



LiteCommerce Froogle Export Module

Version 2.9

Reference Manual

Copyright © 2007 Creative Development. All rights reserved.

Revision date: Dec/11/2007

Table of Contents

Introduction	1
Administrator Zone	2
Installing the Module	3
Configuring the Module	4
Operating the Module	7
Customer Zone	8
Terms and Definitions	9

Introduction

The LiteCommerce **Froogle Export** add-on module generates specially formatted data feed to enable you to list your products in Froogle. It can be generated and uploaded to Froogle in one step using the Export Catalog functionality.

Administrator Zone

This section contains information on:

- [installing the LiteCommerce Froogle Export add-on module](#);
- [configuring the module](#);
- [operating the module](#).

Installing the Module

To successfully install **Froogle Export** add-on module your shopping system requires LiteCommerce shopping cart software version 2.x to be installed at your online store.

Select the 'Modules' section in the 'Settings' menu of the Administrator Zone. The list of currently installed modules will appear. To install a module (**Froogle Export** in our case) click on the '**Browse...**' button, select the module's '**.tar**' file and click on the '**Install**' button to add the module to your store setup.

Admin menu :: Modules

Modules

Use this section to manage add-on components of your online store. [How to use this section](#)
>>>

>> You have no modules installed <<

Install new module

Select module .tar file:

'**Froogle Export**' module will appear in the list of the installed modules; it will be activated automatically.

To deactivate the module, unselect the '**Active**' check box against the module title and click on the '**Update**' button. To completely uninstall the module, click on the '**Uninstall**' button.

Admin menu :: Modules

Modules

Use this section to manage add-on components of your online store. [How to use this section](#)
>>>

You have **1** module installed and **1** module activated.

Free modules

Title	Active	Description	Version	
▶ Froogle	<input checked="" type="checkbox"/>	This module allows you export product information into Froogle format	2.9	<input type="button" value="Uninstall"/>

Configuring the Module

In the list of activated modules select the '**Froogle Export**' link to move to the module settings page. There are three groups of settings here that need to be adjusted.

Account options

Account options	
Froogle password:	<input type="text" value="froogle_pwd"/>
Froogle username:	<input type="text" value="froogle_username"/>
Froogle host:	<input type="text" value="hedwig.google.com"/>

Froogle password: your password for Google Base account.

Froogle username: your username for Google Base account.

Froogle host: hedwig.google.com by default.

Product export attributes

Product export attributes	
Brand:	<input type="text" value="brand name"/>
Expiration (days):	<input type="text" value="14"/>
Id format (*):	<input type="text" value="product_%pid"/>

Brand: this is a required attribute for all the uploaded products. It is one and the same for all the products.

Expiration (days): set for how many days you want your products to remain on Froogle.

Id format: a unique alphanumeric identifier for the product - e.g., your internal ID code. **IMPORTANT:** Once you submit an item with a unique id, this identifier must not change when you send in a new bulk upload. Each item must retain the same id in subsequent bulk uploads.

You can use following variables in the name format fields:

%pid - product ID

%pname - product name

%psku - product SKU

Other options

Other options

File name (if this option is empty, 'username.txt' will be used):

The "product_type" field includes:

Custom "product_type" value (used if the previous parameter is set to "[custom]"):

Override "Allow direct URL access to products in the categories which are not available":

No, do not override

Always allow

Never allow

File name: name of the file to export data to. Defaults to 'username.txt'.

The "product_type" field includes: select one of the four options: *category*, *meta_tags*, *meta_title*, or *meta_desc*. Depending on your choice, the following product info fields will be exported correspondingly:

category: category;

meta_tags: Meta keywords;

meta_title: Product page title;

meta_desc: Meta description;

[custom]: use the value from the text field below. If this option is selected, the value entered below will be used for all the products in the store.

Custom "product_type" value (used if the previous parameter is set to "[custom]"): enter a value to be used for "product_type" if *[custom]* is selected in the previous option.

