



# Adding checkout to your free listings on Google

Setup & customer experience recommendations

Google Shopping  
June 2023



# 01

Overview of checkout for  
free listings on Google

## Checkout

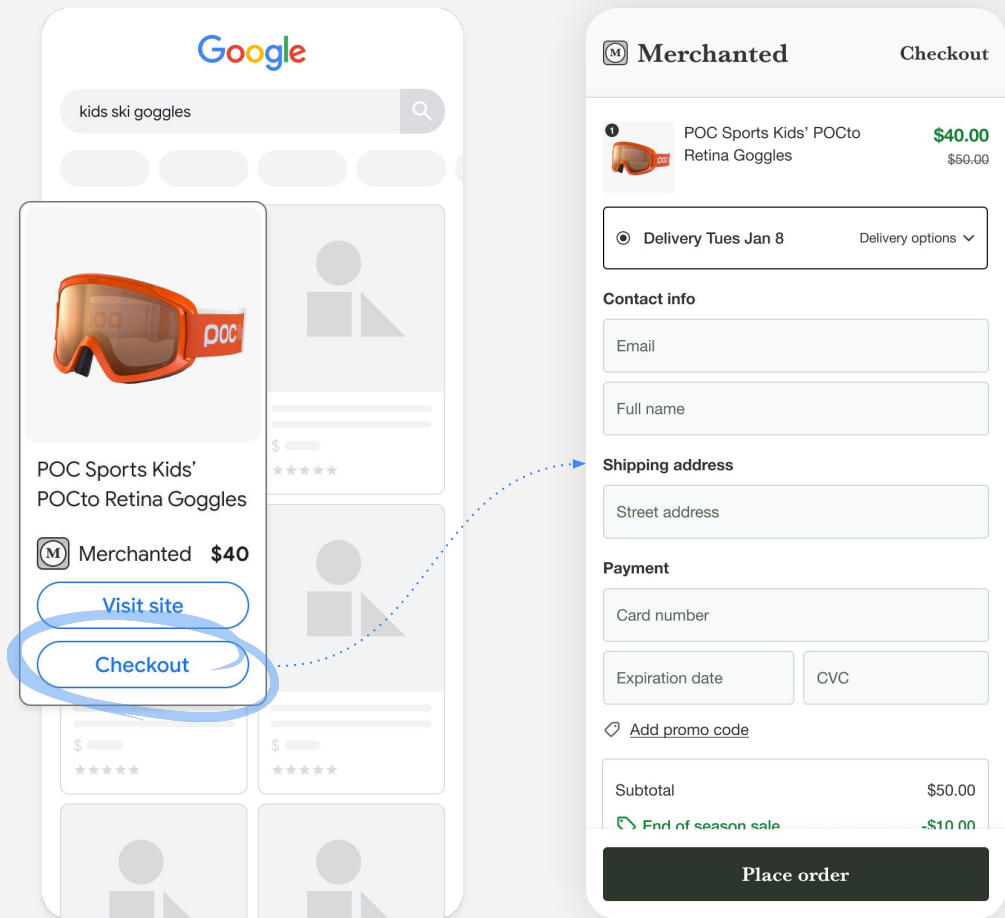
All qualifying free listings on Google can have a checkout link in addition to the existing visit site link that takes customers directly to your site's cart or checkout experience.

The checkout button typically appears on product focus states across Google.



### Free Listing Pro Tip

Make sure to provide high-quality product data information so that customers can click through to your site from Google with confidence and have a positive experience. [Learn more.](#)



Visit site goes to your Product Detail Page and is unchanged

# 02

How to enable checkout for  
free listings on Google

### Enablement Option 1

## Enable checkout for all your free listings

If your website supports a single dynamic checkout URL for all items, you can add one dynamic URL template for your entire store (*shown here*).

Log in to **Merchant Center**, go to **Settings > Checkout** and add your checkout landing page link where shoppers will land.

