



# Publication Guide

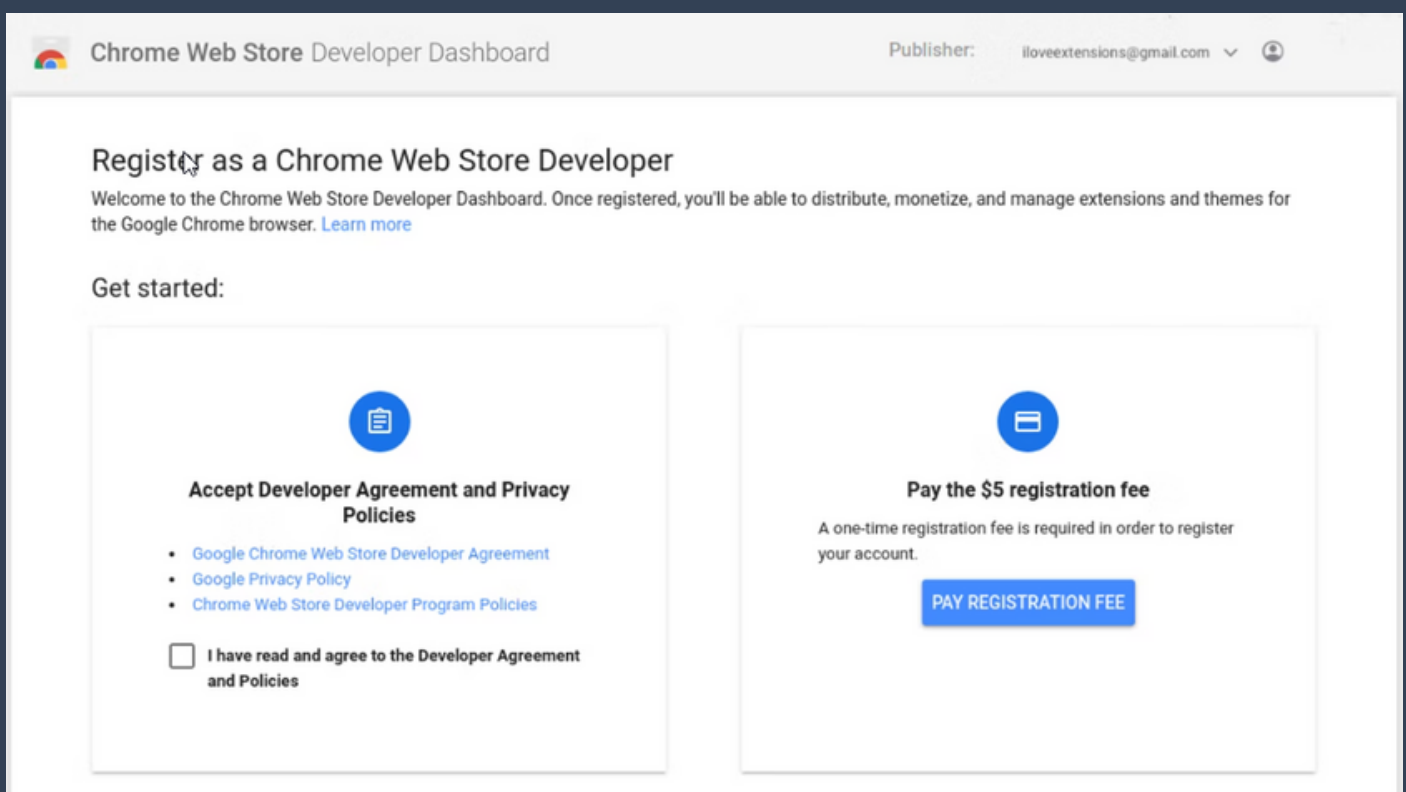
Chrome Starter Extension

# Step 1: Register as a Chrome Web Store developer

In order to publish your Chrome Extension on the Chrome Web Store, you must have a Chrome Web Store developer account.

To create your developer account, you must, of course, have a Gmail account (every Google service requires a Gmail account). We won't explain here how to create a Gmail account, but if you haven't one, you need to create one first before proceeding.

To register as a developer, go to this address:  
<https://chrome.google.com/webstore/devconsole>



The screenshot shows the 'Chrome Web Store Developer Dashboard' interface. At the top, it says 'Publisher: iloveextensions@gmail.com'. The main heading is 'Register as a Chrome Web Store Developer'. Below this, a welcome message states: 'Welcome to the Chrome Web Store Developer Dashboard. Once registered, you'll be able to distribute, monetize, and manage extensions and themes for the Google Chrome browser. [Learn more](#)'. Under the 'Get started:' section, there are two main steps:

- Accept Developer Agreement and Privacy Policies**
  - [Google Chrome Web Store Developer Agreement](#)
  - [Google Privacy Policy](#)
  - [Chrome Web Store Developer Program Policies](#)

☐ I have read and agree to the Developer Agreement and Policies
- Pay the \$5 registration fee**

A one-time registration fee is required in order to register your account.

[PAY REGISTRATION FEE](#)

Note that if you're not already connected to your gmail account, Google will ask you to login before being able to register as a developer.

