



2022

# Google Ecommerce Quick-Start Guide

Tools, tips, and trends

In this guide, you'll learn how to get your products to appear in search results, so you can reach hundreds of millions of people looking for products like yours every day. You'll also discover powerful resources to help you tap into shopper trends and showcase your products to interested shoppers.



# Uncover new opportunities



## Grow My Store

Get a website evaluation with detailed insights and custom recommendations to help you improve your site's performance.

Grow My Store



## Google Trends

Review the popularity of different search terms and topics through real-time and historical Google Search data across regions and languages.

Google Trends



## Market Finder

Identify potential markets, discover operational information to help you adapt, and start selling to new customers locally and around the world.

Market Finder

# Get discovered

## Reach shoppers on Google

Install one of Google's ecommerce solutions ([Shopify](#), [Wix](#), or [One.com](#)) to connect with millions of shoppers who are searching for products like yours. List your products on Google directly from your ecommerce solution so people can easily find you when they search.

## Help shoppers find you with free of charge listings

Showcase your products at no charge to relevant shoppers across Google and drive traffic to your store.

## Build your feed

Make sure your product feed is in good health by setting up the [required feed attributes](#).



# Reach more shoppers with Performance Max



Performance Max campaigns feature paid ads that help you reach more shoppers across Google properties like YouTube, Gmail, Google Search, and the Google Display Network. Your ads are continually optimised as the algorithm tests different combinations of the assets you provide so the right shoppers are seeing your ads at the right time.



## +12%

Average increase of conversion value at the same or better return on ad spend for advertisers who upgrade to Performance Max.<sup>1</sup>

## Spend €400. Get €400.

Get €400 in ad credits when you spend your first €400 on Google Ads within 60 days.\*

[See offer terms and conditions](#)



### Want to learn more?

Check out the new online training programme for Irish SMEs at [g.co/yourethebusiness](https://g.co/yourethebusiness).

<sup>1</sup> Google Data, Global Ads, September–October 2021.

## Terms and conditions for promotional offer

1. Offer available only while supplies last.
2. Offer available only to advertisers which are new to Google Ads, with a billing address in the Republic of Ireland only. One promotional code per advertiser.
3. To activate this offer: Click on the button or link associated with this offer for the promotional code to be automatically applied to your first Google Ads account. The promotional code must be applied to your first Google Ads account within 14 days of your first ad impression being served from such account.
4. To earn the credit: After the promotional code is applied to your Google Ads account, your advertising campaigns must accrue costs of at least €400, (excluding any taxes or applicable fees), within 60 days. Making a payment of €400 is not sufficient. The tracking of advertising costs towards €400 begins after the promotional code is applied.
5. Once 3 and 4 are completed, the credit will approximately be applied within 5 days to the Billing Summary of your Google Ads account.
6. The credit expires 60 days after it is applied to your account.
7. Credit applies to future advertising costs only. Credit cannot be applied to costs accrued before the promotional code was entered in your Google Ads account.
8. You won't receive a notification once credit in your Google Ads account is used up and any additional advertising costs will be charged to your form of payment. If you don't want to continue advertising, you can pause or delete your campaigns at any time.
9. Your account must be successfully billed by Google Ads and remain in good standing in order to remain eligible to use the credit.
10. Full [terms and conditions](#).

