magmodules

llms.txt Guide

OpenAI Commerce for

The OpenAI Commerce extension generates an `llms.txt` file — a Markdown document placed at your web root that guides AI crawlers and LLMs to your store's most important content. Think of it as `robots.txt` for AI: it tells language models where to find your store description, categories, CMS pages, and product feed.

How It Works

Each store view generates its own file with a store-code suffix:

Store Code	Physical File	Public URL
`default`	`pub/llms-default.txt`	`https://store.com/llms.txt`
`nl`	`pub/llms-nl.txt`	`https://store.nl/llms.txt`

A frontend router intercepts requests to the configured filename (default `llms.txt`) and serves the correct store-specific file based on the current store context. This means every store view can have its own content while all sharing the same clean public URL.

Configuration

Location: Magmodules → OpenAI - LLM Configuration → llms.txt

Main Settings

Setting	Description
Enable	Enable llms.txt generation for this store view
Filename	The public URL path visitors request (default: `llms.txt`). The physical file automatically gets a store-code suffix (e.g. `llms-default.txt`)
Title	H1 heading in the generated file. Leave empty to use the store name
Description	Optional summary rendered as a blockquote below the title
Include Categories	Add links to categories from your navigation menu (up to 200)
Include CMS Pages	Add links to your CMS pages
Link Product Feed	Include a link to the OpenAI Commerce product feed

Files Table

The admin table shows all store views with:

- **File status** — whether the file has been generated
- **Generate action** — regenerate the file for a specific store
- **View action** — open the generated file in a new tab (when available)

Cron

Setting	Description
Enable	Automatically regenerate llms.txt files on a schedule
Frequency	Daily, or use a custom crontab expression
Custom Frequency	Crontab expression (e.g. `0 5,17 * * *` for 5 AM and 5 PM)

Generating Files

Via Admin

Use the **Generate** action in the Files table to generate the file for a specific store view.

Via CLI

```
bin/magento mm-openai:feed:create --type=llms --store-id=1
```

Via Cron

Enable the cron under **Cron** settings. Files are regenerated automatically for all enabled store views.

Multistore Setup

1. Switch to the desired **store view** scope in admin
2. Set **Enable** to **Yes**
3. Configure the content settings (title, description, includes)
4. Save and generate via the Files table
5. Repeat for each store view

Each store view can have different content — for example, one store might include categories while another only includes CMS pages.

Example Output

```
# My Store

> Your one-stop shop for quality products

## Product Feed

- [OpenAI Commerce Feed](https://store.com/media/mm-openai/openai.json)

## Categories

- [Electronics](https://store.com/electronics)
- [Clothing](https://store.com/clothing)

## Pages

- [About Us](https://store.com/about-us)
- [Contact](https://store.com/contact)
```

Troubleshooting

Issue	Solution
404 when visiting llms.txt	Check that llms.txt is enabled for the store view and the file has been generated
File not updating	Regenerate manually via the Files table or check that cron is running
Wrong content for store	Verify you generated the file for the correct store view
File permissions error	Ensure `pub/` directory is writable by the web server

Need More Help?

Documentation:

- All Help Articles - Complete documentation overview

Support:

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the OpenAI Commerce extension on magmodules.eu

All articles for OpenAI Commerce

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace

Configuration

1	Quick Start Guide
2	**llms.txt Guide (current)**
3	Configuration Guide

Troubleshooting

1	Troubleshooting

Background

1	Best Practices
2	CLI Commands