



Google Merchant Center Google's solution for online merchants

Provide High-Quality Data

High-quality product data attracts more users who are more likely to convert to a sale. Be sure to update your data frequently with specific and correct details that will make it easy for shoppers to find your products during their search.

Google Merchant Center is a tool that lets you manage your product inventory with Google so your items can appear on Google properties. Linking your Google AdWords and Merchant Center accounts allows your products to appear as product ads on Google search (www.google.com) and Google Shopping (www.google.com/shopping). Product ads feature detailed information about your inventory, like prices, images, and item descriptions.

Learn how to get started with Merchant Center so you can bring your sales catalogue to life.

Create your account

You'll need to sign up for an account to begin using Google Merchant Center. Visit www.google.com/merchants to get started. When you sign in to Google Merchant Center with your Google account for the first time, you'll see prompts to complete the following:

1. Select a location
2. Agree to the Terms of Service
3. Set up your account

Once you create your account, you'll need to provide a little more information about your business on the **General > Settings** page:

- **Website Information (Website URL)** Your URL must begin with <http://> (or <https://>) and include your full domain name. You'll also be need to verify that you're the owner of the website before you can show product information on Google Shopping. Visit www.google.com/webmasters/tools to verify your website.
- **Business Information** Provide a store name that follows the Google Merchant Center guidelines at support.google.com/merchants.
- **Customer Service Information** Please provide the contact information for customer service inquiries for your store.
- **Private Contact Information** Your private contact information will not be displayed publicly, but Google will use this information to contact you if necessary.

Provide your product data

You can share your product information with Google Merchant Center with a data feed. A data feed is a file that contains all the information about the products you sell. The different pieces of information about your products (price, condition, name) are described in attributes, which allow customers to search for and find your items. Your items will need to comply with

Need more help?

Visit the Merchant Center Help Center at support.google.com/merchants. You can also give us a call at 1-866-2-Google (1-866-246-6453) from 6:00am – 5:00pm PST, Monday through Friday.

Google Shopping policies, and your data feed content must follow Google Shopping feed specification guidelines.

You'll be able to submit your feeds using automatic upload, a Google spreadsheet, FTP transfers, or Google Cloud Storage. Be sure to create your feed in the file format that is easier for you to create and maintain. We support two main data feed formats: Text (.txt) and XML (.xml). For most small merchants, we recommend using .txt format since these files require the least amount of technical knowledge to create. You can easily create a .txt data feed using a spreadsheet editor like Microsoft Excel or Google Spreadsheets.

Advanced feed support

The Google Content API for Shopping lets developers integrate their applications with Google Shopping. Due to the nature of the Google Content API for Shopping, developers should have some technical skill and experience in programming applications.

Use the API to programmatically manage the structured data items you upload to Google for use in Google properties, such as Google Shopping and Web Search. The API allows you to query for items and insert, update, and delete items in your Google Merchant Center account.

Best Practices

- Update your feed as soon as your inventory changes, and no less than once a month. This will keep your inventory fresh and relevant.
- Submit high-quality images that accurately showcase your products.
- Follow our editorial guidelines to get the best results from your listings.
- Correct any data feed issues that appear in your account's Data Quality tab.

Advertise your inventory

You can use both Merchant Center and AdWords to run Product Listing Ads (PLAs). PLAs use the same product data you upload to your Merchant Center account. You can customize your promotional messages, set a budget and pricing that's comfortable for you, and easily measure the impact of your ads with advanced reporting and performance tools. You can easily create PLAs directly from Merchant Center:

1. Set up an AdWords account and create a basic Product Listing Ads campaign.
2. Customize your campaign and promotion details.
3. Provide your billing information.

To get started, select "Set up Product Ads Campaign" in the alert box on your Dashboard tab or click on the AdWords tab under "Settings."

