Store Locator

for Magento 2

Module & User Documentation



Version 1.0.0

Vendor: Magexweb | info@magexweb.com | www.magexweb.com

Module code: Magexweb_StoreLocator

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1. Overview

The Magexweb Store Locator extension helps customers find your physical stores, dealers or partners from your Magento 2 store. Visitors search by address or their current location, filter by category, service or opening hours, and see the results on a map (Google Maps or OpenStreetMap) and in a list. Every store gets its own SEO-friendly page with address, opening hours, directions, photos and a contact form.

Stores are managed in the Magento Admin like any other content: add them one by one, import them from a CSV file, or let visitors suggest new ones for you to approve.

> ⚠ ***Important:*** *Store Locator pages are cached by Magento's full page cache and the search uses its own* ***Store Locator*** *cache type and search index. After installing, enable the Store Locator cache type in System > Cache Management, and make sure Magento cron is running (geocoding, background imports and the search index use it).*

1.1 Key Features

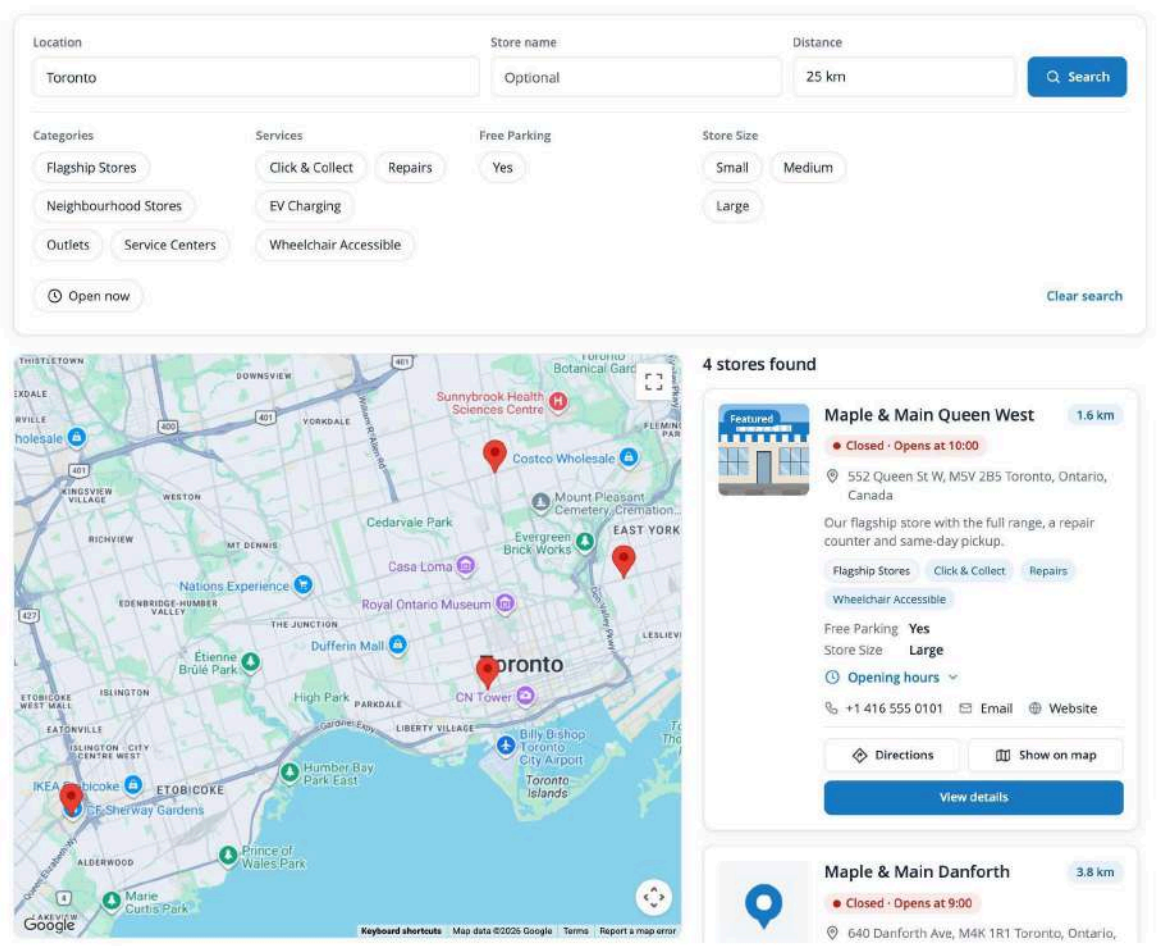
- Store search by address, place, ZIP/postal code or the visitor's location, with distance radius and store name search
- Filters for categories, services, country, region, city, "Open now" and your own custom attributes
- Google Maps with marker clustering, custom marker images per store or category, Map ID / Advanced Markers and custom map styles
- OpenStreetMap as an alternative without an API key: Leaflet maps with clustering and info windows, address suggestions, automatic coordinates and Google, OpenStreetMap or Apple Maps directions
- Six layouts: Map + List, List + Map, Full Map, Grid, List and Map + Grid
- Store pages with image gallery, opening hours with live open/closed status, holiday hours, directions, contact links, custom attributes and nearby stores
- Weekly opening hours with several periods per day, after-midnight closing and per-date holiday hours, each store in its own timezone
- Categories, services and custom attributes (text, number, yes/no, date, URL, dropdown, multiple select)
- Store view translations, store view assignment and customer group visibility per store
- "Contact this store" and "Suggest a store" forms with email notifications, spam protection and optional Google reCAPTCHA
- CSV import and export with validation, background and scheduled imports (file or HTTPS URL)
- Automatic coordinates (geocoding) for stores without latitude and longitude

- SEO: URL rewrites with 301 redirects, meta templates, canonical URLs, JSON-LD structured data and XML sitemap
- Usage reports (searches, page views, directions, calls, emails) and optional Google Tag Manager events
- CMS widget, REST API, CLI commands, sample data and granular admin permissions
- Full page cache compatible; Magento Open Source and Adobe Commerce 2.4.8 – 2.4.9; PHP 8.1 – 8.5

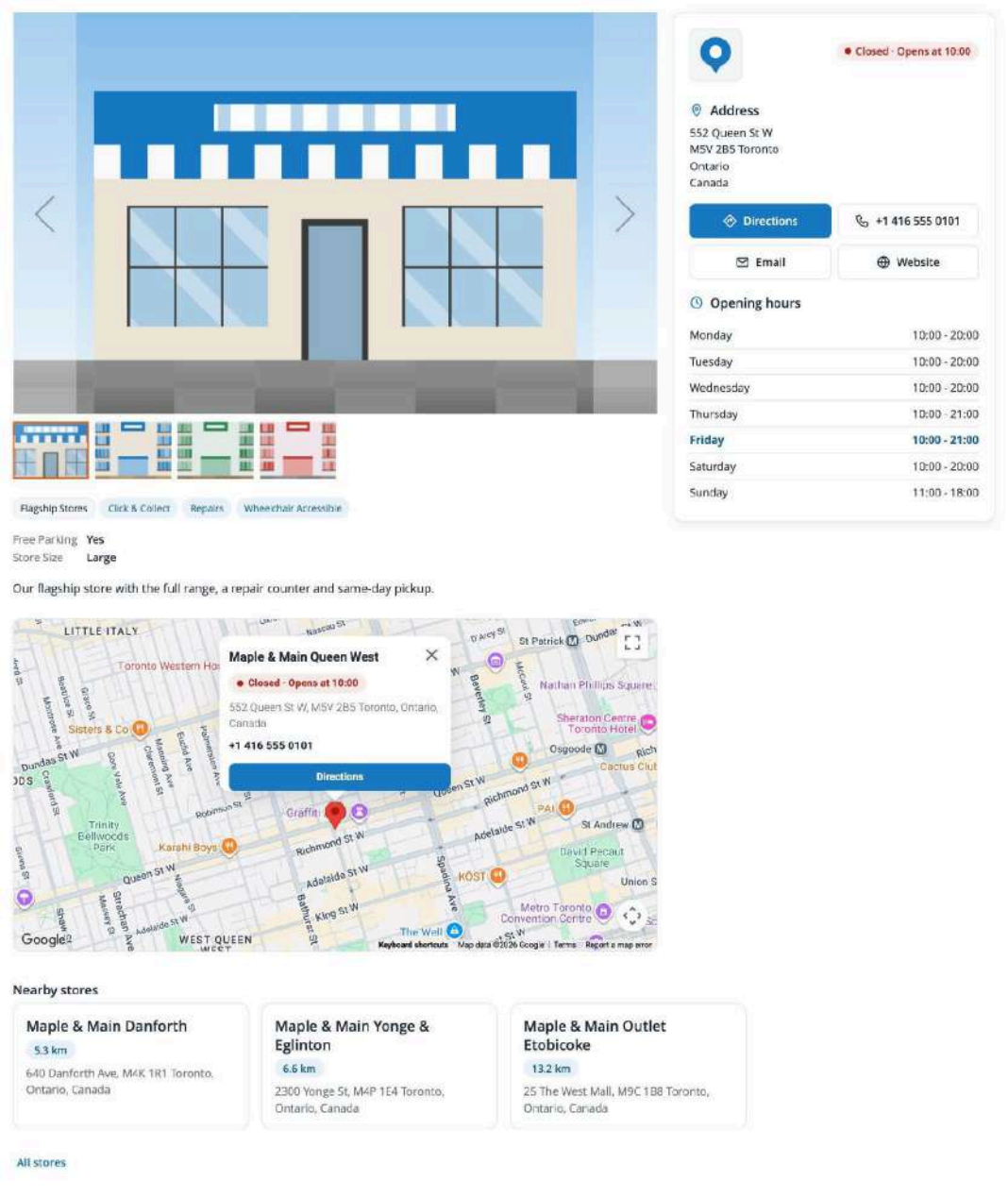
1.2 How It Works

Once installed, the store locator is available at **https://your-store.com/store-locator**. Customers can:

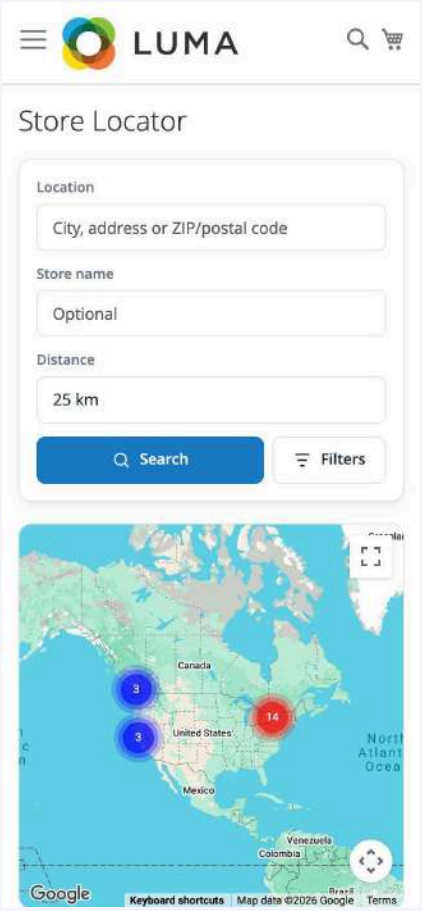
- Search for stores near an address or their location. Results are sorted by distance and shown on the map and in the list, with each store's opening status, services and quick actions.



- Open a **store page** with photos, address, contact buttons, opening hours, a map with directions and the nearest other stores.



- Use the store locator comfortably on a phone: the search panel, filters and results adapt to small screens.



2. Installation

Requirements: Magento Open Source or Adobe Commerce 2.4.8 or 2.4.9, PHP 8.1 – 8.5, MySQL 8 or MariaDB 10.6+, Magento cron, and a Google Maps Platform account, or OpenStreetMap without an account (see section 3).

2.1 Composer Installation (Recommended)

1. Place the extension in your project (via the Adobe Commerce Marketplace, a private Composer repository, or by copying it under app/code).

2. From the Magento root, run the following commands:

Command	Purpose
`composer require magexweb/storelocator`	Only if distributed via a Composer repository (Marketplace)
`php bin/magento module:enable Magexweb_StoreLocator`	Registers and enables the module
`php bin/magento setup:upgrade`	Creates the store locator tables and URL rewrites
`php bin/magento setup:di:compile`	Recommended for production mode
`php bin/magento setup:static-content:deploy -f`	Required in production mode
`php bin/magento cache:enable magexweb_storelocator`	Enables the Store Locator cache type (new cache types are disabled on existing installations)
`php bin/magento cache:flush`	Clears the Magento cache

2.2 Manual (ZIP) Installation

- Extract the ZIP package to **app/code/Magexweb/StoreLocator** in your Magento installation, so that app/code/Magexweb/StoreLocator/registration.php exists
- Run the same bin/magento commands listed in section 2.1 (module:enable, setup:upgrade, di:compile, static-content:deploy, cache:enable, cache:flush)
- Verify the module is active: `php bin/magento module:status Magexweb_StoreLocator`

2.3 Sample Data

Install the sample data to see the store locator in action straight away: 21 stores of a fictional brand ("Maple & Main") in Toronto, Montreal, Vancouver, New York, Chicago and San Francisco

plus an online store, with opening hours (including split, late-night and 24/7 hours), upcoming holidays, 4 categories, 4 services, 2 custom attributes ("Free Parking", "Store Size") and placeholder images.

Command	Purpose
`php bin/magento magexweb:storelocator:sample-data:install`	Installs the sample stores, categories, services, attributes and images
`php bin/magento magexweb:storelocator:sample-data:remove`	Removes exactly what was installed (your own stores are never touched)

> ⚠ ***Note:*** *Sample codes start with maple-main-. If a code is already used in your store, the sample item gets a number added instead of replacing your content. Phone numbers use 555 numbers and email addresses use example.com.*

2.4 After Installing

- Choose the map provider and, for Google Maps, enter the API keys (section 3).
- Add stores, or import them, under **Store Locator > Stores** (sections 5 and 7).
- Open the store locator at https://your-store.com/store-locator (the path is configurable).
- Set **System > Index Management > Store Locator Search** to "Update by Schedule" on production stores (changes are applied by cron within a minute), or keep "Update on Save".

3. Map Setup

Maps, address suggestions and the automatic store coordinates use one of two map providers. Choose it in **Store Locator > Configuration > Map > Map Provider**; the settings of that group change with the provider (see section 4.2).

	Google Maps	OpenStreetMap
Account / API key	Google Cloud project with billing and two API keys	Not needed
Map	Google Maps, Advanced Markers with a Map ID, custom map style	Leaflet with OpenStreetMap tiles or the tile server of your choice
Address suggestions	Google Places API (New)	Photon (photon.komoot.io or your own service)
Store coordinates	Google Geocoding API	Nominatim (nominatim.openstreetmap.org or your own service)
Directions links	Google Maps	Google Maps, OpenStreetMap or Apple Maps

3.1 Google Maps

Create two API keys in the Google Cloud console (billing must be enabled on the project) and enter them in **Store Locator > Configuration > Map**.

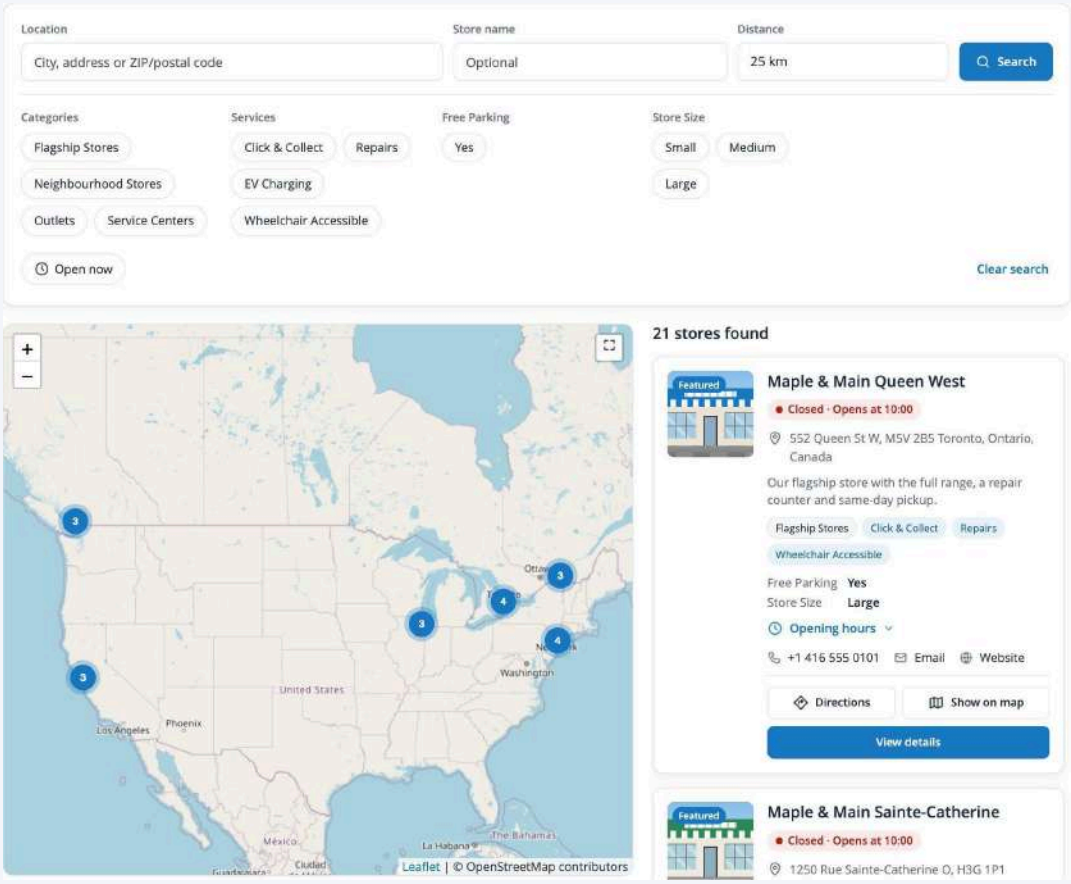
Key	APIs to enable	Restriction	Where to enter it
Browser key	Maps JavaScript API, Places API (New), Geocoding API	Websites (HTTP referrers): your storefront and admin domains	Map > Browser API Key
Server key	Geocoding API	IP addresses of your server	Map > Server Geocoding API Key (stored encrypted)

> ⚠ ***Important:*** *The browser key is visible in the page source. Always restrict it to your own domains (for example https://www.your-store.com/* and your admin domain). If a domain is missing from the list, Google shows "This page can't load Google Maps correctly" and the map stays grey.*

Map ID (optional). Create a Map ID in Google Cloud > Map Management (map type JavaScript) and enter it in Map > Map ID to use Google's Advanced Markers and cloud map styling. A Map Style (JSON) takes precedence over the Map ID, because Google cannot combine both; with a style, the map uses classic markers.

3.2 OpenStreetMap

Choose **OpenStreetMap** as the Map Provider. No account or API key is needed: the defaults work straight away. The maps use Leaflet (included in the extension) with the same features as with Google: marker clustering, info windows, the search radius, "Use my location", address suggestions and the map picker in the store form.



