

Market**Grabber**

Classified Ad Software & Marketplace Builder

AlphaPlex[®], Inc.

2140 Hollow Brook Drive, Suite 210

Colorado Springs, CO 80918

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Directory Import Guide

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Table of Contents

1	Introduction	3
2	Create Categories	3
3	Create a Pricing Plan.....	3
4	Enter Data into Import Spreadsheet	3
5	Save Your Spreadsheet as a Tab Delimited Text File.....	5
6	Upload Your Tab Delimited Text File.....	5
7	Preview Import	5
8	Import Data	5

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1 Introduction

This guide describes the process for importing directory listings.

2 Create Categories

Login to the MarketGrabber BackOffice. Create the categories that you want to import data into.

You can retrieve a list of your categories (suitable for use in your spreadsheet) at any time by running the following link after logging into your Backoffice.

<http://YOURDOMAINNAME/backoffice/di/DIadminListingImportCatList.aspx>

NOTE: replace YOURDOMAINNAME with the domain name of your site, or the IP address of your site. If you add, change or delete categories while you are entering data into your spreadsheet, please retrieve an updated listing of your categories by re-running the link above.

3 Create a Pricing Plan

Login to the MarketGrabber Backoffice. Create an individual pricing plan that will be assigned to the listings you import. Most customers will create a “free” pricing plan with limited features and a limited duration such as 90 days or a year. When data is imported, each listing that is imported, will be assigned the pricing plan attributes of the plan you create.

4 Enter Data into Import Spreadsheet

Use the Sample Spreadsheet link (on the Import Directory Listings page in the backoffice) to download an empty spreadsheet you can enter your data into. You MUST use this spreadsheet exactly as provided. The column headings must match exactly what is provided.

IMPORTANT: limit the number of rows in your spreadsheet to 10,000 records or less. If you have more than 10,000 records to import, create additional spreadsheets.

The spreadsheet has the following columns:

Spreadsheet Column	Description	Max Length
OrgName	The organization name. Required.	100
FirstName	First name of organization contact. Optional.	50
LastName	Last name of organization contact. Optional.	50
Address1	1 st line of address. Optional.	50
Address2	2 nd line of address. Optional.	50
City	City. Optional.	50
State	State Code. Optional. If provided must match a state code listed in your Backoffice. NOTE: If you provide state codes you MUST provide Country Codes as well in order for the state codes to be validated.	20
PostalCode	Zip or postal code. Optional.	20

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Country	Country Code. Optional. If provided must match a country code listed in your Backoffice. NOTE: If you provide state codes you MUST provide Country Codes as well in order for the state codes to be validated.	50
Phone	Phone number. Optional.	50
Fax	Fax number. Optional.	50
Email	<p>Email Address. Optional. If not provided, a dummy email address can be generated which will be inserted into the database. When a dummy email address is generated, it will be marked as “Ok to Email = No” which means this customer will not be sent email messages. After an import, you can change the email address to an actual email address if you become aware of the real email address at a future time.</p> <p>NOTES: <u>Email address is used to uniquely identify a customer in your site.</u> The process of importing listings may create new customer records or associate listings with existing customer records.</p> <p>Email addresses in your import data are matched to customer records as follows:</p> <p>1. New Email Address – the email address in your import file does not exist in your existing list of customers. In this case a new customer record will be created when this data is imported. If the new email address appears more than once in your import file, the row with the first occurrence of the email address will be used to create the new customer record.</p> <p>2. Existing Email Address – the email address is already in your existing list of customers. In this case the row to be imported will be associated with the existing customer in your system.</p>	250
Password	Password. Optional. If not provided, it can be generated during the import process.	50
URL	Website address. Optional. Ok to start with http:// or not. If a web address is provided and it does not start with “http://” then the http:// will automatically be added to the beginning of the website address.	250
Title	Listing title. Optional. If a listing title is not provided, it will be set to the OrgName.	100
ShortDescription	Short description or “synopsis” for the listing. Optional.	250
Description	Detailed description for the listing. Optional.	10,000
Category	<p>The category name. Required. Must match a category title in your Backoffice.</p> <p>Example: assume you have the following categories: Real Estate Real Estate > Commercial Real Estate > Residential</p> <p>If you want to create a listing in the residential real estate category, the category name MUST be “Real Estate > Residential”. Note that case does</p>	n/a

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	<p>not matter and extra spaces do not matter.</p> <p>You can retrieve a list of your categories (suitable for use in your spreadsheet) at any time by running the following link after logging into your Backoffice.</p> <p>http://YOURDOMAINNAME/backoffice/di/DIadminListingImportCatList.aspx</p> <p>NOTE: replace YOURDOMAINNAME with the domain name of your site, or the IP address of your site.</p>	
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5 Save Your Spreadsheet as a Tab Delimited Text File

When you are done entering data, save a copy of your spreadsheet as a **tab delimited text file**. See Excel help if you do not know how to do this.

6 Upload Your Tab Delimited Text File

Login to your MarketGrabber Backoffice.

Click on Directory. Then click on Import.

Select the **tab delimited text file** you created in the previous step and press the Continue button to upload the file.

7 Preview Import

After you upload your tab delimited text file, you will be asked to make the following selections to preview your import:

Pricing Plan – which of your pricing plans do you want to apply to the imported data?
Start Date – when your listings are imported, each listing will run (become visible) on this date?
Auto Assign Missing Email Addresses? Yes or No If yes, each listing that does not have an email, will be assigned one that looks like importNNNN@yourdomainname.com.
Auto Assign Missing Passwords? Yes or No If yes, each listing that does not have a password, will have one auto-generated

Press the Preview button. Your data will be checked for errors and a report will be produced showing any errors in your data to import.

8 Import Data

After you run the Preview, click on the Import Data button to import your data into the site. Your data will be checked for errors and a report will be produced showing any errors in your data. For each record imported, the system will create 1 customer record and 1 directory listing record.