



# CREATING A STOREFRONT ON GOOGLE MERCHANT CENTER

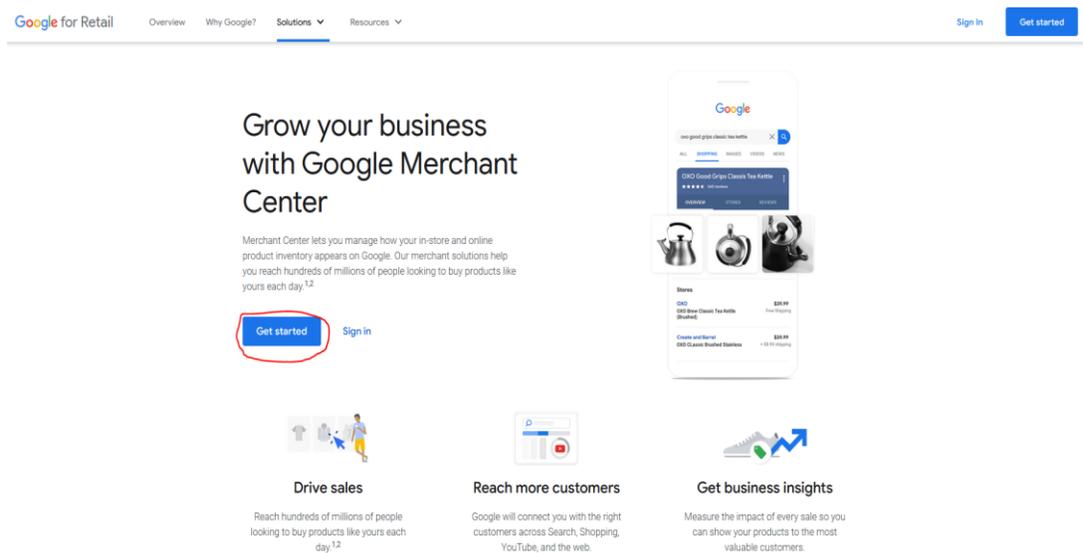
## Contents

Instructions for creating a Creating a storefront on Google Merchant Center .....	2
Instructions .....	2
Review the Google store .....	12
Setup the API .....	14

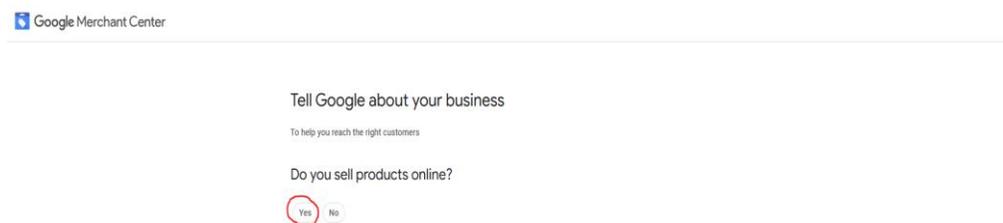
# Instructions for creating a Creating a storefront on Google Merchant Center

## Instructions

1. Create a google email account that will be used to access/manage the google storefront. (Personal)
2. Using the chrome browser login to your google email account defining.
3. Click <https://merchants.google.com/signup/>
4. Click on **Get Started**.



5. Click **Yes** to the Question: Do you sell products Online?



- A screen change will ask for a store's website. Enter <https://www.hcltechsw.com/> or your storefront URL.

 Google Merchant Center

### Tell Google about your business

To help you reach the right customers

Do you sell products online?

Yes  No

Your store's website

[What's a store's website?](#)

- Click continue
- You'll see the top of this page. Scroll down until you can click **Create a Google Merchant Center Account**.

 Google Merchant Center

### Show your products on Google for free

Reach the hundreds of millions of people looking to buy products like yours by adding your products to Google.  
Just as Google doesn't charge sites to show in Google Search, your products can appear in product results across Google, for free.



### Where your products will show

Google will connect you with the right customers, across Search, YouTube, Images, and Assistant. Customers will see your product listing on Google and go to your website to buy.



### What you need

- Your own online store**  
You need to have an online store that accepts payments, has clearly priced products, offers returns, and includes your contact information.
- Products, not services**  
You need to sell physical products. Services such as consulting, massages, and repairs can't show in free listings.
  - I don't have a store or I sell services

[Back](#)

- On the next page Scroll down to the next section.
  - Enter your business information.

## Enter your business information

Business name	<input type="text" value="HCL Store Front"/>	People will see your business name in your product listing on Google.
Business country	<input type="text" value="United States"/>	Google will use your business name to create your Google Merchant Center account name. <a href="#">Our best practices for creating business names</a>
Time zone	<input type="text" value="(GMT-05:00) Eastern Standard T..."/>	Select the country where your headquarters is located or where your business is registered. <a href="#">Learn more</a>
		Select the time zone for your Merchant Center account. We'll use this time zone to calculate and report your performance. <a href="#">Learn more</a>

You can edit your business information later

10. Scroll down to the next section.

11. What other tools do you use?

a. Select any tools that you may use.

b. Would you like to sign up for emails about Google Merchant Center?

*Note: For the purpose of this demo – No selection is required.*

 Google Merchant Center

### What other tools do you use?

Select all that apply. [Learn more](#)

<input type="checkbox"/>  Shopify	<input type="checkbox"/>  PayPal	<input type="checkbox"/>  WooCommerce
<input type="checkbox"/>  GoDaddy	<input type="checkbox"/>  PrestaShop	<input type="checkbox"/>  BigCommerce

More tools to come. You can check them out later.

### Would you like to sign up for emails about Google Merchant Center?

You can stop receiving emails at any time

<input type="checkbox"/> Get tips and best practices about improving your performance on Google	<small>Recommendations in the emails may be based on your account's historical data, performance, and settings, and may include trending categories from the Shopping tab on Google. Google will send you only a few emails a year.</small>
<input type="checkbox"/> Invitations to test new features	

## Google Merchant Center Terms of Service

I've read and agree to [Google Merchant Center Terms of Service](#)

## 12. Scroll down. Click Create Account.

### About Comparison Shopping Services

The following applies only if you intend to show your products in Europe:

In countries of the European Economic Area as well as the United Kingdom and Switzerland, you promote your products with Shopping ads through one or several CSSs of your choice. Some CSSs manage your product data and your campaigns on your behalf, while others provide tools allowing you to manage your setup yourself.

