



How to Create and Send a Froogle Data Feed

Welcome to Froogle! The quickest way to get your products on Froogle is to send a data feed. A data feed is a file that contains a listing of your products.

Froogle requires that you include the following information for each product:

- The product URL
- The product name
- A description of the product
- The product price
- The URL for the image of the product
- The product category

This document includes step-by-step instructions that will show you the simplest way to create a feed and send it to Froogle.

Important: The content in your feed must be the same as the content visible to users on your web site. The description and price you provide in the feed must be exactly the same as the description and price on your product URL page. The image URL must be the actual product image on the product page.

Here's what you'll need to create a data feed and send it to Froogle:

- Spreadsheet program such as **Microsoft Excel**
- **FTP Program** (FTP programs can be downloaded from the Internet. We'll even show you where to get them.) or **Windows DOS prompt**

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Now let's begin.

Section 1: Creating a Data Feed File

Your data feed must be a tab-delimited text file. The first row should contain the field names (described below), and each subsequent row should contain the information for a single product. It is important that each field be separated by a single tab, and that there be no extra tabs (at the end of each line, there should be a single newline, no tabs).

Microsoft Excel makes it easy to convert files into this format, so we'll walk you through the process of making a feed using Excel. (If you prefer to work with a text editor, such as Notepad or WordPad, you can skip this step – just make sure that every field is separated by only one tab when you create your file.)

Using Excel, here's what to do to create your feed the first time. (To save your work, see [Section 2](#), so you'll save it in the right format for Froogle.)

1. Start your spreadsheet program.
2. Using only lowercase letters, enter the field names in the first (header) row. (The field names and an explanation of what each one means are listed below.)
3. On the next rows, enter each of the products you carry, one per row, along with information that describes them. Each piece of information should reflect the header of the column it's in. (For example, your prices should go under the "price" header). You must list only one product per row.

Note: These elements are forbidden. If they appear in any of the fields, those products will not be included in Froogle.

- HTML tags, comments, and escape sequences
- Tabs, carriage returns, or new line characters

The table below shows an example of what your file should look like in a spreadsheet program such as Microsoft Excel.

product_url	name	description	price	image_url	category		
http://www.imagine	Brushed A	This gorgeou	10.99	http://www	Home & Garden > Kitchen > Acce		
http://www.imagine	Hearty Kibi	Your favorite	39.95	http://www	Pets > Food		
http://www.imagine	Laughing L	A pendant wi	179.25	http://www	Jewelry > Gold		



Here's an explanation of the field names

Field Name	Explanation
product_url	<p>The URL of the product web page. Customers must be able to purchase the product directly from that page.</p> <p>Acceptable: Tracking URLs</p> <p>Not Acceptable:</p> <ul style="list-style-type: none"> Higher-level category pages Relative URLs (You must enter the entire link, including http://) <p>For example:</p> <ul style="list-style-type: none"> Good: http://www.example.com/asp/sp.asp?productid=1030 Bad: /asp/sp.asp?productid=1030
name	<p>The product name (or title for books, music, and videos). Up to 80 characters will be displayed.</p>
description	<p>Full text describing the product and its features from your web site. Descriptions beyond 1000 characters may be truncated. Froogle searches this text when matching user queries to your product.</p> <p>Not Acceptable:</p> <ul style="list-style-type: none"> Extra promotional text or keywords that do not appear on your web site Boilerplate text (e.g., "We accept MasterCard & Visa.") Tabs, carriage returns, or new line characters <p>For example:</p> <ul style="list-style-type: none"> Good: Brown bear – plush with glass eyes Bad: Brown Bear - plush with glass eyes
price	<p>Numeric values only. The system defaults to U.S. dollars.</p> <p>Not Acceptable:</p> <ul style="list-style-type: none"> Dollar signs (\$) Currencies other than U.S. dollars <p>For example:</p> <ul style="list-style-type: none"> Good: 5.95 Bad: \$5.95 Bad: five ninety-five
image_url	<p>The URL of the product picture. Required if you have product images on your web site. Please submit the same size images that appear on your site's product page. We cannot accept thumbnail images that are 90x90 or smaller.</p> <p>IMPORTANT: If you do not have an image, leave this field blank.</p> <p>Not Acceptable:</p> <ul style="list-style-type: none"> Relative URLs (You must enter the entire link, including http://) Company logos URLs to "Image not Available" gifs or jpegs <p>For example:</p> <ul style="list-style-type: none"> Good: http://www.example.com/images/1006.jpg Bad: /images/1006.jpg Bad: www.example.com/images/1006.jpg Bad: http://www.example.com/images/noimage.jpg

