

## SpeedShoppers.com Data Feed Submission Documentation

Displaying your data feed on SpeedShoppers.com will expose your products to a wide audience of automotive enthusiasts. Visitors to the site are smart shoppers looking for the best price.

**Purpose:** The purpose of this document is to establish a standard format for Data Feeds submitted to SpeedShoppers.com. By standardizing the data feed format, updates can be made quicker and at no cost to the retailer.

**File Format:** Comma Separated, Tab Delimited or Pipe Delimited files preferred. Headings at beginning of file are ok, and text can be in quotes.

### Data Fields:

**manufacturer:** Name of part manufacturer (ie Edelbrock)

**part\_no:** We use the manufacturer's part number to do price comparison. Should not include any prefixes which you may use in-house.

**product\_name:** Simple name of part. i.e. Distributor

**description:** Long description of part.

**image\_url:** URL of small image of product. If you would like us to host images, please just include the image file name and include a zip file of all images with your upload of the datafeed.

**buy\_url:** URL to the product page on your site.

**price:** Price of the product without shipping

**Uploading:** Contact me at [Kevin@schappell.com](mailto:Kevin@schappell.com) to request a FTP account. Once your account is setup, you can update at any time schedule you prefer. Weekly would be preferred if you pricing changes often. If your prices are fairly static, then monthly would be fine.