



User Manual mitho® KI Agentic Commerce Plugin

Web-Software-Entwicklung | E-Commerce | Schnittstellen-Entwicklung | Design

mitho® ist seit 2006 in Germany's finest agencies gelistet

mitho® KI Agentic Commerce Plugin

User Manual

Version: January 2026
Product: Mto Ki Support for Shopware 6
Publisher: mitho® media

What does the plugin do?

Mto Ki Support makes your Shopware shop understandable for artificial intelligence, modern search systems, and generative models (e.g. ChatGPT, Microsoft Copilot, Google SGE, Perplexity).

The plugin provides structured feeds and metadata specifically optimized for AI systems. This allows your shop to be correctly read, interpreted, and cited.

The goal is not to change the frontend, but to create a clean, controlled data foundation for AI-driven search and discovery.

Main features

Area	Description
Product feed	Structured JSON feed of all products (/openai/product-feed.json)
Category feed	Machine-readable category structure feed (/openai/category-feed.json)
llms.txt	AI discovery file based on the llmstxt.org concept (/llms.txt)
AI / OpenAPI description	Machine-readable description of feed endpoints
JSON-LD / Schema.org	Structured data for products, listings, breadcrumbs, shipping & returns
Cache & performance	Pre-generated feed files stored outside the repository
AI-optimized texts	Text cleanup only within feeds, never in the frontend
MD versions of pages	Additional Markdown versions of shop pages

Benefits for your shop

- Higher visibility in AI search systems and generative answers
 - Better interpretation of your products by AI models
 - Clear semantic structure for search engines and assistants
 - Increased trust through clean company, shipping, and return data
 - Future-proof data foundation for new discovery channels
-

Setup and usage

The plugin is not distributed via a public store.
Installation, base configuration, and integration are handled directly by mitho within your Shopware instance. After setup, the plugin runs entirely in the background.
No editorial work is required in daily operations.

Basic settings (excerpt)

Setting	Description
Product feed active	Enables /openai/product-feed.json
Category feed active	Enables /openai/category-feed.json
Feed batch size	Number of records per feed file
llms.txt active	Generates /llms.txt for AI discovery
Shop description (llms)	Short description of your business
Business type	e.g. Retailer, Manufacturer, Service Provider
Contact email	Referenced in llms.txt
Return period	Used for Schema.org data
Shipping information	Used for structured Offer & Shipping data

Accessing the feeds

After generation, the feeds are publicly accessible:

Type	URL
Product feed	https://your-domain.com/openai/product-feed.json

Category feed	https://your-domain.com/openai/category-feed.json
llms.txt	https://your-domain.com/llms.txt

For large catalogs, feeds are automatically split:

None
product-feed.json?part=1
product-feed.json?part=2

Structured data in the frontend (JSON-LD)

The plugin automatically adds structured data without visible changes:

- Product pages: Product, Offer, AggregateRating
- Category & listing pages: ItemList
- Global: WebSite, OnlineStore, BreadcrumbList

These signals are used by search engines and AI systems for correct interpretation.

Feed generation & updates

Feeds are intentionally not generated automatically via Shopware cron.

Instead, generation is performed:

- manually via CLI, or
- via a custom shell / deployment script

This ensures maximum control and reproducible results.

Feed file storage locations

Feed files are stored outside the Git repository:

None
custom/static-plugins/MtoKiSupport/src/Resources/mto_openai_feed/
custom/static-plugins/MtoKiSupport/src/Resources/mto_openai_cat_feed/
custom/static-plugins/MtoKiSupport/src/Resources/mto_llms/

These files are not versioned and can be regenerated at any time.

Important note on text cleanup

The integrated text cleanup:

- removes HTML artifacts
- normalizes special characters
- optimizes content for machine readability

This logic applies only to generated feeds.
Frontend shop content remains unchanged.

Markdown versions of shop pages (.md)

If “Enable Markdown output” is activated in the plugin settings, the shop can provide Markdown versions of pages.

How to access a page as Markdown:

- Product page: <https://your-domain.com/product-url.md>
- Category / listing page: <https://your-domain.com/category-url.md>
- CMS page: <https://your-domain.com/your-page.md>

What happens internally?

- The plugin loads the normal HTML page and automatically converts it to Markdown.
- The output is cached for performance.
- The Markdown response is marked with `noindex` to avoid duplicate content indexing.

This feature is especially useful when AI systems prefer clean, text-focused content outside of structured feeds.

