

Grow with Google

Sell Online with E-Commerce Tools

#GrowWithGoogle



AGENDA

- **WHY SELL ONLINE?**
- **SHOWCASE YOUR PRODUCTS WITH A BUSINESS PROFILE**
- **SHOWCASE PRODUCTS WITH GOOGLE MERCHANT CENTER**
- **SELL ONLINE WITH SHOPIFY**
- **RECAP AND RESOURCES**

Why sell online?



ONLINE SHOPPING IS ON THE RISE...



Shoppers go online first
in over 60%
of shopping occasions.¹



But online
shopping drives
in-store visits.



A global survey found that
45% of shoppers
buy online and pick-up
in-store.²

Sources: (1) Google/Ipsos, Shopping Tracker Study, Jan.–Dec. 2018; (2) Google/Ipsos, Global, Global Retail Study, Feb. 2019.

RETAILERS NEED TO BE ONLINE

A global survey found that **58% of purchases** were prompted by something the shopper saw online.

Even if sales happen in the store:

46% of shoppers surveyed **confirm inventory online** before going to a store.



Source: Google/Ipsos, Global, Global Retail Study, Base: total sample (n=14,206), online 18+ who shopped in the last week, countries included: AR, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, GB, U.S., AE, VN, Feb. 2019.

WHERE YOUR PRODUCTS CAN SHOW ON GOOGLE



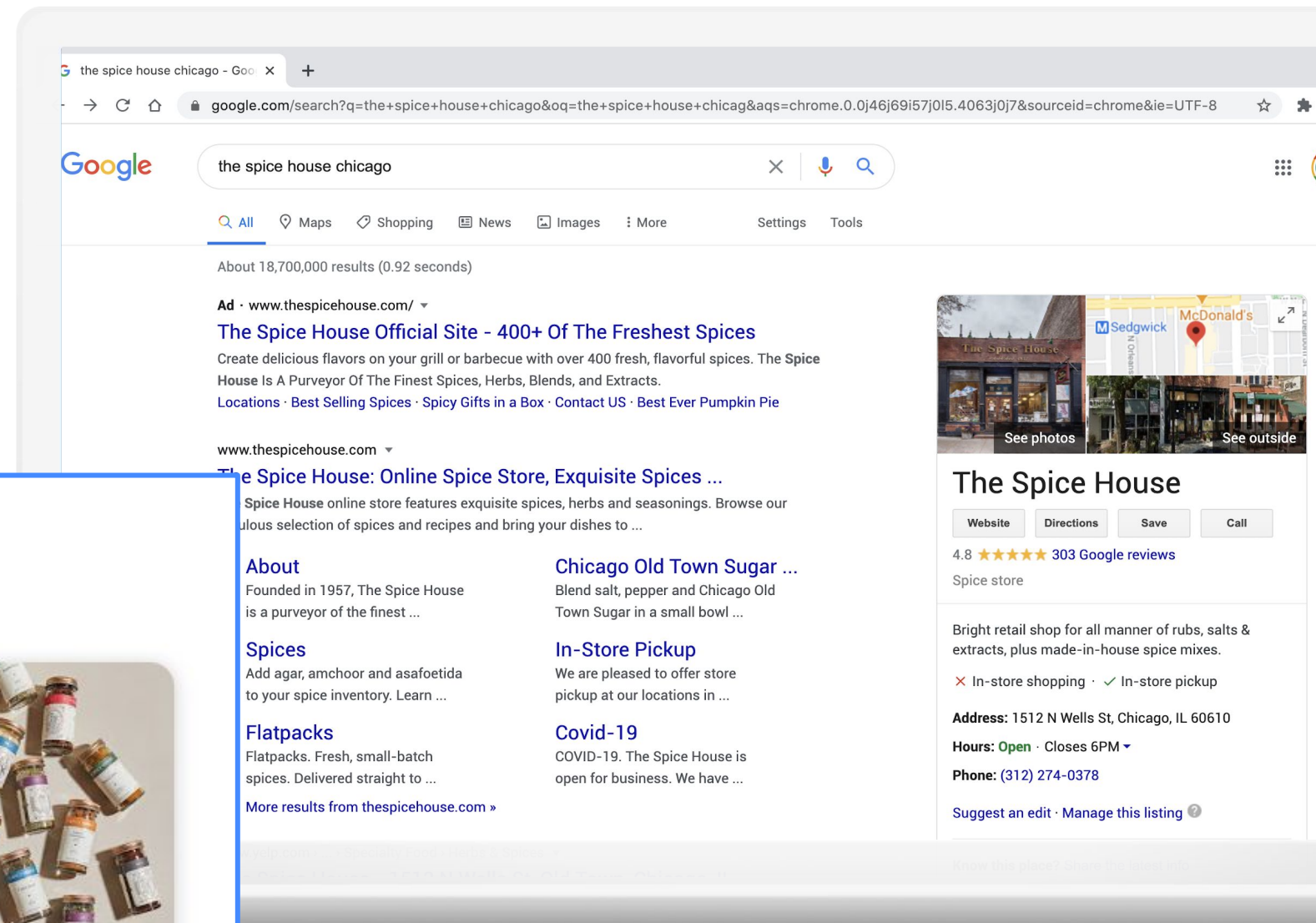
*U.S. only

Showcase your products with a Business Profile



BUSINESS PROFILE ON GOOGLE

Retailers can add products to their Business Profile. Customers can see product details by clicking on the **Product Catalog** and **From Product Posts** carousels.



Products

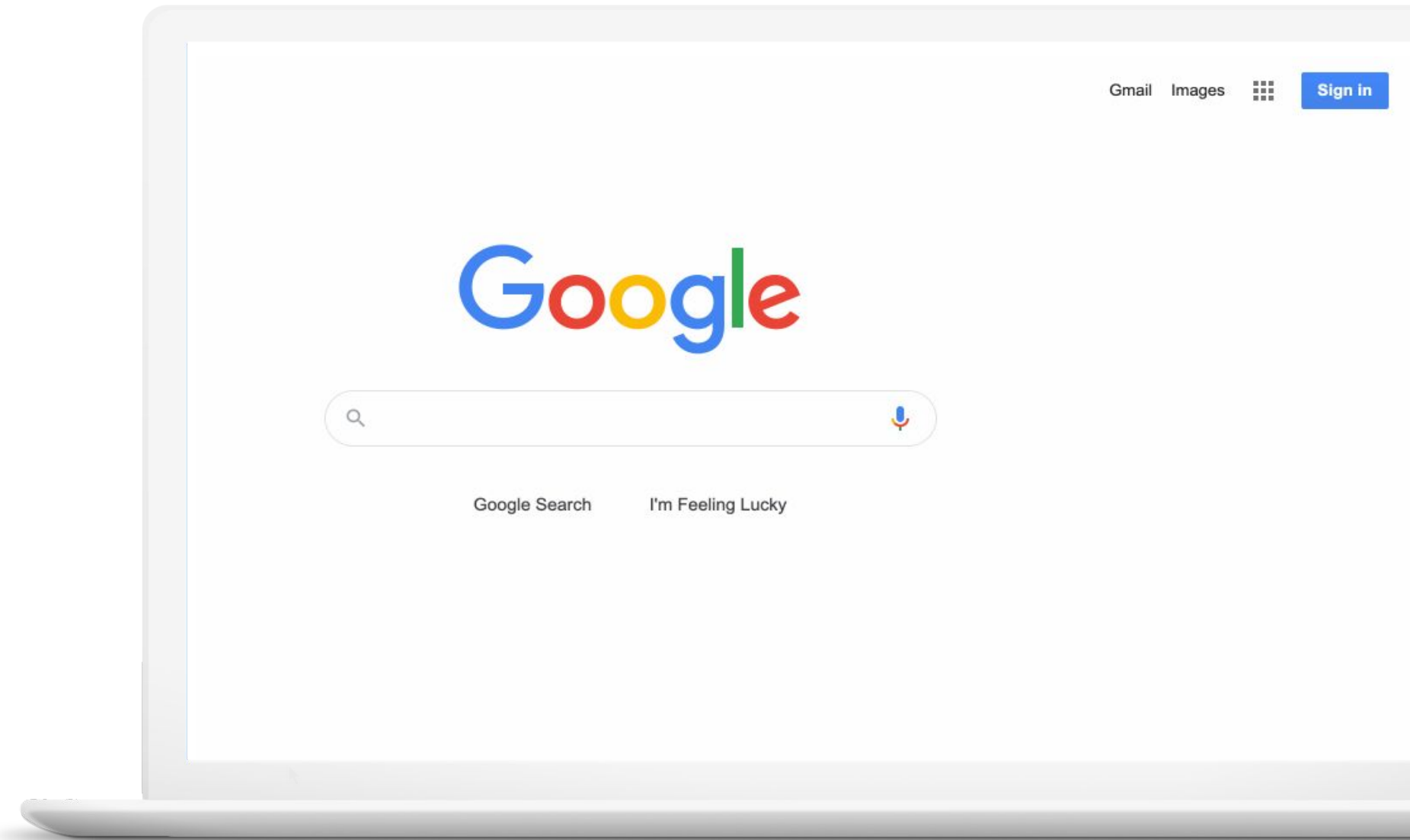


The Essential Spic...
\$109.99 – \$149.99

FIRST SIGN INTO YOUR GOOGLE ACCOUNT

Sign into your Google Account.

Don't have a Google account?
Sign up for free.



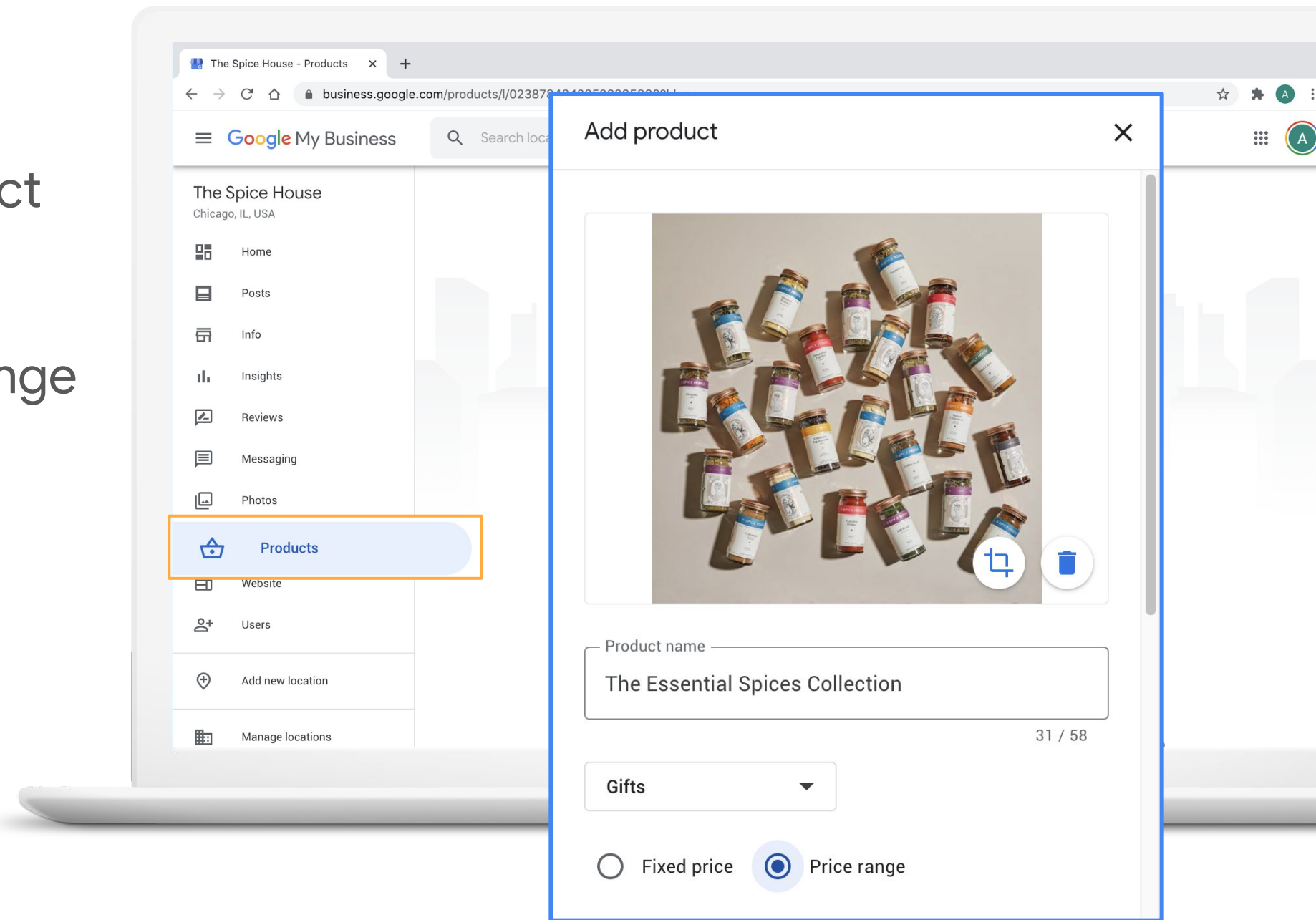
Quick Tip:

Create a new Google account.
accounts.google.com/signup

ADD PRODUCTS WITH YOUR BUSINESS PROFILE

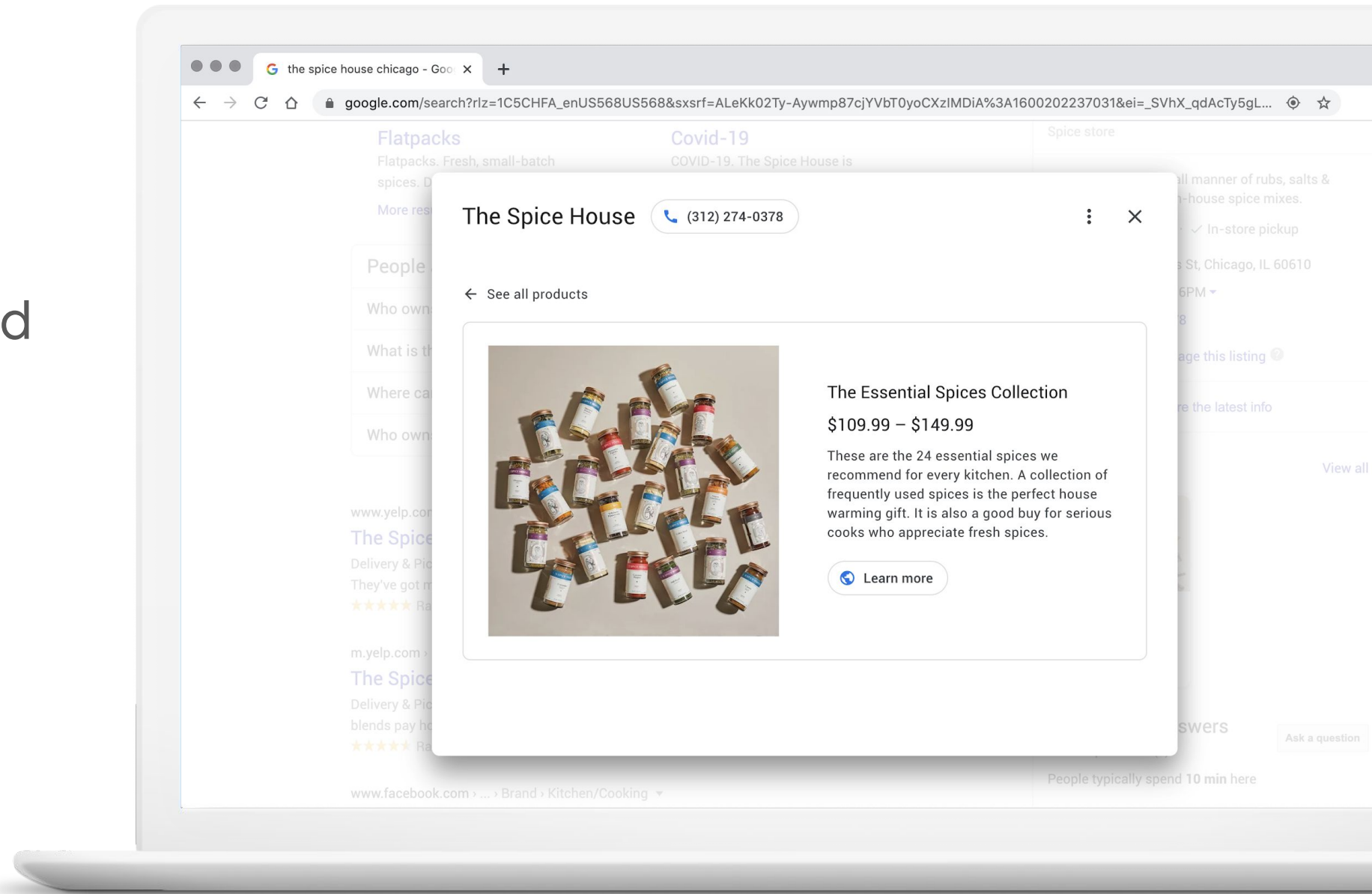
Click [Products](#) > [Add product](#)

- Upload photo and name product
- Select or create category
- (Optional) Set price or price range
- (Optional) Add description
- (Optional) Add button, like [Order Online](#) or [Buy](#); add link
- Click [Save](#)



HOW THE PRODUCT CAN APPEAR

Now, the product can appear on the Business Profile on Google. Customers can learn more by clicking in the Product Catalog and **From Product Posts** carousels.



