

User Documents

GOOGLE SHOPPING

Version: 3.0.0

The Google Shopping module allows you to export all or part of your catalogue easily to the Google Shopping price comparer.

1. CREATE A GOOGLE ACCOUNT

To be able to use this module fully, you need to have a Google account (such as Gmail, for example) and subscribe to the Google price comparer, called [Google Merchant Center](#). You can see the information on the steps you need to go through at the following [link](#).

2. CREATE A DATA FEED ON YOUR PRODUCTS

When you have set up an account, you can move on to creating and uploading your product details. You can send these details in data feed format.

A data feed is simply a file that contains all the information about the products you sell.

3. HOW TO CREATE A DATA FEED WITH THE GOOGLE SHOPPING MODULE?

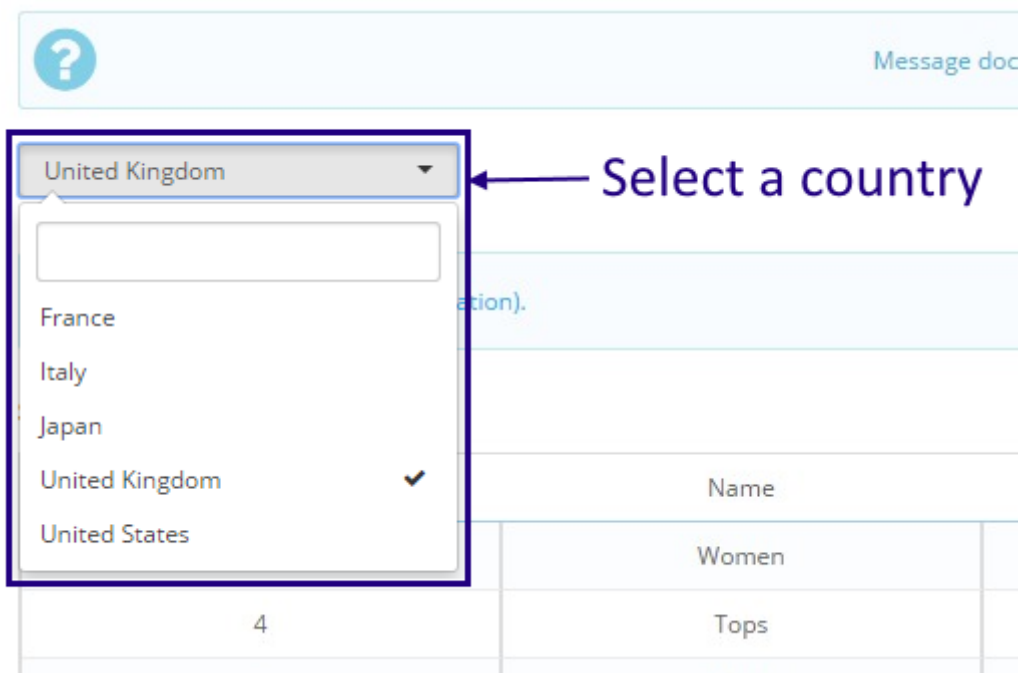
Install the Google Shopping module you will find in your Back office module tab. Click on setup, and instead of the module interface you will see the menu setup tab.

There you can set up the feed for the products you are going to send to Google.

First, select the country for which you want to set up the feed. You can configure as many as feeds for all countries that you want*.

* Google Shopping is available in Australia, Austria, Belgium, Brazil, Canada, Czech Republic, Denmark, France, Germany, India, Italy, Japan, Mexico, Netherlands, Norway, Poland, Russia, Spain, Sweden, Switzerland, Turkey, United Kingdom and United State, among others.

For further information on the countries in Google, see the following [link](#)



United Kingdom

France

Italy

Japan

United Kingdom ✓


United States

Select a country

Note: For the countries to appear as an option in the drop-down menu, you need to have your shop already activated. To do this, import the location packs on the “Location” tab.

