier data to your shop

Field mapping tells the plugin which piece of information in the supplier's XML file matches which field in WooCommerce. The plugin does most of this automatically.

How the two buttons work

Button	What it does	When to use it
<input type="checkbox"/> Detect Structure	Downloads the feed, reads its XML structure, and auto-fills the Items Path setting.	Always — click this first every time you add a feed.
<input type="checkbox"/> Preview Fields	Reads the first product node, shows all available XML field tags, and auto-maps them to WooCommerce fields by name similarity.	After Detect Structure — fills the mapper automatically.

Essential fields — always map these

Setting	Default	What it does
Product Name	Required	The title of the product as it appears in your shop.
SKU	Required	The unique product code. Used to match existing products on sync — never leave this empty.
Regular Price	Required	The normal selling price.
Stock Status	Recommended	In stock / Out of stock / Limited. The plugin understands all common values.

Additional fields

Setting	Default	What it does
Description	Optional	Full product description shown on the product page.
Categories	Optional	Auto-created if they don't exist yet.
Brand	Optional	Stored as a WooCommerce product attribute.
Main Image URL	Optional	Downloaded and attached automatically.
Meta: Barcode / EAN	Optional	Stored as hidden product data.

**Auto-mapping**

After Preview Fields, green-highlighted rows were filled automatically. Orange tags above the mapper show all detected XML fields — click any tag while a row is focused to fill it manually.

6

Sync Options Explained

Controlling what gets updated on each sync

These options control what the plugin is allowed to change when it finds a product that already exists in your shop.

Setting	Default	What it does
Update existing products	ON	Master switch. When off, the plugin only creates new products and never touches existing ones.
Update price	ON	Updates regular and sale price on every sync. Recommended always on.
Update stock	ON	Updates stock levels automatically. Prevents customers ordering unavailable items.
Re-download images	OFF	Images are re-downloaded on every sync. Leave off unless your supplier regularly changes photos.
Set out of stock if missing	OFF	Products no longer in the feed are automatically set to Out of Stock. Useful when suppliers discontinue items.

The "Missing from feed" option

If your supplier removes a discontinued product from their XML, this option sets it to Out of Stock automatically on the next sync. Without it, the product stays showing as In Stock even though you cannot order it.

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Price Rules

Automatically adjust supplier prices before saving to your shop

Price Rules let you apply a markup or discount to every price imported from a feed. The original supplier price is never stored — only the adjusted price is saved.

Each feed has two independent rules: one for Regular Price and one for Sale Price.

Setting	Default	What it does
Direction	—	Increase adds to the price (markup). Decrease subtracts (discount/VAT removal).
Type	—	Percentage calculates proportionally (e.g. +20% on €50 = €60). Fixed adds/subtracts a set amount regardless of price.
Amount	—	The size of the adjustment. Enter a plain number — 20 for 20%, or 5.00 for €5.
Round result to	None	Rounds the final price: 0.01 nearest cent, 0.50 nearest 50 cents, 1.00 nearest euro.

Practical examples

Situation	Direction	Type	Amount
Supplier gives cost price — add 30% retail margin	Increase	Percentage	30
Prices include 24% VAT — sell ex-VAT	Decrease	Percentage	24
Add €3 flat handling fee	Increase	Fixed	3.00
Seasonal 10% discount on sale price only	Decrease	Percentage	10



Rules re-apply every sync

If a supplier changes a price from €50 to €55 and you have +20%, the next sync saves €66 — the rule always applies to the current feed price.

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Automatic Scheduling

Setting up automatic syncs throughout the day

The plugin syncs your products automatically at regular intervals. It uses a two-step process: first it downloads and caches the XML file, then it imports from the cached file. This keeps imports fast and reliable even on slow connections.

Pre-download cache system

5 minutes before each scheduled sync, the plugin automatically downloads the supplier's XML file to a secure folder on your server. The sync then reads from this local file — no waiting for a remote connection during import.

- The feeds table shows Last Download time and file size for each feed
- If the download fails, a red ❌ Failed badge appears with the error on hover
- The ⬇ Download button lets you manually trigger a pre-download at any time
- The last successful sync time is always shown even if a recent download failed

Schedule options

Option	Syncs per day	Best for
Every 6 hours	4×	Fast-moving stock — fashion, electronics.
Every 8 hours	3×	Most shops — recommended default.
Every 12 hours	2×	Slow-moving catalogues.
Every 24 hours	1×	Very stable catalogues.
Disabled	0	Manual only.

i**Per-feed schedule override**

Each feed can have its own schedule independent of the global one. Open the feed editor and choose a Sync Schedule to override the default.

