

Magento Marketplace

Extension Quality Program

Quick Reference

Magento is a feature-rich eCommerce platform built on open-source technology. It provides online merchants with unprecedented flexibility and control over the look, content, and functionality of their eCommerce store. With this much flexibility, Magento Commerce is tasked with developing standards and guidelines for all Marketplace Partners to ensure quality extensions and a high merchant satisfaction.

To verify that extensions on the Marketplace are developed according to Magento standards and best practices, the Marketplace Team has introduced an Extension Quality Program (EQP). It is powered by Magento expertise, development guidelines, and verification tools. The result is a better coding structure, performance, scalability, and compatibility with Magento core.

Level 1

Business Review	Technical Review	Marketing Review
<p>Utility: Provides distinct functionality</p>	<p>Package Validation: Package must meet Composer packaging and format requirements</p>	<p>Presentation: Provide screenshots & demo video</p>
<p>Relevancy: Solves a common problem</p>	<p>Basic Coding Standards: Checked based on custom set of coding sniffs</p>	<p>Pricing: Complete pricing information</p>
<p>Appeal: Generates broad interest with sustained drawing power</p>	<p>Antivirus/Malware</p>	<p>Content: Complete brief & detailed description</p>
<p>Promotion: Establish yourself as a strong partner</p>	<p>Plagiarism Check</p>	<p>Branding: Follow Magento brand and logo guidelines</p>

In the event a submission does not pass business, technical, or marketing review, extension providers will receive feedback on why, and how to fix the issue(s) if possible. A submission that passes Level 1 business, technical, and marketing review will be listed on the Marketplace.

Level 2

After passing Level 1 checks, extensions submitted by Magento Xcelerate Premier or Select partners can receive a Top Quality Badge by passing a Level 2 deep technical review, which is conducted in a timely manner by a Magento engineer. During the Level 2 check, an extension goes through Documentation Review, Deep Code Review, and Sanity Check/QA Review.

To learn more about the Xcelerate Partner Program, please click [here](#).