Global Shortcode Attributes Reference

References · https://wpfactory.com/docs/global-shortcode-attributes-reference/

Every shortcode in Product XML Feeds Manager for WooCommerce accepts a shared set of global attributes that transform the value before it is written to your feed. These attributes are handled once, centrally, so they work the same way on any tag, whether it is a product tag like `[alg_product_price]` or a general tag like `[alg_format_number]`.

These attributes are free. They run in the feed **Template Options** for each feed under **WPFactory > Product XML Feeds** (also reachable at **WooCommerce > Settings > Product XML Feeds**), wherever you place a shortcode.

Available attributes

Attribute	Default	What it does
`before`	empty	Text prepended to a non-empty result. See the encoding helpers below for adding `=` and quotes.
`after`	empty	Text appended to a non-empty result.
`find` / `replace`	empty	Runs a string replace on the result: every occurrence of `find` becomes `replace`.
`find_replace_sep`	empty	A separator that lets you pass several find and replace pairs at once, for example `find="a|b" replace="1|2" find_replace_sep="|"`.
`on_empty`	empty	A fallback value returned when the shortcode produces an empty result.
`on_empty_apply_shortcodes`	`no`	When `yes`, the `on_empty` fallback is itself run through the shortcode engine. Use `{` and `}` in place of square brackets inside it.

Attribute	Default	What it does
`convert_currency_from`	empty	Source currency code for conversion (for example `EUR`). See the currency-conversion guide.
`convert_currency_to`	empty	Target currency code. Conversion only runs when the result is numeric and both codes are set.
`convert_currency_precision`	`2`	Number of decimal places the converted amount is rounded to.
`exchange_rate`	`0`	A fixed exchange rate. When set, it is used instead of the live European Central Bank rate.
`custom_function`	empty	Runs an allow-listed PHP function on the result. The function name must be added through the `alg_allowed_custom_functions` filter first.
`strip_tags`	`yes`	Strips HTML tags from the result. Set to `no` to keep markup, for example in a description field.
`strip_shortcodes`	`no`	Set to `yes` to remove any leftover shortcodes with WordPress core, or `yes-force` to strip bracketed fragments with a regular expression.
`cdata`	`no`	When `yes`, wraps the result in a `CDATA` block, which keeps HTML and special characters valid inside an XML tag.
`append_currency`	`no`	When `yes`, appends the store currency code after the result, for example `19.99 USD`.
`on_zero` / `on_zero_apply_shortcodes`	empty / `no`	When the result equals zero, return `on_zero` instead. Set `on_zero_apply_shortcodes="yes"` to run the fallback through the shortcode engine (use `{` and `}` for brackets).

The order attributes are applied

Attributes run in a fixed order, so the output of one feeds the next:

1. The shortcode produces its raw value.

2. `strip_tags`, then `strip_shortcodes`.
3. Currency conversion (`exchange_rate` if set, otherwise the live rate).
4. `find` / `replace`.
5. `custom_function`.
6. `on_zero` substitution.
7. `append_currency`, then optional `cdata` wrapping.
8. `before` and `after` are added around the final value.

If the shortcode produced an empty value, none of the above runs and the `on_empty` fallback is returned instead.

Encoding equals signs and quotes in before / after

Because a shortcode attribute cannot easily contain its own quotes or equals signs, the `before` and `after` values support three placeholders that are decoded at output time:

Placeholder	Becomes
`#algequal;`	an equals sign `=`
`#algquotstart;`	an opening double quote
`#algquotend;`	a closing double quote

Examples

```
<!-- Wrap the SKU in an attribute, escaping the quotes and equals sign -->
[alg_product_sku before="<id code#algequal;#algquotstart;" after="#algquotend;>"]

<!-- Fall back to a fixed value when the field is empty -->
[alg_product_sku on_empty="N/A"]

<!-- Keep description HTML but wrap it so the XML stays valid -->
[alg_product_short_description strip_tags="no" cdata="yes"]
```

Related articles

- Shortcodes Guide for Product XML Feeds
- Convert Currency in Your Product Feed



PRODUCT XML FEEDS MANAGER FOR WOOCOMMERCE

These attributes ship free with Product XML Feeds Manager for WooCommerce. Pro removes the one-feed limit and unlocks per-feed filtering and flexible update schedules.

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Related articles

- Product XML Feeds: Developer Hooks and Filters Reference
- Shortcodes for Generating XML Fields
- Shortcodes Guide for Product XML Feeds
- Protect Your Feed URL with the Security Key