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Test Import

Verify your mapping before importing the full catalogue

Before running a full sync of hundreds or thousands of products, use Test Import to check that everything is configured correctly.

How to run a test import

1

Click Test on the feed row

- Opens the Test Import window.

2

Set the number of products

- Default is 20. You can import between 1 and 100 for the test.
- These products are tagged separately from your real catalogue.

3

Click Run Test Import

- The plugin imports the first N products from the feed.
- A results card shows Created / Updated / Skipped / Errors.

4

Review in WooCommerce

- Click "Review test products in WooCommerce →" to see the imported products.
- Check prices, images, descriptions and categories look correct.

5

Decide what to do

- Everything looks good → close the modal and click ► Sync for the full import.
- Something is wrong → click Delete Test Products, fix the mapping, and test again.



Test products are tagged

Test imports use a special internal tag so they can be found and deleted cleanly — they never interfere with your real products or affect WooCommerce orders.



Always test first

With a large feed, a mapping mistake could create hundreds of incorrect products. A 20-product test costs 30 seconds and can save hours of cleanup.

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Running a Full Sync

How to trigger a complete product import

Once you have tested your mapping and are happy with the results, run a full sync to import the entire catalogue.

Sync all feeds at once

- Click the orange ► Sync All Now button in the top-right corner of the plugin
- All active feeds sync in sequence
- A message shows the results for each feed

Sync a single feed

- Click the ► Sync button next to the specific feed in the table
- Results appear immediately showing Created / Updated / Skipped / Stocked Out / Errors

Understanding the result

Setting	Default	What it does
Created: N	—	N new products were added to your shop.
Updated: N	—	N existing products had price, stock or other details updated.
Skipped: N	—	N products were unchanged or skipped per your options.
Stocked Out: N	—	N products were set to Out of Stock (no longer in feed).
Errors: N	—	N products could not be processed — check the Log tab for details.

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Mass Delete — Removing a Supplier

How to remove all products from a specific feed

When you end cooperation with a supplier, use Mass Delete to remove all their products from your shop in one operation. This is permanent and cannot be undone.

What gets deleted

- All products imported from this feed (simple and variable)
- All product images that were downloaded by the plugin (images you uploaded manually are never touched)
- All product categories that were auto-created by this feed and are now empty
- Product variations and their images

What is NOT deleted

- Images uploaded manually by you or your team
- Categories that existed before this feed or that contain products from other sources
- The feed configuration itself — it stays so you can re-activate later
- Orders that contained products from this feed — order history is never touched

How to run Mass Delete

1

Click Delete All on the feed row

- A red confirmation modal appears showing the feed name.

2

Read the warning carefully

- This operation cannot be undone. Make sure you have the right feed.

3

Click Yes, Delete Everything

- Products are deleted in batches of 25 with a progress bar.
- The counter shows how many remain.
- When done, a summary shows total deleted and categories removed.

**This cannot be undone**

Mass Delete permanently removes products from your database. Consider exporting a backup via WooCommerce → Products → Export before proceeding if you are unsure.

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Reading the Import Log

Understanding what happened during each sync

The Log tab keeps a timestamped record of every sync, download, and any errors. Check it when something looks wrong.

- Go to WooCommerce → XML Bridge → Log tab
- Most recent entries appear at the top
- The log keeps the last 500 entries
- Click Clear Log to start fresh — safe to do at any time

Label	Meaning	Action needed?
INFO	Normal operation. Everything worked.	None.
WARNING	Something minor went wrong (e.g. one image could not download) but sync completed.	Optional review.
ERROR	A significant problem — feed unreachable, XML invalid, or database error.	Yes — contact supplier or developer.

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Daily Routines

What you need to do — and not do — every day

Once set up, your daily involvement is minimal.

Every day (2 minutes)

- **Optional glance at the Log tab** — look for red ERROR entries. If none, all is well.
- **Check your shop briefly** — browse a few products and confirm prices and stock look correct.
- **Check the feeds table** — confirm Last Download shows for each active feed.