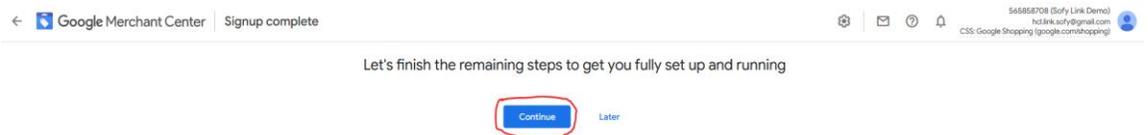
All Google Merchant Center accounts can also list their products through free product listings and sell their products through Buy on Google independent of the CSS they are associated with for ads.\*

If you create an account here, it will be associated with Google Shopping, Google's own CSS. If you'd like to create an account with a different CSS, reach out to them. [Find certified CSSs](#) or [learn more about advertising with CSSs](#).

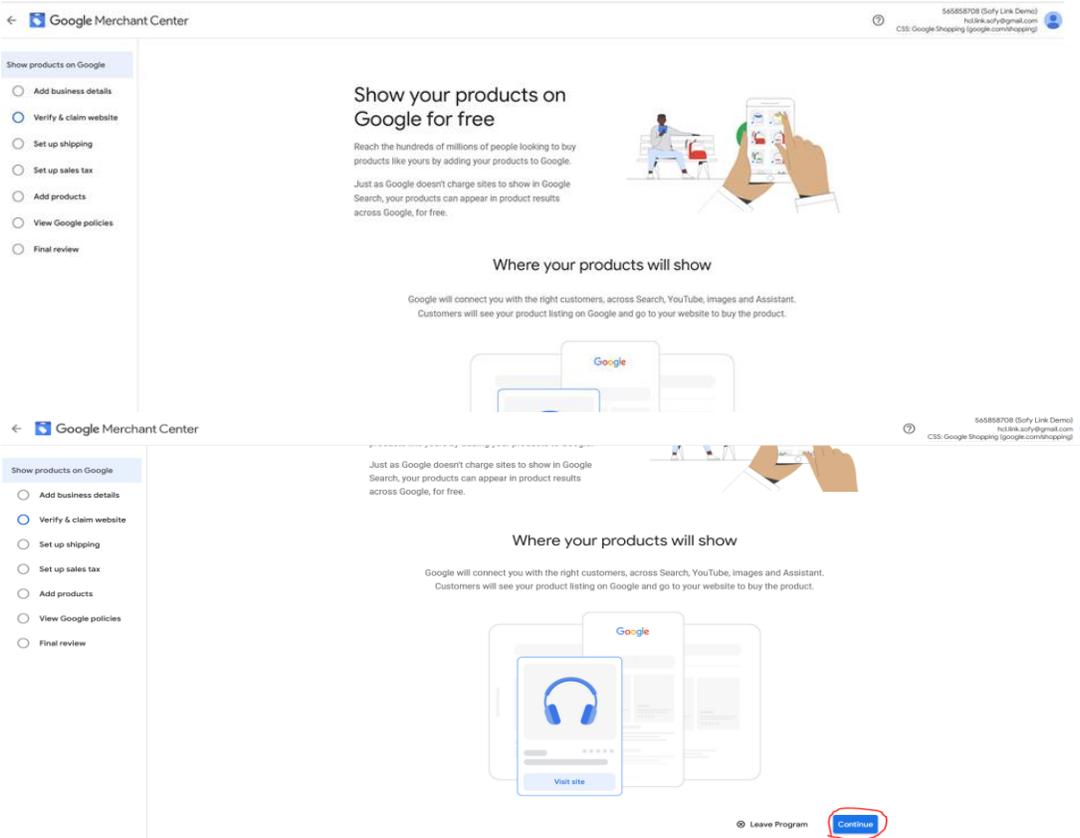
\* Buy on Google is only available in selected countries. No more than one account of a given merchant domain can be used.

Create Account

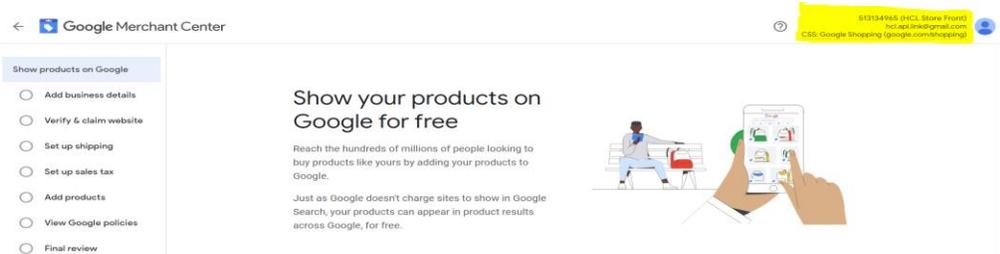
## 13. You'll get a pop up on the bottom of the page that states your Merchant Center Account has been created. Click Continue.



## 14. You'll get a page that may look like this at the top. Scroll to the bottom.



15. In the upper right-hand corner is the newly created store information.
  - a. Copy the information shaded in yellow down for future use.
  - b. **Click Continue.**



16. Enter your business information
  - a. Enter business address and **Click Save.**
  - b. Enter phone number. Save number and verify number.

Note: You'll be ask how to verify your number either via text message or another method.