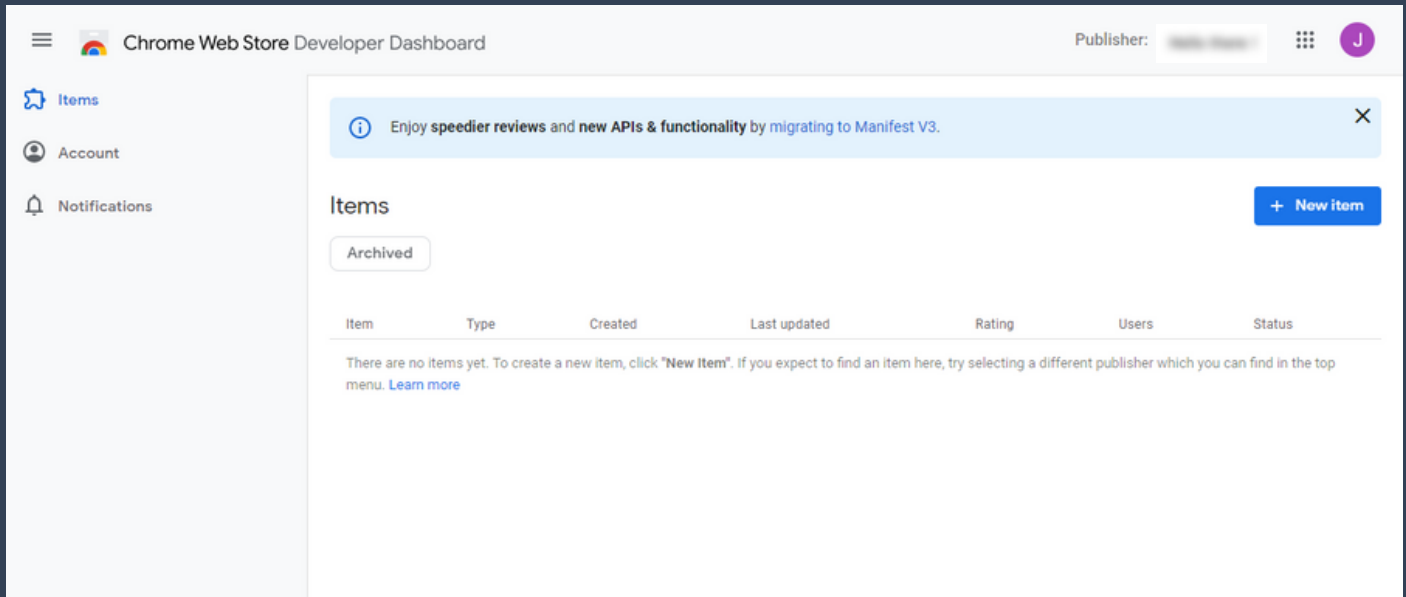
Click on "***I have read and agree to the Developer Agreement and Policies***", then click on the "***PAY REGISTRATION FEE***" button.

So yes, registering is not free, it is \$5. It's not much, but it's still not free. Probably to prevent spammers, scammers and so on from creating multiple accounts and try to publish ill-intentionned extensions.

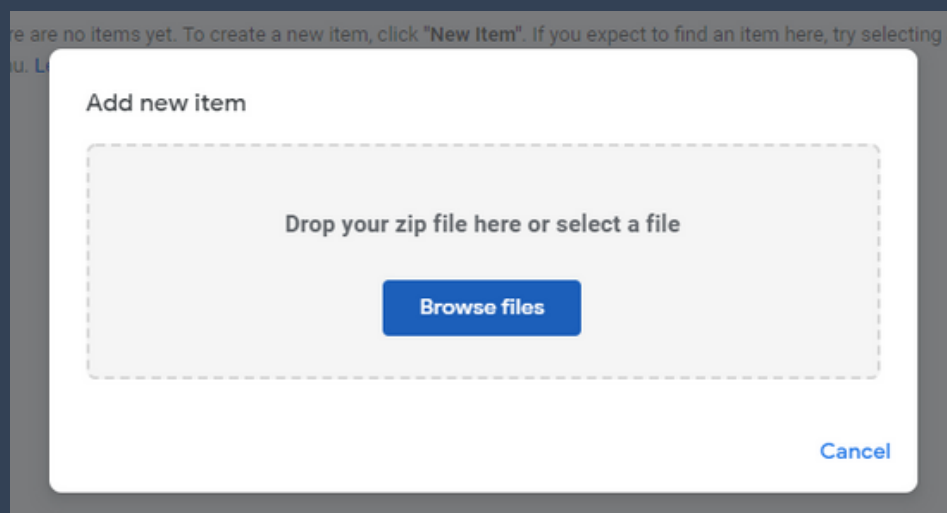
Once you have paid, you will be redirected to the developer dashboard.

# Step 2: Create new extension

You are now on the dashboard of the Chrome Web Store.