Quick Tip:

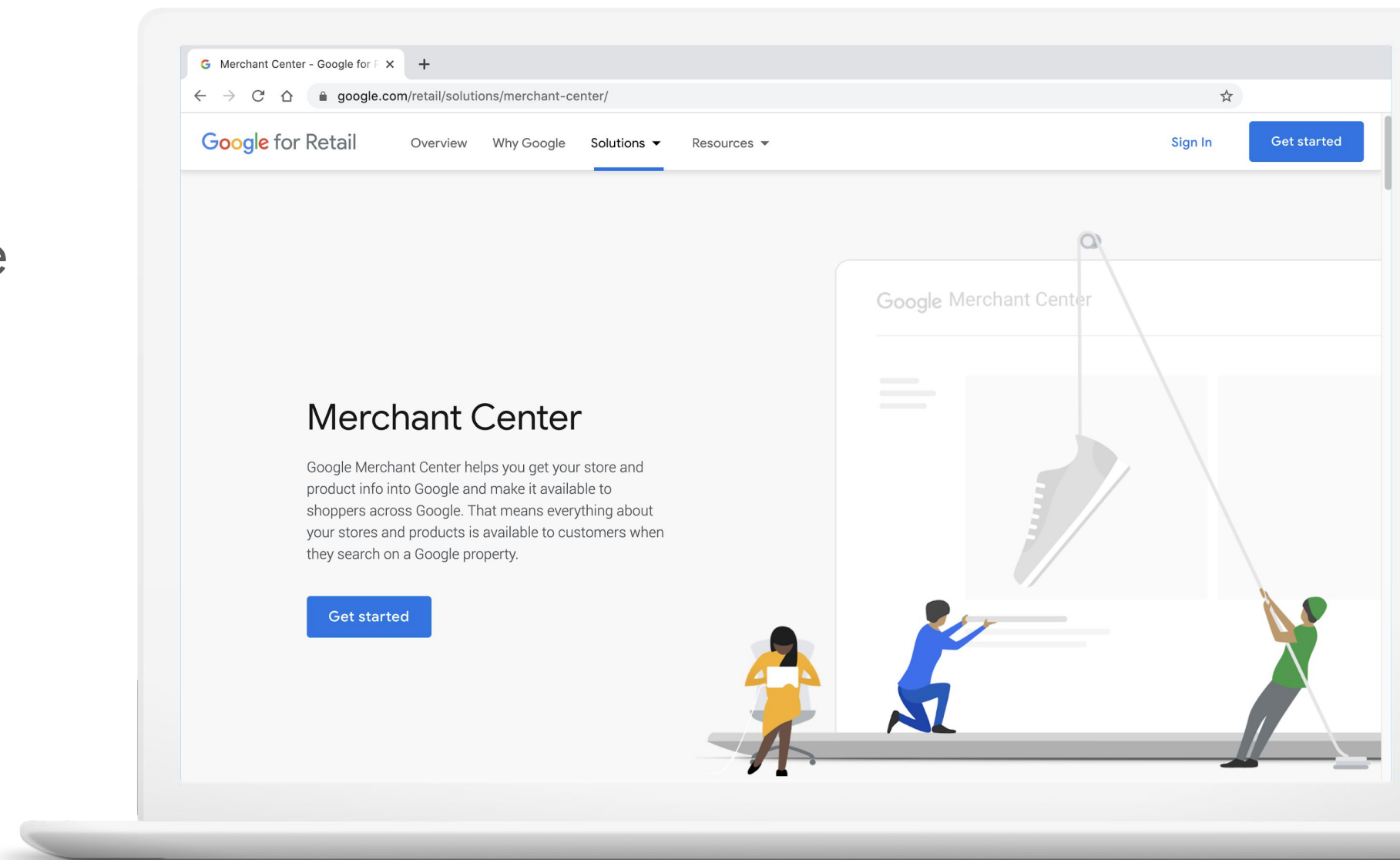
Set up a free Business Profile at google.com/business

Showcase your products with Google Merchant Center



WHAT IS GOOGLE MERCHANT CENTER?

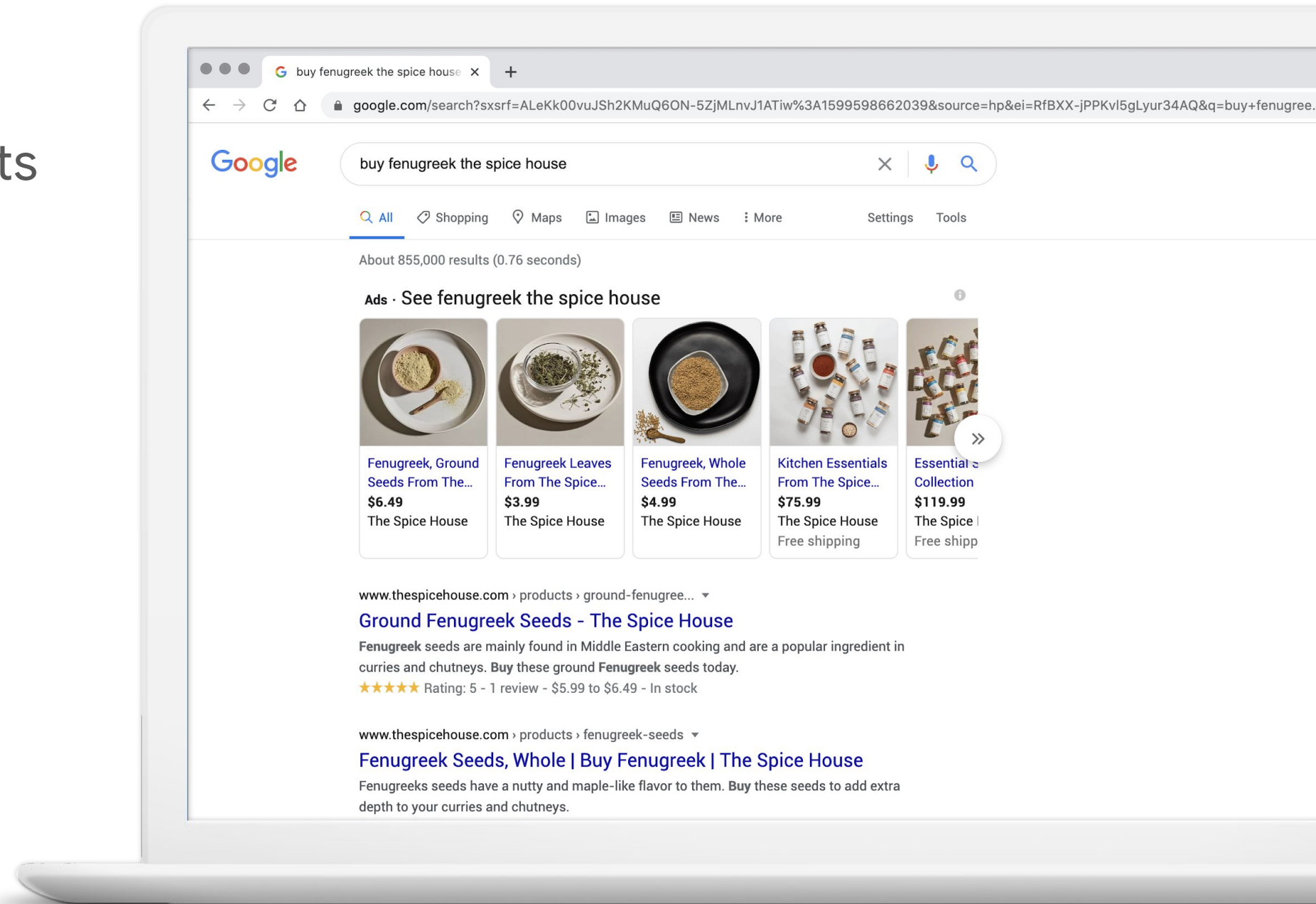
The Merchant Center is a tool that helps you add your store and product data and make it available to show across Google.



Let's see where your
products can appear

GOOGLE SEARCH RESULTS

Product info may be eligible to show in desktop and mobile results for relevant U.S.-based searches.

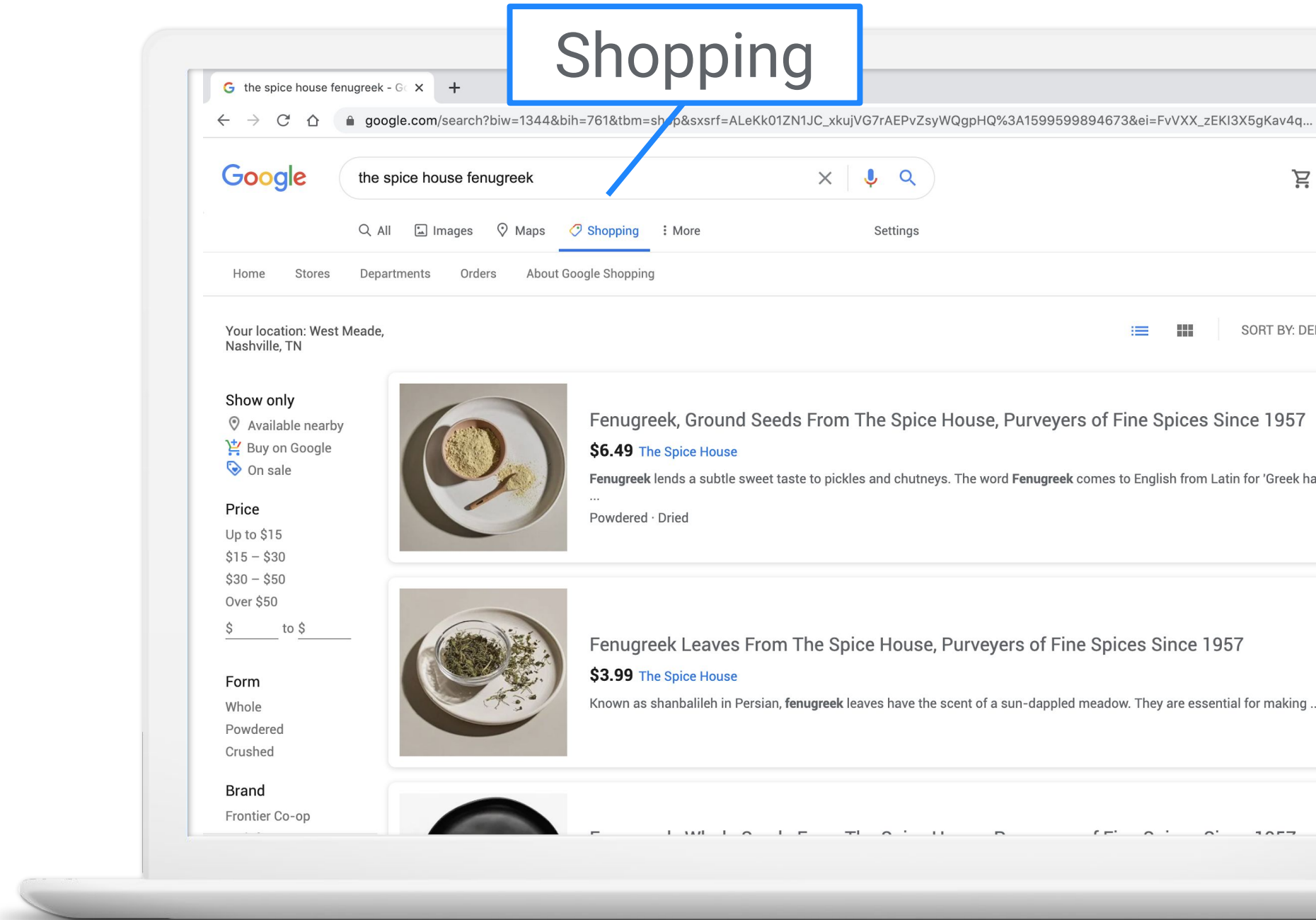


THE SHOPPING TAB

Sell your in-store products online by listing them for free on the Shopping tab*.

To access, search for any item on Google and click **Shopping**.

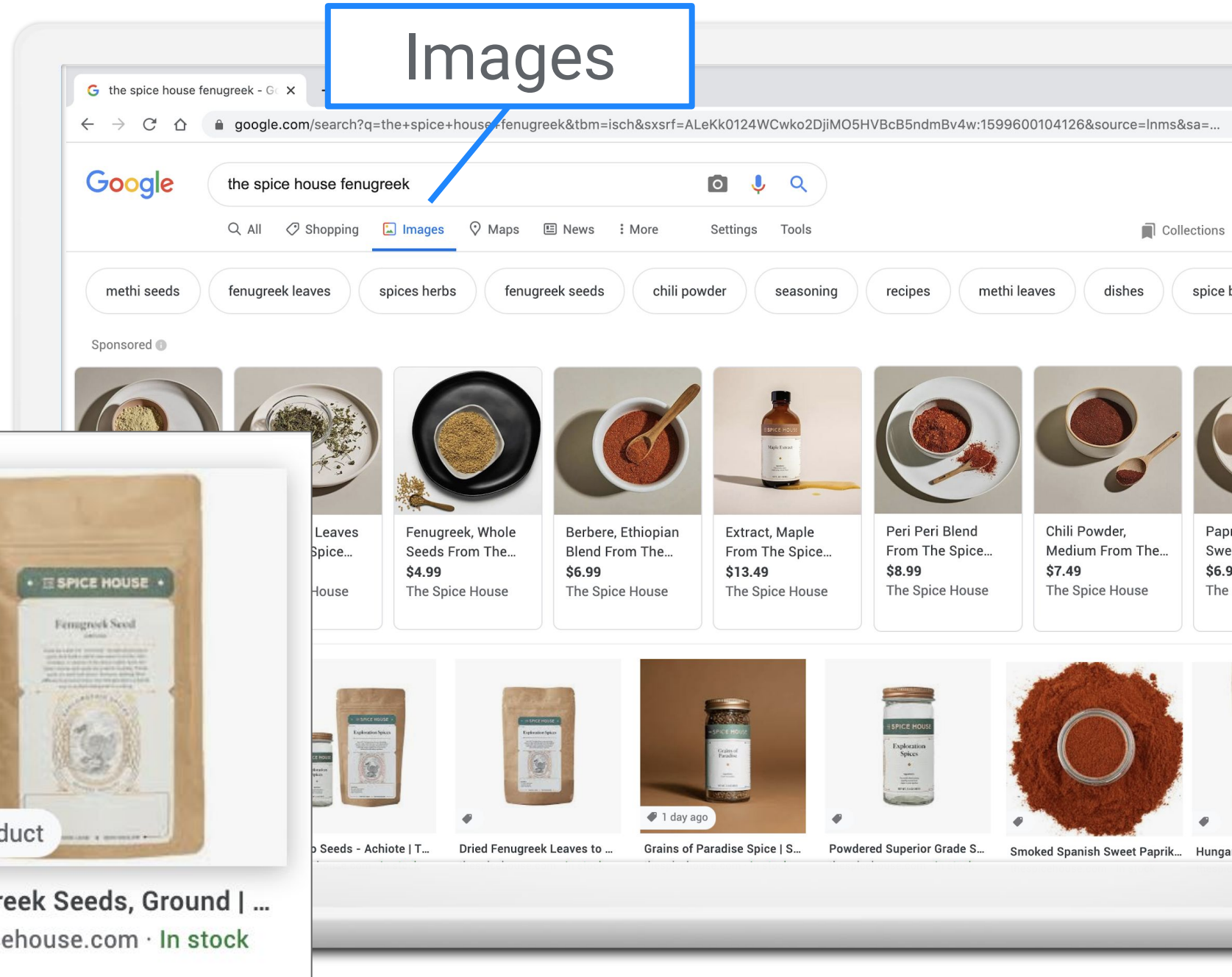
*U.S. example



GOOGLE IMAGES

When people look for products and brands on Google Images, they may see images labeled **Product**. This means the product in the image can be purchased.

