FroogleUp
Manual

Kiel, 14th August 2005

turingart

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Web-Site	CM-X content management solution
DTP-Software	Pages 1.0.2 by Apple Computer
Schematics	OmniGraffle Pro by OmniGroup
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Revision History

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Editor: Stefan Pantke
Created initial English version

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Table of contents

Introduction

About this document

This document explains how to set up Froogle to accept listings from FroogleUp.

Froogle

Froogle is Google's free product listing engine. Adding products to Froogle is free of charge, but requires a Google account.

Froogle home-pages:

Froogle UK	http://froogle.google.co.uk/
Froogle US	http://froogle.google.com/
Froogle Germany	http://froogle.google.de/

FroogleUp

FroogleUp is turingart's solution to simplify editing and uploading of products to Froogle.

FroogleUp allows to edit listing entries and send listing to Froogle.

FroogleUp's home	http://www.turingart.com/froogleup_lan__en.htm

Note: You need a 'FroogleUp' license key to fully enable the application. Although you may use 'FroogleUp' in demo mode, you need a key to upload product listings to Froogle.

Feature Overview

Supported Froogle product types:

Other
Books
Music
Video

Supported Froogle sites:

Froogle US
Froogle UK
Froogle Germany

FroogleUp supports all currently available product properties.

Related Products

webXtract

webXtract is a service of turingart, not an application. Based on keywords, we provide Excel, .csv and PDF reports of findings of these words in the internet. Thus, webXtract is a useful tool to control your marketing efforts or to monitor your competition.

TrendyMac

TrendyMac is a OS X and Windows log-file analyzer.

Based on various reports, you'll get insight into the behavior of your web clients. Besides other details, TrendyMac reports this:

- Search engine queries used by your customers
- Servers forwarding customers to your web-site
- Web-pages not correctly processed by your web-server
- Operating system used by your customers
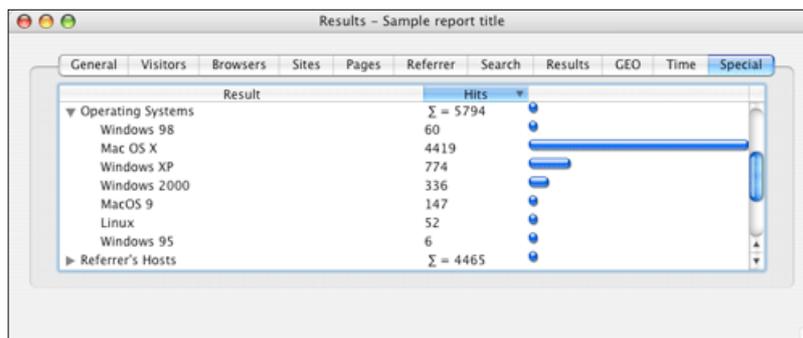
AB Transfer

AB Transfer is a simple solution to im- and export contact data in or from your OS X address book. The most recent version of AB Transfer allows to collect email addresses from emails in Tiger's Apple.Mail folders too.

Golden Froogle Rules

Upload your listing at least one within 30 days

Froogle will remove your listing, if you fail to upload it within 30 days again. Since Froogle doesn't restrict the upload frequency, we'd propose to upload once a week.

Choose the correct Froogle Site

Froogle is available as Froogle US, Froogle UK and Froogle Germany. Choose the right site that fits your needs best.

Never change your product IDs

Once a product is listed in Froogle, you can't change its product ID. Choose your product IDs carefully and never upload products just to check, if they get processed correctly.

Choose the right currency and language

Froogle US accepts English descriptions and US Dollar prices, Froogle UK accepts English descriptions and UK Pound prices, Froogle Germany accepts German descriptions and EURO prices.

Register several feeds

If you need to upload several product categories (e.g. Books and Videos) or you need to upload to Froogle US and Froogle Germany, you need to register several feeds.

Choose a good Froogle shop-name

Since the name of your Froogle shop is part of your Froogle product listings, choose a short and compact shop-name. 'Shirtshop' might be good, while 'Yet-another-Great-Shirt-Shop' might be not as food.

Fill all required fields

If you leave certain required fields blank, Froogle will reject your listing. FroogleUp shows error icons, if certain fields are not set correctly. Don't ignore these settings.