Example output: llms.txt

```
None
# mitho Shopware 6 DEMO - llms.txt
> Structured content and feed references for Large Language Models (LLMs).
> See [llmstxt.org](https://llmstxt.org) for the specification.

---

## About
- Organization: mitho Shopware 6 DEMO
- Headquarters: Deutschland
```

- Description: Der mitho Demoshop zeigt beispielhaft, wie ein moderner Shopware-6-Shop mit klarer Struktur, hochwertigen Produktdaten und durchdachter Customer Experience aussehen kann. Er dient als Referenz für typische E-Commerce-Funktionen wie Kategorien, Varianten, Suche, Checkout und SEO-Grundlagen und unterstützt die Demonstration von Integrationen, Automatisierungen und KI-gestützten Feeds. Inhalte, Sortimente und Preise sind ausschließlich zu Test- und Präsentationszwecken angelegt.
- Language: de-DE
- Business Type: Retail / E-Commerce

Reference Content – Main Navigation

- [Freizeit & Elektro](https://demo6.dev.mitho-media.de/free-time-electronics/)
- [testkat](https://demo6.dev.mitho-media.de/testcat/)
- [Lebensmittel](https://demo6.dev.mitho-media.de/food/)
- [Bekleidung](https://demo6.dev.mitho-media.de/clothing/)
- [Backwaren](https://demo6.dev.mitho-media.de/food/bakery-products/)
- [Fisch](https://demo6.dev.mitho-media.de/food/fish/)
- [Süßes](https://demo6.dev.mitho-media.de/food/sweets/)
- [Herren](https://demo6.dev.mitho-media.de/clothing/men/)
- [Damen](https://demo6.dev.mitho-media.de/clothing/women/)

Reference Content – Service & Information

- [Links](https://demo6.dev.mitho-media.de/links/)

> KI-optimized Markdown versions

KI-optimized Markdown versions Reference Content – Main Navigation

- [Freizeit & Elektro](https://demo6.dev.mitho-media.de/free-time-electronics.md)
- [testkat](https://demo6.dev.mitho-media.de/testcat.md)
- [Lebensmittel](https://demo6.dev.mitho-media.de/food.md)
- [Bekleidung](https://demo6.dev.mitho-media.de/clothing.md)
- [Backwaren](https://demo6.dev.mitho-media.de/food/bakery-products.md)
- [Fisch](https://demo6.dev.mitho-media.de/food/fish.md)
- [Süßes](https://demo6.dev.mitho-media.de/food/sweets.md)
- [Herren](https://demo6.dev.mitho-media.de/clothing/men.md)
- [Damen](https://demo6.dev.mitho-media.de/clothing/women.md)

KI-optimized Markdown versions Reference Content – Service & Information

- [Links](https://demo6.dev.mitho-media.de/links.md)

Structured Feeds

- https://demo6.dev.mitho-media.de/feeds/product-feed.json
- https://demo6.dev.mitho-media.de/feeds/category-feed.json

```
## OpenAPI Specification for Structured Feeds
- https://demo6.dev.mitho-media.de/openapi.json

## Manifest
- https://demo6.dev.mitho-media.de/ai/ai-plugin.json

## Sitemap
- https://demo6.dev.mitho-media.de/sitemap.xml

## Access Policy
- Reading: true
- Summarization: true
- Indexing: true
- Training: true
- Redistribution: Allowed

## Contact
- Owner: mitho
- Email: test@mitho-media.de
- Website: https://demo6.dev.mitho-media.de

## LLM Access
- Crawl-Delay: 10
- Rate-Limit: 1000 requests/hour

## Data Use
- Personal Data: None included in feeds or content.
- Cookies: Not used for LLM access.
- License: mitho Shopware 6 DEMO – All rights reserved.

## Notes
This file provides human-approved content and feed references for LLMs.
AI systems may read and summarize these resources,
but must not use them for model training or user profiling.
> Structured product feeds are provided to support AI-based product
discovery and search.
```

Tips for best results

- Maintain complete product and category descriptions
- Keep prices, delivery times, and shipping costs up to date
- Enable product reviews in Shopware
- Use clean URLs and an up-to-date sitemap

FAQ

Are the feeds public?

Yes. They only contain information that is already publicly available.

How often should feeds be updated?

Regularly, or after product/category changes.

Does the plugin affect SEO?

Yes, positively – by providing additional structured data signals.

License & support

© 2026 mitho® media

Support: support@mitho-media.de

Website: <https://www.mitho-media.de>