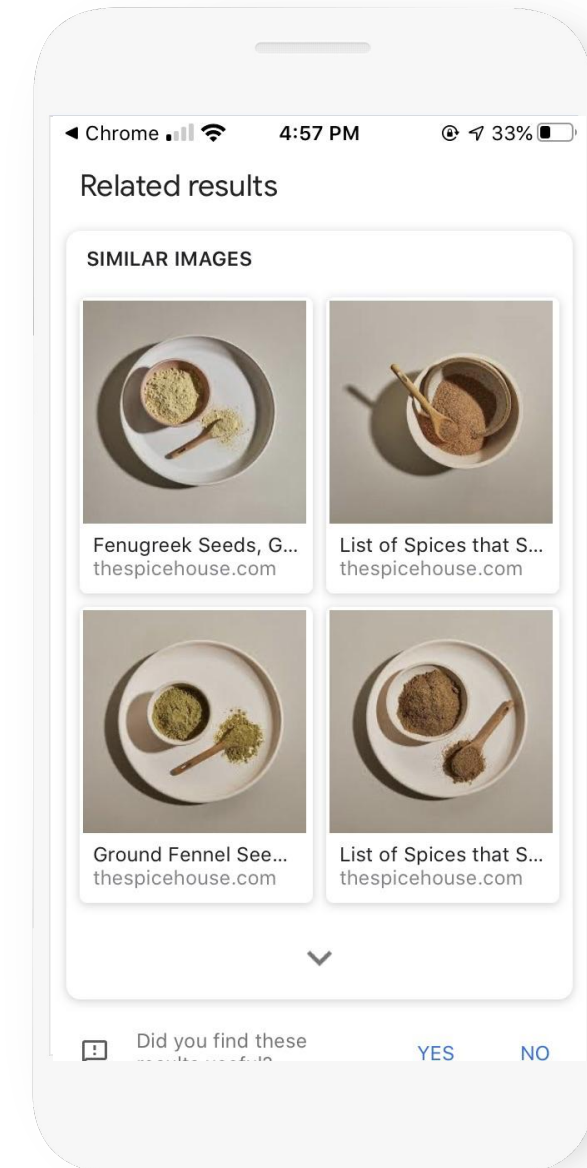
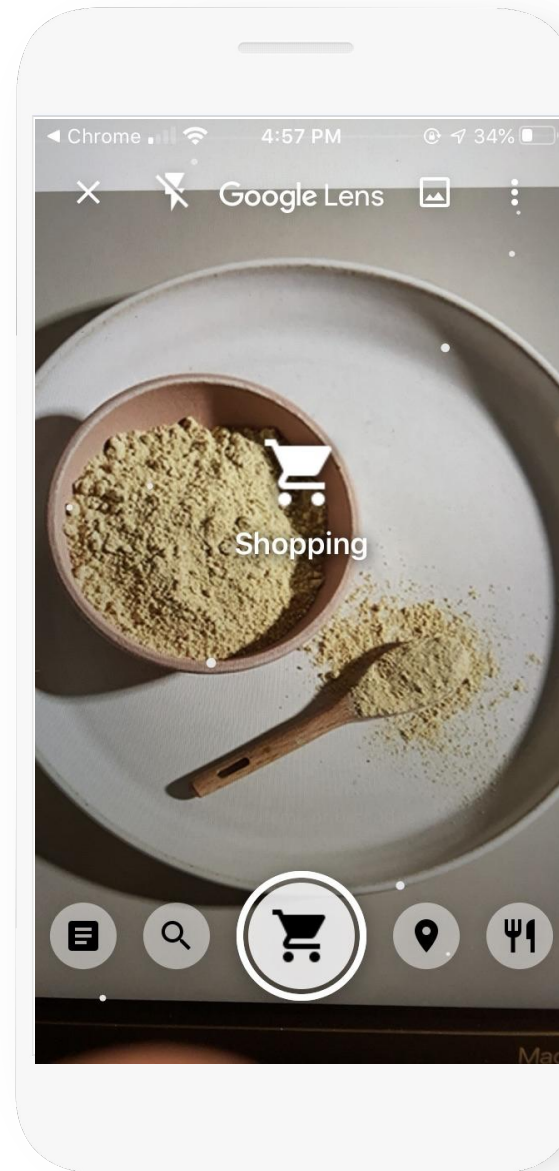
Product
annotation



GOOGLE LENS

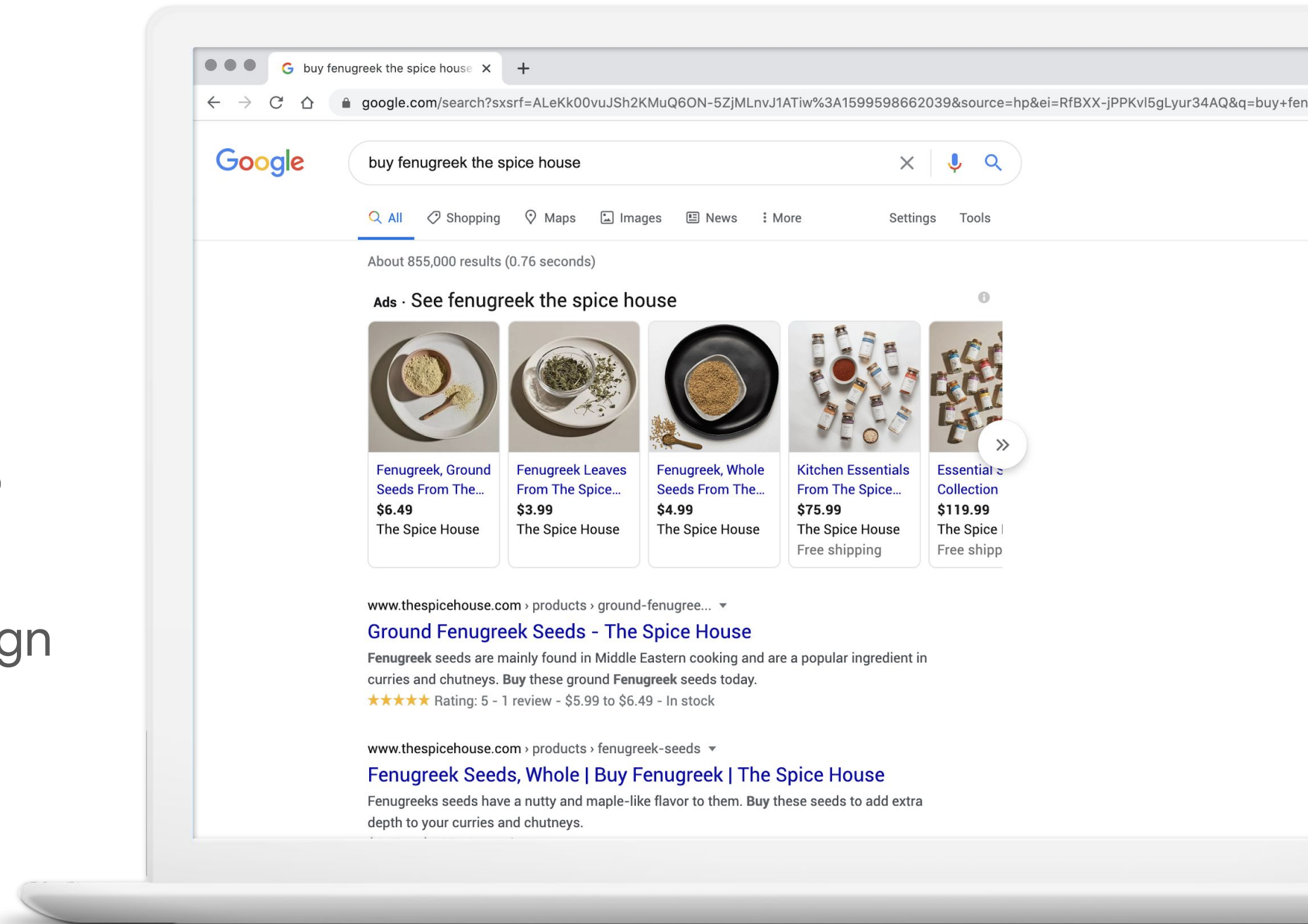
Google Lens* lets you search what you see. Using a photo, your camera, or almost any image, Lens helps you discover visually similar images and related content, gathering results from all over the Internet.

*U.S. example



SHOPPING ADS

- Shopping campaigns promote online and local inventory.
- Shopping ads show a product photo, title, price, store name, and more.
- You must first add products to Google Merchant Center.
- Then, you will create a campaign in Google Ads.



HOW THE MERCHANT CENTER WORKS



Create an account



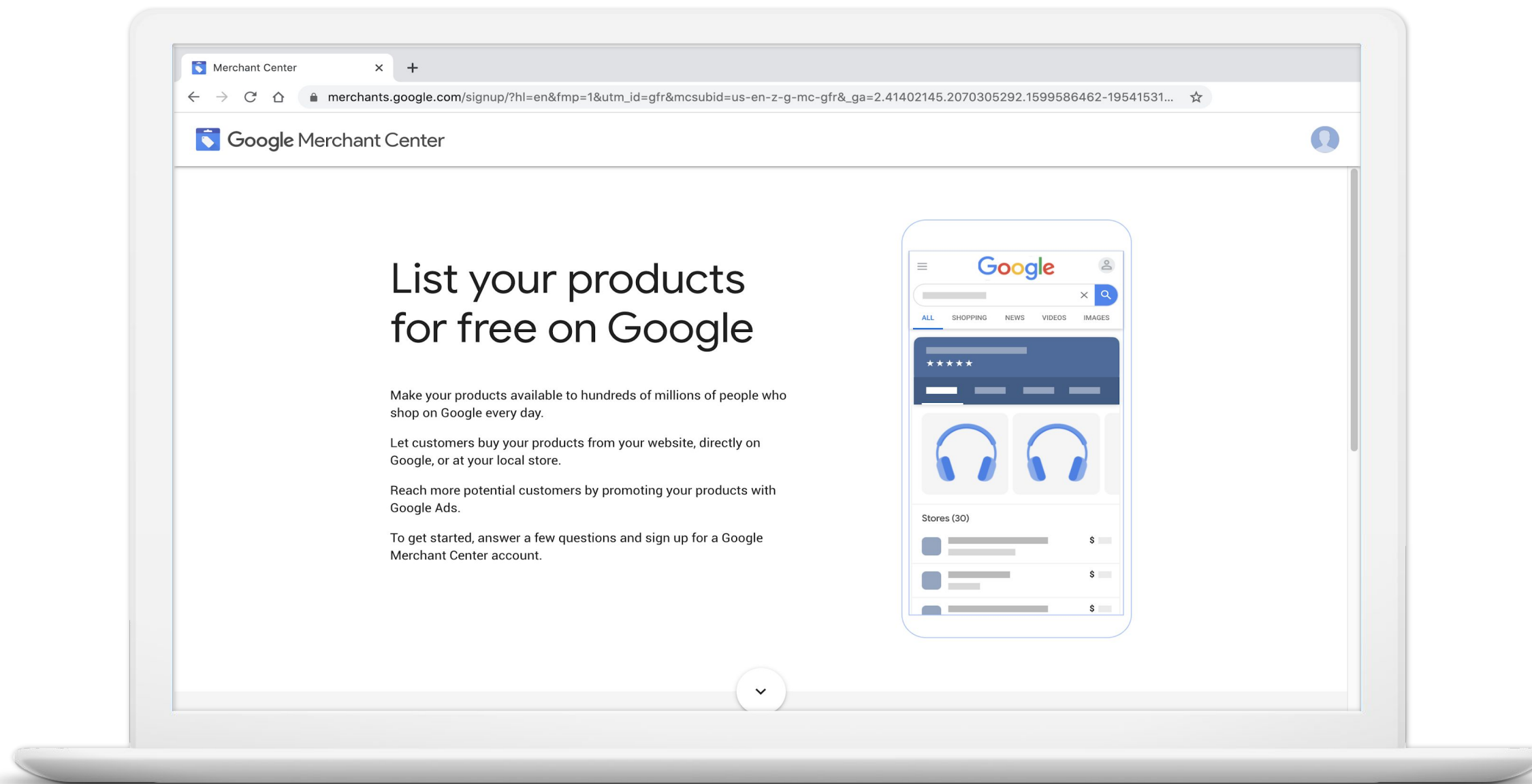
Upload products



Show products across Google

Let's walk through it, step by step.

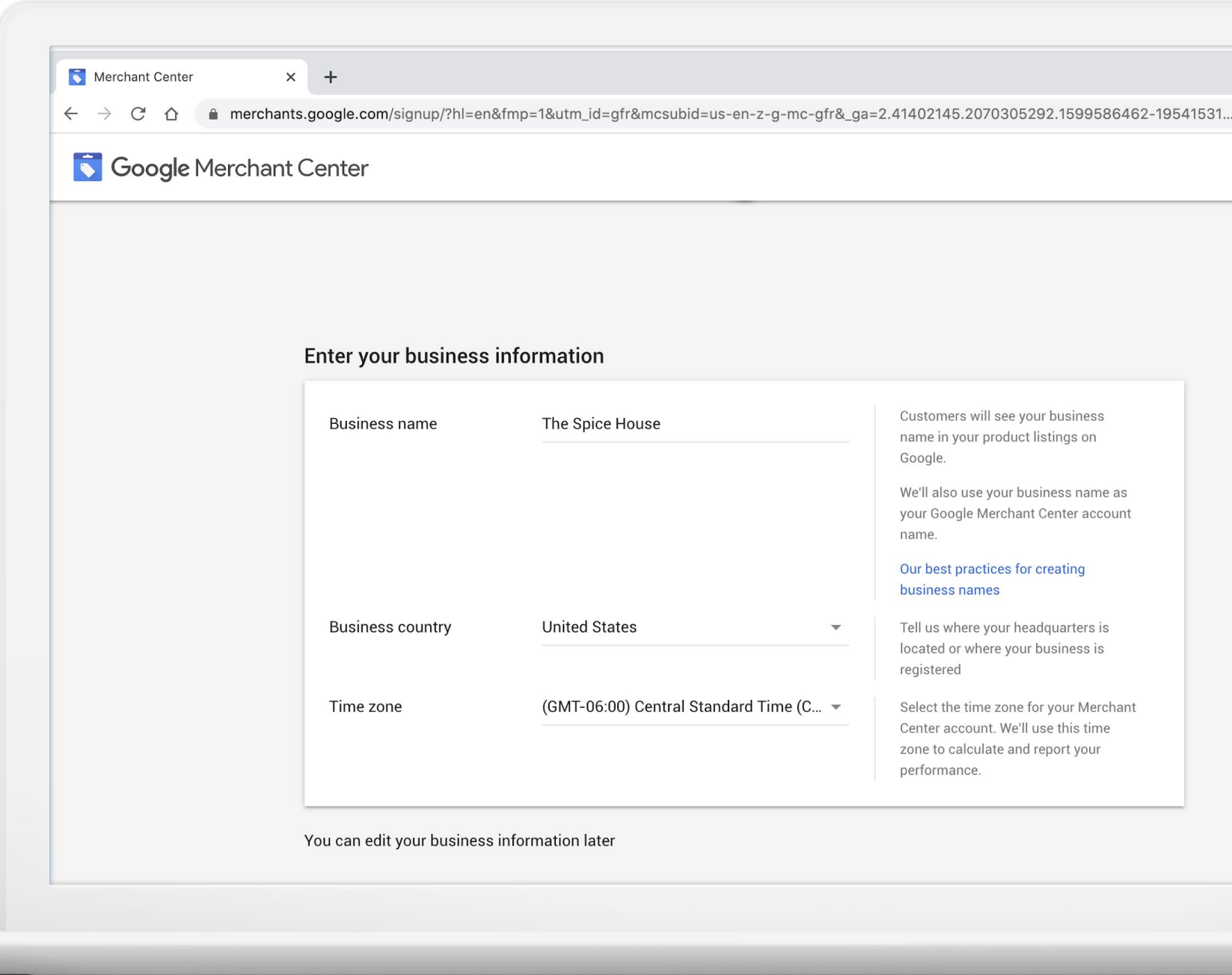
STEP 1: CREATE YOUR ACCOUNT



g.co/merchantcenter

ENTER BUSINESS INFO

Enter your business name as customers will recognize it.



The screenshot shows a web browser window with the Google Merchant Center logo and the heading "Enter your business information". The form contains three fields: "Business name" with the value "The Spice House", "Business country" with a dropdown menu set to "United States", and "Time zone" with a dropdown menu set to "(GMT-06:00) Central Standard Time (C...)". To the right of the form, there are three informational paragraphs. The first paragraph states that the business name will be visible in product listings. The second paragraph states that the business name will also be used as the account name, with a link to "Our best practices for creating business names". The third paragraph explains that the country and time zone are used to determine the business location and for performance reporting. Below the form, a note says "You can edit your business information later".

Merchant Center

merchants.google.com/signup/?hl=en&fmp=1&utm_id=gfr&mcsbid=us-en-z-g-mc-gfr&_ga=2.41402145.2070305292.1599586462-19541531...

Google Merchant Center

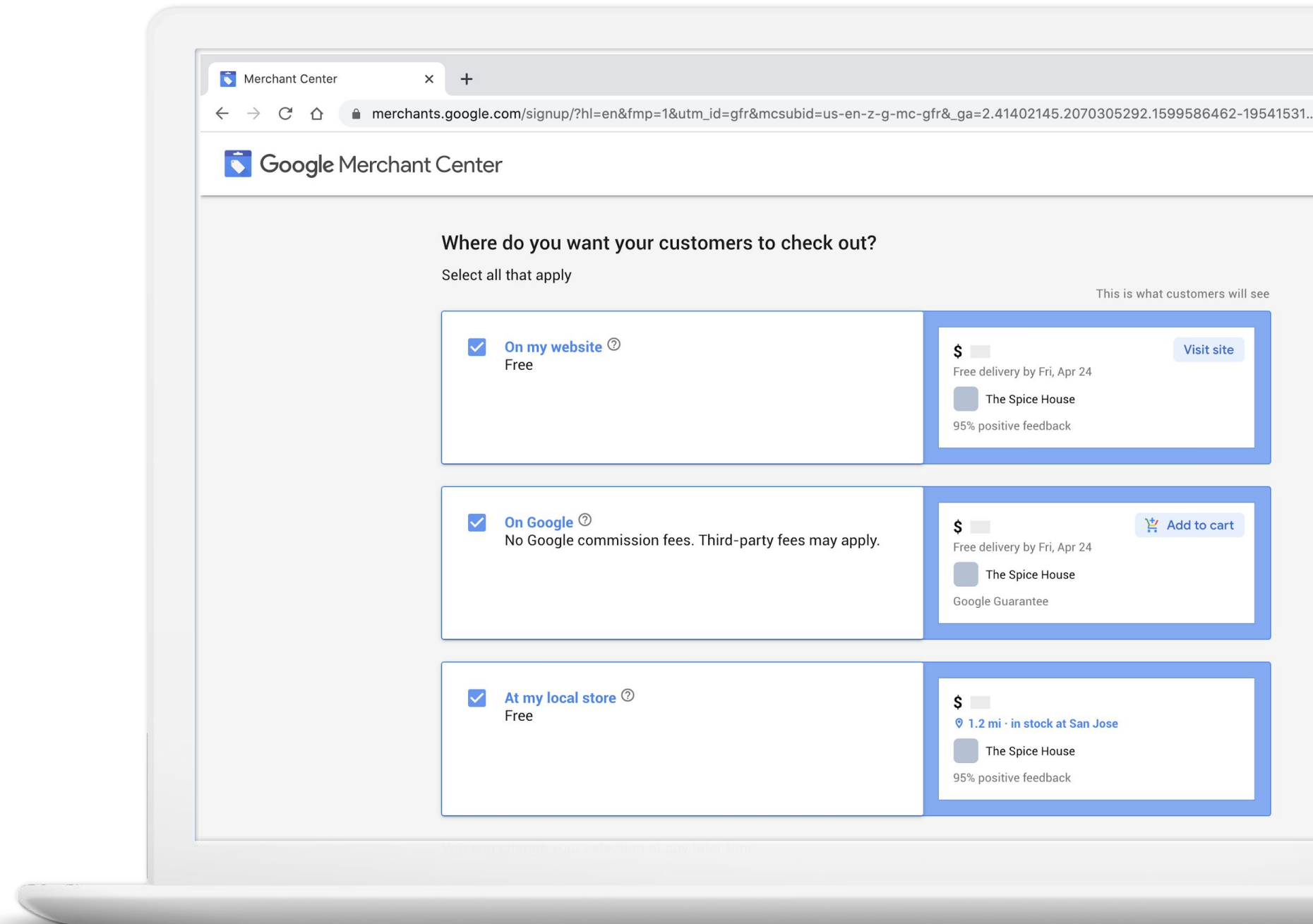
Enter your business information

Business name	The Spice House	Customers will see your business name in your product listings on Google. We'll also use your business name as your Google Merchant Center account name. Our best practices for creating business names
Business country	United States	Tell us where your headquarters is located or where your business is registered
Time zone	(GMT-06:00) Central Standard Time (C...)	Select the time zone for your Merchant Center account. We'll use this time zone to calculate and report your performance.