– More field names are continued on the next page. –



category	<p>Required if you have categories on your site. Use your site's category structure. Please do not attempt to mirror Froogle's category structure rather than using the one already on your site. We will match your categories with the Froogle categories.</p> <p>IMPORTANT: Separate levels with ></p> <p>Not Acceptable:</p> <ul style="list-style-type: none">• Using a character other than a > to separate categories• Adding a > after the last category <p>For example:</p> <ul style="list-style-type: none">• Good: Home & Garden > Kitchen > Appliances• Bad: Home & Garden, Kitchen, Appliances• Bad: Home & Garden > Kitchen > Appliances >
isbn	<p>For books only. Required if you have books with an ISBN. Numeric values only.</p> <p>IMPORTANT: If you do not have books, just leave this field blank.</p> <p>For example:</p> <ul style="list-style-type: none">• Good: 0553279378• Bad: 0-55327-937-8• Bad: The Grapes of Wrath, 2nd Edition

Section 2: Saving Your Data Feed File

After you've finished listing all of your products in your spreadsheet, you must save your file in a format that Froogle can process. Here's how:

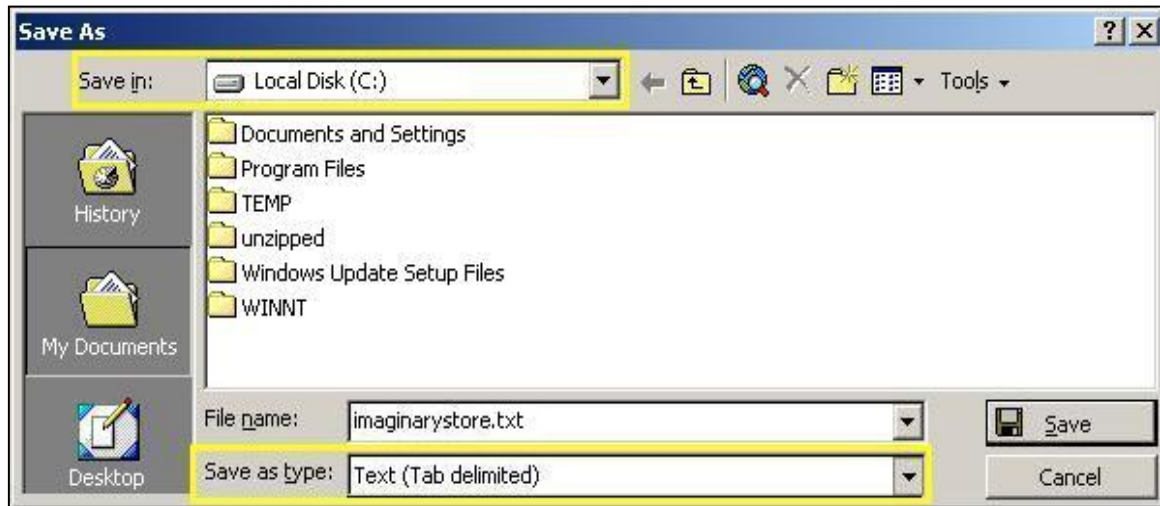
1. Open the **File** menu in the top left corner and click **Save As**.
2. Next to **Save as type**, highlight **Text (Tab delimited)**.
3. Type in your file name using these rules for naming your file:
 - If you have a single store, the file name should be the username that was assigned to you, followed by .txt. For example, if your username is "imaginarystore," the file name should be *imaginarystore.txt*.
 - If you have a Yahoo! store, add the numeral 1 to the end of your username. For example, if your username is "imaginarystore," and Froogle is already displaying results from your store based on a feed from Yahoo!, your file name should be *imaginarystore1.txt*.
 - If you are providing feeds for multiple stores, please create a separate data feed for each site, and name each store's data feed using the following system:

storename_username.txt

For example, if one of your stores was named abcstore and your Froogle login was abcstore_corp, your data feed for abcstore should be named abcstore_abcstore_corp.txt.



Note: If you're going to use the DOS prompt to send Froogle your data feed file, it's best to save the feed to your default local disk (usually the C: drive). That way, it'll be easy to find later.



4. Click the **Save** button. If you see a warning window pop up, click the **OK** button. If you see a second warning message, click the **Yes** button.

NOTE: The file name must be the same every time you send your feed to Froogle or your file will not be processed and your products won't appear on Froogle. Do not include the date in the name of the file.

Now that you've saved your data feed file, you're ready to send it to Froogle!

Section 3: Sending Your Data Feed File to Froogle

You can use file transfer protocol (FTP) to send your data feed file to Froogle. This allows you to send files – also known as uploading – from your hard drive to Froogle’s servers. (Please do not email your file to us because we won’t be able to process your file and your products will not appear on Froogle.)

There are several ways to upload your data feed. You can use an FTP client or the DOS prompt on your Windows computer to send the files. You can also upload your data feed using a web browser such as Internet Explorer. This section explains how to send the file using any of these methods.

To send your data feed file, you’ll need a username and password. These are listed in the email that Froogle sent you earlier. If you do not have this information, email feeds-support@google.com

A. Sending Your File Using a Web Browser

Recent versions of Internet Explorer allow you to upload files by FTP relatively easily. You may need to upgrade your browser to the most recent version available.

To upload via FTP within your browser, open a browser window, type <ftp://hedwig.google.com> into the address bar, and click Enter. You will be prompted to enter your Froogle account username and password.

Enter this information and select 'Log On'. You will probably see a blank window, however, you will be connected to the FTP server. Now simply drag and drop your Froogle formatted data feed into the browser window, and wait for the file to transfer. Once you have sent your file, the icon for the file will appear in the Internet Explorer window. The file is now uploaded to Froogle.

B. Sending Your File Using an FTP Program

If you don’t already have an FTP program, you’ll need to download one from the web. The following FTP programs are free to try and are the most popular. (Depending on your usage, you may have to pay for these programs after your trial runs outs.) Click on one of these links to download the program from the web.

- [WS FTP](#) (Windows)
- [Fetch](#) (Mac)
- ([Click here](#) to find alternate download locations on the web.)



Froogle Data Feeds

After you download the FTP program, follow the directions to install it on your computer. (A setup window will lead you through the process step by step.) After you've installed your FTP program, you'll need to configure it so that you can send files to Froogle.

To configure the FTP program:

1. Click **New**.
2. Type in the following settings to create a Froogle entry:
 - **Host name:** hedwig.google.com
This is where Froogle will look to find your data feed file.
 - **Username:** your username (Listed in the email that Froogle sent you. You can't make up your own username.)
 - **Password:** your password (Listed in the email that Froogle sent you. You can't make up your own password.)
3. Now click **Save**. (You may want to use Froogle as the Profile Name.)

The configuration setting in the FTP program should look similar to this:



4. After you've set up your Froogle setting, click **OK**.
5. Using the arrows on the left side in the FTP program, find the directory on your hard drive that contains your data feed file.
6. Highlight the name of your data feed file and click on the right-pointing arrow to send the file to Froogle's servers.

