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/



Tell Google about your business
To help you reach the right customers
Do you sell products online?

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

S Google Merchant Center	
Tell Google about your business	
To help you reach the right customers	
Do you sell products online?	
Yes No	
Vour store's website https://www.hdi.ce.hsw.com/ What's a store's website?	

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

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, YouTike, Images, and Asistant. Customers will see your product listing on Google and go to your website to buy.
Google
Yes and
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 card' show in free listings.
✓ I don't have a store or I sell services
Back Create a Google Marchard Center account

a. Enter your business information.

Enter your business information

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

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.

What other tools do you use? Setect all that apply. Learn.moce
C 🛐 Shopify C 🕵 PayPal C 🗰 WooCommerce
CoDaddy CoDaddy BigCommerce
Would you like to sign up for emails about Google Merchant Center? You can stop receiving emails at any time
Would you like to sign up for emails about Google Merchant Center? You can stop receiving emails at any time Get tips and best practices about improving your performance. Get tips and best practices about improving your performance. Biocommendations in the emails may be based on your account's historical creations and best practices about improving your performance. Micrommendations in the emails may be based on your account's historical creations and best practices about improving your performance.

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.



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.

← Soogle Merchant Center	SetSEGGE God y Link Demoi Nicklasky/Span.com CSS: Couple Engging (pogle com/intgerg)	
Show products on Google		
Add business details	Show your products on	
Verify & claim website	Google for free	
Set up shipping	Reach the hundreds of millions of people looking to buy	
O Set up sales tax	products like yours by adding your products to Google.	
Add products	Just as Google doesn't charge sites to show in Google Search, your products can appear in product results	
View Google policies	across Google, for free.	
Final review		
	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 the product.	
	Googe	
← Soogle Merchant Center	566868708 (Sofy Lei () CSS: George Storogeneration according and according and according accor	k Demo) mail.com
	Just as Google descrit charge sites to show in Google	
Show products on Google	Search, your products can appear in product results across Goodel for free	
Add business details		
Set up shipping	Where your products will show	
Set up sales tax		
Add products	Google will connect you with the ngmt customers, across search, You rube, images and assistant. Customers will see your product listing on Google and go to your website to buy the product.	
View Google policies		
Final review	Google	
	\frown	
	Visit site	
	⊗ Leave Program	

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.

÷	Google Merchar	t Center (C. 50 opt Hopping) (C. 50 opt Hoppin
Show	v products on Google	
0	Add business details	Show your products on
0	Verify & claim website	Google for free
0	Set up shipping	Reach the hundreds of millions of people looking to
0	Set up sales tax	buy products like yours by adding your products to Google.
0	Add products	Just as Google doesn't charge sites to show in Google
0	View Google policies	Search, your products can appear in product results across Google, for free.
0	Final review	

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.

Address line 1		
Address line 2		
Greenville		
NC		
Postal/ZIP code 27834		
Country ① United States		
		Cancel Save
Phone number for verification purposes	United States Phone number +1919 949 1111 United States United	Google will use this number to verify you're the owner of the business. It will not be displayed to customers. Learn more
		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.

← 🚺 Google Merch	ant Center		0	Sesses Body Link Dervol Holink.sofy@gmat.com CSS: Google Shopping Igoogle.com/Hopping)
Show products on Google				
Verify & claim website				
Set up shipping				
Add products		You've added business information		
O View Google policies			\sim	
Final review			Contras	5
	Privacy Policy + Terms of Service - Program Policies			

18. To get into any of the next sections click on the section name on the lefthand 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.

← S Google Mercha	nt Center				@ _{css}
Show products on Google		Verify and claim your store's webs You can only have one website pe	ite to start showing your products on Google. L r Merchant Center account. Have more than one	<u>earn more</u> e website? Set up an <mark>advan</mark>	ced account.
 Verify & claim website Set up shipping Set up sales tax 		Your website address	test.com		Enter your website address starting with http:// or https://, if you've not sure which prefix to choose, use https:// or check with your website administrator.
Add products					Cancel Continue
 View Google policies Final review 					Continue

20. Click panel to Set up shipping (optional)

Show p	roducts on Google	0	Service coverage 2 Delivery times 3 Shipping cost
0	Add business details		
0	Verify & claim website	Shipping service name	HCL Store Front shippi
0	Set up shipping		24/100
0	Set up sales tax		Which countries can you deliver to with this service?
0	Add products		Country
0	View Google policies	Countries	United States V Add country
0	Final review		Currency USD ¥
		Deliveration	Where can customers receive their orders with this service?
		Derivery location	At the customer's address
		_	

