



Google Shopping Product Feed: Export Products and Promote to Google

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In order to get your products listed in Google Shopping and upload your product data in Google Merchant Center, you will first need to create a feed to which you can submit your data. This step is required and once a new feed is registered, you can update the existing feed without having to register it again.

Your product data must meet the Google product data specification and policies. In your Google Merchant Center, use the primary feeds to add or remove product data, set language and country targeting, and set Feed Rules for your product data.

CHECKPOINTS:

A) Ensure you have correctly added your website address and Publish URL in your shop in ShopFactory.

B) Google requires these attributes: **Brand and MPN**

In ShopFactory, product identifiers can be setup in the Product Properties dialog.

- Open your shop in ShopFactory

- You can either go to LIST OF CONTENTS or select the page on the left tree menu -> switch to LIST mode -> select a product then click "Edit Product"

Brand / MPN / SKU fields can be defined via "Edit Product" dialog -> Product Properties 2 -> then enter Brand and MPN info as shown below:

Product Wizard - This is a product

Product Properties 2

More images

Discounts

Options & choices

Specifications

Product Shipping Costs

Taxes

Available Stock

Related products

Link information

Detailed View Style

SEO Details

Google information

Delivery time

Product category

Quantity unit

☐ Allow decimal quantities such as 1.5

Base Price

Quantity 0.000

Base price

Brand / Manufacturer TrendZ

Manufacturer code M3496

Product code

Distributor code

Price code

EAN / UPC / UCC-13 EAN-123-456-789

OK Cancel Help

- Click OK

C) Entering Google Specific Information in your products

1. Open your shop in ShopFactory -> click on **LIST OF CONTENTS** at the left tree menu
2. Right click on the product you want to add Google information -> select **"Enter Google-specific information"**

- Make sure to add Google Specific information for each product.

ShopFactory Central

Navigation 1

Home

About

Privacy

Terms

Checkout

Contact

Favorites

Our team

Navigation 2

SFX-126_3

SFX-126_4

Page 6

Page 7

Page 8

Our products

Sample page

Shop by Brand

Specials

Page 12

Unlisted pages

Thank You

Transaction failed

Product Templates

List of Contents

Recycle Bin

ID	Name	Catalog num...	Price	Weight	Produ...	Picture	Conta...
P61017	A product 1	P13	2.80	1.000		./media/t_thumb_1.jpg	Our pro...
P61014	A product 2	P10	3.99	1.000		./media/t_thumb_2.jpg	Our pro...
P61015	A product 3	P11	2.99	1.000		./media/t_thumb_3.jpg	Our pro...
P61016	A product 4	P12	4.50	1.000		./media/t_thumb_4.jpg	Our pro...
P61018	A product 5	P12	4.50	1.000		./media/t_thumb_5.jpg	Homep...
P61019	Product 6	p6	10.00	0.500		./media/t_jess_6.jpg	SFX-12...
P61020	Product 7						SFX-12...
P61021	Product 8						SFX-12...
P61022	Product 9						SFX-12...
P61023	Product 10						SFX-12...
P61024	Product 11						SFX-12...
P61025	Product 12						SFX-12...
P61026	Product 13						SFX-12...
P61027	Product 14						SFX-12...
P61028	Product 15						SFX-12...
P61029	Product 16						SFX-12...
P61030	Product 17						Page 6
P61032	Template Delivery Time						Page 8

Context menu options:

- Cut
- Copy
- Paste
- Delete
- Properties
- Select a detailed view style...
- Visible
- View settings
- Stock levels...
- Edit prices of all selected products
- Copy values from a product template to all selected products
- Export all selected products
- Enter Google specific information

3. Fill up all the information for Google Product Feed Information

- a) Define Google Product Category
- b) Product Type
- c) Condition set

May be required for some products -

- d) Gender

e) Color

f) Size

Google Product Feed information

Categories

Google Product Category:
Apparel & Accessories > Clothing Accessories Select...

Google Product Type:
Apparel & Accessories > Clothing Accessories Select...

General

Condition: new

Apparel & Accessories (required for some product categories)

Gender: Unisex

Age group: Adult

Color: Black/Blue/Green/Red

Size: XXS-S-M-L-XL-1XL-2XL

OK Cancel Help

The available fields are as follows;

Field	Example
Product category	Clothing & Accessories > Clothing > Dresses
Product Type	As above more than one type can be defined.
Condition	One of 'new', 'used' or 'refurbished'
Gender	One of 'Male', 'Female' or 'Unisex'
Age group	'Adult' or 'Kids'
Color	Black for example or for multiple values, separated by forward slash '/'
Size	The size of the item, see this article for more information.

Note that the gender, age group and color and size only needs to be entered for **clothing items** e.g. when the product category is set to 'Clothing & Accessories' or one of its sub categories. For more information about what information and in what syntax, see the link above from Google.

4. If you want to apply the same Google information to multiple products, you can copy this product into **PRODUCT TEMPLATES** page (drag the product to "Product Templates" to copy it)

You can use Product Template to Google specific information such as product category, condition or

gender to multiple products.

You can simply right click on multiple products and then select "COPY VALUES FROM A PRODUCT TEMPLATE TO ALL SELECTED PRODUCTS" option

5. Add your EAN (barcode number – 13-digit code) code per product. Double click on a product and click on MORE button -> check that the EAN is correct and not treated as 5.21879E+12

6. Once you have set this up in your shop, you can now export the product using Marketeer.

7. Once you have exported a Google XML file, go to <http://www.google.com/merchants/>

8. Login using your Google Account

9. Click **Settings** -> **Tax and Shipping**

10. Define or setup your shipping and Tax details

11. Submit your Google XML file. For more information on how to do this, please go to this link:

<http://support.google.com/merchants/bin/answer.py?hl=en&answer=188494#other>

More information is also available in our [Online Help](#) when setting up the Google product specifications

Link: <http://www.help.shopfactory.com/help12/contents/en-us/d177.html>