



## Veebase.com Product Feed Specification V1.0

Veebase.com accepts product data feeds from merchants, e-commerce platforms and other feed service providers for use in its search engine. A data feed is a file that contains information about all the products sold by a merchant, such as the product URL, price, image URL, title, and description.

### ***Creating a tab-delimited text document with Microsoft Excel***

On the first row of your spreadsheet enter the names of the attributes that describe your products, each in its own column. In the rows below the header row enter information about your products. Each product should be listed in a separate row and information divided into the appropriate columns. For example:

	A	B	C	D	E
1	Title	Description	Image_Link	Page_URL	Price
2	product 1	An "example" product	<a href="http://www.foo.com/product1.jpg">http://www.foo.com/product1.jpg</a>	<a href="http://www.foo.com/product1.html">http://www.foo.com/product1.html</a>	123.12
3	product 2	Another example product	<a href="http://www.foo.com/product2.jpg">http://www.foo.com/product2.jpg</a>	<a href="http://www.foo.com/product2.html">http://www.foo.com/product2.html</a>	23.12

To create the tab-delimited text file format you must save the Microsoft Excel Excel spreadsheet in tab-delimited format (File -> Save As -> Save as type: Text/Tab delimited).

### ***Creating a Comma Separated Values (CSV) document with Microsoft Excel***

On the first row of your spreadsheet enter the names of the attributes that describe your products, each in its own column. In the rows below the header row enter information about your products. Each product should be listed in a separate row and information divided into the appropriate columns. For example:

	A	B	C	D	E
1	Title	Description	Image_Link	Page_URL	Price
2	product 1	An "example" product	<a href="http://www.foo.com/product1.jpg">http://www.foo.com/product1.jpg</a>	<a href="http://www.foo.com/product1.html">http://www.foo.com/product1.html</a>	123.12
3	product 2	Another example product	<a href="http://www.foo.com/product2.jpg">http://www.foo.com/product2.jpg</a>	<a href="http://www.foo.com/product2.html">http://www.foo.com/product2.html</a>	23.12

To create the CSV file format you must save the Microsoft Excel spreadsheet in CSV format (File -> Save As -> Save as type: CSV (Comma delimited)).

### ***Creating an XML product feed file***

TBA



**Required Attributes**

The following attributes are required for products to appear on Veebase.com:

Title	The name of the product. Please ensure that the title only includes information about the product and not about anything else.
Description	A description of the product. Please ensure that the description only includes information about the product and not about anything else. No keyword spamming/stuffing. No web links or URL's.
Image_Link	The URL of an image of the product. For best viewing on Veebase.com, the image referred to by this URL should be the largest, best quality picture available online, at least 150 pixels wide and 150 pixels high. If a product has no image please specify "no image".
Page_URL	The URL of the product page. A product page typically shows the details of a single product, along with a button to buy the product.
Price	The price of the product.
SKU	The product's SKU number in your store.
MPN	The product's Manufacturer's Product Number. This is the unique number assigned by the manufacturer to their product.



### Highly Recommended Attributes

The following attributes are not required but are highly recommended to increase visibility on Veebase.com:

UPC-EAN	Universal Product Code or EAN number
ISBN	The ISBN number for a book.
Unique_ID	If the product you are listing has a unique id in your system, please include it.
Style_ID	The id number for a particular style of a product. The style should be labeled distinctly in the Style_Label field. Styles may have the same SKU but different prices, UPCs, available sizes, etc.
Style_Name	The style name given to a variation of a product. Styles often share the same SKU number but may have different colors, materials, or price. (e.g. a particular shoe's style may be "Black snake" or "Silver soft kid")
Sale	If the product is on sale enter Yes.
Sale_Start	The date the product starts its sale period. Format mm/dd/yy.
Sale_End	The date the product finishes its sale period. Format mm/dd/yy.
Sale_Price	The sale price of the product. This differs from the value of the Price attribute if this product is on sale. If the product is not on sale, the Sale_Price value may be left empty or may be equal to the price attribute.
Shipping Cost	Enter a shipping cost.
Free Shipping	If shipping is free for this product, specify as Free Shipping.
Online_Only	If the product is only sold online, specify Yes. Otherwise, No or leave blank.
Stock_Quantity	How many are in stock. 0=out of stock online, but may be available locally.
User_Rating	How well users rate the product, from 1 to 5 with 5 being the best rating.
User_Review_Link	The URL of the user reviews page.