



Technical documentation

Real estate feed specification

Table of contents

I - General Information.....	p 3
II - Fields related to real estate.....	p 5
III - Specification of expected values	p 7
IV - Example of a real estate feed.....	p 8

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
title	Title of the ad	String
link	The url of the ad	String starting by : http:// ...
description	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
region1	Country or area	String
region2	Region	String
region3	More precise information about the region	String
town	Town where the ad comes from	String
postal_code	Postal code	String

- **Publication date field :**

The "publication_date" field is considered as "important".

Field label	Description	Expected value
publication_date	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
expiration_date	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
premium	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 real estate

a) Improve your ranking

The more precise is the provided information, the better ranking your ads will have in the search results page.

b) Important fields

Field label	Description	Expected value	Attribut
price	Price or rent	Integer (or double)	periodicity ="week month year" currency ="€ \$ £"
type	Type of transaction	String : - sale - rent	-
floor_area	Floor area	Integer (or double)	unit ="m2"=> square meter ou "sqft"=> square foot
property_type	Type of good	String among these vlaues : - house - apartment - plot - building - parking - shop - loft - office - atypical_property	-

c) Other fields

Field label	Description	Expected value	Attribute
title	Ad title	String	-
charge	Are they any extra charge	String if "included" or double if there us an amount	-

rooms	Number of rooms	Integer	-
beds	Nombre of bedrooms	Integer	-
baths	Number of bathrooms	Integer	-
parking	Parking available	Boolean (true, false)	-
plot_area	Plot superficies	Integer (or double)	unit =“m2”=> square meter, “sqft”=> square foot
agency	The real estate agency in charge of the good	String	-
agency_fee	Agency fees which should be added	String if ”included” or ouble is there is an amount	-
energy_efficiency_rating	Energy efficiency rating	A letter from A to G	-
environmental_impact_rating	Environmental impact rating	A letter from A to G	-
furnished	Is it furnished	Boolean (true, false)	-
new	Is it new	Boolean (true, false)	-
street_address	The address	String	-
area1	Indication more precise than the town (district, neighbourhood)	string	-
area2	Second indication more precise than the previous one	string	-
latitude	The latitude of the good	Double	-
longitude	The longitude of the good	Double	-
country_name	The country where the good is located	String	-
pictures	Contains the pictures of the good. See below for further 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
picture_url	Photo url	String
picture_title	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) Real estate field

Type : transaction type.

Expected value	Other understandable value by our search engine		
	French	English	Spanish
sale	Vente, achat, viager, investissement	For sale, life annuity sale, investment sale	Venta, contrato de renta vitalicia, inversión
rent	Location, colocation	For rent, roommate_rental	Aquiler, piso compartido

Property_type : property type.

Expected value	Other understandable value by our search engine		
	French	English	Spanish
house	Maison	House	Casa
apartment	Appartement	Apartment	Piso
plot	Terrain	Plot	Terreno
building	Immeuble	Building	Edificio
parking	Parking	Parking	Garaje
shop	Boutique	Shop	Local
loft	Loft	Loft	Loft
office	Bureaux	Office	Oficina
atypical_property	Bien atypique	Atypical property	Bien atípico

Charge : Specifise if they are extra fees

If they are included in the price, add "included". If you have the amount of these fees you can add them (it should be an integer precised « double »)

Valeur attendue	Autres valeurs reconnues par nos moteurs		
	Français	Anglais	Espagnol
included	Inclus	Included	Incluído

IV - Example of a real estate feed

```

<?xml version="1.0" encoding="utf-8"?>
<items>
  <item>
    <link><![CDATA[http://www.monsite\_immo.com/detail\_annonce?id=123456]]></link>
    <description><![CDATA[This house, with its welcoming porticoed entrance, has been designed around its south facing gardens with two of the three reception rooms...]]></description>

    <price currency="€" periodicity="month"><![CDATA[1000]]></price>
    <type><![CDATA[rent]]></type>
    <floor_area unit="m2"><![CDATA[190]]></floor_area>
    <property_type><![CDATA[house]]></property_type>

    <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>

    <title><![CDATA[Beautiful 3 bedroom extended house on fulbridge]]></title>
    <charge><![CDATA[included]]></charge>
    <rooms><![CDATA[6]]></rooms>
    <beds><![CDATA[4]]></beds>
    <baths><![CDATA[2]]></baths>
    <parking><![CDATA[yes]]></parking>
    <plot_area unit="m2"><![CDATA[240]]></plot_area>
    <agency><![CDATA[Agence Immo]]></agency>
    <agency_fee><![CDATA[2000]]></agency_fee>
    <energy_efficiency_rating><![CDATA[C]]></energy_efficiency_rating>
    <environmental_impact_rating><![CDATA[D]]></environmental_impact_rating>
    <furnished><![CDATA[yes]]></furnished>
    <new><![CDATA[no]]></new>
    <area1><![CDATA[]]></area1>
    <street_address><![CDATA[12 rue des vignes]]></street_address>
    <latitude><![CDATA[44.838611]]></latitude>
    <longitude><![CDATA[-0.578333]]></longitude>
    <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_imo.com/img/4564654]]></picture_url>
        <picture_title><![CDATA[reception room]]></picture_title>
      </picture>

      <picture>
        <picture_url><![CDATA[http://www.monsite_imo.com/img/4564655]]></picture_url>
        <picture_title><![CDATA[bedrooms]]></picture_title>
      </picture>
      ...
    </pictures>
  </item>
  ...
</item>
  ...
</item>
</items>

```