

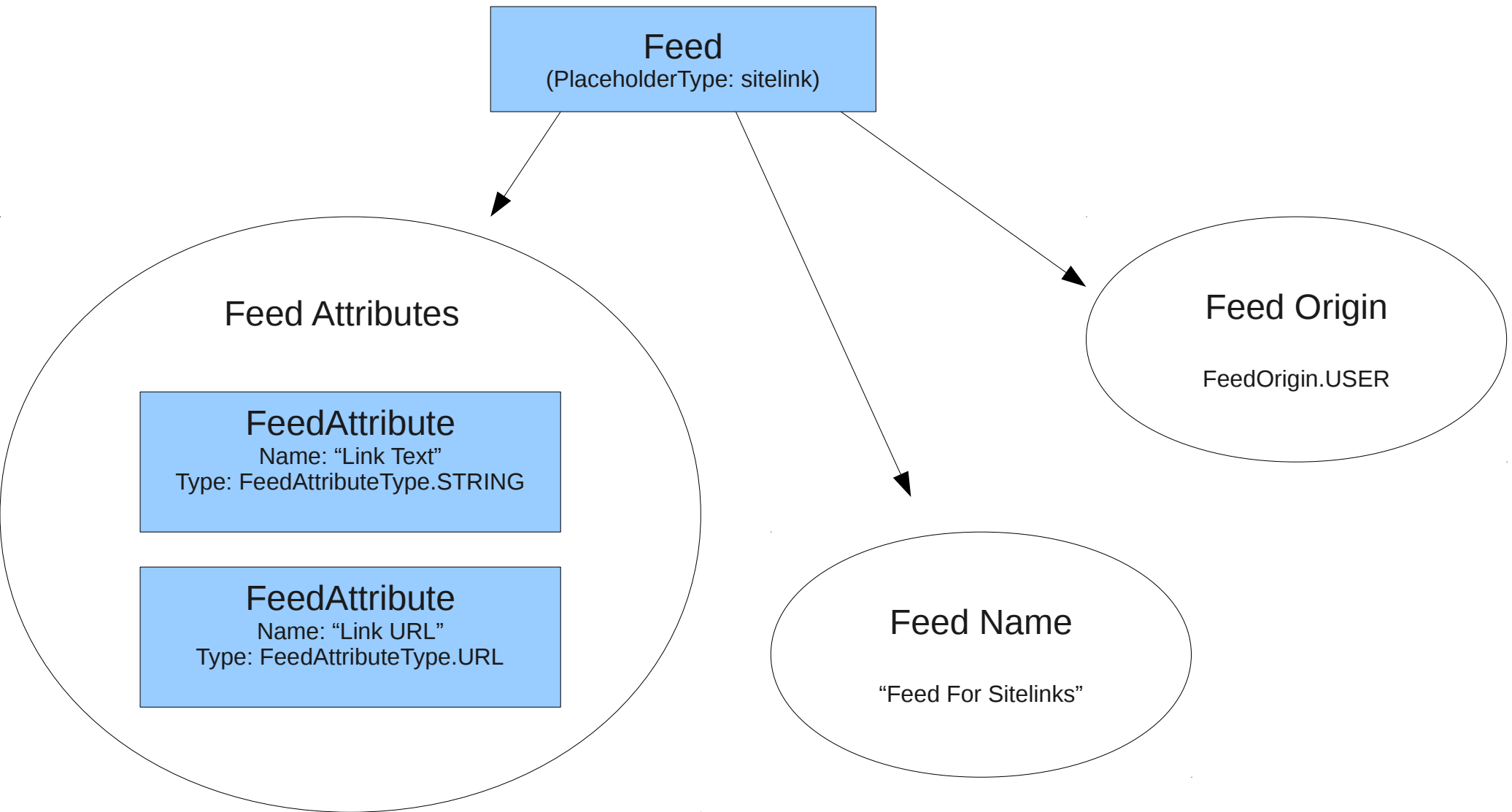
The following diagrams are based off the example Google uses for creating sitelinks with their Feed Services

