



Google Base Data Feed Instructions for ShopTab

**Welcome to ShopTab -
we're glad you're here.**

We founded ShopTab.net because we believe setting up a shop on Facebook should be simple and we're committed to providing the easiest tool for managing your shop. We encourage you to share feedback and help make ShopTab better at <http://support.shoptab.net>

Below are the steps you take on updating your current Google Base data feed to bulk upload all your products at once. To login to ShopTab admin visit <http://admin.shoptab.net>

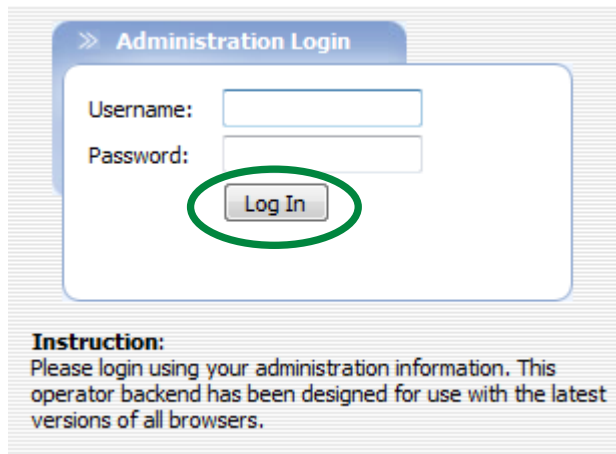
How to Update a Google Base Data Feed for ShopTab:

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 upload functionality is based on Google Base to get you up and running on Facebook quickly.

Step 1: Login to your Website Administration Panel

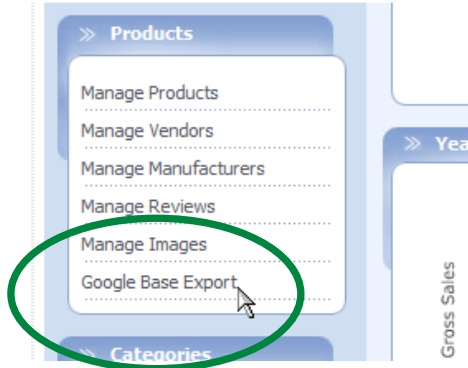
To download your Google Base Data Feed visit your website shopping cart admin panel (such as at <http://www.yourdomain.com/admin> (replace yourdomain.com with your website address) and login



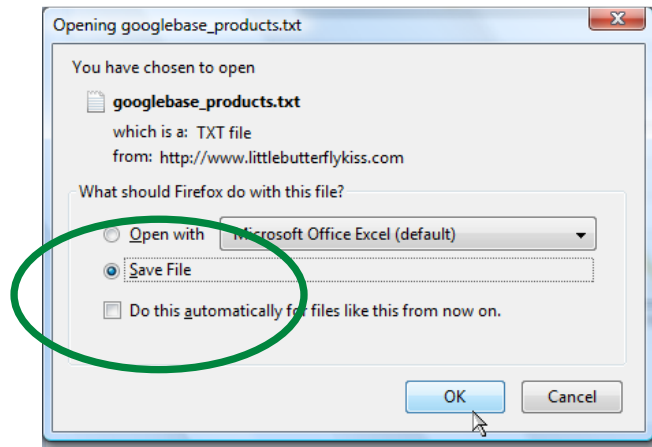
Instruction:
Please login using your administration information. This operator backend has been designed for use with the latest versions of all browsers.

Step 2: Download your Google Base Export

Once logged into your admin panels click on Google Base Export (example as shown below). Contact your website shopping cart company to find out if they have a Google Base (previously called Froogle) export feature and where it is located:



After clicking Google Base Export you may see pop up window. Choose Save File to your computer:

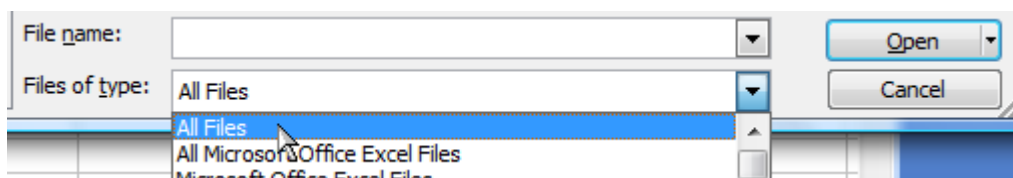


Most Google Base export files will be a .txt or .csv file format. **Important** – regardless of file format for Google Base your ShopTab data feed file will need to be saved as a .csv file before upload to ShopTab.

