



eCorner User Setup Guide

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Google Shopping & Google Merchant Center

Google has two search engine marketing (SEM) platforms that work together to enable you to advertise on Google.

Google Merchant Center is where your product information is stored and is populated and updated using the Google Shopping feed created in your online store administration.

Google Ads is where your actual shopping campaigns live and where you will set your budget, manage your bids, gain insights, and make optimisations based on performance.

The setup and management of Google Shopping ads is quite a bit different from setting up traditional text ads. With text ads, you are creating campaigns, ad groups and ads that are focused around keywords that you choose.

When using Google Shopping, Google will determine when your product listing ads show up. They consider your feed, your website, and your bids to determine what search keywords trigger your ads. It is important that you consider the quality of the descriptions, names and images that you use and submit in the Google Shopping feed as that will determine the success of your results. It is a great deal like setting up content for good Search Engine Optimisation (SEO) and similar rules apply.

If you do not have a Google Merchant Center account then you can find out more and sign up at Google – [click here](#).

Google Search Console

Getting Started

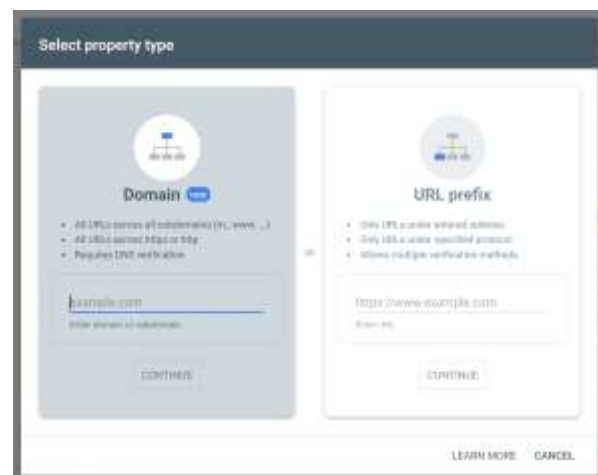
You will need to verify your website with Google as a part of setting up Google Merchant Center account and data feed.

Sign in to your Google Search Console account using your Google account. [Register or Sign In now](#)

Click "+Add Property" in the property search bar and enter the URL of your shop.

If you have access and control of your domain name DNS you can use the Domain verification method otherwise use the URL Prefix method.

If you use the URL Prefix method, then enter your website URL including the HTTPS:// prefix followed by the domain name e.g. <https://www.mydomain.com.au>.



Verify Your Ownership Using HTML Tag

Select the confirmation method "HTML tag" **copy the complete tag from the search console** and add the provided meta tag into the HTML head area.

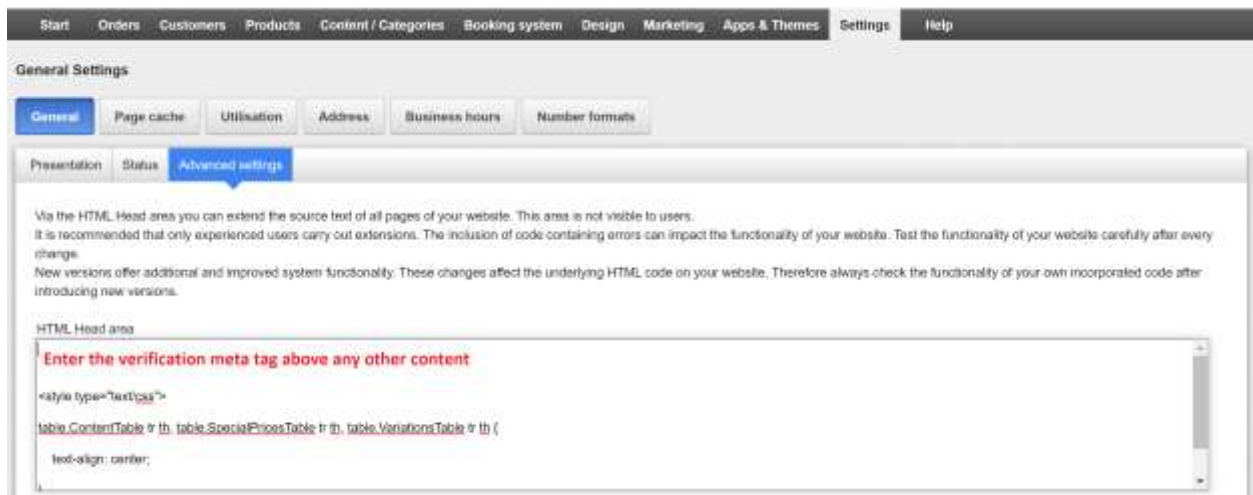
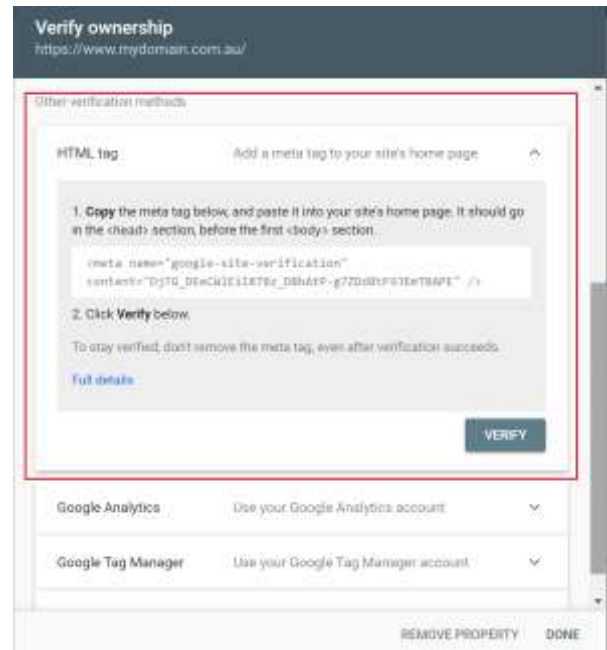
HTML Head Area