You can edit your business information later

SELECT CUSTOMER CHECK OUT OPTIONS

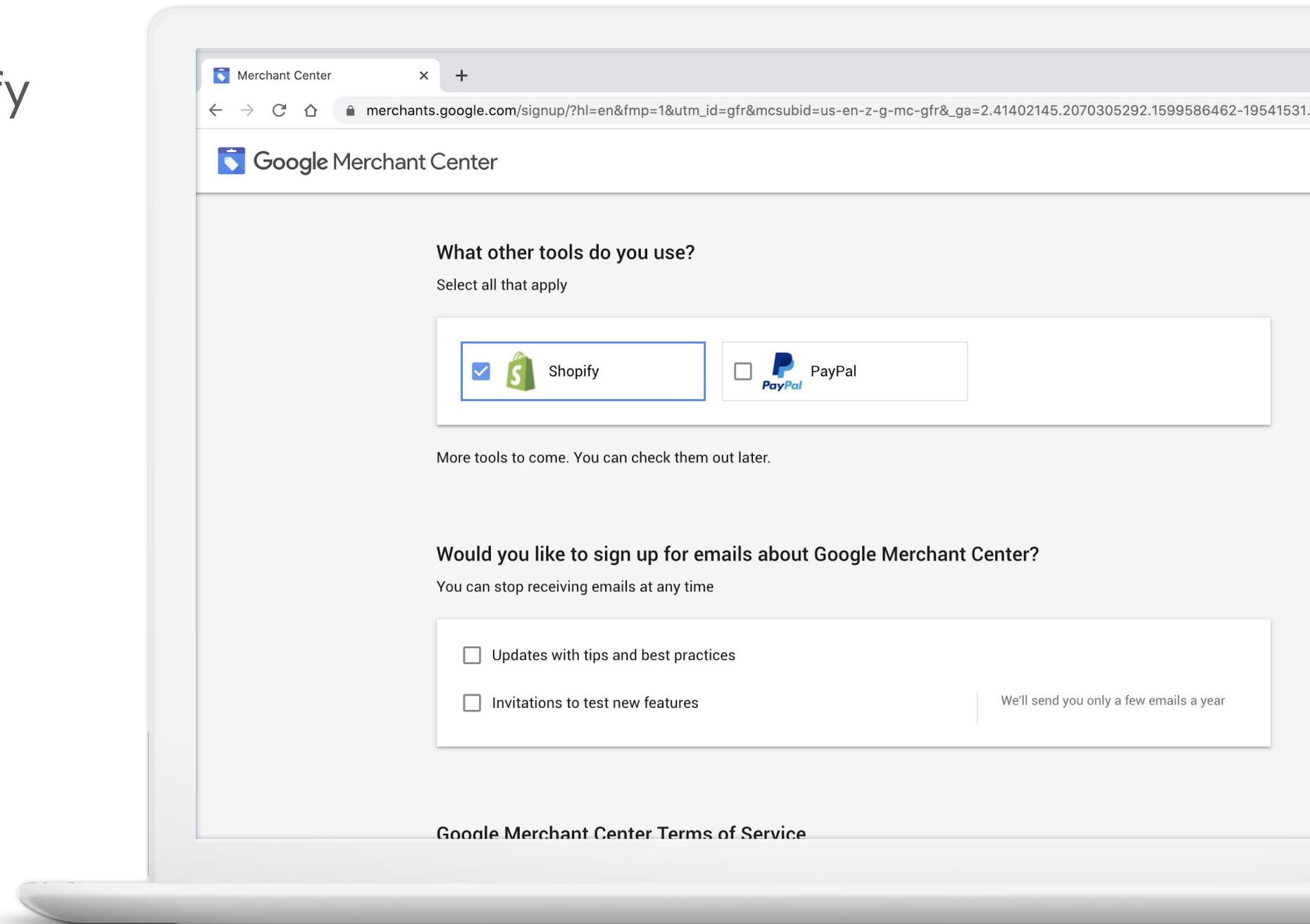
- On your website
- On Google
- At your local store



PROVIDE ADDITIONAL INFO

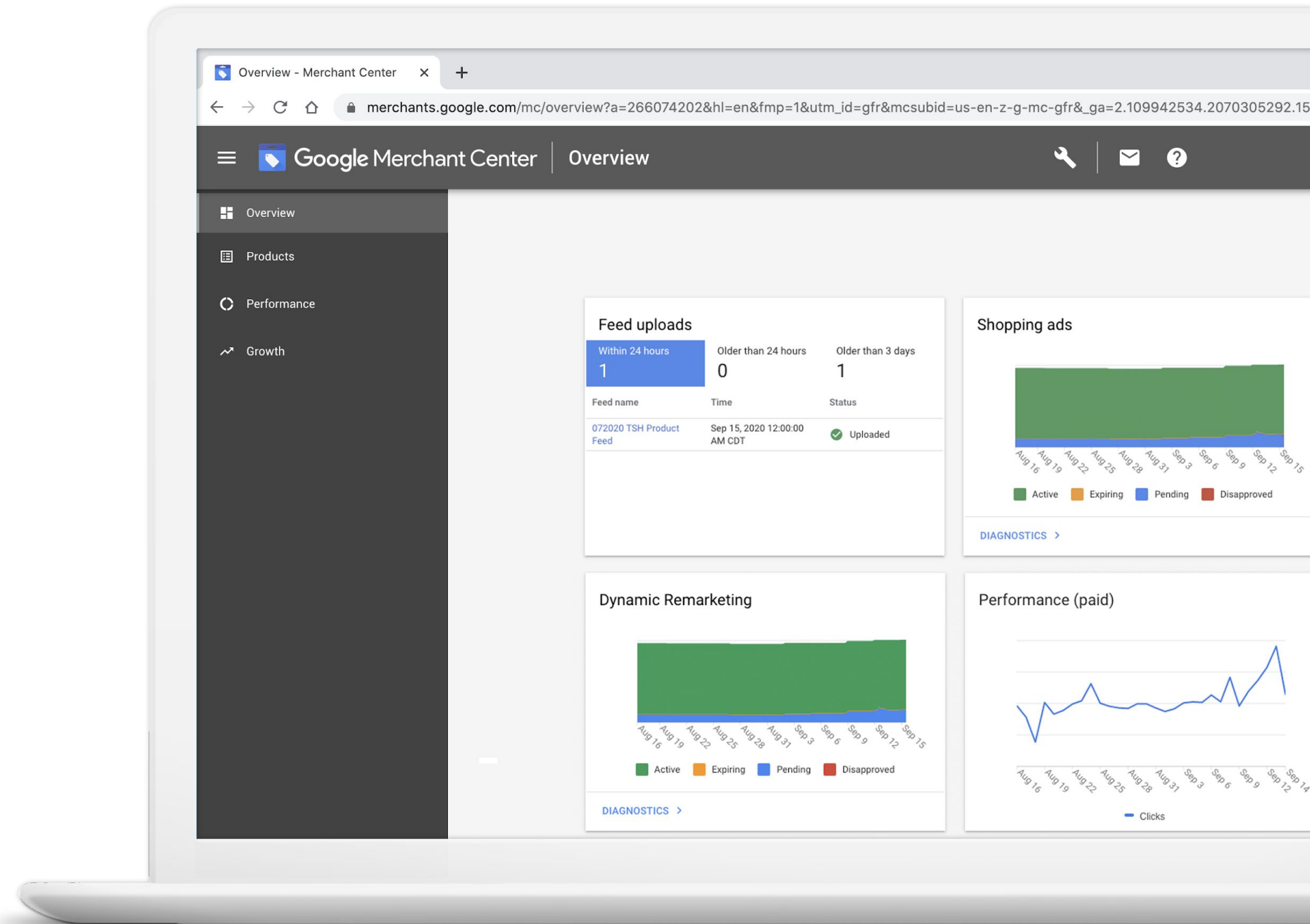
- If you use tools such as Shopify or PayPal, check the boxes
- Opt into email
- Agree to Terms of Service

Click [Create Account](#)



ANATOMY OF MERCHANT CENTER ACCOUNT

- Overview
- Products
- Performance
- Growth

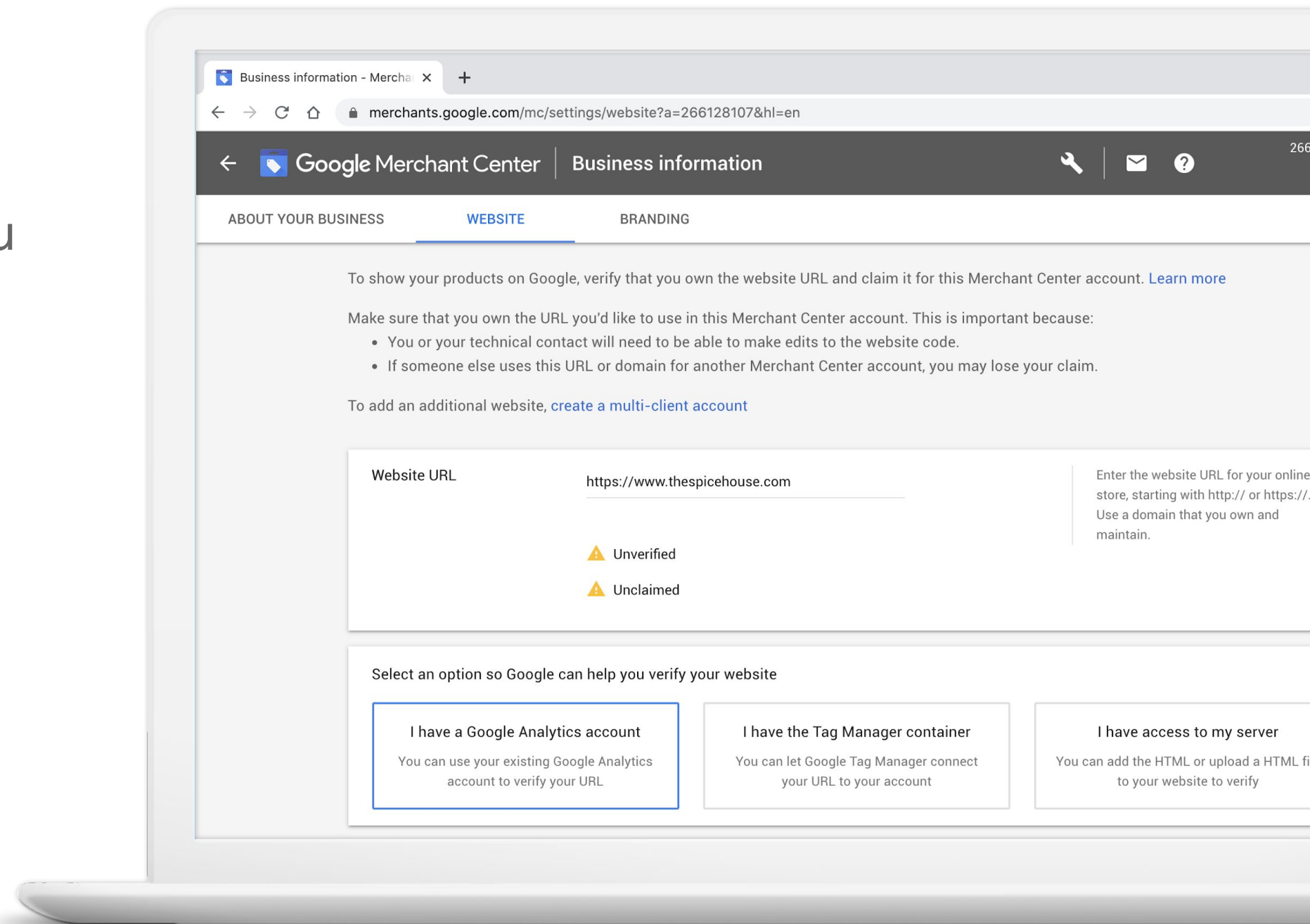


VERIFY YOUR BUSINESS

If you want customers to see the products available on your website or at your local store, you need to verify your site.

Verification options:

- Google Analytics
- Tag Manager
- Add HTML file to website

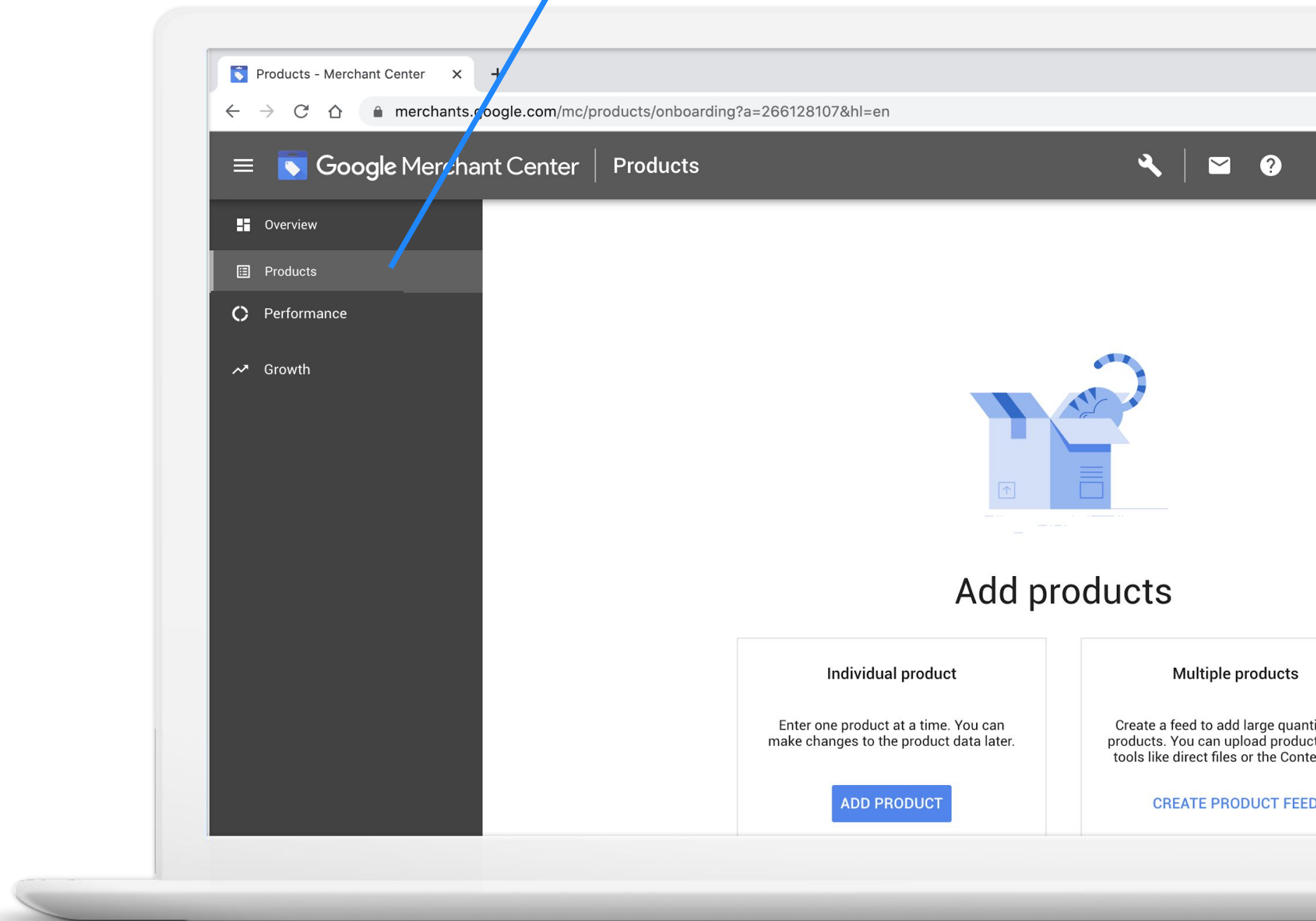


STEP 2: ADD YOUR PRODUCTS

Choose **Products** in the navigation. You can add:

- Individual product
- Multiple products
- Combination of both

Products



ADD AN INDIVIDUAL PRODUCT

The screenshot shows the 'Add product' page in Google Merchant Center. The browser address bar shows the URL: `merchants.google.com/mc/directoffers/create?a=266128107&tab=direct`. The page title is 'Add product' and the account name is '266128107 (The Spice House)'. The page contains a progress indicator with two steps: '1 Product data' (active) and '2 Preview'. Below the progress indicator, there are two main sections: 'Country of sale and destinations' and 'Product identifiers'. The 'Country of sale and destinations' section includes dropdown menus for 'Country of sale*' (set to 'United States') and 'Language*' (set to 'English'), and a checked checkbox for 'Destinations*' (set to 'Surfaces across Google'). The 'Product identifiers' section includes a checked checkbox for 'Identifier exists*' (set to 'This product has an identifier') and a text input field for 'GTIN, UPC, EAN, JAN or ISBN'. A toggle switch is set to 'Basic' and an 'ADD IDENTIFIER' button is visible at the bottom of the section.