<https://developers.google.com/adwords/api/docs/guides/feed-services>

The diagrams attempt to outline the different Services, how they will be integrated with TSA objects, and how call extensions implements vs. how sitelinks needs to implement

Please note I did not follow diagram rules (ie. UML).. this is just a quick way to visualize the relationships (ie. don't pay too much attention to the directions of the arrows, especially in the relationships between the Services and TSA objects.. all that logic can be figured out by looking at the Feed tables and their primary keys, in addition to the workflow of the GCE classes)

# FeedService



SearchEngineUser  
(Google account)

SearchEngineAccount 1  
(Google campaign)

SearchEngineAccount 2  
(Google campaign)

SearchEngineAccount 3  
(Google campaign)

...

SearchEngineAccount n  
(Google campaign)

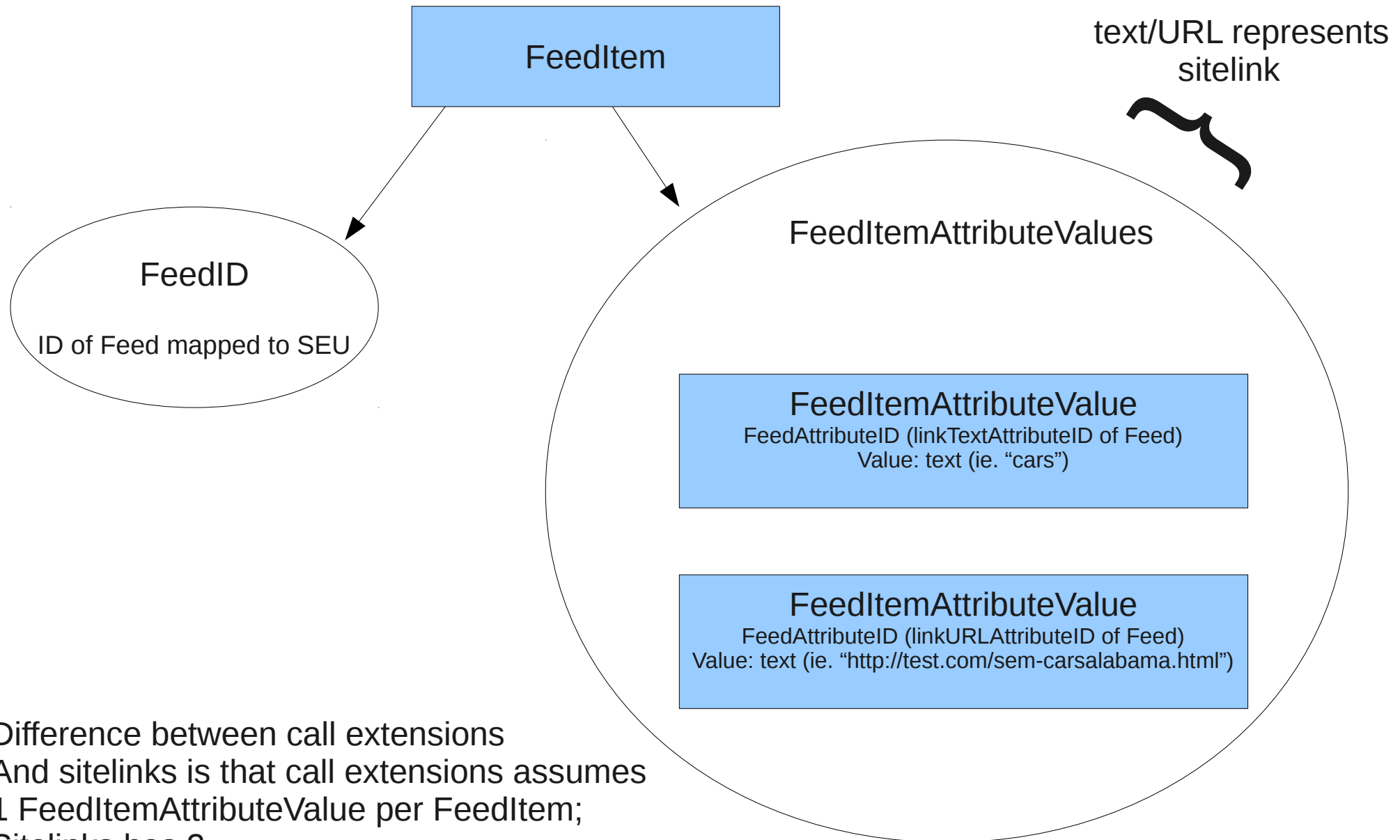
Feed  
PlaceholderType: sitelink

1 (sitelink) Feed per SearchEngineUser  
aka all the SEAs map to the same Feed

Keep in mind SEA represents 1 search  
engine campaign (ie. GT, GM, MO)

Same in call extensions & sitelinks

# FeedItemService



Difference between call extensions  
And sitelinks is that call extensions assumes  
1 FeedItemAttributeValue per FeedItem;  
Sitelinks has 2

SearchEngineUser  
(Google account)

SearchEngineAccount 1  
(Google campaign)

SearchEngineAccount 2  
(Google campaign)

SearchEngineAccount 3  
(Google campaign)

...

SearchEngineAccount n  
(Google campaign)