The HTML Head Area is a part of the code of your website and contains information and code that is common to all pages of your website. Be careful when adding or changing anything in this area as it may impact your website.

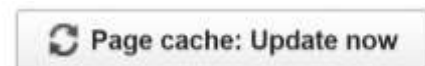
Edit HTML Head Area

In the website administration go to the **Settings menu >> General settings >> Advanced settings >> HTML Head Area**

Paste the HTML Meta Tag in the top of the HTML Head area above other content and then click SAVE.



Once you have updated the HTML Head area and saved. Then you may need to update the page cache by clicking on the "Update Page Cache button at the top of the administration screen.



Confirm in Google Search Console

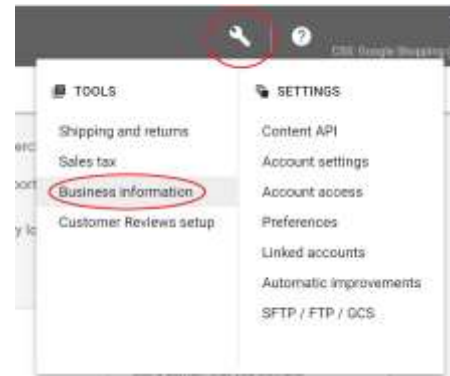
Click "**Verify**" in your Google Search Console Administration to complete the confirmation of your website.

Claim and Verify Your Website in Google Merchant Center

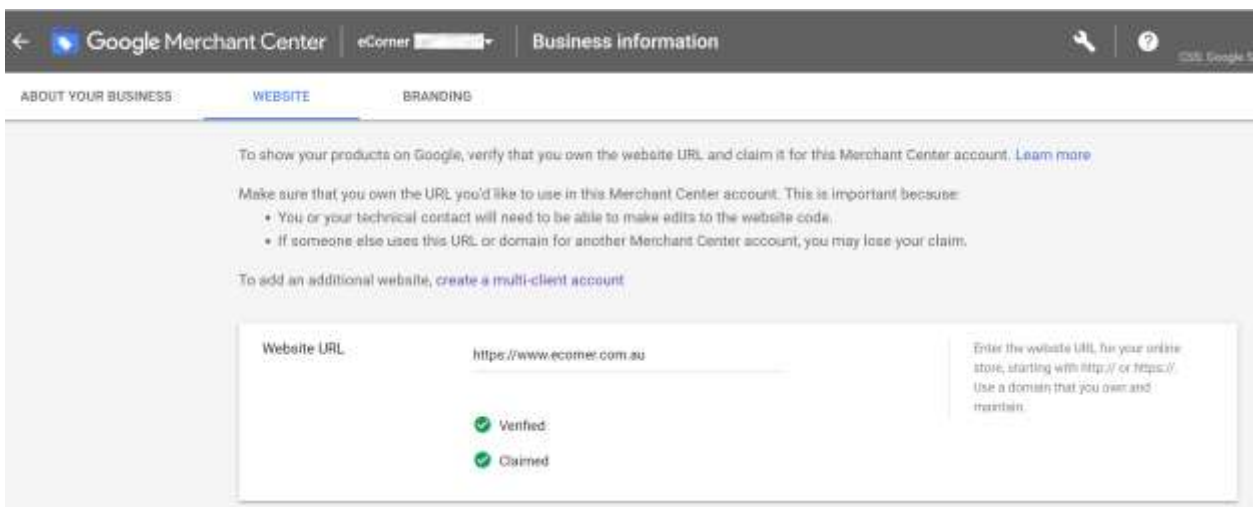
Sign in to your Google Merchant Center with your Google account used to verify the property and enter the URL of your shop into **Tools >> Business information >> Website**.