C. Sending Your File Using DOS Prompt

You can send Froogle your data feed file from a DOS command prompt without downloading an FTP client. Here's how:

1. From the **Start** menu, select **Programs**, then select **MS-DOS Prompt**, or from the **Start** menu, select **Programs**, then select **Accessories**, then select **Command Prompt**

(If neither of these works: From the **Start** menu, select **Search**, then select **For Files or Folders**, then type in the word **prompt**. Double-click the file with an icon that looks like this.)



2. When the black prompt screen appears, type in **ftp hedwig.google.com**
3. When the FTP connection is made, the prompt will ask for your username, listed in the email that Froogle sent you. (You can't make up your own username.)
4. After you have entered your username, you will be prompted for your password. You can find your password in the email that Froogle sent you. (You can't make up your own password.) You won't see any characters appear on the screen when you type in your password.
5. When your password is validated, you can put your file on Froogle's server. Type **put <file name>**. The file name is your *username.txt*. If you are providing feeds for multiple stores, the file name for each store should be its domain name.

You can also use a series of basic commands to manage files in this mode. If you get a "File not found" error message, you'll need to type in commands to locate the correct directory and folder. [Click here](#) to learn more about the DOS prompt commands.

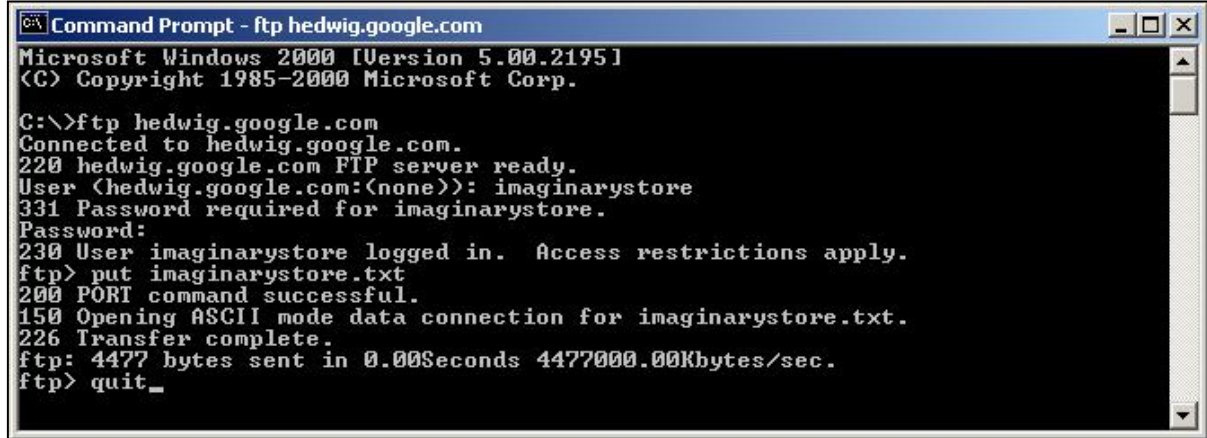
6. After your file has been sent to Froogle and you get the "Transfer complete" acknowledgement, you're done. Type **quit** and then you can close the prompt window.

NOTE: If you make a mistake along the way, you may get a blank prompt. If so, start over with the first step and continue until you're able to complete the transfer of your file.

NOTE: Once you have uploaded your data feed, you will not be able to immediately send another data feed. If you try to upload your data feed and get a "permission denied" or "can't overwrite" error, wait a few hours before trying to upload the file again.

