

# Zazzle RSS Guide

Version 1.05

Copyright (c) 2016, Zazzle.com All rights reserved.

Zazzle Inc. is a registered trademark of Zazzle.com. All other trademarks and registered trademarks are the property of their respective owners.

- NO PART OF THIS MANUAL MAY BE MODIFIED, ALTERED, TRANSMITTED, TRANSCRIBED, STORED IN A RETRIEVAL, SYSTEM, OR TRANSLATED INTO ANY LANGUAGE OR COMPUTER LANGUAGE, IN ANY FORM OR BY ANY MEANS, ELECTRONIC, MECHANICAL, MAGNETIC, OPTICAL, CHEMICAL, MANUAL, OR OTHERWISE, WITHOUT THE PRIOR WRITTEN PERMISSION OF ZAZZLE.COM. YOU MAY MAKE ONE COPY OF THIS MANUAL FOR YOUR INTERNAL BUSINESS OR PERSONAL USE.
- ZAZZLE.COM MAKES NO WARRANTY OF ANY KIND WITH REGARD TO THE MATERIAL CONTAINED IN THIS MANUAL, EITHER EXPRESS, IMPLIED, STATUTORY OR OTHERWISE, INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY, NONINFRINGEMENT, AND FITNESS FOR A PARTICULAR PURPOSE. THE MATERIAL CONTAINED IN THIS MANUAL IS PROVIDED AS--IS.
- WITH RESPECT TO THE MATERIAL CONTAINED IN THIS MANUAL, IN NO EVENT WILL ZAZZLE.COM OR ITS AFFILIATES BE LIABLE FOR: ANY DIRECT DAMAGES, ANY INCIDENTAL, CONSEQUENTIAL, SPECIAL, INDIRECT, EXEMPLARY OR PUNITIVE DAMAGES, WHETHER ARISING IN TORT, CONTRACT, OR OTHERWISE; OR FOR LOST PROFITS, LOST SAVINGS, LOSS OF BUSINESS OR ANTICIPATORY PROFITS, EVEN IF ZAZZLE.COM OR ITS AFFILIATES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.
- ANY RIGHTS NOT EXPRESSLY GRANTED HEREIN ARE RESERVED BY ZAZZLE.COM.

## Table of Contents

<b>Introduction</b> .....	<b>4</b>
RSS and Zazzle .....	4
<b>RSS Configuration</b> .....	<b>5</b>
Simple RSS Feeds .....	5
Zazzle URL Parameters .....	6
Parameter Description .....	6
ZUP Syntax .....	7
Image Size .....	8
Zazzle Feed Request Limit.....	8
<b>Zazzle Feed Content</b> .....	<b>9</b>

## Introduction

RSS, or Really Simple Syndication, is an easy way to feed Zazzle products to applications or feature them on a blog or website. For customers, subscribing to an RSS feed allows them to receive updates from that feed via their browser or email without having to manually go to the site. For Zazzle Designers and Associates, the RSS feed allows you to easily integrate Zazzle products onto your blog or website.

An RSS feed can be created from any store, collection, department or search term. Zazzle RSS feeds include the Zazzle URL Parameters (ZUP). ZUP lets you structure your feed, determine the way your feed looks, and manage the product information it contains.

This guide assumes that you have some familiarity with RSS and XML; it does not explain the basics of RSS and is not an RSS reference. The focus of the guide is to provide information for creating a Zazzle specific RSS feed.

## RSS and Zazzle

You can create a feed from almost any store, collection, department or search term and make it available to standard RSS readers or on your own website.

You can use Zazzle RSS feeds to:

- Provide data to applications and RSS readers
- Let your customers subscribe to your new products
- Feature your own or any other Zazzle products on your blog or website

## RSS Configuration

To make the most of your Zazzle RSS feed, we recommend customizing your feed(s) to fit the theme of your blog(s) or website(s). For example, if you have a wedding blog, then we recommend creating a feed from a wedding store, collection, and/or wedding search term.

To configure your feed, use the Zazzle URL Parameters (ZUP).

### Simple RSS Feeds

You can create a simple Zazzle RSS feed by pulling products from a single store or collection.

To create an RSS feed of products from a Zazzle store, you will need to rewrite the store's URL by changing "www" to "feed" and adding "/rss" to the end of the URL.

*Zazzle store URL parameters:*

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

*Zazzle store RSS feed parameters:*

<http://feed.zazzle.com/<store name>/rss>

For example, if you wanted to create an RSS feed to the store **strk3**:

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

You would change "www" to "feed" and add "/rss" to the end of the URL:

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

In the example above, the RSS feed contains products from the store **strk3**. By default, the 15 most recent products from the store will be pulled.

You can also create a simple RSS feed from a collection. To create an RSS feed of products from a Zazzle collection, you will need to rewrite a collection's URL by changing "www" to "feed", taking out the collection name, and adding "/rss" to the end of the URL.

