

Subject: Querying top sellers/charts (Top 10 per category/sub-category using Amazon WebServices (ECS))
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Querying top sellers (Top 10 per Browse Node)

Amazon E-Commerce Services (ECS, see <http://www.amazon.com/webservices>) enables Amazon.co.uk Associates to query the top sellers for a specific category or sub-category in real time once they have signed up to the Amazon WebServices program.

This document summarises the steps that are required to do this.

1. Conditions

1. You must have an Amazon.co.uk Associates account. If you do not have an Associates account, set this up under www.amazon.co.uk/associates. You will receive an **Associate ID** as soon as registration is complete. (The Associate IDs for the Amazon.co.uk Associate program normally end in “-21”).
2. You must have an Amazon WebServices Account and a relevant **Access Key ID** (also known as the Subscription ID). You will receive an Amazon WebServices Access Key ID as soon as you have opened an Amazon WebServices Account.

You can open an Amazon.co.uk WebServices Account free of charge at <http://www.amazon.com/webservices>. You will normally receive your Access Key ID as soon as registration is complete.

This document uses the Access Key ID **0BNBRSSJWX40X66205R2** by way of example. Never use this Access Key in your requests as it is not enabled for use in Associate applications. Simply replace this Access Key with your own personal Access Key ID.

2. Definitions

2.1 Amazon WebServices/ECS

Amazon’s WebServices enable Amazon.co.uk Associates to access **product information** (e.g. title, price, Associate link, product description, sales rank, etc.) and the **functions** of the Amazon.co.uk website (e.g. Amazon.co.uk shopping basket on your Associate website, display of accessories, display of similar items to the main item) via a standard interface.

2.2 What is a Browse Node?

At Amazon.co.uk products are grouped into various categories. There are several main categories (e.g. books) which are then broken down into multi-level sub-categories (e.g. drama).

The categories and sub-categories used on Amazon are each assigned a numerical value. This numerical value is referred to as the Browse Node. The Browse Node can be found by looking at the Amazon.co.uk URL.

Examples:

URL for the category “Books”: http://www.amazon.co.uk/b/ref=topnav__w_h_/?ie=UTF8&node=266239
Browse Node for the category “Books”: **266239**

URL for the sub-category “Computers and Internet”:
http://www.amazon.co.uk/b/ref=amb_link_19548765_10/026-1939552-6110050?ie=UTF8&node=71
Browse Node for the sub-category “Drama”: **71**

You can always identify a Browse Node in the URL because

- The suffix **browse/-/** appears before the numerical Browse Node and is followed by the numerical ID (e.g.: **browse/-/266239/**) **or**
- The suffix **&node=** appears before the numerical ID (e.g.: **&node=266239**).

Each Amazon.co.uk URL also contains other IDs. However, these are **not** Browse Nodes.

3. Querying the Top 10 per Browse Node

To query the Top 10 items per Browse Node use the following request:

<http://webservices.amazon.co.uk/onca/xml?Service=AWSECommerceService&SubscriptionId=0BNBRSSJWX40X66205R2&Operation=BrowseNodeLookup&BrowseNodeId=71&ResponseGroup=TopSellers>

Description of parameters for the above request:

Access Key ID: **0BNBRSSJWX40X66205R2**

Browse Node: **71** (Browse Node for the sub-category “Computers and Internet”)

The request detailed above returns the current Top 10 products for the “Computers and Internet” sub-category in the form of an XML response.

Below is a copy of the request detailed above which you can **click**:

<http://webservices.Amazon.co.uk/onca/xml?Service=AWSECommerceService&SubscriptionId=0BNBRSSJWX40X66205R2&Operation=BrowseNodeLookup&BrowseNodeId=71&ResponseGroup=TopSellers>

The response to the request detailed above returns the top sellers for the selected Browse Node in XML format. The XML response will appear as shown below.

This lists the top sellers in descending order according to current Amazon.co.uk sales rank. The title and ASIN (unique Amazon.co.uk product ID) are given for each top seller.