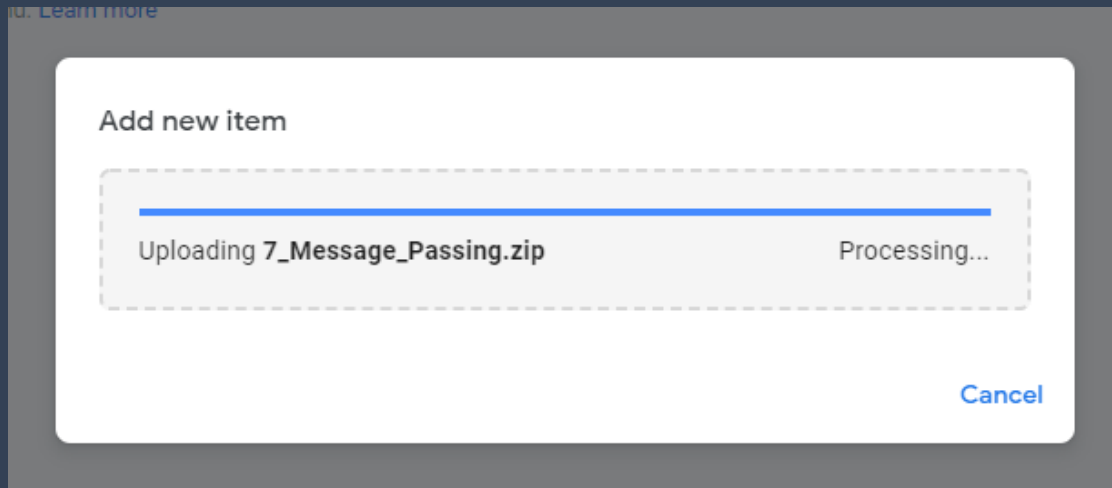


Click on the blue "+ New Item" button on the right. You will be asked to upload the zip file of your extension.

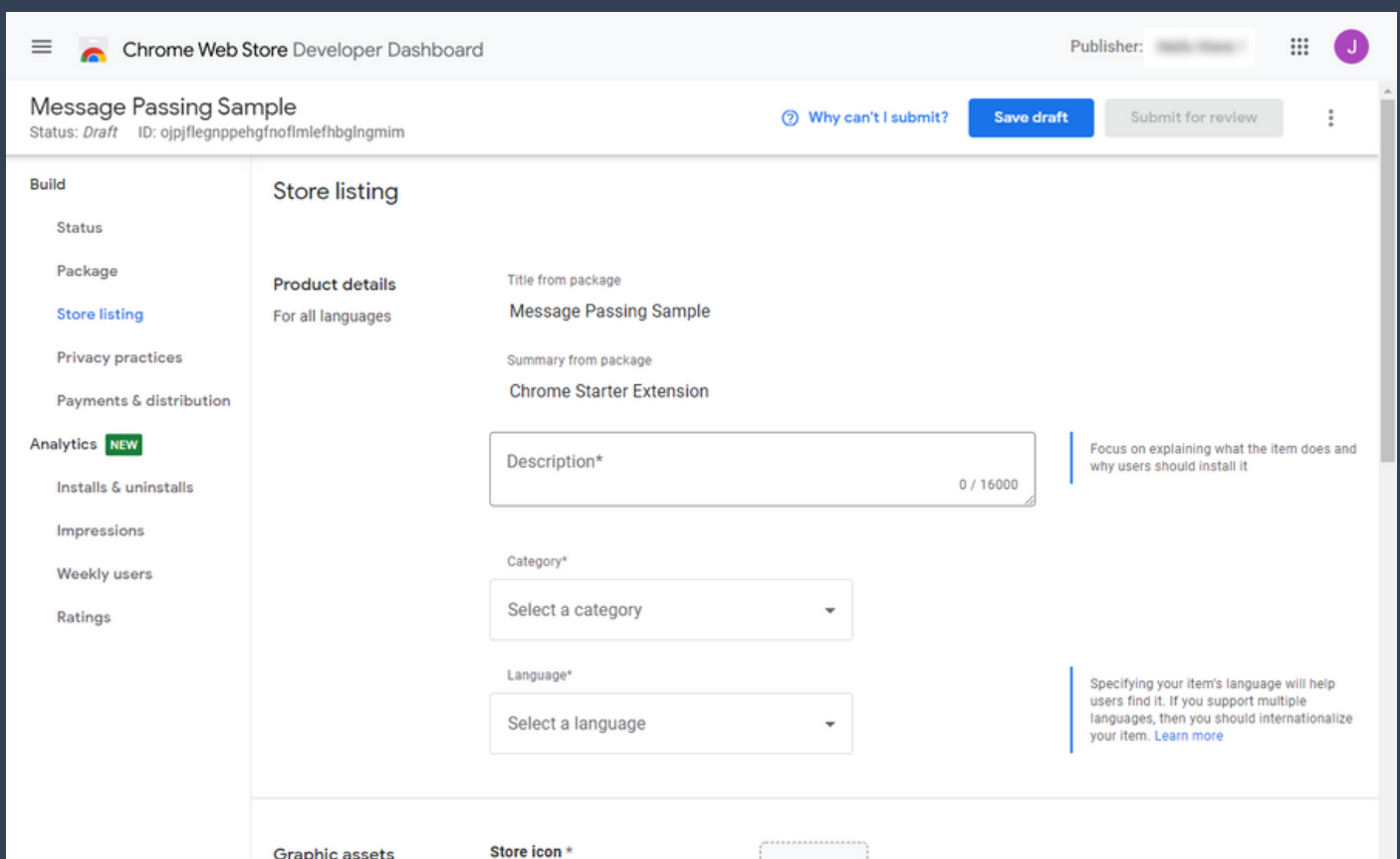


You must zip the folder containing your extension (the folder containing the ***manifest.json*** file).

