



How to Create a Data Feed 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 after creating your account on Facebook on how to create a data feed to bulk upload all your products at once. To login to ShopTab admin visit <http://admin.shoptab.net>

How to Create and Upload a Data Feed on ShopTab:

Creating your ShopTab Data Feed in 5 Steps:

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.

It is important that you create your data sheet as a Comma-delimited file and save this as a .csv file.

Below are **5 easy steps** on how to create a data feed. You can also watch a Google Video at <http://services.google.com/bulkupload/excel> on how to create a data feed file. Download a data feed template http://admin.shoptab.net/resources/shoptab_template.csv (after <http://admin.shoptab.net> login)

Step 1: Open your spreadsheet program and create data feed file

Using a spreadsheet program such as Microsoft Excel makes it easy to create a feed and convert it to the proper format. Once your program is open create a new spreadsheet or open the sample data feed (see above).

Step 2: Create ShopTab Data Feed header row

On the first row of the new spreadsheet, enter the header names that describe your items, each in its own column. The only header rows that work with ShopTab are as follows:

- **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)



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

	A	B	C	D
1	title	description	price	link
2				
3				
4				
5				

Step 3: Enter your product item information

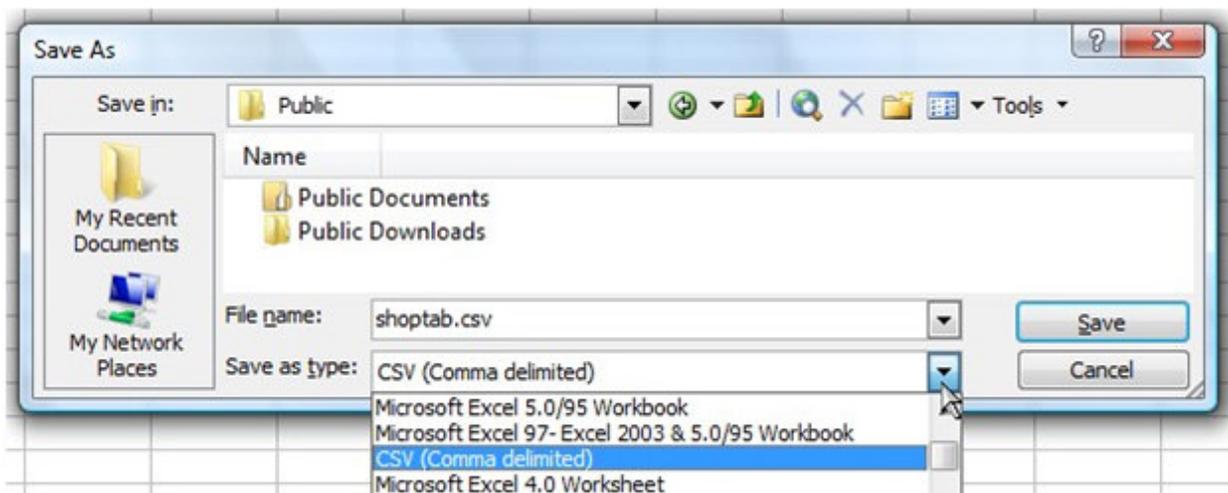
ShopTab, by default, will organize your products on your Facebook page in the order they appear. So the 1st product row will be the 1st product that shows on your Facebook page. This is important that your 1st 10 product rows are the 10 products you want your Facebook customer to see on the 1st page.

In the rows below the header row, enter information about your items. Each item should be listed in a separate row, and its information divided into the appropriate columns. (For example, an item's description should be in the same column as the "description" header.)

	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

Step 4: Save your spreadsheet as a Comma CSV file

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





Step 5: Submit your data feed

Check that your file meets our format requirements below:

- The file must be comma delimited plain text. (ie. Products.csv)
- The first line of the file is the header (such as category, image_link, price, etc).
- One product item per line
- Do not include trailing tabs at the end of lines.
- Do not include tabs or line breaks in the header row themselves.

Then submit your data feed on the Data Feed Tab upload area as shown below:

Welcome [jennifer@shoptab.net](#) [logout](#)

SHOP TAB

[My Products](#) [Settings](#) [Data Feed](#) [Add Product](#) [Need Help ? ShopTab Support](#)

Options to consider:

1. **Upload New Data Feed** – bulk upload your data feed below and this will replace any current products or add new ones. Need help with your Data Feed? Visit the [Data Feed Formatting Page](#).
2. **Edit Current Shop** - Click the My Products tab and edit individual products.
3. **Add Individual Products** - Add new products individually.

Important: Before uploading, read the formatting instructions or download Excel Template for data feeds. Incorrectly formatted feeds will not be accepted.

Upload a .txt data feed file with your Products :

Click "Browse" to choose the data feed from your computer.