You can then generate the Amazon.co.uk Associate links manually via the link generator in PartnerNet or automatically via a second request to the Amazon Webservice interface using this ASIN (see section 4 of this document).

```
<?xml version="1.0" encoding="UTF-8" ?>
<BrowseNodeLookupResponse xmlns="http://webservices.amazon.com/AWSECommerceService/20051005">
<OperationRequest>
<HTTPHeaders>
<Header Name="UserAgent" Value="Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; .NET CLR 1.1.4322; .NET CLR 2.0.50727)" />
</HTTPHeaders>
<RequestId>03QA25TTKWA3XTBWAHX8</RequestId>
<Arguments>
<Argument Name="Service" Value="AWSECommerceService" />
<Argument Name="SubscriptionId" Value="0BNBRSSJWX40X66205R2" />
<Argument Name="ResponseGroup" Value="TopSellers" />
<Argument Name="Operation" Value="BrowseNodeLookup" />
<Argument Name="BrowseNodeId" Value="71" />
</Arguments>
<RequestProcessingTime>0.0543467998504639</RequestProcessingTime>
</OperationRequest>
<BrowseNodes>
<Request>
<IsValid>True</IsValid>
<BrowseNodeLookupRequest>
<BrowseNodeId>71</BrowseNodeId>
<ResponseGroup>TopSellers</ResponseGroup>
</BrowseNodeLookupRequest>
</Request>
<BrowseNode>
<BrowseNodeId>71</BrowseNodeId>
<Name>Computers & Internet</Name>
```

<TopSellers>
<TopSeller>
<ASIN>0321385438</ASIN>
<Title>Adobe Photoshop Lightroom Book: The Complete Guide for Photographers</Title>
</TopSeller>
<TopSeller>
<ASIN>0761553304</ASIN>
<Title>Lord of the Rings Online: Shadows of Angmar: The Official Strategy Guide (Prima Official Game Guides)</Title>
</TopSeller>
<TopSeller>
<ASIN>0321492161</ASIN>
<Title>The Adobe Photoshop Lightroom Book for Digital Photographers</Title>
</TopSeller>
<TopSeller>
<ASIN>076155548X</ASIN>
<Title>Elder Scrolls IV, Oblivion: Official Strategy Guide Revised Edition</Title>
</TopSeller>
<TopSeller>
<ASIN>0113309465</ASIN>
<Title>Managing Successful Projects with PRINCE2</Title>
</TopSeller>
<TopSeller>
<ASIN>1905204140</ASIN>
<Title>The Digital Photography Handbook: An Illustrated Stepbystep Guide</Title>
</TopSeller>
<TopSeller>
<ASIN>0072253606</ASIN>
<Title>SCJP Sun Certified Programmer for Java 5: Study Guide Exam 310055 (Certification Press)</Title>
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<TopSeller>
<ASIN>0471754218</ASIN>
<Title>Windows Vista for Dummies (For Dummies)</Title>
</TopSeller>
<TopSeller>
<ASIN>1400082463</ASIN>
<Title>Dreaming in Code: Two Dozen Programmers, Three Years, 4,732 Bugs, and One Quest for Transcendent Software</Title>
</TopSeller>
<TopSeller>
<ASIN>0321344758</ASIN>
<Title>Don't Make Me Think!: A Common Sense Approach to Web Usability</Title>
</TopSeller>
</TopSellers>
</BrowseNode>
</BrowseNodes>
</BrowseNodeLookupResponse>

4. Querying the product data of a top seller (incl. Amazon.co.uk Associate links)

The ECS request detailed in section 3 returns the Top 10 for the corresponding Browse Node (category or sub-category). The ASIN and title are given for each top seller.

If you want to view additional product information (e.g. URL incl. their Associate ID, customer reviews, prices, availability, etc.), submit this ASIN in a second request to the Amazon E-Commerce Services interface.