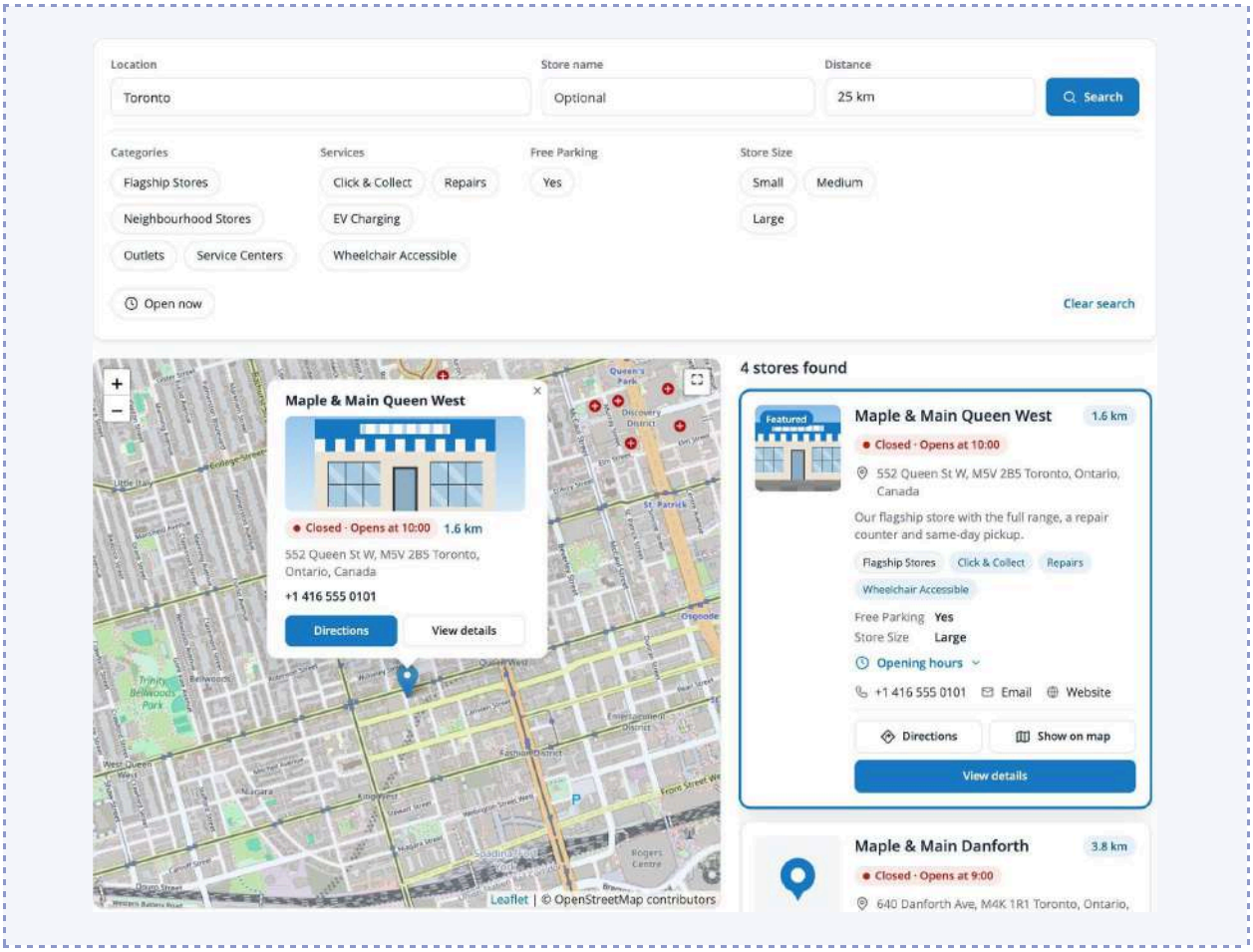
The OpenStreetMap settings appear under the Map Provider (all settings are explained in section 4.2):

Setting	Default	Notes
Tile Server URL	`https://tile.openstreetmap.org/{z}/{x}/{y}.png`	The map images. Use a tile provider (e.g. MapTiler, Stadia Maps, Thunderforest, with its key in the URL) or your own tile server for busy shops.
Place Search URL	`https://photon.komoot.io/api/`	Photon compatible service for the address suggestions and the visitors' address search. Empty: no address search.

Setting	Default	Notes
Geocoding URL	`https://nominatim.openstreetmap.org/search`	Nominatim compatible service that finds store coordinates (cron, Find Coordinates, command line); at most one request per second.
Geocoding Contact Email	(empty)	Your email, sent with geocoding requests as the Nominatim usage policy asks.
Directions Service	Google Maps	Route planner opened by the Directions links: Google Maps, OpenStreetMap or Apple Maps.

> ⚠ ***Important:*** *The public OpenStreetMap tile server, Photon and Nominatim are free services for light use with fair use policies. For a busy shop, enter the URLs of a commercial provider or of your own servers. When Magento's Content Security Policy is in restrict mode, add a tile, search or geocoding host other than the defaults to the CSP whitelist.*

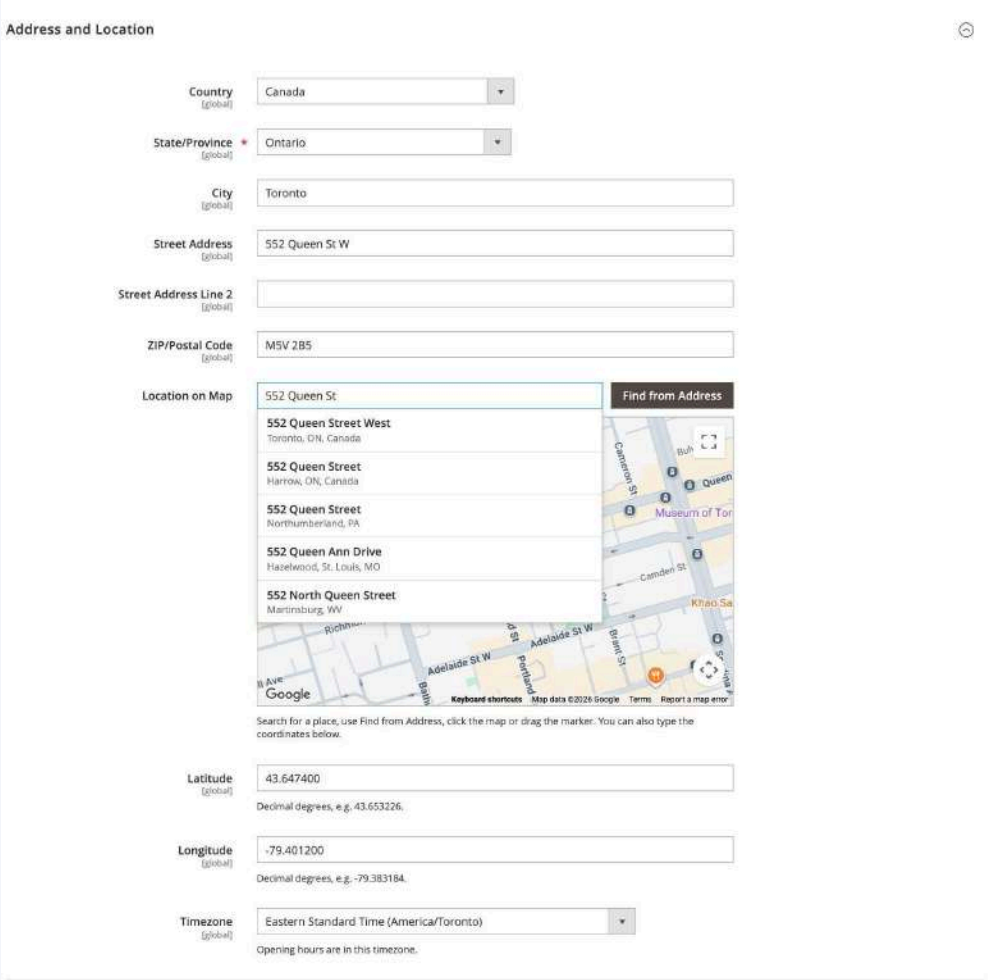
Map ID, Map Style (JSON) and Minimum Cluster Size are Google Maps settings; with OpenStreetMap the tile provider decides the map style and clusters start at 2 stores.



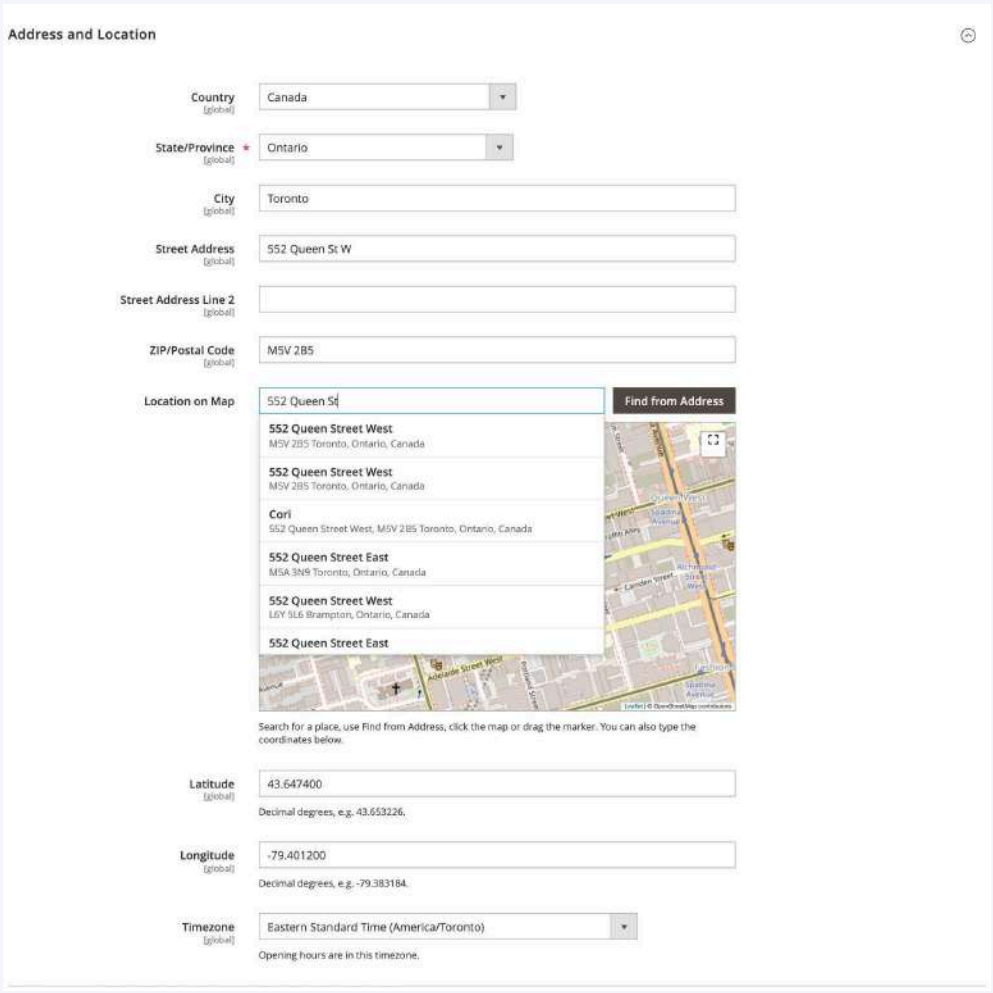
3.3 Store Coordinates

Every store needs a latitude and longitude to appear on the map and in distance searches:

- In the store form, use the map under **Address and Location**: type a place or address in the search box and choose a suggestion, click **Find from Address**, click the map or drag the marker.
- Stores saved or imported with an address but without coordinates are looked up by cron (every 5 minutes, 50 stores per run) with the map provider's geocoding service (Google: the server key; OpenStreetMap: the Geocoding URL).
- The **Coordinates** column of the store grid shows the state: Pending, Found, Not Found or Manual. The grid action **Find Coordinates** queues the selected stores again.
- Run the lookup right away: `php bin/magento magexweb:storelocator:geocode [--limit=500] [--retry-failed]`



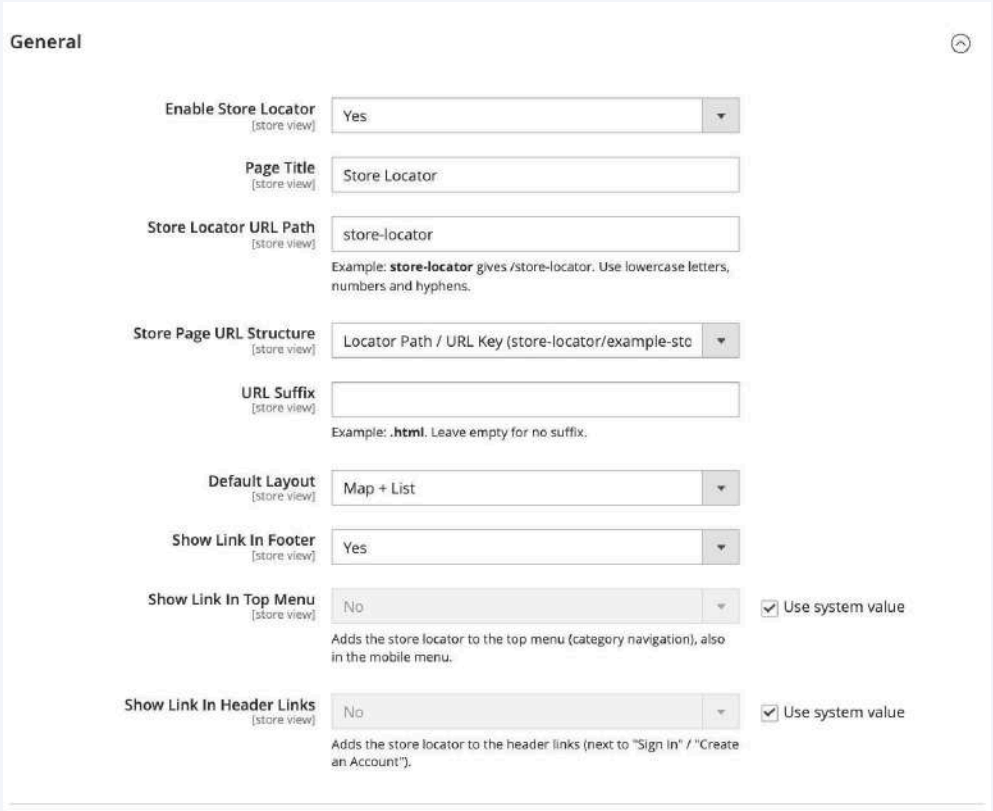
The same field with OpenStreetMap:



4. Admin Configuration Guide

All settings live under **Stores > Settings > Configuration > Magexweb Extensions > Store Locator** (also available from **Store Locator > Configuration**). Use the Scope switcher at the top of the page to use different settings for a website or store view.

4.1 General

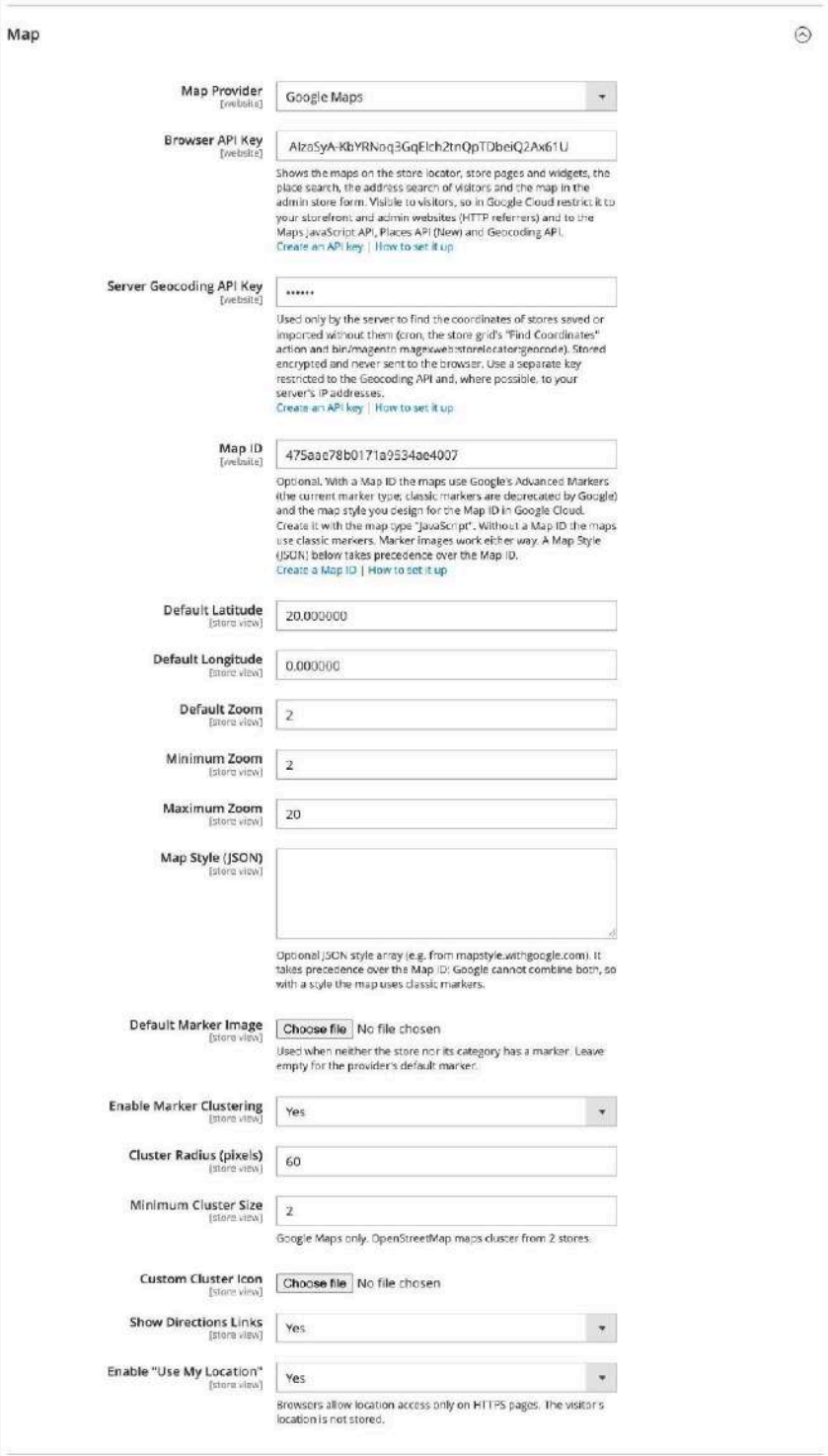


Field	Description
Enable Store Locator	Master switch. Set to **No** to hide the store locator, store pages and links for this store view. Default: Yes
Page Title	Heading of the store locator page, also used in breadcrumbs and as the default link label. Default: Store Locator
Store Locator URL Path	Example: store-locator gives /store-locator. Use lowercase letters, numbers and hyphens. Default: store-locator