## Call extension implementation For reference

FeedItem

FeedItem

FeedItem

FeedItem

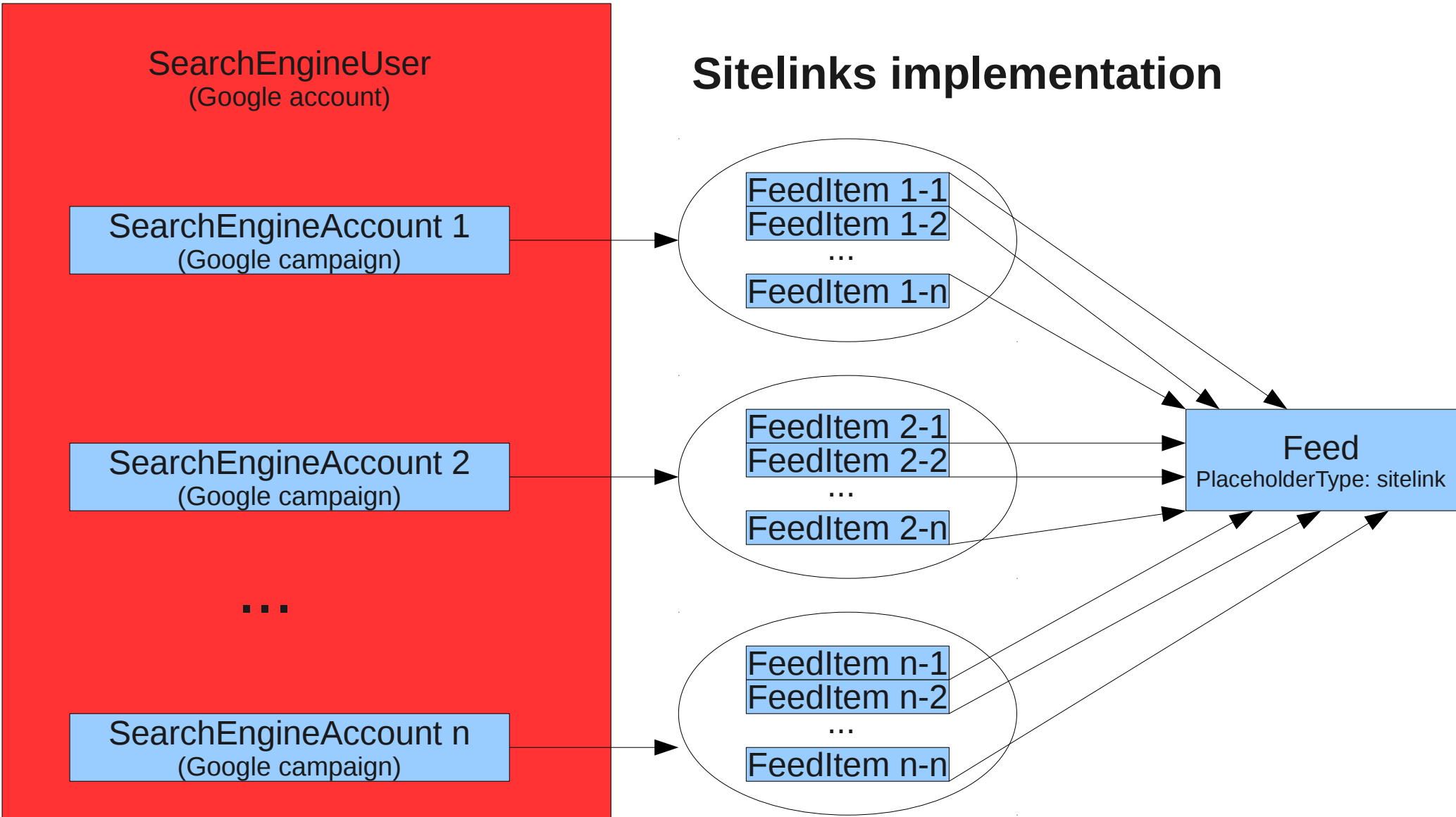
Feed

PlaceholderType: sitelink

Each SEA has its own FeedItem. The implementation adds a new FeedItem for each SEA regardless of whether the data matches an existing FeedItem