In the following this is carried out based on the top sellers identified in section 3:

Example of top sellers:

```
<ASIN>0321385438</ASIN>  
<Title>Adobe Photoshop Lightroom Book: The Complete Guide for Photographers</Title>
```

The request to query other product information (incl. Associate links) for these top sellers (ASIN **0321385438**) may appear as follows:

```
http://webservices.amazon.co.uk/onca/xml?Service=AWSECommerceService&Version=2010-01-01&Operation=ItemLookup&SubscriptionId=0BNBRSSJWX40X66205R2&AssociateTag=your_associate_id-21&ItemId=0321385438&ResponseGroup=Large,Offers
```

Description of request parameters:

Access Key ID (see section 1.2): **0BNBRSSJWX40X66205R2**
Amazon.co.uk Associate ID (see section 1.1): **your_associate_id-21**
ASIN (Amazon.co.uk Product ID) **0321385438**

Below is a copy of the request detailed above which you can **click**:

http://webservices.amazon.co.uk/onca/xml?Service=AWSECommerceService&Version=2010-01-01&Operation=ItemLookup&SubscriptionId=0BNBRSSJWX40X66205R2&AssociateTag=your_associate_id-21&ItemId=0321385438&ResponseGroup=Large,Offers

This so-called ItemLookup request returns the XML result shown in the appendix to this document.

The number of returned attributes can be modified by the Associate.

The Amazon E-Commerce Services scratch pad, which you can access from the following link, provides a summary of the possible attributes for the many request possible in ECS and the option to simulate these directly:

<http://www.awszone.com/scratchpads/aws/ecs.uk/index.aws>

To simulate the request detailed above in the AWS Zone, simply enter the information that is displayed.

5. Other links

- Amazon WebServices Scratch Pad: www.awszone.com
- Amazon WebServices Portal: www.amazon.com/aws
- Amazon.co.uk Affiliate Blog: <http://affiliate-blog.amazon.co.uk/>
- Amazon WebServices Blog: <http://aws.typepad.com/>

APPENDIX

Response to the ItemLookup request for the ASIN **0321385438** (see section 4)

http://webservices.amazon.co.uk/onca/xml?Service=AWSECommerceService&Version=2010-01-01&Operation=ItemLookup&SubscriptionId=0BNBRSSJWX40X66205R2&AssociateTag=your_associate_id-21&ItemId=0321385438&ResponseGroup=Large,Offers

```
<?xml version="1.0" encoding="UTF8" ?>
<ItemLookupResponse xmlns="http://webservices.amazon.com/AWSECommerceService/20070404">
  <OperationRequest>
    <HTTPHeaders>
      <Header Name="UserAgent" Value="Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; .NET CLR 1.1.4322; .NET CLR 2.0.50727)" />
    </HTTPHeaders>
    <RequestId>0JF0PHY5VY1Z67F20HD7</RequestId>
    <Arguments>
      <Argument Name="AssociateTag" Value="ihre_partner_id21" />
      <Argument Name="ItemId" Value="0321385438" />
      <Argument Name="Service" Value="AWSECommerceService" />
      <Argument Name="SubscriptionId" Value="0BNBRSSJWX40X66205R2" />
      <Argument Name="ResponseGroup" Value="Large,Offers" />
      <Argument Name="Operation" Value="ItemLookup" />
      <Argument Name="Version" Value="20100101" />
    </Arguments>
    <RequestProcessingTime>0.102441072463989</RequestProcessingTime>
  </OperationRequest>
  <Items>
    <Request>
      <IsValid>True</IsValid>
      <ItemLookupRequest>
        <ItemId>0321385438</ItemId>
        <ResponseGroup>Large</ResponseGroup>
        <ResponseGroup>Offers</ResponseGroup>
      </ItemLookupRequest>
    </Request>
    <Item>
      <ASIN>0321385438</ASIN>
      <DetailPageURL>http://www.amazon.co.uk/gp/redirect.html%3FASIN=0321385438%26tag=ihre_partner_id21%26lcode=xm2%26cID=2025%26ccmID=165953%26location=/o/ASIN/0321385438%253FSubscriptionId=0BNBRSSJWX40X66205R2</DetailPageURL>
      <SalesRank>27</SalesRank>
      <SmallImage>
        <URL>http://ec1.imagesamazon.com/images/I/01ZxTVOWHjL.jpg</URL>
        <Height Units="pixels">75</Height>
        <Width Units="pixels">62</Width>
      </SmallImage>
      <MediumImage>
        <URL>http://ec1.imagesamazon.com/images/I/21GA0ziFn4L.jpg</URL>
        <Height Units="pixels">160</Height>
        <Width Units="pixels">132</Width>
      </MediumImage>
      <LargeImage>
        <URL>http://ec1.imagesamazon.com/images/I/51PmdulxXZL.jpg</URL>
        <Height Units="pixels">500</Height>
        <Width Units="pixels">411</Width>
      </LargeImage>
      <ImageSets>
        <ImageSet Category="primary">
          <SwatchImage>
            <URL>http://ec1.imagesamazon.com/images/I/01t2b3dnggL.jpg</URL>
            <Height Units="pixels">30</Height>
            <Width Units="pixels">25</Width>
          </SwatchImage>
          <SmallImage>
            <URL>http://ec1.imagesamazon.com/images/I/01ZxTVOWHjL.jpg</URL>
            <Height Units="pixels">75</Height>
            <Width Units="pixels">62</Width>
          </SmallImage>
          <MediumImage>
            <URL>http://ec1.imagesamazon.com/images/I/21GA0ziFn4L.jpg</URL>

