

Zazzle RSS Guide

Version 1.03



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Introduction

People come to Zazzle® to buy cool t-shirts and other products. But why wait for your customer to come to you? Many of your customers would like to hear about your new products when you release them. Now they can subscribe to your new ideas using RSS. You can feed Zazzle product data to any RSS reader or application. You can also use Zazzle feeds to feature almost anyone's Zazzle product on your own web site by indicating a specific gallery or creating a feed using a query in the Zazzle Marketplace. Any item purchased on your site and carrying your referral ID pays you royalties.

RSS, or Really Simple Syndication, is an easy way to feed your products to applications or present them on your own web page. When you are enjoying Zazzle galleries, the presence of an RSS icon



in your browser tells you that the gallery you are viewing is available to you as an RSS feed. Most Zazzle galleries are available to you as an RSS feed.

Zazzle RSS feeds include the Zazzle URL Parameters (ZUP). ZUP let you structure your feed, determine its presentation, and manage the product-specific information it contains. Zazzle RSS feeds support Google Base, Amazon® OpenSearch and Yahoo® Media RSS extensions.

This guide assumes some familiarity with RSS and XML. The focus of this guide is the Zazzle-specific details you need to know to use RSS to promote your Zazzle products.

RSS and Zazzle

You can make almost any gallery or product line available to standard RSS readers or your web site. You can use Zazzle RSS feeds to:

- Provide data to your applications
- Let your customers subscribe to your new products
- Create your own site featuring your Zazzle products
- Present your products on your blog
- Refer almost any Zazzle product from your site

This document does not explain the basics of RSS and is not an RSS reference. There are many online and print references to RSS available.

Zazzle Store Builder

If you are interested in a creating your own web site for your Zazzle products using the Zazzle RSS feed, you might consider using the Zazzle Store Builder product. Zazzle Store Builder makes it easy for you to create an RSS-fed product grid on your web site. You can personalize this suite of scripts quickly and be up and running with your own Zazzle product store. For more information regarding Zazzle Store Builder, download the [Zazzle Store Builder Guide](#).

Zazzle Store Builder uses Zazzle Google Base feeds. If you need more information on the content of Zazzle Google Base feeds, see *Google Base Extension*.

RSS Configuration

You can create a Zazzle RSS feed with just a few clicks. However, to make the most of your Zazzle RSS feed, consider tailoring your feed to emphasize the particular products and information you would like to be most prominent to users or the format most appropriate for the context in which you plan to present your products, be it a blog, website, or application.

To configure your RSS feed, generate your RSS feed using the Zazzle URL Parameters (ZUP). These special commands are interpreted by the Zazzle.com site and structure many aspects of the results displayed on your browser (and saved in files).

Simple RSS Feeds

In the simplest case, you can display your Zazzle gallery, or almost any Zazzle gallery, as an RSS feed by adding a few characters to the URL created by navigating on Zazzle.com. You earn referral royalties when the product is purchased on your site, regardless of the feed from which it originated. If the gallery you want to make accessible as an RSS feed is usually displayed using this URL:

<http://www.zazzle.com/strk3>

You can see a gallery's products as an RSS feed by adding "/rss" to the end of the URL and changing "www" to "feed":

<http://feed.zazzle.com/strk3/rss>

In the example above, the RSS feed contains products from the gallery **strk3**. By default, the 15 most recent products from the specified gallery are presented.

Your RSS feed is not limited to a single gallery. You can create a feed containing just about any product in the Zazzle Marketplace. Instead of specifying a gallery, specify a search term and you will get products from the Marketplace matching that term:

<http://feed.zazzle.com/rss?q=1984>

Search query syntax is described in full below.

You can subscribe to a feed of a single gallery by simply navigating to the gallery you want and clicking on the RSS icon in your browser. However, the RSS feed that results contains the entire gallery, presented in default order. If this is what you want, you are done. It's just as easy to subscribe to a single product line within a gallery: click on the product line and then click on the RSS icon. If you want a more specific feed or if you want to do more than subscribe to a gallery or product line, keep reading.

Note that the gallery does not have to be your own and you do not have log in to Zazzle.com to create an RSS feed.

Zazzle URL Parameters

Zazzle includes a set of commands you can use to structure your RSS feed. To use these commands, which we call parameters, you insert them in the URL for the Zazzle products you want in your feed.