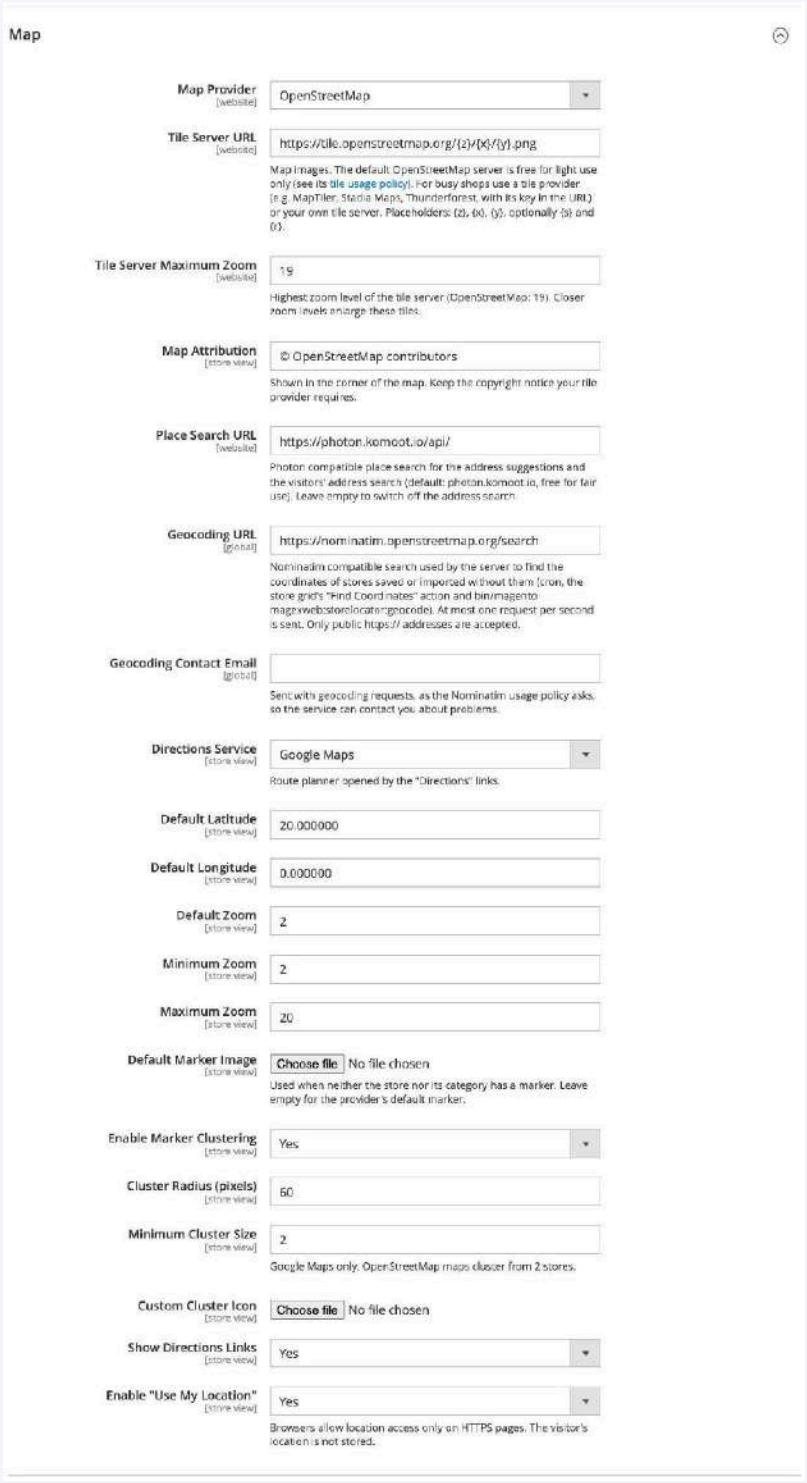
Field	Description
Store Page URL Structure	URL of store pages: the locator path plus the store URL key, or with an extra segment in between. Default: Locator Path / URL Key (store-locator/example-store)
Store Page URL Segment	The extra segment when the URL structure includes one (e.g. **store** gives /store-locator/store/example-store). Default: store
URL Suffix	Example: .html. Leave empty for no suffix. Default: (empty)
Default Layout	Layout of the store locator page: Map + List, List + Map, Full Map, Grid, List or Map + Grid. Default: Map + List
Show Link In Footer	Adds a link to the store locator in the footer links. Default: Yes
Show Link In Top Menu	Adds the store locator to the top menu (category navigation), also in the mobile menu. Default: No
Top Menu Link Label	Leave empty to use the Page Title. Default: (empty)
Top Menu Link Position	Shows the top menu link first or last. Default: Last
Show Link In Header Links	Adds the store locator to the header links (next to "Sign In" / "Create an Account"). Default: No
Header Link Label	Leave empty to use the Page Title. Default: (empty)
Header Link Position	Shows the header link first or last. Default: Last

4.2 Map

With **Google Maps** as the Map Provider:



With **OpenStreetMap** as the Map Provider:

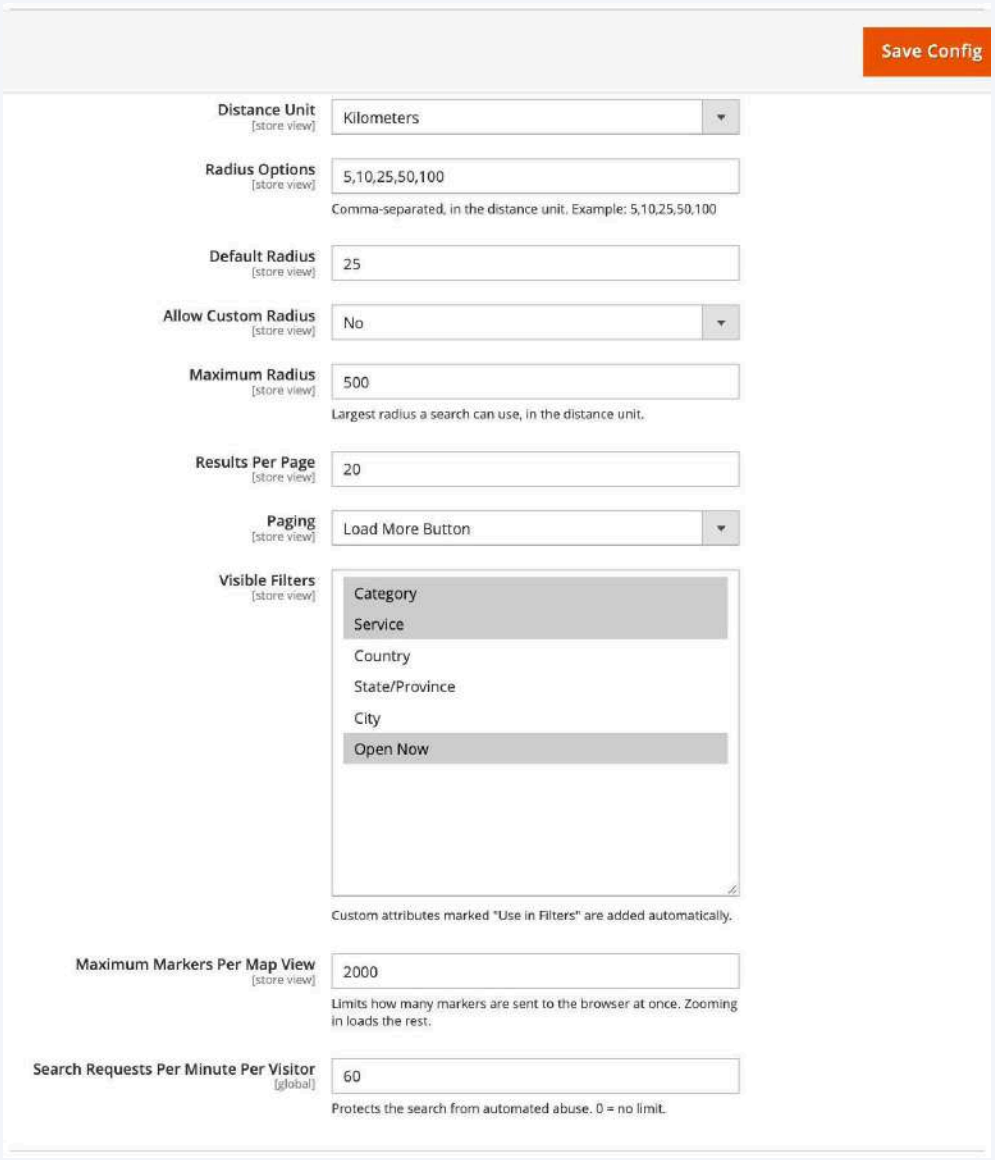


Field	Description
Map Provider	Map service used for maps, place search and geocoding: **Google Maps** (API key needed) or **OpenStreetMap** (no API key). The settings below change with the provider. Default: Google Maps
Tile Server URL	OpenStreetMap only. Map images. The default OpenStreetMap server is free for light use only (see its tile usage policy). For busy shops use a tile provider (e.g. MapTiler, Stadia Maps, Thunderforest, with its key in the URL) or your own tile server. Placeholders: {z}, {x}, {y}, optionally {s} and {r}. Default: https://tile.openstreetmap.org/{z}/{x}/{y}.png
Tile Server Maximum Zoom	OpenStreetMap only. Highest zoom level of the tile server (OpenStreetMap: 19). Closer zoom levels enlarge these tiles. Default: 19
Map Attribution	OpenStreetMap only. Shown in the corner of the map. Keep the copyright notice your tile provider requires. Default: © OpenStreetMap contributors
Place Search URL	OpenStreetMap only. Photon compatible place search for the address suggestions and the visitors' address search (default: photon.komoot.io, free for fair use). Leave empty to switch off the address search. Default: https://photon.komoot.io/api/
Geocoding URL	OpenStreetMap only. Nominatim compatible search used by the server to find the coordinates of stores saved or imported without them (cron, the store grid's "Find Coordinates" action and bin/magento magexweb:storelocator:geocode). At most one request per second is sent. Only public https:// addresses are accepted. Default: https://nominatim.openstreetmap.org/search
Geocoding Contact Email	OpenStreetMap only. Sent with geocoding requests, as the Nominatim usage policy asks, so the service can contact you about problems. Default: (empty)
Directions Service	OpenStreetMap only. Route planner opened by the "Directions" links. Default: Google Maps

Field	Description
Browser API Key	Google Maps only. Shows the maps on the store locator, store pages and widgets, the place search, the address search of visitors and the map in the admin store form. Visible to visitors, so in Google Cloud restrict it to your storefront and admin websites (HTTP referrers) and to the Maps JavaScript API, Places API (New) and Geocoding API. Default: (empty)
Server Geocoding API Key	Google Maps only. Used only by the server to find the coordinates of stores saved or imported without them (cron, the store grid's "Find Coordinates" action and bin/magento magexweb:storelocator:geocode). Stored encrypted and never sent to the browser. Use a separate key restricted to the Geocoding API and, where possible, to your server's IP addresses. Default: (empty)
Map ID	Google Maps only. Optional. With a Map ID the maps use Google's Advanced Markers (the current marker type; classic markers are deprecated by Google) and the map style you design for the Map ID in Google Cloud. Create it with the map type "JavaScript". Without a Map ID the maps use classic markers. Marker images work either way. A Map Style (JSON) below takes precedence over the Map ID. Default: (empty)
Default Latitude	Center of the map before a search, in decimal degrees. Default: 20.000000
Default Longitude	Center of the map before a search, in decimal degrees. Default: 0.000000
Default Zoom	Zoom level of the map before a search (1 = world, 20 = buildings). Default: 2
Minimum Zoom	Visitors cannot zoom out further than this level. Default: 2
Maximum Zoom	Visitors cannot zoom in further than this level. Default: 20
Map Style (JSON)	Google Maps only. Optional JSON style array (e.g. from mapstyle.withgoogle.com). It takes precedence over the Map ID: Google cannot combine both, so with a style the map uses classic markers. Default: (empty)

Field	Description
Default Marker Image	Used when neither the store nor its category has a marker. Leave empty for the provider's default marker. Default: (empty)
Enable Marker Clustering	Groups nearby markers into a numbered cluster at low zoom levels. Default: Yes
Cluster Radius (pixels)	Markers within this distance on screen are grouped into one cluster. Default: 60
Minimum Cluster Size	Smallest number of markers shown as a cluster. Default: 2
Custom Cluster Icon	Optional image for clusters. Leave empty for the default cluster icon. Default: (empty)
Show Directions Links	Shows a Directions link (Google Maps route planner) on store cards, info windows and store pages. Default: Yes
Enable "Use My Location"	Browsers allow location access only on HTTPS pages. The visitor's location is not stored. Default: Yes

4.3 Search



Field	Description
Distance Unit	Unit of radius options and distances shown to visitors. Default: Kilometers
Radius Options	Comma-separated, in the distance unit. Example: 5,10,25,50,100 Default: 5,10,25,50,100
Default Radius	Radius used when the visitor does not choose one. Default: 25

Field	Description
Allow Custom Radius	Yes: visitors may search any radius up to the maximum. No: only the Radius Options are accepted. Default: No
Maximum Radius	Largest radius a search can use, in the distance unit. Default: 500
Results Per Page	Number of stores in each page of results. Default: 20
Paging	Load further results with page numbers or with a "Show more stores" button. Default: Load More Button
Visible Filters	Custom attributes marked "Use in Filters" are added automatically. Default: Category, Service, Open Now
Maximum Markers Per Map View	Limits how many markers are sent to the browser at once. Zooming in loads the rest. Default: 2000
Search Requests Per Minute Per Visitor	Protects the search from automated abuse. 0 = no limit. Default: 60

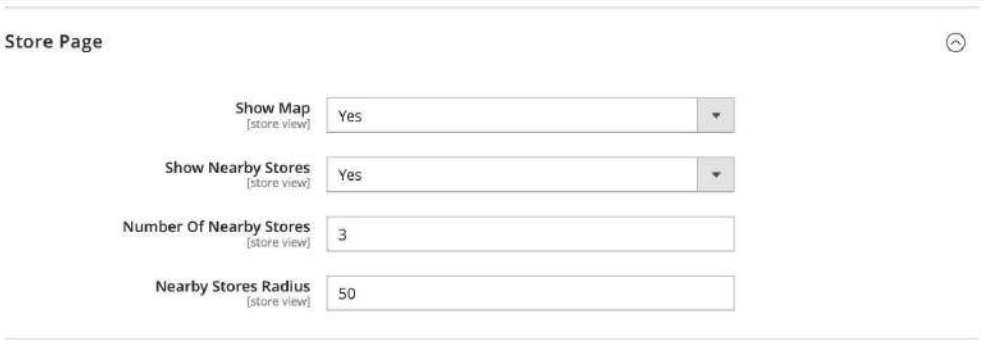
4.4 Opening Hours



Field	Description
Time Format	How opening times are shown on the storefront. Default: 24-hour (09:00)

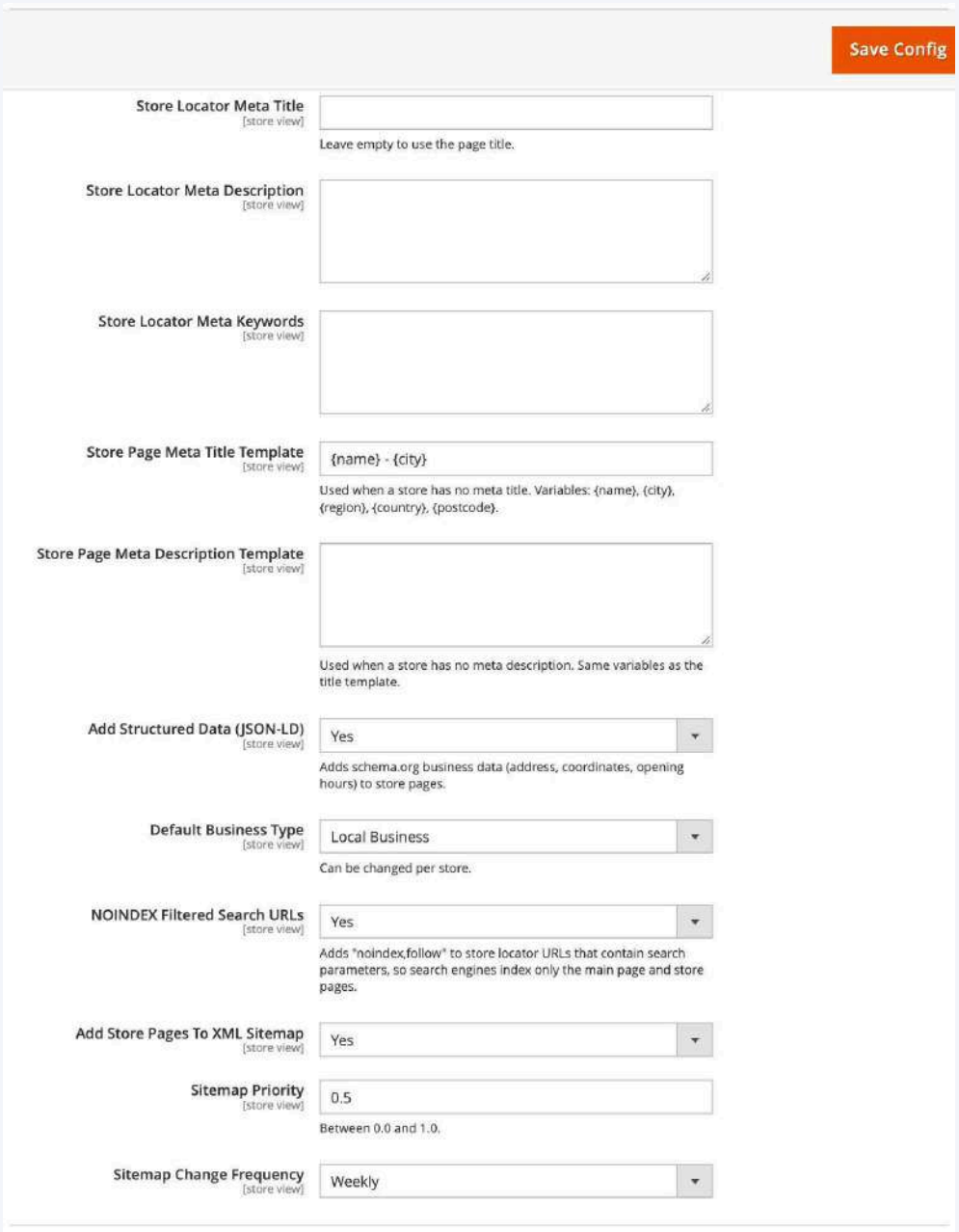
Field	Description
"Opening Soon" / "Closing Soon" (minutes)	0 shows only "Open" and "Closed". Default: 30
Show Holiday Hours For The Next (days)	Upcoming holiday hours within this number of days are listed on store pages. Default: 14

4.5 Store Page



Field	Description
Show Map	Shows a map with the store's location on the store page. Default: Yes
Show Nearby Stores	Lists the closest other stores at the bottom of the store page. Default: Yes
Number Of Nearby Stores	Maximum number of nearby stores shown. Default: 3
Nearby Stores Radius	Only stores within this distance are listed as nearby. Default: 50

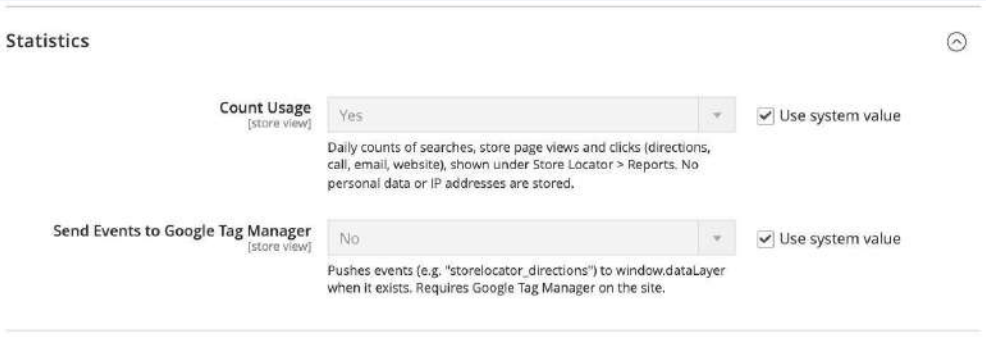
4.6 SEO



Field	Description
Store Locator Meta Title	Leave empty to use the page title. Default: (empty)
Store Locator Meta Description	Meta description of the store locator page. Default: (empty)