Then upload it.



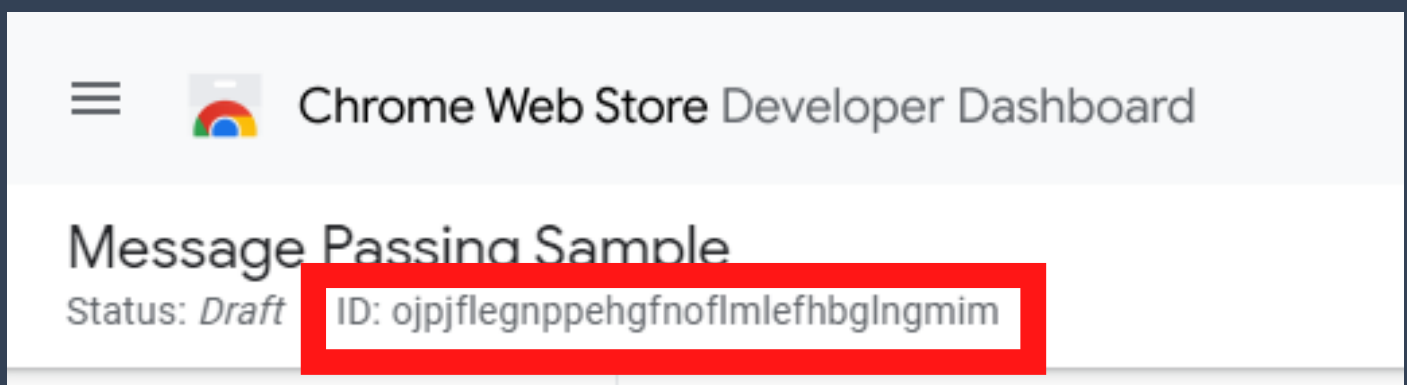
Once this is done, you will be redirected to your new Chrome extension settings page.



## Step 2: Fill up your extension details

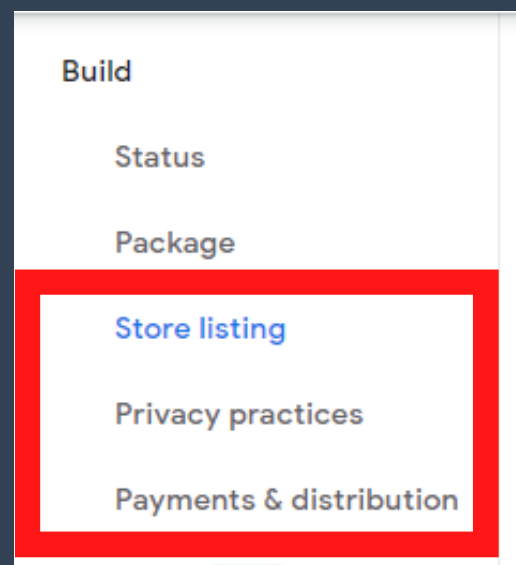
One thing that may be important to note is your extension's id on the store.

You may need it if you're using code in your extension that requires the extension's id. You can find it under your extension's name in the top bar



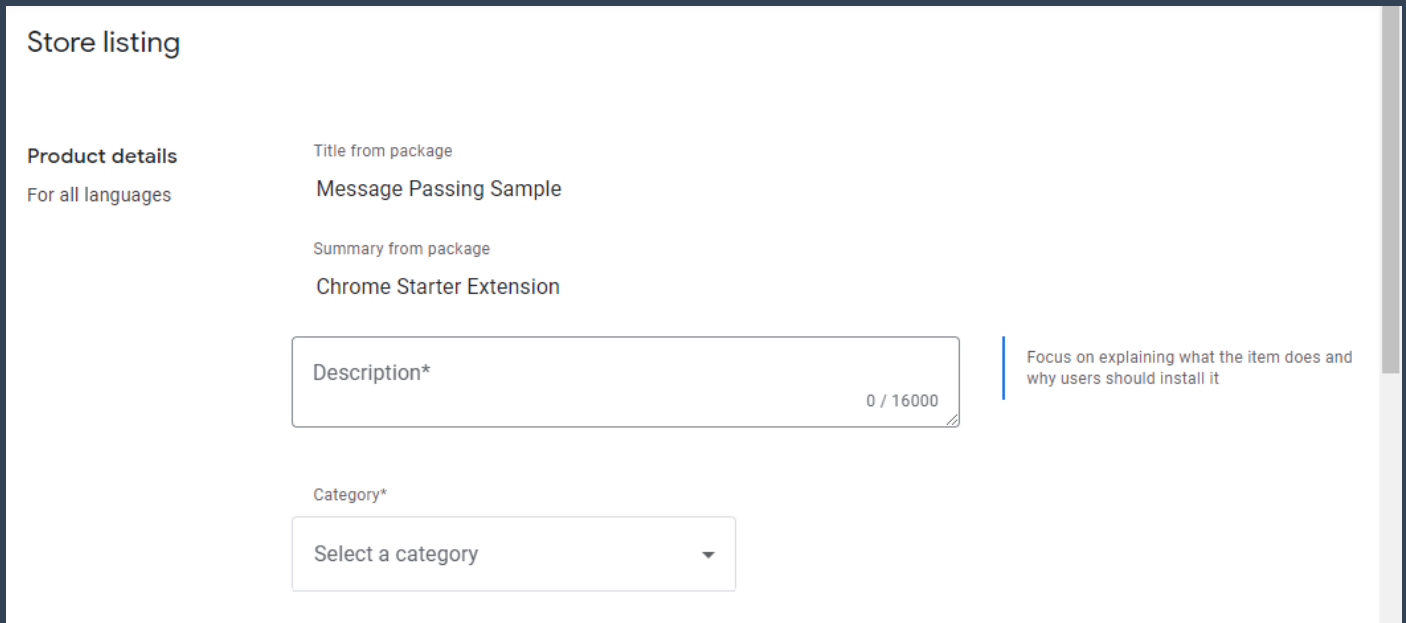
Now, you must fill up all the required details (followed by an asterisk) on the following pages:

- Store listing
- Privacy practices
- Payment & distribution



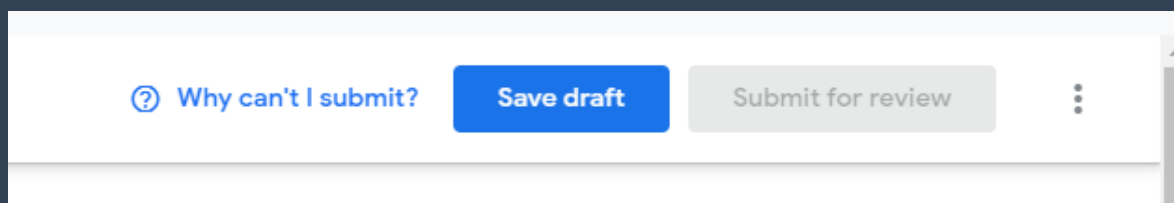
There's nothing special on the Store listing page.

Just fill up basic information and add some icons and screenshots.



The screenshot shows the 'Store listing' form for a Chrome extension. It includes a 'Product details' section with a language selector set to 'For all languages'. The 'Title from package' field contains 'Message Passing Sample', and the 'Summary from package' field contains 'Chrome Starter Extension'. Below these is a 'Description\*' text area with a character count of '0 / 16000'. To the right of the description field is a tip: 'Focus on explaining what the item does and why users should install it'. At the bottom is a 'Category\*' dropdown menu with the placeholder text 'Select a category'.

If you want to save the information you've completed so far, you can click on the blue "**Save draft**" button.



This screenshot shows the bottom of the form with three buttons: a blue link with a question mark icon and the text 'Why can't I submit?', a blue 'Save draft' button, and a grey 'Submit for review' button. A vertical ellipsis menu icon is located to the right of the 'Submit for review' button.

The privacy practices page may contain something unexpected on the other hand.

Besides the classic privacy-related questions and informations, you may have to tell Google why you are requesting special privileges (permissions) for your Chrome extension

### Permission justification

A [permission](#) is either one of a list of known strings, such as `"activeTab"`, or a [match pattern](#) giving access to one or more hosts.

Remove any permission that is not needed to fulfill the single purpose of your extension. Requesting an unnecessary permission will result in this version being rejected.

Due to the Host Permission, your extension may require an in-depth review which will delay publishing.

webRequest justification\*

0 / 1000

scripting justification\*

0 / 1000

storage justification\*

0 / 1000

Host permission justification\*

0 / 1000

Are you using remote code?

No, I am not using remote code

Yes, I am using remote code

Justification\*

0 / 1000

A host permission is any [match pattern](#) specified in the `"permissions"` and `"content_scripts"` fields of the extension manifest

Remote code is any JS, Wasm, or CSS that is not included in the extension's package. This includes references to external files in `<script>` tags, modules pointing to external files, and strings evaluated through `eval()`