Each FeedItem maps to the same Feed, which is mapped to the SEU

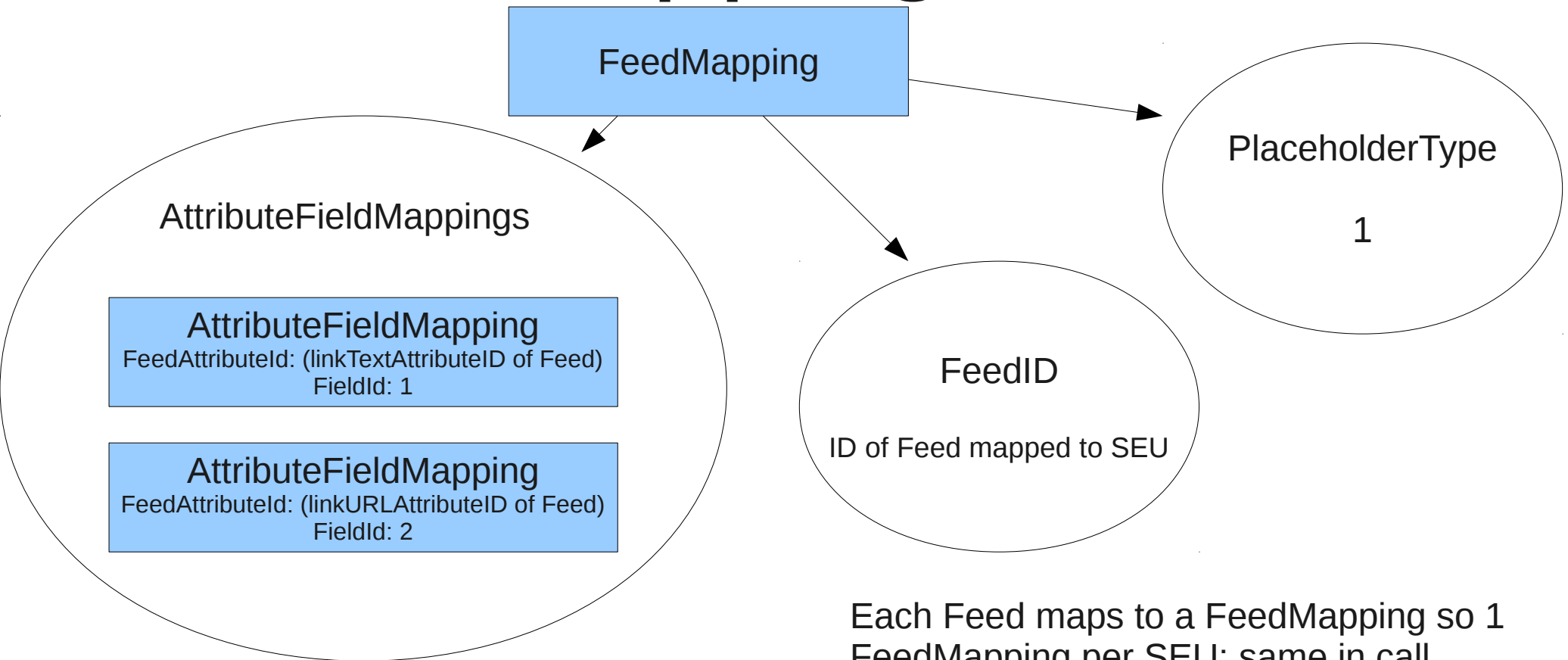
# Sitelinks implementation



Each SEA has its own group of FeedItems (1 or more FeedItems per SEA) (**different from call extensions**)  
Implementation adds new FeedItem entry for each (**same as call extensions**)

Each FeedItem maps to the same Feed, which is mapped to the SEU (**same as call extensions**)

