

# Google Product Feed Instructions

1/1/03

## FTP Instructions

```
ftp hedwig.google.com
user: <username>
password: <password>
put <filename>
quit
```

Please use the username and password supplied to you. If you do not have these, contact [feeds-support@google.com](mailto:feeds-support@google.com).

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 that of the actual product image on the product page. Any violation of this policy is grounds for being immediately and permanently dropped from Froogle.

If you have a single store, the file name should be your username.txt. If you are providing feeds for multiple stores, the file name for each store should be its domain name (e.g. the file for [www.mystore2.com](http://www.mystore2.com) would be mystore2.txt). The file name must be the same each time you upload, or else your file will not be processed.

Files can be compressed to improve upload time. We detect the format based on the extension:

.Z	Unix compress
.gz	gzip
.bz2	bzip2
.zip	zip file containing exactly one file.

Each zipped file must contain only one product data file, which should have the same name as the zip file. If your filename is normally "acme.txt", the compressed version should be: "acme.txt.Z" or "acme.txt.gz" or "acme.txt.bz2" or "acme.txt.zip". If you are uploading a compressed file, please be sure to use the "bin" command at the FTP prompt to change the FTP transfer mode to binary data before uploading your file. If you are sending us more than one file (e.g. one file for general products, another for books), you must compress and upload each one separately. For example:

acme.txt -> acme.txt.zip

acmebooks.txt -> acmebooks.txt.zip

acmemusic.txt -> acmemusic.txt.zip

NOT

acme.txt, acmebooks.txt, acmemusic.txt -> allacmeproducts.zip

You can upload new feeds daily, weekly, or monthly. You must upload a new feed at least once a month, because we will automatically expire your old data after a month.

After you upload your feed for the first time, notify us via email at [feeds-support@google.com](mailto:feeds-support@google.com) so that we can confirm receipt and verify the accuracy of the format. Please be sure to include your name, title, phone number and username in the email.

## Questions?

If you have any questions after reading this document, please email [feeds-support@google.com](mailto:feeds-support@google.com)

## Basic File Format

- The basic file format has the following required parameters:
  - Tab-delimited text file
  - First line of the file is the header – must contain field names, all lower-case
  - Use the field names from the table below, and in the same column order
  - One line per item (use a newline or carriage return to terminate the line)
  - File encoding is LATIN1 (ASCII is fine, as it is a subset of LATIN1)
- The following field elements are forbidden as part of the basic format. If you want to include them, you must use the extended format. If you accidentally include them as part of the basic format, products that contain errors will be dropped from the feed.
  - Tabs, carriage returns, or newline characters may not be included inside any field, including the description.
  - Exactly one tab must separate each field. If there are extra tabs inserted between fields in a line, or at the end of a line, that product will be dropped.
  - HTML tags, comments, and escape sequences may not be included – description must be plain text.

Field Name	Comments
product_url	URL of web page for that product – should be able to purchase the product directly from that page. Higher-level category pages are not acceptable. Tracking URLs are acceptable.
name	Product name - up to 80 characters will be displayed. You can include more characters and they will be searched over, but for display purposes we will truncate after 80 characters.
description	Full text describing the product and its features from your web site, up to 1000 characters; descriptions beyond that may be truncated. We search over this text when matching user queries to your product. Extra promotional text or keywords that do not appear on your web site are not allowed. Do not include boilerplate text that is common across products (e.g. “We accept Mastercard & Visa.”).
price	Numeric values only (don't put \$). Defaults to U.S. dollars, unless specified otherwise in the currency field (extended format).
image_url	URL of the product picture. Required if you have product images on your web site.
category	Required if you have categories on your site. Separate levels with “>”, e.g.: Home & Garden > Kitchen > Appliances Use your site's category structure. We will map your hierarchy into our hierarchy.
offer_id	A unique alphanumeric identifier for each item in the feed, which stays constant for the same item across feeds. Could be your internal ID code, or SKU. “code” is also an acceptable name for this field.

