**NOTES**

**PARTS SPREADSHEETS**

**AUCTION TITLES:**

-55 character limit

-always UPPERCASE. (an exception is Fi, to indicate something is fuel injected. Ex. CBR600F4i)

-order is : Manufacturer + part + color + make + model + year.

-absolutely no duplicate auction titles unless it is the exact same product, but one title is from Tucker Rocky, and the other from Parts Unlimited. Even then, if it is possible to rearrange them slightly to avoid duplication, try to do so. eBay is VERY picky about having duplicate titles.

-if you cannot fit everything in the 55 character limit, certain things can be condensed. If you do not have any possible duplicate titles, years should probably be the first text removed from an auction title, followed by either abbreviating or removing colors, locations, and makes.

-if you think that the manufacturer can be condensed, ask before doing so.

-If you do abbreviate makes in an auction title, be consistent to what we abbreviated it to in the past.

* Ducati = Duc
* Harley Davidson = Harley = HD (depending on space)
* Honda = Hon
* Kawasaki = Kaw
* Polaris = Pol
* Suzuki = Suz
* Yamaha = Yam

There may be others you will run into occasionally, but these are the main makes you will deal with.

-Forbidden characters: Do the constraints of the program that actually translates the data we create into actual eBay ads, there are characters that are not allowed in auction titles. We cannot include quote marks, commas, parentheses, or most other symbols. The & symbol is okay, as is the colon, dashes, periods and the + symbol.

**DESCRIPTIONS:**

-We generally use HTML tags to format our descriptions. The only tags you will probably need are

* <LI></LI> for bullet points, where the text of the bullet fits in-between the <LI> and </LI>
* <BR></BR> for breaks, adds a full line space to the description when needed. You will mostly use this tag when switching from a paragraph to bullet points, or from bullet points to a disclaimer, if necessary.
* <B></B> to bold something, where text goes in-between <B> and </B>. You will almost never need to use this outside of disclaimers, unless the information is really important, and you need it to stand out.

-No punctuation at the end of bullet points before the </LI> tag. (Excluding disclaimers)

-If there is ANY reason to suspect that the customer may not know how many of a part is included, use a bullet point to list whether it is sold individually, in pairs, as a kit, or as a set.

-Model names listed are in UPPERCASE, years are always 4 digits, not 2.

-If part fits a single model, or multiple models with the exact same year range made by the same make, you do not need to include the models in the description. If you have models by the same maker, but with different year ranges, or models from two different makers, even if the years are the same, then you need to list them in the description, in addition to the attribute fields. They should be arranged alphabetically by maker.

Fitment examples:

If part fits both the Honda CRF250R 2005-2010 and CRF450R 2004-2009, you do need to include fitment information, formatted as follows:

<BR></BR>Fits the following Honda models:<BR>

<LI>CRF250R 2005-2010</LI>

<LI>CRF450R 2004-2009</LI>

If part fits models from more than one company, you will always need the fitment information in the description, even if the years are the same.

<BR></BR>Fits the following Honda models:<BR>

<LI>CRF250R 2005-2010</LI>

<BR></BR>Fits the following Kawasaki models:<BR>

<LI>KX250F 2005-2010</LI>

-Disclaimers. These are very important to have with certain products. If the image we use isn’t for that part exactly, there is no image of that exact color listed, or image shows additional products to the part we are trying to sell, disclaimers are valuable to alert the customer that they can’t order the part based on the image alone. If there is any doubt that the part is exactly like the image, use a disclaimer. We prevent a lot of customer service complaints simply by using disclaimers when needed. There is a .txt file that has the most common disclaimers we use, but they can be modified to better describe any possible issues, as needed.