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

Show	products on Google	Sales t	Sales tax setup									
0	Add business details	() B	lased on your business ad	dress in North Carolina, we're propo	ing this tax setup for you. You can add additional states in the	e advanced settings.						
0	Verify & claim website	Set up t sales ta	he sales tax for Shopping a x. <u>Learn more</u>	ads in all states and for Buy on Goog	le in Missouri where you, as a merchant, are responsible for co	lecting and remitting the						
0	Set up shipping	Location	where sales tax	Sales tax setup		Is shipping and handling						
0	Set up sales tax	needs to Select al	be charged II / Select none			taxable?						
0	Add products	•	North Carolina (Google-determined sales tax (Automatic setup) 	Custom sales tax (Manual setup)	Taxable						
0	View Google policies	Need mor	e tax options? Switch to adv	anced settings								
0	Final review	Check with	Check with your tax advisor before you make settings here									
		Save	Save Cancel Continue									

22. Click panel to Add products

- a. Select Add multiple products at once.
- b. Select Language.
- c. Click Continue

← 🚺 Google Mercha	nt Center				©	565858708 (Sofy Link Demo) hct/ink.sofy@gmal.com Soogle Shopping (google.com/shopping)	۲
Show products on Google		Basic information	Name and input method —	Setup			
Add punkes details Verly & Calm website Set up shipping Set up shipping Set up shipping Add products View Google policies Final review		Courty of rate Urbert States • The stock is how field noise for somewheat is a support of stock is courted to be a support of stock is a support of All more sources (Explored) Select destinations Courter of the isotry Free isotry Courter of the isotry Courter of the isotry Courter of the isotry of the isotry of the isotry Courter of the isotry of the i	unnerg as they can be shown in the	The constrains where the products in proof date for a result of or on the proof date for a result of or one proof of the proof of the requirements for the sourchy of all the requirements for the sourchy of all the proof of the proof			
E Google Marcha	Privacy Policy - Terms of Service - Program Policies				0	565858708 (Sofy Lin	E
Coogle Mercha Show products on Google Add business details Worly & claim website Set up shipping Set up shipping Set up sales tax Add products View Google policies Final review	Select how you want to add products	Add products from your website Bidreryou can add your products to Source you need to be calaan your estable	Add 1 product at a time If you want to add only a few products	Ad multiple products at once the products and once the products and once the products and once the products with a product wit		CSS-Google Hopping (pungle control	rai.com
	Privacy Policy • Terms of Service • Program Policies						

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



24. Google may verify it's you are creating the account.

a. Enter your Gmail account and password

Goo	gle		
Verify it	's you		
L hcl.link.sof	@gmail.com		
To help keep your account secu it's you. Please sign in again to Merchant Center.	ire, Google need continue to Goo	ds to verify ogle	
		Next	
nglish (United States) 👻	Help	Privacy	Terms

25. Click - Create API key

← S Google Merchai	Google Merchant Center										
Show products on Google	API authentication The Context API lets you upload product feeds to your Merchant Center account. You need an API key to connect your account with the Context API Learn more										
Verify & claim website	+										
 Set up sales tax 	User Status Act	ion									
Adg products Adg products Adg products											
View Google policies											
Final review											
	Privacy Policy • Terms of Service • Program Policies										

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

API authentication The Content API lets you upload product feeds to your Merchant Center account. You need an API key to connect your account with the Content API. Learn more							
+							
User	Status	Action					
C merchant-center-1635432688134@merchant-center- 1635432688134.iam.gserviceaccount.com	⊘ Active	Remove					

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	١
50.	CIICK	paner	ιυ	VICVV	UUUgic	policics	optional	/

Show products on Google		
Add business details	Refund and return policy on your website	
Verify & claim website	Let customers know about your return and refund policy. Even if you don't offer returns or refunds, state your policy clearly. Learn more	
O Set up shipping	Your policy should explain exactly how you handle returns and refunds, for example:	
O Set up sales tax	What customers are required to do	
Add products	Under what circumstances you offer returns and refunds Timeframe in which you accept returns	
View Google policies	When customers can expect a refund	
Final review		
	• • •	→
		·
	Start fin	hal review

31. Click panel to Final review (optional)

Show products on Google		
Add business details		
Verify & claim website		
O Set up shipping		
O Set up sales tax		
O Add products	Complete all the steps first. After that we'll start the review process	
View Google policies	To help your products sell and provide a good customer experience, we'll review your product data to make sure it	
O Final review	meets our product data specification. Learn mote	
	Ø It typically takes a few days to review your data	
		Go to Overview

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



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

Google Merchant Center	erview	S13134965 (HCL Store Fron hcl.ap.llinkiegmail.co CSS: Google Shopping (google.comkhopping	t) m g)
Overview	Lath ant unuest up		
Products	Let's get you set up	2	
C Performance	Finish your remaining steps to Show products on G	pogle Continue	
~ [∗] Growth			
	Free listings	Performance (free listings)	
	4	4	
	3	3	
	² No data	2	
	0	and the set of the set	
	Active / Partially active 🧧 Expiring 🧧 Pending 🧧 Disapproved	- Clicks	
	Diagnostics >	Dashboard >	