# FeedMappingService



Each Feed maps to a FeedMapping so 1 FeedMapping per SEU; same in call extensions and sitelinks

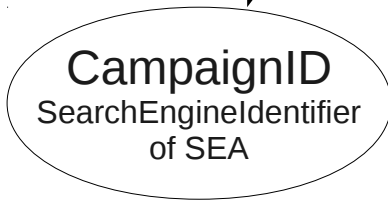
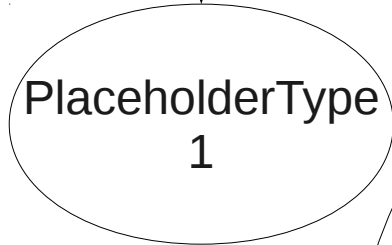
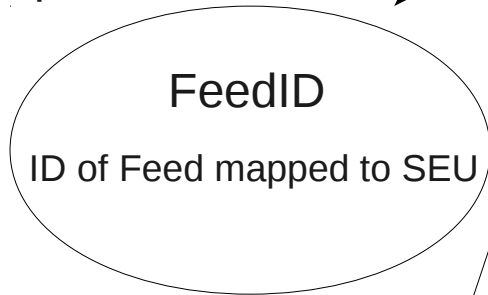
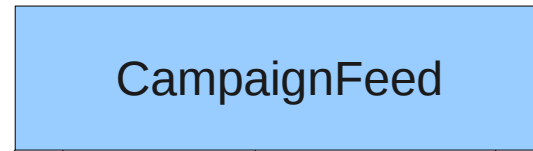
Call extensions use 1 field mapping per Feed;  
Sitelinks need to support multiple