Parameter	Description
qs	Query string, for searching text fields.
cg	Zazzle gallery product line. For more information, see <i>Specifying a Product Line (cg)</i> , below.
pt	Zazzle product type string, the string of text representing the desired Zazzle Product Type, such as <code>zazzle_shirt</code> or <code>zazzle_mug</code> . For a complete list of Product Type strings see http://www.zazzle.com/sell/developers/rss .
st	Sort type; value can be "popularity" or "date_created".
sp	Sort period, used for "popularity" sorts, value can be: 0=over the history of the gallery, 1=today, 7=this week, 30=this month.
pg	Page number, specified the result page on which the feed starts.
ps	Page size, or the number of products per page.
ft	Feed type, value can be either "rss" or "gb" for RSS or Google Base. If not specified, defaults to RSS.
isz	Image size, the size of the product images in your feed. This parameter may be set to "tiny", "medium", "large", or "huge". For more information, see <i>Image Size in Feeds (isz)</i> below.
bg	Background color, a string in the form RRGGBB, used as the background color for product images.
opensearch=1	Puts the opensearch extension into Google Base feeds (makes opensearch "true"). RSS feeds are opensearch=1 by default. You can use opensearch for purposes of pagination, among other things.
at	Your associate referral id. Inserts your referral id into all product links in the feed.

ZUP Syntax

You must follow a simple syntax when using the Zazzle RSS URL Parameters.

- Standard RSS feeds:

`feed.zazzle.com/{gallerytitle}/rss?{query string parameters}`

- Other Feeds, such as Google Base

`feed.zazzle.com/{ gallerytitle }/feed?{query string parameters}`

The first parameter must be preceded by a question mark (?) with additional parameters preceded by ampersands (&). For example, to create an RSS feed from the gallery *strk3* showing twenty products per page, starting on the second page of products:

<http://feed.zazzle.com/strk3/rss?ps=20&pg=2>

To create a Google Base feed of the same products:

<http://feed.zazzle.com/strk3/feed?ft=gb&ps=20&pg=2>

Note that you must specify **ft=gb** to create a Google Base feed.

Specifying a Product Line (cg)

When you browse Zazzle.com galleries, you can view a single product line within a gallery by clicking on the name of the Product Line. When you click on a product line within a gallery, that product line is fetched using a URL like this:

<http://www.zazzle.com/strk3/cg-196550313342461053>

The string on the right of the URL, **cg-196550313342461053**, consists of the product line ID parameter and the ID number associated with the product line you selected. Use the number returned for the product line to create a URL that fetches an RSS feed of that product line by using the ZUP parameter **cg**:

<http://feed.zazzle.com/strk3/rss?cg=196550313342461053>

Notice the changes in syntax between the two URLs. The first URL above, the gallery URL, does not specify a feed and the **cg** parameter is separated from its value by a dash. The second URL above, the feed URL, specifies a feed (**rss**), followed by a question mark (?) preceding the **cg** product line query and the value of **cg** is indicated using an equals (=) sign.

You can just as easily display the gallery's products by product type (T-Shirt, Mousepad, Mug, and so on) rather than product line. To create a feed containing only shirts, use the Product Type string for shirts, *zazzle_shirt*:

http://feed.zazzle.com/strk3/rss?pt=zazzle_shirt

This URL uses the query string parameter **pt**, or Product Type, followed by an equals sign and the desired product as a Zazzle Product Type string. A complete list of Zazzle Product Type strings can be found at <http://www.zazzle.com/sell/developers/rss>.

Image Size in Feeds (isz)

The *isz* parameter lets you choose the size of the product images in your feed. All images are square. By default, images are 152 pixels on each side. If you want a different size, you can choose from these options:

Parameter Value	Size of Each Side, in Pixels
Tiny	50
Small	92
Medium (Default)	152
Large	210
Huge	328

For example, to set your images to small, you would add, **&isz=small**. Adding to a URL from a previous example:

<http://feed.zazzle.com/strk3/rss?ps=20&pg=2&isz=small>

Zazzle Product Types (pt)

The pt parameter takes a string specifying a particular Zazzle product type, such as a t-shirt or mouse pad. For a complete list of Zazzle Product Type strings see this page <http://www.zazzle.com/sell/developers/rss>. Here is a list of many of the strings.