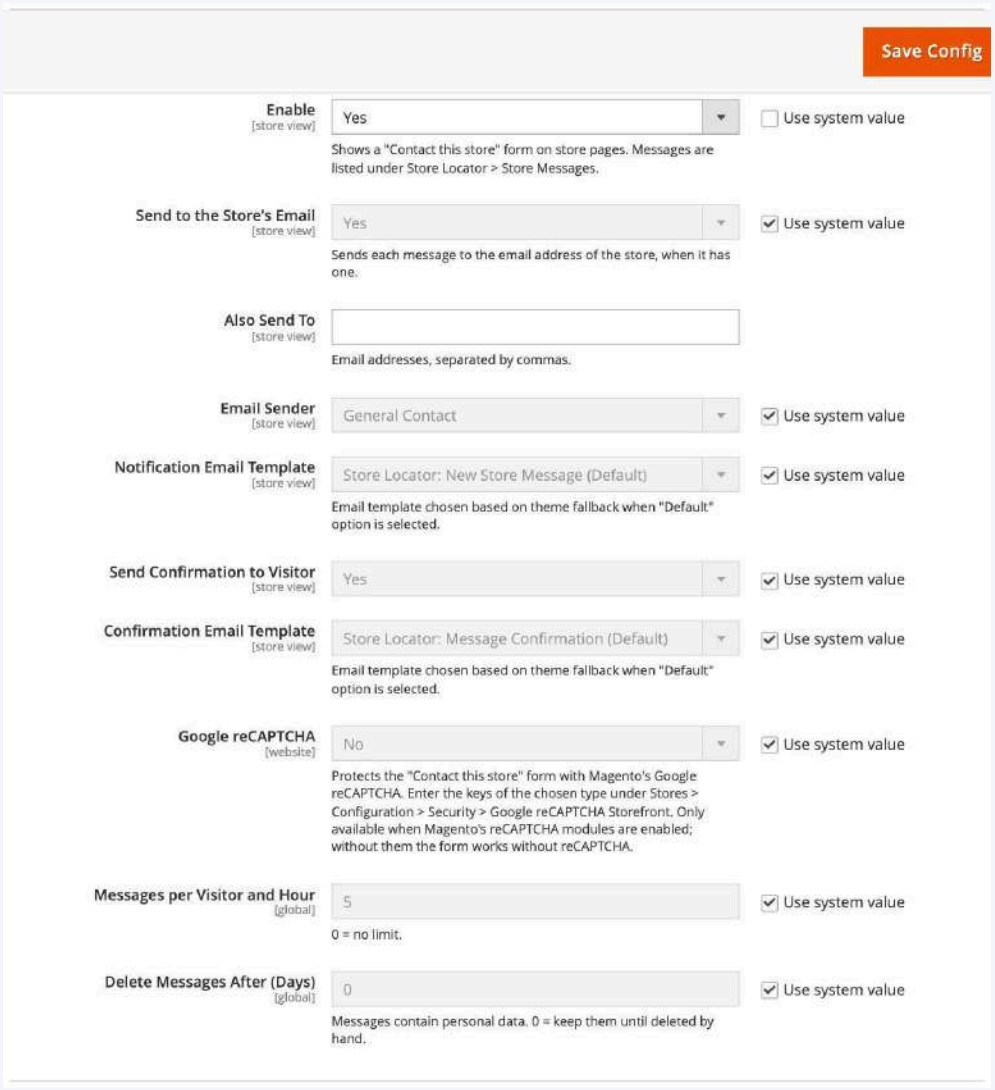
Field	Description
Store Locator Meta Keywords	Meta keywords of the store locator page (optional; most search engines ignore them). Default: (empty)
Store Page Meta Title Template	Used when a store has no meta title. Variables: {name}, {city}, {region}, {country}, {postcode}. Default: {name} - {city}
Store Page Meta Description Template	Used when a store has no meta description. Same variables as the title template. Default: (empty)
Add Structured Data (JSON-LD)	Adds schema.org business data (address, coordinates, opening hours) to store pages. Default: Yes
Default Business Type	Can be changed per store. Default: Local Business
NOINDEX Filtered Search URLs	Adds "noindex,follow" to store locator URLs that contain search parameters, so search engines index only the main page and store pages. Default: Yes
Add Store Pages To XML Sitemap	Adds store pages to the XML sitemap generated in Marketing > Site Map. Default: Yes
Sitemap Priority	Between 0.0 and 1.0. Default: 0.5
Sitemap Change Frequency	How often search engines should expect store pages to change. Default: Weekly

4.7 Statistics



Field	Description
Count Usage	Daily counts of searches, store page views and clicks (directions, call, email, website), shown under Store Locator > Reports. No personal data or IP addresses are stored. Default: Yes
Send Events to Google Tag Manager	Pushes events (e.g. "storelocator_directions") to window.dataLayer when it exists. Requires Google Tag Manager on the site. Default: No

4.8 Contact Store Form

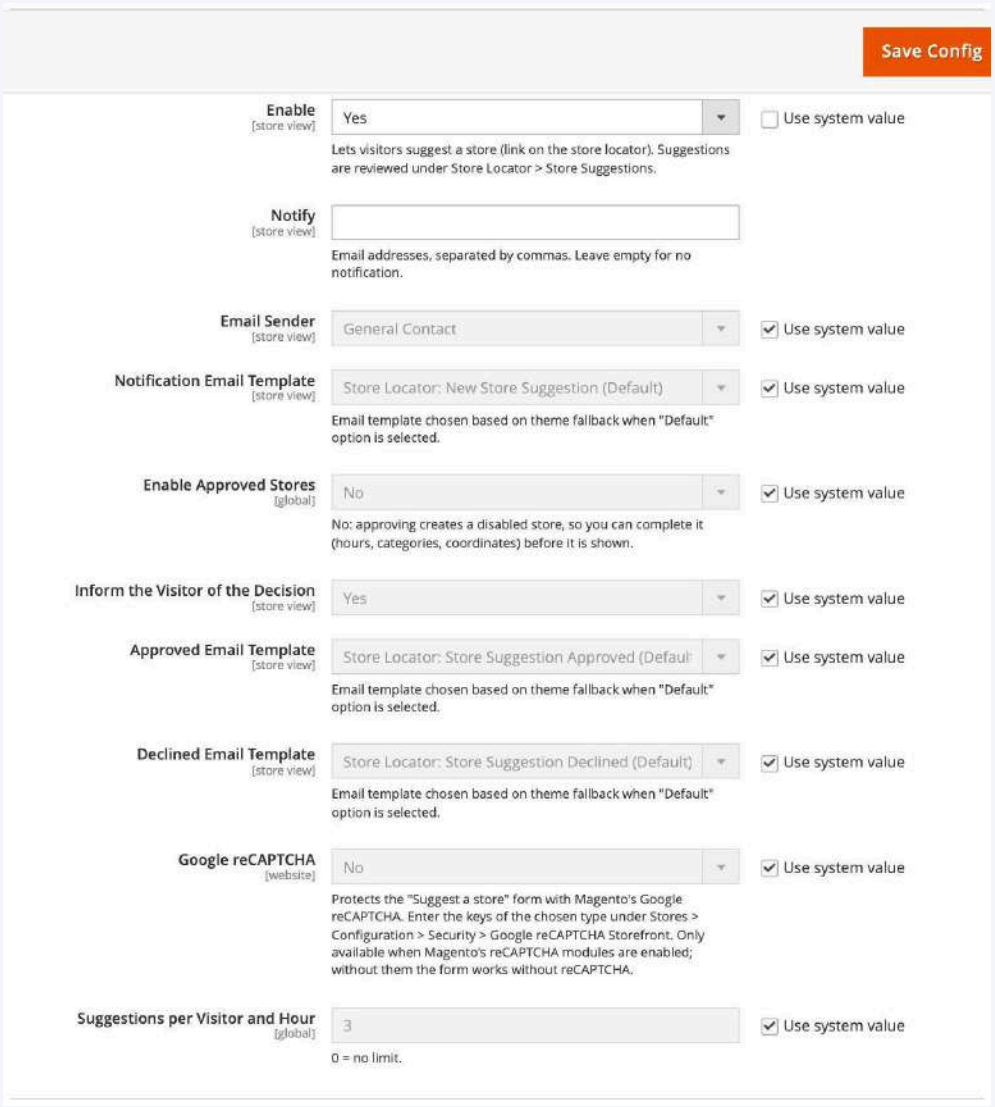


Field	Description
Enable	Shows a "Contact this store" form on store pages. Messages are listed under Store Locator > Store Messages. Default: No
Send to the Store's Email	Sends each message to the email address of the store, when it has one. Default: Yes
Also Send To	Email addresses, separated by commas. Default: (empty)

Field	Description
Email Sender	Store email identity used as the sender of message emails. Default: General Contact
Notification Email Template	Email template; customize it in Marketing > Email Templates. Default: Default template
Send Confirmation to Visitor	Sends the visitor a copy of their message. Default: Yes
Confirmation Email Template	Email template; customize it in Marketing > Email Templates. Default: Default template
Google reCAPTCHA	Protects the "Contact this store" form with Magento's Google reCAPTCHA. Enter the keys of the chosen type under Stores > Configuration > Security > Google reCAPTCHA Storefront. Only available when Magento's reCAPTCHA modules are enabled; without them the form works without reCAPTCHA. Default: No
Messages per Visitor and Hour	0 = no limit. Default: 5
Delete Messages After (Days)	Messages contain personal data. 0 = keep them until deleted by hand. Default: 0

⚠ ***Note:*** *To protect the form with Google reCAPTCHA, enter your reCAPTCHA keys in Stores > Configuration > Security > Google reCAPTCHA Storefront, then choose the same reCAPTCHA type in the form's Google reCAPTCHA setting.*

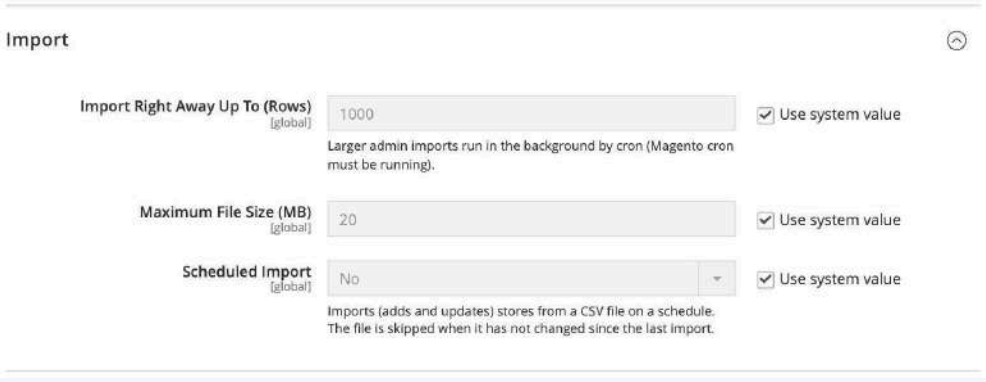
4.9 Suggest a Store Form



Field	Description
Enable	Lets visitors suggest a store (link on the store locator). Suggestions are reviewed under Store Locator > Store Suggestions. Default: No
Notify	Email addresses, separated by commas. Leave empty for no notification. Default: (empty)
Email Sender	Store email identity used as the sender of suggestion emails. Default: General Contact

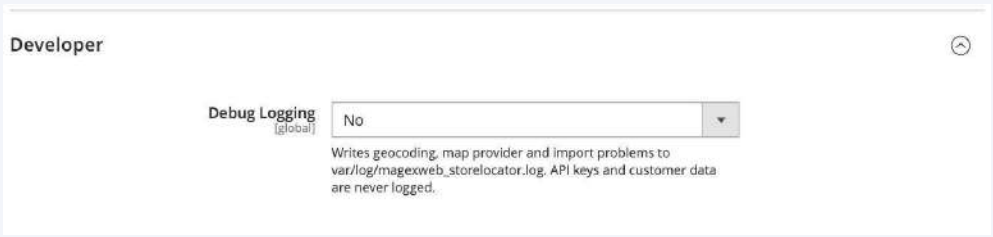
Field	Description
Notification Email Template	Email template; customize it in Marketing > Email Templates. Default: Default template
Enable Approved Stores	No: approving creates a disabled store, so you can complete it (hours, categories, coordinates) before it is shown. Default: No
Inform the Visitor of the Decision	Emails the visitor when their suggestion is approved or declined. Default: Yes
Approved Email Template	Email template; customize it in Marketing > Email Templates. Default: Default template
Declined Email Template	Email template; customize it in Marketing > Email Templates. Default: Default template
Google reCAPTCHA	Protects the "Suggest a store" form with Magento's Google reCAPTCHA. Enter the keys of the chosen type under Stores > Configuration > Security > Google reCAPTCHA Storefront. Only available when Magento's reCAPTCHA modules are enabled; without them the form works without reCAPTCHA. Default: No
Suggestions per Visitor and Hour	0 = no limit. Default: 3

4.10 Import



Field	Description
Import Right Away Up To (Rows)	Larger admin imports run in the background by cron (Magento cron must be running). Default: 1000
Maximum File Size (MB)	Largest CSV file accepted by uploads, scheduled imports and URL downloads. Default: 20
Scheduled Import	Imports (adds and updates) stores from a CSV file on a schedule. The file is skipped when it has not changed since the last import. Default: No
Source	Read the scheduled import from a file in var/import_export or from an https:// URL. Default: File on the server
File	Path inside var/import_export, e.g. storelocator/stores.csv. Default: (empty)
URL	Public https:// address of the CSV file. Addresses of private or local networks are refused, redirects are not followed. Default: (empty)
Schedule	Cron expression (server time), e.g. "0 2 * * *" for every night at 2:00. Default: 0 2 * * *

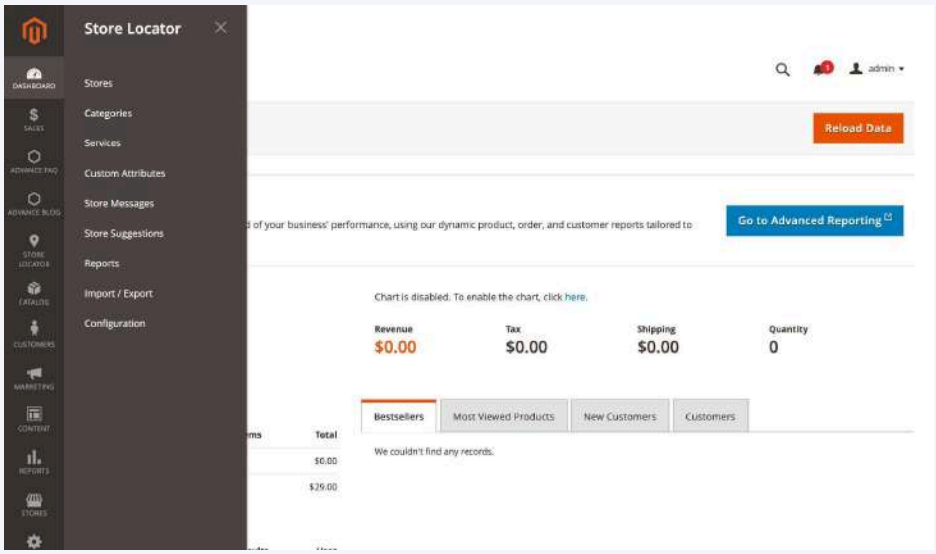
4.11 Developer



Field	Description
Debug Logging	Writes geocoding, map provider and import problems to var/log/magexweb_storelocator.log. API keys and customer data are never logged. Default: No

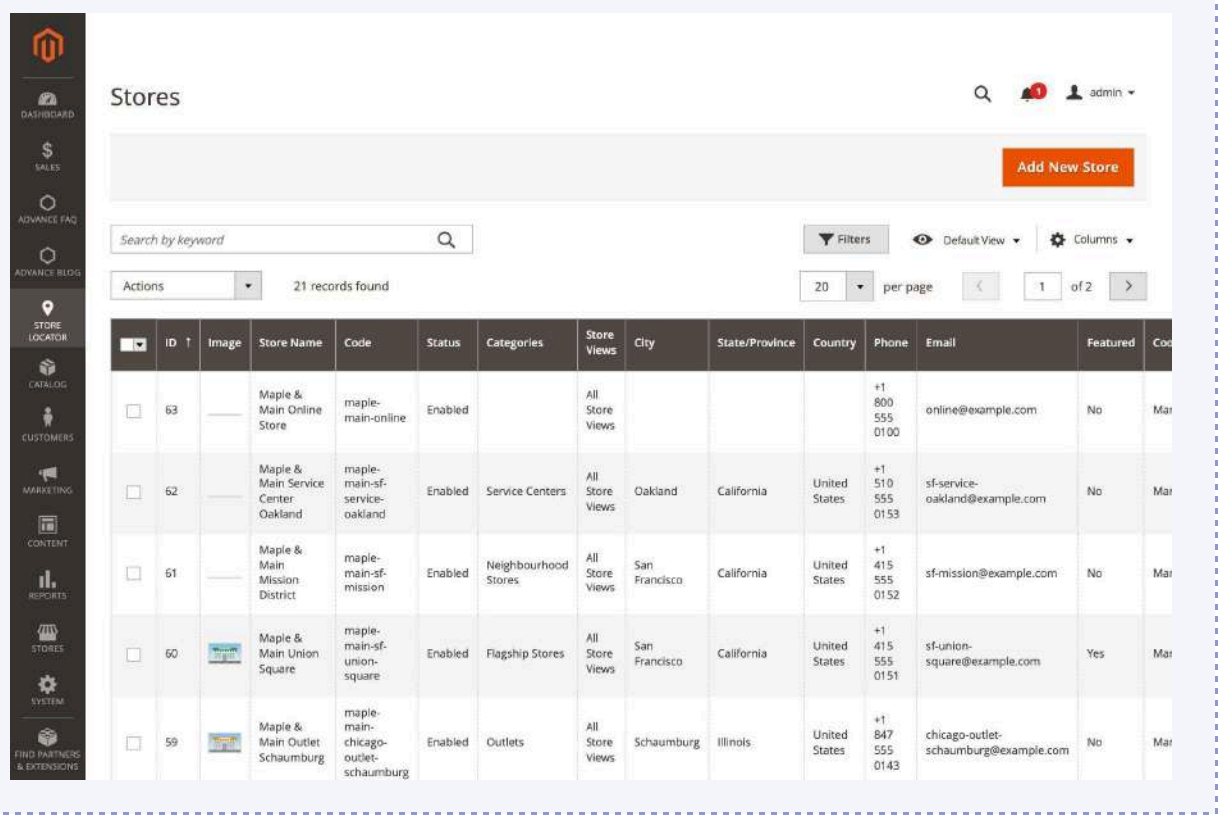
5. Managing Stores

Everything is managed from the **Store Locator** menu in the Magento Admin: Stores, Categories, Services, Custom Attributes, Store Messages, Store Suggestions, Reports, Import / Export and a link to the configuration.



5.1 Stores

Go to **Store Locator > Stores**. The grid supports keyword search, filters (including store view, category, customer group and coordinates state), column selection and mass actions: Enable, Disable, Find Coordinates, Export to CSV and Delete. Each row also has Edit, Duplicate, Enable/Disable and Delete actions. Click **Add New Store** to create a store.