Placeholder/Field Ids are static on Google's side

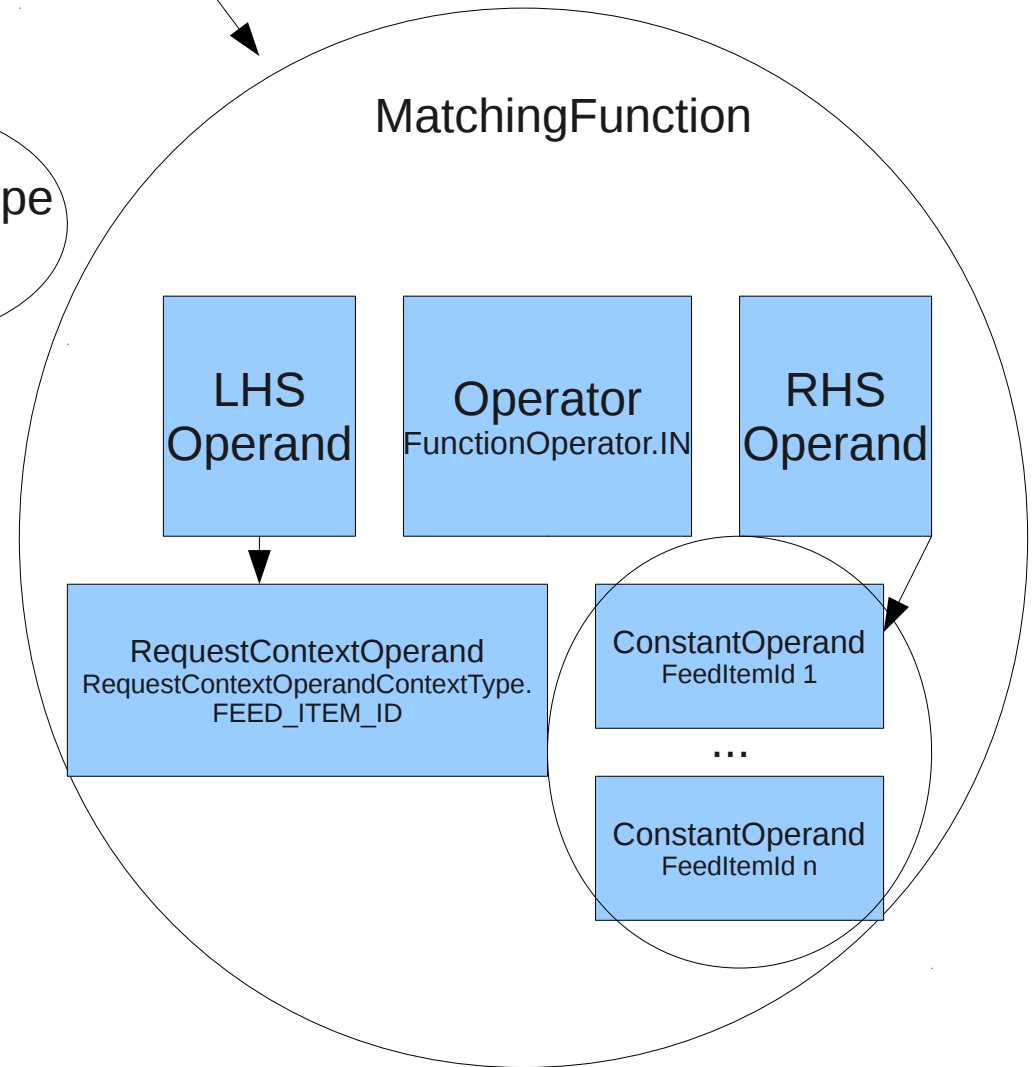
<https://developers.google.com/adwords/api/docs/appendix/placeholders>