Zazzle Product Type	Zazzle Product Type String
Apron	zazzle_apron
Bag	zazzle_bag
Binder	zazzle_binder
Bumpersticker	zazzle_bumpersticker
Business Card	zazzle_profilecard
Button	zazzle_button
Calendar	zazzle_calendar
Candy Jar	zazzle_candyjar
Card	zazzle_card
Case-Mate Case	casemate_case
Coaster	zazzle_coaster
Cork Coaster	fuji_coaster
Doodle Speaker	zazzle_doodle
Electronics Bag	fuji_electronicbag
Embroidered Bag	zazzle_embroideredbag
Embroidered Hat	zazzle_embroideredhat
Embroidered Shirt	zazzle_embroideredshirt
Envelope	zazzle_envelope
Flyer	zazzle_flyer
Gel Mousepad	fuji_mousepad
Gift Box	zazzle_giftbox
Gift Box, Planet Jill	planetjill_giftbox
Hat	zazzle_hat
Invitation	zazzle_invitation
Keychain	zazzle_keychain
Kitchen Towel	mojo_kitchentowel
Label	zazzle_label
Letterhead	zazzle_letterhead

Liberty Water Bottle	libertybottle_bottle
Listing	zazzle_listing
Magnet	zazzle_magnet
Mousepad	zazzle_mousepad
Mug	zazzle_mug
Napkin	mojo_napkin
Necklace	zazzle_necklace
Notebook	fuji_notebook
Notepad	fuji_notepad
Ornament	zazzle_ornament
Pet Bowl	zazzle_petbowl
Pet Shirt	zazzle_petshirt
Photo Card	zazzle_photocard
Photo Enlargement	zazzle_photoenlargement
Photo Print	zazzle_photoprint
Photo Sculpture	zazzle_photosculture
Pillow	mojo_throwpillow
Pitcher	zazzle_pitcher
Placemat	mojo_placemat
Plaque	fuji_plaque
Plate	fuji_plate
Postcard	zazzle_postcard
Premium Flexi Magnet	fuji_fleximagnet
Print	zazzle_print
Puzzle	fuji_puzzle
Rack Card	zazzle_rackcard
Rickshaw Flap Sleeve	rickshaw_flapsleeve
Rickshaw Folio	rickshaw_folio
Rickshaw Messenger Bag	rickshaw_messengerbag
Rickshaw Sleeve	rickshaw_sleeve
Shirt	zazzle_shirt
Skateboard	zazzle_skateboard
Specialty Mug	zazzle_specialtymug
Speck Case	zazzle_speckcase
Stamp/Postage	zazzle_stamp
Stationery	zazzle_stationery
Sticker	zazzle_sticker
Teapot	zazzle_teapot
Tie	zazzle_tie
Tile	zazzle_tile
Wrapped Canvas	zazzle_wrappedcanvas
Zazzle Skin	musicskins_skin

For example, you can create a Zazzle Marketplace feed containing pug dog t-shirts created in the last week, sorted by popularity:

http://feed.zazzle.com/rss?qs=pug&pt=zazzle_shirt&st=popularity&sp=7

The Zazzle Product Type strings may change, and new products will be added. You can check for new Product Type strings here: <http://www.zazzle.com/sell/developers/rss>.

If you previously used Zazzle Product Type codes, such as pt=235 for shirts, these will continue to work but it is recommended to convert to using Zazzle Product Type strings instead.

Zazzle Feed Request Limit

Zazzle RSS feed requests are limited to 100 products. If you need RSS feeds for more than 100 products, you can do so by requesting multiple feeds. You can use the **pg** Zazzle URL Parameter to specify the page of results you want and set the **ps** Parameter to 100, to create a feed containing 100 products per page.

Zazzle RSS Feed Content

A typical Zazzle RSS feed contains tags with this content:

Tag	Content
<title>	A product title you define.
<description>	HTML markup including a product image linked to the product page on Zazzle.com.
<link>	Product link URL.
<guid>	Product link URL.
<pubDate>	The date the product was published.
<author>	The contributor handle for the creator of the product

In addition to these tags, your feed may contain other tags, discussed below.

OpenSearch Extension

OpenSearch lets you include in your feed your preferences regarding the presentation of your products within your feed. For example, you can set the total number of products to be returned, the starting point, number of results per page, and even define a search query. The Zazzle RSS feed supports OpenSearch response elements by default. Note that Zazzle Google Base feeds do not implement OpenSearch by default, but you can include OpenSearch by adding “&opensearch=1” to your Google Base feed URL.