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

= 🚺 Google Mercha	Google Merchant Center Reducts 3 All products							☑ (ð þ	CSS: Google	513134965 hcl. Shopping (goo	(HCL Store From api.link@gmail.co gle.com/shoppin	nt) m g)
Cverview	All products	Product upda	tes (last 24 hou	irs)									
Products	Total	New	Updated (edited)										
Diagnostics	0	0	0										
All products													
Feeds										Product	data can take i	up to 30 minute	s to update
C Performance	•											Ŧ D) ¥
≁* Growth	lmage Title		ltem ID	Last upda ↓ time	Price	Clicks	Unpaid Condition	n Availability	Country of sale	Language	Source	Program	
					No	results							

b. All Products – show the individual products themselves

≡	Soogle Merchar	nt Center Products > All product	cts						ŝ) Ų	CSS: Googl	513134965 (hcl.a e Shopping (goo	HCL Store pi.link@gm gle.com/sho	Front) ail.com opping)	
	Overview	All products	Product upda	tes (last 24 ł	nours)											
≣	Products	Total	New	Updated (edite	d)											
	Diagnostics	0	0	0												
	All products															
	Feeds	•										Product	data can take u	ip to 30 mi	nutes to u	update
С	Performance	•												Ŧ		₹
,, , ,	Growth	Image Title		ltem	Last ID upda time	Price	Clicks	Unpaid clicks C	Condition	Availability	Country of sale	Language	Source	Program	m	
							No results									

c. Feed - shows the data feeds

= 🚺 Google Me	rchant Center Feed	nta > B			© © ¢	513134 C55: Google Shopping	965-04C), Store Front) hol.api.link@gmail.com (google.com/shopping)
표 Overview 편 Products Diagnostics All products	Primary feeds Merchant Center use Google Sheets, or the	s primary feeds to display y e Google Content API for Sh	our products on Google. Use opping. Learn more	primary feeds to upload your	product data to Merchant Center u	using text (txt) files,)	GML (.ami) files,
Foods	Feed name	Input method	Last upload date	Country of sale	Content language	Products	Destination
O Performance	HCL_Google_API	Content API		Onited States	English	0	Free liatings
→* Growth	Supplemental fo	eeds eds as a secondary data so	urce to provide additional att	ributes to your primary feeds,	or to provide additional data that y	ou want to use in Fe	sd Rules.
	Add supplemental fe	ad Add product inver	tory feed			1077274	
	Feed name	Feed type		nput method	Last upload date	Used in	

Setup the API

- 1. Setup the API to update the products. Open another tab in your browser.
 - a. <u>https://console.cloud.google.com/apis/credentials/oauthclient</u>
- 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.

≡	Google Cloud Platform	Select a project 💌	Q. Search Products, resources, docs (/)		2	0	
RP3	APIs & Services	Credentials			Access support tools quickly	\otimes	
¢	Enabled APIs & services				Find live and setf-service support, docs, and tutorials in this menu		
***	Library	To view this page, select a project.				CREATE P	ROJECT
04	Credentials						
17	OAuth consent screen						
	Domain verification						
Ξo	Page usage agreements						
	Create and resources in Country United Stat Terms of : Service	ogle Cloud Platform e HCL! manage your Google Cloud Platf n one place. ates Service e to the <u>Google Cloud Platfor</u> e of <u>any applicable services</u> a	orm instances, disks, networks, and other 	>			

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.

										0 4		
API	APIs & Services	APIS & Services + ENABLE APIS AND S	ICES									
•	Dashboard				1 hour 6	5 hours 12 hours	1 day 2 days	4 days	7 days	14 days	× 3	30 days
***	Library	Selec	project	NEW PROJECT								
0*	Credentials	Traffic	projects and folders		м	fedian latency						:
₩.	OAuth consent screen										1.0	
	Domain verification	RECEN	STARRED ALL								0.8	
=o	Page usage agreements	A No data is available for the se	Merchant Center @ merchant-center-1635885205650			🛕 No data	is available for th	e selected	tirne frar	me.		
											0.2	
		oriza orizz				Oct 10	0117	01124		01131	— o	
		T Filter Filter										0
		Name 🗸 Request										
		Content API for Shopping										
			c	CANCEL 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 your app. Allowed image formats are JPG, PNG, and BMP. Logos shot 120px by 120px for the best results.	help users recognize uld be square and

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
	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 <u>Google Search</u> <u>Console</u> to check if your domains are authorized. <u>Learn more</u> about the authorized domain limit.

	pnpsofy.com	Î
(+ ADD DOMAIN	

d. Developer contact information (Gmail)

Developer contact information

Email addresses * -

hcl.link.test@gmail.com 😢

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



e. Click Save and Continue.