Warning: The currency configured for all countries is your shop default currency.

If you want to change the default currency of a country go to the tab Localization/ Countries, then search the country that you want to modify the configuration and click on “Edit” button:



| ID | Country | ISO code | Call prefix | Zone | Enabled |
|----|-------------|----------|-------------|-----------------|---------|
| 19 | Switzerland | CH | +41 | Europe (non-EU) | ✓ |

Edit

Finally, change the default currency of your country and save the configuration:

COUNTRIES

* **Country** Switzerland

* **ISO code** CH

* **Call prefix** 41

Default currency **Default store currency** ▼

Zone **Default store currency**

Dollar

Euro

Franc

Pound

Yen

Does it need Zip/postal code?

* **Zip/postal code format**

On the module Configuration tab you also will have access to a table with all the categories you have created in your shop.

Click the “Manage category details” button to set up the categories you want to export to the selected country.

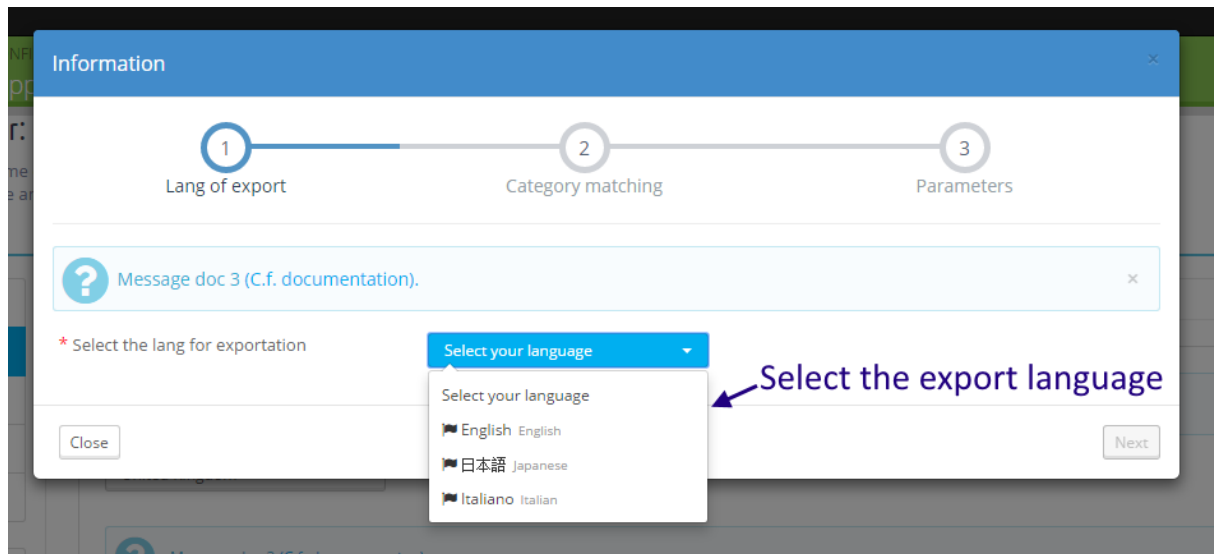
Show 10 ▼ Search:

| ID Category | Name | Status | Actions |
|-------------|-----------------|--------|---|
| 3 | Women | | Manage details category |
| 4 | Tops | | Manage details category |
| 5 | T-shirts | | Manage details category |
| 7 | Blouses | | Manage details category |
| 8 | Dresses | | Manage details category |
| 9 | Casual Dresses | | Manage details category |
| 10 | Evening Dresses | | Manage details category |

