Magento® **Marketplace**

Extension Quality Program Guide

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.

The Exention Quality Program consists of the following:

Business Review
Ensures that each extension solves a business problem and delivers rich and unique functionality.

Technical Review
Detects the presence of viruses, malware, and any indications of plagiarism. Ensures that the package meets Composer packaging and format requirements along with all coding standards.

Marketing Review
Verifies that all documentation and appropriate information is provided for each extension.

Business Review: Idea Validation

Utility: Provides distinct functionality

- All extensions should address a business need by solving an issue or enhancing existing functionality.
- Any extension that does not serve a useful purpose will be rejected.

Relevancy: Solves a common problem

- Create an extension that addresses a specific business case or solves a common problem faced by Magento merchants.
- Take a survey to see what extensions are already available on Magento Marketplace.
- Differentiate your extension from other solutions. Be innovative, and do not copy ideas from other developers.

Appeal: Generates broad interest with sustained drawing power

- Create an extension that has broad appeal.
- Your extension might be rejected if it appeals to only a small number of merchants.

Promotion: Establish yourself as a strong partner

- Be your own cheerleader.
- Create case studies that show the traction you have with merchants, and tell success stories of merchants who use your extension.
- Establish yourself as a strong partner. Work closely with the Marketplace team to help us highlight your work.
- If there is an apparent lack of interest in your extension, we will review any issues with you. If after a period of time the level of interest does not improve, the extension might be removed from Magento Marketplace.

Technical Review: Code Validation

Package Validation

The submitted package must meet Composer packaging and format requirements. It must be a Magento module, Magento theme, Magento language pack, or metapackage. All Magento modules, themes, and language packs must contain a composer.json and registration.php. A metapackage only requires a composer. json. Magento modules must contain a etc/module.xml. Magento themes must contain a theme.xml. Magento language packs must contain a language.xml. For Magento 2.x extensions, it is possible for developers to perform a package validation self-check in advance of submission to the Marketplace – the tool to do so is available from **Marketplace tools GitHub repository**. Extension providers are also encouraged to read the Magento **PHP Developer Guide** for additional technical documentation on Marketplace submissions. For more information on Package Validation for M1 extensions, click **here**.

Code Quality/Syntax

The Marketplace coding standards make use of a custom set of coding sniffs. If the submitted code did not pass a check because of coding standards issues, a technical report will be generated and sent to the extension provider describing the issues found, and where they are located in the codebase. A list of the rule sets used as part of the coding standards review is provided in the Magento Marketplace **user guide**. Also, see **here** for background on Magento coding standards.

Antivirus/Malware

All submissions are run through a malware scan to ensure that codebase is free of malware.

Plagiarism

All submissions are checked for plagiarism in code and marketing content against existing Marketplace extensions and the Magento codebase. If the extension code contains source code from the Magento Community Edition of Magento 1.x or 2.x platforms, the extension must be licensed under **Open Source License v. 3.0** and properly credit Magento Commerce. There are **resources** available that explain OSL3 in more detail.

Production Installation Test

Every extension will be installed on Magento 2 and supported PHP versions. During the installation, we will also switch to **production mode**. Extensions that fail this step will be notified accordingly and will be suspended from Marketplace unless they promptly deliver any fixes required. A list of M2 system requirements are available **here**.

Varnish Test

The Production Installation Test (see above) will be done on Magento 2 with Varnish cache enabled as described here - **devdocs.magento.com/guides/v2.0/config-guide/varnish/config-varnish.html**. Additional tests will be done by accessing cacheable pages to ensure they are being served by the Varnish cache directly. Any unexpected cache misses will be considered a failure. Extensions that fail this step will be notified accordingly and will be suspended from Marketplace unless they promptly deliver any fixes required.

Manual QA

This check verifies that the extension installs without error, is configurable (as applicable), and operates as expected. In order for extensions to pass the QA review they must to the following:

- Extensions must be able to install using Composer
- Extensions must be able to compile without errors using the command deploy:mode:set production
- Extensions must work on every version of Magento they claim to work with in their marketing information
- Extensions must work with every version of PHP that their selected version of Magento supports
- Extensions must have all functionality listed in their documentation
- Extensions must not crash with unhandled errors
- Extensions must not hang on invalid data submissions

Marketing Review: Content & Branding

From a marketing perspective, all submissions have to solve a business problem and deliver rich and unique functionality. Marketing descriptions will be checked against our style guidelines (CSS tags are not allowed) and to make sure that content is in line with Magento brand and logo guidelines. More background on the marketing review process is available in the **Marketplace user guide**.

Presentation: First impressions count a lot!
We have made an investment in the presentation of Magento Marketplace. In return, we ask that you put forth an effort to present your solutions in a professional manner. If we see room for improvement, we'll reach out to you before listing your extension on Magento Marketplace.

- Your product must have a professional presentation, with clear descriptions, images, and screenshots.
- The product name should indicate the purpose of the extension.
- The product description should be well-written, and provide an overview of the features and benefits.
- Use only high-quality screenshots, images, and video to accompany the listing.

Pricing: Complete pricing information

- Items listed on Magento Marketplace can be offered for free, or sold as a commercial products.
- The price of items offered for sale on Magento Marketplace can range anywhere from $25.00 to $999,999.00, and must reflect fair market value.
- All purchases are paid for in US currency.
- Items sold on Magento Marketplace are subject to a revenue sharing fee that is paid by the developer.

Content: Complete brief & detailed description
The content that accompanies your extension listing is derived from the profile of the extension or theme, and information in the developer profile.

- All content that is associated with a Magento Marketplace listing must be free of offensive or discriminatory language, sexual content, or nudity.
- The promotion of additional services or other extensions from your extension profile page is not allowed.
- The extension listing must accurately describe the product, including the description and overview information, version compatibility, and category selection.
- The extension listing must be free of spelling and grammatical errors.

Branding: Follow Magento brand and logo guidelines
The Magento name and its related logos are trademarks owned by Magento Commerce, Inc. Your extension and listing must not violate the trademarks and copyrights of Magento Commerce, Inc., or those of any other party.

If your submission does not pass our business, technical, or marketing reviews, we will tell you why, and how to fix it. Otherwise, your successful submissions will be listed on the Marketplace.