



Ireland's Biggest Property Website

# Daft.ie Overseas

## Webfeed Specification

Daft.ie,  
Latin Hall,  
Golden Lane,  
Dublin 8,  
Ireland

Telephone: +353-1-421 8700  
Email: [support@daft.ie](mailto:support@daft.ie)

**PAGE INTENTIONALLY LEFT BLANK**

## Table of Contents

1. Introduction.....	4
2. Architecture.....	5
3. XML Formats.....	6
3.1 Overseas Sales Feed.....	7
3.1.1 Overseas Sales Feed Elements.....	8
3.2 Overseas Rental Feed.....	12
3.2.1 Overseas Rental Feed Elements.....	13
3.3 Photos.....	17
3.4 Features.....	18
3.5 PDFs.....	19
3.6 Using Feed Index Files.....	20
4. Examples.....	21
4.1 Overseas Sales Feed.....	21
4.2 Overseas Rental Feed.....	22
4.3 Feed Index File.....	22

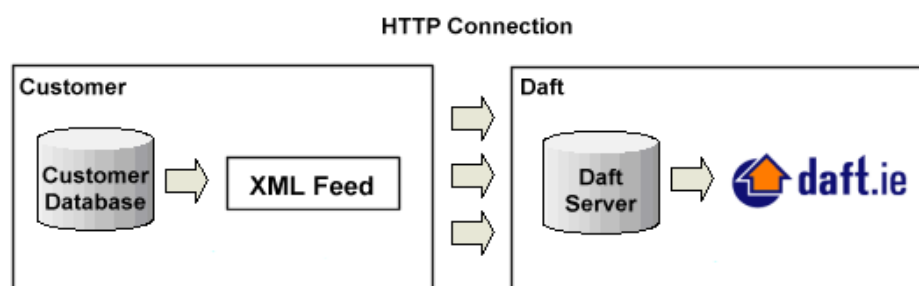
# 1. Introduction

Daft.ie is Ireland's biggest property website and one of Ireland's most established Internet brands. The multi award-winning Daft.ie serves over 55 million pages of properties every month to over 1.5 million unique visitors. There are literally thousands of properties to choose from, with over 50,000 properties available on the website at any one time. These properties are sourced from over 1000 estate agents and over 30,000 landlords.

This document gives an overview of the content integration architecture and describes how to create Daft compatible property feeds in XML format.

## 2. Architecture

A property feed has an XML source and is provided by the customer. This XML source along with corresponding image files are accessed using a HTTP-GET request on at a nightly basis. The file along with images is then processed on the Daft servers, achieving a mirroring of all data. We will require a URL of the XML file along with access to all corresponding image files.



Upon processing the file on the Daft server, one of the following events occur:

- Add new properties
- Update existing property details
- Remove old properties

## 3. XML Formats

The following section provides details on XML format for overseas sales and rental property. Each format may be exported into one XML file.

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<daft>
  ...
  ...
</daft>
```

Fig1. Basic XML Format

There are 2 types of feed:

3.1 Overseas Sale Feed

3.2 Overseas Rental Feed

If your file has more than 25,000 properties or is larger than 25mb in size, please consult 3.6 Using Feed Index Files

## 3.1 Overseas Sales Feed

Properties for overseas sales are to be encapsulated within a `<overseas_sales>` tag. Individual sale properties are to be within a `<overseas_sale_ad>` tag.

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<daft version="1">
  <overseas_sales>
    <overseas_sale_ad>
      ...
    </overseas_sale_ad>
    <overseas_sale_ad>
      ...
    </overseas_sale_ad>
  </overseas_sales>
</daft>
```