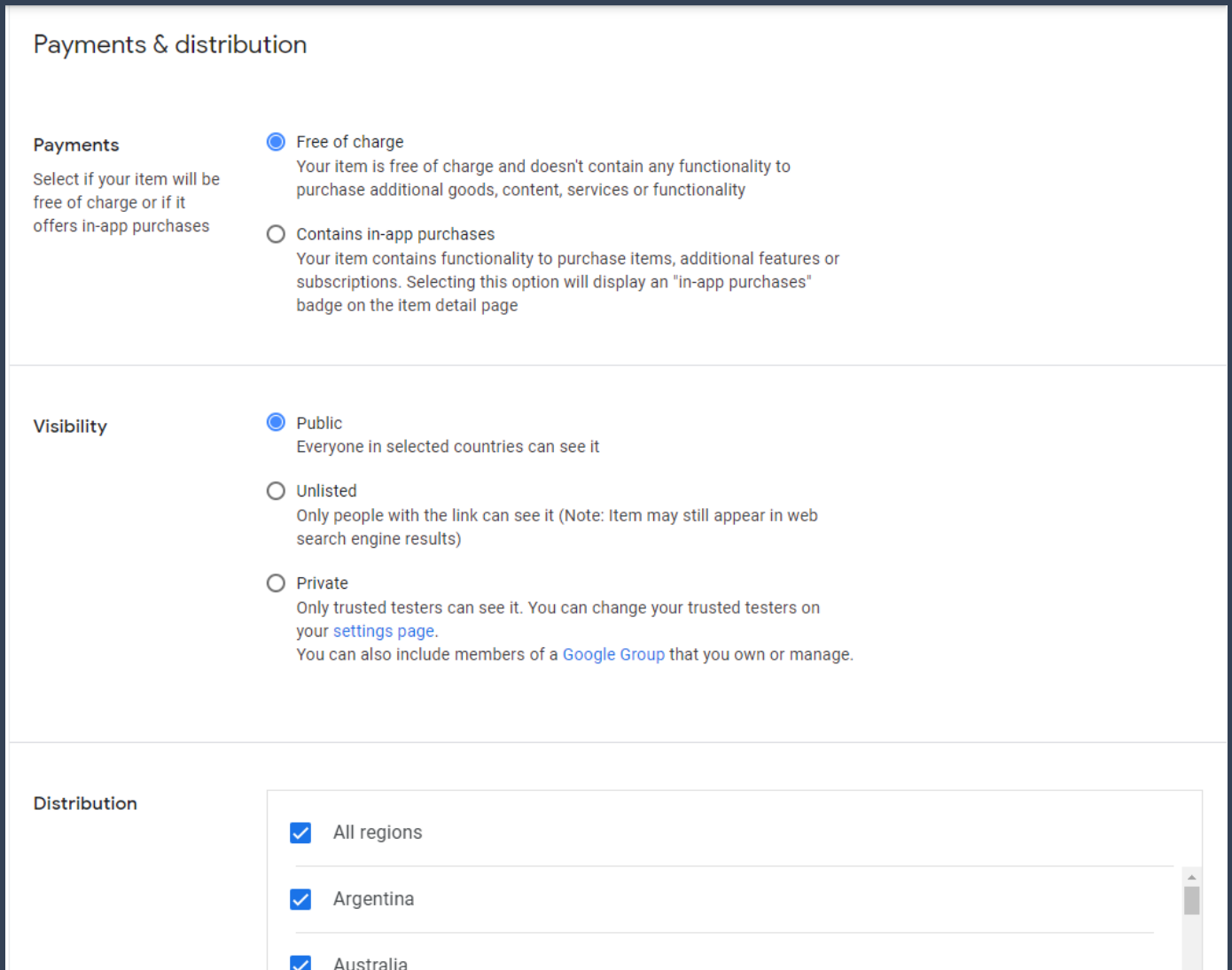
If you are using special permissions for your Chrome extension, you will have to tell Google why you need them.

You don't need to write some fancy explanations, just the basics of why you require a permission, like *"We need to access our server's api"* for the **webRequest** permission for example.

Note that in this case, your extension will need additional review from Google and your extension will take more time to be approved and published.



On the ***Payments & distribution*** page, you can define whether your extension is free or offers in-app purchases.



**Payments & distribution**

**Payments**  
Select if your item will be free of charge or if it offers in-app purchases

- ☒ Free of charge  
Your item is free of charge and doesn't contain any functionality to purchase additional goods, content, services or functionality
- ☐ Contains in-app purchases  
Your item contains functionality to purchase items, additional features or subscriptions. Selecting this option will display an "in-app purchases" badge on the item detail page

**Visibility**

- ☒ Public  
Everyone in selected countries can see it
- ☐ Unlisted  
Only people with the link can see it (Note: Item may still appear in web search engine results)
- ☐ Private  
Only trusted testers can see it. You can change your trusted testers on your [settings page](#).  
You can also include members of a [Google Group](#) that you own or manage.

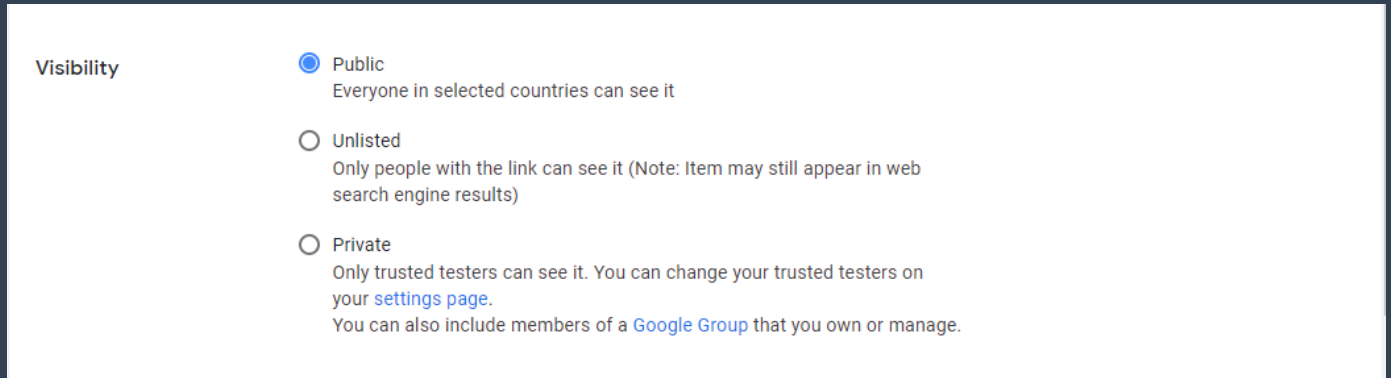
**Distribution**

- ☒ All regions
- ☒ Argentina
- ☒ Australia

You can also choose in which countries your extension will be available.