Froogle Data Feeds

If you've successfully sent your file, your window should look similar to this:



```
Command Prompt - ftp hedwig.google.com
Microsoft Windows 2000 [Version 5.00.2195]
(C) Copyright 1985-2000 Microsoft Corp.

C:\>ftp hedwig.google.com
Connected to hedwig.google.com.
220 hedwig.google.com FTP server ready.
User (hedwig.google.com:(none)): imaginarestore
331 Password required for imaginarestore.
Password:
230 User imaginarestore logged in. Access restrictions apply.
ftp> put imaginarestore.txt
200 PORT command successful.
150 Opening ASCII mode data connection for imaginarestore.txt.
226 Transfer complete.
ftp: 4477 bytes sent in 0.00Seconds 4477000.00Kbytes/sec.
ftp> quit_
```

If you notice that you've made a mistake in your feed and you want to upload a new file, keep in mind that you should wait a few hours before uploading a new file. Once Froogle has approved your feed, you may only upload a file once a day.

C. Updating Your Data Feed File

You can send new data feed files daily, weekly, or monthly. Your products will automatically expire on Froogle after one month, so you **must** upload a new feed at least once a month.

It's best to upload a new file whenever you change prices and add or discontinue products. If you discontinue a product, do not list it the next time you send in a data feed file. If you add new products, simply list those products in your data feed file.

Note: Your data feed file name must be the same every time you send it to Froogle. If it is different, your file will not be processed and your products will not appear on Froogle.

D. Getting Feedback On Your Data Feed

After you upload your data feed for the first time, we will need to check it before it appears on Froogle. We will notify you if we need you to make any formatting corrections. Otherwise, we will send you an email to let you know that your feed has been approved. If do not hear from us 2-3 business days after sending your file, please send an email to feeds-support@google.com to make sure we've received your feed.

If you have questions about creating and submitting a feed, please send an email to feeds-support@google.com. Be sure to include the following information in your email:

- Your username
- Your data feed file name

After your data feed is approved, the file will be processed and your products should appear on Froogle shortly. Once your feed has been approved, any future updates will be processed automatically. You will not receive any email from us when you send updates, but if you have any questions you can contact us at feeds-support@google.com.



Section 4. Frequently Asked Questions

Q: The images on Froogle are thumbnail-sized. Can I just include thumbnails in my feeds?

A: No. The images shown on Froogle are resized to fit our interface. Your images will look better on our site if we start with a high-resolution source image instead of a thumbnail. Please send us the same full-size images that are on your product pages.

Q: I just uploaded a file that has errors and when I try to upload a corrected file, I get a "Permission denied" error. What's wrong?

A: You cannot overwrite your own file for a short period after you upload a file, so you should wait a few hours before attempting to send in a new file.

Q: I've uploaded a file, but I don't see it. What's going on?

A: If your FTP program displays something like "Transmission complete" or "Transmission successful," we have received your data feed file. Right after you successfully upload a file, you should be able to see it on our FTP servers. Once the file moves to the next stage of the process, you will no longer be able to see it. This process can take anywhere from a few minutes to several hours.

Q: I have a Yahoo! store. What should I do to get on Froogle?

Yahoo! allows the contents of your store to be available to third parties. To allow Froogle to pick up your feed automatically, check the Export box in the Yahoo! Store Manager. You can learn more about that feature here:

<http://store.yahoo.com/storeexport.html>

However, because you will have more control over what data is displayed on Froogle and how often that data is updated, we encourage you to send us a data feed file directly.

If you want to send in a data feed file and Froogle is already displaying products from your Yahoo! Store, simply add the numeral 1 to the name of your file. For example, if your username is *imaginarystore*, and Froogle is already displaying results from your store based on a feed from Yahoo!, your file name should be *imaginarystore1.txt*.

Q: How do I verify that my feed is live on Froogle?

A: Type **store:your username** in the Search box and click **Froogle Search**. (Be sure there's no space between the colon after *store* and *your username*.)

The results page will list products from your feed. If the results page says, "Your search did not match any products in Froogle," it means that your feed has not been processed.

If your feed does not appear within a week after being approved, please email us at feeds-support@google.com and let us know.

