

INTERNAL RELEASE NOTES · OCTOBER 2026

TronShop v1.105

What's new

New homepage

Roles

GA4 analytics

E-mail module

Form fields

Product feeds

SEO wave 2

30+ fixes

Release 21–22 October 2026 · TronShop storefront, TS Admin and TronCloud Admin together

HELP-ARTICLE LINKS

The new articles are still drafts in Zendesk, so their links only open if you're logged in to Zendesk with at least a light agent account. We publish them on release day.



A brand-new admin homepage and setup guide

HEADLINE

BEFORE

Two sales charts that stayed flat at zero until the first sale.

NOW

Start, Dashboard and Insights: a setup guide, milestones and the key numbers with a tip on every card.

WHY IT MATTERS

New shops see progress from the first visitor and always know the next step.

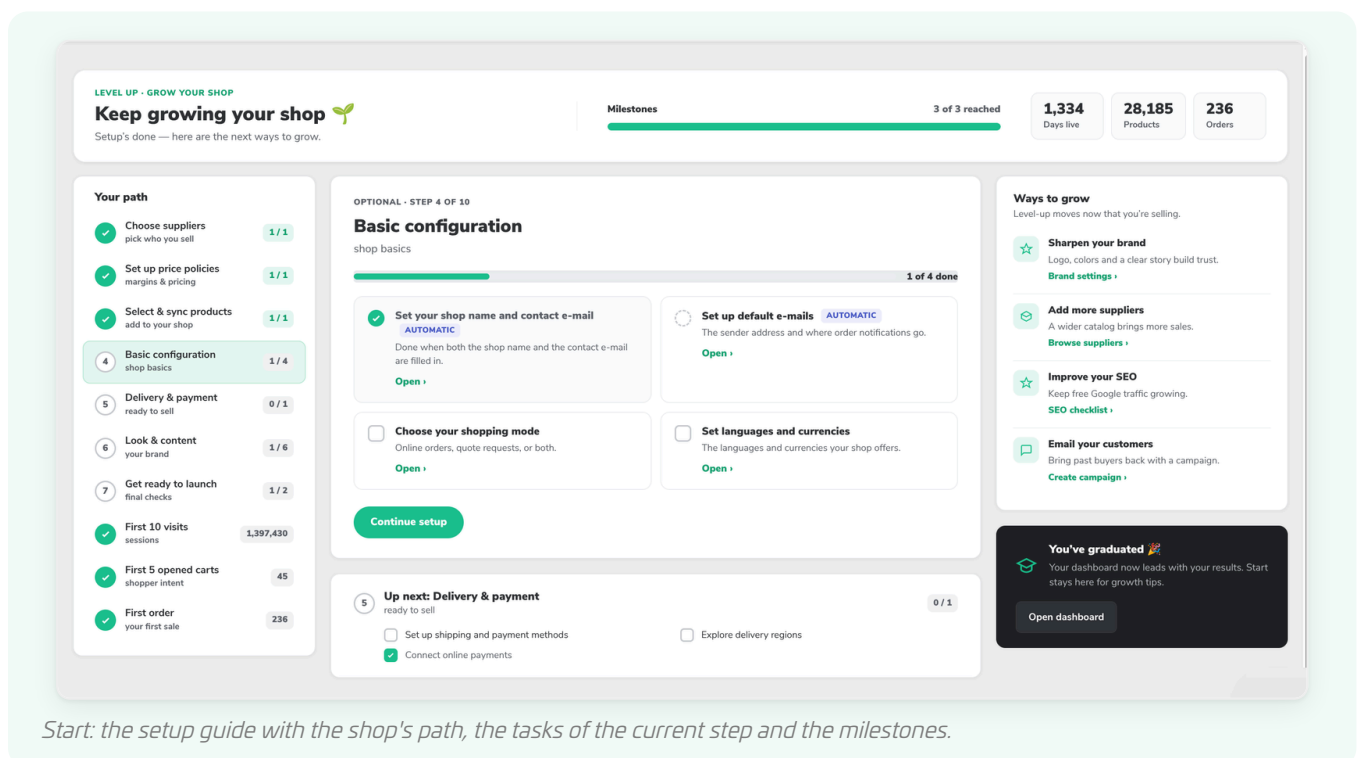
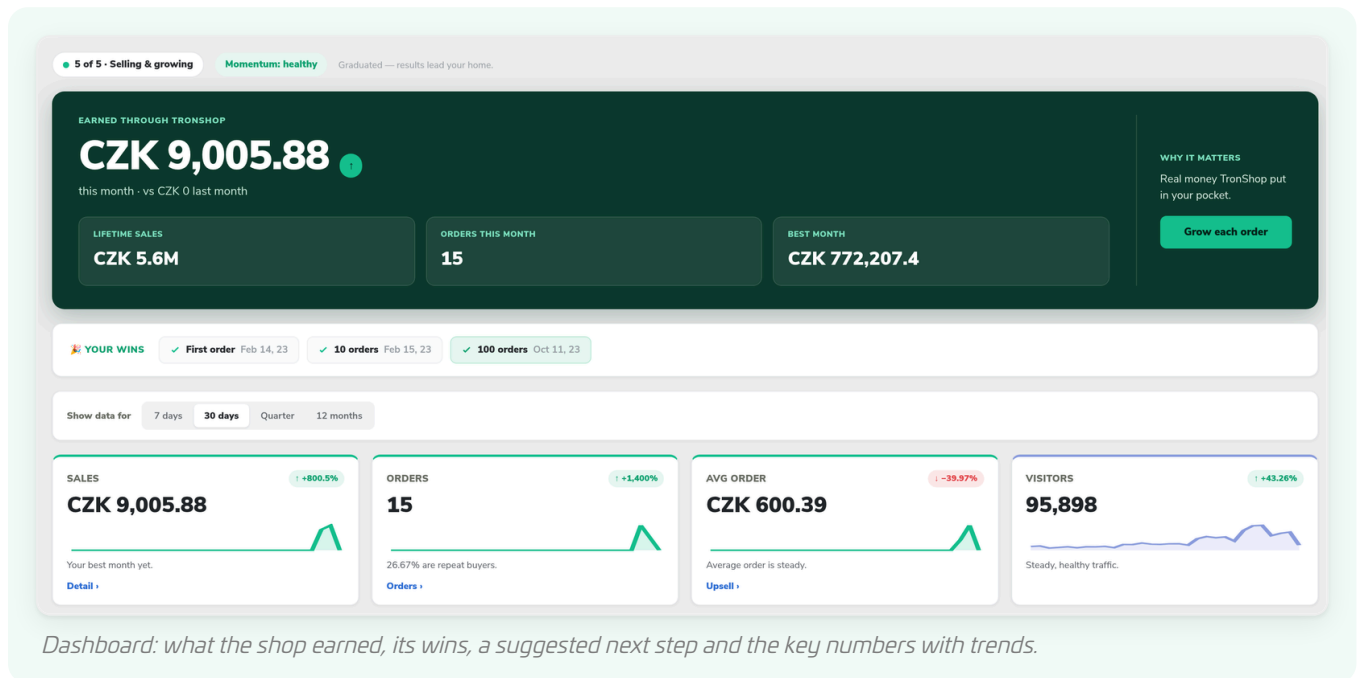
The TS Admin homepage has been rebuilt from scratch. Until now, a shop owner logging in saw two sales charts that stayed flat at zero until the first sale. For a new shop that meant days or weeks of nothing, with no sign that TronShop was working for them. The new homepage shows progress from the first visitor, and it always suggests the next step.