You should take time to complete all the necessary business information that you can.

Once you have verified and claimed your website then you can proceed to setup your data feed and connect it to Google Merchant Center.



Verify and Claim Website



Setting up the FTP

Go to the Tools icon on Google Merchant Center >> Settings >> SFTP / FTP / GDS

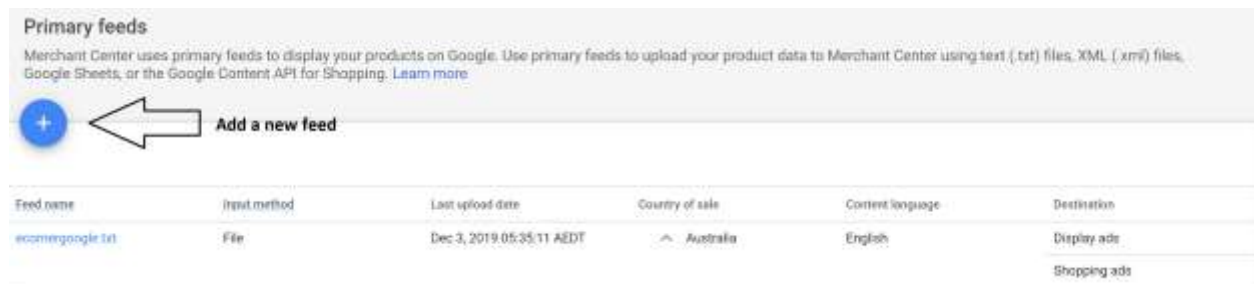
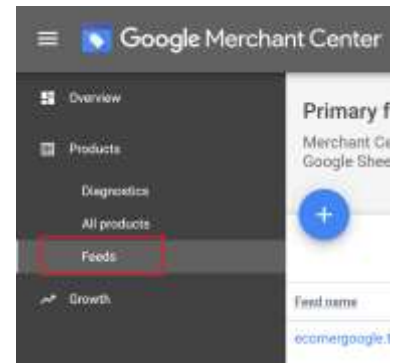


Create a Data Feed

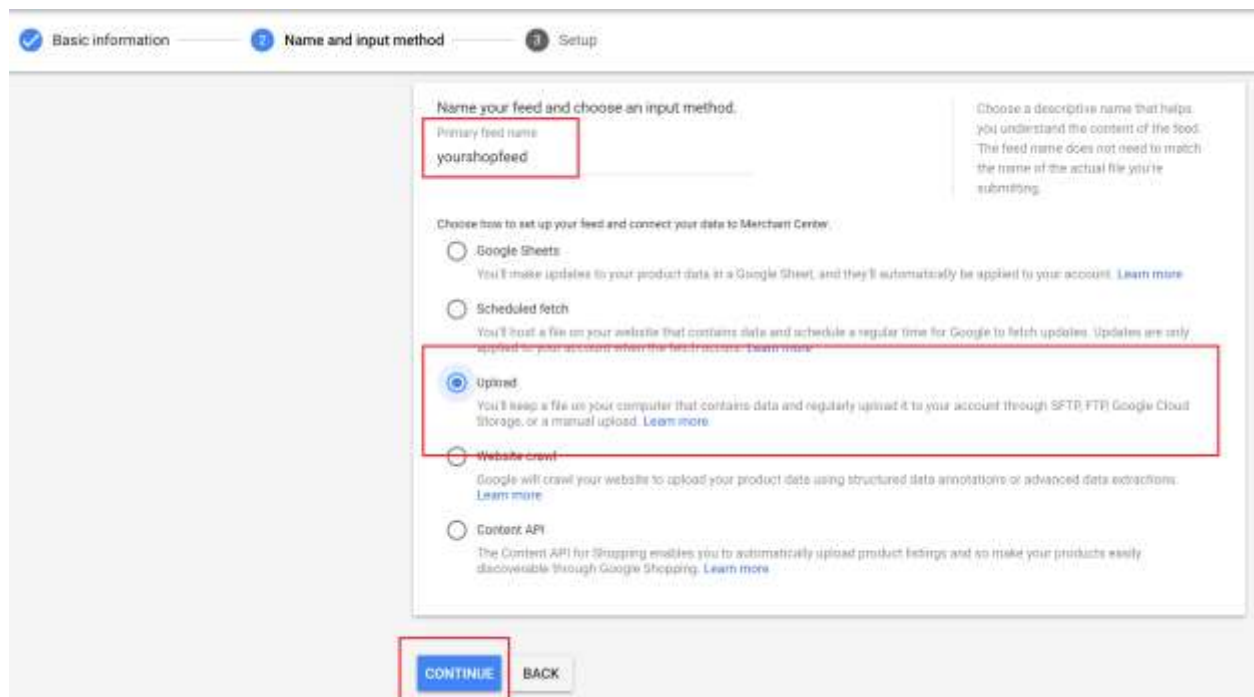
The data feed that you create in Google Merchant Center will receive and process the product information that is created in the online shop administration.