Settings

Google Merchant Center

About your business Website Checkout Branding

Enter your store's checkout URL structure to show a checkout link across all of your free listings. [Learn more about checkout](#)

Your store's checkout URL structure

TEST

Example: [https://mystore.com/checkout?item\\_id={id}](https://mystore.com/checkout?item_id={id})

✔ The checkout URL structure you entered is now live. You last submitted for review on September 19, 2022.

To customize or exclude products from having a checkout link, leave this field blank and enter a URL for each product in the checkout\_url\_template field.

*This URL should land customers in your cart or checkout with the item ready for purchase*

[Privacy Policy](#) · [Terms of Service](#) · [Program Policies](#)

## Enablement Option 1

## Account level checkout URL template formatting

The following placeholder parameter is required:

- **ID (required):** The ID attribute associated with the product. **Your checkout URL template must contain the {id} parameter.**

For example, if your feed has the following [attributes](#):

Title	ID	Size	Color
Blue Shirt	12345	M	Blue
Red Shirt	67890	S	Red

Your URL template may look like this:

`https://www.mystore.com/checkout?item_id={id}`

How to format your checkout URL template:

`https://www.mystore.com/`

*Your base domain*

`checkout?item_id=`

*GET URL path to checkout*

`{id}`

*Unique item identifier that will be added to the cart/checkout. Google will populate with your unique item IDs*

## Enablement Option 2

## Enable checkout for select free listings via Feeds


If you want to enable checkout for select items only or if you use a parameter other than ID as your unique product identifier, you can add a unique GET URL per product.

Log in to **Merchant Center**, go to **Products > Feeds** and upload or sync product data with a **unique checkout URL** in the **checkout\_url\_template** field.

If you are using Content API to upload your products you can [add a custom attribute](#) (example below):

```
"customAttributes": [  
  "name": "checkout_link_template",  
  "value": "https://www.mystore.com/checkout?item_id=12345"]
```

For example, your feed [attributes](#) can look like this per product:



Title	ID	Size	Color	checkout_URL_template
Blue Shirt	12345	M	Blue	https://www.mystore.com/checkout?item_id=12345
Red Shirt	67890	S	Red	https://www.mystore.com/checkout?item_id=67890
Puffer Coat	78907	L	White	

The Blue Shirt and the Red Shirt offers would receive a checkout URL while the Puffer Coat would not.

The URL should land customers in your cart or checkout with the item ready for purchase.

# 03

## Customer experience recommendations

Optimize the value of checkout traffic by ensuring that your purchase flow is tuned for customers coming directly from Google, in order to give them the best end-to-end experience.

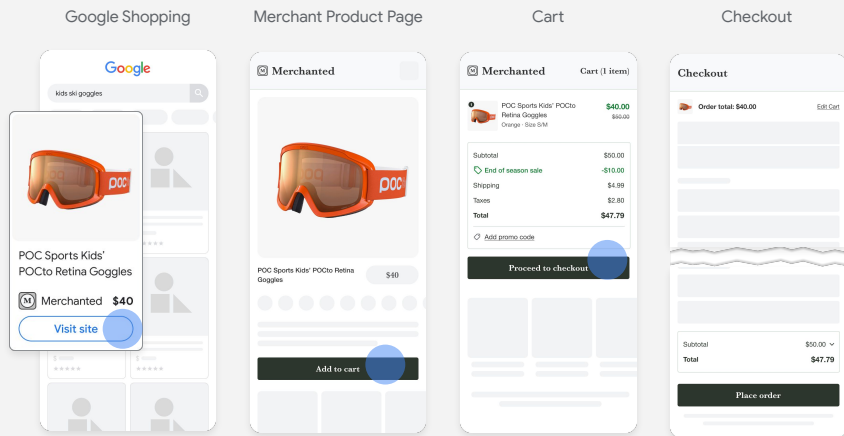
*\*The content in this section are suggestions, and are not required for your listings to show a checkout button on Google.*