```

```

<Height Units="pixels">160</Height>
<Width Units="pixels">132</Width>
  </MediumImage>
<LargeImage>
<URL>http://ec1.imagesamazon.com/images/I/51PmdulxXZL.jpg</URL>
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<Width Units="pixels">411</Width>
  </LargeImage>
  </ImageSet>
</ImageSets>
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<Author>Martin Evening</Author>
<Binding>Paperback</Binding>
<DeweyDecimalNumber>778</DeweyDecimalNumber>
<EAN>9780321385437</EAN>
<ISBN>0321385438</ISBN>
<Label>Adobe Press</Label>
<ListPrice>
<Amount>2899</Amount>
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<FormattedPrice>£28.99</FormattedPrice>
  </ListPrice>
<Manufacturer>Adobe Press</Manufacturer>
<NumberOfItems>1</NumberOfItems>
<NumberOfPages>352</NumberOfPages>
<PackageDimensions>
<Height Units="hundredthsinches">80</Height>
<Length Units="hundredthsinches">910</Length>
<Weight Units="hundredthspounds">160</Weight>
<Width Units="hundredthsinches">740</Width>
  </PackageDimensions>
<ProductGroup>Book</ProductGroup>
<ProductSiteLaunchDate>20070208</ProductSiteLaunchDate>
<ProductTypeName>ABIS_BOOK</ProductTypeName>
<PublicationDate>20070430</PublicationDate>
<Publisher>Adobe Press</Publisher>
<Studio>Adobe Press</Studio>
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  </ItemAttributes>
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  </Price>
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```

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<CurrencyCode>GBP</CurrencyCode>
<FormattedPrice>£11.60</FormattedPrice>
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  <MinimumHours>0</MinimumHours>
  <MaximumHours>0</MaximumHours>
</AvailabilityAttributes>
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  </Offer>
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      <Name>Arfer Crown</Name>
    </Reviewer>
    <TotalVotes>0</TotalVotes>
    <Date>20070424</Date>
    <Summary>A good introduction</Summary>
    <Content>What I found particularly valuable about this book is that it covers image adjustments excellently with well
      thought out examples and tips. It's clearly written, well designed and thought out</Content>
  </Review>
  <Review>
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    <Rating>5</Rating>
    <HelpfulVotes>2</HelpfulVotes>
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    <Reviewer>
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      <Name>Suhaid Fahmy</Name>
      <Location>London, UK</Location>
    </Reviewer>
    <TotalVotes>2</TotalVotes>
    <Date>20070420</Date>
    <Summary>Excellent, thorough and detailed</Summary>
    <Content>This is an excellent guide to a fantastic piece of software. I was pleasantly surprised to find that the whole book is
      illustrated in full colour. Topics are covered methodically and in detail. The author also gives his own tips on workflow,
      which are invaluable. Overall, very happy.</Content>
  </Review>
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      <Location>Sheringham, Norfolk United Kingdom</Location>
    </Reviewer>
    <TotalVotes>4</TotalVotes>
    <Date>20070410</Date>
    <Summary>Not the book for the 'Lightroom virgin'!</Summary>
    <Content>I had used the PC beta version of Lightroom and had 'stumbled' my way around this truly Brilliant programme. <br
      />As another reviewer says this is the book that should come with the software! <br />Martin Evening goes into great
      detail almost too much detail when one is trying to come to terms initially with the software as it is so different to
      Photoshop. <br />I personally would have liked a simplified step by step introductory chapter before being thrown into
      the detail. I know I will be referring back to this book for a long time to come I think then I will really reap the benefit of
      the author's amazing detailed knowledge of Lightroom.</Content>
  </Review>
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```