Fig 2. Overseas Sales XML Format

### 3.1.1 Overseas Sales Feed Elements

Element	Type	Example	Description
country	string	France	Country of property
region	string	Île-de-France	Administrative level of country immediately below country level
area	string	Paris	Administrative level beneath "region"
address	string	99 Rue de Rivoli, 75001	Address of property beneath area level
property_type	enum	house	Type of property. The options are limited to: <ul style="list-style-type: none"> <li>• house</li> <li>• apartment</li> <li>• duplex</li> <li>• bungalow</li> <li>• site</li> <li>• commercial</li> </ul>
house_type	enum	detached	(Dependent on property_type) If property_type is <b>house</b> , there should be a complementary attribute to declare, from the following option set: <ul style="list-style-type: none"> <li>• detached</li> <li>• semi-detached</li> <li>• terraced</li> <li>• end-of-terrace</li> <li>• townhouse</li> </ul>



commercial_type	enum	land	(Dependent on property_type) If property_type is <b>commercial</b> , there should be a complementary attribute to declare, form the following option set: <ul style="list-style-type: none"> <li>• land</li> <li>• shop</li> <li>• hotel</li> </ul>
description	string	A wonderful opportunity... Lorem ipsum dolor sit amet, consectetur..	Detailed property description
price	int	317500	Price of the property in euros
price_type	enum	from	The price type describes the nature of the price value above. There are also a set of options for this field <ul style="list-style-type: none"> <li>• region</li> <li>• excess</li> <li>• from</li> <li>• on application (if price = 0)</li> </ul>
bathroom_number	int	2	Number of bathrooms in the property
bedroom_number	int	4	Number of bedrooms in the property
is_new_development	bool	1	(Optional) If set to 1, the property is marked as a new development, 0 means it is a second-hand property
units_available	int	25	(Optional) If is_new_development is set, this field may specify the number of units available in the development

new_development_availability	string	City and mountain views left only	(Optional) If is_new_development is set, this field may specify any additional feature of the development
square_metres	double	152.85	(Optional) The size of the property measured in square metres
acres	double	15.2	(Optional) The size of area of the property measured in acres
directions	string	From the airport, take the A1 for 3 kilome..	(Optional) Directions to the property.
co2_rating	string		(Optional) Information about the co2 rating of the property.
energy_rating	String		(Optional) Information about the energy rating of the property.
viewing_details	string	Monday to Friday by appointment with office	(Optional) Information about when and how to visit the property for a viewing
phone1	string	00 33 1 234 567	Primary contact phone number of the landlord or the representing agent
phone2	string	00 33 1 234 568	(Optional) Secondary contact phone number of the landlord or the representing agent
contact_name	string	Victor Hugo	Name of the contact person

phone_info	string	Monday - Friday, Office Hours	(Optional) State the restraints, if any, on contacting the contact person by phone
main_email	string	vhugo@home.fr	Email address of the primary contact for this property
cc_email	string	office@home.fr	(Optional) Secondary email address
external_id	string	home_123B	Primary key / unique ID that is used to identify this property on the client's side
agent_id	int	1234	Unique identifier for vendor of this property, supplied by Daft.ie
property_status	enum	for-sale	Current status of the property. Options are <ul style="list-style-type: none"> <li>• for-sale</li> <li>• sale-agreed</li> <li>• sold</li> </ul> Properties marked "sold" will be removed from the website.
photos	array		Images associated with the property. See below – 3.3
features	array		Features associated with the property. See below – 3.4
pdfs	array		Brochures associated with the property. See below – 3.5

## 3.2 Overseas Rental Feed

Properties to let are to be encapsulated within a <overseas\_rental> tag.

Individual rental properties are to be within a <overseas\_rental\_ad> tag.

