



Product Feed Specification

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Introduction

The product feed contains the content from your web site's product pages.

The first line of the file should be the header, using the field names defined below; each subsequent line should provide the data for a single product.

Please read the information below carefully as it will assist you with creating a feed that will optimize your results.

1) Submitting your datafeed

a) Content Requirements

By providing all the relevant fields your content becomes more comprehensive and useful to shoppers. If you display all the correct information about your products then your sales will increase, because all clicks will be potential sales - not just browsers needing further information about your products.

Datafeeds must be submitted with all the information that is outlined in the following tables:

Field Name	Description	Requirement
Code	Unique identifier for each product - e.g., your internal product ID or Manufacturer ID. You must use the same code in subsequent feeds for each product.	Required
Name	The full name of your product including Brand, Model Number, Product Type. EG Nikon D90 Digital Camera Please use standard text, not capital letters.	Required
Description	Detailed product description. Character limit of 255.	Required
Category	Category as found on page: http://www.myshopping.com.au/IX--site_index Please note, if you do have an automatic feed we can work with your categories.	Required
Price	Must be in Australian dollars including GST (If applicable) No Dollar Signs, only numerical values including decimal points	Required
Product_URL	URL of the product web page. You must be able to purchase the product directly from said page. Provide full URL commencing with http://	Required
Image_URL	The URL that links to your product image, should end with image extension eg .jpg. Full image address required including http:// in URLs provided.	Required
Brand	Please use a separate brand field if you are unable to add the brand to the beginning of your product names.	Recommended
Shipping	Cost of shipping in dollar value only, no dollar signs. Please note using '0' and '0.0' denotes "Free Shipping" on MyShopping Leave blank if shipping cost is variable and consider adding to description field.	Recommended
InStock	Use 'Y' for Instock, or 'N' For Not In Stock. The system cannot decipher numerals in this field. This field may determine if a customer clicks on your product.	Recommended
MPN	If Manufacturer Part Number not included in Product Name, add in a separate field.	Recommended

Optional Fields and Corresponding Categories

Field Name	Field Description	Category
size	Size of product - must be added for Fragrance	Fragrance, Clothing,
author	Aurthor's name	Books
isbn	Book ISBN code. Please use numeric values only.	Books
artist	Name of the performing artist or group.	Music
Platform	Examples: Playstation 2, Xbox, Nintendo, etc	Video Games
rating	Value can be PG, MA15+, R18+ etc.	DVD & Video
format	Value can be DVD or VHS, CD, tape, vinyl, MP3,	DVD & Video, Music
gender	The gender for which a product is intended.	Fragrance, Clothing
wine_varietal	Describes wine varietal: Merlot, Champagne, Pinot,	Wine
vintages	Defines the wine vintage.	Wine
age	The age group for which the product is intended.	Baby Clothing

To get the most out of myshopping.com.au, please ensure your product name and description have relevant keywords that you think your customers will be using while searching. This will give you greater results when customers are using the 'Search' function on our website.

Mapping of your products on our site is now automatic for the majority of categories. This means that if your product names and/or descriptions include excellent relevant keywords, they will be indexed and appear within our left-hand side filters on the same day!

Please ensure Model numbers are included in the product name, or at least provided in its own field. The bulk of automatic classification is done utilizing this code, so if not included products will not be classified on the 2nd level.

If products do not have relevant keywords or comprehensive descriptions, the automatic filter will not be able to display your products. If you are unsure as to what keywords to use for your products, please check our website to see what keywords are being used to display your product categories.

b) Datafeed Requirements

We accept the following file types:

- CSV and TXT (Live Link, Email, FTP* or Manual Upload**).
- RSS and XML files. (Link or FTP)

***FTP** – We now offer an FTP service to host your datafeed. Beneficial for customers who can output a feed as you can save directly to your FTP which we will then scan daily. Please note, filename must remain the same.

****Manual Upload** – Suitable for customers with a handful of products who are not familiar with creating a datafeed file. To use this option please reply to your registration email that you wish to use the Manual Feed Option and we will provide further details.