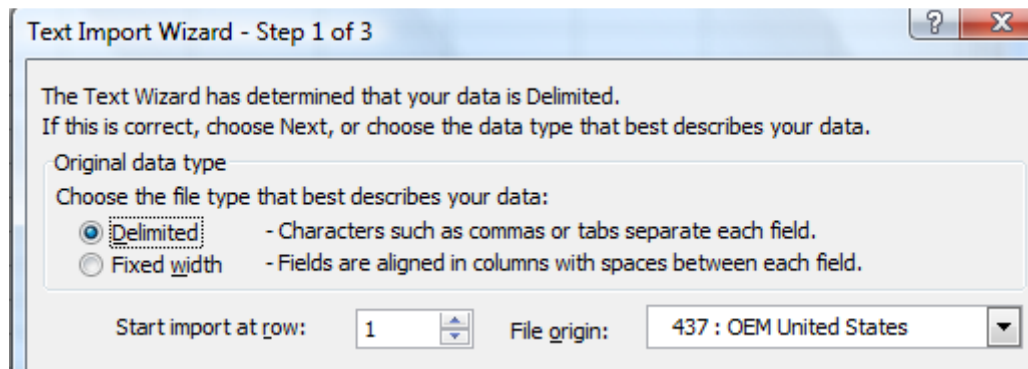
Step 3: Open your Spreadsheet Program and Google Base Export file

Using a spreadsheet program such as Microsoft Excel makes it easy to update your ShopTab product feed.

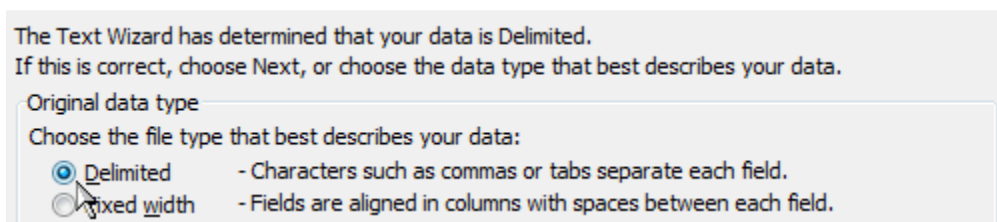
Once your program, such as Excel, is started open the Google Base data feed you just saved. You may have to choose All Files (as shown below) under Files of Type as the Google Base feed may be a .txt file:



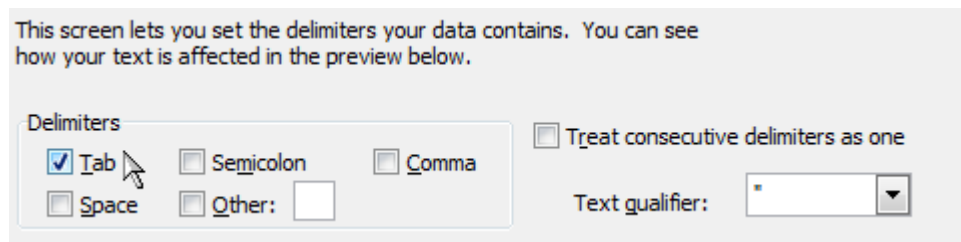
Programs such as Microsoft Excel will prompt you on how you want to open the file. This will normally be a Text Import Wizard as shown below:



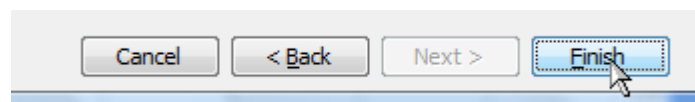
When given option for File Type choose Delimited file type and press Next



On next screen make sure Tab is the only checkbox selected



Then click on Finish





Step 4: Delete Headers not needed by ShopTab, Add Header needed by ShopTab and update any information you desire

ShopTab does not utilize some of the column (headers) from Google Base. Delete columns (such as ID, Quantity, Payment_Type, etc.) on the spreadsheet **except** for the following headers that ShopTab requires:

- **title** – Product Title Name (such as Red Sweater)
- **description** – Description of the product. We recommend less than 500 characters
- **category** – this is the category you want the product included in (such as Sweaters)
- **link** – Website address for your product page (such as <http://www.domain.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 – no \$ sign needed) (such as 34.56)
- **condition** – Is the product used or new? (such as new)

With many ecommerce programs a few of the headers above are not listed. For any not listed, **such as category**, please add the header column and you can either fill in the details below that new header or leave blank.