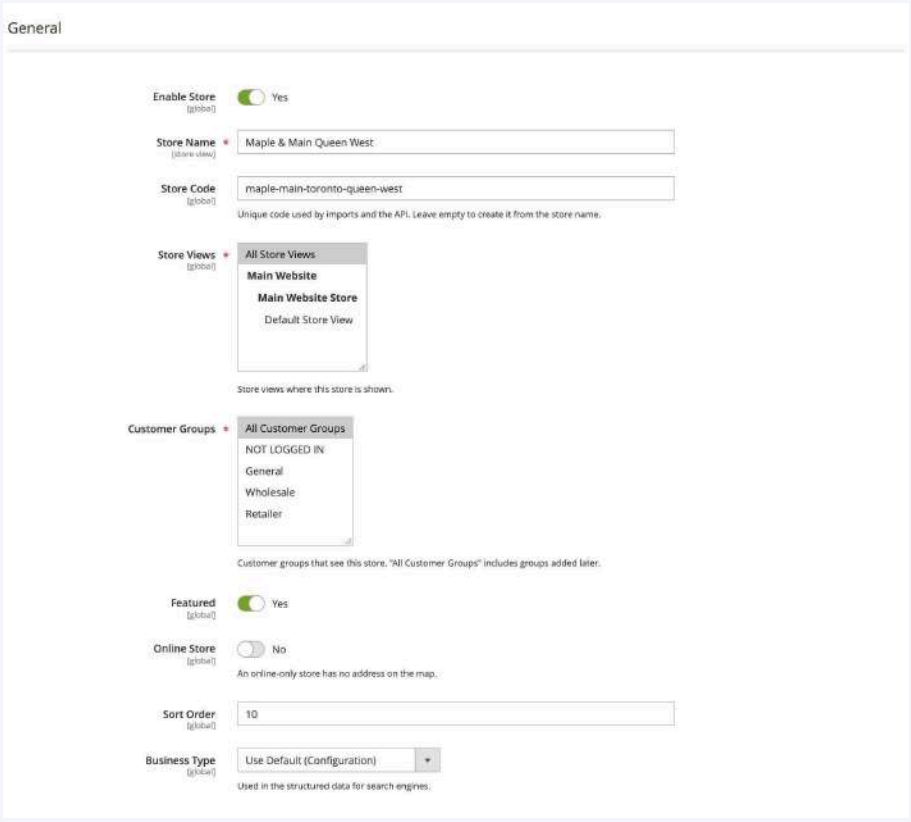
ID	Image	Store Name	Code	Status	Categories	Store Views	City	State/Province	Country	Phone	Email	Featured
63		Maple & Main Online Store	maple-main-online	Enabled		All Store Views				+1 800 555 0100	online@example.com	No
62		Maple & Main Service Center Oakland	maple-main-sf-service-oakland	Enabled	Service Centers	All Store Views	Oakland	California	United States	+1 510 555 0153	sf-service-oakland@example.com	No
61		Maple & Main Mission District	maple-main-sf-mission	Enabled	Neighbourhood Stores	All Store Views	San Francisco	California	United States	+1 415 555 0152	sf-mission@example.com	No
60		Maple & Main Union Square	maple-main-sf-union-square	Enabled	Flagship Stores	All Store Views	San Francisco	California	United States	+1 415 555 0151	sf-union-square@example.com	Yes
59		Maple & Main Outlet Schaumburg	maple-main-chicago-outlet-schaumburg	Enabled	Outlets	All Store Views	Schaumburg	Illinois	United States	+1 847 555 0143	chicago-outlet-schaumburg@example.com	No

5.2 Adding and Editing a Store

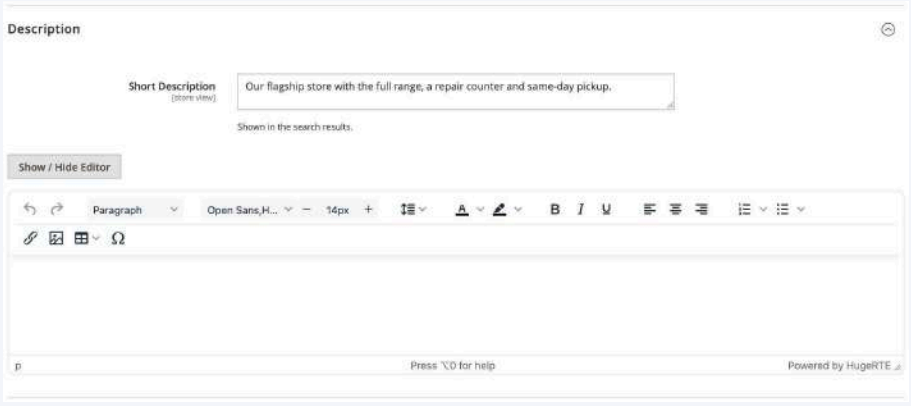
The store form is divided into sections:

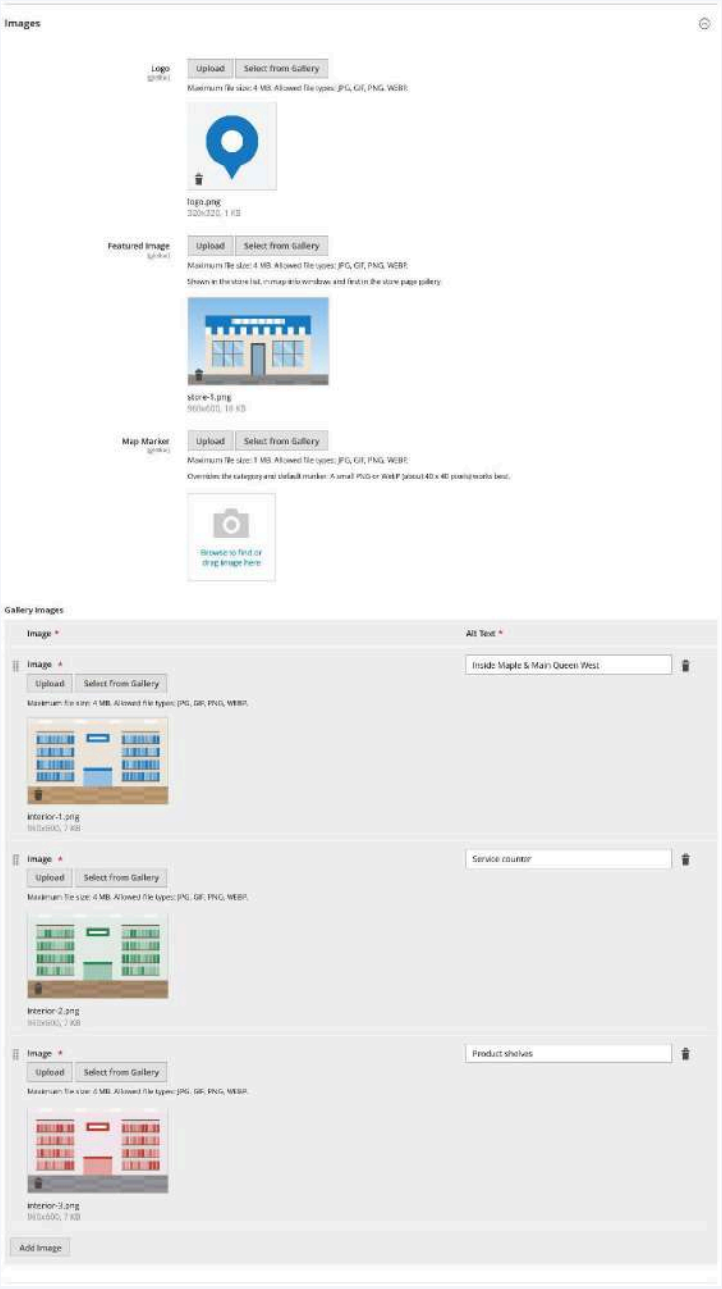
Section	Fields
General	Enable Store, Store Name, Store Code (used by imports and the API), Store Views, Customer Groups, Featured (shown first, with a badge), Online Store (no address on the map), Sort Order, Business Type (structured data)
Address and Location	Country, State/Province, City, Street Address (2 lines), ZIP/Postal Code, Location on Map (search box with place suggestions, Find from Address and a map with a draggable marker), Latitude, Longitude, Timezone
Contact	Phone, Alternate Phone, Email (also receives contact form messages), Website
Description	Short Description (store list and info windows) and Description (WYSIWYG, store page)
Images	Logo, Featured Image (store list, info windows, first on the store page), Map Marker, and up to 20 Gallery Images with alt text and drag-to-sort
Categories and Services	The categories and services the store belongs to (used by filters and widgets)
Opening Hours	One row per opening period, e.g. Monday 09:00 – 13:00 and Monday 14:00 – 18:00. Days without rows are closed. A closing time earlier than the opening time ends after midnight.
Holiday Hours	Rows for a date replace the weekly hours of that date: mark the date as Closed or enter its hours, with a title such as "Christmas Eve"
Custom Attributes	Values of your custom attributes (section 5.5)
Search Engine Optimization	URL Key, Meta Title, Meta Description, Meta Keywords, Canonical URL

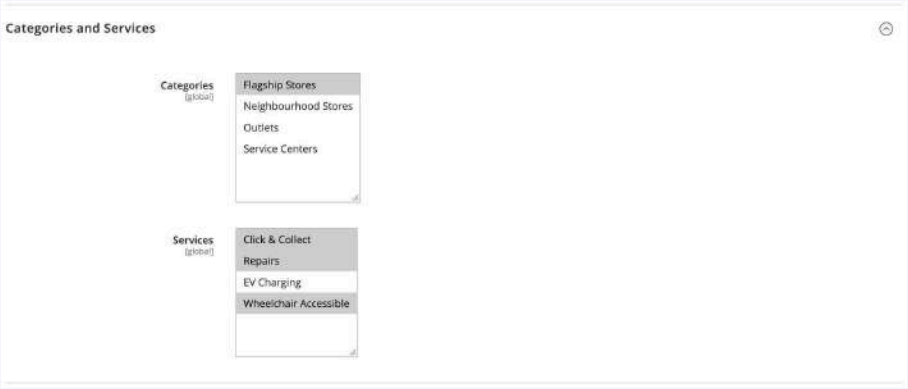
> ⚠ ***Note:*** *Choose a store view in the scope switcher of the form to translate the name, descriptions, URL key and meta data. Fields left on "Use Default Value" follow the default text.*

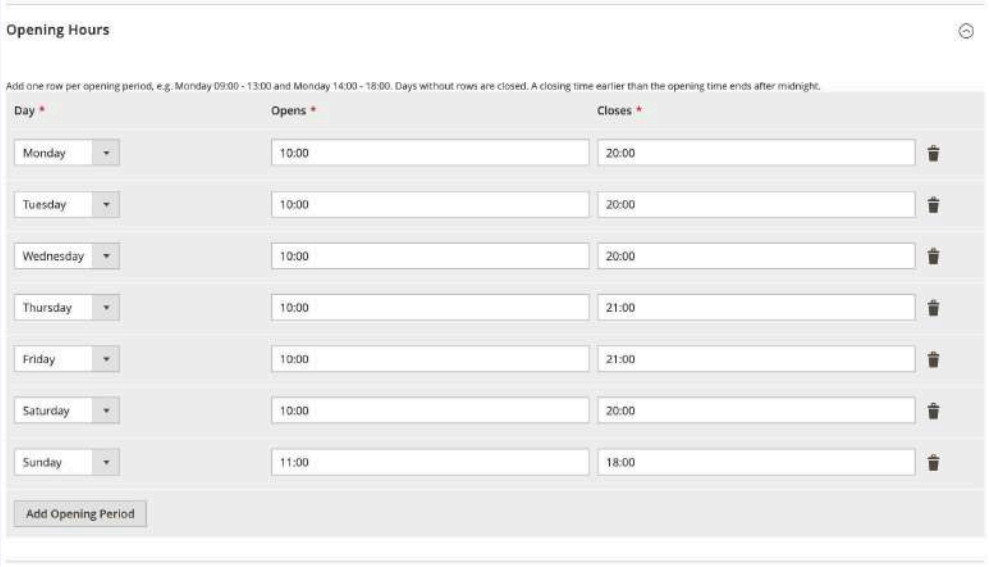

General
Enable Store
[global]
Yes
Store Name *
[store view]
Maple & Main Queen West
Store Code
[global]
maple-main-toronto-queen-west
Unique code used by imports and the API. Leave empty to create it from the store name.
Store Views *
[global]
All Store Views
Main Website
Main Website Store
Default Store View
Store views where this store is shown.
Customer Groups *
All Customer Groups
NOT LOGGED IN
General
Wholesale
Retailer
Customer groups that see this store. "All Customer Groups" includes groups added later.
Featured
[global]
Yes
Online Store
[global]
No
An online-only store has no address on the map.
Sort Order
[global]
10
Business Type
[global]
Use Default (Configuration)
Used in the structured data for search engines.

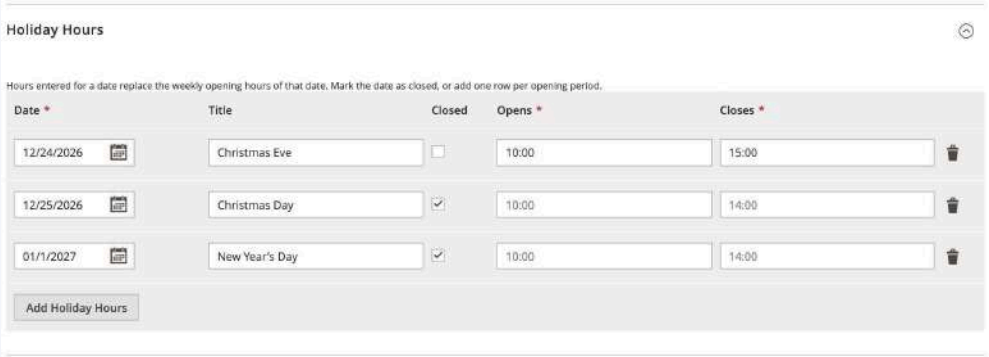

Contact
Phone
[global]
+1 416 555 0101
Alternate Phone
[global]
Email
[global]
toronto-queen-west@example.com
Website
[global]
https://example.com/stores/toronto-queen-west
For example https://www.example.com


Description
Short Description
[store view]
Our flagship store with the full range, a repair counter and same-day pickup.
Shown in the search results.
Show / Hide Editor
Paragraph
Open Sans,H...
14px
p
Press ⌥0 for help
Powered by HugeRTE


Images
Logo
Upload
Select from Gallery
logo.png
Featured Image
Upload
Select from Gallery
store-1.png
Map Marker
Upload
Select from Gallery
Gallery Images
Image *
Alt Text *
Image *
Upload
Select from Gallery
Inside Maple & Main Queen West
interior-1.png
Image *
Upload
Select from Gallery
Service counter
interior-2.png
Image *
Upload
Select from Gallery
Product shelves
interior-3.png
Add Image


Categories and Services
Categories
[global]
Flagship Stores
Neighbourhood Stores
Outlets
Service Centers
Services
[global]
Click & Collect
Repairs
EV Charging
Wheelchair Accessible

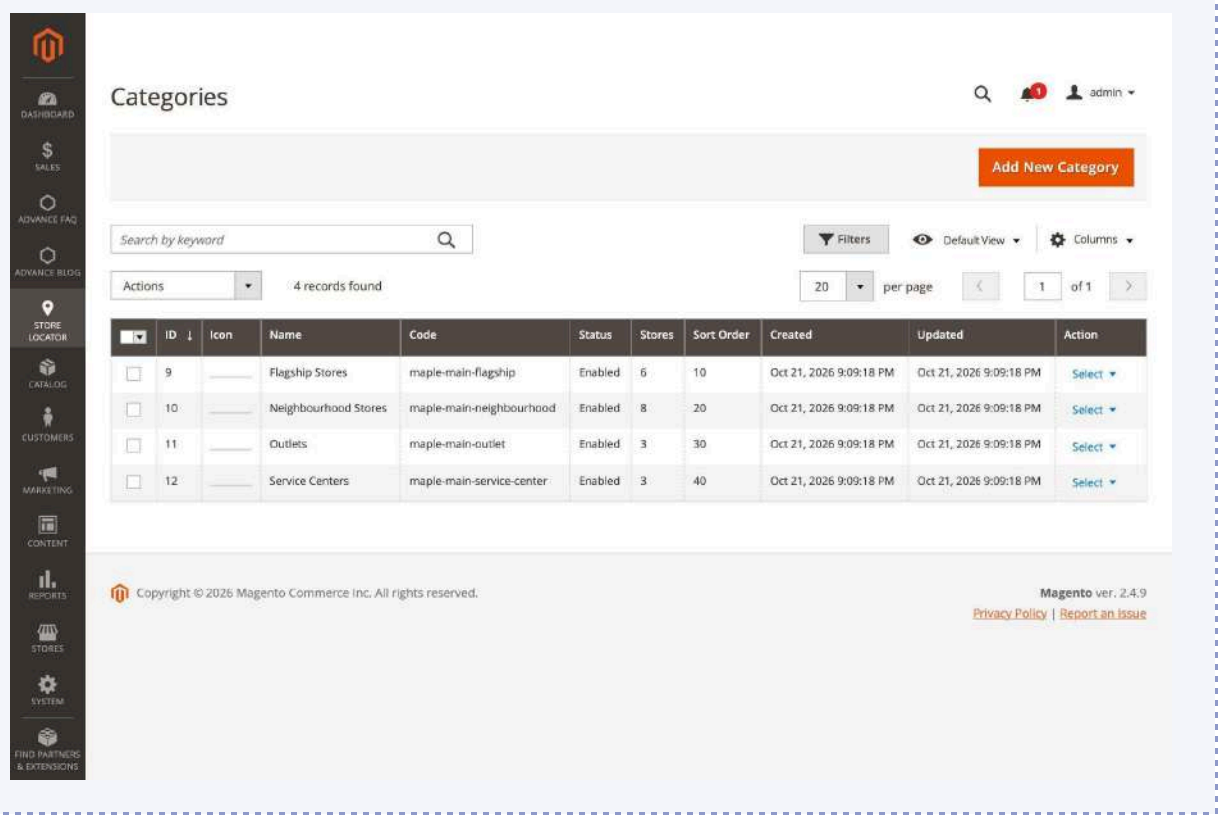

Opening Hours
Add one row per opening period, e.g. Monday 09:00 - 13:00 and Monday 14:00 - 18:00. Days without rows are closed. A closing time earlier than the opening time ends after midnight.
Day *
Opens *
Closes *
Monday 10:00 20:00
Tuesday 10:00 20:00
Wednesday 10:00 20:00
Thursday 10:00 21:00
Friday 10:00 21:00
Saturday 10:00 20:00
Sunday 11:00 18:00
Add Opening Period

