

search results page. The description text is selected automatically by the Froogle engine, based on its understanding of the description context and its match to the keywords used to bring up the results page.

- ✔ **Price.** The product's price.
- ✔ **Image URL.** Products sell better with pictures than without them. In this field, you insert the URL of the product's photograph on your server.
- ✔ **Category.** You may insert the category in which the product resides at your site, but merchants report greater visibility in search results when they identify the correct category in the Froogle directory for each product.
- ✔ **Offer ID.** This field contains a product-unique alphanumeric tag. This value must remain constant across all data feeds containing the product.

In addition to the standard product information fields, Froogle data feeds may contain any combination of several available extended fields. The *extended fields* offer slots to input additional product information such as shipping cost, product availability (yes or no), UPC code, color and size, quantity discounts, and the expiration date of an offer. Perhaps most important among the extended fields is the Product ID, which you can use with the Offer ID (see the preceding list). The Product ID represents groups of products, such as music CDs, and the Offer ID represents a single item. Read Froogle's current information on data feeds to find which extended fields it accepts.



When you upload a Froogle data feed, it **fully updates** the previous data feed. The new data feed **does not supplement** the previous data feed. Therefore, do not create a new data feed containing only new products if you still want the previous products to remain in Froogle. If you upload such a feed, Froogle replaces the old products with the new products. To supplement your product inventory on Froogle, create a new data feed containing the old products **and** the new products. (You may change the information fields of a continuing product, but use the same Offer ID as in the previous data feed.) To eliminate a product from your Froogle inventory, submit a new data feed containing all previous products except the one you want to remove.

You now have an overview of the Froogle data feed, but you need to get up-to-the-minute information and explicit instructions from Google. Remember, if you sell products online, you're probably already represented in Froogle. You don't *need* to submit a data feed. But your performance in the Froogle index — in other words, your Froogle visibility — will probably benefit from embarking on the monthly (at least) commitment to creating and uploading data feeds. Get started by filling out the on-screen form located here:

services.google.com/froogle/merchant_email