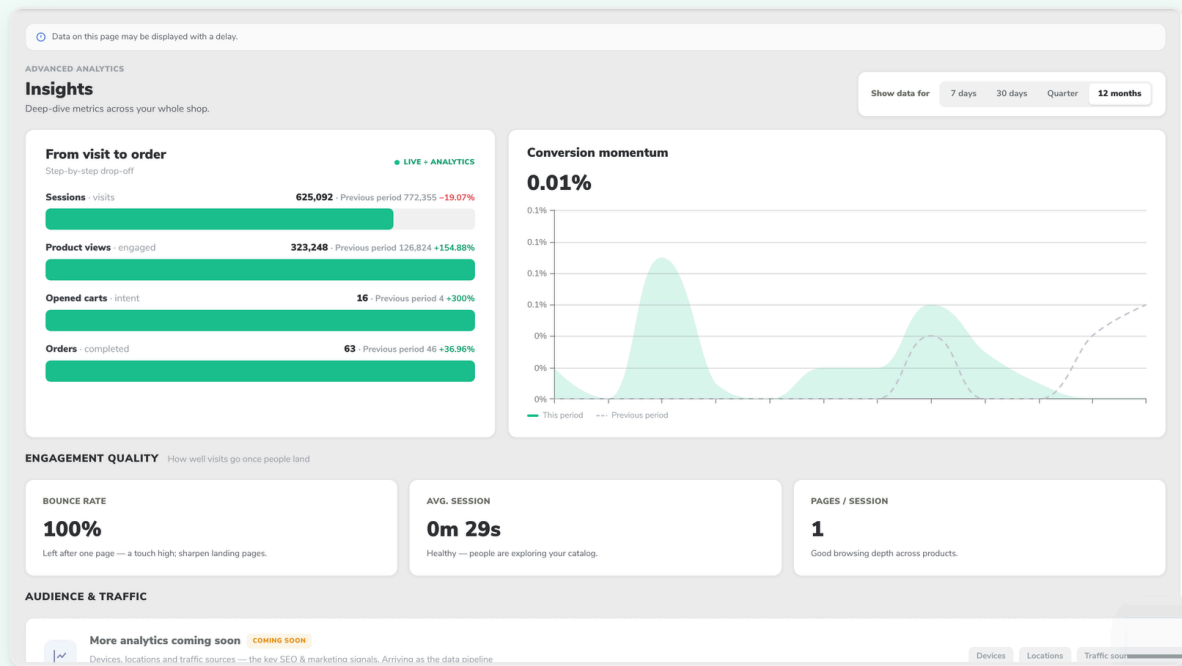
Start and **Insights** are new and **Dashboard** has been rebuilt; all three sit at the top of the menu. **Start** is a setup guide of ten steps (nine for inquiry-only shops): seven setup steps from choosing suppliers to "Get ready to launch" (inquiry-only shops have no delivery & payment step), then three milestones: 10 visits → 5 carts → first order (inquiry-only shops: 10 visits → 5 inquiries → first answered inquiry). **Dashboard** shows the key numbers for the shop's stage with trends: visitors, conversion and abandoned carts before the first order; sales, orders and average order after it. **Insights** shows the shopping funnel in more detail, conversion over time (after the first order), the most-viewed or best-selling products and the top search terms.

The major advantages:

- **Progress before the first sale:** visitors and carts count from day one, so a new shop sees real movement right away.
- **The next step is always suggested:** each dashboard card carries a tip that reacts to the shop's numbers. Until a shop has 5 carts or its first order, the Dashboard shows "Your dashboard unlocks soon" with a button to Start.

- **A checklist that ticks itself:** many tasks are detected automatically from the shop's data (contact details, logo, banners, test order, Google Analytics, online payments, own domain...). The rest are ticked by someone with Manage settings access, and the list shows who ticked them and when.
- **Honest comparisons:** "this month" is compared with last month **up to the same day**, so the 13th of the month is not measured against a whole month.
- **No pressure on existing shops:** shops created before 1 October 2026, and shops that already have their first order (or 5 carts once suppliers, products and delivery are set up), see the checklist as an optional list rather than a to-do.
- **What customers search for:** top search terms and the most-viewed (later best-selling) products show what shoppers actually look for.





Insights: from visit to order, conversion over time and engagement quality.

New in the client Knowledge Base

[Your TronShop admin homepage: Start, Dashboard and Insights](#) — new client KB guide, published on release day

Roles & permissions in the shop admin

BEFORE

All-or-nothing: everyone from the client's company could change everything.

NOW

Per person and per area: no access, view or manage, enforced by the server.

WHY IT MATTERS

A colleague can get orders without settings or users. Nobody loses access on day one.

Until now the shop admin was all-or-nothing: everyone from the customer's company could change everything. Now the shop owner, an administrator or a colleague with Manage users access (only for the areas they have themselves) decides **per person and per area** (Dashboard & insights, Orders, Inquiries, Customers, Products, Content, Marketing, Settings, Users) whether that person has **No access**, can **View** or can **Manage** (Dashboard & insights can only be viewed). This happens on the new **Settings → Users** page. An **Administrator** has full access, and each shop has one named **Owner**, assigned by our staff.

This is real protection, not just a hidden button. Menus, pages and buttons a person may not use disappear, and the server refuses forbidden actions too. If someone reaches a page they are not allowed to use, they see a clear message instead of being logged out. Saved secrets (payment gateway keys, the shop API key, the keys for TronAPI order transfer to suppliers and for TronCalculator, the reCAPTCHA secret) are never shown again after saving, whatever the person's role.

- "You can give a colleague access to orders without giving them settings or user management."
- "Staff only see the parts of the admin they are allowed to use."

- **Nobody loses access on day one:** everyone who uses the admin today becomes an Administrator of their shop. Single-person shops also get that person as Owner.

In TronCloud Admin (our staff): the shop's **Owner** is chosen in a new **"Edit TronShop Instance"** dialog. The same dialog covers customer, lifecycle, plan, limits with current usage and behaviour flags. A shop cannot be saved without an Owner, so the first edit of a multi-person shop will ask for one.

 **Users and roles in TronShop admin** — new client KB guide, published on release day



Built-in Google Analytics 4 tracking ("Native analytics")

BEFORE

A custom script per client copied order data from the page and broke when the design changed.

NOW

The shop itself sends standard GA4 e-commerce events; the merchant enters the Tag Manager container ID.

WHY IT MATTERS

Reliable tracking of the whole journey, cookie consent built in, a ready-made container import.

E-commerce tracking no longer has to depend on custom scripts. Until now, analytics for many shops was a per-client script that copied order data from the page, and it broke whenever the storefront design changed. The shop itself can now send **standard GA4 e-commerce events** to the merchant's own **Google Tag Manager** (the tool most marketers already use to add Google tracking). The merchant only enters its container ID in **Settings → Integrations → Analytics**.

Native sends the events into the merchant's Tag Manager container; the container must forward them to GA4. A container with only the Google tag sends page views and nothing else, so each event needs a GA4 Event tag ("Send ecommerce data → Data layer"). TronShop ships a ready-made container import file (17 event tags with their triggers and variables) and the setup steps in the client KB article: the merchant imports it, adds their Google tag with their **G-...** ID and publishes. A direct GA4 connection (a **G-...** ID without Tag Manager) is not supported in this release.

- **Reliable by design:** events come from the platform, so tracking keeps working when the storefront changes.
- **The full shopping journey:** product lists and views, add/remove from cart (including quantity changes in the cart), checkout steps, purchase (with payment and delivery method; inquiry-only shops send no purchase for a quote request), search and search results, login, sign-up, leads from inquiry, contact and sample-request forms, shares, and banner views and clicks.
- **Cleaner numbers:** amounts are in the visitor's currency, revenue is the goods value (delivery and payment fees are left out), and the merchant chooses whether prices are sent with or without VAT and which product code GA4 shows. Every event reports a product under one code (the model's), with the colour or size sent separately, and shops that hide prices send no prices to GA4.
- **Privacy built in:** tracking follows the visitor's cookie choice (Google Consent Mode v2, through the shop's cookie bar), and, if the merchant turns it on, the logged-in customer's ID is sent only when the visitor accepted tracking cookies.
- **Safe transition:** each shop chooses Off / Legacy / Native. **Every existing shop stays on Legacy**, so nothing changes on deploy day, and shops move to Native when they are ready. Only Legacy keeps the old scripts' e-commerce placeholders filled; Off and Native leave them empty.