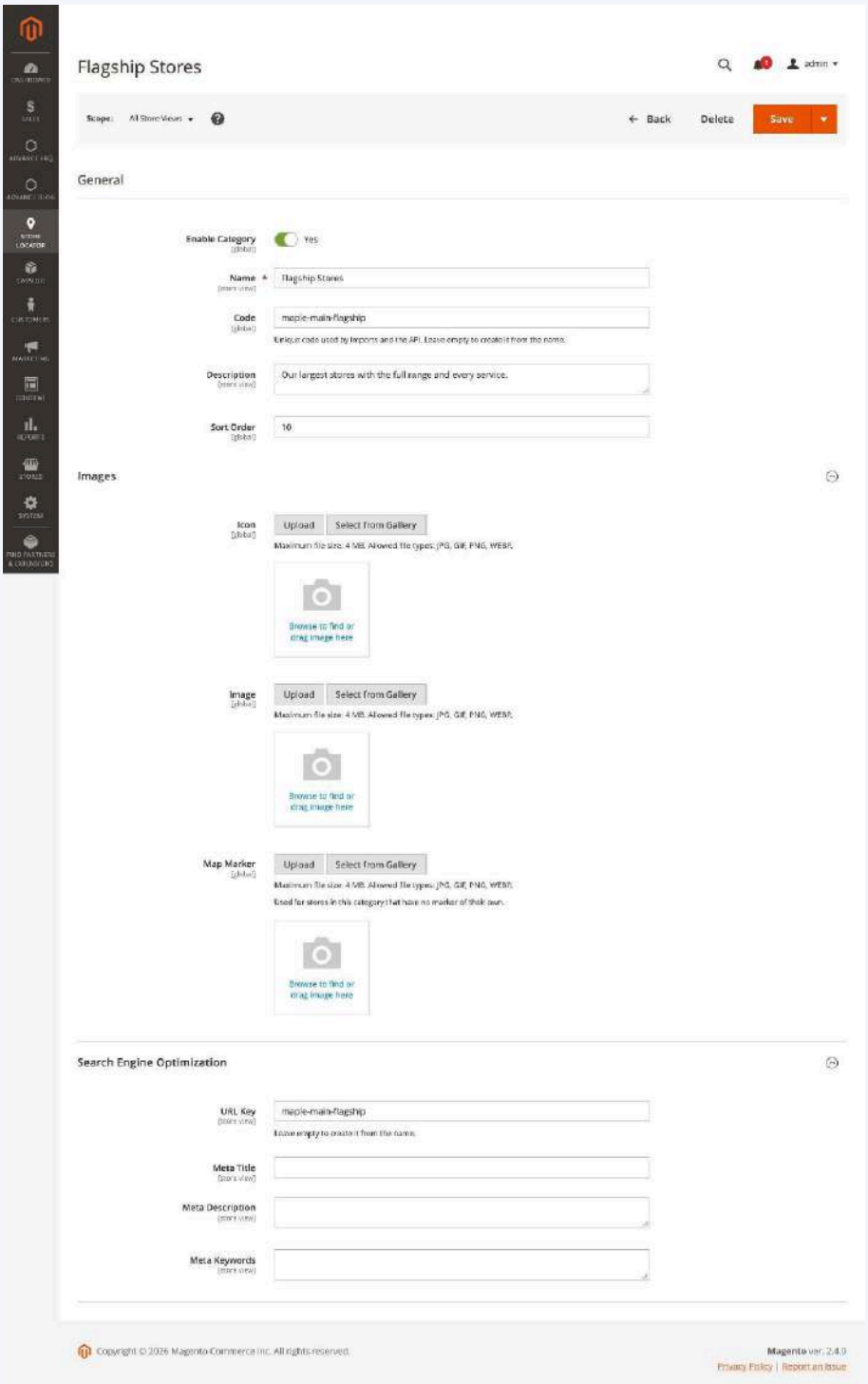

Holiday Hours
Hours entered for a date replace the weekly opening hours of that date. Mark the date as closed, or add one row per opening period.
Date *
Title
Closed
Opens *
Closes *
12/24/2026 Christmas Eve 10:00 15:00
12/25/2026 Christmas Day 10:00 14:00
01/1/2027 New Year's Day 10:00 14:00
Add Holiday Hours


Search Engine Optimization
URL Key
[store view]
maple-main-toronto-queen-west
Leave empty to create it from the store name.
Meta Title
[store view]
Meta Description
[store view]
Meta Keywords
[store view]
Canonical URL
[store view]
Leave empty to use the store page URL.

5.3 Categories

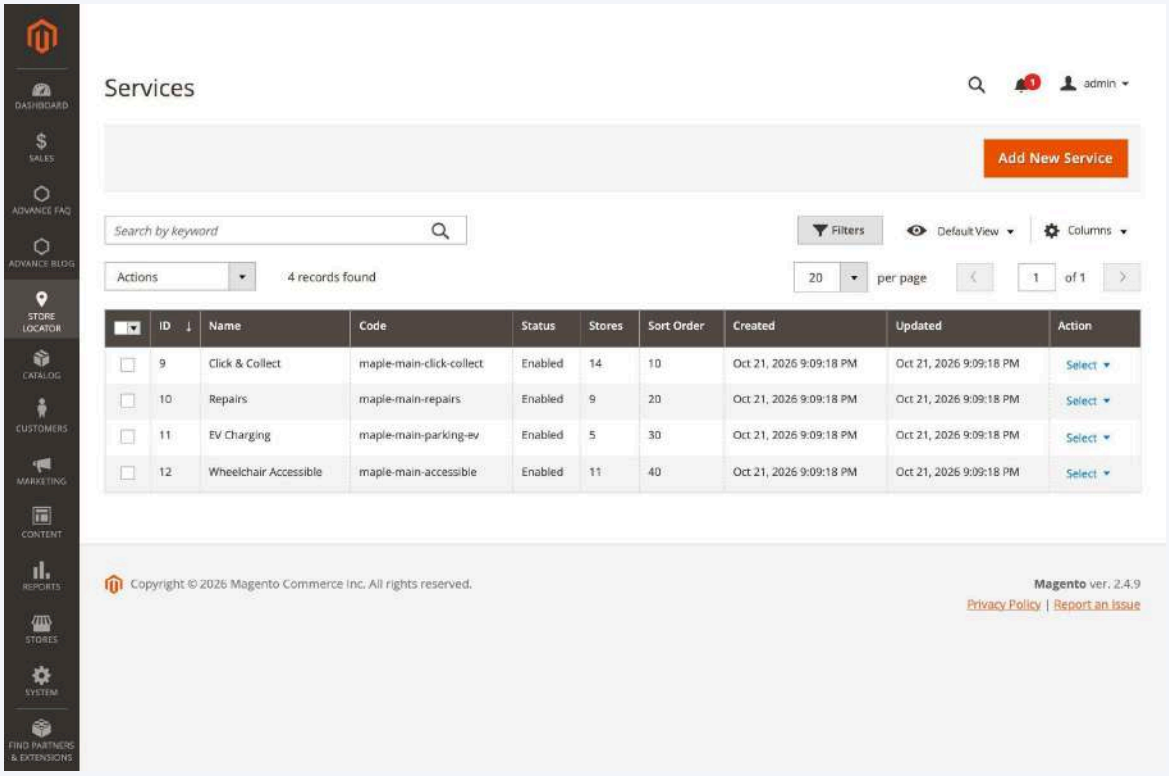
Go to **Store Locator > Categories** to group stores, for example Flagship Stores, Outlets or Service Centers. Each category has a name, code, status, description, sort order, an icon, an image, a map marker (used for its stores that have no marker of their own) and SEO fields. Categories appear as filters on the store locator and can limit a widget to certain stores.

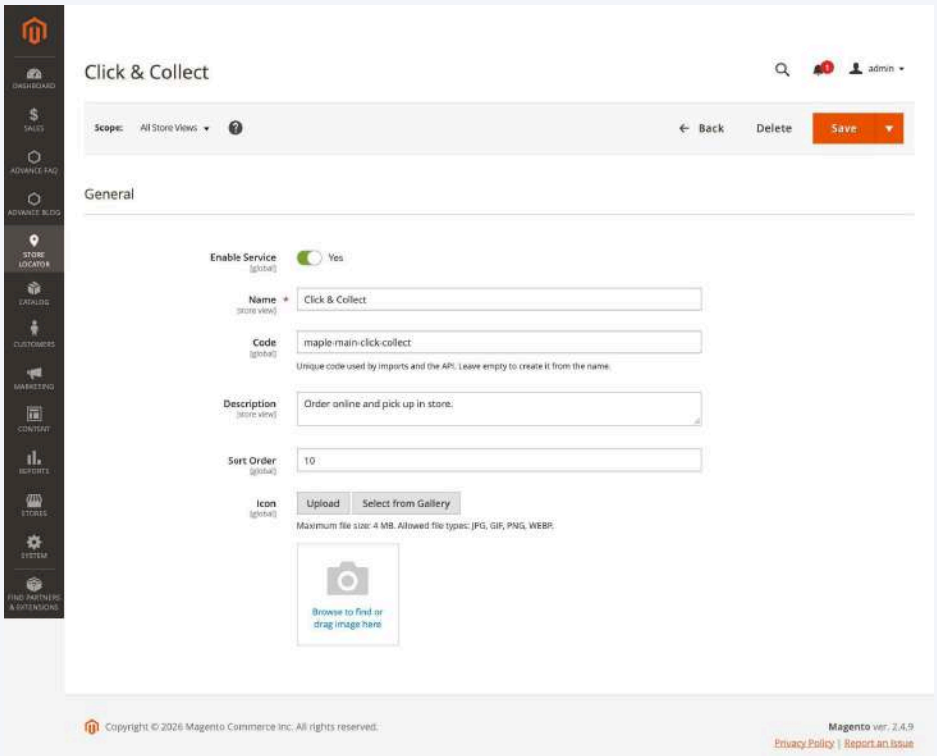



Flagship Stores
admin
Scope: All Store Views
Back
Delete
Save
General
Enable Category
Yes
Name
Flagship Stores
Code
maple-main-flagship
Unique code used by imports and the API. Leave empty to create it from the name.
Description
Our largest stores with the full range and every service.
Sort Order
10
Images
Icon
Upload
Select from Gallery
Maximum file size: 4 MB. Allowed file types: JPG, GIF, PNG, WEBP.
Browse to find or drag image here
Image
Upload
Select from Gallery
Maximum file size: 4 MB. Allowed file types: JPG, GIF, PNG, WEBP.
Browse to find or drag image here
Map Marker
Upload
Select from Gallery
Maximum file size: 4 MB. Allowed file types: JPG, GIF, PNG, WEBP.
Used for stores in this category that have no marker of their own.
Browse to find or drag image here
Search Engine Optimization
URL Key
maple-main-flagship
Leave empty to create it from the name.
Meta Title
Meta Description
Meta Keywords
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Magento ver. 2.4.0
Privacy Policy | Report an Issue

5.4 Services

Go to **Store Locator > Services** to manage what stores offer, for example Click & Collect, Repairs or EV Charging. Each service has a name, code, status, description, sort order and icon. Services are shown on store cards and store pages and can be used as filters.



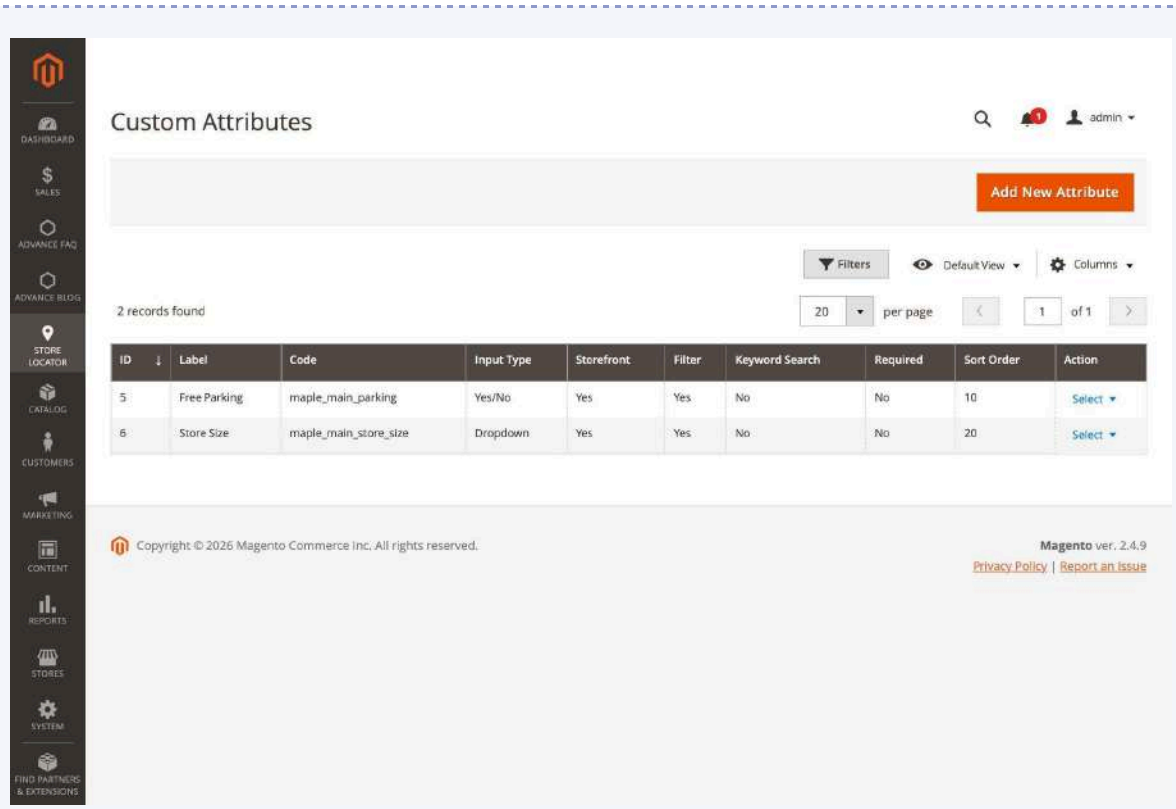

Click & Collect
admin
Scope: All Store Views
Back
Delete
Save
General
Enable Service
Yes
Name *
Click & Collect
Code
maple-main-click-collect
Unique code used by imports and the API. Leave empty to create it from the name.
Description
Order online and pick up in store.
Sort Order
10
Icon
Upload
Select from Gallery
Maximum file size: 4 MB. Allowed file types: JPG, GIF, PNG, WEBP.
Browse to find or drag image here
Copyright © 2026 Magento Commerce Inc. All rights reserved.
Magento ver. 2.4.9
Privacy Policy | Report an Issue

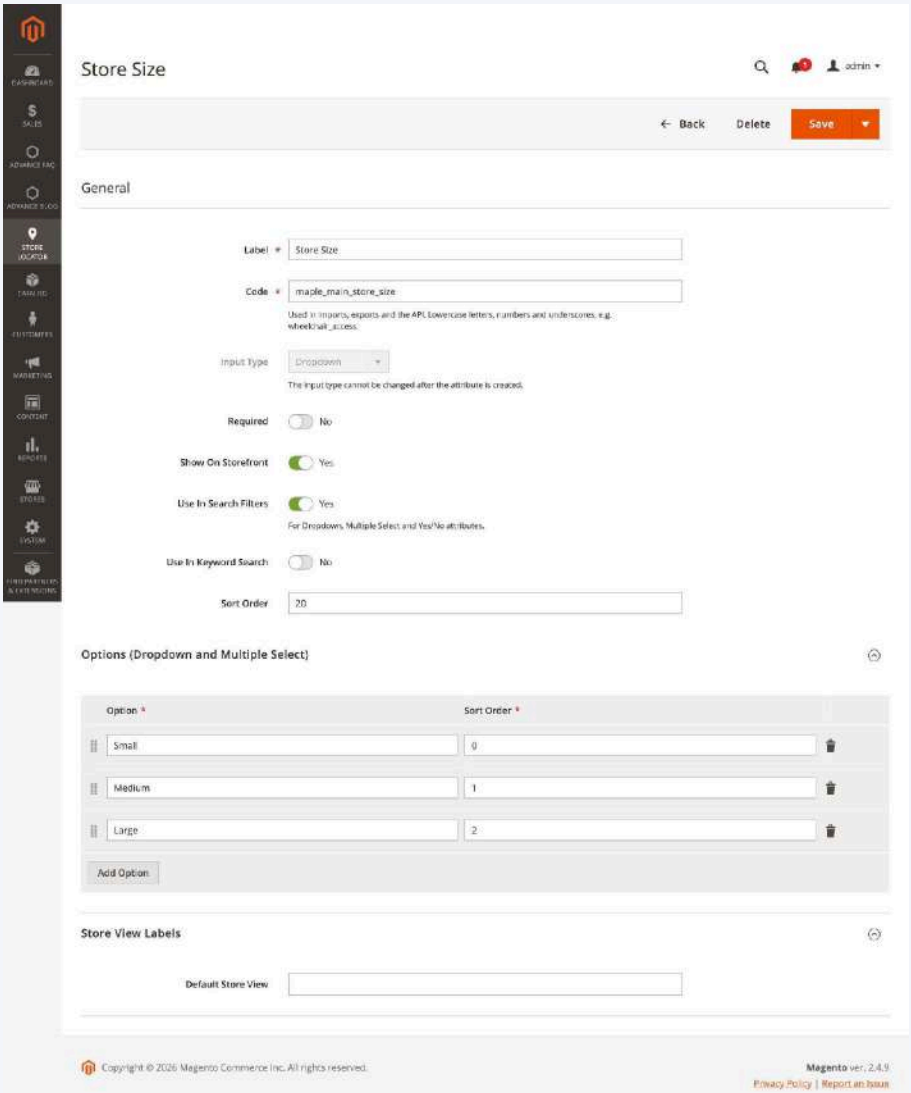
5.5 Custom Attributes

Go to **Store Locator > Custom Attributes** to add your own store fields. Choose the input type (text, text area, number, yes/no, date, URL, dropdown or multiple select) and whether the attribute is:

- **Required** when a store is saved,
- **Shown on the storefront** (store cards and store pages),
- **Used in search filters** (yes/no, dropdown and multiple select),
- **Used in keyword search**.

Dropdown and multiple select attributes have a list of options, and every attribute can have its own label per store view.