**Business address**

Address line 1  
123 Main St

Address line 2

City  
Greenville

State/Province  
NC

Postal/ZIP code  
27834

Country   
United States

[Cancel](#) [Save](#)

---

Phone number for verification purposes

United States  Phone number  
+1919 949 1111

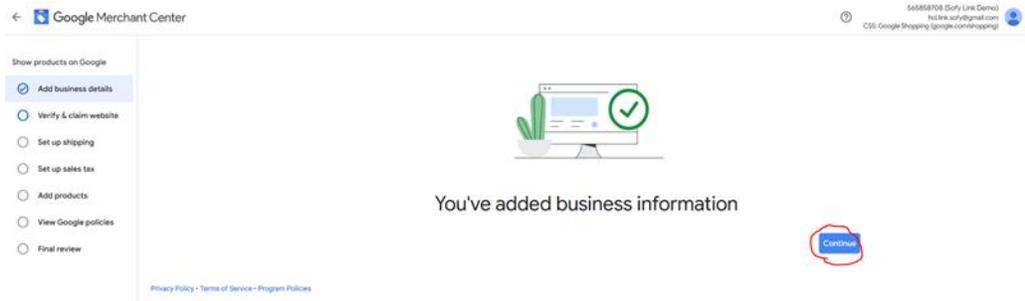
Google will use this number to verify you're the owner of the business. It will not be displayed to customers. [Learn more](#)

 Unverified

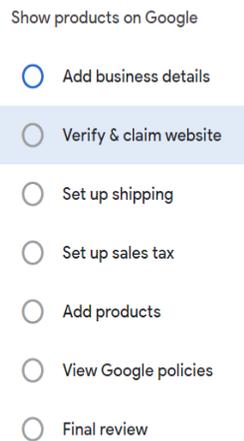
[Save number](#) [Verify number](#)

[Continue](#)

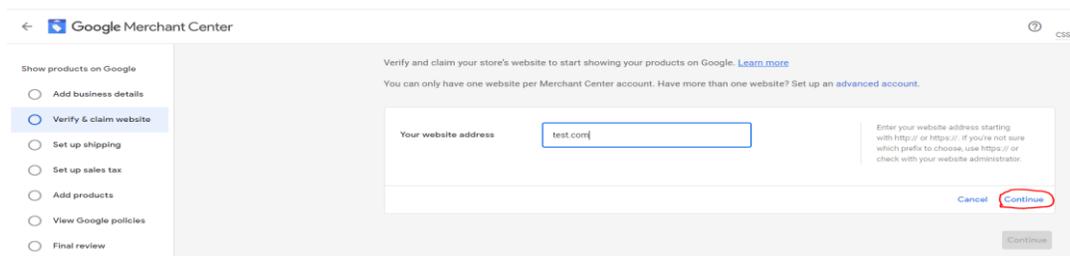
17. Once you saved and entered and saved your Business information and Save and verified your phone the Continue button will become active and you can **Click** to continue. You should see the following screen below. **Click** to continue.



18. To get into any of the next sections click on the section name on the left-hand panel.



19. Click Verify & claim website on left side panel (optional).  
a. Enter your Commerce Store Front URL. Click Continue.  
*Note: Only do this if your site is up and active.*



## 20. Click panel to Set up shipping (optional)

Show products on Google

- Add business details
- Verify & claim website
- Set up shipping
- Set up sales tax
- Add products
- View Google policies
- Final review

1 Service coverage 2 Delivery times 3 Shipping cost

Shipping service name  24 / 100

Which countries can you deliver to with this service?

Countries  [Add country](#)

Currency

Delivery location  At the customer's address

[Next](#)

## 21. Click panel to Set up sales tax (optional)

Show products on Google

- Add business details
- Verify & claim website
- Set up shipping
- Set up sales tax
- Add products
- View Google policies
- Final review

Sales tax setup

Based on your business address in North Carolina, we're proposing this tax setup for you. You can add additional states in the advanced settings.

Set up the sales tax for Shopping ads in all states and for Buy on Google in Missouri where you, as a merchant, are responsible for collecting and remitting the sales tax. [Learn more](#)

Location where sales tax needs to be charged <a href="#">Select all / Select none</a>	Sales tax setup	Is shipping and handling taxable?
<input checked="" type="checkbox"/> North Carolina	<input checked="" type="radio"/> Google-determined sales tax (Automatic setup) <input type="radio"/> Custom sales tax (Manual setup)	<input type="checkbox"/> Taxable

Need more tax options? [Switch to advanced settings](#)

Check with your tax advisor before you make settings here

[Save](#) [Cancel](#) [Continue](#)

## 22. Click panel to Add products

- Select Add multiple products at once.
- Select Language.
- Click Continue

Google Merchant Center

54585708 (Sury Link Demo)  
hclink.sury@gmail.com  
CSI: Google Shopping (google.com/shopping)

Show products on Google

- Add business details
- Verify & claim website
- Set up shipping
- Set up sales tax
- Add products**
- View Google policies
- Final review

Basic information

Country of sale  
United States

The prices in your feed may be converted to a supported currency so they can be shown in the selected country. [Learn more](#)

Language  
English

Add more countries (Optional)  
Add

Select destinations  
 Free listings

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

[Continue](#) [Cancel](#)

Privacy Policy • Terms of Service • Program Policies

Google Merchant Center

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Show products on Google

- Add business details
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- Set up sales tax
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Select how you want to add products

Add products from your website  
Before you can add your products to Google, you need to first claim your website.

Add 1 product at a time  
If you want to add only a few products.

**Add multiple products at once**  
If you have a lot of products and want to create a feed or add products with a file or the Content API.

