

Grow with Google

Sell Online with E-Commerce Tools

grow.google/smallbusinesses

#GrowWithGoogle



HI, I'M **DAVE DELANEY**



WEBSITE

davedelaneyspeaks.com

NEWSLETTER

nicemaker.co

SOCIAL

[@davedelaney](https://twitter.com/davedelaney)



AGENDA

- **WHY SELL ONLINE?**
- **SHOWCASE YOUR PRODUCTS WITH A BUSINESS PROFILE**
- **SHOWCASE PRODUCTS WITH GOOGLE MERCHANT CENTER**
- **SELL ONLINE WITH SHOPIFY**
- **RECAP AND RESOURCES**

Why sell online?



ONLINE SHOPPING IS ON THE RISE...



Shoppers go online first **in over 60%** of shopping occasions.¹



But online shopping drives in-store visits.



A global survey found that **45% of shoppers** buy online and pick-up in-store.²

Sources: (1) Google/Ipsos, Shopping Tracker Study, Jan.–Dec. 2018; (2) Google/Ipsos, Global, Global Retail Study, Feb. 2019.

RETAILERS NEED TO BE ONLINE

A global survey found that **58% of purchases** were prompted by something the shopper saw online.

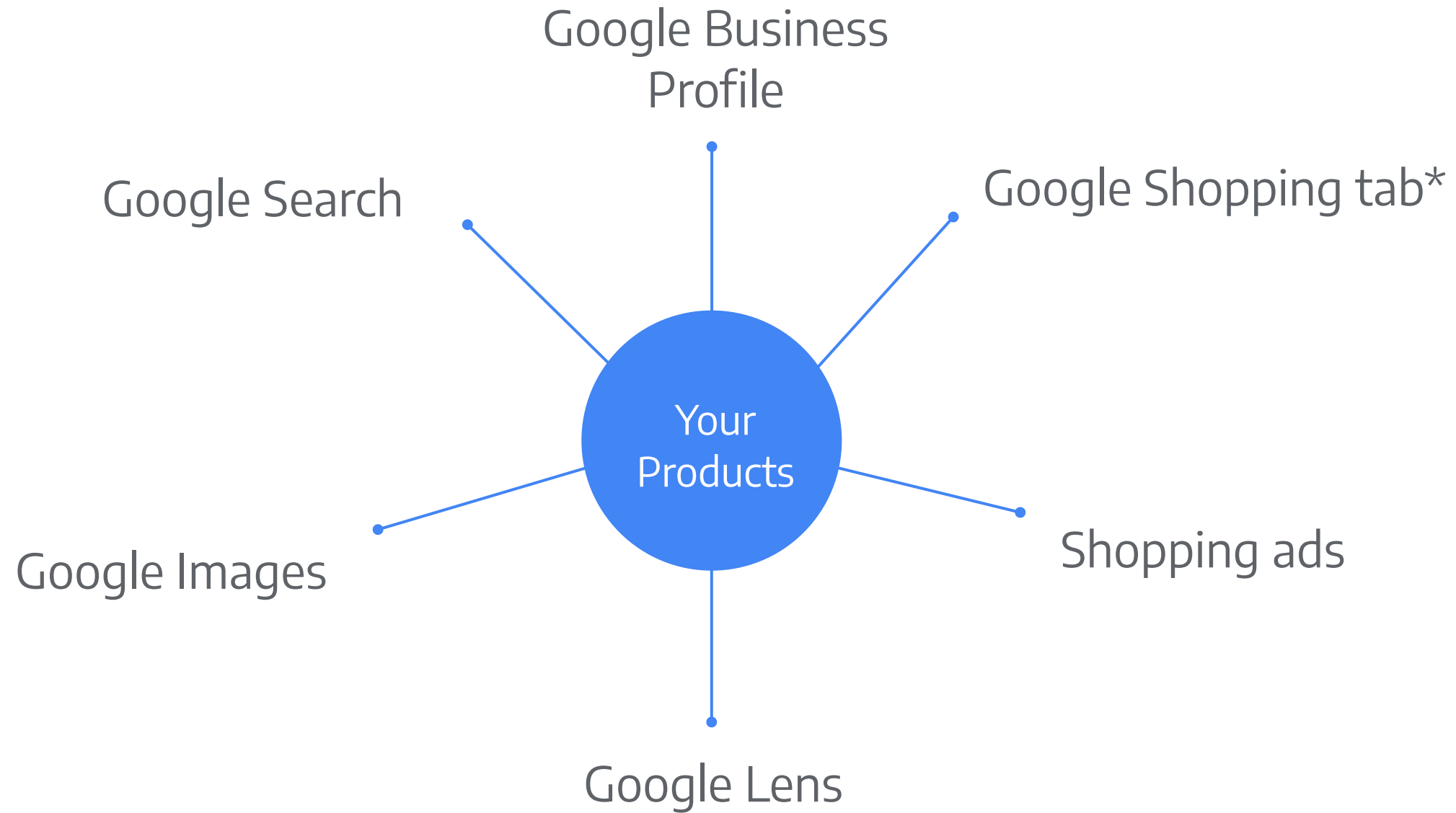
Even if sales happen in the store:

46% of shoppers surveyed **confirm inventory online** before going to a store.



Source: Google/Ipsos, Global, Global Retail Study, Base: total sample (n=14,206), online 18+ who shopped in the last week, countries included: AR, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, GB, U.S., AE, VN, Feb. 2019.

WHERE YOUR PRODUCTS CAN SHOW ON GOOGLE



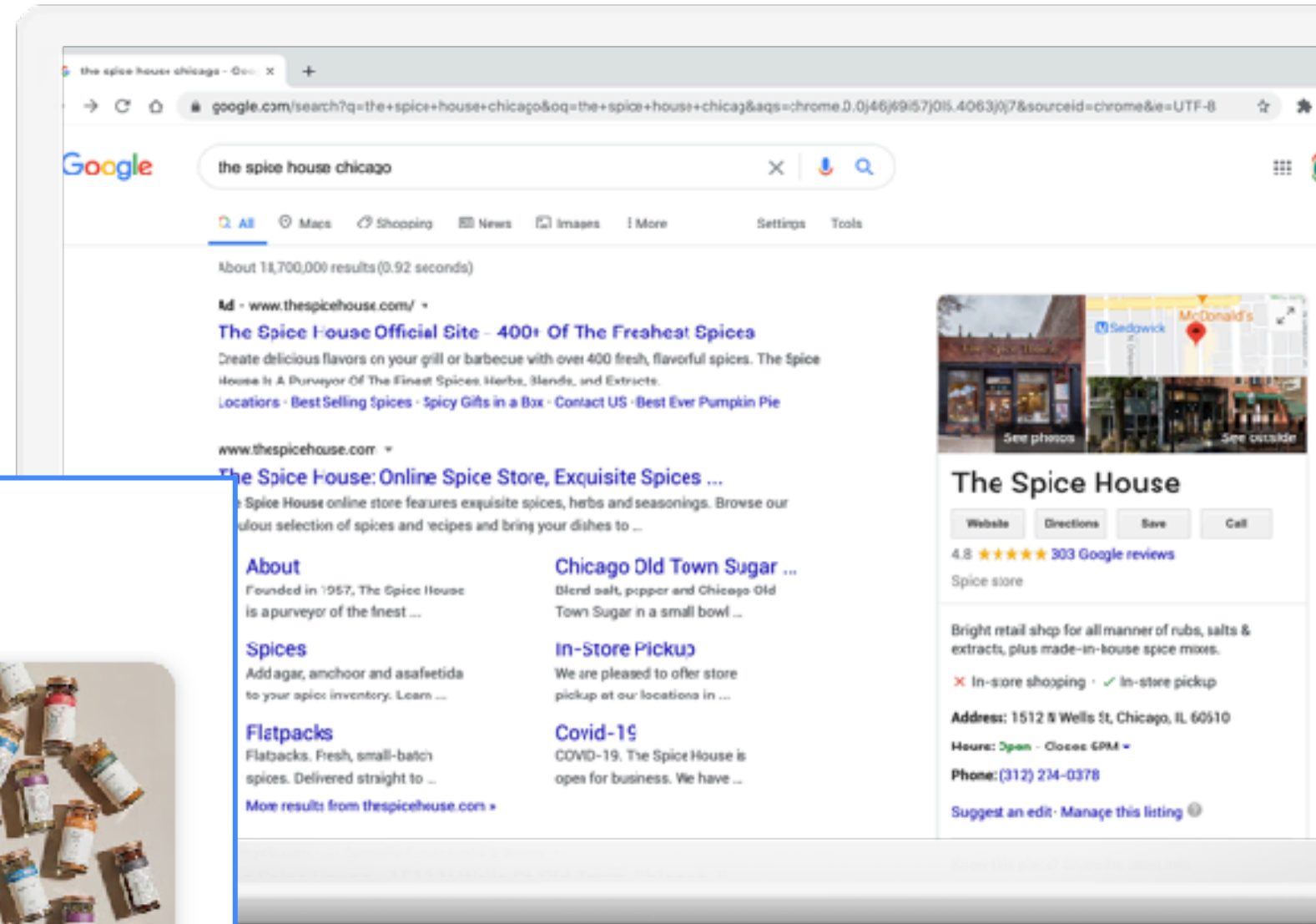
*U.S. only

Showcase your products with a Business Profile



BUSINESS PROFILE ON GOOGLE

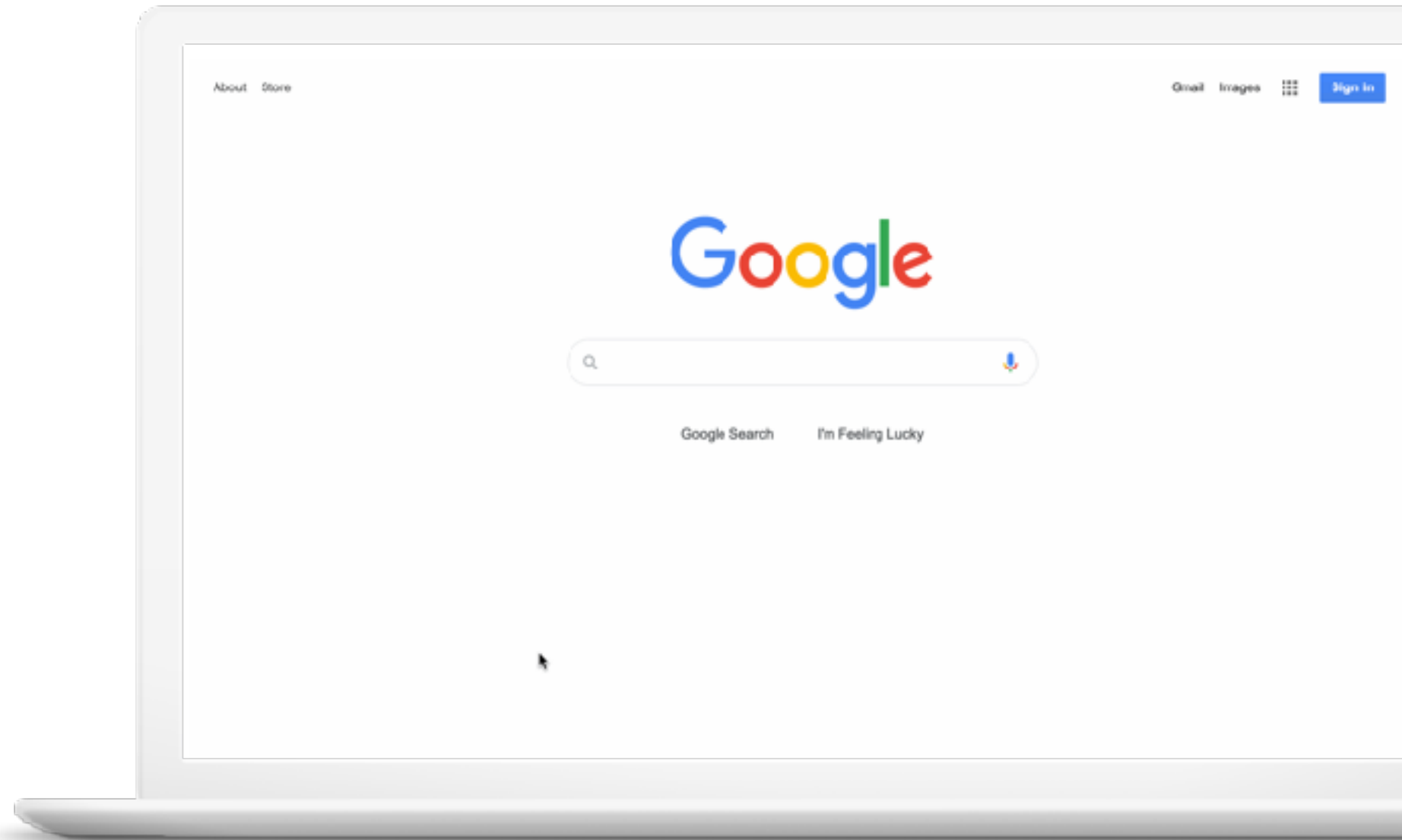
Retailers can add products to their Business Profile. Customers can see product details by clicking on the [Product Catalog](#) and [From Product Posts](#) carousels.