**ATTRIBUTES:**

-Like Auction titles, all text in attributes should be UPPERCASE. (same exception regarding Fi)

* Attribute 2 value/Make: This is the make the part fits. When there are multiple makes, list them alphabetically.
* Attribute 3 value/Model: This is where you put the actual model names…you should always have your ATV or Motorcycle nomenclature sheets open, models should match names listed. If you can’t find a model, ask. Models listed should also be in the same order that they appear in the description.
* Attribute 4 value/Year: This is where you list the years. You must list every year. If part fits a particular model from 2005-2010, it must be listed as 2005, 2006, 2007, 2008, 2009, 2010 in the attributes.
* Attribute 5 value/Style: This is what the part actually is.
* Attribute 6 value/Color: This may also include the material a part is made of, such as aluminum, stainless steel, chrome, in addition to red, black, yellow, etc.
* Attribute 7 value: This should be filled in already, it just a duplicate of the MPN column. If it is blank, copy and paste the MPN column information.
* Attribute 8 value/Image notes: Image notes are generally not needed, however occasionally you will have the same image be representative of 20+ part numbers. Using wheel rims as an example, the distributor and/or manufacturer may use only one or two different images for a lot of rims. There are some products that essentially look virtually identical, that they don’t show unique images for. Instead of copying that image 20 times and creating 20 jpg images of the exact same thing, we can use the same single image for multiple skus. If we do that, we need to make a note of it. Usually, it is a simple message like “Used image for TR-123456” or something like that.
* Attribute 9 value/Author: Your initials, so its easier to track who created what data.

**Picture URLS**

-Should match the Inventory number exactly. Ideally, you will have one unique image for every SKU on your spreadsheet, however exceptions may occur. (see notes for Attribute 8/Image notes)

-Most original images will be .jpg, may have a few .gif, .bmp or .png images too. All resized images will be in .jpg format.

-For logos, absolutely no spaces allowed, no exceptions, ever. Either name logos namelogo or name\_logo, or something like that.

**Image Sources:**

-By far the best source to obtain images is directly from the manufacturer. Some manufacturer websites will have good images for every part they make, others will send us image CDs that contain them. This is the preferred place to get images.

-For Tucker Rocky SKUs, they have an FTP site that contains almost all of the images that appear in their catalogs, so if the manufacturer doesn’t give us images, or they are poor quality, this is a good resource to get good images from.

-For Parts Unlimited, its pretty much the manufacturer or bust. They do not give dealers the same access to the images that they include in their catalogs as Tucker Rocky does. If the manufacturer doesn’t have good images, or we never received an image CD, there is not much we can do about it. Obtaining images from third party websites is frowned upon. Don’t do it.

**FastStone Image program**

-This is the main program we use to properly resize images in order to upload them to eBay. Some of the PCs have Adobe Photoshop installed, which will use a different technique, not covered here.

-Open up the FastStone program, then select Tools 🡪 Open Batch Convert/Rename dialog. This will open up a new window.

-Point the directory tree to where you have your original images saved. Highlight all of your original images, and then select the Add All button. All of the selected images should now appear in the input list.

-Make sure the output format is listed as .jpg, and that its photometric value is listed as YCbCr. (click the settings button). This is important, as there is a glitch in IE8 that renders certain colors incorrectly if .jpg is saved as RGB. (You should only need to do this the first time you use the program, it will remember these settings)

-Select the folder you want the resized images to be saved to. FastStone will remember this location as well.

-Make sure all 4 check boxes are marked.

* For large size images, the second checkbox should be changed to \*\_lg in lower case. Then, after making sure that the “Use Advanced Options box is checked, click on the Advanced Options button. A new window will pop up. Click the resize check box, and change the width to 604, and the height to 456. The first two check boxes should be checked underneath. (Switch width/Preserve aspect ratio). Click OK, then at the main window, click convert. FastStone will create resized images in the folder you designated.
* For small size images, instead of \*\_lg, use \*\_sm instead, and change width/height to 300/400.
* For logos, we don’t need to rename them, UN-check the rename check box before going into Advanced options. For logos, width/height is 147/108. This applies to new brands only. A lot of SKUs we do are updated from brands we already have logos for, in which case the appropriate sized logo already exists on our server, and we can skip this step.

**Filezilla**

-This is our FTP client. Select File 🡪 Site manager, then select Cyclehead from the list. If it has been properly set up, it should automatically log you in. Select the images folder.

