Google Base Feed

1. Go to http://base.google.com/base/bulkuploads and create an account, or use your existing Google account

2. Create a new data feed

3. Complete all the steps, for data feed filename the default is: GoogleBaseFeed.txt

4. Click on: register data feed

5. Log into your e-commerce back office

6. Go to your View Products section

7. Click on the Google Base image (top right)

8. Save file as: GoogleBaseFeed.txt

9. Return to http://base.google.com/base/bulkuploads and click on: Manual: upload file

10. Browse and use the file we created earlier

11. Do this once a month or more frequently if you have added/edited a lot of products