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<daft version="1">
  <overseas_rental>
    <overseas_rental_ad>
      ...
    </overseas_rental_ad>
    <overseas_rental_ad>
      ...
    </overseas_rental_ad>
  </overseas_rental>
</daft>
```

## 3.2.1 Overseas Rental Feed Elements

Element	Type	Example	Description
country	string	France	Country of property
region	string	île-de-France	Administrative level of country immediately below country level
area	string	Paris	Administrative level beneath "region"
address	string	99 Rue de Rivoli, 75001	Address of property beneath area level
property_type	enum	house	Type of property. The options are limited to: <ul style="list-style-type: none"><li>• house</li><li>• apartment</li><li>• duplex</li><li>• bungalow</li><li>• site</li><li>• commercial</li></ul>
house_type	enum	detached	(Dependent on property_type) If property_type is <b>house</b> , there should be a complementary attribute to declare, from the following option set: <ul style="list-style-type: none"><li>• detached</li><li>• semi-detached</li><li>• terraced</li><li>• end-of-terrace</li><li>• townhouse</li></ul>

commercial_type	enum	land	(Dependent on property_type) If property_type is <b>commercial</b> , there should be a complementary attribute to declare, from the following option set: <ul style="list-style-type: none"> <li>land</li> <li>shop</li> <li>hotel</li> </ul>
description	string	A wonderful opportunity... Lorem ipsum dolor sit amet, consectetur...	Detailed property description
rent	int	1350	Rent expected on the property in euros
rent_collection_period	enum	monthly	Rent collection frequency. There are only two options for this field: <ul style="list-style-type: none"> <li>weekly</li> <li>monthly</li> </ul>
bathroom_number	int	2	Number of bathrooms in the property
bedroom_number	int	4	Number of bedrooms in the property
furnished	enum	furnished	Indicates if the property is available furnished. Value must be taken from the option set: <ul style="list-style-type: none"> <li>furnished</li> <li>unfurnished</li> <li>either</li> </ul>
cable_television	bool	1	Availability of cable television
washing_machine	bool	1	Availability of washing machine
dryer	bool	1	Availability of tumble dryer
dishwasher	bool	1	Availability of dishwasher
microwave	bool	1	Availability of microwave
single_beds	int	2	(Optional) Number of single bedrooms in the

			property
double_beds	int	2	(Optional) Number of double bedrooms in the property
twin_beds	int	1	(Optional) Number of twin bedrooms in the property
number_people	int	7	(Optional) Number of people that this property sleeps
available_from	date	2007-12-31	(Optional) Date from which the property is available
lease	int	12	(Optional) Length of lease in months
phone1	string	00 33 1 234 567	Primary contact phone number of the landlord or the representing agent
phone2	string	00 33 1 234 568	(Optional) Secondary contact phone number of the landlord or the representing agent
contact_name	string	Victor Hugo	Name of the contact person
phone_info	string	Moday - Friday, Office Hours	(Optional) State the restraints, if any, on contacting the contact person by phone
main_email	string	vhugo@home.fr	Email address of the primary contact for this property
cc_email	string	office@home.fr	(Optional) Secondary email address
external_id	string	home_123B	Primary key / unique ID that is

			used to identify this property on the client's side
agent_id	int	1234	Unique identifier for vendor of this property, supplied by Daft.ie
photos	array		Images associated with the property. See below – 3.3
features	array		Features associated with the property. See below – 3.4



## 3.3 Photos

Each property can have an unlimited number of pictures uploaded with the advert. Each photo must be accessible over the internet; the URL is to be encapsulated within a `<photo>` tag. The group of `<photo>` tags is to be within a `<photos>` tag.

```
<overseas_sale_ad>
...
<photos>
    <photo>http://yoursite.com/images/house2.jpg</photo>
    <photo>http://yoursite.com/images/house1.jpg</photo>
    <photo>http://yoursite.com/images/house3.jpg</photo>
</photos>
...
</overseas_sale_ad>
```

## 3.4 Features

Each property can have up to 10 features listed with the advert. These features are listed as bullet points on the property listing page.

Each feature must be encapsulated in a `<feature>` tag. The group of `<feature>` tags is to be within a `<features>` tag.

```
<overseas_sale_ad>
...
<features>
    <feature>Air conditioning</feature>
    <feature>Swimming Pool</feature>
    <feature>Alarm installed</feature>
</features>
...
</overseas_sale_ad>
```

## 3.5 PDFs

Each property can have up to 3 PDF brochures listed with the advert.

Each pdf must be encapsulated in a `<pdf>` tag. The group of `<pdf>` tags is to be within a `<pdfs>` tag.