Privacy Policy • Terms of Service • Program Policies

## 23. Create a feed name, select Content API. Click Create Feed

Google Merchant Center

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hclink.sury@gmail.com  
CSI: Google Shopping (google.com/shopping)

Show products on Google

- Add business details
- Verify & claim website
- Set up shipping
- Set up sales tax
- Add products**
- View Google policies
- Final review

Name and input method

Name your feed and choose an input method

Primary feed name  
HCL\_Google\_API

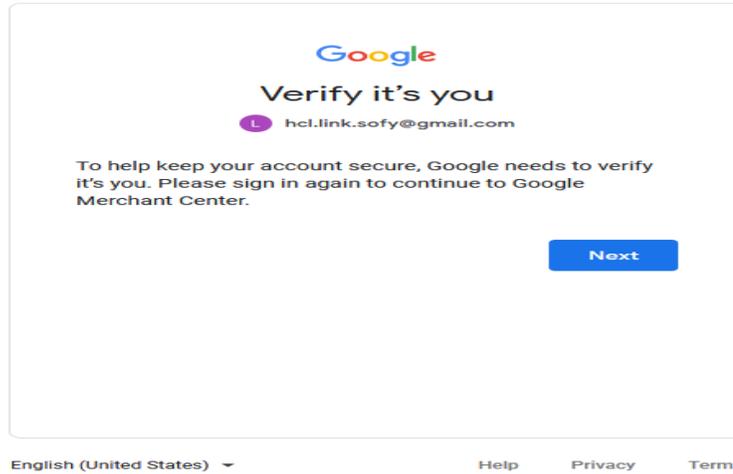
Choose a descriptive name that helps you understand the content of the feed. The feed name does not need to match the name of the actual file you're submitting.

Choose how to set up your feed and connect your data to Merchant Center

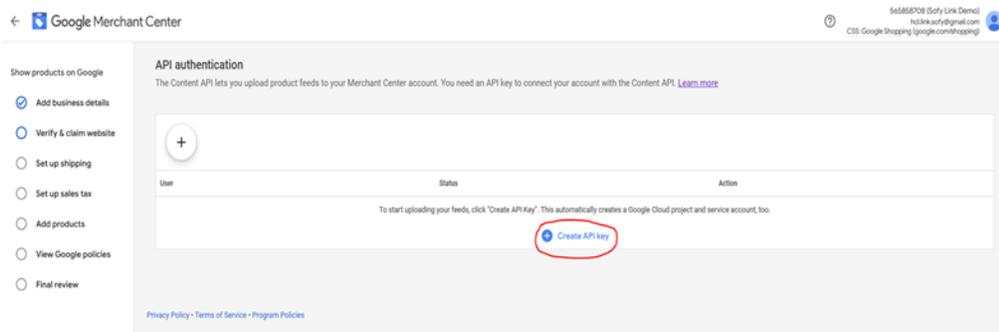
- Google Sheets  
You'll make updates to your product data in a Google Sheet, and they'll automatically be applied to your account. [Learn more](#)
- Scheduled fetch  
You'll host a file on your website that contains data and schedule a regular time for Google to fetch updates. Updates are only applied to your account when the fetch occurs. [Learn more](#)
- Upload  
You'll keep a file on your computer that contains data and regularly upload it to your account through SFTP, FTP, Google Cloud Storage, or a manual upload. [Learn more](#)
- Content API**  
The Content API for Shopping enables you to automatically upload product listings and so make your products easily discoverable through Shopping ads. [Learn more](#)

[Create feed](#) [Back](#)

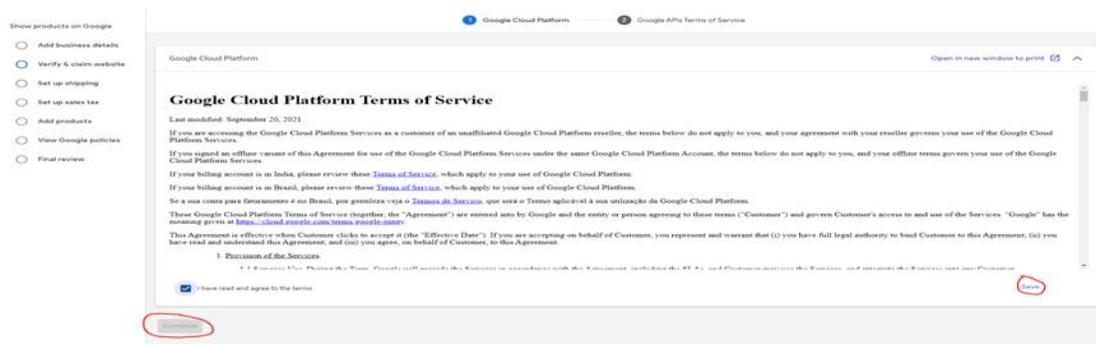
- 24. Google may verify it's you are creating the account.
  - a. Enter your Gmail account and password



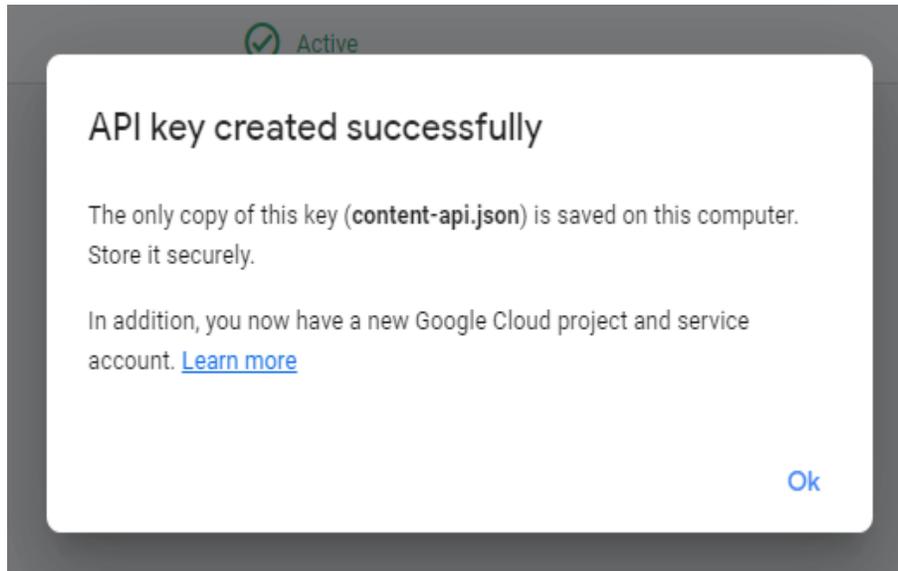
- 25. Click - Create API key



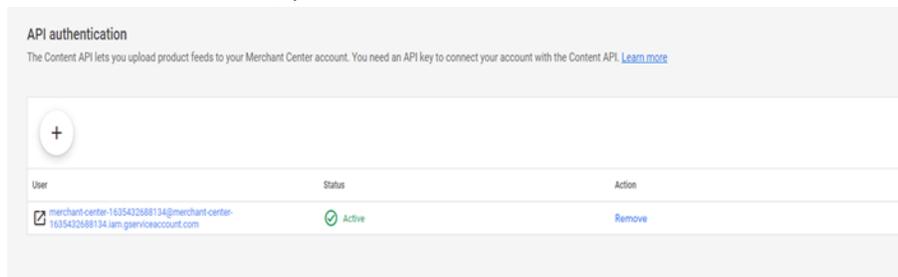
- 26. Click – I have read and agreed to the terms, Save and Continue. You may have to do the follow screen twice.