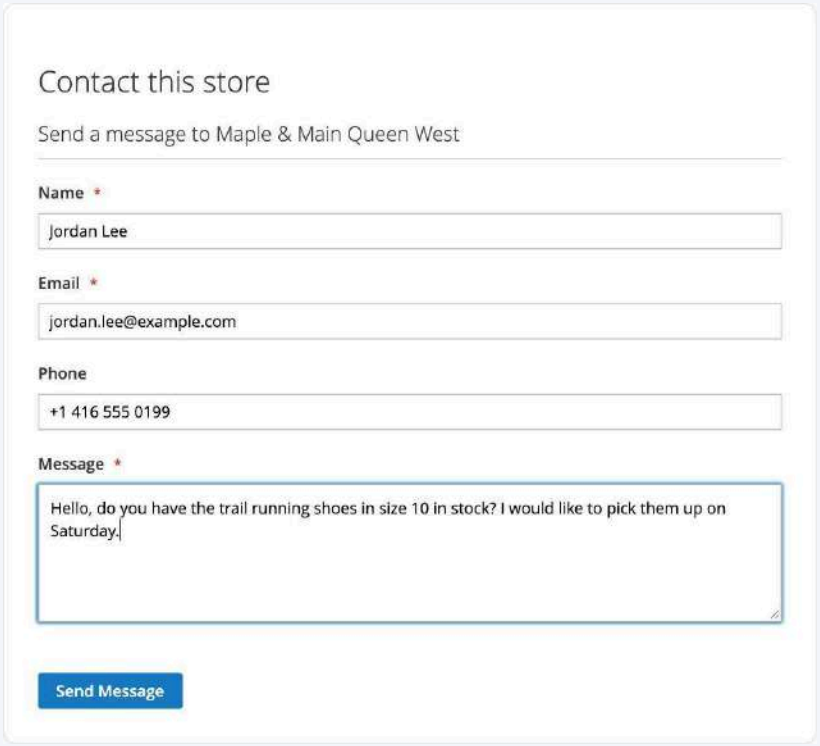


> ⚠ ***Note:*** *The input type cannot be changed after the attribute is created. Create a new attribute instead.*

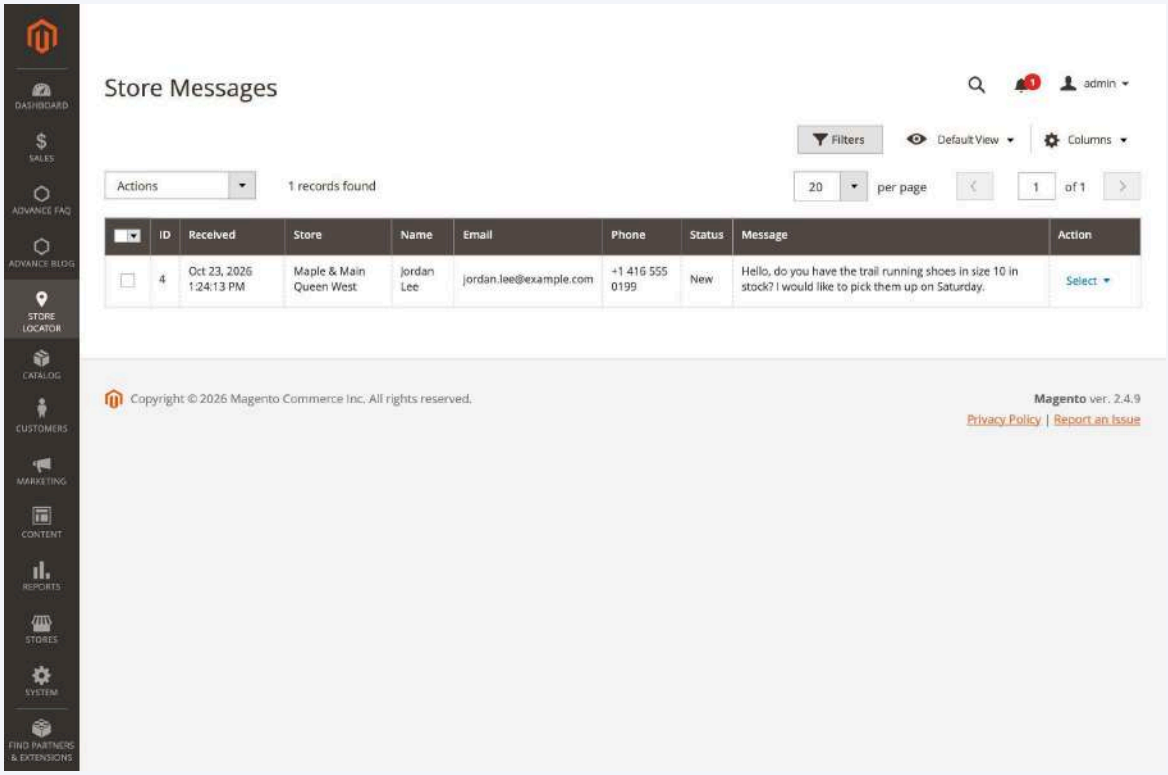
6. Store Messages and Suggestions

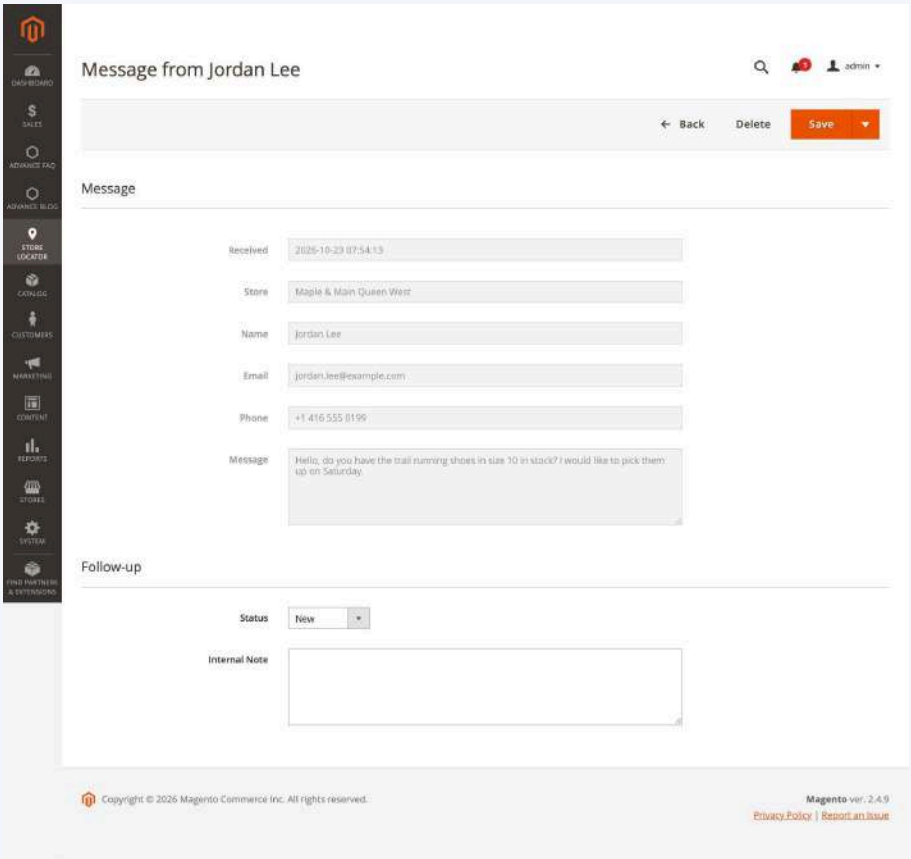
6.1 Contact This Store

When the **Contact Store Form** is enabled in the configuration, store pages show a "Contact this store" form. Messages are emailed to the store's email address and/or other recipients, optionally confirmed to the visitor, and listed under **Store Locator > Store Messages**.



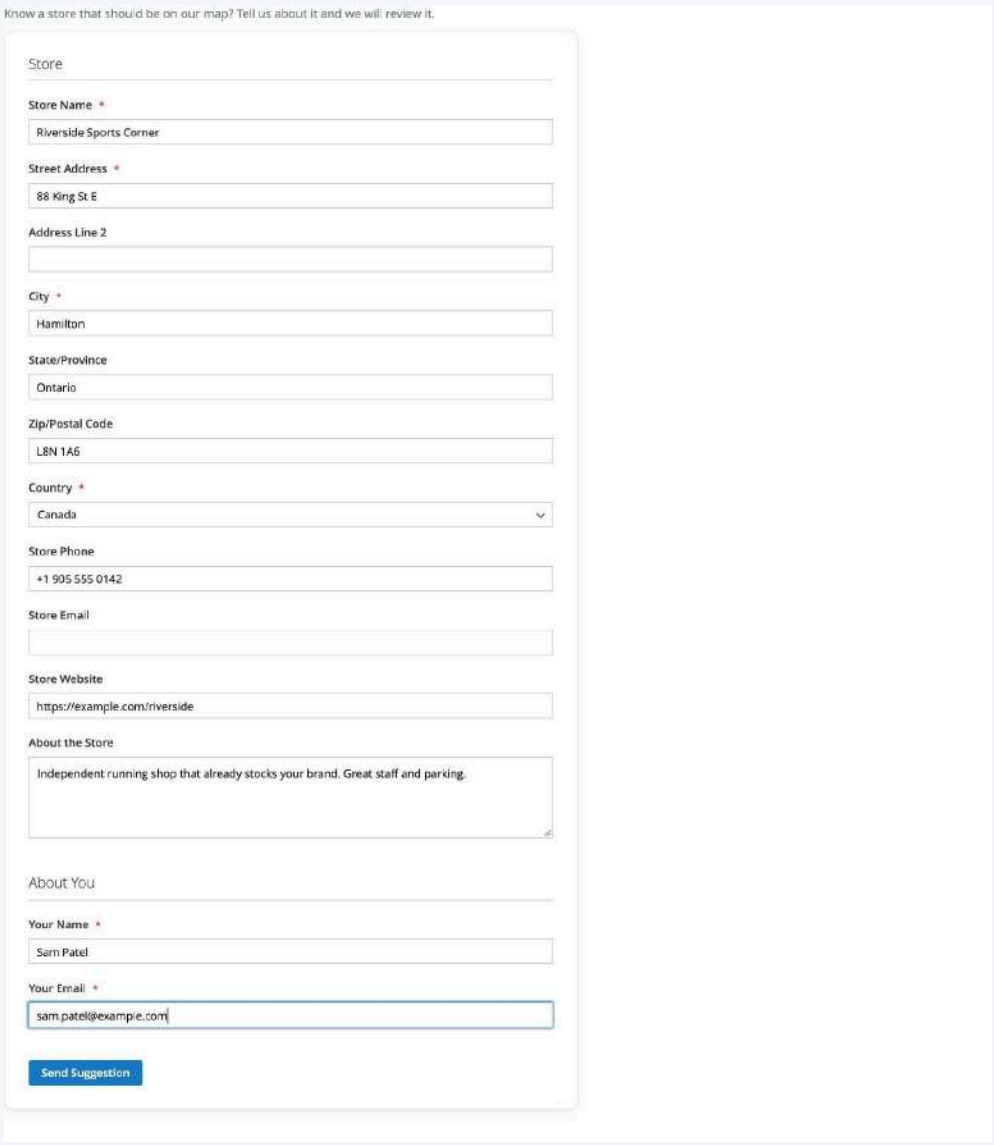
In **Store Messages**, filter messages by store or status, open a message to read it, set its status (New, Contacted, Closed) and add an internal note. Messages can be deleted automatically after a number of days (Configuration > Contact Store Form > Delete Messages After).



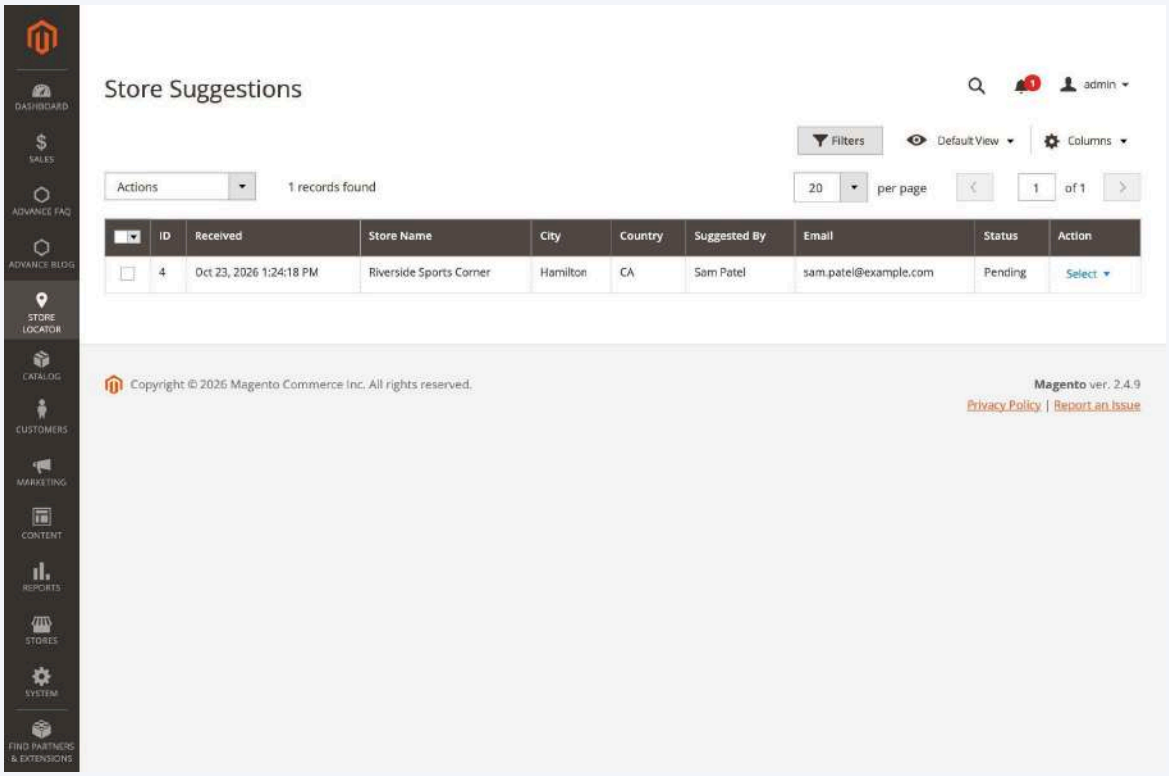

Message from Jordan Lee
admin
Back
Delete
Save
Message
Received
2026-10-23 07:54:13
Store
Maple & Main Queen West
Name
Jordan Lee
Email
jordan.lee@example.com
Phone
+1 416 555 0199
Message
Hello, do you have the trail running shoes in size 10 in stock? I would like to pick them up on Saturday.
Follow-up
Status
New
Internal Note
Copyright © 2026 Magento Commerce Inc. All rights reserved.
Magento ver. 2.4.9
Privacy Policy | Report an Issue

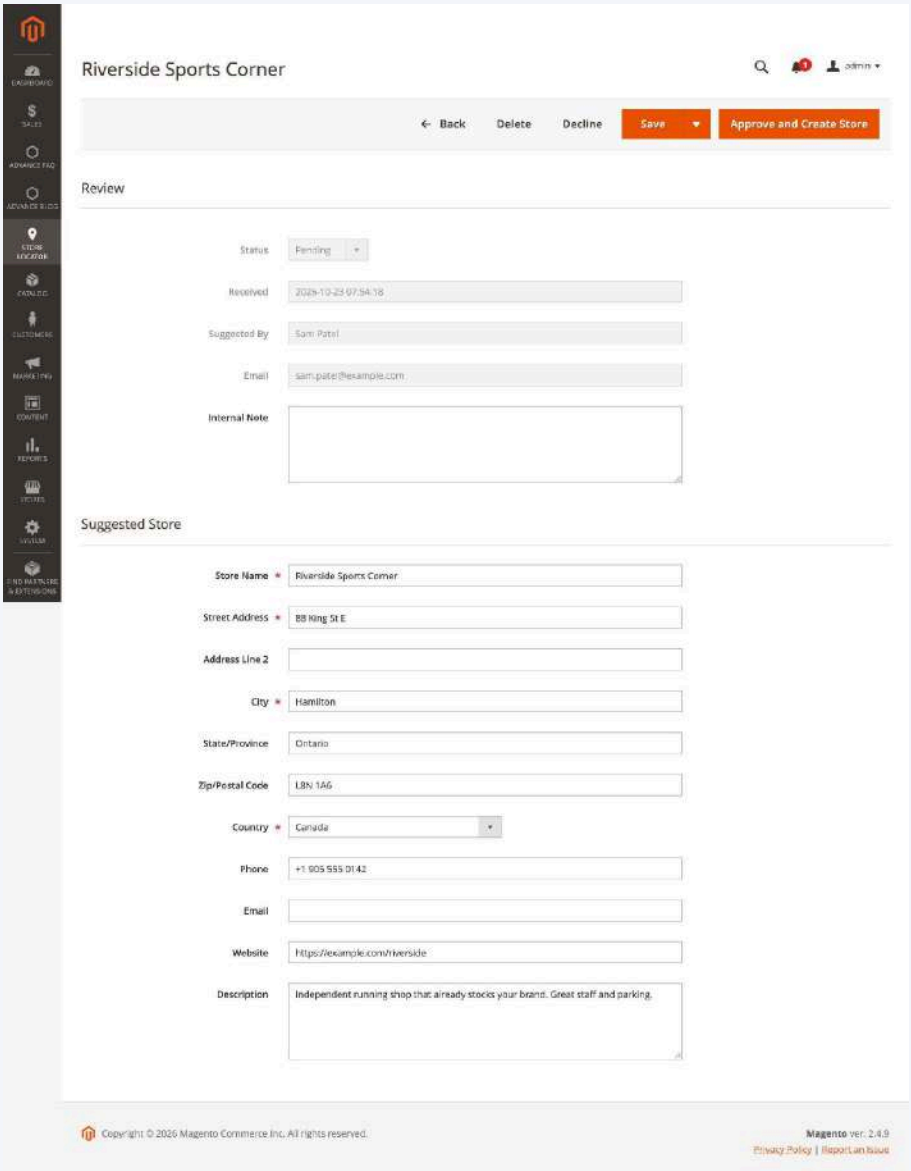
6.2 Suggest a Store

When the **Suggest a Store Form** is enabled, the store locator links to a page where visitors can suggest a store, for example a shop that sells your products.



Review suggestions under **Store Locator > Store Suggestions**. Correct the data if needed, then click **Approve and Create Store** to create the store (disabled by default, so you can complete its hours, categories and coordinates) or **Decline**. The visitor can be informed of the decision by email.





6.3 Spam Protection and Google reCAPTCHA

Both forms are protected by Magento's form key, a hidden anti-spam field and a limit of submissions per visitor and hour. They can also use Magento's own Google reCAPTCHA:

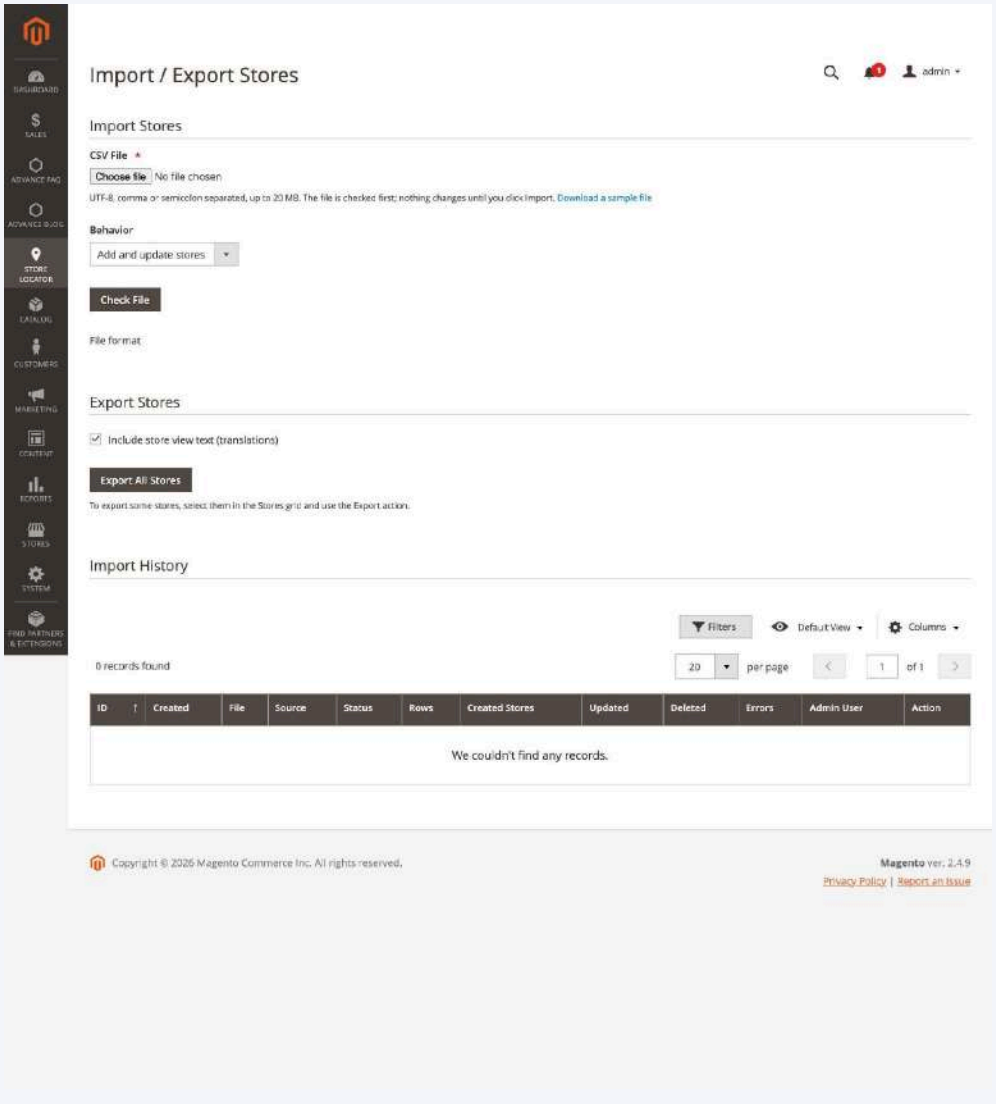
- Enter the keys of the reCAPTCHA type you want (v2 "I am not a robot", v2 Invisible or v3 Invisible) under **Stores > Configuration > Security > Google reCAPTCHA Storefront**.
- Choose that type in **Google reCAPTCHA** of the Contact Store Form and/or the Suggest a Store Form. "No" switches it off for that form.