Your customers will be able to see most of the information you include on this page, so make sure to add the highest quality data. Whenever possible, add the same information that appears on your landing page. Google will use this data to match your products to people who are searching for them. [Learn more](#)

1 Product data — 2 Preview

Country of sale and destinations

Country of sale*

Language*

Destinations* Surfaces across Google

Product identifiers Basic Advanced

Identifier exists* This product has an identifier

GTIN, UPC, EAN, JAN or ISBN

[ADD IDENTIFIER](#)

ADD MULTIPLE PRODUCTS

New primary feed - Merchant C x +

merchants.google.com/mc/products/sources/createPrimaryFeed?a=266128107

Google Merchant Center | New primary feed

266128107 (The Spice House)

1 Basic information — 2 Name and input method — 3 Setup

Country of sale
United States ▾

Currency: USD. If you provide prices in a currency different than the currency of the country of sale, you authorize Google to convert those prices on your behalf. [Learn more](#)

Language
English ▾

The country where the products included in your data feed are sold and will be shipped to. The items uploaded to a selected country of sale must meet the requirements for the country of sale you submit to, including the feed specifications and policies. [Learn more](#)

The language of the content in your feed. Each country of sale has accepted content languages.

Select destinations

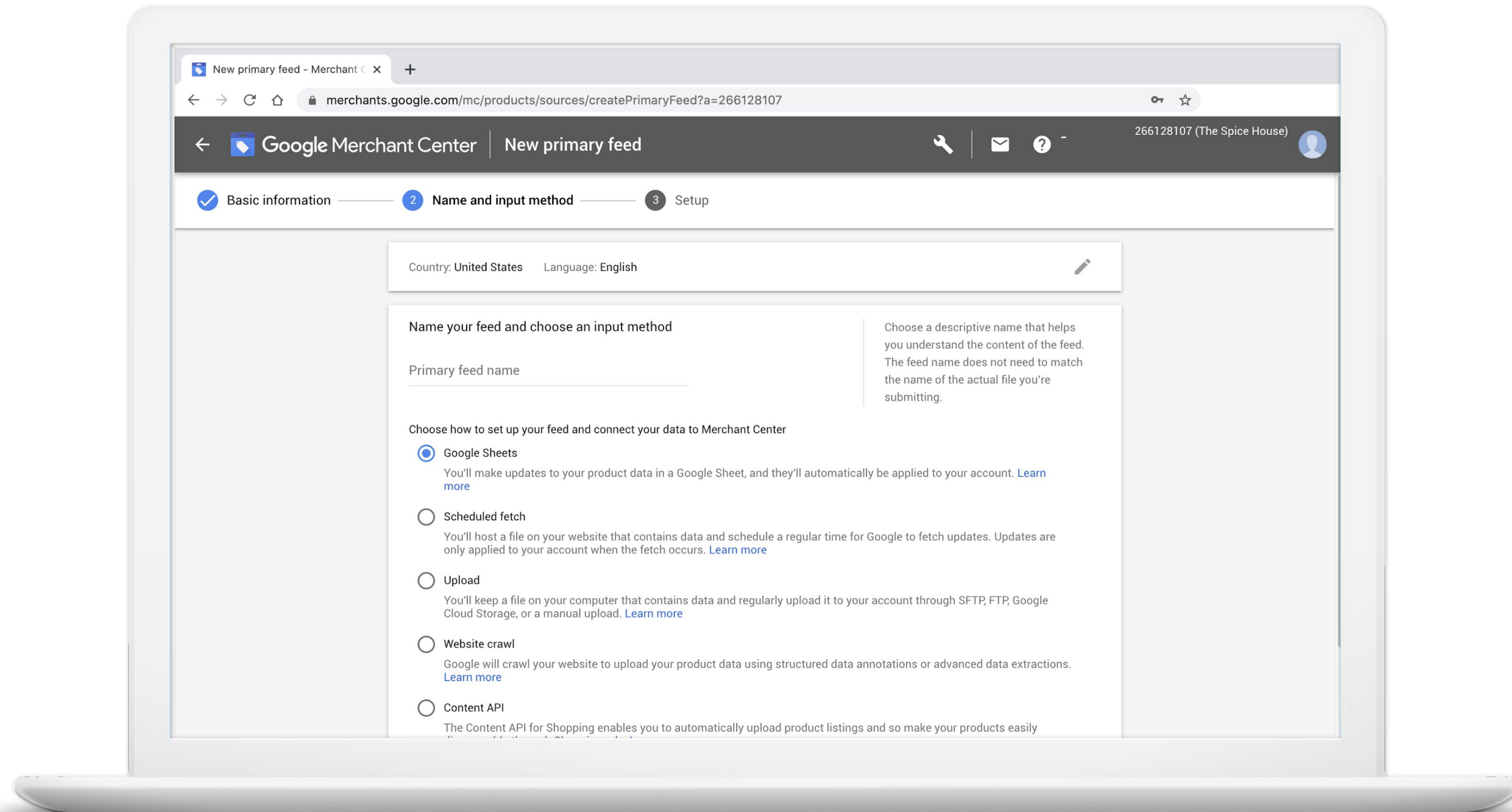
Local surfaces across Google

Surfaces across Google

Destinations let you select which Google products can display the items in your data feed

CONTINUE CANCEL

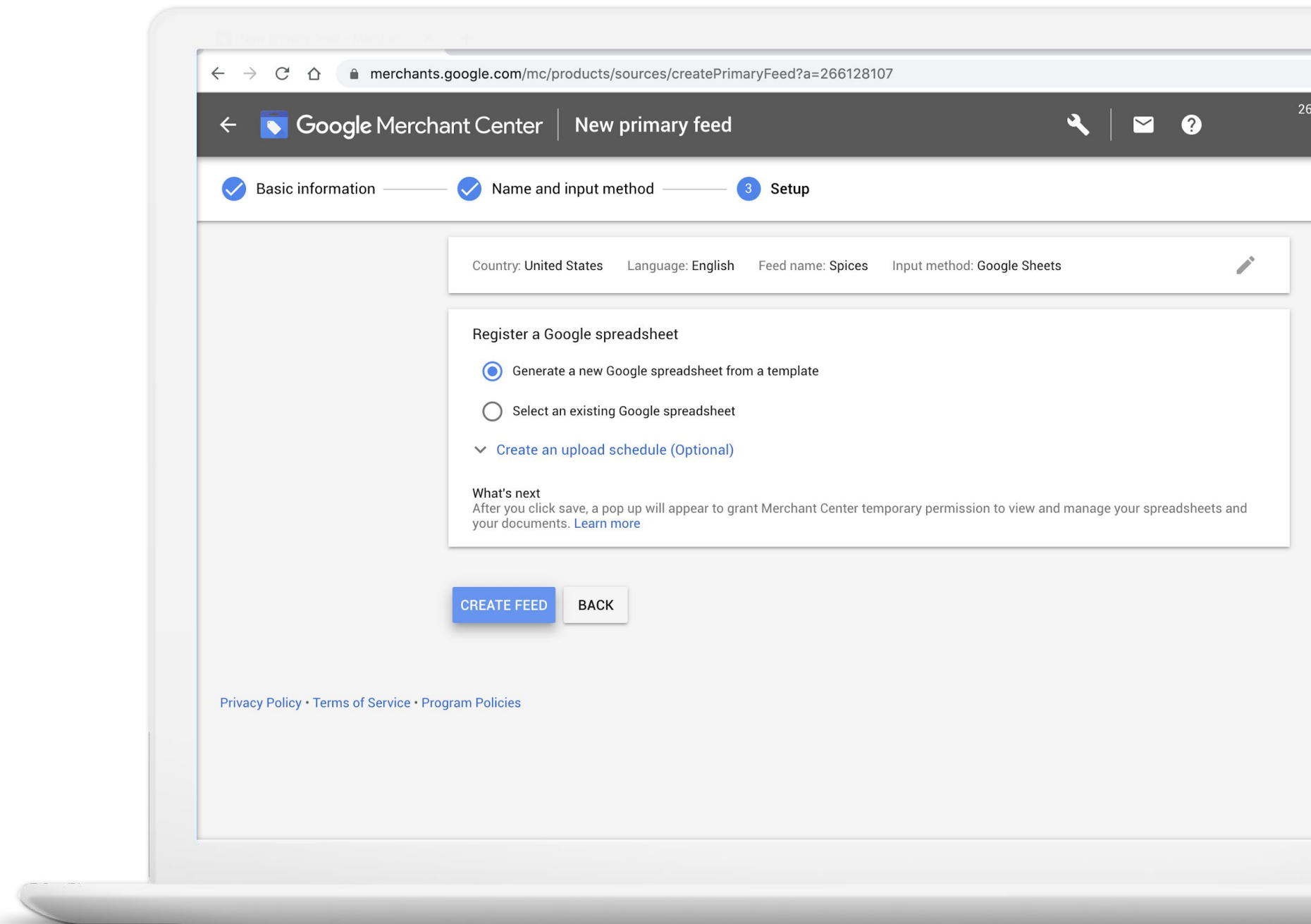
NAME YOUR FEED



FINISH SETUP

If selecting Google Sheets, you have two options:

- Use a template.
- Upload an existing spreadsheet.



ADD PRODUCTS WITH GOOGLE SHEETS

The screenshot shows a Google Sheet titled "Google Merchant Center feed - Spices" with the following header row:

id	title	description	link	condition	price	availability	image link	gtin	mpn	brand	google product cate
----	-------	-------------	------	-----------	-------	--------------	------------	------	-----	-------	---------------------

Below the header, the sheet contains the following text:

3 Please refer to the following articles for help populating this spreadsheet and make sure to delete these lines before processing the feed.

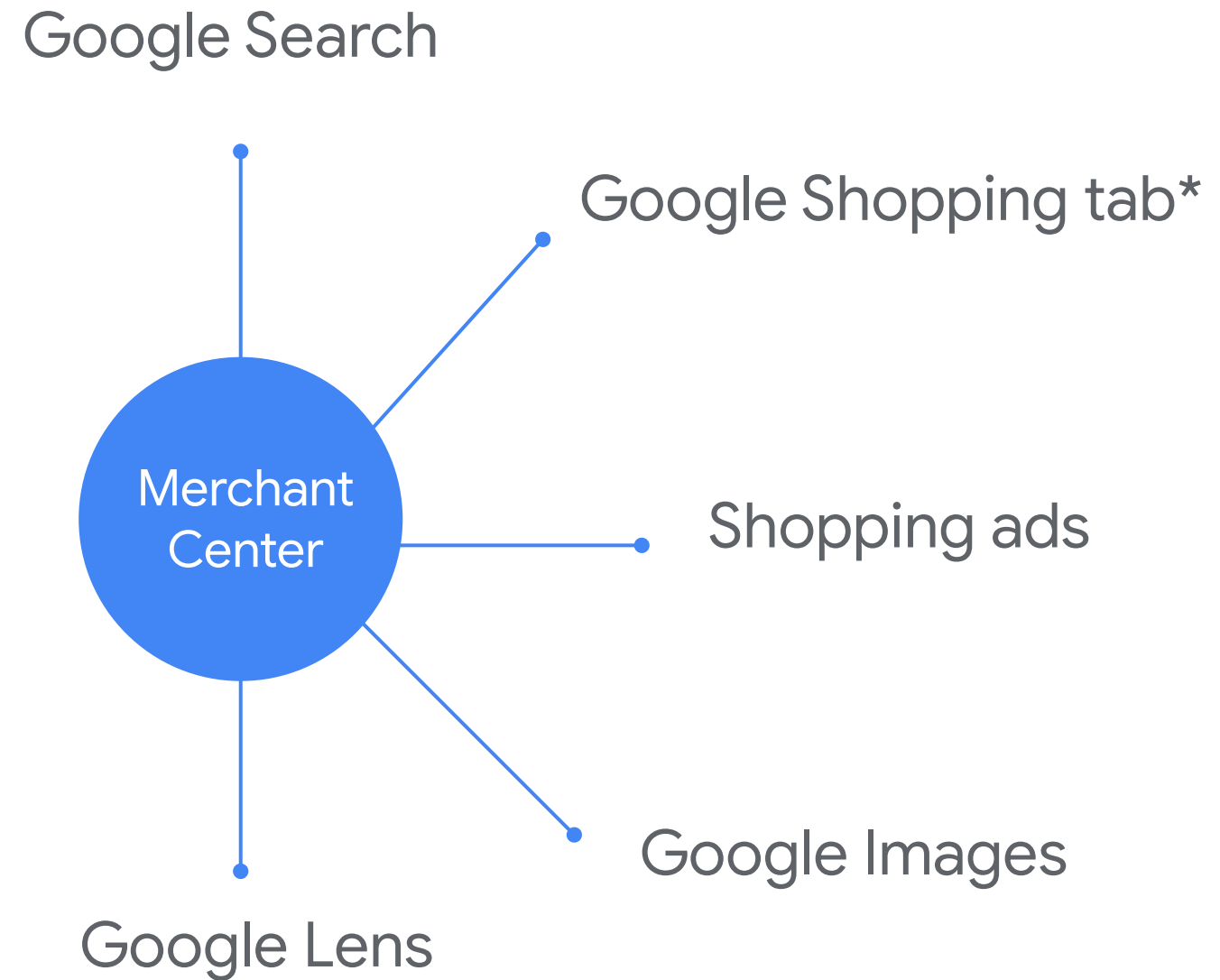
4 After you are done inputting your own product information into this spreadsheet, please return to the 'Data feeds' tab of Google Merchant Center. Click the 'Upload now' link corresponding to this feed.

5 If you can't edit this spreadsheet, please be sure you're signed in. Click the 'Sign In' link in the top right of the screen.

7 [Products Feed Specification](#)

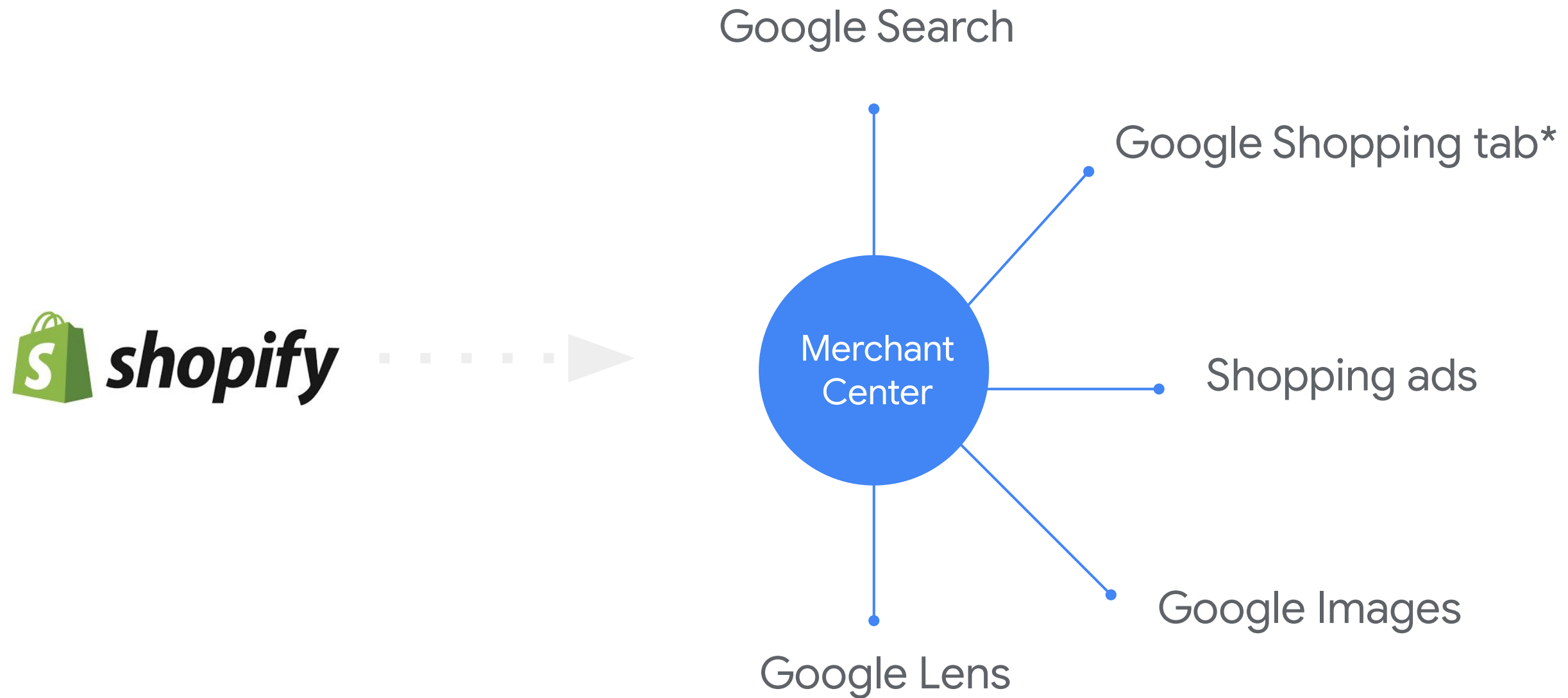
8 [Google Sheet Data Feed Instructions](#)

STEP 3: YOUR PRODUCTS ARE NOW ELIGIBLE TO APPEAR ON GOOGLE*



*U.S. only

STEP 3: YOUR PRODUCTS ARE NOW ELIGIBLE TO APPEAR ON GOOGLE*



*U.S. only

One e-commerce option: Shopify

How can you quickly get your products online?