# Support a smooth transition for checkout traffic

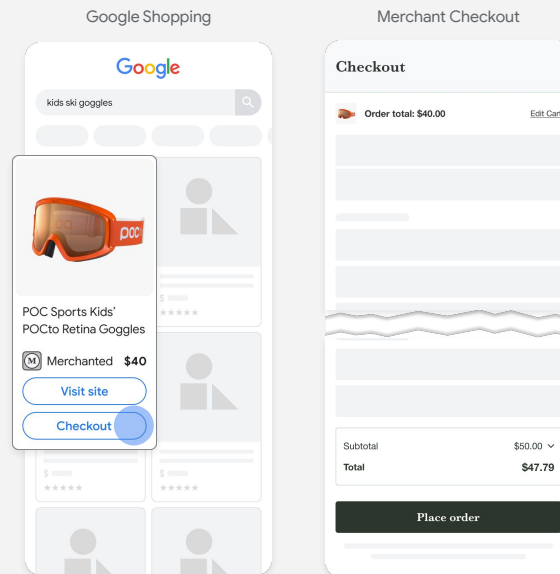
## Traditional free listings flow

Typically, customers visiting your site from Google experience the full shopping flow, and have multiple opportunities to validate your store's name, branding, product info, and price, before they reach checkout. Once in checkout, many merchants remove these elements to improve checkout conversion.



## Checkout traffic flow

Checkout traffic from Google gets an expedited experience. Customers can benefit from visibility to certain store & product information directly on the landing page.



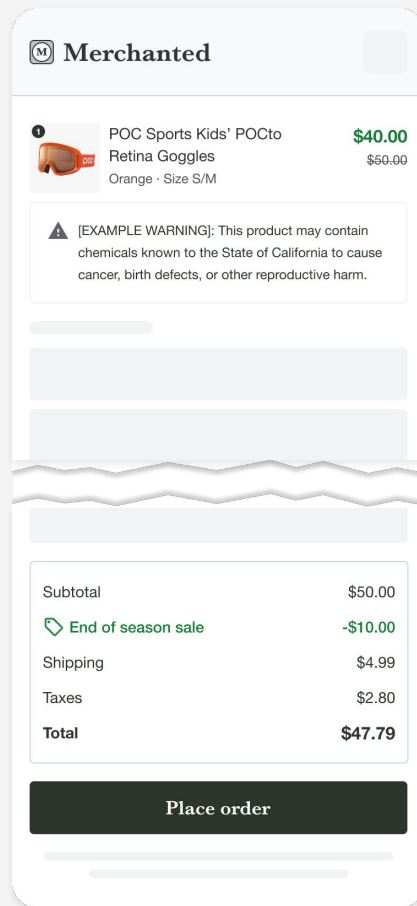
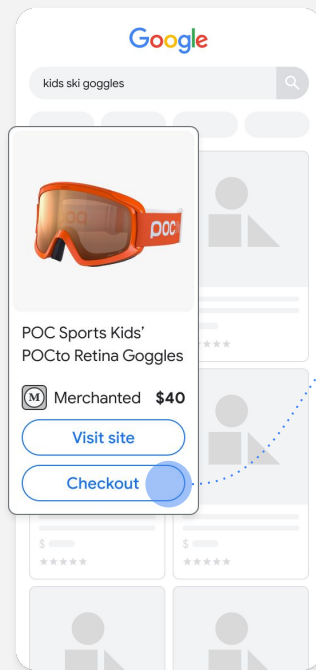
*Did I land on the right merchant?*

*Do I have the right product in my order?*

*Is it the right price?*

## Clearly communicate your brand & thorough order details

It's important that your customers can verify both who they're purchasing from, as well as what they're purchasing and how much they'll pay for it.



### Your brand

This helps your customers verify that they're in the right place.



### Product info

Include all relevant details such as image, quantity, price, and product variants like color & size.

Inform users of required product disclosures such as Prop 65 or of any purchase restrictions they should be aware of.



### Price

Cost breakdowns give users confidence that they're paying the right price.

The end