```
<overseas_sale_ad>
...
<pdfs>
    <pdf>http://yoursite.com/images/brochure1.jpg</pdf>
    <pdf>http://yoursite.com/images/brochure2.jpg</pdf>
</pdfs>
...
</overseas_sale_ad>
```

## 3.6 Using Feed Index Files

Feed files are limited to a total of 25,000 properties, or a file size of 25MB.

If you want to list more than 25,000 properties, you must create feed files.

If you do provide multiple feed files, you should then list each file in a feed index file.

The XML format of a feed index file is as follows:

- Begin with an opening `<feedindex>` tag and end with a closing `</feedindex>` tag
- Include a `<feed>` entry for each feed as a parent XML tag
- Include a `<location>` child entry for each `<feed>` parent tag
- The optional `<lastmod>` tag is also available for feed index files, denoting time of last update

For an example, please see section 4.3, Feed Index File

# 4. Examples

## 4.1 Overseas Sales Feed

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<daft version="1">
  <overseas_sales>
    <overseas_sale_ad>
      <country>France</country>
      <region>Ile-de-France</region>
      <area>Paris</area>
      <property_type>house</property_type>
      <house_type>detached</house_type>
      <commercial_type/>
      <address>99 Rue de Rivoli, 75001</address>
      <description><![CDATA[Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore
magna aliquam erat volutpat. Ut wisi enim ad ]]></description>
      <price>317500</price>
      <price_type>region</price_type>
      <bathroom_number>1</bathroom_number>
      <bedroom_number>2</bedroom_number>
      <square_metres>105</square_metres>
      <phone1>00 33 1 234 567</phone1>
      <contact_name>Victor Hugo</contact_name>
      <phone_info>Monday - Saturday 9.30 -> 19.00</phone_info>
      <main_email>vhugo@home.fr</main_email>
      <external_id>home_123B</external_id>
      <agent_id>1479</agent_id>
      <photos>
        <photo>http://www.yoursite.com/img/bien/35017_large.jpg</photo>
        <photo>http://www.yoursite.com/img/bien/35020_large.jpg</photo>
        <photo>http://www.yoursite.com/img/bien/35022_large.jpg</photo>
        <photo>http://www.yoursite.com/img/bien/35021_large.jpg</photo>
        <photo>http://www.yoursite.com/img/bien/35019_large.jpg</photo>
      </photos>
      <features>
        <feature>River view</feature>
        <feature>Own parking space</feature>
      </features>
      <pdfs>
        <pdf>http://www.yoursite.com/img/bien/35017_pdf2.pdf</photo>
        <pdf>http://www.yoursite.com/img/bien/35020_pdf1.pdf</photo>
      </pdfs>
    </overseas_sale_ad>
  </overseas_sales>
</daft>
```

## 4.2 Overseas Rental Feed

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<daft version="1">
  <overseas_rental>
    <overseas_rental_ad>
      <country>France</country>
      <region>Ile-de-France</region>
      <area>Paris</area>
      <property_type>apartment</property_type>
      <address>101 Rue de Rivoli, 75001</address>
      <description><![CDATA[Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore
magna aliquam erat volutpat. Ut wisi enim ad ]]></description>
      <rent>1500</rent>
      <rent_collection_period>monthly</rent_collection_period>
      <bathroom_number>1</bathroom_number>
      <bedroom_number>3</bedroom_number>
      <furnished>1</furnished>
      <dishwasher>0</dishwasher>
      <dryer>0</dryer>
      <washing_machine>0</washing_machine>
      <cable_television>0</cable_television>
      <microwave>0</microwave>
      <single_beds>3</single_beds>
      <double_beds>1</double_beds>
      <twin_beds></twin_beds>
      <number_people>5</number_people>
      <available_from></available_from>
      <lease>12</lease>
    </overseas_rental_ad>
  </overseas_rental>
</daft>
```

## 4.3 Feed Index File

```
<?xml version="1.0" encoding="UTF-8"?>
<feedindex>
  <feed>
    <loc>http://www.example.com/feed_0_25000.xml</loc>
    <lastmod>2007-10-01T18:23:17+00:00</lastmod>
  </feed>
  <feed>
    <loc>http://www.example.com/feed_25001_50000.xml</loc>
    <lastmod>2007-10-02T19:11:03+00:00</lastmod>
  </feed>
</feedindex>
```