Analytics mode

Native analytics pushes page and ecommerce events into the dataLayer for GTM. Switch shops between Off, Legacy, and Native here — the storefront settings revision updates automatically after save. Integration details are in the TronShop analytics docs (event contract, Legacy → Native migration guide, and GTM reference).

☐ Off

Analytics bootstrap and ecommerce events are disabled.

☐ Legacy

Keep existing custom External Scripts with {{...}} placeholders (XOR with Native).

☒ Native

New dataLayer + GTM integration (Consent Mode, page_view, ecommerce events).

i Switching from Legacy: in the same step, turn off External Scripts that send Google Analytics or ecommerce events or call gtag() — otherwise purchases are counted twice. Scripts for other services (reviews, pixels) can stay.

GTM Container ID
GTM-XXXXXXX

Format: GTM-XXXXXXX (required for Native mode).

Settings → Integrations → Analytics: Off, Legacy or Native. With Native, the shop's Google Tag Manager container ID and the reminder to turn off old tracking scripts in the same step.

Good to know for client conversations: GA4 revenue looks lower after switching to Native (no delivery or payment fees). The old tracking scripts must be removed in the same step, or purchases are counted twice. Native needs the shop's cookie bar switched on: without it, consent stays denied and GA4 receives only limited, anonymous data. The Tag Manager container needs the event tags (import file in the KB article). In GA4, "Site search" enhanced measurement should be off (the shop sends its own search event, otherwise searches are counted twice), and "generate_lead" should be marked as a key event. [monday](#)

 **Built-in Google Analytics 4 (Native analytics)** — new client KB guide, published on release day

The e-mail module, rebuilt

BEFORE

"Did my customer get it?" needed a support ticket; shop copies of customer e-mails could not be stopped.

NOW

E-mail settings, monitoring of every sent e-mail and undelivered e-mails with a plain reason.

WHY IT MATTERS

Clients answer it themselves in the admin.

Merchants can now see and control their shop's e-mails from the admin, with no support ticket needed:

- **E-mail settings, in plain language:** who the shop sends as, whether the shop gets a copy of customer e-mails (this can now be switched off), and where internal notifications go (contact form, inquiries, sample requests). Shops with their own sending domain can also switch open/click tracking off. This came from clients who received copies of every customer e-mail and could not stop them [monday](#), and from inquiry notifications that silently went nowhere because of hidden per-language rules [monday](#).
- **"Who receives this e-mail" per template:** the template list shows each template's audience (customers, the shop, documents), where it goes and its language coverage, and flags templates that reach nobody.
- **E-mail monitoring:** every e-mail the shop sent in the last 12 months, with its delivery state, opens/clicks and a timeline. "Did my customer get the order confirmation?" can now be answered from the admin.
- **Undelivered e-mails** (menu: E-mail errors): bounced, dropped or blocked e-mails with a plain reason ("Invalid address") instead of technical codes.

- **Account e-mails stay private:** e-mails that carry a login link (account verification, password reset, finish registration) are never copied to the shop, even when the shop copy is on. The template list says so: "No copy — account e-mail with a login link".
- **Test e-mails arrive where you send them:** "Send test e-mail" now also goes to the typed address for the inquiry, contact-form and sample-request templates (as long as the template has a recipient set) monday.

Settings - COMMUNICATIONS

Settings Sending from the shared platform domain

PREMIUM FEATURE

Your shop sends from the shared platform domain

That works, and your e-mail is delivered. Your own verified domain adds three things:

- ✓ A sender address at your own domain, not ours
- ✓ DMARC alignment, so more inboxes trust your mail
- ✓ Your own open and click tracking switches

[Talk to us about a domain](#) We walk you through the DNS records and verify the domain together with you.

Sending identity

Who your e-mails come from. Applies to every e-mail the platform sends on behalf of this shop.

Sender Name: Sender Address: @ Authorized Domain: ReplyTo Address:

Shown instead of the address in most inboxes. The shared platform domain. Only one option until your shop verifies its own domain. Where customer replies land. Empty = replies go to the sender address.

Tracking & privacy

Your shop sends from the shared platform domain, so open and click tracking are managed by the platform. Opened and Clicked still appear in E-mail monitoring.

E-mail settings: the Premium card for shops on the shared domain, the sending identity and tracking.

Settings - COMMUNICATIONS

E-mail templates 17 templates need attention

SEARCH: e.g. order or registration KIND: All To customers To the shop Documents Clear filters

Your shop sells in EN · CS · ES Coverage is measured against those 3. 0 further platform languages exist and are kept, but never block you. 17 of 17 templates

TEMPLATE	GOES TO	TRANSLATIONS
Registration Confirmation - Created by Customer at Webshop	OWN SETTING No copy — account e-mail with a login link	EN CS ES ⚠ ES missing
Order Confirmation - Created by Customer at Webshop	OWN SETTING sales@{{ShopDomain}}	EN CS ES ⚠ ES missing
Inquiry Confirmation - Created by Customer at Webshop INTERNAL	OWN SETTING 	EN CS ES ⚠ ES missing
Password Reset	OWN SETTING No copy — account e-mail with a login link	EN CS ES ⚠ ES missing
Demand Confirmation - Created by Customer at Webshop	DEFAULT Copy to shop addresses	EN CS ES ⚠ ES missing
Demand with hidden prices Confirmation - Created by Customer at Webshop	DEFAULT Copy to shop addresses	EN CS ES ⚠ CS, ES missing
Order State Changed	DEFAULT Copy to shop addresses	EN CS ES ⚠ CS, ES missing

E-mail templates: where each template goes and which languages it covers. Account e-mails with a login link are never copied to the shop.

E-mail monitoring

4 / 26 delivered in this range

RANGE	STATE	SEARCH	
Last 30 days Last 90 days Last 12 months	All states	e.g. novakova or Order confirmation Clear filters	
Showing last 90 days 26 e-mails match			
STATE	RECIPIENT	ENGAGEMENT	SOURCE
PROCESSED	First visitor discount coupon	0 0	TRONSHOP
PROCESSED	First visitor discount coupon	1 0	TRONSHOP
PROCESSED	Order W202600000237 recieved - Payments Test TronShop	1 0	TRONSHOP
PROCESSED	Order W202600000236 recieved - Payments Test TronShop	1 0	TRONSHOP
DELIVERED	Order W202600000235 recieved - Payments Test TronShop	0 0	TRONSHOP
PROCESSED	Order W202600000234 recieved - Payments Test TronShop	1 0	TRONSHOP
PROCESSED	Order W202600000233 recieved - Payments Test TronShop	3 0	TRONSHOP
PROCESSED	Order W202600000232 recieved - Payments Test TronShop	3 1	TRONSHOP
DELIVERED	Order W202600000230 state changed - Payments Test TronShop	1 1	MASTER APP
PROCESSED	Order W202600000226 state changed - Payments Test TronShop	1 1	MASTER APP

E-mail monitoring: every e-mail the shop sent, its delivery state and opens/clicks.

Order 123456789 state changed - Payments Test TronShop

← BACK

[Open in monitoring](#)

WHY IT FAILED

Undelivered

The receiving server refused the message without giving a reason we recognise. The provider's own words are below.