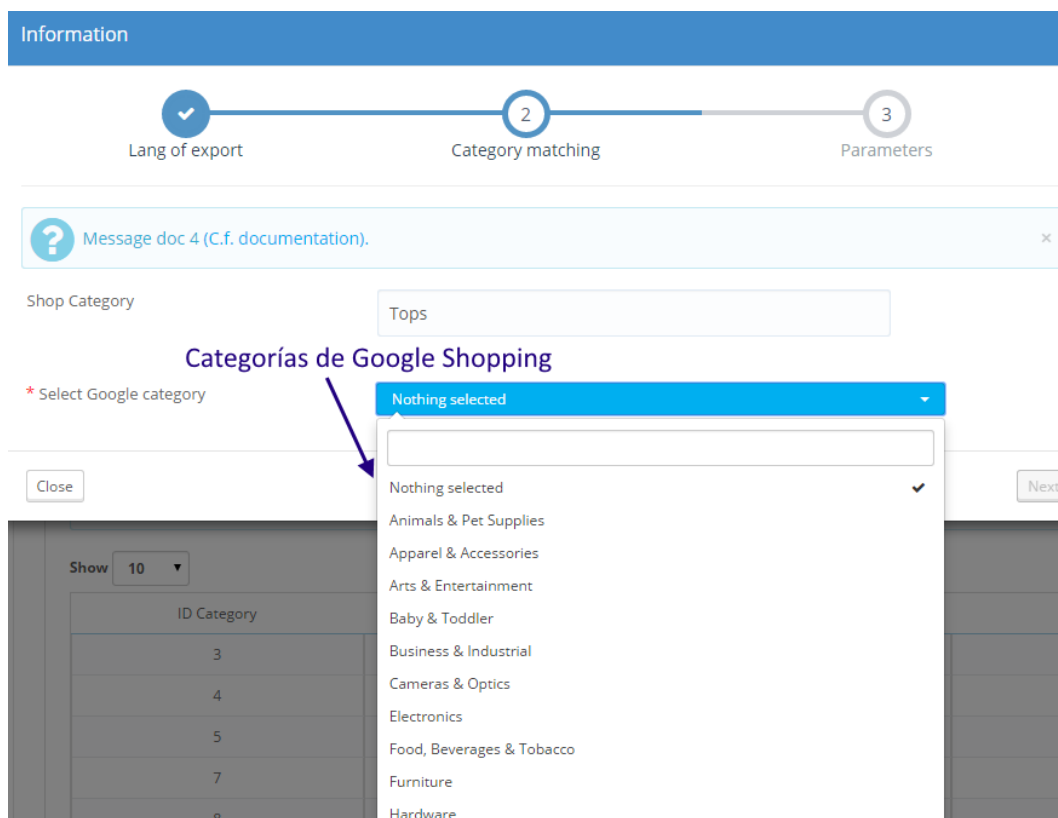
Configure the "Top" categorie

In the pop-up window that appears, you will find the stages for setting up a feed for the selected category:

Stage 1: Selecting the export language.




Stage 2: Choosing from the categories used by Google Shopping the one that corresponds or match best with the category you have created in your online shop.




To make searching for the Google category easier, you have a search field where you can enter the name of the category directly.

Shop Category

Main Google Shopping category

* Select Google category 

Google Shopping subcategory 


Once you have chosen the main Google Shopping category, you will have the option to specify the Google subcategory. This field is not required.


To see the full taxonomy of the categories offered in Google, see the following [link](#)

Stage 3: This stage depends on the choice of category you have made at the previous stage. If you have chosen the “Appareil & Accessories” category at stage 3, you will have to look for the correspondence of the attributes created in your shop with the attributes used by Google. The attributes required are:

- Gender (Male, Female, Unisex)
- Age group (New born, Infant, Toddler, Kids, Adult)
- Colour
- Size
- Material
- Pattern

Information



 [Message doc 5 \(C.f. documentation\).](#)

| | |
|-------------|---|
| * Gender | <input type="text" value="Nothing Selected"/> |
| * Age Group | <input type="text" value="Nothing Selected"/> |
| * Color | <input type="text" value="Nothing Selected"/> |
| * Size | <input type="text" value="Nothing Selected"/> |
| * Material | <input type="text" value="Nothing Selected"/> |
| * Pattern | <input type="text" value="Nothing Selected"/> |

You can find a summary of the required attributes by country [here](#).