```

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<Name>Gareth Garvey</Name>
<Location>Copenhagen, Denmark</Location>
</Reviewer>
<TotalVotes>6</TotalVotes>
<Date>20070410</Date>
<Summary>Read this while/before you test if lightroom is for you!</Summary>
<Content>As Martin Evening states in the book Lightroom on of the goals for lightroom was simplicity. I participated in the
betatest of Lightroom but was still on the fence when vesion 1 was released. However, the 30 day trial with Martin's
book in my hand has turned me into a convert.I am now good way through the task I had been putting off for some
time, oganising my massive archive of digital photographs properly. Martin has perfected his talent for making
complicated things accessible in his excellent photoshop books and has used this talent again here. I read the book
from cover to cover over a weekend and his tips avoaided me making time consuming mistakes as I embarked on
'implementing' Lightroom. Thoroughly recommended.</Content>
</Review>
<Review>
<ASIN>0321385438</ASIN>
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<Nickname>Barry</Nickname>
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</Reviewer>
<TotalVotes>8</TotalVotes>
<Date>20070404</Date>
<Summary>A must!</Summary>
<Content>As well as Martin Evening being a fine photographer he has developed his writing skills to a level that is
accessible to all levels of ability. The writing is clear, using uncomplicated phrases and accompanied by images of the
interface to further describe the words used. <br /> <br />I have no problem at all recommending this Lightroom book
to all those users of that superb piece of software.</Content>
</Review>
</CustomerReviews>
<EditorialReviews>
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<Source>Synopsis</Source>
<Content>While Adobe Photoshop has long been their choice for editing digital photographs, many photographers want a
more focused tool. That's where "Adobe Photoshop Lightroom" comes in. Designed from the ground up with digital
photographers in mind, "Photoshop Lightroom" offers powerful editing features in a streamlined interface that lets
photographers import, sort, and organize images. The "Adobe Photoshop Lightroom Book" was also written with
photographers in mind. Bestselling author martin evening describes Photoshop Lightroom's features in detail from a
photographer's perspective. As an established commercial and fashion photographer, martin knows firsthand what
photographers need for an efficient workflow. He's also been working with Photoshop Lightroom from the beginning,
monitoring the product's development and providing feedback on the public beta. As a result, martin knows the
software inside and out, from image selection to image editing to image management. In this book you'll learn how to:
work efficiently with images shot in the raw format; import photographs with ease and sort them according to your
workflow; create and manage a personal image library; apply tonal corrections to multiple images quickly; integrate
Photoshop Lightroom with Adobe Photoshop; and export images for print or Web as digital contact sheets or personal
portfolios. Photographers will find Adobe Photoshop Lightroom and "The Adobe Photoshop Lightroom Book"
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</SimilarProduct>
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```



```

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