*Zazzle collection URL parameters:*

<http://www.zazzle.com/collections/collectionname-collectionID>

*Zazzle collection RSS feed parameters:*

<http://feed.zazzle.com/collections/<collection id>/rss>

For example, if you wanted to create an RSS feed for the collection with the collection name Bestselling Invitations and collection ID **119790471480538912**:

[http://www.zazzle.com/collections/bestselling\\_invitations-119790471480538912](http://www.zazzle.com/collections/bestselling_invitations-119790471480538912)

You would change “www” to feed”, take out “bestselling\_invitations”, add the collection ID 119790471480538912, and add “/rss” to the end of the URL:

<http://feed.zazzle.com/collections/119790471480538912/rss>

Your RSS feed is not limited to a single store or collection. You can also create a feed from a set of Zazzle products containing a specific search term or any Zazzle department.

*Zazzle search term RSS feed parameters:*

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

For example, if you wanted to create an RSS feed for the search term “cats” you would add “cats” after the “q” parameter:

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

*Zazzle department RSS feed parameters:*

<http://feed.zazzle.com/rss?dp=departmentID>

For example, if you wanted to create an RSS feed to the Accessories department which has department ID 252170696522219977, you would add “252170696522219977” after the “dp” parameter.

<http://feed.zazzle.com/rss?dp=252170696522219977>

You can find all of the department ID’s in the department lookup table at the following URL:

<http://www.zazzle.com/sell/affiliates/promotionaltools/rss>

You can customize your feed further by adding more parameters including background color, image size, tracking codes, etc. The section below describes all of the parameters you can use to create and further customize your 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

<b>qs</b>	Query string (search term), for searching text fields.
<b>cg</b>	Zazzle store category. For an example, see <i>Specifying a Store Category (cg)</i> , below.
<b>dp</b>	Zazzle department ID string. For full list of department IDs, see <a href="http://www.zazzle.com/sell/affiliates/promotionaltools/rss">http://www.zazzle.com/sell/affiliates/promotionaltools/rss</a> .
<b>st</b>	Sort type; value can be "popularity" or "date_created". Not available for collection feeds.
<b>sp</b>	Sort period, used for "popularity" sorts, value can be: 0=over the history of the store, 1=today, 7=this week, 30=this month. Not available for collection feeds.
<b>pg</b>	Page number, specified the result page on which the feed starts. Not available for collection feeds.
<b>ps</b>	Page size, or the number of products per page. Not available for collection feeds.

<b>isz</b>	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.
<b>bg</b>	Background color, a string in the form RRGGBB, used as the background color for product images.
<b>at</b>	Your associate referral id. Inserts your referral id into all product links in the feed so you can earn referrals on any sales that come in through (are attributed to) your feed.
<b>tc</b>	Tracking code. Adds a tracking code to your feed so you can tell where (which feed) your sales are coming from. Tracking codes can be up to 100 alphanumeric characters (and _,) in length (e.g. MyBlog)

## ZUP Syntax

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

Standard RSS feeds:

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

`feed.zazzle.com/collections/{collection ID}/rss?{query string parameters}`

The first parameter must be preceded by a question mark (?) with additional parameters preceded by ampersands (&).

For example, here is what an RSS feed URL would look like if you were to create it from the store **strk3** showing twenty products per page, starting on the second page of products:

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

Here is what an RSS feed URL would look like if you were to create it from the Bestselling Invitations collection with collection ID **119790471480538912** with background color **RRGGBB** and tracking code **MyBlog** appended:

<http://feed.zazzle.com/collections/119790471480538912/rss?bg=RRGGBB&tc=myblog>

## Specifying a Store Category

Some Zazzle stores are organized by categories that the store owner creates. You can create an RSS feed that pulls products from a specific category of a store.

*Zazzle category URL parameters:*

<http://www.zazzle.com/<storename>/gifts?cg=categoryID>

*Zazzle department RSS feed parameters:*

<http://feed.zazzle.com/<storename>/rss?cg=categoryID>

For example, if you wanted to create an RSS feed to the I Love Pixels category with category ID 196065792552126113 in the strk3 store:

<http://www.zazzle.com/strk3/gifts?cg=196065792552126113>

You would place “www” with “feed”, replace “gifts” with “rss” and add 196065792552126113 after the “cg” parameter.

<http://feed.zazzle.com/strk3/rss?cg=196065792552126113>

You can find the category ID for a store by going to the products page within a store and selecting a category from the drop down menu. When you select the category within a store, it will fetch a URL with the category ID.

### 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**. Let’s add this parameter to our examples from above:

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

<http://feed.zazzle.com/collections/119790471480538912/rss?bg=RRGGBB&tc=myblog&isz=small>

### 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 HTML 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>	Image link URL.
<pubDate>	The date the product was published.
<author>	The contributor handle for the creator of the product.