27. Click OK.



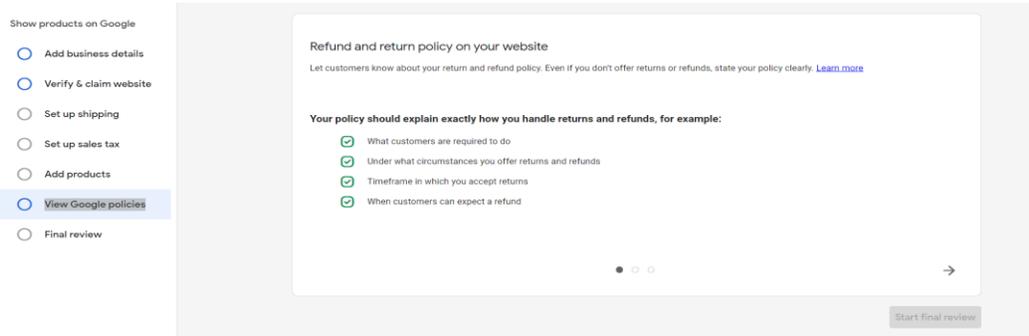
28. After API is created, you'll see the follow screen



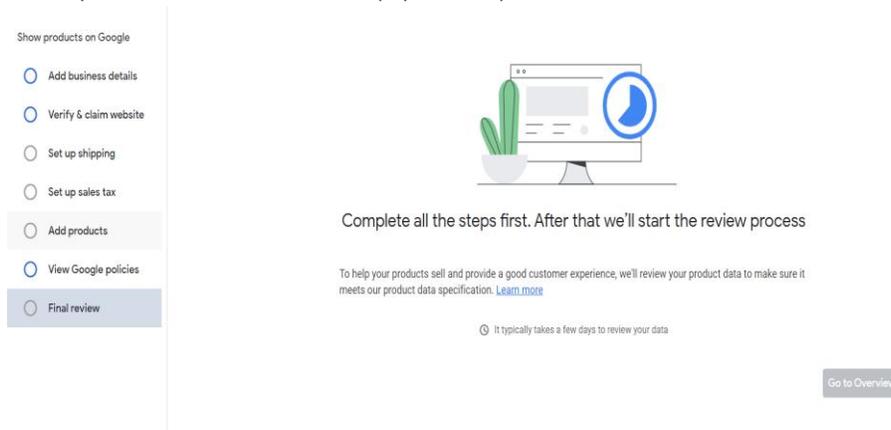
29. The Content-api-key will be download to your browser and Open this file up in a text editor.



### 30. Click panel to View Google policies(optional)



### 31. Click panel to Final review (optional)



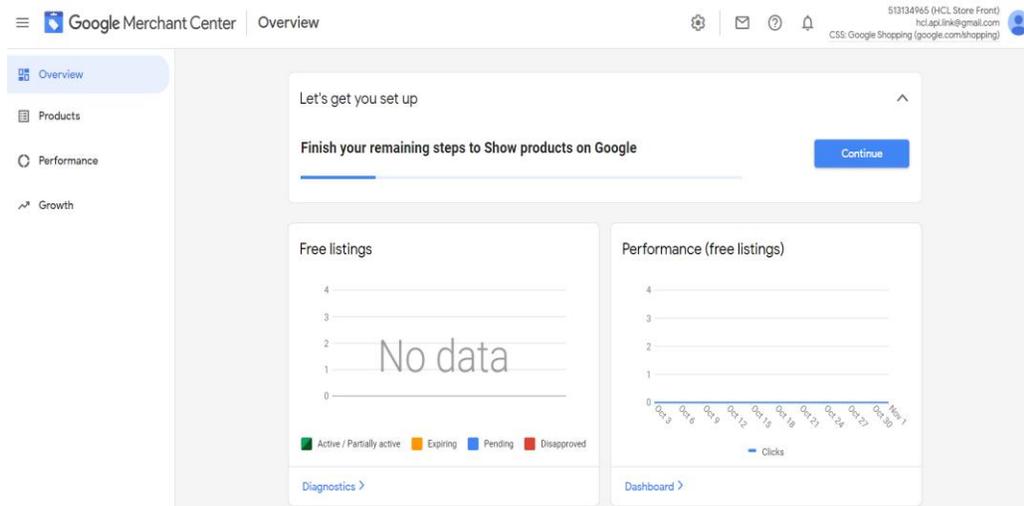
32. At this point your store is functional. To make it fully functional go back and finish all the steps except for the Add products section.