By default, updates are full-file. When you upload the new file of product data, we will use it in place of the previous file. Any products present in the old file, but not in the new file, will no longer appear. If you wish to do partial updates, use the extended format. You must check that the FTP upload completes successfully. If the transfer fails in the middle of the file, we will not display those products that were not transferred until your next successful upload.

If you sell books, music, or video products, please use the extended format.

## Extended Format Header

Optional parameter headers may be used to flag special features of your file.

The format is:

# parameter=value

Put each header on a line by itself at the top of the file, before the field names.

Parameter Name	Values	Comments
html_escaped	NO YES	Set # html_escaped=YES to turn html escapes like &#8221; or &gt; into the correct characters. We only support a limited set of html escapes.
updates_only	NO YES	If you have many items in your feed, only some of which change daily, you can provide updates-only files as a more efficient way for you to delete, add, or change offers for items. You can upload a full file later if a large percentage of your inventory changes.
product_type	OTHER BOOKS MUSIC VIDEO	Basic format feeds default to OTHER. Use the other flags to denote the product type of the entire file. Music includes CDs, cassettes. Video includes VHS, DVD, etc.
quoted	NO YES	Set # quoted=YES if you include tabs or newlines in your description (or other) field. Then you must put double quotes around all fields, whether or not they contains tabs or newlines. In addition, if you have a double quote in the field, you need to escape it by putting another double quote in front of it.  For example: "This exciting product ""Double Special"" is very special."

## Extended Format Fields

In addition to the fields in the basic format, you can provide extra data fields to aid users in their search – the ones listed below, plus your own customized fields. We may not initially use all the data in these fields. You do not need to use all of these fields, you may choose to use some but not others. If not all the fields are relevant to a particular product, leave them blank. (Make sure to insert one tab per blank field.)

Field Name	Comments
instock	Y or N. Is the product currently available?
shipping	Your lowest shipping & handling cost for this product, if you offer flat shipping fees within the U.S.
brand	The brand/manufacturer of the product. Please provide if possible.
upc	Product UPC code. Please provide if possible.
manufacturer_id	Unique product ID code assigned by its manufacturer.
exp_date	If appropriate, the expiration date of the offer. Use if the item has a hard date/time after which it will not be available for purchase, and you don't want to wait until the next file upload to delete it. Format: YYYYMMDDHHMM (e.g., 200208101930 means August 10, 2002, at 7:30 pm PST).
product_type	Must be one of the following values: book, music, video, other (other is the default). Use this if you combine your book, music, video, or other products in one file.
delete	Value should either be Y or left blank. If you are providing an updates-only file, put a Y in this column for an offer_id to delete that offer.
currency	Currency of prices. Use ISO codes – e.g., USD, CAD, GBP. If blank, USD is the default.

If your web pages allow users to select different feature options for the same product, please make sure that those options are reflected in the description. For example: “Colors: blue, red, black. Sizes: small, medium, large.” Please create only one row in your feed for each general product, not one row per feature combination. As a guideline, if you have a unique product\_url and image\_url for a product, then it is worthwhile to create a new offer\_id and feed row for it.

## Books, Music, & Video

If you carry book, music, or video products, please create separate feed files for each media type. Use the # product\_type header (described above) to specify which products are included in each file.

In addition to the fields from the basic format (use the name field for the title of the book/CD/DVD), please use the following fields:

### Books

Field Name	Comments
isbn	ISBN code.
format	Value must be either paperback or hardcover.
author	Author's name.
publisher	Book publisher.
pages	Number of pages in the book.

### Music

Field Name	Comments
format	Value must be one of cd, tape, or vinyl.
artist	Artist's name, or the name of the performing group.
release_date	Date first released.

### Video

Field Name	Comments
format	Value must be either dvd or vhs.
director	Director's name.
release_date	Date first released.
starring	Primary actors.
rating	G, PG, PG-13, R, NR, etc.