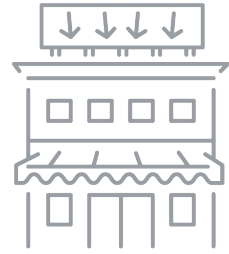


SELL ONLINE WITH SHOPIFY

1. Introduction to Shopify
2. Getting started
3. How to connect to Google



“Make commerce
better for everyone.”



1M

merchants



~175

countries



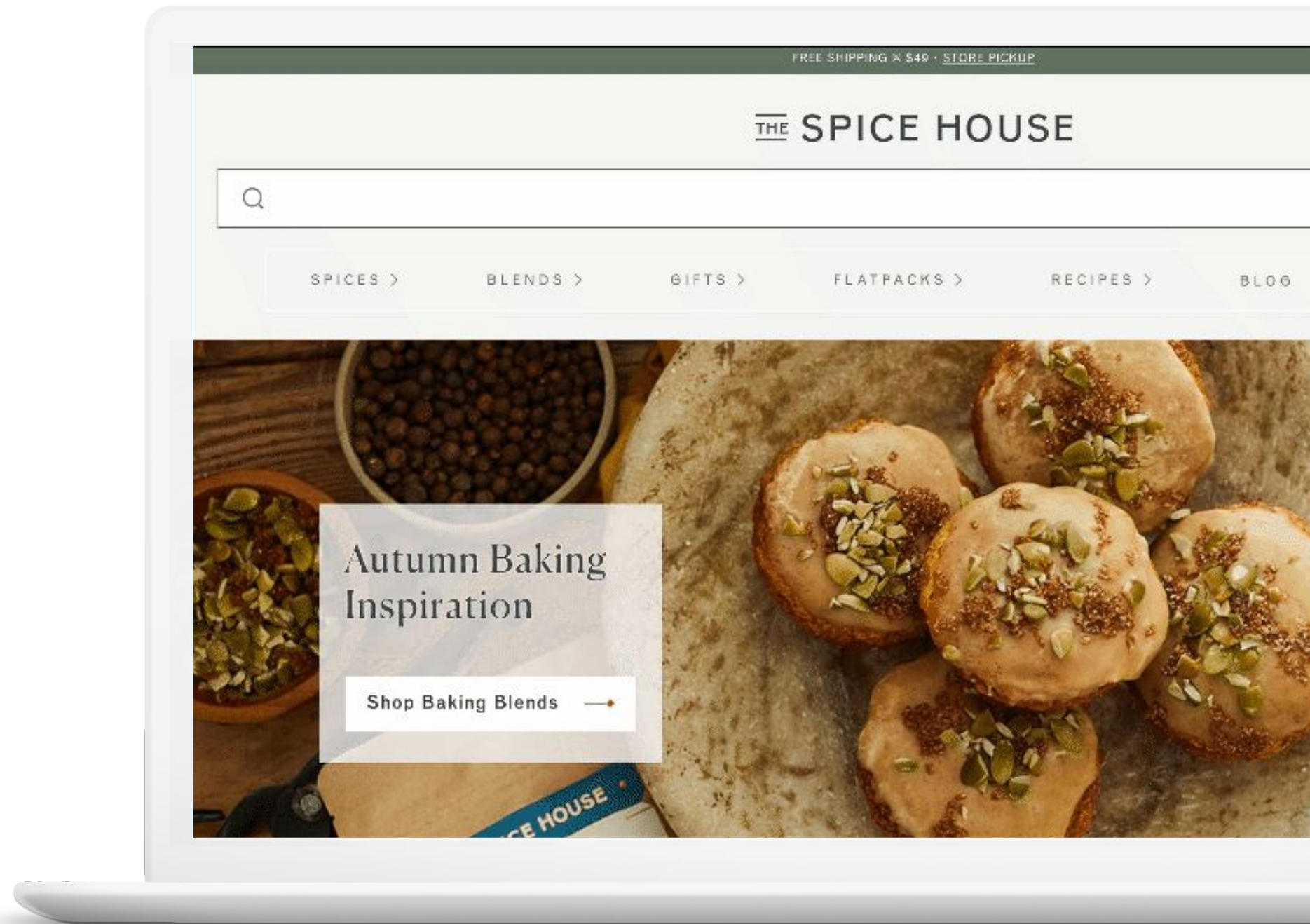
\$155B

sales on Shopify

“Offline only” retailers
are moving online, fast.

SHOPIFY: GETTING STARTED

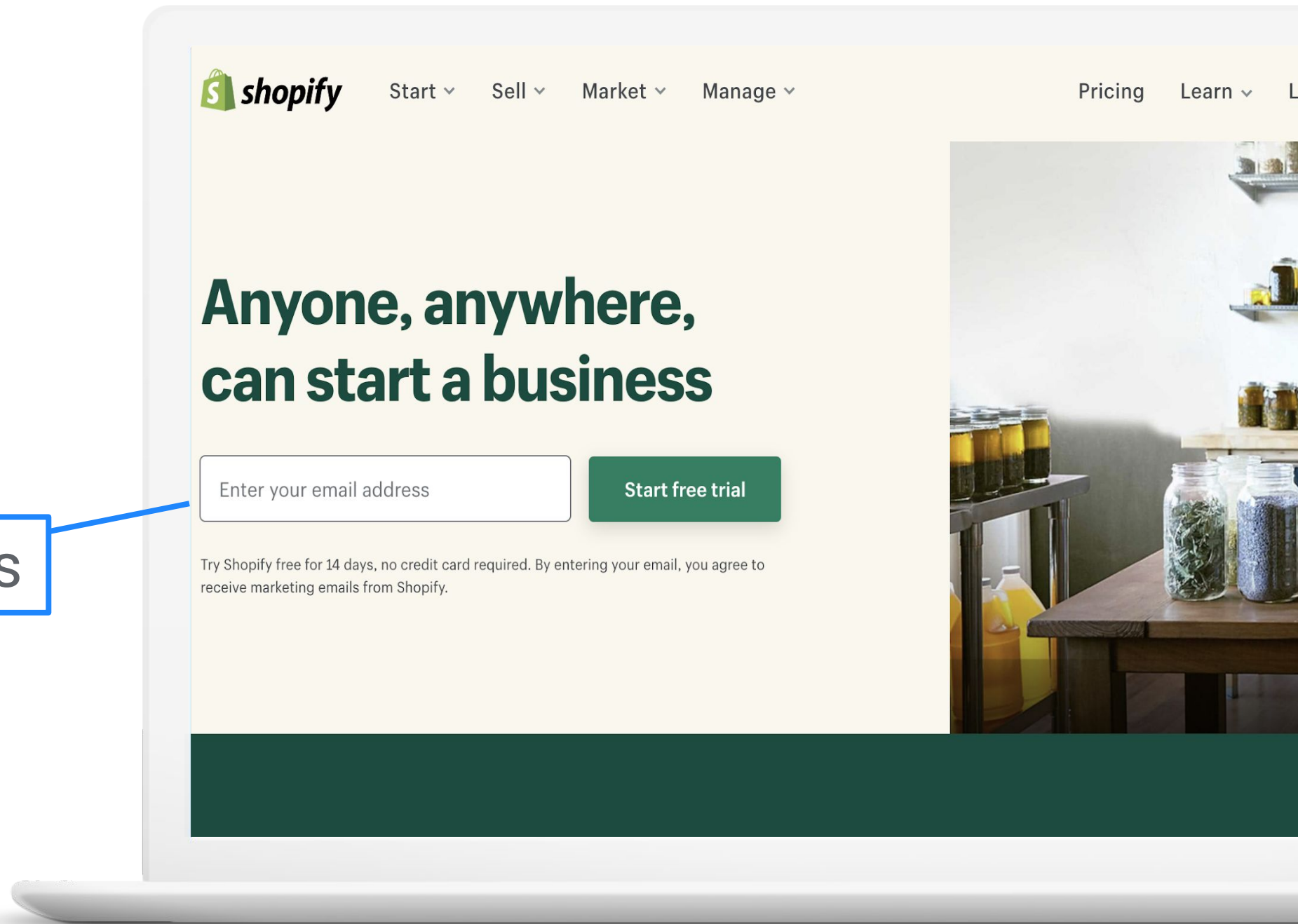
Shopify allows you to sell your products on your own, personalized e-commerce site.



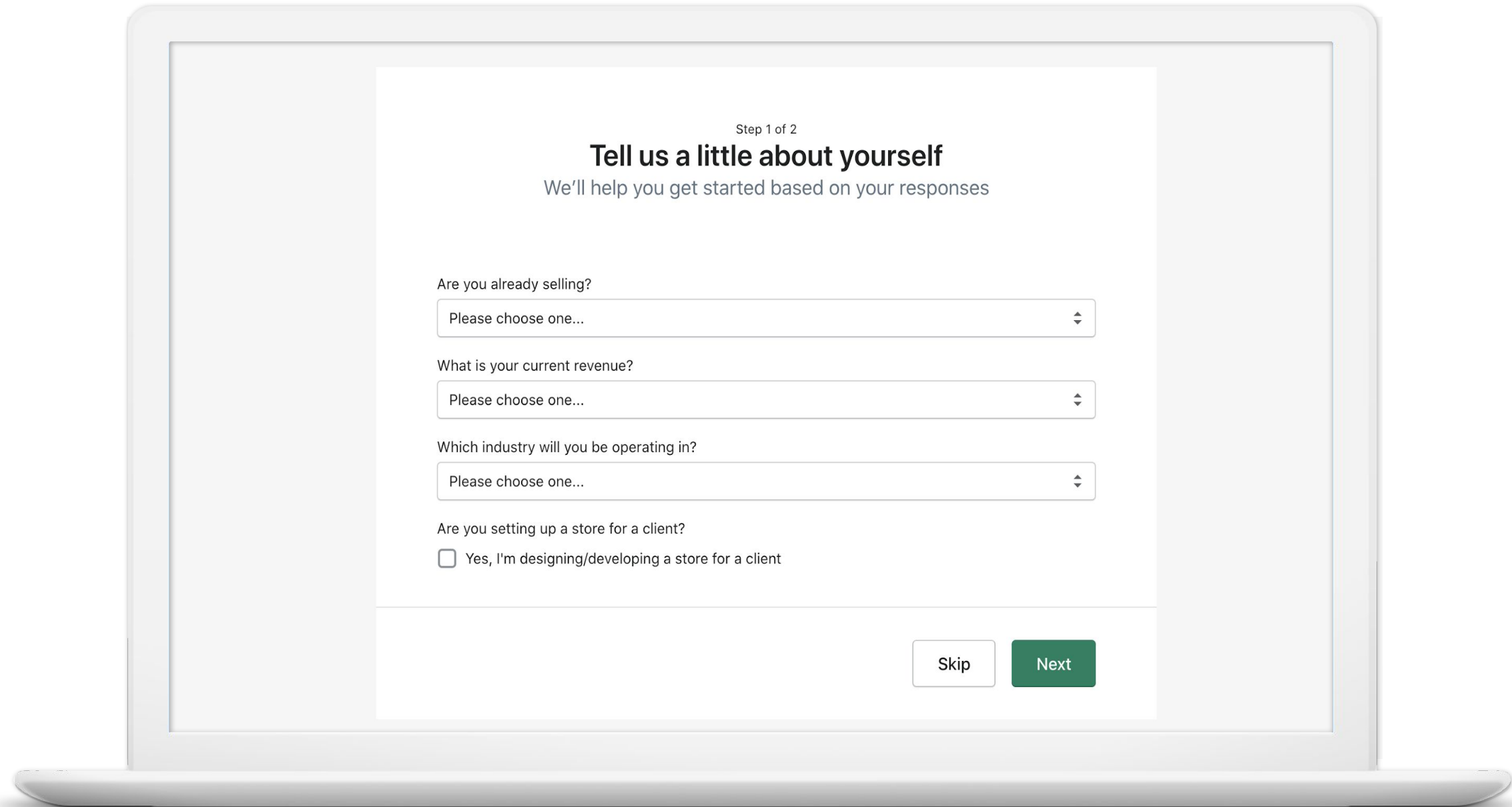
SHOPIFY: GETTING STARTED

Create a Shopify account by entering your email address, then click [Start free trial](#).