One of the interesting things you can do in this page is to set the visibility of your extension.

The default option is public, which means that everyone will be able to see and install it on the Chrome Web Store.



The screenshot shows a 'Visibility' section with three radio button options. The 'Public' option is selected, indicated by a blue dot. The 'Unlisted' and 'Private' options are unselected, indicated by grey dots. Each option has a brief description of its visibility level and any additional steps or notes.

Visibility

- ☒ Public  
Everyone in selected countries can see it
- ☐ Unlisted  
Only people with the link can see it (Note: Item may still appear in web search engine results)
- ☐ Private  
Only trusted testers can see it. You can change your trusted testers on your [settings page](#).  
You can also include members of a [Google Group](#) that you own or manage.

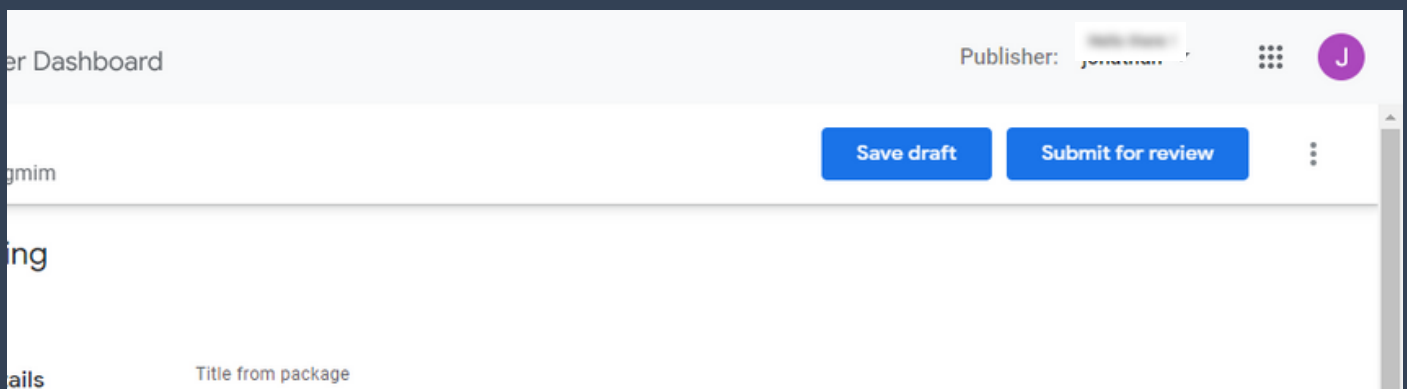
You might want to choose the "Unlisted" option first. This way, once it is published, you will be able to test your extension in production and find some bugs.

When you think the version in production is good, you can then set the visibility back to public to make it available to everyone.

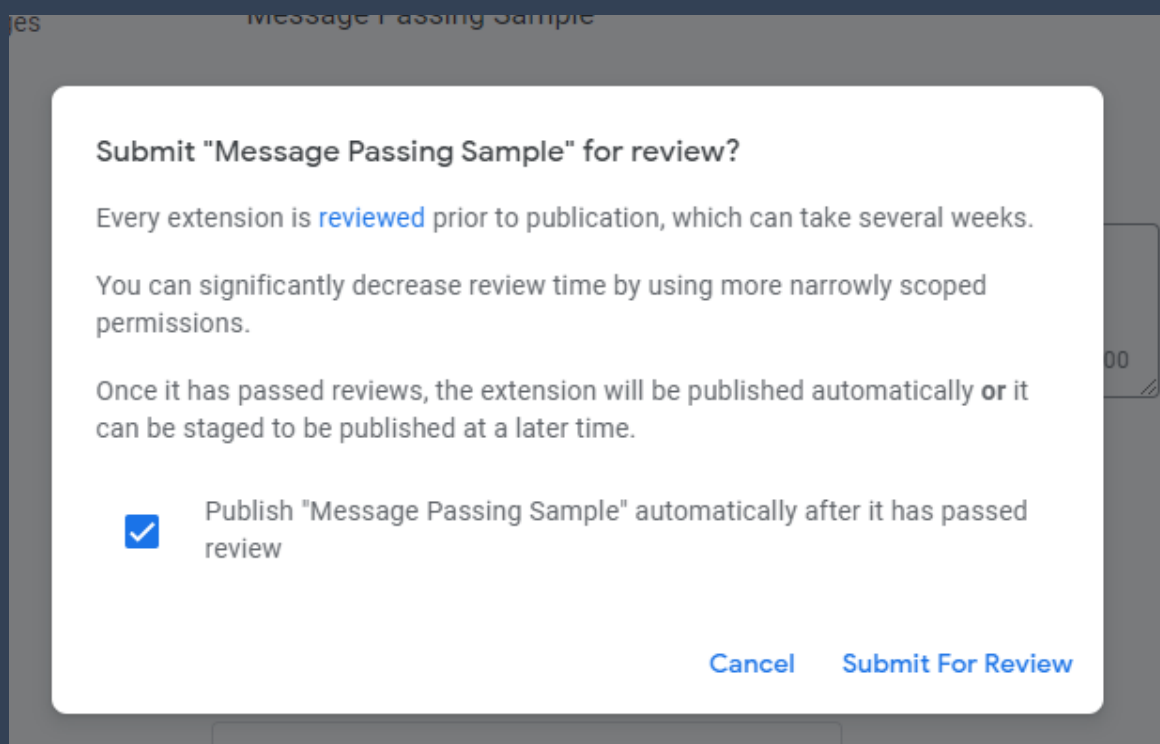
The unlisted option can also be a good choice if you want your extension to only be available to certain employees or customers of your company.