Provider message - verbatim

[Copy](#)

unable to get mx info: failed to get IPs from PTR record: lookup <nil>: unrecognized address [type=Bounced, class=Unclassified]

WHAT IS KNOWN

Date 23.07.2026 11:52 To fdof@knmdsal.com Subject Order 123456789 state changed - Payments Test TronShop From no-reply@ipromotron.com

State

BOUNCE

DELIVERY HISTORY

11:47:13 23.07.2026 Deferred
11:47:13 23.07.2026 Processed
11:47:42 23.07.2026 Deferred +29s
11:48:32 23.07.2026 Deferred +50s
11:50:43 23.07.2026 Deferred +2 min
11:52:32 23.07.2026 Bounced +2 min
unable to get mx info: failed to get IPs from PTR record: lookup <nil>: unrecognized address

Why an e-mail failed: a plain explanation, the provider's own words and the delivery history.

[E-mail monitoring and undelivered e-mails](#) — new client KB guide, published on release day ·

[How to set the e-mail notifications?](#) — updated on release day · [Email Templates Overview](#) — updated on release day



Customize the fields of the registration, inquiry and checkout forms

BEFORE

Changing a form field meant asking us to edit the shop's database.

NOW

Merchants customize each field: hidden, optional or required, format checks and the EU VAT check.

WHY IT MATTERS

No ticket, no developer. B2B shops can require a registered EU VAT number.

Until now, changing which fields a shop form shows or requires meant asking us to edit the shop's database. Merchants can now do it themselves in **Settings → Shopping → Forms**, for the Registration, Inquiry and Order (checkout) forms. Per field they choose hidden, optional or required (and read-only on checkout), and set the length, placeholder, input type (text, e-mail or phone) and, on free-text fields, a format pattern. The editor shows where each form appears on the shop, and it only offers settings the storefront really applies.

- **VAT check against the EU register (VIES):** B2B shops can require that a VAT number has the right format **and** is registered in VIES, and that the company number matches a pattern the merchant sets per country. This came from a Benelux shop that could not go live with unchecked numbers [monday](#). If VIES is down or slow (no answer within 8 seconds), neither registration nor checkout is blocked: the number is accepted without verification, and the order gets the normal VAT rate, as for an unverified number.
- **Format patterns:** a pattern set on a free-text field (name, phone, company, address, ZIP, region, tax number, delivery address, order reference, notes) is checked on every form where the field appears. E-mail, password, VAT number and company number keep their built-in checks (VAT and company number use the per-country patterns, written with or without the country prefix) and take no pattern; the editor says so on the field. *Patterns already saved in a shop's form settings start being checked with the deploy.*
- **Hidden or optional fields never block a form:** a hidden field still marked required no longer stops checkout, and leaving optional address or company fields empty (or hiding them) no longer breaks registration or checkout.
- **Cleaner customer data:** order, registration and inquiry forms now check e-mail addresses and phone numbers properly (digits, spaces, + () / . - and an extension are fine; at least 6 digits). A logged-in customer's stored phone number never fails the new check at checkout. Phone numbers can be up to 25 characters at checkout and registration (15 before).

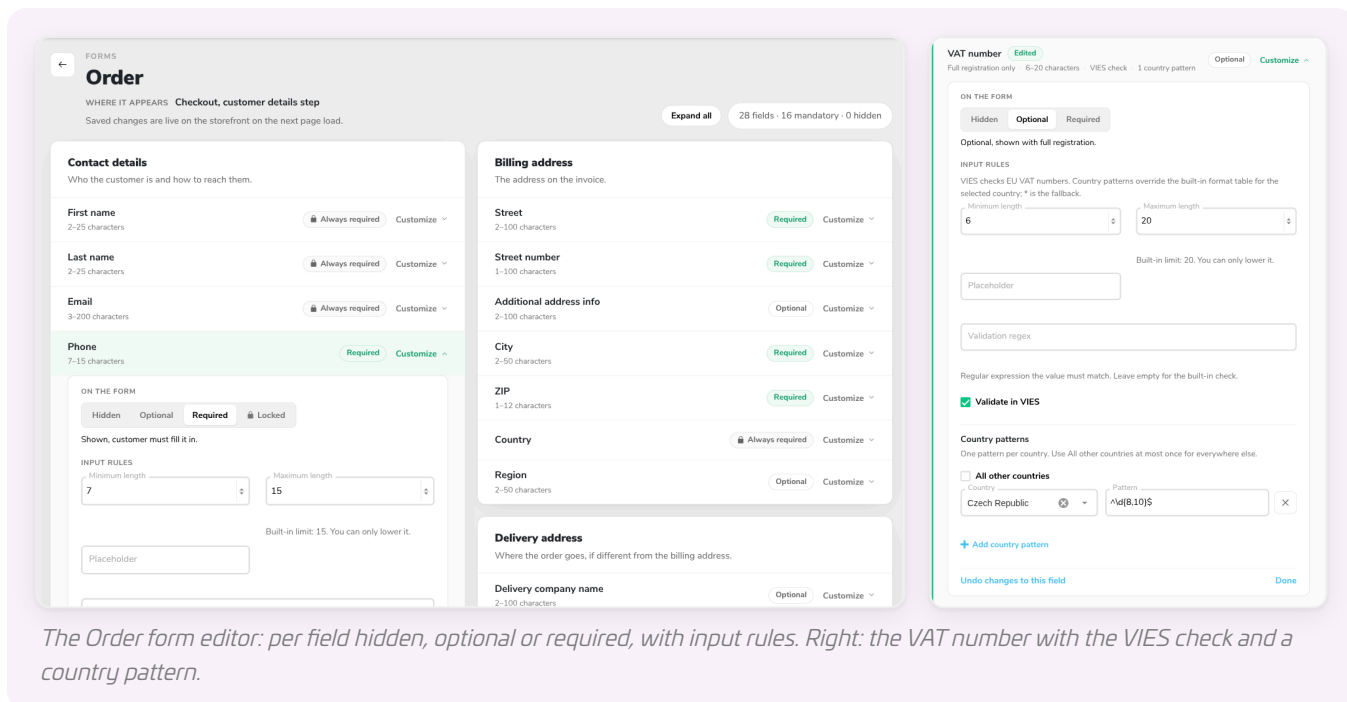
SHOPPING

Forms

Configure which fields customers see on Registration, Inquiry and Order forms, and how they are validated.

FORM	WHERE IT APPEARS	FIELDS
Registration	Register page and the complete-registration link page	18 fields · 12 mandatory · 0 hidden >
Inquiry	Inquiry form and the product sample popup	5 fields · 3 mandatory · 0 hidden >
Order	Checkout, customer details step	28 fields · 16 mandatory · 0 hidden >

Settings → Shopping → Forms: Registration, Inquiry and Order, with field counts.



[Configure shop forms \(Registration, Inquiry, Order\)](#) — new client KB guide, published on release day; replaces the old Dynamic Forms articles

Product feeds: as many as you need

BEFORE

One fixed Google Merchant feed in the main language. Anything else was developer work.

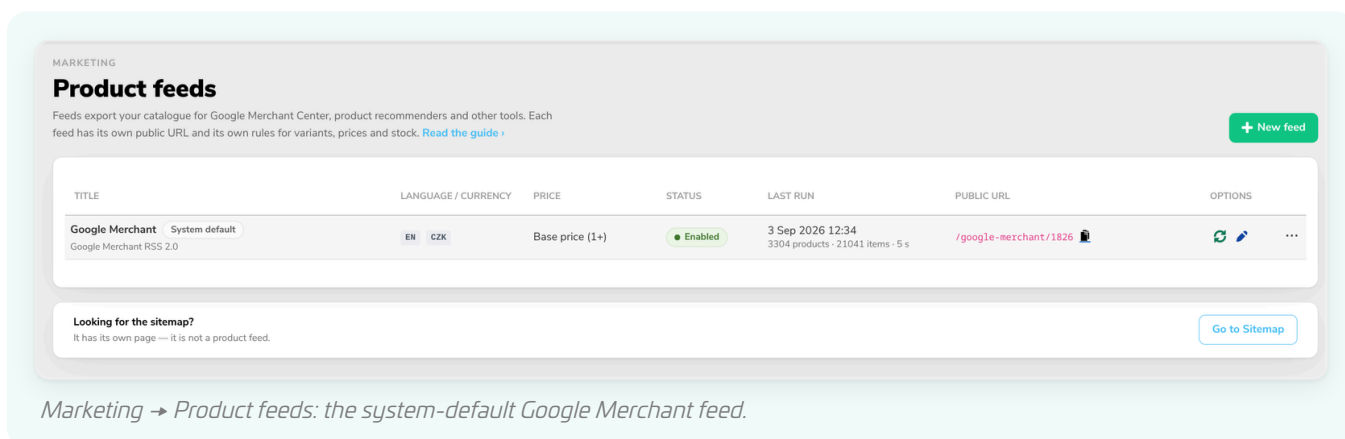
NOW

Any number of feeds with presets: Google Merchant, Recommender, OpenAI / ChatGPT and Custom.