The **Feed File names need to be exactly the same** in both the online shop and Google Merchant Center Feeds.

Go to the main Google Merchant Center menu and select **Products >> Feeds**.



Select the **UPLOAD** method to connect your feed. This will use the FTP account that was setup previously.



Enter the name of the file to be uploaded from the online store. The name used must be exactly the same as the name added to the Google Shopping Settings in the online store administration.

Basic information — Name and input method — **3 Setup**

Country: Australia Language: English Feed name: yourshopfeed Input method: Upload

Enter the name of your feed file.

File name
yourshopfeed.txt

The name here will be the same as added in the settings in the website administration

The name you enter here must exactly match the file name you submit to Merchant Center if submitting via SFTP, FTP, or Google Cloud Storage.

Upload a file now (optional)

CREATE FEED BACK

Online Store Administration

Google Product Category

Check whether the products to be exported require the attribute "Google Product Category".

Go to Products menu >> Product types >> ProductClass (ID)

For the product type in question, create an invisible attribute of type "Language-Dependent Text" with the ID "Google_Product_Category".

General **Attributes** Layout Customization

ID	Name	Type	Visible	Search filter	Sorting
<input type="checkbox"/>	Google_Product_Category	Language-dependent text	<input type="checkbox"/>		10
<input type="checkbox"/>		Text	<input type="checkbox"/>		9999

Saved Delete

This new Attribute will now be available in every product in the online store administration and is sent in the Google Shopping feeds

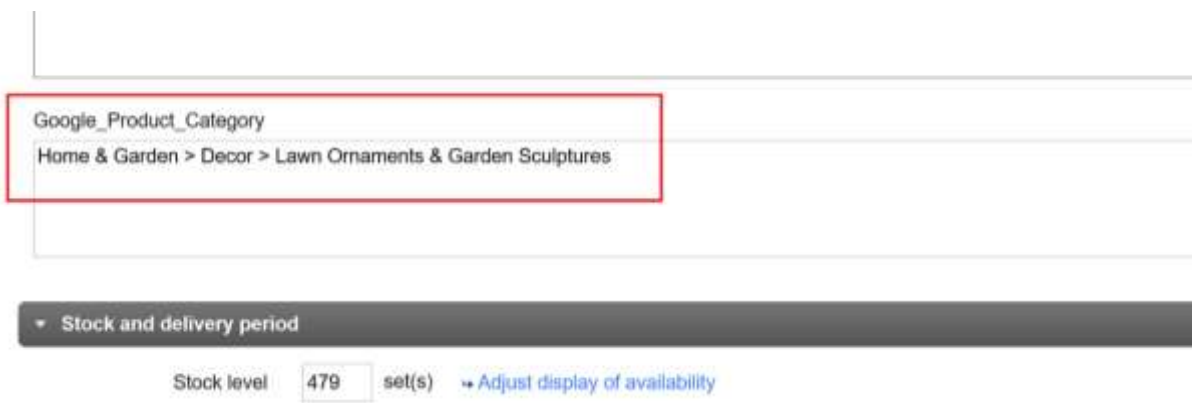
The attribute must be populated with the Google Product Category for that product from the Google Australia Product Taxonomy.

