






## WEB PRODUCTION INSTRUCTIONS.

In this document we will explain how to present data files for uploading to the Stock Index Online web portal. The methods for doing this, and the collection of data, vary depending on your library system. **Site functionality** describes how the portal displays information, **data output** describes how we would like the data delivered to us and overpage, **methods 1 to 4** describe how your data will be displayed.

### SITE FUNCTIONALITY

	Links to your company profile on our site
	Places the image in the light box
	Image code
	Links to your search engine page
	Sends a pricing request to you.



We refer to "preview image page" throughout this explanation. Preview image page means the searched image that is presented on your website within a page environment as this example shows.

### DATA OUTPUT

We require the data as a .csv (Comma Separated Value) file or an .xls (MS Excel) file. As Excel will only parse around 100,000 records it is probable that you will send a .csv file.

When we upload data to our system the data file must be in 4 columns; no more, no less. **If it is not in 4 columns it will not load.** The headings for these columns are Thumbnail, Image Code, Direct URL, Keywords.

### HEADING EXPLANATIONS

Thumbnail.	The URL address of the thumbnail image on your server.
Image Code.	The code number of the image.
Direct URL.	The URL address of the preview page displaying the image.
Keywords.	Your keywords or phrases for this image.

### CREATING A .CSV FILE

There are 3 rules when compiling .CSV files

- o Rule 1. If you are sending a .csv file the columns must be comma separated
- o Rule 2. The data in each column must be within quotation marks "aaaaaaaa"
- o Rule 3. At the start and the end of the row must be NO additional commas nor any other characters, including spaces





When you send us a .csv file the structure must be like this:  
"AAAAA","BBBBB","CCCCC","DDDDD,DDDDD,DDDDD"

- o where "AAAAA" represents Thumbnail URL,
- o "BBBBB" represents Image Code,
- o "CCCCC" represents Direct URL
- o "DDD,DDDDD,DDDDD" represents Keywords.

Commas between keywords are accepted because they are INSIDE the quote marks



There are 4 methods of producing the data for the keyword search facility. Click on the method that fits your site structure to go to that section.

		YOUR SITE FUNCTIONALITY HAS			
		Thumbnail Images	Searchable database returning images	Online sales / Price quotes	Your search listing will look like this
CHOOSE YOUR METHOD	METHOD A				
	METHOD B	■			
	METHOD C	■	■		
	METHOD D	■	■	■	

**METHOD A:** No thumbnails. No search engine. No online sales.



### SITE VIEW EXPLANATIONS

This is your thumbnail image. It will link to your home page



Links to your company profile on our site



Places the image in the lightbox

### DATA COLLECTION

The data file must be presented in 4 columns with these field names in the following order.

Column A	Column B	Column C	Column D
Thumbnail Image URL	Image code	Direct URL	Keywords

**Column A - "Thumbnail Image URL"** If you have no thumbnails you can create them to be presented on StockIndexOnline. When you have created your thumbnails, upload them to your site. **Do not send us actual images.** Take a note of the address of each image - put the thumbnail URL address in column A

Please note: the thumbnails displayed on our site will be automatically displayed at 135px wide.

**Column B - "Image code"** - add the words "no code" if you do not have an image code. Having an image code means users can click the quote button and contact you for a price.

**Column C - "Direct URL"** - add the words "no url"

**Column D - "Keywords"** - Add your keyword groups.

Your thumbnail will be seen on our site when your keywords are searched, and the user will be able to save your image to the lightbox and/or click through to your home page via the presenting image.

Your Excel file should look like this:

	A	B	C	D	E	F
	Thumbnail URL	Image code	Direct URL	Keywords		
1						
2	www.mysite.com/imagenam1.jpg	no code	no url	apples, bananas, yellow bananas, green bananas		
3	www.mysite.com/imagenam2.jpg	no code	no url	oranges, blood oranges, green oranges		
4	www.mysite.com/imagenam3.jpg	no code	no url	figs, brown figs, figs in oasis		
5	www.mysite.com/imagenam4.jpg	no code	no url	plums, victoria plums, purple plums		
6	www.mysite.com/imagenam5.jpg	no code	no url	grapes, vineyard, white grapes in bowl		

If you send a .csv file it should look like this

```
"Thumbnail URL","Image code","Direct URL","Keywords"
"www.mysite.com/imagenam1.jpg","no code","no url","apples, bananas, yellow bananas, green bananas"
"www.mysite.com/imagenam2.jpg","no code","no url","oranges, blood oranges, green oranges"
"www.mysite.com/imagenam3.jpg","no code","no url","figs, brown figs, figs in oasis"
```

If you wish we can update your files semi-automatically every 3 months. There is a small administrative charge for this: if you'd like to know more please email [support@stockfootageonline.com](mailto:support@stockfootageonline.com)

**WHEN YOU EMAIL THE FILE TO US ENSURE YOU ADD YOUR HOME PAGE ADDRESS ADDRESS IN THE BODY OF THE EMAIL.**

If you require further assistance email [support@stockindexonline.com](mailto:support@stockindexonline.com) or call Bob Prior on + 44 (0)20 7727 4236

**METHOD B:** You have thumbnails. No search engine. No online sales.



### SITE VIEW EXPLANATIONS

This is your thumbnail image. It will link to your home page

- Links to your company profile on our site
- Places the image in the lightbox

### DATA COLLECTION

The data file must be presented in 4 columns with these field names in the following order.