WHY IT MATTERS

New channels without developer work, each feed in its own language and currency.

Until now a shop had exactly one fixed Google Merchant feed, in its main language only, and every client who needed something different needed developer work. Merchants can now create **any number of feeds** in **Marketing → Product feeds**. Each feed has its own address and optional access key, and its own rules. Ready-made presets cover **Google Merchant**, **Recommender** (one item per product, for chatbots such as Leadoo or Smartsupp) and **OpenAI / ChatGPT** shopping. A Custom option unlocks every setting: all variants or one per product, which price tier, with or without VAT, in-stock only. Each feed has its own language and currency.



PRODUCT FEEDS

Google Merchant

Enabled

System default

Google Merchant

Status & URL

PUBLIC URL

<https://payments-test.dev.ipromotron.com/google-merchant/1826>

Copy

Open

Paste this URL into Google Merchant Center → Products → Feeds → Scheduled fetch.

STATE

LAST GENERATED

PRODUCTS / ITEMS

DURATION

Ready

3 Sep 2026 12:34

3,304 / 21,041

5 s

Generate now

Regenerates the file straight away. Takes about a minute for large catalogues.

The system default feed cannot be deleted or disabled.

What is this feed for?

Pick the tool that will read the feed — we set every rule for you. Choose Custom only if you need to change them yourself.

Google Merchant

For Google Shopping ads and free listings.

Every variant as its own item
Base (1+) price, shop VAT
Products without an image skipped

Recommender

For Leadoo, Smartsupp, chatbots and similar tools.

One item per product
Model name and model link
Falls back to the model image

OpenAI / ChatGPT

Product feed for ChatGPT shopping (OpenAI Commerce).

TSV file with Google-compatible columns
All variants with per-variant links
Search/checkout eligibility flags per feed

Custom

You set every rule yourself.

All options unlocked
Warnings if Google would reject it
For advanced setups only

Products, prices, stock and images are managed by the Google Merchant preset — nothing to set up and nothing to get wrong.

Switch to Custom to edit

General

IDENTITY

name and public address of the feed

Title *

Google Merchant

Shown only here, e.g. "Google Merchant", "Leadoo recommender".

A feed in detail: its public address, status and the preset that sets its rules.

Important change for every shop: the existing Google Merchant feed keeps its address, so Merchant Center keeps working. But it now sends the **base price (quantity 1+)** shown on the product page, not the lowest quantity-tier price as before, and products priced 0 are left out. Merchant Center prices will go **up** for products with quantity tiers. The feed also follows the shop's VAT display now: in shops that show prices without VAT it sends prices without VAT (before, VAT was always added), so those prices go **down**. This fixes the price-mismatch rejections clients reported **monday monday**. The price tier can be changed in the feed's Custom settings; the editor warns when Google would reject the choice.

AVAILABILITY

shown in the grid as Status and the Auto chip

Enabled

Feed is live

Always on for the system default feed.

Regenerate after every catalogue sync

Manual only

The feed is rebuilt automatically whenever the catalogue finishes syncing.

Products & variants

Set by the Google Merchant preset

PRODUCTS

All variants — each colour/size is its own item, grouped by item_group_id

TITLE

Variant name

LINK

Variant page

WHY

Google requires separate items per variant, otherwise it disapproves them

Price & VAT

PRICE SENT

Base price (1+)

VAT

Same as the shop shows

CURRENCY

Czech Crown — shop primary currency

Stock & images

STOCK

All products with availability status

IMAGES

Products without an image are skipped

FALLBACK

Model or sibling variant image is used

SAVE

The Google Merchant preset: every variant, base price (1+), the shop's VAT display and currency.

The Google Merchant feed also **groups the variants of one product** (colours, sizes) for Google, so they show as one product with options. Until now most variants were sent without a group. Variants without their own photo

now use the product's or a sibling variant's photo. Products with no photo at all are now left out of the Google feed, because Google rejects them anyway.

Good to know for support: the deploy does not rebuild existing feeds. A feed picks up the changes at the next catalogue sync if "Regenerate after every catalogue sync" is on (for the Google feed this follows the shop's old auto-refresh setting); otherwise use **Generate now**. The sitemap rebuilds after each catalogue sync when "Regenerate after every catalogue sync" is on, otherwise within a day, or straight away with **Generate now**.

📄 **Product feeds** — new client KB guide, already live ·

📄 **Google Merchant Center – How to connect to TronShop** — updated on release day: the feed moved from Exports to Product feeds

🔍 SEO wave 2

BEFORE

Products missing from the sitemap, dead product links reported as fine, redirects ignored link parameters.

NOW

Every product in the sitemap, noindex and canonical, meta templates, richer structured data, real 404s.

WHY IT MATTERS

Google finds every product, and migrated shops keep their old links working.

- **Product pages are back in the sitemap:** Google could reach products only by paging through categories. The sitemap (the list of pages a shop hands to Google) now lists one address per product, never every colour/size variant, and the sitemap has its own admin page under **Marketing → Sitemap [monday](#)**.
- **Take a page out of Google without taking it offline:** per page and category, merchants can set "Exclude from search engines (noindex)" and a preferred ("canonical") address, the main address Google should show for that content [monday](#). The client asked for "nofollow"; noindex is what the shop now offers.
- **Meta templates:** one title/description pattern per language for all product pages and one for category pages, where a category's own SEO title and description still win (**Settings → Advanced Settings → Meta Templates**), with a live preview, instead of editing every page.
- **Richer structured data for Google** (machine-readable shop, company and product information that Google uses for richer search results): the homepage describes the website and the company (with its registered legal name and VAT ID), category pages describe themselves as collections and product pages as items, and pages that should not be indexed (cart, checkout, login, filters) no longer send any. This came from client SEO audits [monday](#) [monday](#).
- **Dead product links return a real "404":** product URLs that cannot be shown used to tell Google "this page is fine", and Google flagged them as broken pages. Visitors see the same "product not found" page as before [monday](#).
- **Redirects that understand link parameters:** old links often carry extras after a `?` (for example `?colour=red&size=M`). A redirect can now match the full link including those parameters, or pass them on to the new address. This is essential for shops migrating from WooCommerce and similar platforms. Existing redirects whose source contains `?` start working after the deploy [monday](#).

Meta Templates

Optional SEO meta title and description templates per language. Leave a field empty to keep the current storefront defaults for that language. Prefix/Suffix from Title Configuration still apply to titles.

Language *
English

Supported placeholders Click a placeholder to insert it at the cursor.

[Show details](#)

{{ProductName}} {{CategoryName}} {{ShopName}}

PRODUCT PAGES

Product meta title template

{{ProductName}} | {{CategoryName}} | {{ShopName}}

Product meta description template

LIVE PREVIEW

Preview uses sample product and category values from the placeholder legend. Unknown tokens are removed.