## Review the Google store

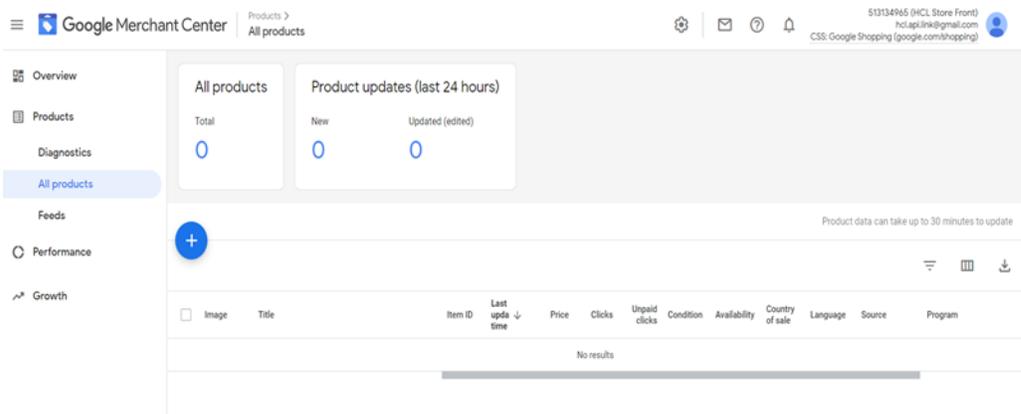
1. Click on the Left top corner to get to the next screen



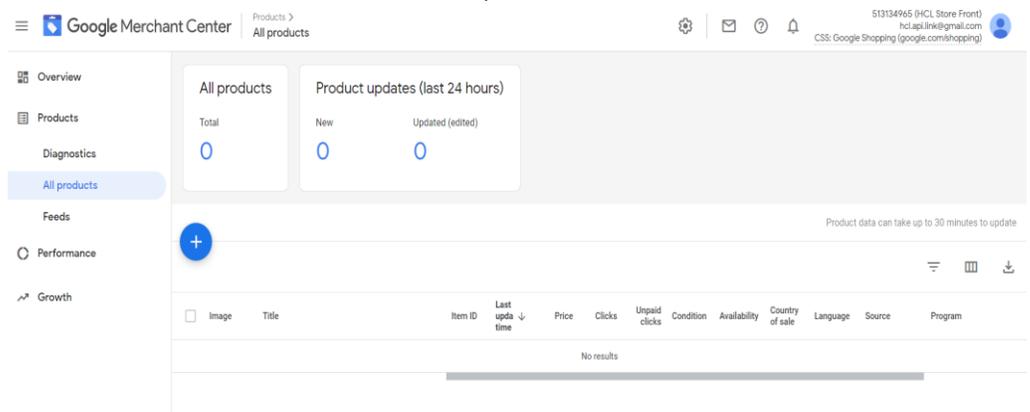
- This is the overview of your new Google store. You may have some warning messages on top of the screen but that is OK.



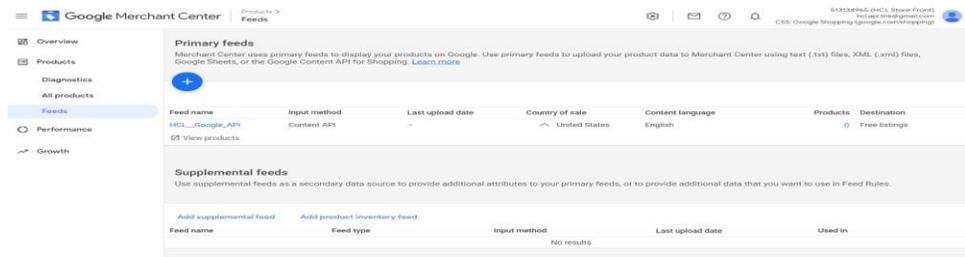
- Click on the Products section
  - Diagnostics - shows the statistics on your uploaded products



- All Products – show the individual products themselves

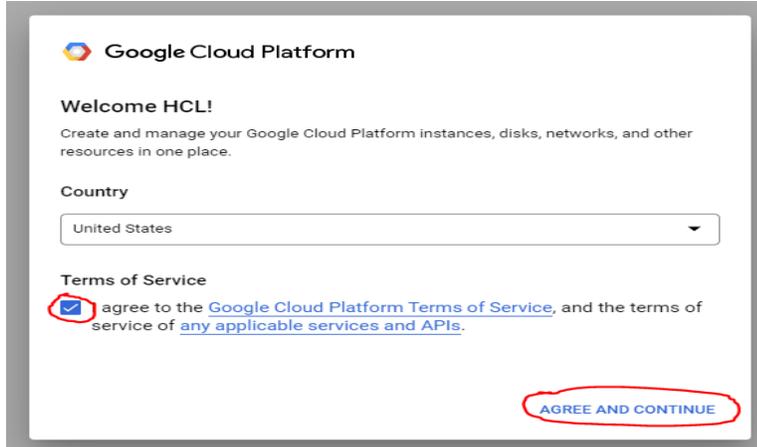
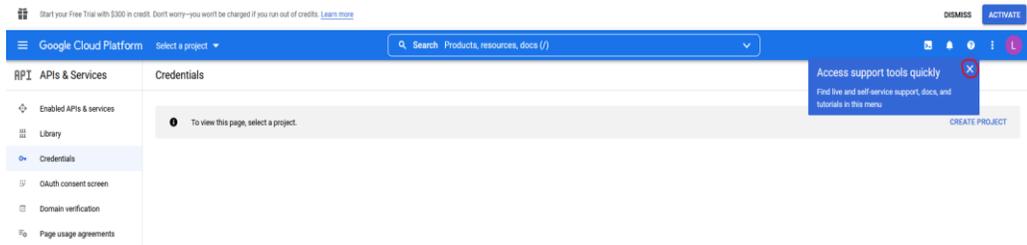