By default, Zazzle feeds contain the 15 most recent products. Using OpenSearch elements you can determine how many products are in your entire feed and how many are displayed in a page. You can choose to start displaying on a particular page and set the number of items per page displayed. You can set these preferences using the **pg** and **ps** ZUP, discussed in [Zazzle URL Parameters](#).

For example:

`http://feed.zazzle.com/strk3/feed?pg=2&ps=20&opensearch=1&ft=gb`

This URL would start with the second page of products and return 20 products per page. If you have a very long list of products, you might find this feature useful.

By default, your feed includes several opensearch extensions inside the **<channel>** element. These are used to code pagination through the entire feed of products.

Tag	Content
<opensearch:totalResults>	The total number of products in the requested feed.
<opensearch:startIndex>	The start index of the first product returned by this feed request.
<opensearch:itemsPerPage>	The number of items returned by this feed request.
<opensearch:Query>	The search query parameter, if specified.

For more information on standard OpenSearch response elements, including standard element definitions and examples, see:

http://www.opensearch.org/Specifications/OpenSearch/1.1#OpenSearch_response_elements

Media RSS Extension

The Zazzle RSS feed supports Yahoo’s media extensions to RSS 2.0 enclosure capabilities, called Media RSS. By default, media extensions are used to specify information about your products within your feed. You can add to this content yourself.

By default, the RSS feed output type includes a few Media RSS extensions. These have a variety of uses for programs consuming the feeds.

Tag	Content
<media:title>	Product title.
<media:description>	Your product description.
<media:thumbnail>	A small thumbnail product image URL.
<media:content>	A standard 500 pixel square product image URL.
<media:keywords>	Your keywords for this product.
<media:rating>	The maturity level of the product, G, PG-13, or R.

Here is an example feed fragment, containing media extension content, as generated from a gallery:

```

<media:title><![CDATA[California State Flag]]></media:title>

<media:description><![CDATA[California State Flag]]></media:description>

<media:thumbnail
url="http://rlv.zazzle.com/img/california_state_flag_shirt.jpg?action=view&

```

```
pid=235666056437877051&max_dim=OneTwentyFive&rvtype=product&pdt=shirt&side_front=horz&style=basic_tshirt&color=white&size=a_l&context=kari&view=front&view_auto=1.3" />
```

```
<media:content
url="http://rlv.zazzle.com/img/california_state_flag_shirt.jpg?action=view&pid=235666056437877051&max_dim=FiveHundred&rvtype=product&pdt=shirt&side_front=horz&style=basic_tshirt&color=white&size=a_l&context=kari&view=front&view_auto=1.3" />
```

```
<media:keywords>california, cal, cali, bear, state, flag</media:keywords>
```

```
<media:rating scheme="urn:mpaa">g</media:rating>
```

For more information on RSS media extensions, start here:

<http://search.yahoo.com/mrss/mrss>

Google Base Extension

Zazzle uploads all products from all galleries to Google Base for you. There is no need to create and upload a Google Base feed. However, should you need to do so for any reason, such as debugging a Zazzle Store Builder feed, here is some information on the elements used in Zazzle Google Base feeds.

Zazzle Google Base feeds contain tags set to particular values, by default. You can change the value of some of these tags yourself, while others are set by Zazzle.

The opensearch extension to the **<channel>** are turned OFF by default, for full compatibility with Google's feed uploader tool. They can be enabled by adding the ZUP parameter **opensearch=1** to your feed request URL.

Tag	Content
<g:id>	The Zazzle product ID number.
<g:image_link>	Product image. By default 210 pixels. You can set this tag using the ZUP isz .
<g:brand>	Always set to zazzle .
<g:color>	A color describing the product, such as black or red .
<g:price>	The base or estimated price chosen by the product contributor. Price may change due to buyer style selections.
<g:product_type>	Internal Zazzle short name for a product, such as shirt , stamp , or mug .
<g:style>	Your product style, e.g., Basic T-shirt .
<g:made_in>	Currently set to US .
<g:condition>	Always set to new .
<g:expiration_date>	Set to 30 days from the date on which the file was generated, by Zazzle. This is the maximum duration for Google Base listings.
<g:age_range>	Currently set by default to 0-90 .
<g:size>	Product size, if relevant.
<c:keywords>	Zazzle has added a Google Base c: namespace tag to allow you to

add your keywords to your Google Base listings.