Once a week (5 minutes)

- **Review Last Sync column** — should show a recent time for each active feed.
- **Check Imported column** — should be growing as new products are added.
- **Run a manual sync** if you know your supplier updated their catalogue.

What you do NOT need to do

- Update prices manually — the plugin does it
- Update stock manually — the plugin does it
- Add new products manually — the plugin does it
- Run syncs manually — they happen automatically
- Re-run the full sync after a test — the full sync includes all products

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Frequently Asked Questions

Common questions

Q: Will the plugin delete products from my shop automatically?

A: No — it never deletes products during a normal sync. Products are only removed when you explicitly use the Mass Delete function (🗑 Delete All button). If "Set out of stock if missing from feed" is enabled, products that disappear from the feed are set to Out of Stock, not deleted.

Q: What if I manually change a price in WooCommerce — will it be overwritten?

A: Yes, if "Update price" is on (recommended). The next sync overwrites your manual change with the supplier's price. If you need to keep a custom price for a specific product, either turn off price updates for that feed or manage that product outside the feed.

Q: Can I use the plugin with more than one supplier?

A: Yes — add one feed per supplier. Each is completely independent with its own URL, mapping, schedule and price rules.

Q: What happens if the supplier's website is down during a sync?

A: The pre-download cron marks the download as failed (red ❌ badge) and the sync is skipped for that cycle. Your existing products are untouched. It tries again at the next scheduled time.

Q: How long does a Test Import take?

A: Usually 10-30 seconds for 20 products depending on image download speed. The full sync of a 1000-product catalogue typically takes 1-3 minutes.

Q: Are deleted product images really gone from my server?

A: Yes — Mass Delete and Delete Test Products remove the image files from wp-content/uploads as well as the database records. Only images downloaded by this plugin are deleted; any images you uploaded manually are never touched.

Q: What happens to categories when I delete a feed's products?

A: Categories that were auto-created by this plugin and are now empty are automatically deleted. Categories that existed before, or that contain products from other sources, are left untouched.

Q: What is a SKU and why is it so important?

A: SKU (Stock Keeping Unit) is a unique code per product. The plugin uses it to recognise whether a product already exists in your shop. Without a mapped SKU, every sync would create duplicate products instead of updating existing ones.

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Troubleshooting

What to do when something doesn't look right

Products are not importing

- Check the Log tab for ERROR entries.
- Click Detect Structure to verify the feed URL is accessible.
- Check the Items Path field shows the correct value (e.g. "products").
- Try clicking Download first, then Sync.

Prices are not updating

- Confirm "Update existing products" AND "Update price" are both checked in the feed editor.
- Check that Regular Price is mapped to the correct XML field.

"Detect Structure" shows wrong Items Path

- If the auto-filled path is wrong, manually type the correct container element name (e.g. "products") and click Preview Fields to verify.

Last Download shows Failed

- Hover over the red badge to see the exact error.
- The feed URL may have changed — ask your supplier for the current URL.
- The supplier server may be temporarily down — it will retry automatically.

Mass Delete seems stuck

- It runs in batches of 25 — for a large catalogue it may take several minutes.
- Keep the browser tab open while it runs. Do not close or refresh.

The license shows inactive

- Go to the License tab and click Re-validate.
- If still inactive, deactivate and re-enter your key.
- Check www.ax-easy.com to ensure your license has not expired.

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Glossary

Plain-English definitions

XML: A file format for sharing structured data. Your supplier uses it to share their product catalogue.

Feed: A connection to one supplier's XML product catalogue.

SKU: Stock Keeping Unit — a unique code per product used to match imports to existing products.

Sync: Fetching the latest data from a supplier and updating your shop to match.

Items Path: A setting telling the plugin where products are inside the XML file (e.g. "products").

Pre-download cache: The plugin downloads the XML file 5 minutes before each sync and stores it locally for fast, reliable imports.

Test Import: Imports only the first N products so you can verify mapping before a full sync.

Mass Delete: Removes all products imported from a specific feed, including their images and empty auto-created categories.

Field Mapping: Matching XML field names to WooCommerce product fields.

Price Rule: An automatic markup or discount applied to prices on import.

HPOS: High-Performance Order Storage — a WooCommerce feature. This plugin is fully compatible.

Need help?

If you encounter a problem not covered here, your developer or Ax-Easy support are ready to help.

Ax-Easy

www.ax-easy.com

www.ax-easy.com/contact

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