Sample product title

Ceramic Mug 300ml | Drinkware | Acme Promotional Products

Sample product description

Empty template — storefront keeps current defaults.

Sample category title

Empty template — storefront keeps current defaults.

Sample category description

Empty template — storefront keeps current defaults.

Meta templates: one title/description pattern for all product or category pages, with a live preview.

Sitemap

One XML file listing every public page of your shop. Search engines use it to discover products, categories and articles faster. [Read the guide](#)

STATUS & URL

Public URL <https://www.your-shop.com/sitemap.xml> [Copy](#) [Open](#)

State Ready

Last generated Oct 11, 2026, 10:30:09 PM

URLs included 4,793 (products, categories, articles)

AUTOMATIC REFRESH

☒ **Regenerate after every catalogue sync**

Recommended — keeps newly published products discoverable without waiting for the next crawl.

Rebuilds the file straight away. Search engines pick it up on their next crawl.

[GENERATE NOW](#)

Marketing → Sitemap: the public address, state, number of URLs and the option to rebuild it after every catalogue sync.

SEO data

Title (H1 & Meta title)

If it is not filled the **page name** will be used.

Title - H1 Tag

If it is not filled the **page name** will be used.

Keywords (Meta keywords)

Description (Meta description)

We recommend description between 50-160 characters. If it is not filled, **Page Description** is used.

Indexing

Canonical URL

Optional relative path (e.g. `/nl/category/page`). Must start with `/`, no host, no query string. Mutually exclusive with `noindex`.

☒ **Exclude from search engines (noindex)**

Create Redirect

Source URL *

Target URL *

REDIRECT TYPE

☒ **Match path**
Looks up by path only. Query string on the request is ignored when matching. Do not include a query string in the source URL.

☐ **Match full URL**
Looks up path + query. Include the query in the source URL (for example `/old-page?id=1`). Parameter order and encoding do not matter; extra parameters do not match. A request without that query does not match this row — add a Match path row if you also need the bare path.

☐ **Forward query**
Looks up by path only (source must not include a query string) and forwards the request query string onto the target URL. If the target already has a query, parameters are merged (request values win when names match). A query on the target is only for external URLs.

SAVE

Left: a category's SEO data with the canonical address and "Exclude from search engines". Right: a redirect that matches the full link or forwards its parameters.

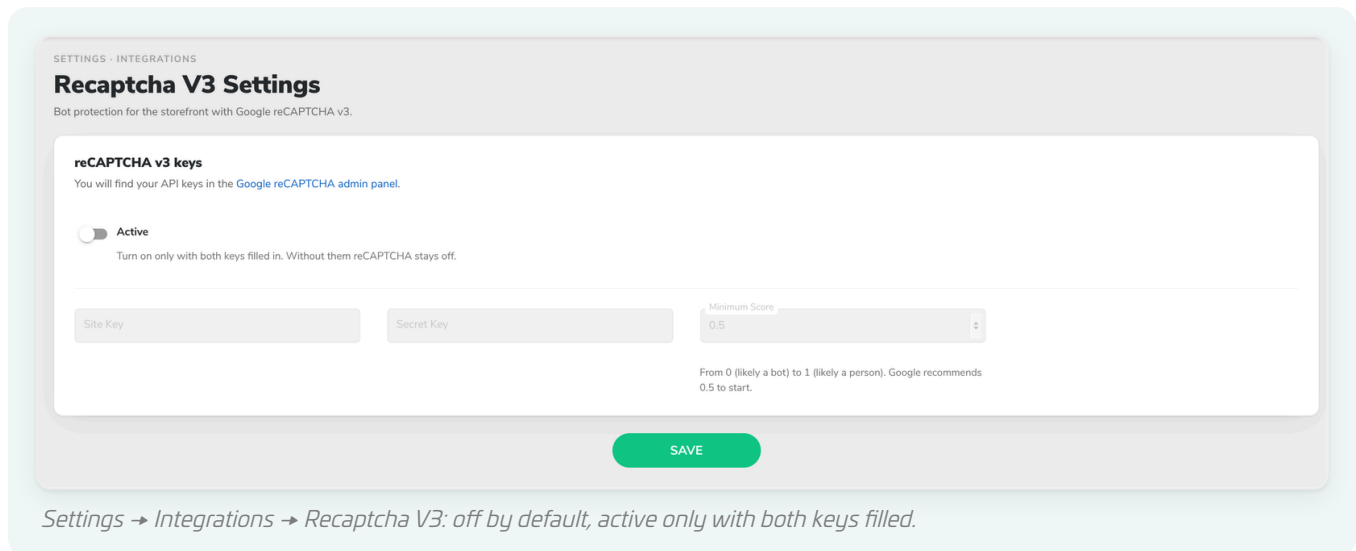
- [Structured data \(schema.org\) in TronShop](#) — new client KB guide, published on release day ·
- [Google Search Console – Submit your sitemap](#) — updated on release day ·
- [Set up URL redirects](#) — updated on release day ·
- [SEO Guide – Basic configuration](#) — being updated

Security

BEFORE	NOW	WHY IT MATTERS
Forgot password could tell whether an e-mail had an account; customer text could change how e-mails looked.	The same answer either way, optional reCAPTCHA v3, admin requests checked against the user's shop, customer text shown as plain text.	Fewer ways to attack a shop and its customers.

- Account forms no longer reveal whether an e-mail is registered:** a client reported that "Forgot password" told an attacker which addresses had an account. Forgot password and registration now give the same answer either way [monday](#). The **User Access** settings page (how new accounts are activated) is back in Settings → Advanced Settings.
- Optional Google reCAPTCHA v3** (an invisible bot check) on registration, forgot password, password reset, complete registration and adding a colleague in the customer account (**Settings → Integrations → Recaptcha V3**). It is off by default; if our server cannot reach Google, forms keep working.
- Admin hardening:** every admin request is checked against the shop the user has rights to. The Stripe webhook secret is now masked like the other payment secrets, and setting another person's password or editing another company's data is restricted. These issues were found in our own security review.

- **"Complete registration" is locked to the e-mailed link:** it can no longer be used to set a password on an existing account.
- **Customer text can't change the look of e-mails:** whatever a customer types into a form (name, note, company) is shown as plain text in e-mails, PDFs and the cart, never as formatting or links. Page titles and descriptions are protected the same way.
- **VAT ID rule for delivery regions enforced at order submit:** a region set to block orders without a valid VAT ID now also checks it when the order is sent, not only on the delivery step.
- **No unsafe links in menus and banners:** links that would run code instead of opening a page (`javascript:` and similar) are refused when saved and never shown on the shop.



Settings → Integrations → Recaptcha V3: off by default, active only with both keys filled.

- 📖 **reCAPTCHA v3 for shop account forms** — new client KB guide, published on release day
- 📖 **Customer account activation (User Access)** — new client KB guide, published on release day

Usability

BEFORE

Supplier settings under Products, Back looping between pages, changes waiting for the cache.

NOW

A Suppliers menu, Back returns to the list, changes show within a minute, locked features explain themselves.

WHY IT MATTERS

Fewer clicks and less waiting every day.

- **Suppliers get their own menu:** the supplier list and price policies moved from Products to a new **Suppliers** section.
- **Add yourself as a supplier:** merchants who sell their own products get an "Add yourself as a supplier" button that opens the supplier form with their company filled in, and this does **not** use a paid supplier licence slot [monday](#).
- **Print Options as a table:** when a supplier sends printing positions without pictures, the product page shows one clear table (position, technologies, max. size, colours, action) instead of a wall of "No image available" cards [monday](#).
- **Locked features explain themselves:** Purchase Orders without TronAPI (automatic order transfer to suppliers), and e-mail settings for shops sending from the shared domain, show a "Premium feature" card

explaining the benefits, with a "Talk to us" button that writes to our sales team.