In the Google Taxonomy, search for the required category names. Transfer them in text format to the "Google_Product_Category" field for the relevant products. You can [Find Google category names](#) in the taxonomy text file available online at Google.



Google_Product_Category in Product

The Google Product Category is a new attribute and found in the **Product >> General tab >> Attributes section**.



Adding Products to the Data Feed

You can add a product either from the product “Portals” tab or from the Product Portals.

Every product added must have:

- Google Category Name
- Manufacturers product number
- Product code (e.g. EAN, UPC)
- Image
- Product name (max 150 characters)
- Description

Manufacturer information

Manufacturer: Unbranded

Manufacturer product no.: LOS-Pair

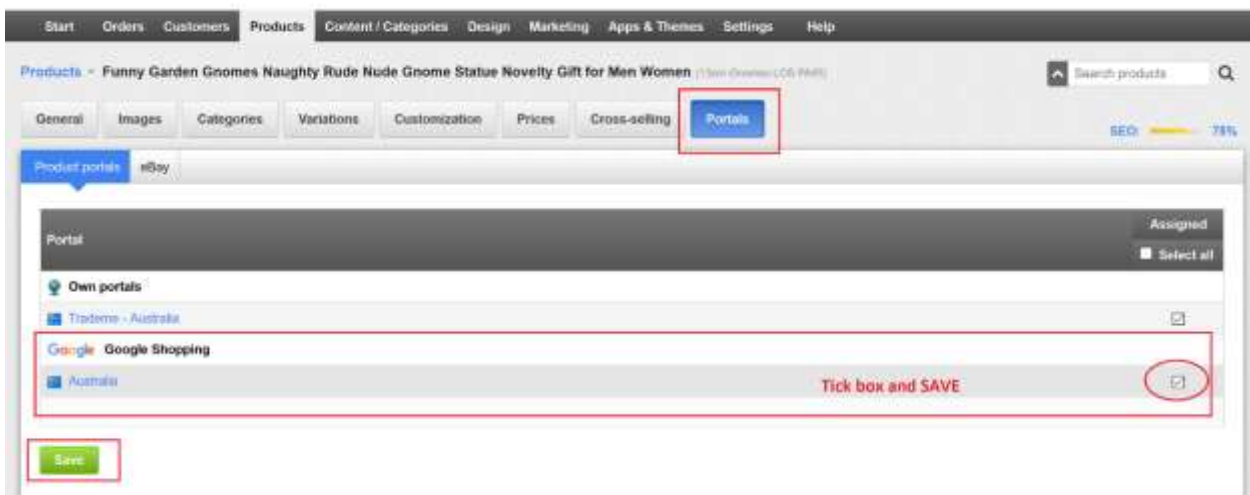
Product code (e.g. EAN): 0728238624378

Product data sheet: Select file...
Maximum file size: 100 MByte

Energy label: Select file...
Maximum file size: 100 MByte

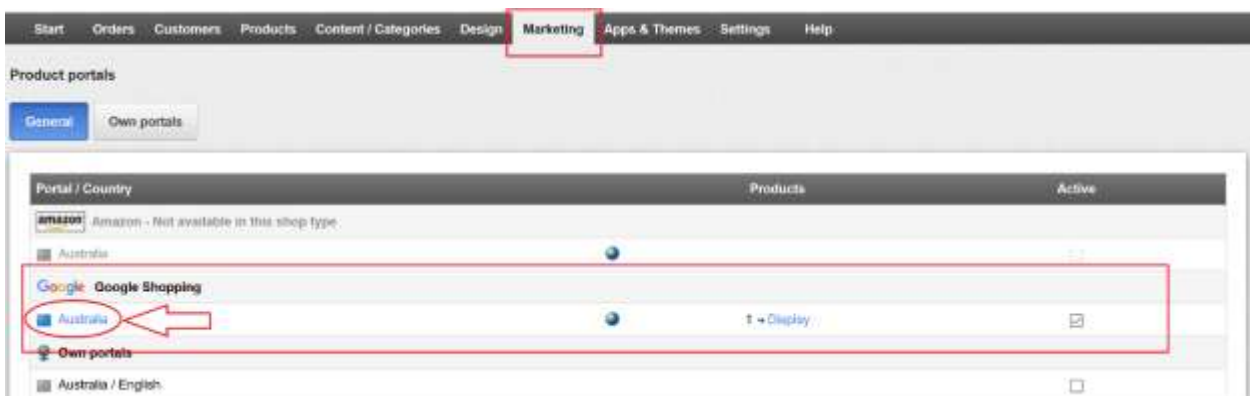
Product – Portals tab:

This is the best approach if you are adding a single product and should be completed after you add the Google Category to the product.