-If your images are Tucker Rocky only, find the colorado1008 folder, and click on it. If it is Parts Unlimited only, find the folder labeled infinity1008.

-If your images you need to upload contain a mix of Tucker Rocky and Parts Unlimited, use the main directory.

-Create a new folder, in lower case, with the brand name, and the month/year you are creating it.

-If you are working on a brand that has already been done previously, you do not necessarily need to create a new folder. Depending on how large the existing folder is, you may simply upload your new images into the already existing one.

-open up the folder you want to upload the images to, and simply drag and drop your resized images over.

-logos should not be uploaded into this folder, they have their own folder, called logos1008 located in the main directory.

**Creating the Image URLs on your spreadsheet**

-Once images have been uploaded to the Cyclehead server, we need to copy over the link locations into our spreadsheet.

-Open up your web browser (doesn’t matter which one) and go to <http://ridersdiscount.com/parts/> This should already exist as a bookmark or Favorite, if not, add it. What you will see is a directory tree identical to the one in Filezilla. Find the folder where you uploaded your images to. You should see your images listed. If you are using Firefox, right click on a large size image, and select Copy Link Location (in IE, its Copy Shortcut). Go back to your spreadsheet, and paste the link location into the Picture URL cell that matches, followed by a comma and space, then copy again. You should end up with something like

<http://www.ridersdiscount.com/parts/baron0810/422000_lg.jpg>, <http://www.ridersdiscount.com/parts/baron0810/422000_lg.jpg>

-Do this with every SKU, until you have every URL done.

-From the home ribbon/tab in Excel, go to Find & Select 🡪 Replace. In the Find what: field, put lg.jpg, with a space after the comma. In the Replace with: field, type sm.jpg, again with a space after the comma.

Now you will see that your first image URL now points to the small image, not the large one.

<http://www.ridersdiscount.com/parts/baron0810/422000_sm.jpg>, <http://www.ridersdiscount.com/parts/baron0810/422000_lg.jpg>

-Now, go to the logo directory in your browser, and copy the link location for the appropriate logo, then go back to the Find and Replace box. In the Find what: field, use lg.jpg without the comma or space after. In Replace with field, type lg.jpg, [paste the logo url location here]. Now you should have 3 image urls.

<http://www.ridersdiscount.com/parts/baron0810/422000_sm.jpg>, <http://www.ridersdiscount.com/parts/baron0810/422000_lg.jpg>, <http://www.ridersdiscount.com/parts/logos1008/baron_logo.jpg>

-The order of the URLs must always be small, then large, then logo. (they may appear on a single line in Excel, that’s fine)

-Now that you have all 3 images listed, We have to change the image URLs to match our server. This is really simple. Just select the entire Picture URLs column in Excel, and do a find and replace. Swap “www” with “e”.

**Weights**

-Sort the spreadsheet by weights, lowest weight to highest. Chances are you may have a few SKUs that list the weight as 0.00, we need to find weights for them. The easiest way to do this is to highlight all of the 0.00 weights, and then resort, using the Attribute 5 Value (style) first, then weight. Now, you will see the 0.00 weights highlighted within similar products, and doing that, you can make an educated guess as to how much it will weigh, by looking at the weights listed for similar products. If the product is the only part of its kind on the spreadsheet, or every product of that type has a weight listed as 0.00, guess, using your best judgment. It is not an exact science.

-NOTE: Any SKUs with weights listed above 54.7 lbs can be listed as a bad SKU, we cannot ship anything that heavy. You will not run across many of these, but they are out there. Some types of products that may be too heavy include complete shock systems, complete front forks, frames, ramps, and other large objects.

**Shipping Rates**

-Once you have the weights listed, and are comfortable with them, you have to put in shipping rates, starting with Attribute17name on your sheet.

-Resort your spreadsheet by weights, again lowest to highest, then hide columns in-between weights and Attribute 5 Values, and Attribute 6 name through Attribute 16 value.