- **Back means back:** Back buttons and the browser's back arrow return to the list you came from instead of looping between pages.
- **Inquiry replies:** Reply now fills in the subject ("Re: Inquiry 123") and is hidden when the address isn't valid; a new "Copy e-mail" button copies the customer's address.
- **Changes show on the shop within a minute:** edits to pages, menus, banners and most settings no longer wait for the cache to expire.
- **Clear reasons instead of spinners:** deleting a price policy that a supplier still uses explains why it can't be deleted; a page address that differs from another only in upper/lower case is refused with a clear message (the shop treats them as the same address).
- **External scripts** get their own page with a real code editor and a clickable list of the supported placeholders.
- **One consistent look:** the new admin screens share one full-width design and work on laptops, tablets and narrow windows.
- **Customer page:** the login e-mail ("Account email") is shown separately from contact e-mails, and editing a contact e-mail says that it does not change the customer's login [monday](#).
- **Inquiry form prefilled:** logged-in customers find their name, e-mail, phone and company already filled in.
- **Clearing a page address** in one language removes it. Pages the shop needs (cart, checkout, homepage...) and external links must keep one, and the admin explains why.
- **Homescreen shortcuts** on phones show the shop's own browser icon (favicon) instead of the TronShop logo [monday](#).
- **Connected systems can mark an order as paid:** through the TronShop API, a client's own system (CRM, accounting) can set an order's payment state (paid, partly paid, cancelled...), for example when a bank transfer arrives (the customer gets no "payment received" e-mail for it). The old endpoints keep working [monday](#).

Suppliers settings

SHOP SYNCHRONIZATION PROCESS

- ✓ Suppliers & Products
- ✓ Price policies
- ✓ Languages

Last sync: **SUCCESSFULLY FINISHED** (10/1/26, 4:24 AM)

Current State: **Scheduled** (11/1/26, 3:24 AM)

[SYNCHRONIZE DATA](#)

You can manually start synchronization only if you have some change in suppliers, products, price policies or languages. New products and stock availability are imported automatically several times a day.

NAME	STATE	PRICE POLICIES*	IMPORTED PRODUCTS**	OPTIONS
PromoTron	ACTIVE	P: Individual Purchase Prices From Supplier S: Margin To Purchase Prices	6	
PF Concept	ACTIVE	P: 0% - Discount From Supplier Catalog / Industry Prices S: Margin from 1 pcs	28179	

* P: Purchase Pricing conditions
S: Sale Pricing condition

** Imported products includes product models, product variants and printing services

[+](#)

The new Suppliers menu: supplier settings and price policies in one place.

Test Customer V1105

[← BACK](#)[EDIT](#)[CHANGE PASSWORD](#)

PERSON INFORMATION

Company: [V1105 Customer s.r.o.](#)
Position: ---
Sex: ---
Salutation: ---

Language: English
Location: Czech Republic
Account email: v1105-test-02@example.com
Email confirmed: Confirmed

Contacts

Addresses

TYPE ↑	CONTACT	USE	PURPOSE	PRIORITY	OPTIONS
Contact E-mail Address	v1105-test-02@example.com		Personal Work Contact	Primary Contact	
Mobile Phone (GSM)	+420777000222		Personal Work Contact	Primary Contact	

Customer detail: the login e-mail (Account email) is shown apart from the contact e-mails.

COOKIE TAGS

☐ Performance ☐ Analytics ☐ Marketing

Code

13 lines

HTML and JavaScript, inserted into the page exactly as written — wrap JavaScript in `<script>...</script>` tags.

Supported placeholders Click a placeholder to insert it at the cursor.

[Show details](#)

SHOPPING CART Only on every-page scripts

`{{SHIPPING_NAME}}` `{{SHIPPING_PRICE}}` `{{PAYMENT_NAME}}` `{{PAYMENT_PRICE}}` `{{DATALAYER_ITEMS}}` `BLOCK` `LEGACY ANALYTICS`

CONFIRMED ORDER Only on Order confirmation page

SIGNED-IN CUSTOMER

`{{USER_EMAIL}}` `{{USER_FIRSTNAME}}` `{{USER_LASTNAME}}` `{{USER_LOGIN}}`

COOKIE CONSENT

`{{ALLOWED_COOKIES_MARKETING}}` `{{ALLOWED_COOKIES_TRACKING}}` `{{ALLOWED_COOKIES_PERFORMANCE}}`

```
1 <script async src="https://www.googletagmanager.com/gtag/js?id=G-EZ4XH5PF22"></script>
2 <script>
3   window.dataLayer = window.dataLayer || [];
4   function gtag(){dataLayer.push(arguments);}
5   gtag('js', new Date());
6
7   gtag('config', 'G-EZ4XH5PF22', {
8     'send_page_view': true,
9     'ecommerce': 'dataLayer',
10    'debug_mode': true
11  });
12
13 </script>
```

External script editor with the clickable list of supported placeholders.

Purchase Orders

PREMIUM FEATURE

Send orders straight to your suppliers

With TronAPI a purchase order travels from TronShop to the designated supplier — no retyping into the supplier's shop, no e-mails back and forth.

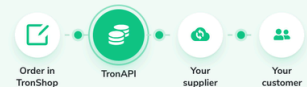
- ✓ Create a purchase order from a customer order in a few clicks
- ✓ The order reaches the supplier through TronAPI, straight from TronShop
- ✓ Every supplier order in one list, with its state and total

[Talk to us about TronAPI](#)

We set up the licence and connect your suppliers together with you.

[Already have a licence? Open the TronAPI integration settings](#)

Current state: TronAPI is switched off · licence key not entered



The whole order handled in a few clicks — from your customer to the supplier and back to your customer.

Purchase Orders without TronAPI: the Premium feature card replaces the plain warning text.

TronCloud Admin (our staff)

BEFORE

Separate dialogs for creating a shop, its licence and its app state.

NOW

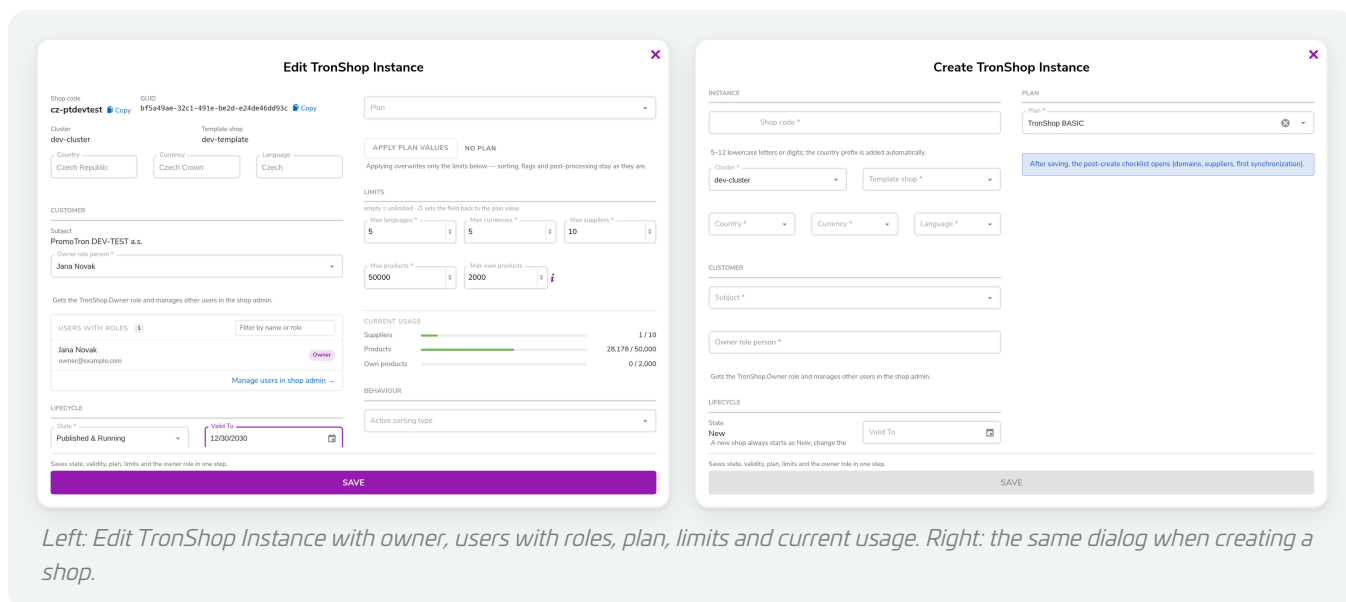
One dialog for owner, users with roles, lifecycle, plan, limits with current usage and behaviour flags.