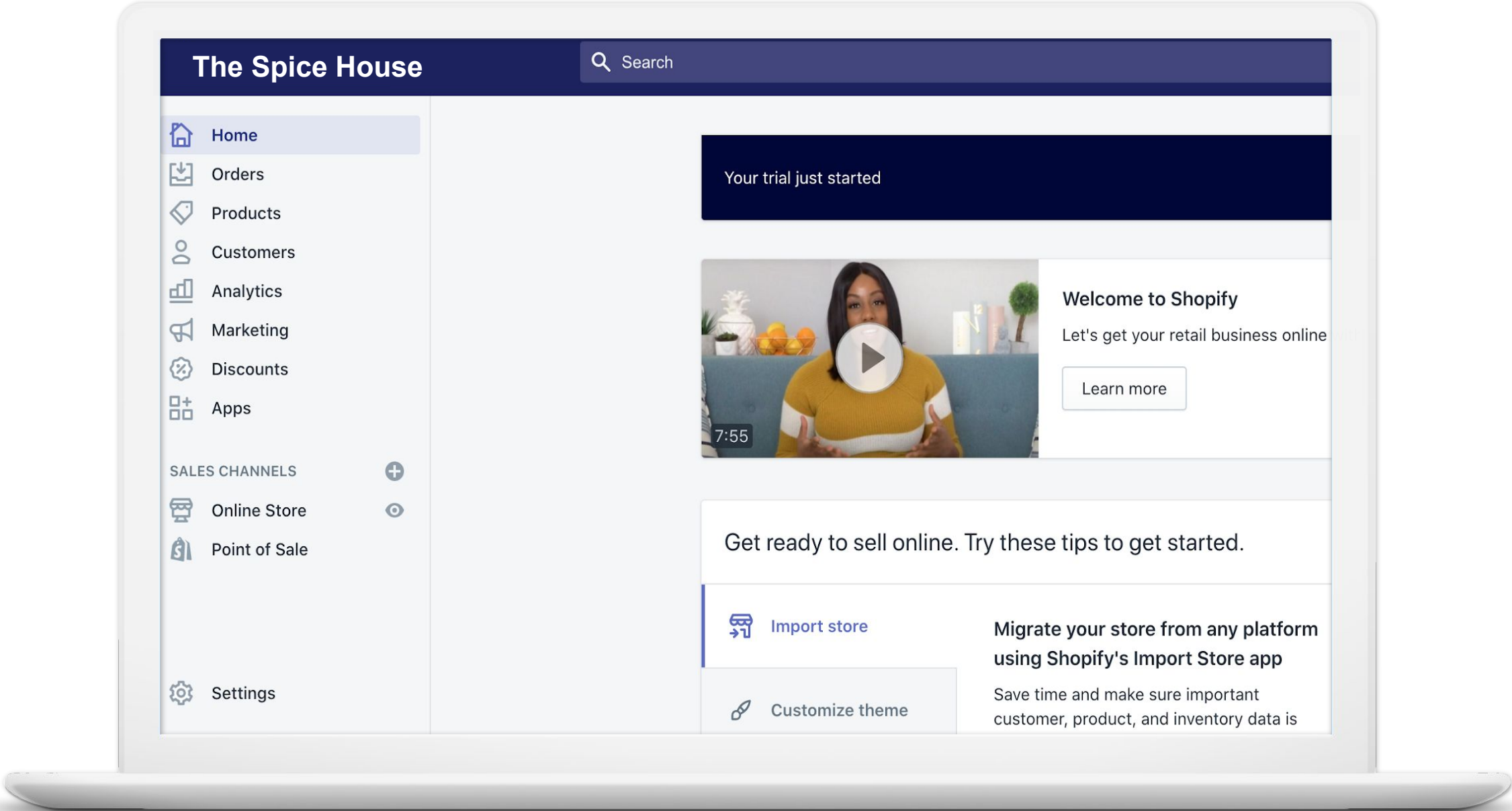
Enter email address



SHOPIFY: GETTING STARTED



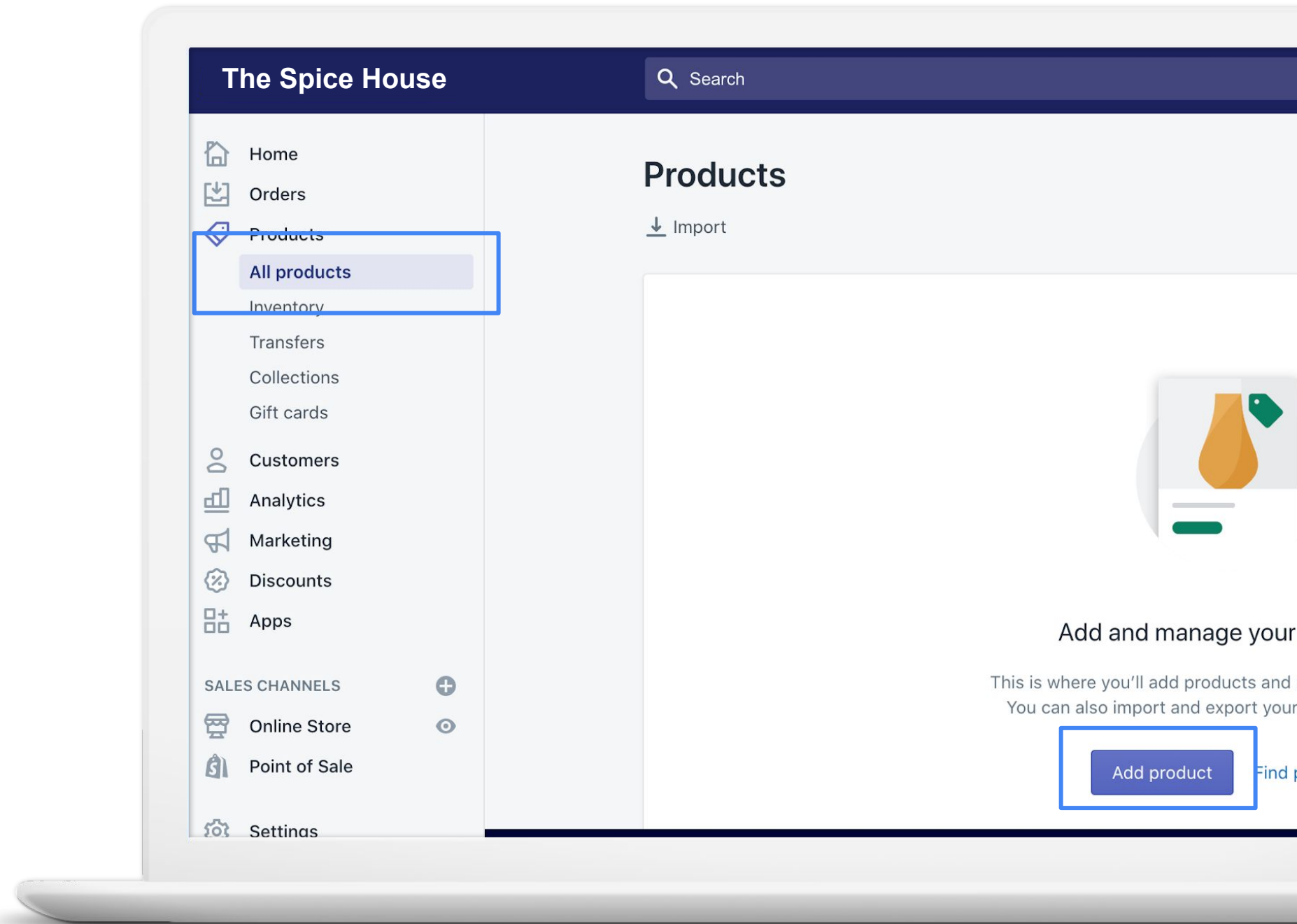
SHOPIFY: GETTING STARTED



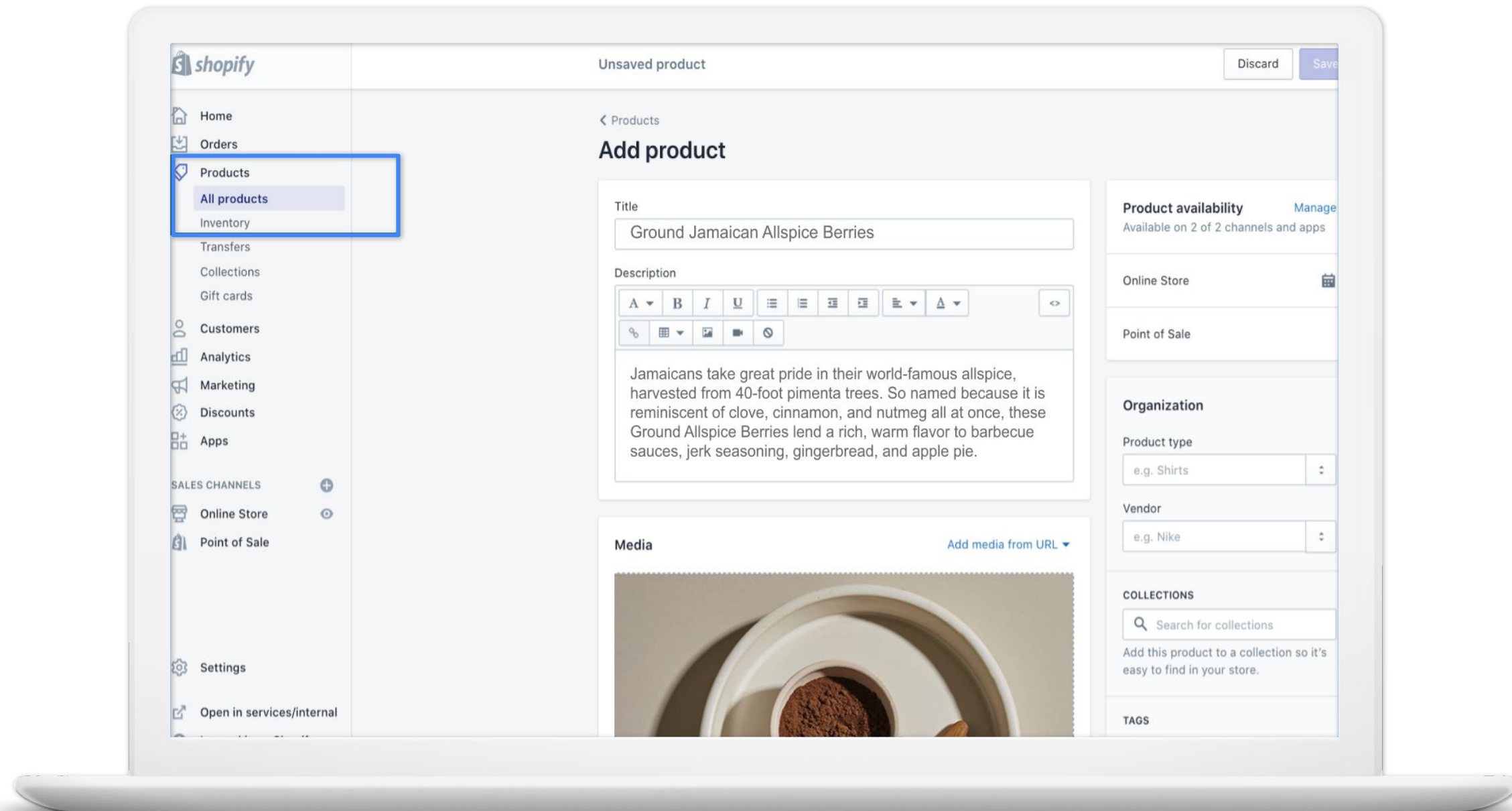
SHOPIFY: ADDING PRODUCTS

Products:

- Easy to add
- Can be physical or digital
- Can be set up with variants
- Built-in inventory tracking
- Grouped in collections
- Can be imported



SHOPIFY: ADDING PRODUCTS

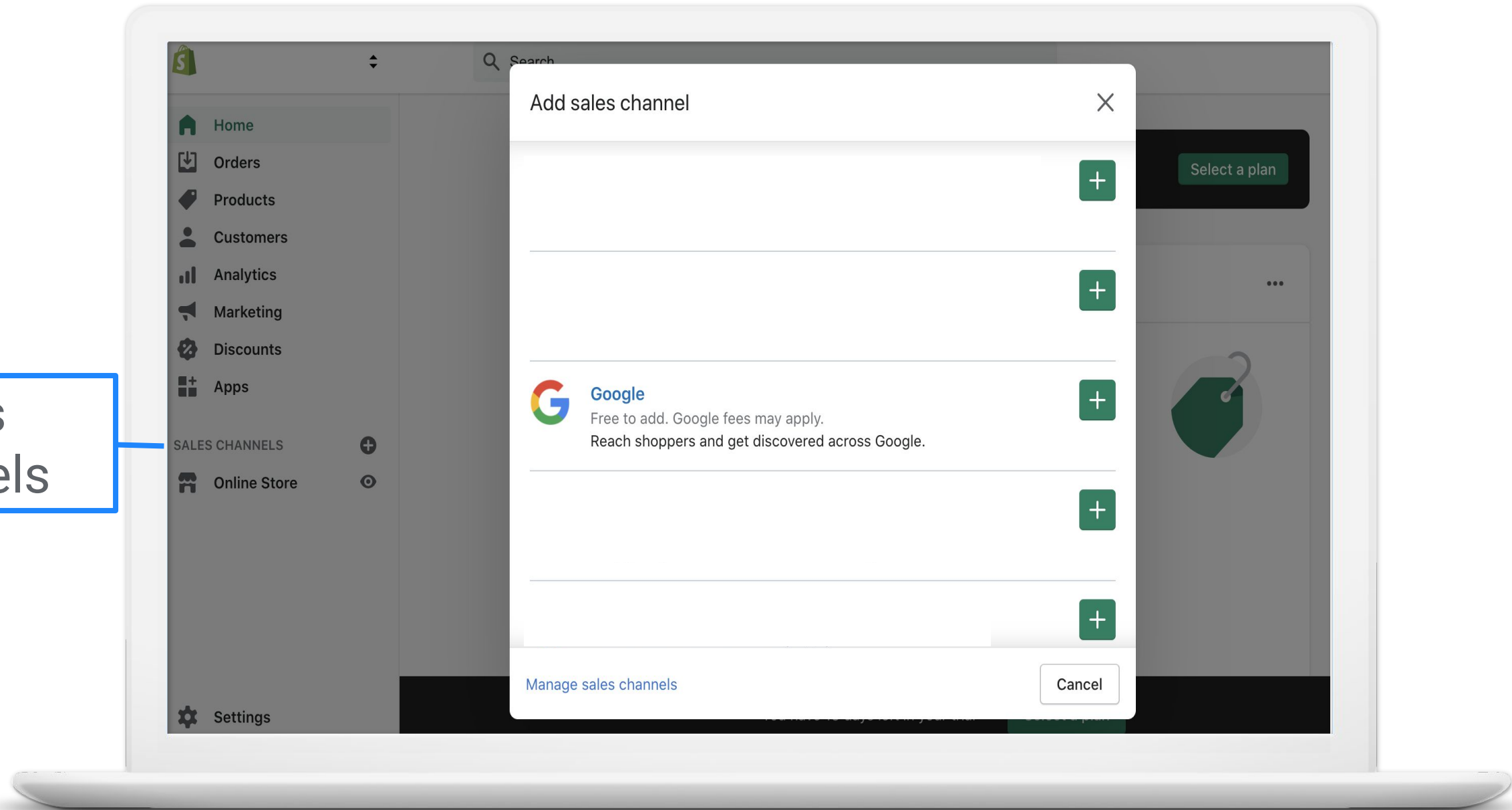


How to connect to Google



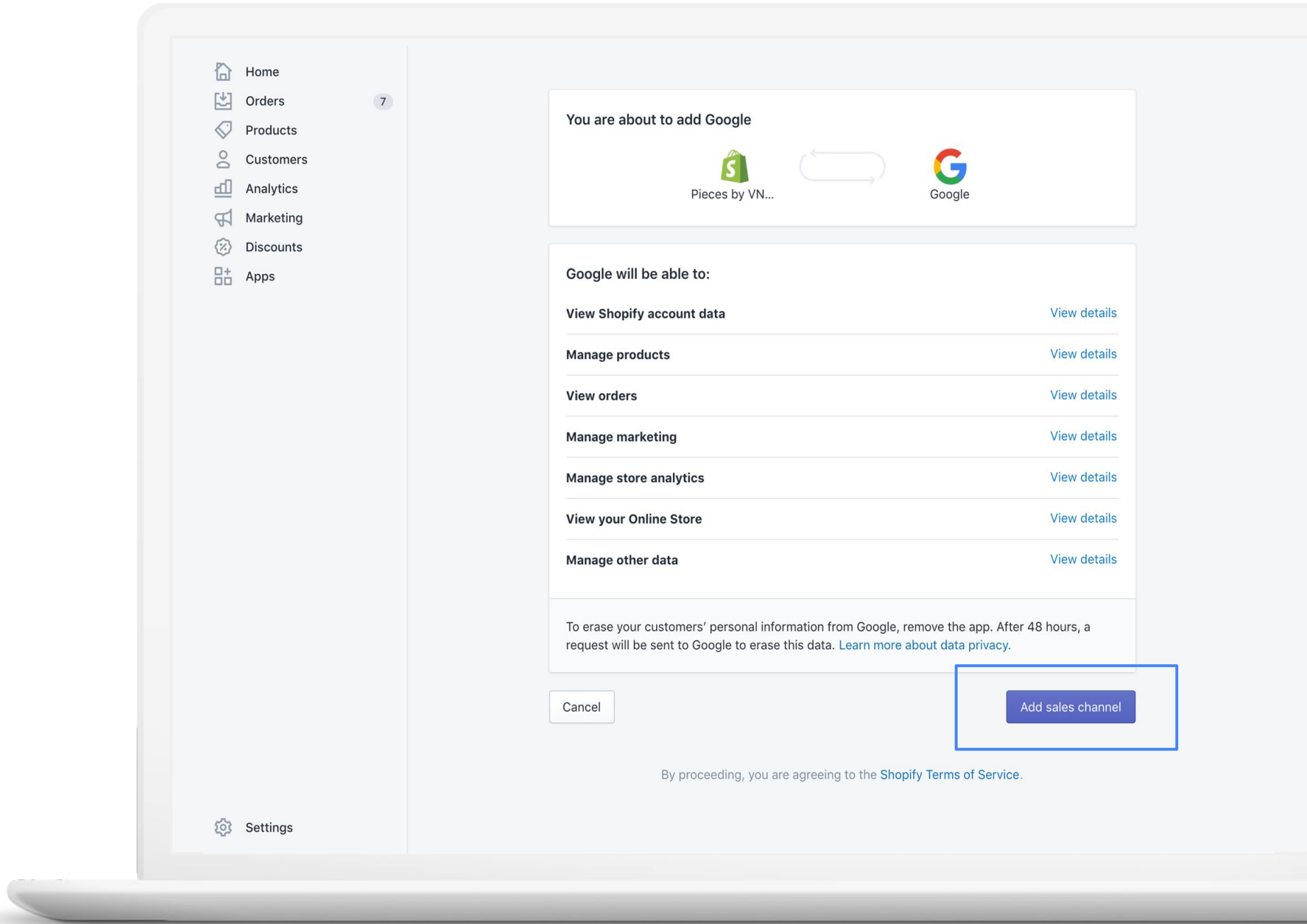
CONNECT TO GOOGLE

Sales Channels



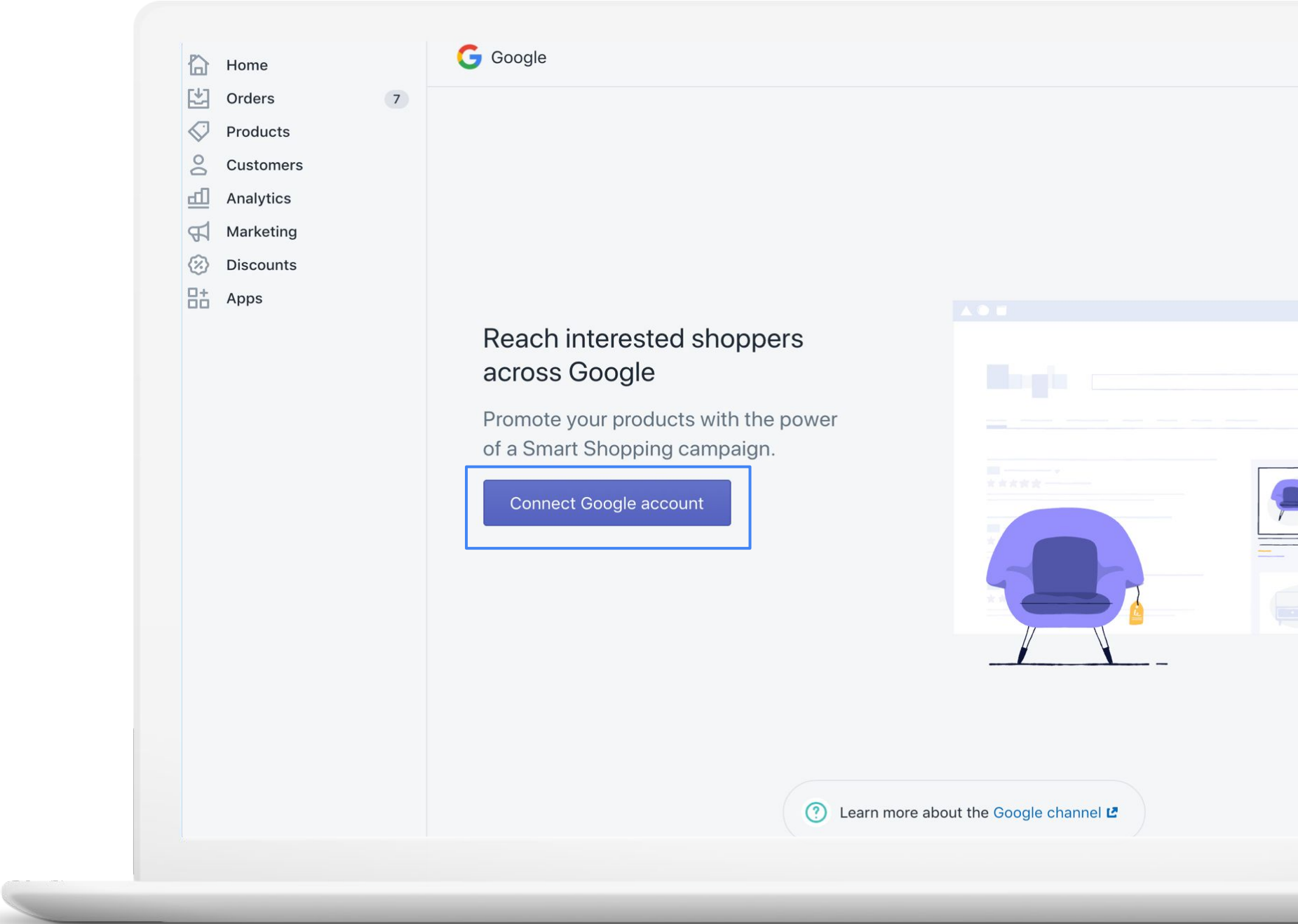
CONNECT TO GOOGLE

Set up the Google channel to sync your products.