# Step 3: Submit your extension

Now that you've completed all the required fields, it's time to submit your extension for approval! Click on the "***Submit for review***" button.

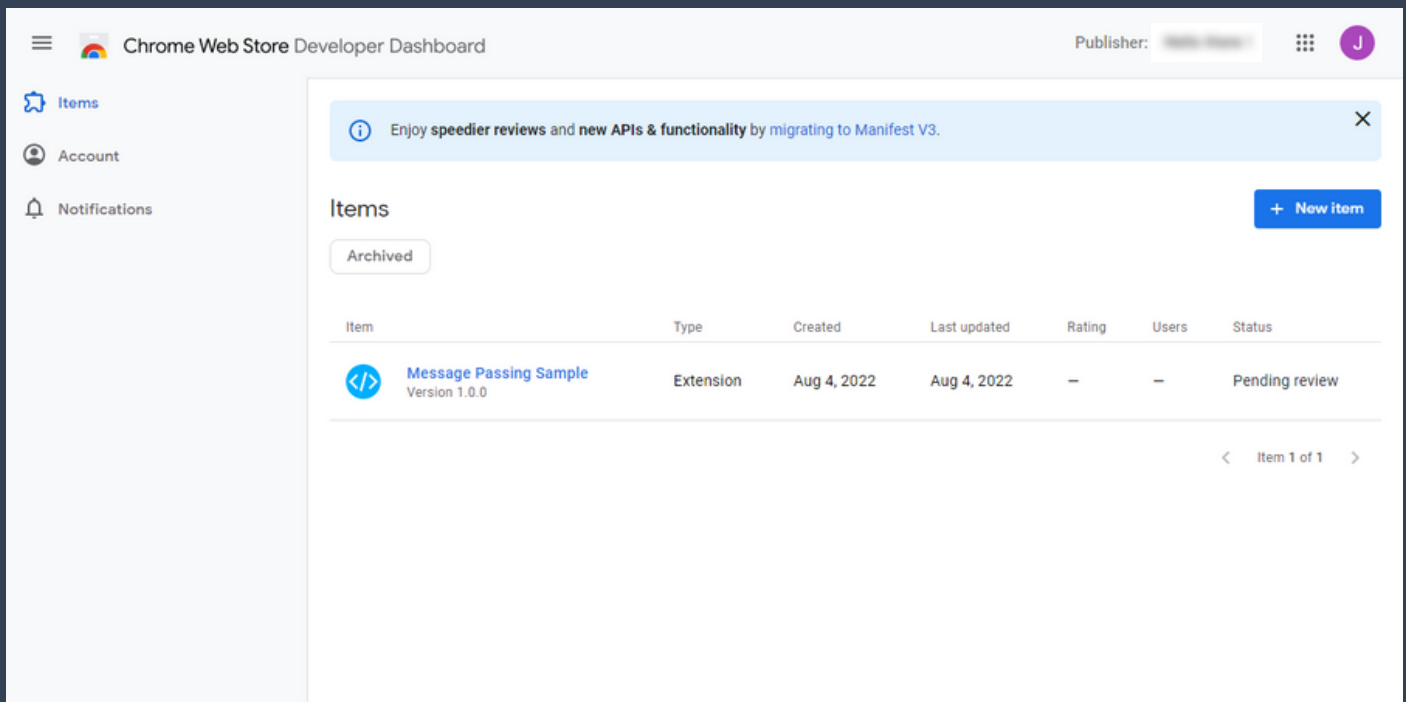


Google will ask you to confirm, and to whether publish your extension or not when the review is completed



And voilà! Your Chrome extension is now awaiting review and will be published when it's completed.

You can now see your item listed as "Pending review" in the dashboard.



If the submit button is disabled, it means that a required field is missing.

To help you understand what you've missed, you can click on the "***Why can't I submit?***" button.

A popup will appear explaining what you need to complete:

### Unable to publish

Complete the points below to publish your item. Remember to Save Draft when you are done.

- Language is not selected.
- Please select a Category for your item.
- The detailed description is too short or is missing. Minimal length is 25 characters.
- You must verify your contact email before you can publish any item. Begin the verification process on the Account tab.
- A justification for webRequest is required. This can be entered on the Privacy practices tab.
- The single purpose description is required. This can be entered on the Privacy practices tab.
- To publish your item, you must certify that your data usage complies with our Developer Program Policies. You can certify this on the Privacy practices tab of the item edit page.
- At least one screenshot or video is required.
- Icon image is missing.

OK