WHY IT MATTERS

Every shop has a named Owner for the new roles.

- **One dialog to create and edit a TronShop instance:** owner, role holders, lifecycle, plan, limits with current usage and behaviour flags in one place, replacing the separate create, licence and app-state dialogs. The shop code and GUID can be copied, plan values appear next to each limit, and after creating a shop the post-create checklist opens (domains, suppliers, first synchronization).
- **TronShop instances grid:** a pencil icon opens the instance dialog directly, and the action menu on each shop is grouped (Edit instance, Operations, Downloads, Domains). The expanded row shows the shop's Owner, how many users have roles and a link to manage them. Icons and detail blocks no longer overlap in narrower windows.
- **Fix a customer's mistyped e-mail:** platform admins can now edit every person in a company's Persons list (client admins still edit only themselves), and an invalid new e-mail address is refused.
- **"Hide PromoTron copyrights" now really works:** for clients selling under their own brand, on request, the checkbox in the Edit TronShop Instance dialog (Published shops only) hides the "Powered by TronShop Platform | PromoTron.com" footer line and the hidden PromoTron mentions in the page code. Support no longer has to edit the shop database by hand.

TronCloud Admin → TronShop instances: the grouped action menu, the edit pencil and the Owner with users with roles in the expanded row.



Left: Edit TronShop Instance with owner, users with roles, plan, limits and current usage. Right: the same dialog when creating a shop.

Bug fixes

- Online payments charge in the order's currency** (Mollie, SaferPay): in multi-currency shops, switching currency after ordering could charge the right number in the wrong currency. The order's currency is now locked on the payment page [monday](#).
- Stripe "payment received" e-mail no longer lost**: on about 28 Stripe shops (measured in our logs over 25 days), shops whose Stripe connection was set up on an older Stripe version had orders marked paid but no "payment received" e-mail sent. Stripe is also updated to its current API, and merchants don't need to change anything.
- More precise storefront search**: unrelated products no longer rank high, a full product code puts that product first, and product keywords count again [monday monday monday](#). *Becomes visible once we refresh each shop's search data right after the deploy.*
- Delivery price tiers count the goods, not the fees**: delivery and payment prices are chosen by the value of the goods after coupons. A small-order fee could push a cart into a cheaper delivery tier; it no longer does, and applying or removing a coupon re-prices delivery and payment right away. Because coupons now count, a coupon can take a cart below a free-delivery threshold.
- Coupons work as merchants expect**: a usage limit of 0 means unlimited (as the admin shows it), coupons tied to an e-mail accept any letter case, and guests can use them with their checkout e-mail.
- "Decline all" in the cookie bar** now also withdraws a consent the visitor gave earlier.
- New currencies** keep the price format entered when they are created, and a currency saved without a prefix no longer shows "undefined" before prices (currencies already affected are cleaned up with the deploy). Prices show the currency symbol even when only the detail format has one.
- First-visitor discount popup** stays closed in that browser once the visitor has signed up for the code or clicked "Not interested" (closing it with × hides it only for the current visit).
- Online payment amounts** are rounded exactly like the order total, so half-cent amounts no longer differ by one cent at the gateway.
- Coupons on edited orders**: after an admin edit, a percentage coupon no longer grows by also discounting delivery and payment, and the amount to pay matches the total after coupons. The order's delivery & payment editor shows each option at the price it would get on that order [monday](#).

- **Switching a shop to Full-featured mode** keeps its other Shop Mode settings (default country, VAT display, dual prices, GPSR info, registration mode).
- **Orders without a separate delivery address** no longer get the shop's default country as the delivery country.
- **One-character house numbers** (for example "5") are accepted in the delivery address.
- **Own values on product variants** (for example a custom full description) now save and appear on the shop [monday](#).
- **Own Products list** opens reliably on large catalogs.
- **Categories show only their own products:** disabled or deleted catalog pages no longer leak products into other categories, and heavy category pages load much faster [monday](#).
- **Colour filter shows product photos again** for multi-colour and single products.
- **Discontinued products in an old cart** no longer break the cart: the shopper is asked to remove them.
- **Product cards with "show all sizes"** wrap cleanly instead of cutting values in half, with "+ N more".
- **"Free Samples" label and filter** are hidden when the shop has sample inquiries switched off or never set them up (Settings → Visual Settings → Product detail → Product Sample Inquiry Mode).
- **Order confirmation e-mail** shows the delivery and payment icons instead of a broken image.
- **Demand confirmation:** on shops that show prices only to signed-in customers, visitors who are not signed in no longer get prices in the confirmation e-mail and PDF.
- **TronDesigner in the shop:** the "Create Design" button shows by default when TronDesigner is on.
- **TronCalculator popup:** the close button is always visible [monday](#).
- **Menu category images** keep their square size [monday](#).
- **Header menus:** folders inside header menus no longer show as dead links, and the admin always lists a menu's own links.
- **Content-page breadcrumbs** appear in the visitor's language on multilingual shops.
- **Category settings:** no more false "unsaved changes" warning after saving [monday](#).
- **Admin error messages are back:** when a save failed on the server, TS Admin showed nothing; error and validation messages appear again.
- **Clearer admin messages** when deleting a file that is still in use.
- **"Forgot password" for customers who only ordered as guests:** they used to get a reset e-mail that could not work; they now get the e-mail to finish creating their account (whatever letter case they type), on shops that allow registration.
- **"Received" spelled correctly** in the default order, demand and inquiry e-mail subjects and on the order confirmation message (only where the shop still uses the default text).

Many fixes ship earlier as hotfixes and are communicated to affected clients through Monday and support, so this list is not exhaustive.



Under the hood

- New release process: every release is a numbered release candidate, security-scanned and approved before it reaches production.
- Security updates in all our server software packages.

- The storefront and shop API record visits (marked bot or human), searches, cart, login and API-usage events for our internal statistics dashboards (Grafana). They need a matching statistics-service release.
- A new daily check finds security certificates for domains no shop uses any more. For now it only reports; renewals are not switched off yet.
- Fewer false errors in our logs, so real incidents stand out. Invalid input in the admin (for example a text that is too long) now gets a clear message instead of a server error.
- The admin functions our AI assistant tooling uses are covered by an automatic contract check, so a change that would break it is caught before release.



What's coming next

SNEAK PEEK

A sneak peek at work that is finished or in progress, planned for a following release:

- **Gapless order numbering:** sequential order and inquiry numbers that never skip after a database restart, with optional yearly or monthly reset, a shared series, a settable next number and a preview. *Development finished; review fixes are being completed.* (PBI 8886)
- **PDF attachment names per language:** merchants name the PDF attached to e-mails (order, proforma...) in each shop language. *Built, in code review.*
- **Supplier discovery in the admin:** browse official suppliers not yet on the shop, contact them and request a missing one. *Built; temporarily hidden in this release, its launch is still to be decided.*
- **More analytics on Insights:** devices, locations and traffic sources. *Announced in the admin as "coming soon".*
- **Direct GA4 connection** (measurement ID without Tag Manager) for shops that don't use Tag Manager. *Analysis planned.*