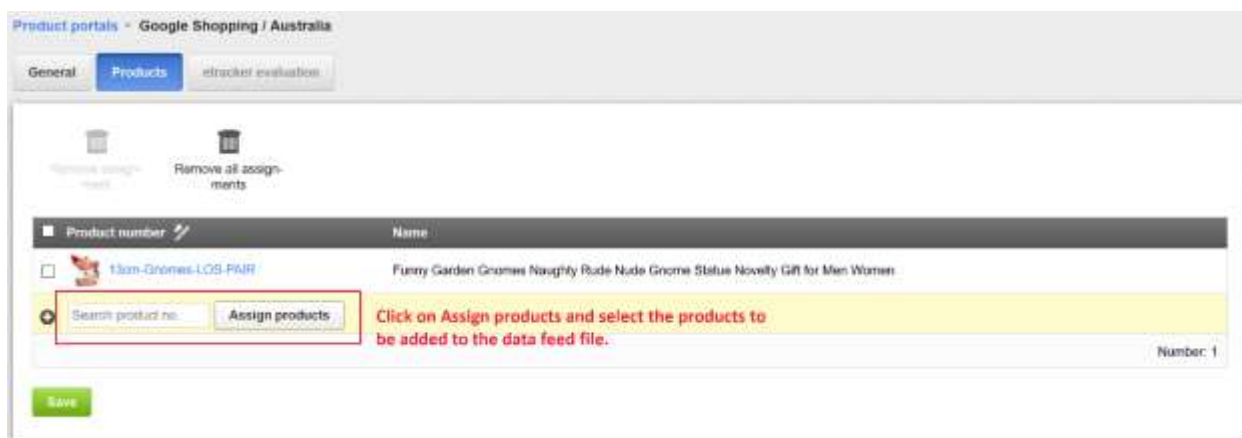
Google Shopping – Product Portals:

This is best used when adding bulk or multiple products to the feed. Go to the Google Shopping feed in the website administration. **Marketing menu >> Product portals >> Google shopping Australia**



Adding Products

You can either enter a product number in the box or you can click on Assign Products and then select the products to be added.



Sending products to Google Merchant Center

After you have completed adding the products to the data feed the data feed file can be automatically uploaded based in the schedule selected or it can be manually uploaded. For the initial data feed, it can be set to manually upload and the scheduled upload has not be started. Once you are confident that the data feed file is correct you can enable the scheduled upload.

Feed settings:

Export all product (Yes or No):

This overrides the products selected in the feed Product tab and will export all products that are In Stock, Visible and For Sale on the website. Select “yes” or “no” and SAVE.

Delivery Method:

Allows you to add a delivery cost. Delivery can also be calculated using the services in the Google Merchant Center.

Image:

Product image used in the feed file – select the image and SAVE.

Description:

The product description used in the feed file – select the description needed and SAVE.

Export repetition:

This automates the data feed upload buy selecting a period and then clicking SAVE. Select either 1 month, 2 weeks, 1 week, 3 days or daily. Then SAVE.

SAVE – always save after changes

Export (number) – the number is the product count in the export file and you can manually recreate the file by clicking on Export. If the scheduled load is enabled the file will be recreated based on the schedule.

Upload – this forces a manual upload of the feed file to Google and generally Google will take up to 2 hours to process the file and show in the Merchant center

Feed settings image:

Entries from your merchant registration	
FTP user name *	Name from Google Merchant Center
FTP password *
File name of the data feed *	yourshopfeed.txt <small>Example: abc123.txt</small>
Max. length of the product name *	70
Country	Australia
Language	English
Currency	\$
Export all products	<input checked="" type="radio"/> Yes <input type="radio"/> No
Export variation products individually	<input checked="" type="radio"/> Yes <input type="radio"/> No
Delivery method *	Australia wide delivery
Image	Image for list view
Description *	Description
Export	
Repetition	Never
Last export	5/09/2017
<input type="button" value="Save"/> <input type="button" value="Export (All)"/> <input type="button" value="Upload"/>	

Summary

Success with Google Shopping and Google Ads is very much dependent on the quality of your product content. You will find that Google Merchant Center will warn you or disallow a product ad if the content or images are not of an acceptable quality.

Learn more about setting up Search Engine Marketing at Google Merchant Center Help – [Click Here](#).