Describe your products in detail

Froogle is a search engine, which performs its search operation based on your listing data. The better your describe your product, the more likely will it be found when a web-surfer tries to find it

Define as much product properties as possible

Froogle not only uses the description you provide. Indeed, other properties like brand etc. are taken into account too.
Thus, you should fill all applicable information for each product. If you fill Music properties of a product of type Other, Froogle will reject your listing.

Choose the right category

The category is defines the navigation on your own website. Thus, set a category which reflect the menu structure of you site.

Froogle merchant center settings

Feed settings

A feed is a logical channel, which allows to upload data to Froogle.

Froogle allows to set certain properties for each feed. If a feed's setting doesn't conform to FroogleUp's defaults, Froogle will reject your upload.

Open Froogle's merchant center, select a feed and open its settings. You'll see a this in your browser:

Store:	Your shopname here
Filename (case sensitive):	Your upload filename here
Product Type	● Other ○ Book ○ Music ○ Video
Encoding	● UTF-8 ○ Latin-1
Delimiter	● Tab (\t) ○ Pipe (|) ○ Tilde (~)
Currency	Euro
Language	German
Use Quoted Fields	☑
Show this feed on Froogle	☑

Fields, which have to have these values:

Encoding	UTF-8
Delimiter	Tab (\t)
Use Quoted Fields	Checked
Show this feed on Froogle	Checked

Fields, which have to have a value related your chosen Froogle Site:

Product Type	Video	feed can contain videos only
	Book	feed can contain books only
	Music	feed can contain music only
	Other	feed contains other articles
Currency	Dollar	if Froogle US
	UK Pounds	if Froogle UK
	EURO	if Froogle Gemany
Language	English	if Froogle US or Froogle UK
	German	if Froogle Germany

Note, that the 'Filename' is case sensitive and needs to be defined in FroogleUp's 'Preferences…' dialog.

FroogleUp's listing's settings

Froogle site-specific settings

Froogle is available in the different countries: United States, United Kingdom and Germany.

The Froogle site your signed up defines how product listings need to be prepared.

If you singed up with Froogle US, products must have ...

US Dollar prices
English product descriptions

If you singed up with Froogle UK, products must have ...

UK Pounds prices
English product descriptions

If you singed up with Froogle Germany, products must have ...

EURO prices
German product descriptions

Froogle general settings

These settings apply to all Froogle site:

Product IDs

Each of your product-IDs must be unique among all your product-IDs.

Note: Although you are free to choose arbitrary product-IDs, you must keep a once chosen product-ID forever.
If you change a product-ID later, Froogle will fail to update your listings, since Froogle identifies your product based on its product-ID.

Link [URLs]

The product and the image link must begin with

http://
https://

So called relative links - like e.g. '/index.html' - will be rejected.

Moreover, linked web pags need to be English, if you want your listing to appear in Froogle US or Froogle UK and German, if you want your listing to appear in Froogle Germany.

Note: Although your are free to define any URL, the URL need to exist. If a link does not exist, Froogle will reject your link.

Moreover, Froogle rejects your listing, if the linked pages isn't available in the correct language.

Froogle Feed Processing

Steps

The exact time, when your product will get listed on Froogle isn't exactly defined.

From your first upload to a the actual listing of your products in Froogle roughly 8 days might pass.

In general we discovered these periods of time:

Uploading

Using FroogleUp, uploading a listing should take roughly some minutes.

Note: Froogle denies to upload a file again, after the last upload has not be passed 'Froogle Feed Check'. This, if you fixed a problem in your listing and try to upload again within minutes, FroogleUp will report an error message.

This behavior is due to Froogle, not FroogleUp.

Froogle Feed Check

Froogle typically takes roughly 24 hours to check technical details of your uploaded listing.

If the Froogle Feed Check fails, you need to upload a new listing.

Froogle Content Approval

Froogle typically takes roughly 5-7 days to check the contents of your uploaded listing.

If 'Froogle Content Approval' fails, you need to upload a new listing.

Note: Although the Froogle feed check succeeded, the content approval can fail due to bad product descriptions, bad links pointing to wrong pages of your website, wrong language setting.