Override "Allow direct URL access to products in the categories which are not available": if the option "Allow direct URL access to products in the categories which are not available" is enabled in the General settings -> General -> Customer zone section, then even if a certain category is disabled, direct URL access to products from this category is possible. When products are included into the Froogle export file, it is also possible to allow or prohibit direct URL access from Google to such products.

The 'Override "Allow direct URL access to products in the categories which are not available"' option in **Froogle Export module** regulates whether such products are available by clicking on links in Google.

'No, do not override' - the products' availability will be controlled by the abovementioned option.

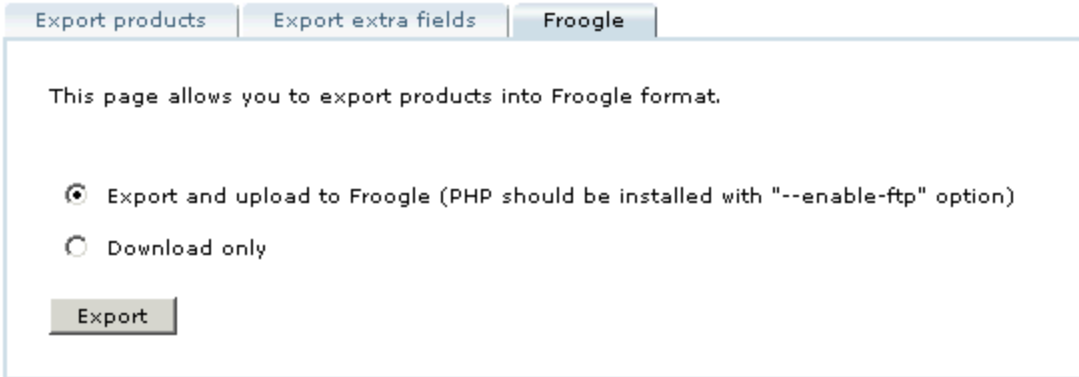
'Always allow' - all the products will be included in the export file, regardless of their availability, making direct URL access from Google possible.

'Never allow' - the products from the categories which are not available will be excluded from the export file even if the "Allow direct URL access to products in the categories which are not available" is enabled.

Operating the Module

Go to 'Export catalog' section of Admin menu and select 'Froogle' tab. This page allows you to export your product catalog to a file in the format that Froogle is able to understand - tab-delimited plain text. You can choose to export and upload to Froogle instantly or to download the file to your computer and upload it later manually. For more details on how to perform a manual upload please consult http://base.google.com/base/help/upload_instructions.html.

Admin menu :: Export catalog



Export products Export extra fields **Froogle**

This page allows you to export products into Froogle format.

Export and upload to Froogle (PHP should be installed with "--enable-ftp" option)

Download only

Export

Exporting products into Froogle format

During the uploading process the following errors may be displayed:

1. **FAILED: unable to connect to hedwig.google.com** - connection cannot be established, probably the information you entered on the module settings page is not correct.
2. **FAILED: FTP extension not found!** - wrong PHP settings - PHP was installed without "--enable-ftp" option.
3. **FAILED: write failed for _filename_** - the problem on the remote FTP server - it is impossible to overwrite the imported file. After you upload your bulk upload, you will not be able to immediately send another bulk upload. If you try and get a "permission denied" or "cannot overwrite" error, wait a few hours before trying to upload the file again.
4. **FAILED: invalid login/password** - the module settings are wrong.
5. **FAILED: unable to upload file** - the connection is established, but for some reason the file cannot be uploaded.

Customer Zone

The LiteCommerce **Froogle Export** add-on module does not affect the Customer Zone.

Terms and Definitions

Administrator: a 'super-user' of the online store system who is privileged to configure the entire store and manage products, customers and orders;

Administrator zone: an administrator back office where the store Admin can configure, control and monitor store operations, enable or configure various features of the store;

Customer: a registered store user;

Customer zone: an area at the online store where store customers can manage their profiles and review their orders;

User: anyone who visits the online store.