Note: To create attributes or features in your shop that match those required by Google, you must create them using the Catalogue tab in your Back office. You can choose between creating attributes or features. Then, match the attributes or features created to each product.

You can go to PrestaShop online documentation for further information.

[Managing Product Attributes](#)

[Adding Product Combinations](#)

[Managing Product Features](#)

[Configuring Product Features](#)

Note: Attributes and Features must content different values. If the value is the same for 2 different attributes (e.g. Size: 38 and Weight: 38) only the first value will be exported to Google.










If a category other than “Appareil & Accessories” is chosen, you will go directly to a confirmation message. You need to click Save and then Activate.

To finalise, activate the category by clicking the Activate button in the confirmation window.

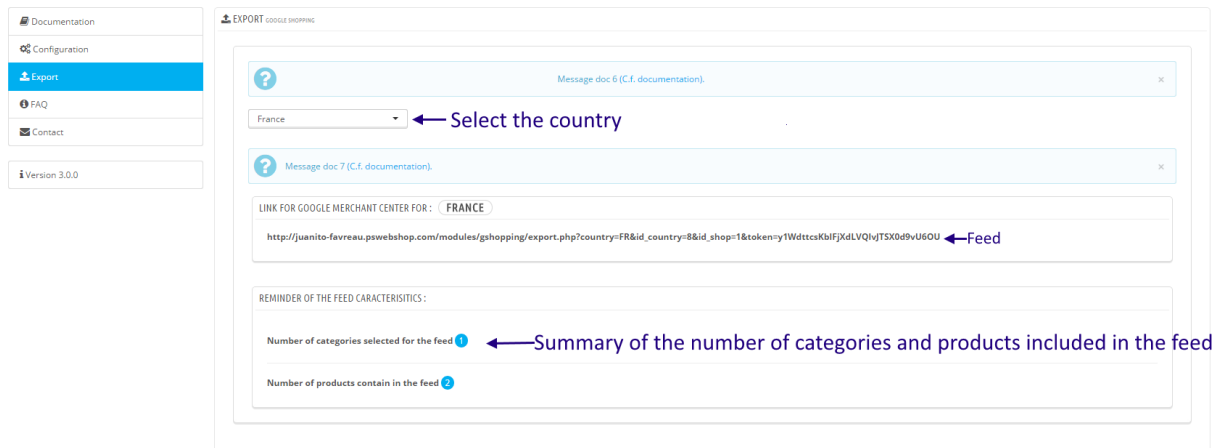
Your category is now ready to be sent to Google.

Configure each category you want to send by country. Bear in mind that you will need to set up the categories in the right language.

Do not forget to activate the categories that you want to include on your feed!

| ID Category | Name | Status |
|-------------|-----------------|---|
| 3 | Women |  |
| 4 | Tops |  |
| 5 | T-shirts |  |
| 7 | Blouses |  |
| 8 | Dresses |  |
| 9 | Casual Dresses |  |
| 10 | Evening Dresses |  |
| 11 | Summer Dresses |  |
| 12 | Categorie 1 |  |

Once you have prepared the categories, go to the Module export tab.



First, select the country for which you have set up the feed.

You will then find a summary of the number of categories and products included in the feed.