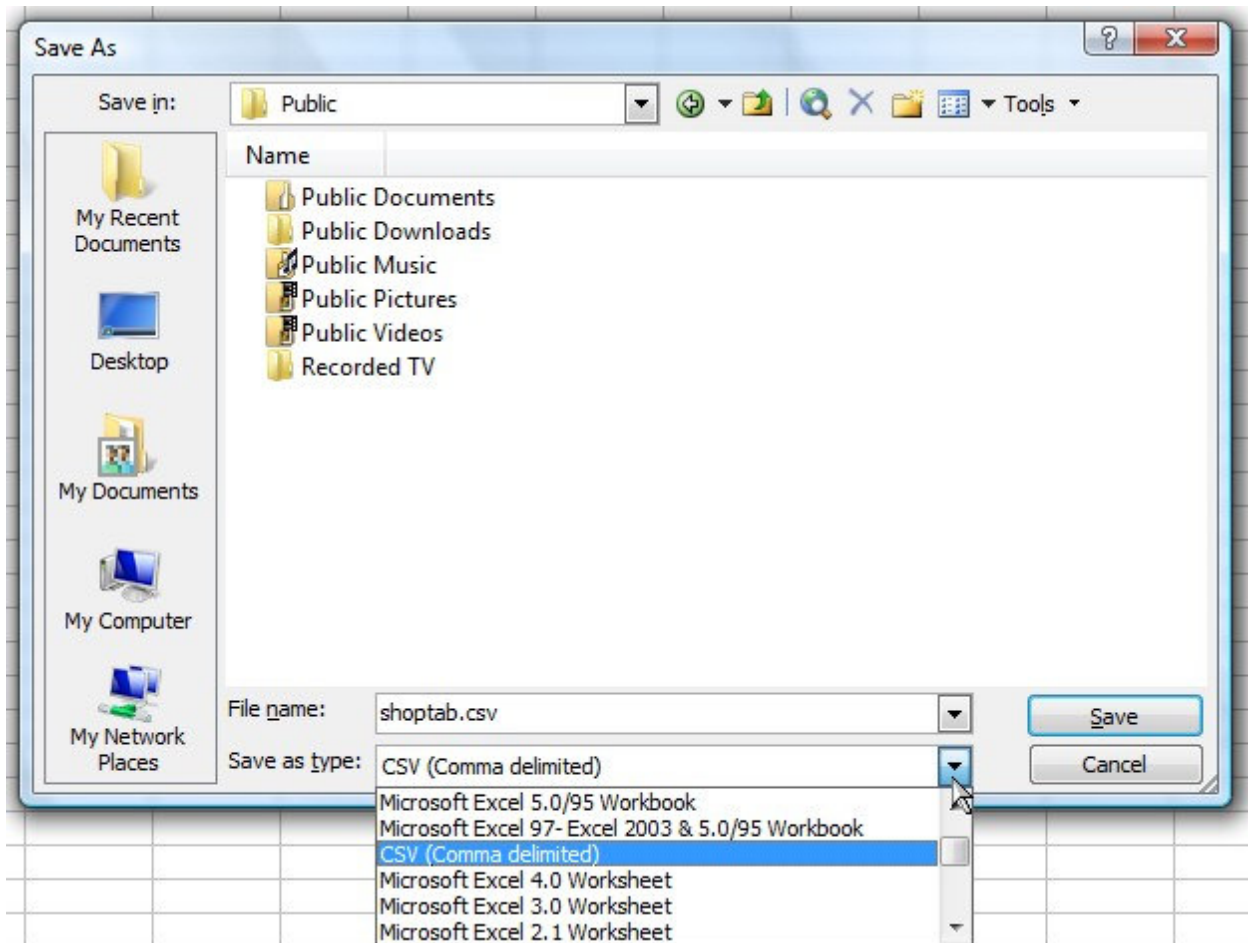
As an example, the header row should look like this:

	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 Tot	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

ShopTab, by default, will organize your products on your Facebook page in the order they appear. So the 1st product row will be the 1st product that shows on your Facebook page. This is important that your 1st 10 product rows are the 10 products you want your Facebook customer to see on the 1st page.

Step 4: Save your Spreadsheet as .csv (comma delimited) file

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



Step 5: Submit your data feed at <http://admin.shoptab.net>

Check that your file meets our format requirements below:

- The file must be comma-delimited plain text (no html). (ie. Products.csv)
- The first line of the file is the header -- it must contain the headers such as link, or condition
- One product item per line; separate each attribute in that line by a tab.
- Do not include trailing tabs at the end of lines.
- Do not include tabs or line breaks in the attributes themselves.

Then submit your data feed on the Data Feed upload area at <http://admin.shoptab.net>