



# **Technical documentation**

## **Car feed specification**

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# I – General information

## a) General point about the feed :

The feed should be formatted in XML and encoded in UTF-8. Its header should be:

```
<?xml version="1.0" encoding="utf-8"?>
```

The feeds root tag is <item>. It contains as many <item> tags as available ads

```
<items>
  <item>
    ["Ad 1"]
  </item>
  <item>
    ["Ad 2"]
  </item>
  ...
</items>
```

## b) The different fields :

### - **Mandatory fields :**

They are common to all Allgoobs feeds. If one of these fields is empty, the ad won't be indexed.

Field label	Description	Expected value
<b>title</b>	Title of the ad	String
<b>link</b>	The url of the ad	String starting by : http:// ...
<b>description</b>	The description of the ad	String

### - **Important fields :**

It contains important information for users. Usually they are search criterias useful for users. If these fields are empty or misfiled your ads won't rank well in our search result pages

- **Locality field :**

They are considered as important fields and are common to all allgoobs feeds.

« region1 », « region2 » et « region3 » must contain information about the locality of ad. These 3 fields must be completed from the wider to the most accurate locality information in the ad. It's not necessary to fill these 3 fields if you don't have all the information needed. (see III- Expected value specification).

Field label	Description	Expected value
<b>region1</b>	Country or area	String
<b>region2</b>	Region	String
<b>region3</b>	More precise information about the region	String

<b>town</b>	Town where the ad comes from	String
<b>postal_code</b>	Postal code	String

- **Publication date field :**

The "publication\_date" field is considered as "important".

Field label	Description	Expected value
<b>publication_date</b>	Date the ad has been published	Date format : YYYY-MM-DD

**- Other fields :**

These fields can provide further information for users. If they are correctly filled they can help your ads to rank well in our search result. The more precise information you provide the more visible your ads will be in our result pages

"expiration\_date" field :

Field label	Description	Expected value
<b>expiration_date</b>	Date when the ad expires	Date format : YYYY-MM-DD

The "premium" field is another common field. If you are sponsoring some of your ads in order to put them forward you can add a premium label. The ads with the premium label will then be considered as sponsored.

Field label	Description	Expected value
<b>premium</b>	Is the ad premium	Boolean (true, false)

**c) Some advice :**

- Don't forget to add the proper CDATA in order to avoid any problems with characters which may cause problem with the validity of your feed (see examples)
- To know exactly what is expected in each field depending of your language please refer to 'III – Expected value specification'.

## II – Fields related to cars

### a) To maximize your ranking

It important to fill a maximum of these fields. If a users specify a value for specific to one of these fields, all the ads which with empty fields will be excluded from the results.

### b) Important fields

Field label	Description	Expected value	Attribute
<b>price</b>	Price of the vehicle	Entier (or double)	currency ="€ \$ £"
<b>make</b>	Manufacturer	String	-
<b>model</b>	Model	String	-
<b>mileage</b>	Mileage	Integer	unit ="km"=> kilometers, "mls" => miles
<b>year</b>	Year when the car was built	Integer	-

### c) Other fields

Field label	Description	Expected value
<b>type</b>	Type of vehicle	Select a string among this list : - city_car - sedan - station_wagon - mpv - coupe - convertible - commercial - sports - 4x4_suv - classic_cars - compact - other - lav
<b>fuel</b>	Fuel type	Select a string among this list : - petrol - diesel

		- lgp - hybrid - electric - flexible
<b>transmission</b>	Transmission type	Select a string among this list : - manual - auto
<b>doors</b>	Number of doors	Integer
<b>seats</b>	Number of seat	Integer
<b>color</b>	Color	String
<b>country_name</b>	Country where the car is located	String
<b>pictures</b>	Contains the pictures. See below for more information	See below

#### d) The <pictures> field

It contains as many <picture> item as the ad has pictures. Each <picture> fields contains:

Field label	Description	Expected value
<b>picture_url</b>	Photo url	String
<b>picture_title</b>	Photo title	String

### III – Specification of expected values

This documentation lists expected values in some of our fields. The "expected value" column give the best information for our sites. The other columns lists values our websites can also understand

#### a) Locality field

Field	Description	French	English	Spanish	German
region1	Country or area	Aquitaine	England	Andalucía	Hessen
region2	Region	Gironde	North West England	Málaga	Frankfurt
region3	More precise information about the region		Grand Manchester		
town	Town where the ad comes from	Bordeaux	Manchester	Málaga	Frankfurt
postal_code	Postal code	33000	M40	29 001	60311

#### b) Car field

**Type :** Type of vehicle

Expected value	Other understandable value by our search engine		
	French	English	Spanish
city_car	Citadine	City-car	Turismo
sedan	Berline	Sedan	Sedán/ berlina
station_wagon	Break	Station wagon, estate, wagon	Familiar
mpv	Monospace	Mpv	Monovolumen
coupe	Coupé	Coupe	Coupé
convertible	Cabriolet	Convertible	Cabrio
commercial	Utilitaire	Commercial	Comercial
sports	Sportive	Sports	Deportivo
4x4_suv	4X4/SUV	4x4/SUV	4x4
classic_cars	Collection	Classic cars	Collección
compact	Compact	Compact	Compacto
other	Autre	Other	Otros
lav	Ludospace	Leisure activity vehicle	-

**Fuel :** Fuel type

Expected value	Other understandable value by our search engine		
	French	English	Spanish
petrol	Essence	Petrol	Gasolina
diesel	Diesel	Diesel	Diesel
lpg	Biocarburant/GPL	Lpg	GPL
hybrid	Hybride	Hybrid	Híbrido
electric	Électrique	Electric	Eléctrico
flexible	Autre	Flexible	Otros

**Transmission :** Transmission type.

Expected value	Other understandable value by our search engine		
	French	English	Spanish
manual	Automatique	Manual	Manual
auto	Manuelle	Auto	Automático

## IV – Example of a car feed

```
<?xml version="1.0" encoding="utf-8"?>
<items>
  <item>

    <title><![CDATA[First hand megane estate]]></title>
    <link><![CDATA[http://www.monsite_auto/detail_annonces?id=123456]]></link>
    <description><![CDATA[Beautifull megane estate, low mileage...]]></description>

    <price currency ="€"><![CDATA[8900]]></price>
    <make><![CDATA[Renault]]></make>
    <model><![CDATA[Megane]]></model>
    <mileage unit="km"><![CDATA[15000]]></mileage>
    <year><![CDATA[2008]]></year>

    <publication_date><![CDATA[2011-10-01]]></publication_date>

    <region1><![CDATA[North West England]]></region1>
    <region2><![CDATA[Grand Manchester]]></region2>
    <town><![CDATA[Manchester]]></town>
    <postal_code><![CDATA[M40]]></postal_code>

    <type><![CDATA[station_wagon]]></type>
    <fuel><![CDATA[diesel]]></fuel>
    <transmission><![CDATA>manual]]></transmission>
    <doors><![CDATA[5]]></doors>
    <seats><![CDATA[5]]></seats>
    <color><![CDATA[gris]]></color>
    <country_name><![CDATA[UK]]></country_name>

    <expiration_date><![CDATA[2011-12-31]]></expiration_date>

    <premium><![CDATA[true]]></premium>

    <pictures>
      <picture>
        <picture_url><![CDATA[http://www.monsite_auto/img/123456]]></picture_url>
        <picture_title><![CDATA[outside]]></picture_title>
      </picture>
      <picture>
        <picture_url><![CDATA[http://www.monsite_auto/img/123456]]></picture_url>
        <picture_title><![CDATA[inside]]></picture_title>
      </picture>
    </pictures>

    ...

  </item>

  <item>

  ....

  </item>
</items>
```