-Open up the Channel Advisor-info spreadsheet, and go to the parts-ship tab. For parts, in most circumstances, you will only need to use the Free US Shipping Info table, but occasionally, you might need to use the Free US Only Shipping (or Regular Shipping tables. NOTE: Tires will always use Free US Only shipping, we do not ship tires internationally at all.

-If you look at the left most column, you will the weight ranges for each shipping rate. Using the weights from the spreadsheet, you can copy and paste all of the shipping rates from the Channel Advisor info sheet to your spreadsheet. Copy everything from Attribute 17 name (Hidden Domestic) until the end of the values. (should be column named Ship Handling Additional Item), following the weight ranges, as provided.

-Once you have shipping rates for all of the SKUs, we need to fine tune them. Change your sort order back to Attribute 5 value, then by weight, as you did when filling in missing weights. We want to be pretty consistent, and the weights given by Parts Unlimited or Channel Advisor are not always 100% correct. Using some common sense, you may need to adjust some of the rates, depending on how much other similar products weigh, or if a listed weight simply feels wrong. If you have 10 of an item, in this case lets use levers, and 8 of them fall into the 1-2lb range, but two of the listed weights are 4lbs, it probably isn’t correct. You can overwrite the weight to be compliant with the rest of the SKUs in that category. Generally, if more than half of the exact same product is one shipping rate, change the others to match. There will be some exceptions to this general rule, particularly with exhausts and full exhaust systems, but for the most part, we want all of the same type of product to ship for the same amount.

-NOTE: Generally, the packages under 1.0 lbs weights are reserved for items that meet a few conditions: They have to weigh less than a pound, but they should also be small enough and durable enough to fit inside a packing envelope, rather than a box. Be aware of the type of products you did on your sheet when you fill these rates in, if it is something that could be considered fragile, even if it is light enough, it will probably be shipped in a box rather than an envelope, and should probably use the 1.0-1.7 lb rates.

-Shipping Rates are not set completely in stone, there are no 100% absolute firm rules without any exceptions to doing them, as long as long as some common sense is applied.

-Once all of the shipping rates have been input, and you have tweaked the rates for consistency, unhide all columns.

**Classifications/Templates**

-Classifications and Templates can be either one of the easiest or one of the most challenging aspects to filling out a sheet, depending on the product.

-In your Channel Advisor info spreadsheet, go to the Parts tab. On your spreadsheet that you are completing, make sure you have everything unhidden, and then go to the column named Classification. The goal here is to classify every part, according to your Channel Advisor info sheet. Sort your spreadsheet by Style (Attribute 5 value), and then copy the applicable classification from the Channel Advisor sheet. Some are going to be fairly simple, Seats, Exhausts, Tires etc are fairly straight forward. For other parts, you may have to have some understanding as to what function the part serves on the motorcycle or ATV in order to determine the best classification. This may take some time to learn, and a good habit to get into would be to check Channel Advisor on the web to see if how we classified previous parts of that style, or searching the internet to see what the part does.

-Copy applicable classification from the Channel Advisor Info spreadsheet. Do not hand type the classification, ALWAYS copy directly from the sheet. Values must be exactly the same as listed on the info sheet.

-Once you have all of the Classification values filled in, copy all of those cells, and paste into the eBay Store Categories column (leave the column header name alone). The eBay Store Categories column should be an exact match to the Classifications column.

-Ad Template Name: Unless you are doing tires or manuals, this will almost always be Parts-Standard-MPN-Free-Ship. You can copy and paste this value for every SKU.

-Schedule name: This will always be store-30, so you can copy and and paste this value for every SKU as well.

-Posting Template Name/Category #: These two columns are going to be based on what you put in the classification & eBay Store Categories columns. The easiest way to do this is to sort by Classifications, so that all of the Classifications are grouped together, and then finding the applicable template that is similar to the Classification.