### c. Feed - shows the data feeds

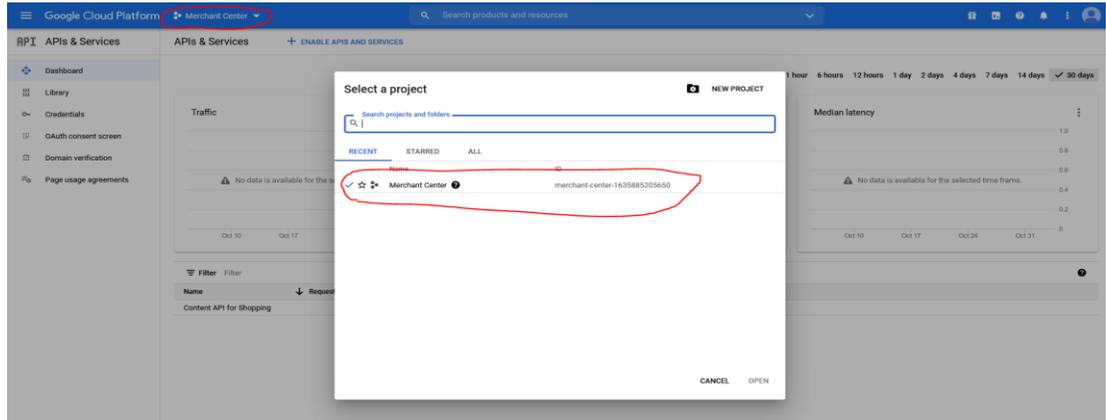


## Setup the API

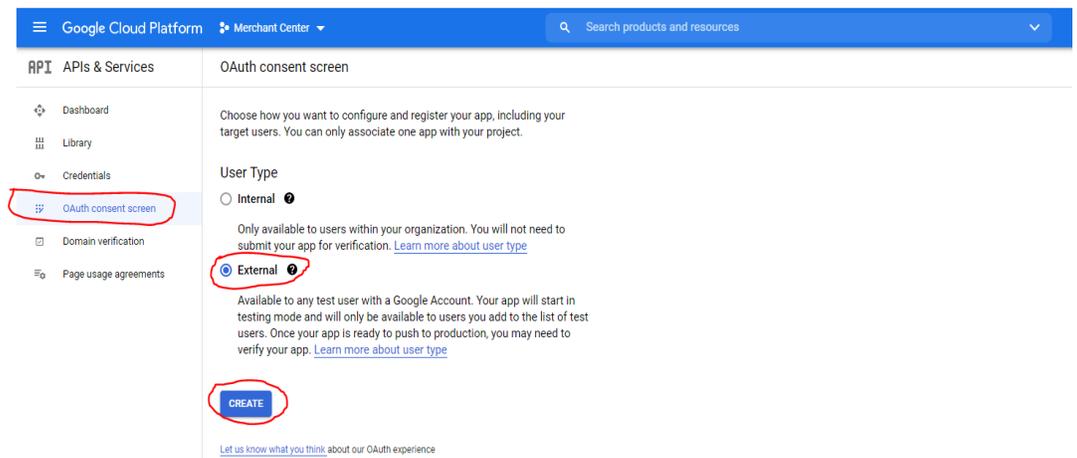
1. Setup the API to update the products. Open another tab in your browser.
  - a. <https://console.cloud.google.com/apis/credentials/oauthclient>
2. Click to agree to the terms of service. You may get context help popups along the way (Blue Boxes). These can be close out by clicking on the X.



3. Make sure you are in the correct project by clicking on the Merchant Center (Title Bar). If not select your project and Click Open.



4. Select OAuth consent screen.
  - a. Select External and Click Create



5. Add information to the OAuth consent screen
  - a. Add App Information
    - i. Add App name
    - ii. Add user support email (gmail)

### App information

This shows in the consent screen, and helps end users know who you are and contact you

**App name \***  
 Commerce\_Link  
The name of the app asking for consent

**User support email \***  
 hcl.api.link@gmail.com  
For users to contact you with questions about their consent

**App logo** BROWSE  
Upload an image, not larger than 1MB on the consent screen that will help users recognize your app. Allowed image formats are JPG, PNG, and BMP. Logos should be square and 120px by 120px for the best results.

b. Add App Domain

- i. Application home page - Your Commerce Store Front URL

**App domain**

To protect you and your users, Google only allows apps using OAuth to use Authorized Domains. The following information will be shown to your users on the consent screen.

**Application home page**

<https://commerce-preview.sbx0008.play.products.pnpsofy.com/Emerald>

Provide users a link to your home page

**Application privacy policy link**

Provide users a link to your public privacy policy

**Application terms of service link**

Provide users a link to your public terms of service

c. Add Authorized domains

- i. Click on Add Domain
- ii. Add Domain

**Authorized domains** ?

When a domain is used on the consent screen or in an OAuth client's configuration, it must be pre-registered here. If your app needs to go through verification, please go to the [Google Search Console](#) to check if your domains are authorized. [Learn more](#) about the authorized domain limit.

pnpsofy.com

+ ADD DOMAIN

d. Developer contact information (Gmail)

**Developer contact information**

**Email addresses \***

[hcl.link.test@gmail.com](mailto:hcl.link.test@gmail.com) ✕

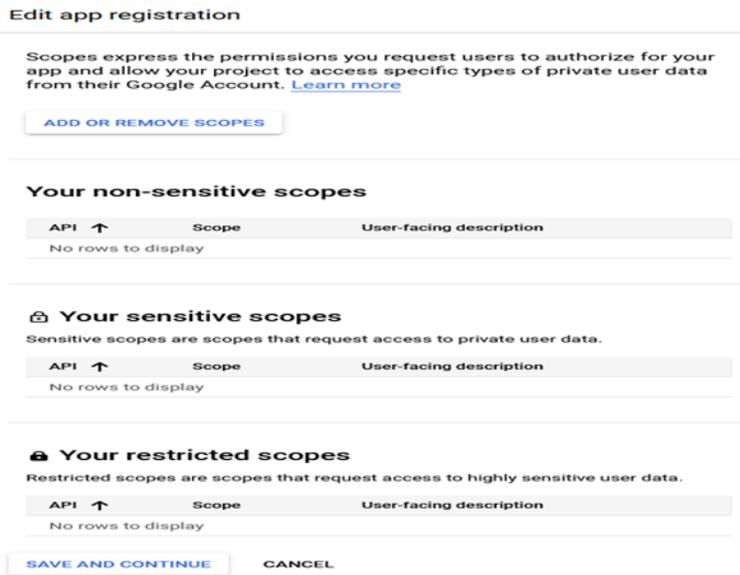
These email addresses are for Google to notify you about any changes to your project.

