

## Froogle's eligibility rules

Froogle listings are free, and merchants are welcome to aggressively submit products to Froogle's index. A few requirements hold sway:

- ✔ You must be an e-merchant, and your site must transact sales online. Specifically, you must accept online payments. Merely promoting products on a Web site is not good enough if you require offline transactions such as phone orders or mail orders.
- ✔ You must transact payments in U.S. dollars.
- ✔ You must fulfill your orders yourself. The important point of this rule is: no affiliates.

For example, a member of the Amazon.com affiliate program may not put books from Amazon's catalog into Froogle, linking to the affiliate's site, from which users would click through to Amazon and generate a commission for the affiliate.

- ✔ You must specify product pricing on the product page of your site.
- ✔ You must sell a product, not a service. Your wares needn't be tangible — software is acceptable — but a travel agency, for example, is not suitable for Froogle.

Froogle search results default to the order in which Froogle ranks the product pages, displayed as a vertical list of links with pictures. Users can reorder Froogle results in various ways:

- ✔ **Grid view.** Arranging results in a grid displays more products “above the fold” — that is, before you have to scroll down the page (see Figure 14-3).
- ✔ **Sort by price.** Users may arrange results from low price to high, or high price to low.
- ✔ **Sort by price range.** Getting more specific about price sorting, users may define low and high prices in dollars. Froogle then displays products within that range.
- ✔ **Group by store.** This setting arranges Froogle results by merchant. Stores with higher PageRanks appear higher on the list, unless the user is sorting the page by price.



Froogle results are independent of Google Web results. You need not choose between the two indexes; neither blocks the other. Being listed in one index does not improve your rank in the other index.

Sometimes, however, Froogle items appear on Google Web search results pages. Google began promoting Froogle more assertively in December 2003, and placed Froogle results near the top of Web results for keywords related to products. Froogle listings placed atop Web search results are called *Product search results* (see Figure 14-4). This crossover is unpredictable: Some product-oriented keywords produce the Product search results while others do not. Even keywords that do generate Product search results do not necessarily display them every time.