> ⚠ ***Note:*** *reCAPTCHA is optional. When Magento's reCAPTCHA modules are disabled or removed, the setting only offers "No" and both forms keep working with their other protections. Email templates can be customized in Marketing > Email Templates (templates starting with "Store Locator").*

7. Import and Export

Go to **Store Locator > Import / Export** to add or update many stores at once:

- Click **Download a sample file** to see all columns.
- Choose a CSV file (UTF-8, comma or semicolon separated) and a behavior, then click **Check File**. The file is validated first; errors are listed by line and nothing is changed until the whole file is valid.
- Click **Import**. Files with more rows than "Import Right Away Up To" are imported in the background by cron.



Every import is listed in the **Import History** with its result and errors. Exports (all stores on this page, or the selected stores with the grid action **Export to CSV**) use the same format and can be imported again.

7.1 CSV Format

Column	Content
`identifier`	Required. Unique store code; existing stores are updated
`store_view`	Empty for the store row; a store view code for a row with translated text (name, url_key, descriptions, meta fields)
`stores`	Store view codes where the store is shown, separated by |, or all (default for new stores)
`categories`, `services`	Category and service codes separated by |
`hours`	Mon 09:00-12:00,13:00-17:00|Tue 09:00-17:00 (days not listed are closed)
`special_hours`	2026-12-24 09:00-13:00 Christmas Eve|2026-12-25 closed Christmas Day
`attr:<code>`	Custom attributes: text, Yes/No, or option labels (separated by | for multiple select)
`customer_groups`	Customer group names separated by |, or all (default for new stores)
`logo`, `image`	Path of an image already in pub/media, e.g. magexweb/storelocator/location/shop.jpg (image = featured image)
`images`	Gallery images: paths separated by |, each optionally followed by ::alt text

⚠ ***Note:*** *An empty cell keeps the current value; __EMPTY__VALUE__ clears it. The behavior "Delete the listed stores" deletes the stores whose identifiers are in the file. Cells starting with =, +, - or @ are exported with a leading apostrophe so spreadsheet programs do not run them as formulas; the import removes it.*

7.2 Scheduled Import

In **Configuration > Import > Scheduled Import**, import a CSV file from var/import_export or from a public https:// URL on a cron schedule. Unchanged files are skipped. URLs on private or local networks are refused and redirects are not followed.

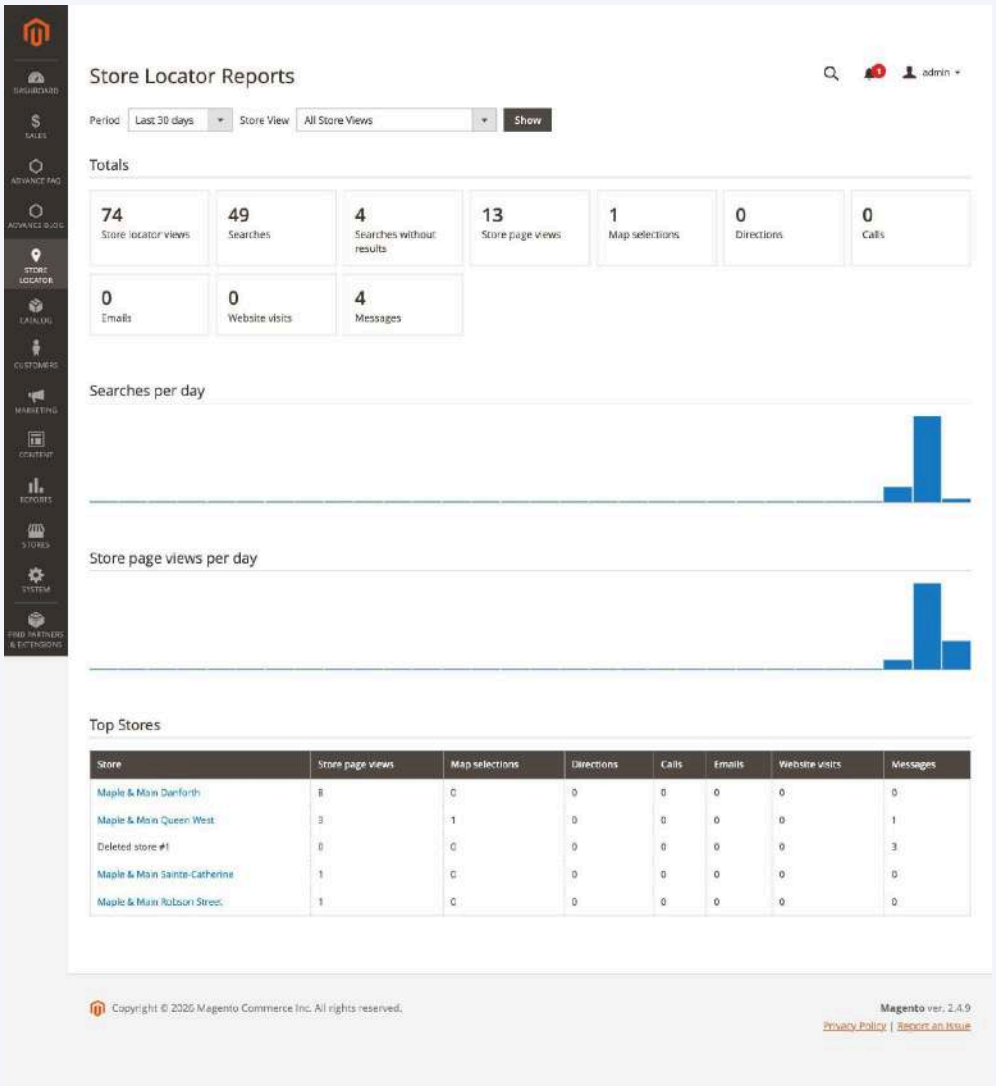
7.3 Command Line

Command	Purpose
`php bin/magento magexweb:storelocator:import stores.csv [--behavior=append|delete] [--validate-only]`	Imports (or only checks) a CSV file
`php bin/magento magexweb:storelocator:export stores.csv [--ids=1,2,3] [--no-store-views]`	Exports all or selected stores

Command	Purpose
`php bin/magento magexweb:storelocator:import:process [--scheduled] [--force]`	Runs queued and scheduled imports now

8. Reports

Go to **Store Locator > Reports** to see, per period and store view: store locator and store page views, searches, searches without results, map selections, directions, calls, emails, website visits and messages, daily charts and the most active stores.

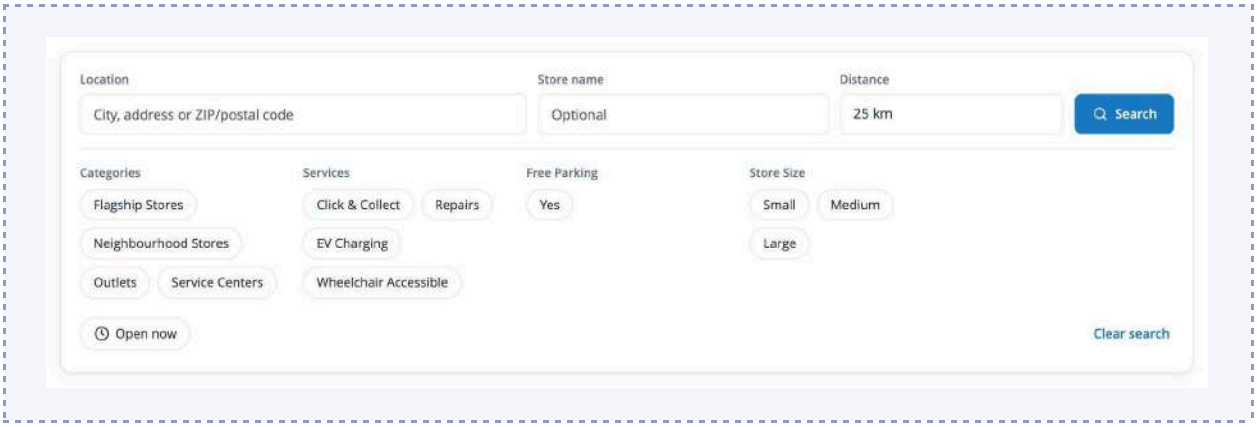


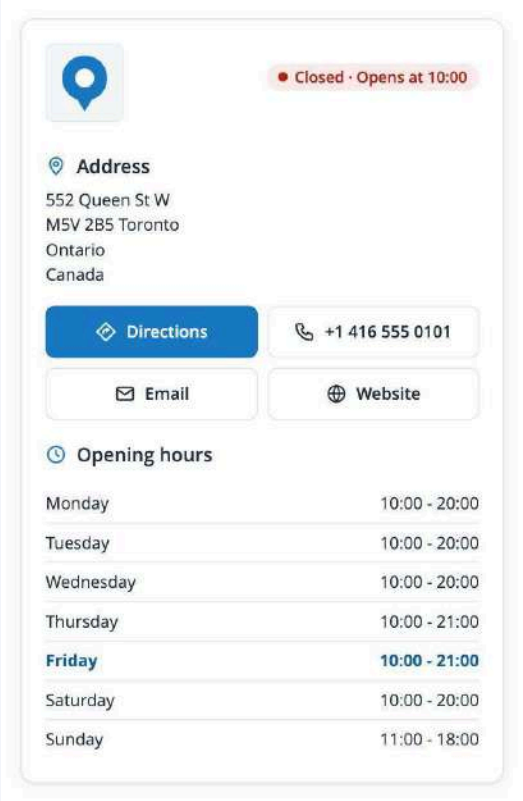
⚠ ***Note:*** *Only daily counts are stored: no IP addresses, search terms or visitor identifiers. Optionally the events are also pushed to Google Tag Manager (window.dataLayer) as storelocator_<event>, for example storelocator_directions, with the store ID and name.*

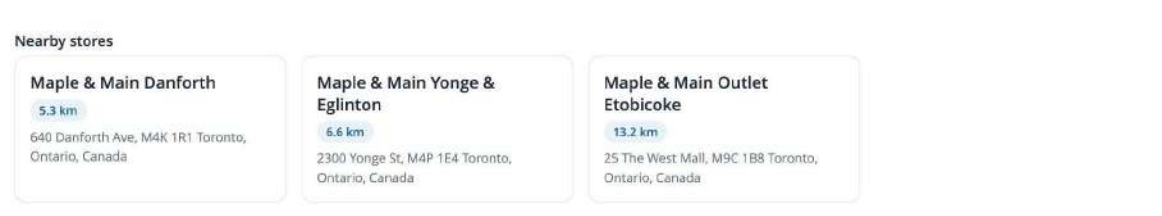
9. Storefront Behaviour

Once enabled and configured, the store locator behaves as follows for shoppers:

- The store locator is available at /store-locator (or the URL path you configured), with links in the footer and optionally in the top menu and header links.
- Visitors search by address or place (with suggestions), "Use my location" (HTTPS only), distance and store name, and refine the results with filters.
- The search is kept in the page URL, so results can be shared and the browser back button works.
- Only enabled stores assigned to the current store view and visible to the visitor's customer group are shown, on the map, in the list, in widgets, in the REST search and in the sitemap.
- Store cards show distance, live open/closed status ("Opens at 10:00", "Closing soon"), categories, services, custom attributes, opening hours and quick actions: call, email, website, directions and show on map.
- Store pages show the gallery, address, contact buttons, opening hours (today highlighted), holiday hours, map with info window, description, custom attributes, nearby stores and the contact form.







9.1 CMS Widget

Add a store locator to any CMS page or block with **Insert Widget > Store Locator** in the editor, or in Content > Widgets. Choose a title, limit it to categories and/or services (for example a "Dealers" page), choose the layout and whether to show filters. Several widgets can be placed on one page.

Widget option	Description
Title	Heading shown above the widget (optional)
Only Stores in Categories	Shows only stores of the selected categories

Widget option	Description
Only Stores With Services	Shows only stores offering the selected services
Layout	Map + List, List + Map, Full Map, Grid, List or Map + Grid
Show Filters	Shows or hides the search filters. Default: Yes

10. SEO and URLs

Page	URL
Store locator	/store-locator
Store page	/store-locator/store-url-key (or /store-locator/store/store-url-key)
Suggest a store	/magexweb_storelocator/submission
Filtered search	/store-locator?lat=…&lng=…&radius=…&category=…

- The URL path, store page URL structure and optional URL suffix (for example .html) are set in General configuration.
- When a URL key or URL setting changes, store page URLs are rebuilt and old URLs redirect (301) to the new ones. Rebuild them by hand with `php bin/magento magexweb:storelocator:urls:regenerate`.
- Every store has its own meta title, meta description, meta keywords and canonical URL; empty values use the templates from SEO configuration ({name} - {city} by default).
- Store pages include JSON-LD structured data (LocalBusiness or the chosen business type, with address, coordinates and opening hours) and BreadcrumbList.
- Search URLs with parameters can be set to "noindex,follow" so search engines index only the main page and store pages.
- Store pages are added to the XML sitemap generated in Marketing > Site Map.

11. Permissions

In **System > Permissions > User Roles > Role Resources > Store Locator**, each area is a separate permission, so you can give staff exactly the access they need:

Resource	Allows
Stores	View stores; Save Store, Delete Store, Duplicate Store, Edit Store Hours and Edit Holiday Hours are separate permissions
Categories / Services / Custom Attributes	View, save and delete each
Store Messages	View messages; Edit Message Status; Delete Messages
Store Suggestions	View suggestions; Edit, Approve and Decline Suggestions; Delete Suggestions

Resource	Allows
Reports	View the usage reports
Import / Export	Import Stores and Export Stores
Store Locator Configuration	Stores > Configuration > Store Locator

12. REST API

The store search is public and returns only enabled stores of the store view in the URL (/rest/<store_code>/V1/...) that are visible to guests (or, with a customer token, to the customer's group). Page size, radius and filters are limited to the store settings, and the search is rate limited. Management endpoints need an admin or integration token with the matching Store Locator permission.

Endpoint	Description
GET, POST /V1/storelocator/search	Store search (public)
GET /V1/storelocator/locations, /locations/:locationId	List or get stores (Stores permission)
POST /V1/storelocator/locations, PUT /locations/:locationId	Create or update a store (Save Store)
DELETE /V1/storelocator/locations/:locationId	Delete a store (Delete Store)
/V1/storelocator/categories, /services	GET, POST, PUT and DELETE categories and services (Category and Service permissions)

Example: `GET /rest/default/V1/storelocator/search?request[latitude]=43.65&request[longitude]=-79.38&request[radius]=25&request[sort]=distance`

> ⚠ ***Note:*** *Bearer tokens require the web server to pass the Authorization header to PHP (Magento's pub/.htaccess does this; check your setup if the document root is not pub).*

13. Cron Jobs and Commands

Cron job	Schedule	Purpose
magexweb_storelocator_geocode_pending	Every 5 minutes	Finds coordinates of new stores
magexweb_storelocator_import_process	Every minute	Runs queued admin imports
magexweb_storelocator_import_scheduled	Configured schedule	Scheduled CSV import
magexweb_storelocator_leads_clean	Daily	Deletes old store messages (if configured)

Command	Purpose
`magexweb:storelocator:sample-data:install` / `:remove`	Install or remove the sample stores
`magexweb:storelocator:geocode`	Find missing coordinates now
`magexweb:storelocator:import` / `:export`	CSV import and export
`magexweb:storelocator:import:process`	Run queued and scheduled imports now
`magexweb:storelocator:urls:regenerate`	Rebuild the store page URL rewrites

14. Uninstallation

Composer installation:

- Optional: `php bin/magento magexweb:storelocator:sample-data:remove`
- `php bin/magento module:uninstall Magexweb_StoreLocator --remove-data` (removes the module's tables, configuration, URL rewrites and media files)

Manual (app/code) installation:

- `php bin/magento module:disable Magexweb_StoreLocator`
- Delete the app/code/Magexweb/StoreLocator folder
- `php bin/magento setup:upgrade` and `php bin/magento cache:flush`. The tables stay until you remove them by hand.

> ⚠ ***Important:*** *Back up your database before uninstalling with --remove-data: stores, messages and suggestions are deleted permanently.*

15. Troubleshooting & FAQ

Question	Answer
The map is grey or shows "This page can't load Google Maps correctly"	Check the Browser API Key, that billing is enabled, that the Maps JavaScript API, Places API (New) and Geocoding API are enabled, and that your domain is in the key's website restrictions.
The OpenStreetMap map stays grey or shows no tiles	Check the Tile Server URL (https:// with {z}, {x} and {y}) and the key of your tile provider. With Content Security Policy in restrict mode, add the tile host to the CSP whitelist (img-src).
No address suggestions with OpenStreetMap	Check the Place Search URL (empty switches the address search off). With Content Security Policy in restrict mode, add its host to the CSP whitelist (connect-src).
Coordinates are not found with OpenStreetMap	Check the Geocoding URL and Contact Email and that cron is running. Requests are sent at most once per second, so large imports take a while; problems are logged in var/log/magexweb_storelocator.log.
A store does not appear on the storefront	Check that it is enabled, assigned to the store view, visible to the customer group and has coordinates. Then make sure the Store Locator Search index is up to date (cron must run when it is "Update by Schedule").

Question	Answer
A store has no coordinates	Enter the Server Geocoding API Key, check the Coordinates column in the grid, run Find Coordinates or bin/magento magexweb:storelocator:geocode, and look in var/log/magexweb_storelocator.log.
Configuration changes do not show	Flush the cache in System > Cache Management (Full Page Cache and Store Locator).
"Use my location" does nothing	Browsers allow location access only on HTTPS pages, and the visitor must allow it.
An import stays queued	Large imports run in the background: make sure Magento cron is running, or run bin/magento magexweb:storelocator:import:process.
Store page URLs return 404 after changing the URL path	Run bin/magento magexweb:storelocator:urls:regenerate and flush the cache.
Searches return "Too many searches"	Increase Search > Search Requests Per Minute Per Visitor, or set it to 0. Behind a proxy or CDN, configure Magento to use the visitor's real IP address.

16. Support

For help, contact Magexweb at **info@magexweb.com** or visit **www.magexweb.com**. Please include your Magento version, PHP version, a description of the problem and, if possible, var/log/magexweb_storelocator.log (enable Developer > Debug Logging for details).