Figure 14-2:
Google
Catalogs
search
results.

Understanding Froogle's Index and Search Results

Getting into Froogle resembles getting into Google's Web index. Two methods are at your disposal:

- ✔ Let Froogle find your products
- ✔ Submit your products to Froogle

Submitting to Froogle is a more complicated affair than submitting a site URL to Google's Web index and requires a familiarity with database files. More on that a bit later.

Being crawled by Froogle

Froogle's strength, like that of Google's flagship service, lies in its crawling and ranking engine. This dedicated engine crawls deeply through the Web, as Google's Web spider does, and uses contextual analysis to find product pages. From those pages Froogle extracts categories of information — product type,