# CampaignFeedService

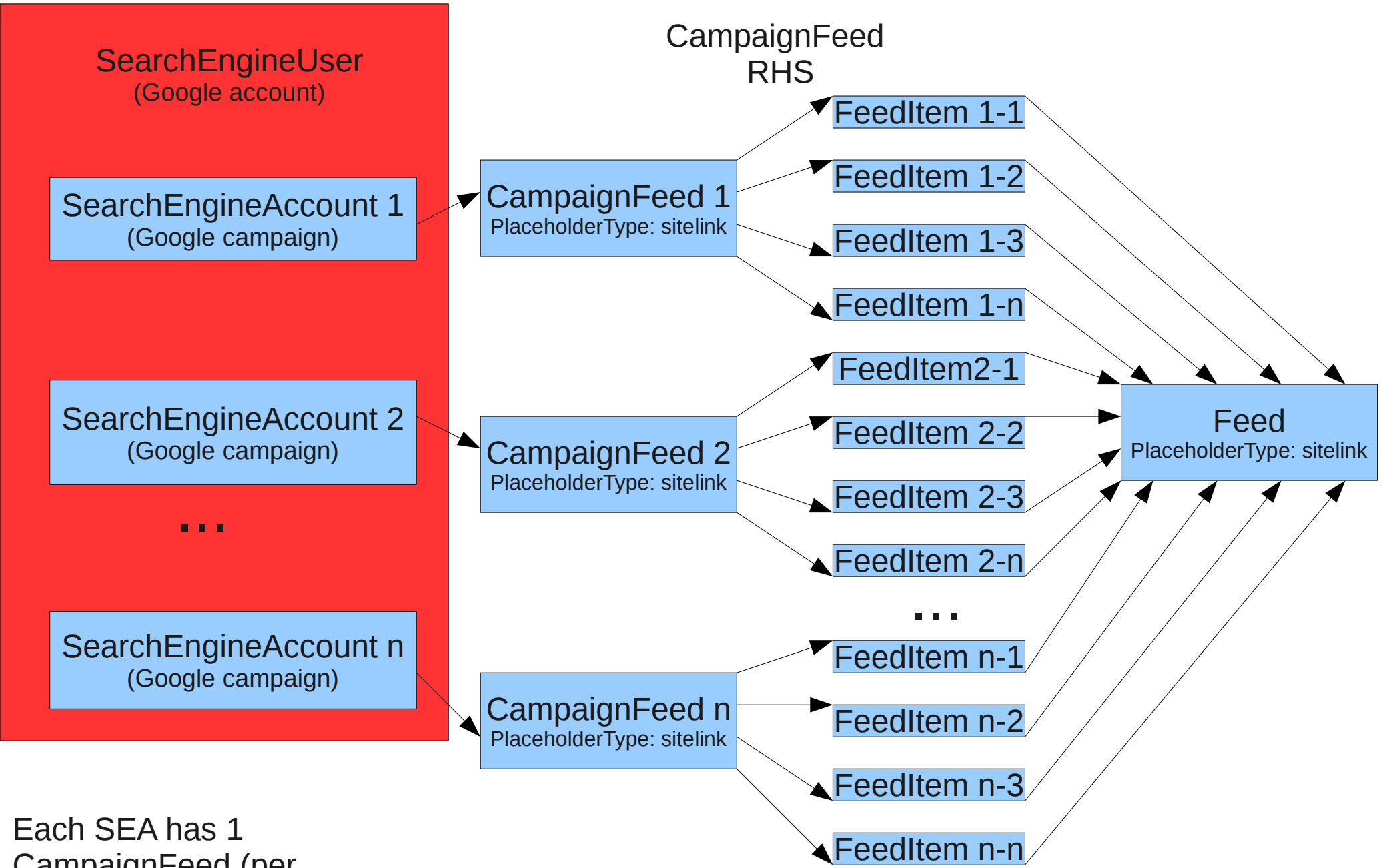
1 CampaignFeed can have multiple FeedItems mapped to it; for sitelinks this means 1 CampaignFeed with multiple sitelinks



Call extensions assumes 1 FeedItemId passed into RHS Operand; Sitelinks needs to support multiple







Each SEA has 1 CampaignFeed (per placeholder type); same for call extensions & sitelinks

Call extensions assumes 1 FeedItemId per CampaignFeed RHS Operand; Sitelinks needs to support multiple

*Note SEU & CampaignFeeds also are linked to Feed (not showing in diagram)*