Column A	Column B	Column C	Column D
Thumbnail Image URL	Image code	Direct URL	Keywords

**Column A - "Thumbnail Image URL"** - Put the thumbnail URL address in column A

Please note: the thumbnails displayed on our site will be automatically displayed at 135px wide.

**Column B - "Image code"** - add the words "no code" if you do not have an image code. Having an image code means users can click the quote button and contact you for a price.

**Column C - "Direct URL"** - add the words "no url"

**Column D - "Keywords"** - Add your keyword groups.

Your thumbnail will be seen on our site when your keywords are searched, and the user will be able to save your image to the lightbox and/or click through to your home page via the presenting image.

Your Excel file should look like this:

	A	B	C	D	E	F
1	Thumbnail URL	Image code	Direct URL	Keywords		
2	www.mysite.com/imagenam1.jpg	no code	no url	apples, bananas, yellow bananas, green bananas		
3	www.mysite.com/imagenam2.jpg	no code	no url	oranges, blood oranges, green oranges		
4	www.mysite.com/imagenam3.jpg	no code	no url	figs, brown figs, figs in oasis		
5	www.mysite.com/imagenam4.jpg	no code	no url	plums, victoria plums, purple plums		
6	www.mysite.com/imagenam5.jpg	no code	no url	grapes, vineyard, white grapes in bowl		

If you send a .csv file it should look like this

```
"Thumbnail URL","Image code","Direct URL","Keywords"
"www.mysite.com/imagenam1.jpg","no code","no url","apples, bananas, yellow bananas, green bananas"
"www.mysite.com/imagenam2.jpg","no code","no url","oranges, blood oranges, green oranges"
"www.mysite.com/imagenam3.jpg","no code","no url","figs, brown figs, figs in oasis"
```

If you wish we can update your files semi-automatically every 3 months. There is a small administrative charge for this: if you'd like to know more please email [support@stockfootageonline.com](mailto:support@stockfootageonline.com)

**WHEN YOU EMAIL THE FILE TO US ENSURE YOU ADD YOUR HOME PAGE ADDRESS ADDRESS IN THE BODY OF THE EMAIL.**

If you require further assistance email [support@stockindexonline.com](mailto:support@stockindexonline.com) or call Bob Prior on + 44 (0)20 7727 4236



**METHOD C:** Have thumbnails. Have search engine. No online sales.



### SITE VIEW EXPLANATIONS

This is your thumbnail image. It will link to the preview image in your search result page.



Links to your company profile on our site



Links to your site search engine page



Places the image in the lightbox

### DATA COLLECTION

The data file must be presented in 4 columns with these field names in the following order.

Column A	Column B	Column C	Column D
Thumbnail Image URL	Image code	Direct URL	Keywords

**Column A - "Thumbnail Image URL"** - Put the thumbnail URL address in column A

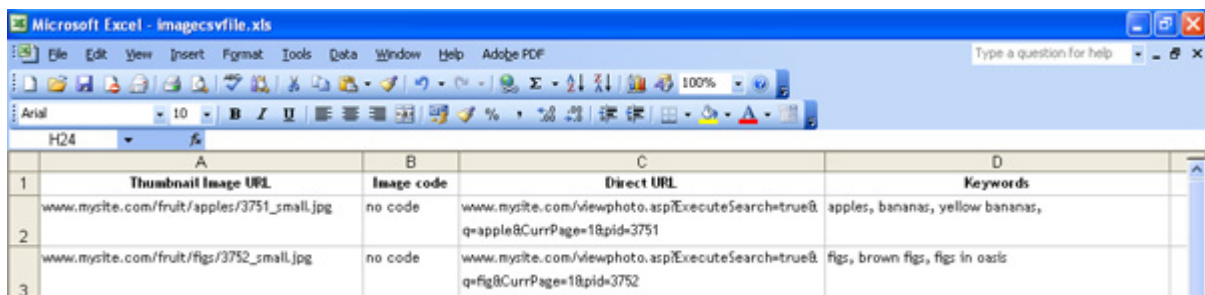
Please note: the thumbnails displayed on our site will be automatically displayed at 135px wide.

**Column B - "Image code"** - add the words "no code" if you do not have an image code. Having an image code means users can click the quote button and contact you for a price.