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

ADD OR REMOVE SCOPES Your non-sensitive scopes API ↑ Scope Vour sensitive scopes Sensitive scopes are scopes that request access to private user data. API ↑ Scope Vour restricted scopes Restricted scopes are scopes that request access to highly sensitive user data. API ↑ Scope User-facing description No rows to display	Scopes expre app and allov from their Go	ess the permiss v your project to ogle Account.	ions you request users to authorize for your o access specific types of private user data <u>earn more</u>
Your non-sensitive scopes API ↑ Scope User-facing description No rows to display Or own to display User-facing description API ↑ Scope User-facing description No rows to display No rows to display Scope API ↑ Scope User-facing description No rows to display Scope User-facing description API ↑ Scope User-facing description No rows to display Scope User-facing description	ADD OR REM	OVE SCOPES	
API ↑ Scope User-facing description No rows to display	Your non-	sensitive so	copes
No rows to display	API 🛧	Scope	User-facing description
Your sensitive scopes Sensitive scopes are scopes that request access to private user data. API ↑ Scope User-facing description No rows to display Scope User-facing description API ↑ Scope User-facing description No rows to display	No rows to d	lisplay	
A Your restricted scopes Restricted scopes are scopes that request access to highly sensitive user data. API ↑ Scope User-facing description No rows to display		ensitive sco	pes t request access to private user data,
API Cope User-facing description No rows to display	Your se Sensitive scope API No rows to d	ensitive sco as are scopes that Scope lisplay	pes t request access to private user data. User-facing description
API Scope User-facing description No rows to display	Your se Sensitive scope API ↑ No rows to d Your re	ensitive sco es are scopes tha Scope lisplay stricted sco	pes t request access to private user data. User-facing description
No rows to display	Your se Sensitive scope API No rows to d	ensitive sco es are scopes that Scope lisplay stricted sco pes are scopes that	pes t request access to private user data. User-facing description
	Your se Sensitive scope API ↑ No rows to d Your re Restricted scop API ↑	ensitive sco es are scopes that Scope lisplay stricted sco bes are scopes that Scope	pes t request access to private user data. User-facing description
	Your se Sensitive scope API ↑ No rows to d Your re Restricted scop API ↑ No rows to d	stricted sco scope scope scope scope scope	pes t request access to private user data. User-facing description

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

				× Add users
RPI	APIs & Services	Edit app registration		While publishing status is set to "Testing" only test users are able to access the aco. Allowed user cap prior
¢	Dashboard	🥝 OAuth consent screen — 🥥 So	opes — 🗿 Test users — 🔘 Summary	 to app verification is 100, and is counted over the entire lifetime of the app. LEARN MORE
=	Library			
Qv.	Credentials	Test users		(hclapilek@gmail.com ()
11	QAuth consent screen	While publishing status is set to 'Testing	, only test users are able to access	1/100
0	Domain verification	the app. Allowed user cap prior to app ve the entire lifetime of the app. Learn more	nfication is 100, and is counted over	
t _e	Page usage agreements	+ ADD USERS		
		¥ Filter Enter property name or value	0	
		Over information		
		No rows to doplay		
		SAVE AND CONTINUE CANCEL		

8. Click Credentials (Left Hand Panel)

a. Click Create Credentials - Oauth Client ID

	Google Cloud Platform	🕽 Merchant Center 👻					8	. 0		: 6
RPI	APIs & Services	Credentials	+ CREATE CREDENTIALS							
¢	Dashboard	Create credentials to ac	API key Identifies your project using a simple API key to check quota and access							
	Library	API Keys	OAuth client ID Sequents user consent so your app can access the user's data							
(or	Credentials	Name	Service account	Restrictions		Key				Actions
\overline{x}	OAuth consent screen	No API keys to displa	Enables server-to-server, app-level authentication using robot accounts							
	Domain verification	OAuth 2.0 Client I	Help me choose Asks a few questions to help you decide which type of credential to use							
×0	Page usage agreements	Name Name	Creation date ↓	Type		Client ID				Actions
		No OAuth clients to dis	splay							
		Service Accounts						Manage :	service a	recounts
		Email			Name 个					Actions
		merchant-cert.	rter-1635885205650@merchant-center-1635885205650.iam.gserviceaccount.	.com	Service account for Merci	hant Center				/1

- 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

OAut	h client created	
The clien Services	t ID and secret can always be accessed from Credentials in APIs	8
0	OAuth access is restricted to the <u>test users</u> listed on your <u>OAut</u> consent screen	<u>th</u>
Your Cli 644284	ent ID 169368-adimk233icgnr4ii1j9rmgtcv3iv6h6d.apps.gc	б
GOCSP)	ent Secret rZZlykSA87E1qIwPjgXjUZ6TPBh_	Б
± DO	WNLOAD JSON	
		ок

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