West Marine- Advanced Catalog Tips and Common Errors

We expect all green required fields to be completed with the information requested, unless that specific attribute is NOT APPLICABLE to the product.

- **SKU**
  - This value is your internal SKU# and it needs to be unique for every item in your file
    - Example: 1234-RED-S, 1234-RED-M, 1234-RED-L
- **Product_Status**
  - Needs to be 'Active'. If you have product that is on your file that is not ready for site and you set the value as 'pending' you will need to reupload the file with the 'active' for us to see product on our end
  - Best practice would be to load the entire file with the value 'active' but if product is not ready for site do not load inventory. This way we can still work the product and when it is ready you can load inventory and see it on site shortly after
- **Product Description**
  - Product descriptions can not contain the following characters - !$%^&()
- **UPC or EAN**
  - UPC or EAN are required and must be unique
  - If providing UPC, it must be 6 or 12 digits
  - If providing EAN, it must be 13 digits
- **Image Links**
  - Image must be hosted in a public repository or site
  - You must use JPG, JPEG, PNG, or a GIF file format
  - You must use HTTPS. Here's an example: https://www.dropbox.com/s/85dxl67o4xinmlj/FW5033-MFW5223-M1.jpg
  - You must not include spaces in the image title
    - We recommend using hyphens(-) or underscores (_) to create more stable image links. For example ABCDE_1234-1234.jpg
  - The image URL must:
    - Be a valid format
    - Link to raw image data (not an image view)
    - Lead to a downloadable image file. If the system cannot download the image, the URL will fail
  - If images are rejected by the upload tool, you can visit the URL provided in the file to confirm the image will render in the browser (you must not be logged in to your image hosting site). When viewing images, there should not be additional navigational links/buttons on the page; only the image should show in the browser window
  - Be aware that image preview pages with download buttons and other icons are not direct links to the images
  - If using dropbox links – dropbox will automatically create the link with ?dl=0
    - You will need to manually change this in your DSCO file to ?dl=1
    - If you do not have this at the end of your dropbox links the images will not download in DSCO

- o Minimum required is 1000x1000 pixel size. Best practice is 2000x2000.
- o Must be on a white background
- **Cost & MSRP:**
    - o Must be greater than 0.00
    - o Must be in USD
    - o Do not provide the '$' symbol