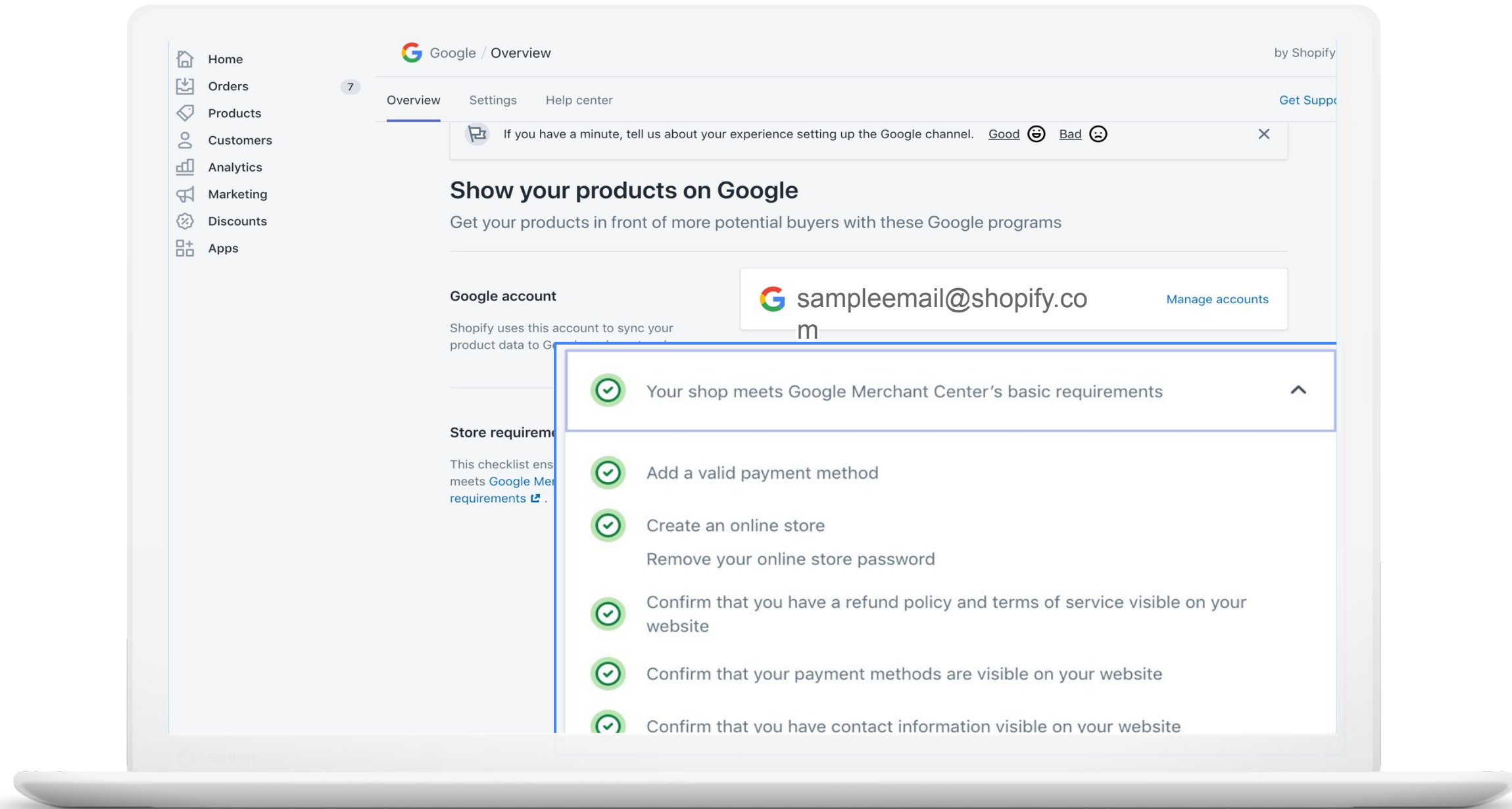


CONNECT YOUR GOOGLE ACCOUNT

Sign in with your Google Account information.

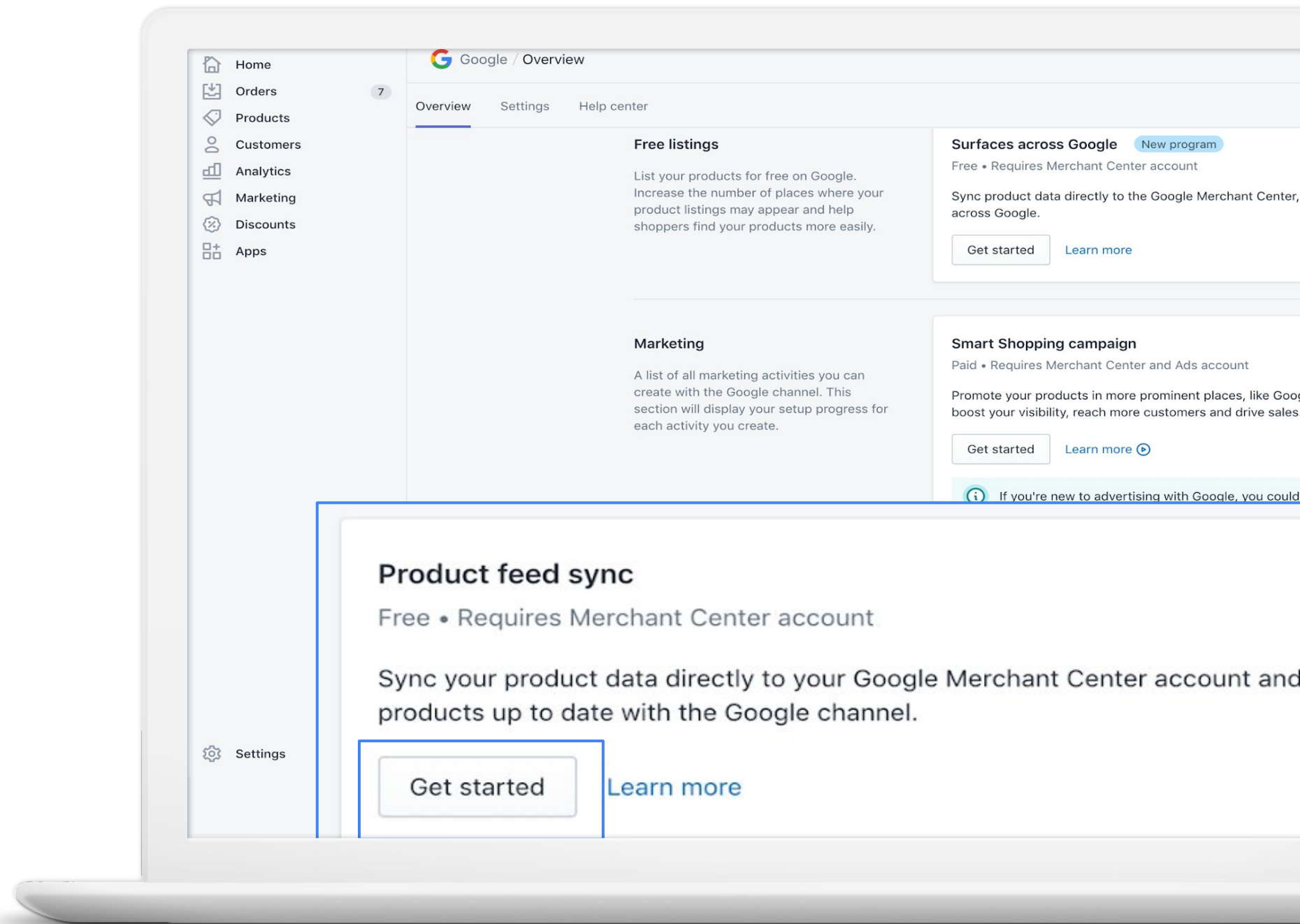


CONFIRM STORE REQUIREMENTS



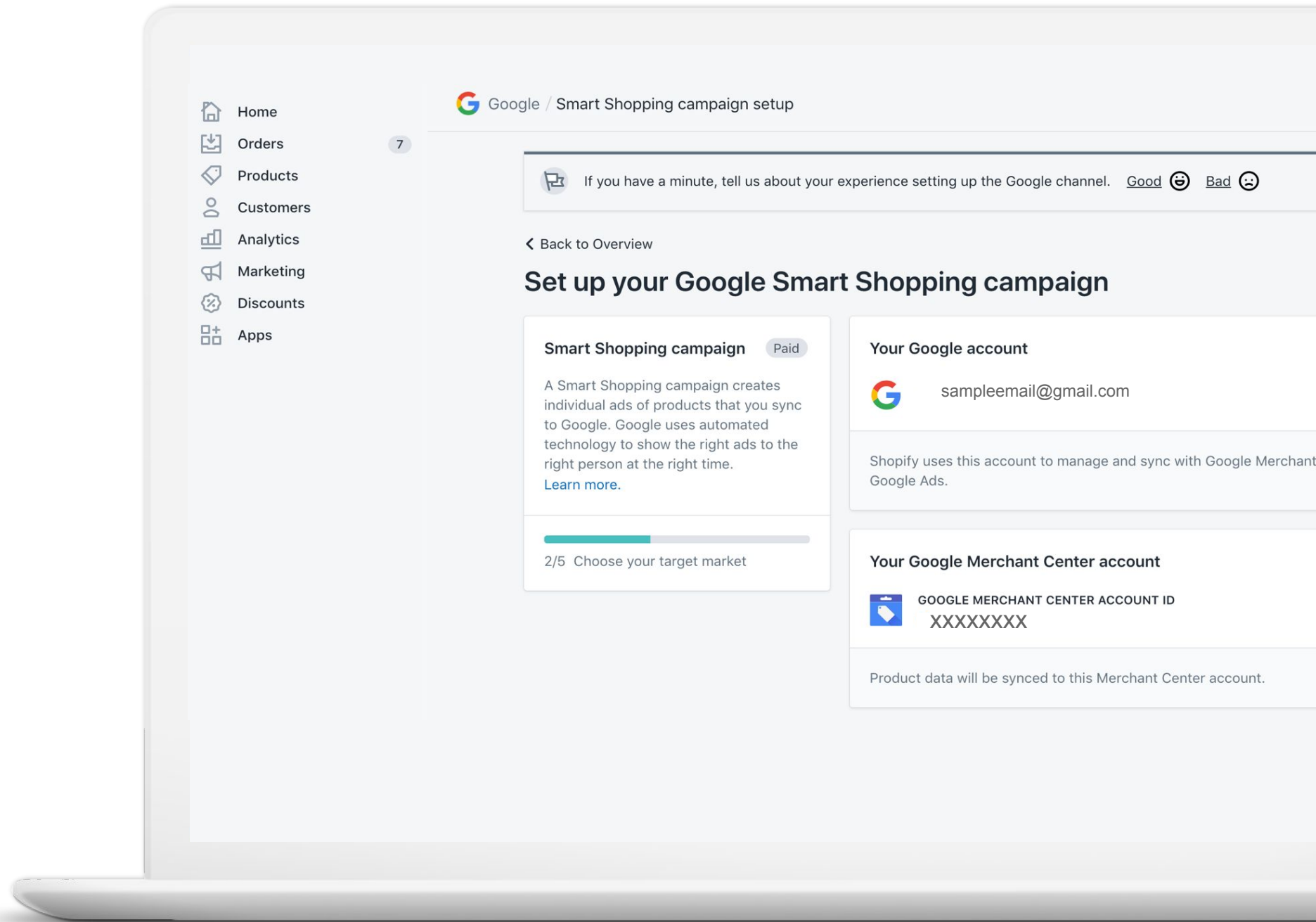
SYNC PRODUCT FEED

Once store requirements are met, sync your product feed.



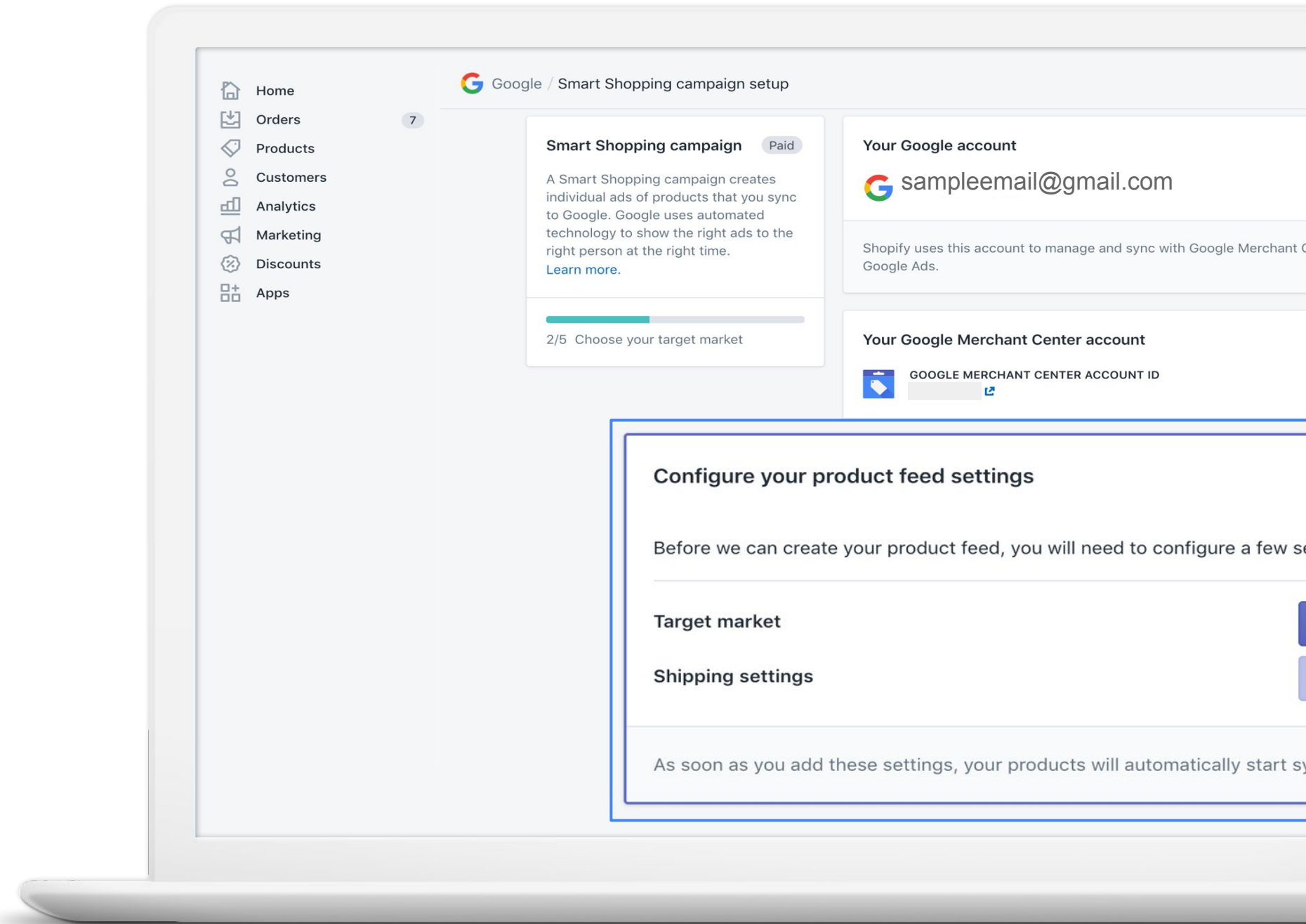
YOUR MERCHANT CENTER ACCOUNT

Select or create a Merchant Center account.



PRODUCT FEED SETTINGS

Set up your target market (country and language) for feed and shipping settings.



STEP 3: YOUR PRODUCTS ARE NOW ELIGIBLE TO APPEAR ON GOOGLE*

Finally:

1

Connect your Google Ads account to the Google channel to get started with Smart Shopping campaigns.

2

Set your budget and get started!

You don't have to be good
to start, **you just have to
start to be good.**

Grow with Google

Thank You

#GrowWithGoogle

