

Jump Shopping XML Schema

```
<?xml version="1.0" standalone="yes"?>
<ROOT>
  <Products>
    <ProductCode>PrdctA</ProductCode>
    <ProductName>Product A</ProductName>
    <ProductDescription>Product Short Description A</ProductDescription>
    <ProductLongDescription>Product Long Description A</ProductLongDescription>
    <Brand>Product Brand A</Brand>
    <Price>99.99</Price>
    <StockLevel>Not Known</StockLevel>
    <Category1>Category A</Category1>
    <OnSpecial>>false</OnSpecial>
    <SpecialPrice>0</SpecialPrice>
    <SpecialStartDate></SpecialStartDate>
    <SpecialEndDate></SpecialEndDate>
    <ProductURL>http://www.mysite.co.za/product.asp?productcode=PrdctA</ProductURL>
    <PreOrderItem>>false</PreOrderItem>
    <ReleaseDate></ReleaseDate>
    <ProductKeywords></ProductKeywords>
    <ImageURL>http://www.mysite.co.za/images/PrdctA.jpg</ImageURL>
    <AltImageURL>http://www.mysite.co.za/images/PrdctA_Small.jpg</AltImageURL>
    <GalleryURL1>http://www.mysite.co.za/images/PrdctA_GalleryImage.jpg</GalleryURL1>
    <GalleryURL2 />
    <GalleryURL3 />
    <GalleryURL4 />
    <GalleryURL5 />
  </Products>
  <Products>
    <ProductCode>PrdctB</ProductCode>
    <ProductName>Product B</ProductName>
    <ProductDescription>Product Short Description B</ProductDescription>
    <ProductLongDescription>Product Long Description B</ProductLongDescription>
    <Brand>Product Brand B</Brand>
    <Price>99.99</Price>
    <StockLevel>Not Known</StockLevel>
    <Category1>Category B</Category1>
    <OnSpecial>>true</OnSpecial>
    <SpecialPrice>89.99</SpecialPrice>
    <SpecialStartDate>2005/04/01</SpecialStartDate>
    <SpecialEndDate>2005/04/30</SpecialEndDate>
    <ProductURL>http://www.mysite.co.za/product.asp?productcode=PrdctB</ProductURL>
    <PreOrderItem>>false</PreOrderItem>
    <ReleaseDate></ReleaseDate>
    <ProductKeywords>SomeKeyword B, SomeKeyword B2</ProductKeywords>
    <ImageURL>http://www.mysite.co.za/images/PrdctB.jpg</ImageURL>
    <AltImageURL>http://www.mysite.co.za/images/PrdctB_Small.jpg</AltImageURL>
    <GalleryURL1>http://www.mysite.co.za/images/PrdctB_GalleryImage.jpg</GalleryURL1>
    <GalleryURL2 />
    <GalleryURL3 />
    <GalleryURL4 />
    <GalleryURL5 />
  </Products>
</ROOT>
```

XML Schema Explained.

Tag Name	Required	Type	Description
<ProductCode>	Yes	String	This is the unique code for your product. Duplicate numbers will be ignored
<ProductName>	Yes	String	The name of the product, the name is not allowed to be more than 512 characters
<ProductDescription>	Yes	String	The short description for the product, the short description may not contain any HTML, and may not be longer than 2048 characters
<ProductLongDescription>	No	String	Detailed description about the product. The long description may contain the following HTML characters: , <u>, <i>, , , , <center> And their respective closing tags. All other HTML tags will be removed from the long description. The long description may not be longer than 32,000 characters
<Brand>	No	String	The Brand of the product e.g. Nike, Reebok etc
<Price>	Yes	Numeric	The retail price of the product in Rands
<StockLevel>	No	String	If known, the current stock level of the product. It may contain the following values: Not Known, On Backorder, Pre Order, In Stock. If the value is left blank it will be reverted to "Not Known"
<Category1>	Yes	String	The Primary Category of the product. We will match your category structure to our structure, but we recommend that you have a look at our current category structure to make sure that you understand our category structure e.g. DVD Movies - Action
<OnSpecial>	No	Boolean	True or False, True tells us that the product is currently on special
<SpecialPrice>	No	Decimal	The special price of the product in Rands
<SpecialStartDate>	No	Date	The Start date of the special e.g. 2005/04/01
<SpecialEndDate>	No	Date	The End date of the special e.g. 2005/04/30
<ProductURL>	Yes	String	The URL that we will be redirecting to when the user clicks on the Buy now button. This URL can either be a URL directly to the product or a URL that actually adds the product to your shopping basket. We would prefer to add the product directly into your basket.

<ReleaseDate>	No	Date	If the StockLevel value was set "Pre Order" you can set a date when the product will be released
<ProductKeywords>	No	String	You can add additional keywords for a product if the words are NOT contained in the description and long Description. We will be monitoring the keywords of products and products that contain keywords that is not relevant to products will be removed and blocked from the system
<ImageURL>	No	String	The Primary Image URL of the product. We need the highest resolution available. We will download the image once and resize it according to our standards. A downloaded image will expire after 2 months, and will not be downloaded before it expires. We only download jpg and gif image files. A fully qualified URL need to be used.
<AltImageURL>	No	String	If the primary Image download fails, we will attempt to download the image specified in the <AltImageURL> tag. We only download jpg and gif image files. A fully qualified URL need to be used.
<GalleryURL1>	No	String	If additional images exist for the product they can be specified. These images need to be different that the ones specified in the <ImageURL> and <AltImageURL> tags. These need to be images from different angles or screenshots. We only download jpg and gif image files. A fully qualified URL need to be used.
<GalleryURL2>	No	String	You can specify up to 5 Gallery Images per product, please see <GalleryURL1>
<GalleryURL3>	No	String	You can specify up to 5 Gallery Images per product, please see <GalleryURL1>
<GalleryURL4>	No	String	You can specify up to 5 Gallery Images per product, please see <GalleryURL1>
<GalleryURL5>	No	String	You can specify up to 5 Gallery Images per product, please see <GalleryURL1>