-There will not be an exact translation; the templates can be very vague. The trick is to remember that it isn’t so much the name of the Posting Template, as it is the 5 digit code incorporated into the name. For example, FP30-BATTERY-35571 and FP30-LIGHTBARS-35571 both have the 35571 number code in it. That means that even though they are named differently, they are in essence, the exact same Template, and can really be used interchangeably. Same with the Kuryakyn/Bikestands templates, and Grips/Levers. These are very generalized Template names, do not get stuck because you are trying to find an exact match.

-Note that a few of the categories are ATV specific, and it would be a good idea to keep track of which SKUs are for ATV models instead of Motocross or street bikes, until you are comfortable with all of the model names, and know what type of vehicle each name is.

**Bad Skus**

-You will come across parts that you cannot complete the data for. It happens. We cannot sell every single part our distributors offer, and there are multiple reasons for it. Here are some reasons why we cannot do a certain SKU. (there may be other reasons, not listed as well)

* The SKU is no longer available. SKUs that are no longer offered by the distributor are usually weeded out before you ever see the sheet, but sometimes they can become unavailable after the spreadsheet was created. If they are unavailable, you can simply delete the entire row the SKU is on.
* There is no information about that SKU, either from the Distributor or Manufacturer. Obviously, we cannot sell a product we cannot describe accurately. This could be because the part is a small replacement part for something, and they do not have a specific description for that part, or the product is too new, that the distributors have a part number assigned, but have not generated any information yet. This happens a lot.
* There is no valid image for the product. You will run into this problem frequently. It is similar to not having any information, as an online company, we simply cannot sell a product we cannot show an image of. Again, this will usually be because the part is a small replacement part, but it could also be because no decent quality images exist as well. If the only image you can find of a product is 200x200, that is way too small for our purposes.
* The year range. For all models other than Harley Davidson, we only go back to 1980 in models that we will sell for. If a model listed is for a year range that is prior to 1980, we don’t do it. 1977-1979 would be a bad SKU, but 1977-1980 would be okay. For Harley Davidson models, there is no year range limit, we go back all the way to the 1930s and earlier.
* It could be a superseded part number. Occasionally, the manufacturer will create a new part to completely replace an existing part number. We want to use the more recent part. Both Tucker Rocky and Parts Unlimited websites will notify you if a part has been superseded.
* ATC/Snowmobile/Watercraft models. We do not sell parts for 3-wheelers, snowmobiles or personal watercraft. You may come across fitments for any of these. If the SKU is exclusive to one of these models, it is a bad SKU, but if it has multiple fitments, and some of the models it fits are valid motorcycles or ATVs, do the SKU, with the ATC/Snow/Water models omitted, using only the other models.
* It may fit brands we do not cover. Similar to the ATC/Snowmobile/Watercraft models, distributors may have parts that fit minor brands that aren’t listed on either the Motorcycle or ATV nomenclature sheets. If the part is exclusive to a brand we don’t cover, list it as a bad SKU, if it also fits models we do cover, it’s a good SKU, but with bad brands omitted, just like with bad models. (exceptions are Husqvarna and Husaberg, which are not on the nomenclature sheets but we do cover)
* Bulk SKUs. If a product is intended more for a dealer than a home consumer, it may be bulk. Things that come in 100 foot rolls, 20 packs, etc are probably bulk, as well as if the dealer cost is actually higher than the retail cost. That indicates the intent is for the dealer to purchase a case of something, and then sell each item in the case individually.
* Weight is greater than 54.7 pounds.
* Item may be too large to ship. Even if an item may fit within our weight guidelines, it may simply be too big. UTV windshields, hoods, motorcycle frames etc may be simply too big.

**Checklist before submissions**

-Before you submit your spreadsheet to be reviewed, there are a few things you should check first.