SAVE AND CONTINUE

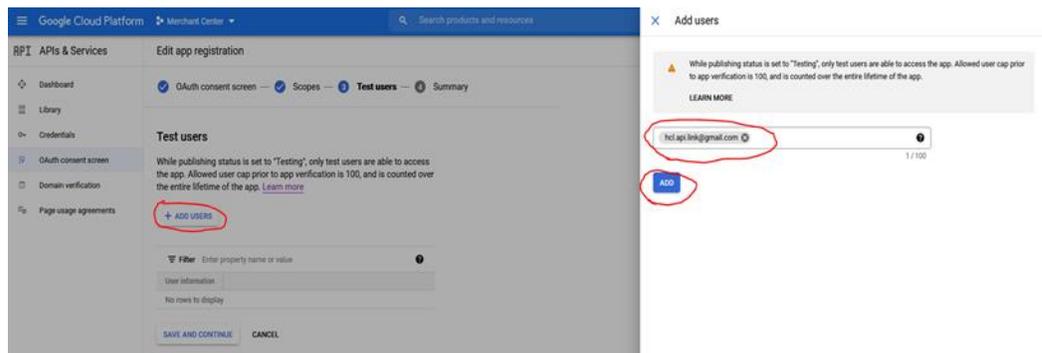
CANCEL

e. Click Save and Continue.

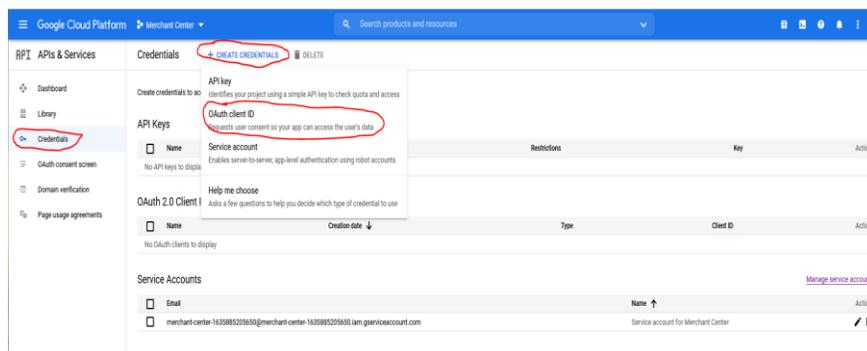
6. This will be the next screen that you will see. Click Save and Continue.



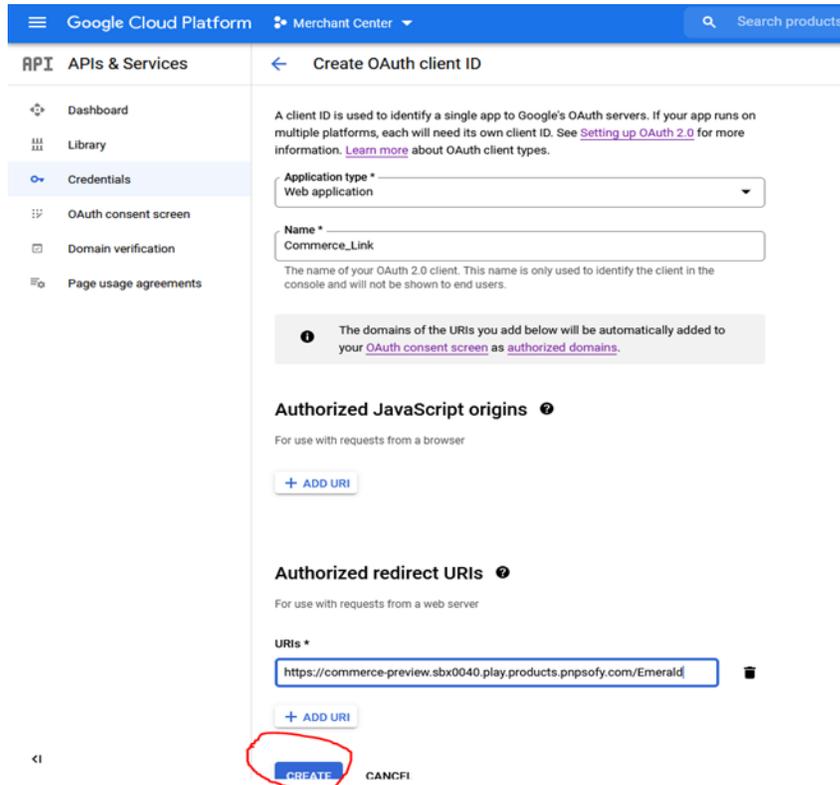
7. Click Add User
  - a. Enter Gmail Gmail. Click Add.
  - b. Click Save and Continue.



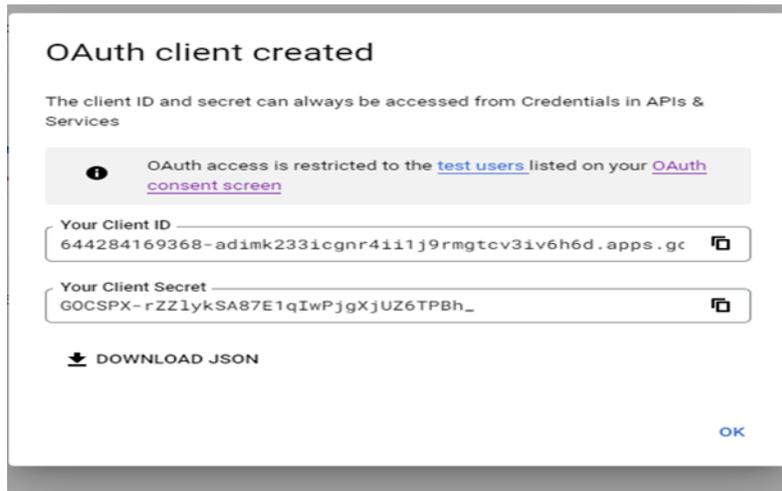
8. Click Credentials (Left Hand Panel)
  - a. Click Create Credentials – Oauth Client ID



- b. Add Application Type – Web Application
- c. Add Authorized redirect URL – your Commerce Store Front
- d. Click Create



9. Download and Save your OAuth client ID



10. Go to the document Acquire Google Access Tokens for the next steps.