Product Feed Examples:

Below are two sample feed, and serves only as a guideline.

CSV File

<https://merchant.myshopping.com.au/doc/ProductFeedExample.csv>

The easiest way to commence is to use the sample file as a template- instructions for using the CSV file are as follows:

1. Save the file to your computer, then open it. (as done with file in above link)

Note: If file does not automatically open with Excel, please follow step 2, otherwise go to step 3.

2. Right click on the file - Open with - Excel - ok

3. Leave the headings as they are - delete all sample information

4. Copy and paste the relevant information from your site into each column/field

5. For your images, we require the html link as explained below:

To obtain the image URL from your site with Internet Explorer :

Right click the image > Select Properties > Copy Image Address > Paste into Image_URL field.

To obtain the image URL from your site with Firefox:

Right click the image > Copy Image Location > Paste into product URL field.

Screenshot below:

<https://merchant.myshopping.com.au/doc/images.jpg>

6. Once the file is ready - File - Save As - companynameddmm eg myshopping0111

7. This can then be put on a server or your MyShopping FTP location for us to pick up, or emailed to us.

XML File

For those wishing to provide us with an XML file, a sample can be found at the below link:

<https://merchant.myshopping.com.au/doc/XMLFeedExample.txt>

Please note:

- If you are providing a live link then the file name should remain the same.
- If you have an automatically generated feed without column headings we can accommodate this.
- We can also normally set-up feeds used for other comparison sites, or Google Based Feeds.
- For future feeds please make sure you include all products you wish to have displayed on myshopping.com.au. Once a product is not on a feed it will not appear online.

c) Shopping Cart Software for Datafeeds

If you are unsure on how to create your feed, please forward our specifications to your shopping cart provider or web designer.

Carts such as Spiffy Stores, Ashop, EziMerchant and Gate 13 will be able to give you instructions on how to download your feed from your cart, as these providers have ready built reports for shopping comparison sites.

Most Web designers should be able to assist you in creating a usable feed as per our requirements.

We also provide further information regarding Oscommerce, Zencart and Virtuemart feeds once registration is complete.

d) Web Crawler

If you do not have the resources to create and maintain your product feed, MyShopping.com.au can create a web crawler that will visit your site regularly and obtain the relevant data required. There is an initial setup fee of \$95.00 plus GST. If you wish to choose this option please reply to your confirmation email advising that you'd like to test this option.

Please note:

- Payment is for set-up only, we will scan your site regularly and modify the crawler free of charge.
- If you change your web host or page links you will need to advise us.
- An output file is not provided for your use, the crawler will only populate our system.

2) Categorisation of your products

A list of current categories used by myshopping.com.au can be found on the below link:

http://www.myshopping.com.au/IX--site_index

The main category is highlighted in blue, the sub categories are the links under these headings. Please where possible use the subcategories as this links to the automatic filters.

There are 2 levels of categorisation within MyShopping.

- First Level: is the basic top level categorisation e.g. Digital Cameras. These will be ready and have you online within 48 hours of registration provided the categories are usable. All automated categories will be finished at this level of categorisation if you have included good keywords and descriptions in your products.

Please note: for products without categories or non-specific categories we cannot guarantee your products will be online within 48 hours.

- Second Level: is more in-depth, and applies filters to each product, to link your products to the relevant sub-categories. This is a manual process and can take a few weeks to complete. All automated products with relevant keywords and MPN's can be completed by the next day.

3) Logo

If you have selected the **Super Plan (Any budget) or Monthly Plan (\$300 budget and above)** you are eligible for a free logo to display alongside your listings.

If you are eligible for a logo you will need to upload it by logging into your Merchant Interface > Store Information Page. Default dimensions on the site are 114 x 25 pixels and your image will be resized to these dimensions.

4) Image Caching

MyShopping keeps a cached copy of your images provided from your original feed. If you need to have the cache cleared you will need to login to your Merchant Interface > Clear Image Cache.