* Make sure that if you came across any SKUs you couldn’t do, that they have been moved to the second tab (sheet 2, rename to BadSkus, or something similar)
* Eliminate all double spaces, and spaces at the end of auction titles.
* Run the Spell check. The main columns are going to be auction titles, descriptions, makes, models, and styles.
* Double check that your auction titles are no more than 55 characters.
* Double check that you do not have duplicate auction title names.
* Check to make sure you do not have any extra columns (including deleting any count columns to determine your auction title lengths)
* Make sure that both the manufacturer name and manufacturer part numbers are 20 characters or less.
* Double check that none of your dealer costs are higher than your retail price.
* Look over your templates and classifications to make sure you did them.
* Make sure you do not have any weights that are equal to zero. (if you did shipping properly, you should never leave a weight at zero)
* Double check your shipping rates.
* Double check your image URLs, verify that you replaced “www” with “e”.
* Make sure that you have unhidden EVERY column.
* Rename the spreadsheet, By replacing the date listed with the date you completed it, followed by your initials.

**TIRE SPREADSHEETS**

-For the most part, doing tires is very similar to doing parts, and many of the same rules will apply. There are some differences though.

**Auction titles**

-Order is Manufacturer + tire name + front/rear + size + rating + construction (if room).

-Sizes in auction titles may include either an R or ZR incorporated in the size, remove and place at the end of the size instead. Example: 120/70ZR17 should be listed as 120/70-17 ZR.

-If the tire is offered with white wall or a wide white wall, it is important to list that, as a way to differentiate them. Generally, you can add WW or WWW to the auction title.

**Descriptions**

-Descriptions for tires generally are the same with parts, however, if the information is available, should try to include the speed rating of a tire as well. Not every tire will have a speed rating listed, but if it is available, we should use it. General bullet format is going to look like <LI>W speed rated for speeds up to 168mph/270kph</LI> or whatever the speed rating is. It is useful information to have.

-Also, from time to time, the tire will be an OEM replacement tire, meaning that it is the same tire that came on a specific model directly from the maker. Tire spreadsheets do not have the same make/model/year attributes that parts spreadsheets have, so we have to include this information in the description. Use the same “Fits the following models” format you would for parts, but change the wording slightly to say “OEM replacement tire for the following models”.

**Attributes**

-Size/Rating: List the tire size, and speed rating if applicable.

-Position: Is this tire intended for the front, rear, or will it fit either? Use FRONT, REAR, or FRONT/REAR. You may run into a SIDECAR too, but those will be rare.

-Construction: Usually, this will be one of two things. BIAS PLY, or RADIAL. Generally, the higher the speed rating, the more likely it is to be radial…but read the descriptions, check the manufacturer, etc to determine. As a general rule, assume its bias ply, unless it tells you differently…However, anything with an “R” or “ZR” in the size/rating is automatically radial, and any speed rating Z, ZR, W, (W), Y or (Y) will be radial as well. Bias tires cannot tolerate speeds that high. NOTE: for speed ratings below that, tire could be either/or.

-Tire Application: What is the tire intended for? Is it an offroad only tire? Is it dual sport? Street only? Race only? Think about the target market. You can list multiple types here, for example the tire application could be Street, Cruiser, Touring…

-Style: Generally, this is the name of the tire, and whether or not it’s a white wall or some variant.

**Shipping**

-You will ALWAYS use the Free-US-Only shipping rates. We do not ship tires internationally, so you cannot use the same shipping rates you do with parts.

**Templates**

-Use TIRES for ad templates instead of PARTS-STANDARD-MPN-FREE-SHIP.

**MANUALS SPREADSHEETS**

-For the most part, doing manuals is very similar to doing parts, and many of the same rules will apply. There are some differences though.

**Auction titles**

-Order is Publisher + Manual + Make + Model + Year (no colors necessary)

-ISBN column (should be column H) copy and paste the ISBN number, exactly as it appears on the publisher’s website.

**Attributes**

-Similar to parts, with the make/model/year attributes.

-Pages: the number of pages in the manual, usually listed on manufacturer’s website. If not, copy and paste ISBN number into Amazon.com or something.

-ISBN: Copy and paste the ISBN numbers from the other column.

**Shipping**

-All manuals use the same shipping rates, marked MANUALS ONLY.

**Templates**

-Use MANUALS as Ad Template instead of PARTS-STANDARD-MPN-FREE-SHIP. Copy and paste directly from Channel Advisor Info sheet.