

Knowledge Base

Activity Stream

Top Contributors

Knowledge Base

Guides

Guides > Google > Google Trusted Stores

← Search

Tools

Comment

Article

Related Content (1)

Related Conversations (0)

Partner Integrations

Accounting & ERP

Affiliates

Analytics

Complementary Technologies

Customer Relationship Management

Comparison Shopping Engines

Drop Shippers

Email Service Providers

Fraud

Fulfillment

Marketplaces

Payments

Shipping

Social Media

Google Trusted Stores

The Google Trusted Stores program is available on the Aptos platform. Improve your store's credibility as a respectable online retailer. Read [Success Stories](#) for several examples of the results merchants have seen.

Guides > Google Trusted Stores

Set up Google Trusted Stores



Having the Google Trusted Stores credentials can help promote your products and increase your traffic and sales. Contact your Client Manager if you would like to participate.

Google Merchant Account

If you do not have a Google Merchant Account, you need to acquire one before you can begin setting up Google Trusted Stores. Go to www.google.com/merchants to set up your account.

Configure Trusted Stores Account

- To begin configuring **Google Trusted Stores**, navigate to the [Google Trusted Stores](#) setup section.
- In the Setup area, complete the following:
 - Your Business Information:** Provide details and contact information for your business.
 - Program Agreements:** Agree to the Google Trusted Stores terms and conditions.
 - Data Feeds:** Click on this section. Link your Google Merchant account with your Google Trusted Stores Account.
- Navigate to the **Merchant Center** to set up an FTP account at www.google.com/merchants.
- Expand the **Settings** tab on the left navigation bar, and click **FTP**.
 - Specify a user name and password then save your changes. Note that your Google Merchant Account credentials are used to set up your FTP in our system. If you re-generate your Merchant Account password, you need to update your FTP credentials on the Aptos platform.
- Create and configure the data feeds that will send shipment and order cancellation information to Google. While still in the **Google Merchant Center**, navigate to **Data Feeds** on the left side navigation bar. You will need to create two data feeds, perform the following steps.

- Click **New Data Feed**.
- Select **Type** from the drop-down menu. You will need to create two data feeds. Note that there may be a delay between connecting your Google Trusted Stores account and the availability of these fields.
 - Create a data feed with type “Trusted Stores Order Cancellations”. Define a file name. Make a note of this file name as it is used to populate the CustomField3 column. Save your changes.
 - Create a data feed with type “Trusted Stores Order Shipments”. Define a file name. Make a note of this file name as it is used to populate the CustomField3 column. Save your changes.

Note: Make a note of the data feed file names as they are used to populate the CustomField3 column in the job scheduler.

Note: Your Google Merchant Account credentials are used to set up your FTP in our system. If you re-generate your Merchant Account password, you need to update your FTP credentials on the Aptos platform.

Content > Tasks > FTP Hosts
Content > Tasks > Job Scheduler

Set up the Job Scheduler

You will need to add the new Google Trusted Stores FTP Host with credentials to your platform. In the Site Manager, navigate to Content > Tasks > FTP Hosts. Add a new FTP Host with your Google credentials.

Generate a job using the job scheduler. Navigate to [Content > Tasks > Job Scheduler](#). Read knowledge base article [#2240](#) to learn more.

Display Google Trusted Stores Badge

The Google Trusted Stores badge JavaScript must be implemented on every page of your website, including (but not limited to) the home page, category pages, browse pages, search results pages, product pages, help pages, shopping cart pages, checkout pages, and order confirmation pages. The JavaScript code should be placed just before the closing tag of each page.

For the actual code needed to drop into the Aptos Page Templates, go to your Google Trusted Stores account at www.google.com/trustedstores/sell/setupcode.

Related Content

Content > Tasks > Job Scheduler