



ShopTab on Facebook Data Feed Setup Instructions

We founded [ShopTab](#) because we believe setting up a shop on Facebook should be simple. We're also committed to providing the easiest tool for managing your shop and helping you monetize your efforts on Facebook through exclusive showcasing of your products and services.

We encourage you to share feedback and help make ShopTab better at <http://support.shoptab.net>

How to Add Products or Create a Data Feed:

If you are currently using Google Base (now called Google Merchant Center) you just need to make a few minor changes to your Google Base Feed (some export tools call this Froogle as well). ShopTab's upload functionality was originally based on Google Base to get you up and running inside of Facebook quickly. These same principles are used to allow all users to create quick upload feeds.

Below you will find 5 easy steps on how to create a data feed or you can download a sample template at http://admin.shoptab.net/resources/shoptab_template.csv.

Step 1: Open Your Spreadsheet Program - Using a spreadsheet program such as Microsoft Excel makes it easy to create a feed and convert it to the proper format. Once your program is open, create a new spreadsheet or open the sample data feed noted above.

NOTE: It is important that you create your data sheet as a comma-separated value or comma-delimited file and save this as .csv file. The only other file type supported is XML. See the support database for details on XML data feeds.

Step 2: Create Header Rows - On the first row of the new spreadsheet, enter the header names that describe your items, each in its own column. The only header rows that work with ShopTab are as follows:

- **title** – Product Title Description
- **description** – Description of the product. We recommend less than 1,000 characters
- **category** – this is the category you want the product included in
- **link** – Website address for your product detail page such as <http://www.doman.com/product.html>
- **image_link** – Website address for your image link such as <http://www.domain.com/image.jpg>
- **price** – Price of product (currently in U.S. only)
- **condition** – Is the product used or new?



As an example, the start of the header row must look like this:

	A	B	C	D
1	title	description	price	link
2				
3				
4				
5				

Step 3: Enter your item information

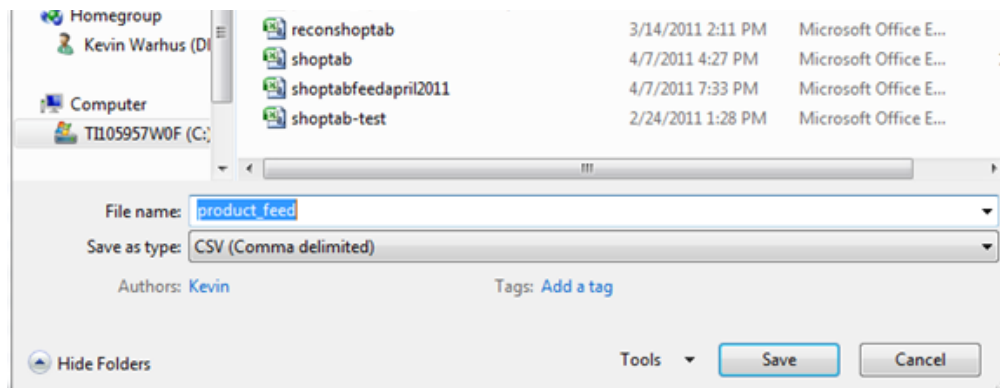
In the rows below the header row, enter information about your items. Each item should be listed in a separate row, and its information divided into the appropriate columns. (For example, an item's description should be in the same column as the "description" header.)

	A	B	C	D
1	title	description	price	link
2	Red wool sweater	Comfortable and soft, thi	25	http://www.exam
3	Total Recall	Slightly used copy of Toi	12	http://www.exam
4	A Scanner Darkly	Exciting new movie featu	20	http://www.exam
5	8" plush Care Bear	Small care bear, brand n	6.99	http://www.exam

NOTE: The only two columns that can have empty values (nothing in them) in the cells below the titles are the "price" and "condition" columns. All other columns must have values in each cell for all products or the data feed will be rejected.

Step 4: Convert your spreadsheet

Once all updates are completed please save the spreadsheet as comma delimited (.csv) by using the "Save as..." command in the File menu and specifying the format type.



Step 5: Submit your data feed

Check that your file meets our format requirements below:

- The file must be comma-delimited or comma-separated (i.e. Product-feed.csv)
- The first line of the file is the header -- it must contain attribute names exactly as defined
- One item per line; separate each attribute in that line in a unique column
- Each column item must have a value in every cell to be valid. If a column cell has an empty value, the upload will be rejected. The only exceptions are for cells under price and condition.

Then submit your data feed on the Data Feed upload area as shown below:

[My Products](#) | [Add Product](#) | [Data Feed](#) | [Settings](#) | [SU Admin](#)

With ShopTab you have 4 options to consider for product updates:

1. **Add Individual Products** - Add new products individually on the [Add Products](#) tab.
2. **Edit Current Products** - Visit the [My Products](#) tab and edit individual products.
3. **Upload New Data Feed** – upload your .csv data feed **below** and this will add new products. Important to note that this **does not** replace any current products so if you want to remove any products make sure you visit the [My Products](#) tab before you upload. Need help with your Data Feed? Visit the [Data Feed Formatting Page](#).
4. **Automatic Daily or Weekly Data Feed Updates** – are you currently using other data feed tools such as Google Base? If so, ShopTab can download your data feed .csv file each day starting at 4:30am EST or every week on Monday 4:30am EST. Important to note that with this feature ShopTab will remove any products you currently have live and rebuild your ShopTab with the new data feed file. All manual editing on My Products tab will be lost if not updated on the new data feed file.

Important: Before uploading, read the [formatting instructions](#) or download [Template](#) for data feeds. Incorrectly formatted feeds will not be accepted and will not process correctly.

Manual Upload:

Upload a .csv (comma delimited) data feed file with your Products :

No file chosen

Click above button to browse your computer to choose the data feed file.

OR

Scheduled Updates:

Select if you want ShopTab to rebuild your Facebook ShopTab Daily at 4:30am EST or Weekly on Monday's at 4:30am EST. After placing the full website address to your data feed csv file in below press schedule. If you want to turn off the schedule feature please press Cancel Schedule.

Frequency :

Url of file (eg. http://www.example.com/upload.csv)

Please visit [ShopTab Support](#) if you have any issues and open a ticket.