**Column C - "Direct URL"** - put the URL address of the preview image page in column C

**Column D - "Keywords"** - Add your keyword groups. Your thumbnail will be seen on our site when your keywords are searched, and the user will be able to save your image to the lightbox and/or click through to your home page via the presenting image.

Your Excel file should look like this.



If you send a .csv file it should be comma delimited. It should look like this:

```
"Thumbnail Image URL", "Image code", "Direct URL", "Keywords"
"www.mysite.com/fruit/apples/3751_small.jpg", "no code",
"www.mysite.com/viewphoto.asp?ExecuteSearch=true&q=apple&CurrPage=1&pid=3751", "apples, bananas, yellow bananas"
"www.mysite.com/fruit/figs/3752_small.jpg", "no code",
"www.mysite.com/viewphoto.asp?ExecuteSearch=true&q=fig&CurrPage=1&pid=3752", "figs, brown figs, figs in oasis"
```

If you wish we can update your files semi-automatically every 3 months. There is a small administrative charge for this: if you'd like to know more please email [support@stockindexonline.com](mailto:support@stockindexonline.com)

**WHEN YOU EMAIL THE FILE TO US ENSURE YOU ADD YOUR HOME PAGE ADDRESS AND SEARCH PAGE ADDRESS IN THE BODY OF THE EMAIL.**

If you require further assistance email [support@stockindexonline.com](mailto:support@stockindexonline.com) or call Bob Prior on + 44 (0)20 7727 4236



**METHOD D:**

Have thumbnails. Have search engine. Have online sales.



**SITE VIEW EXPLANATIONS**

This is your thumbnail image. It will link to the preview image in your search result page.

- i Links to your company profile on our site
- L Places the image in the light box
- C Image code
- more Links to your search engine page
- quote Sends a pricing request to you.

**DATA COLLECTION**

The data file must be presented in 4 columns with these field names in the following order.

Column A	Column B	Column C	Column D
Thumbnail Image URL	Image code	Direct URL	Keywords

**Column A - "Thumbnail Image URL"** - Put the thumbnail URL address in column A

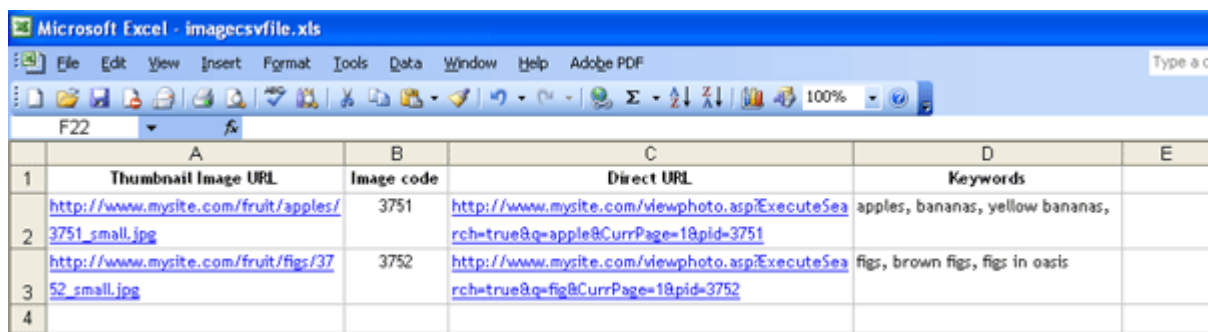
Please note: the thumbnails displayed on our site will be automatically displayed at 135px wide.

**Column B - "Image code"** - Add the image code here.

**Column C - "Direct URL"** - Put the URL address of the preview image page in column C

**Column D - "Keywords"** - Add your keyword groups. Your thumbnail will be seen on our site when your keywords are searched, and the user will be able to save your image to the lightbox and/or click through to your home page via the presenting image.

Your Excel file should look like this.



If you send a .csv file it should be comma delimited. The csv file should look like this:

```
"Thumbnail Image URL", "Image code", "Direct URL", "Keywords"
"www.mysite.com/fruit/apples/3751_small.jpg", "3751",
"www.mysite.com/viewphoto.asp?ExecuteSearch=true&q=apple&CurrPage=1&pid=3751", "apples, bananas, yellow bananas"
"www.mysite.com/fruit/figs/3752_small.jpg", "3752",
"www.mysite.com/viewphoto.asp?ExecuteSearch=true&q=fig&CurrPage=1&pid=3752", "figs, brown figs, figs in oasis"
```

If you wish we can update your files semi-automatically every 3 months. There is a small administrative charge for this: if you'd like to know more please email [support@stockindexonline.com](mailto:support@stockindexonline.com)

**WHEN YOU EMAIL THE FILE TO US ENSURE YOU ADD YOUR HOME PAGE ADDRESS AND SEARCH PAGE ADDRESS IN THE BODY OF THE EMAIL.**

If you require further assistance email [support@stockindexonline.com](mailto:support@stockindexonline.com) or call Bob Prior on + 44 (0)20 7727 4236