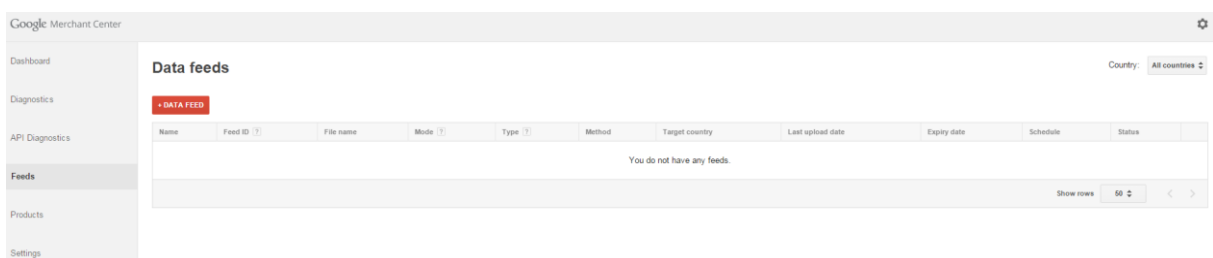
Warning: Not all products contained in the category will be exported. They will include only the products whose default category is the category that has been set up.

Finally, you will find the link containing the feed. **This is the link you must copy and paste into your Google Merchant account.**

Note: This link contains the currency by default of the country that has been configured on the Localization/Countries tab, as well as the carrier configured to deliver on this country.

4. INSERT THE FEED INTO GOOGLE MERCHANT

To insert the link into Google Merchant, all you need to do is go to the Feeds tab and click the Add Data Feed button.



Step 1:

Register a new feed

1 Basic information — 2 Upload method — 3 Feed setup

Mode ?

- ☐ Standard
☒ Test

Choose the mode that you prefer

Feed type ?

Products

Choose the "Products" Feed type

Please review our [feed specification](#) and [policies](#) before creating your feed.

Target country ?

France

Choose the target country that you prefer

Content language ?

French

Feed name ?

Test

Name the feed

Continue

Cancel

Step 2:

Register a new feed

Basic information — Upload method — Feed setup

Choose "Automatic upload (scheduled fetch)"

Choose a method for uploading your data feed.

☐ Google Spreadsheets

You can use Google Spreadsheets to provide us with data that will be directly incorporated into your account. You can either update the existing template that we provide or submit a Google Spreadsheet that you create. [Learn more](#)

☒ Automatic upload (scheduled fetch)

The automatic upload option allows you to create an uploading schedule for a data feed hosted on your website. Based on the schedule you create, our system will download the file from your website and upload it to your account for you. [Learn more](#)

☐ Regular uploads by user

You can upload files directly via FTP, Google Cloud Storage, or manual uploads. If you use FTP, you'll need to create an FTP account in the FTP tab under Settings. To use Google Cloud Storage, you'll need to have a Cloud Storage account and link it through the Cloud Storage tab under Settings. [Learn more](#)

Continue

Cancel

Step 3:

Register a new feed

☒ Basic information
 ☒ Upload method
 ☒ 3 Feed setup

What is the name of the file you will upload?

Fetch frequency

Daily

Fetch time

6:00 AM

Timezone

(GMT-08:00) Pacific Time

Feed URL ?

http://test.pswebshop.com/modules/gshopping/e

(supported protocols: http, https, ftp, sftp)

If your URL is password protected, please provide your login information.

Username optional

Password optional

Enable this feed for:

☒ Shopping [Learn more](#)

Save Cancel

Paste the link generated by the module here

In case of any problem during the import, you will get a detailed error report on your Google Merchant Center account.

Please, understand that any errors encountered during export and reported by Google during export due to lacks of product information (like missing EAN code or UPC code) cannot be resolved through PrestaShop support team. You can only solve it by filling all the required product information and making sure this information is complete and accurate.

If you encounter any other problem regarding the module, our team is at your service via the contact form.

Note: In order to succeed your export, up to 200,000 products per category and up to 200 categories must be exported. Beyond these limits, the proper behaviour of the module is not guaranteed.

Links of interest:

[Rules for using Google Shopping](#)

[Products Feed Specification](#)

The Google Shopping module for PrestaShop has been developed by the PrestaShop team, ensuring perfect compatibility with PrestaShop ecommerce software.