FIRST SIGN INTO YOUR GOOGLE ACCOUNT

Sign into your Google Account.

Don't have a Google account?
Sign up for free.



Quick Tip:

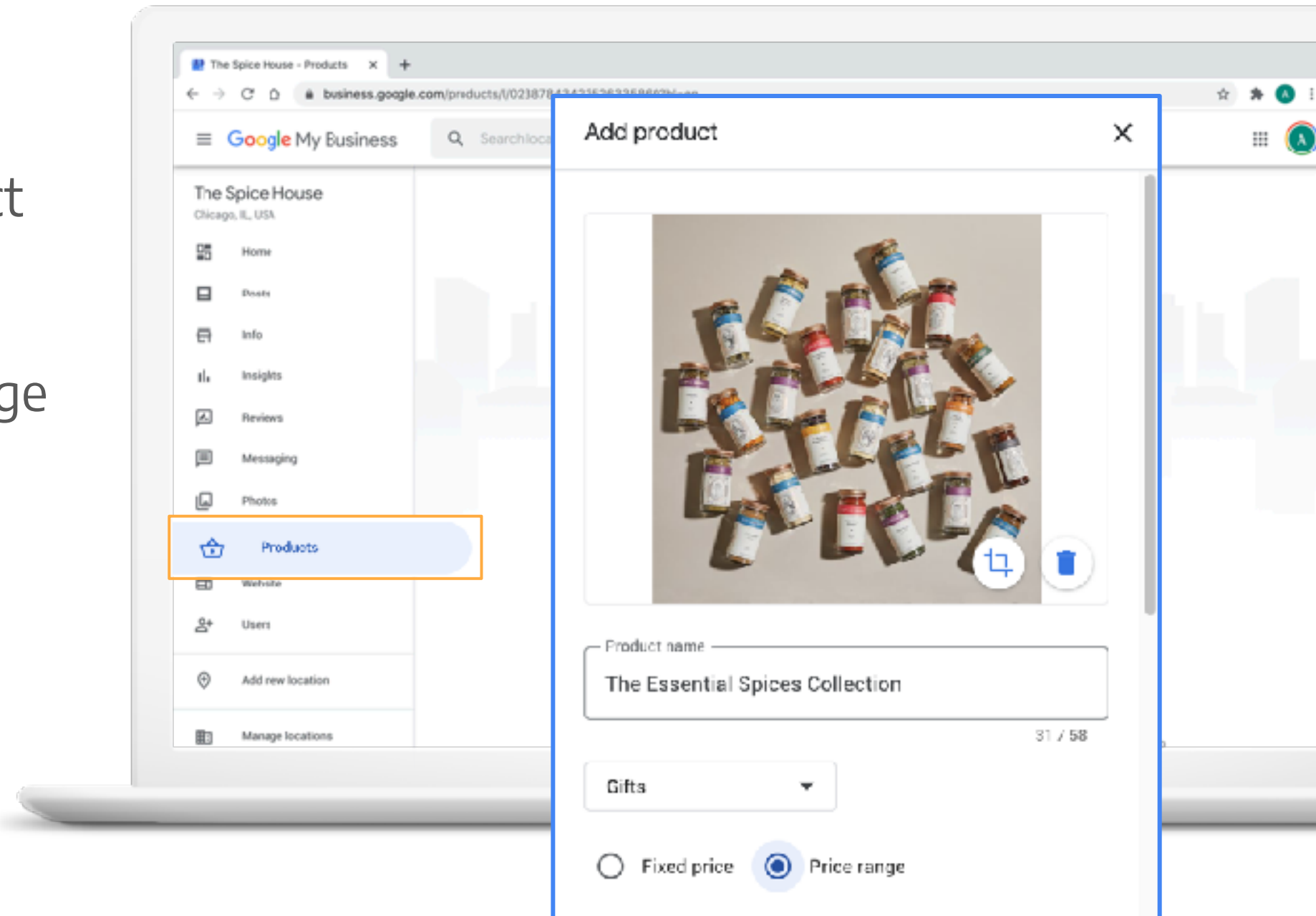
Create a new Google account.

accounts.google.com/signup

ADD PRODUCTS WITH YOUR BUSINESS PROFILE

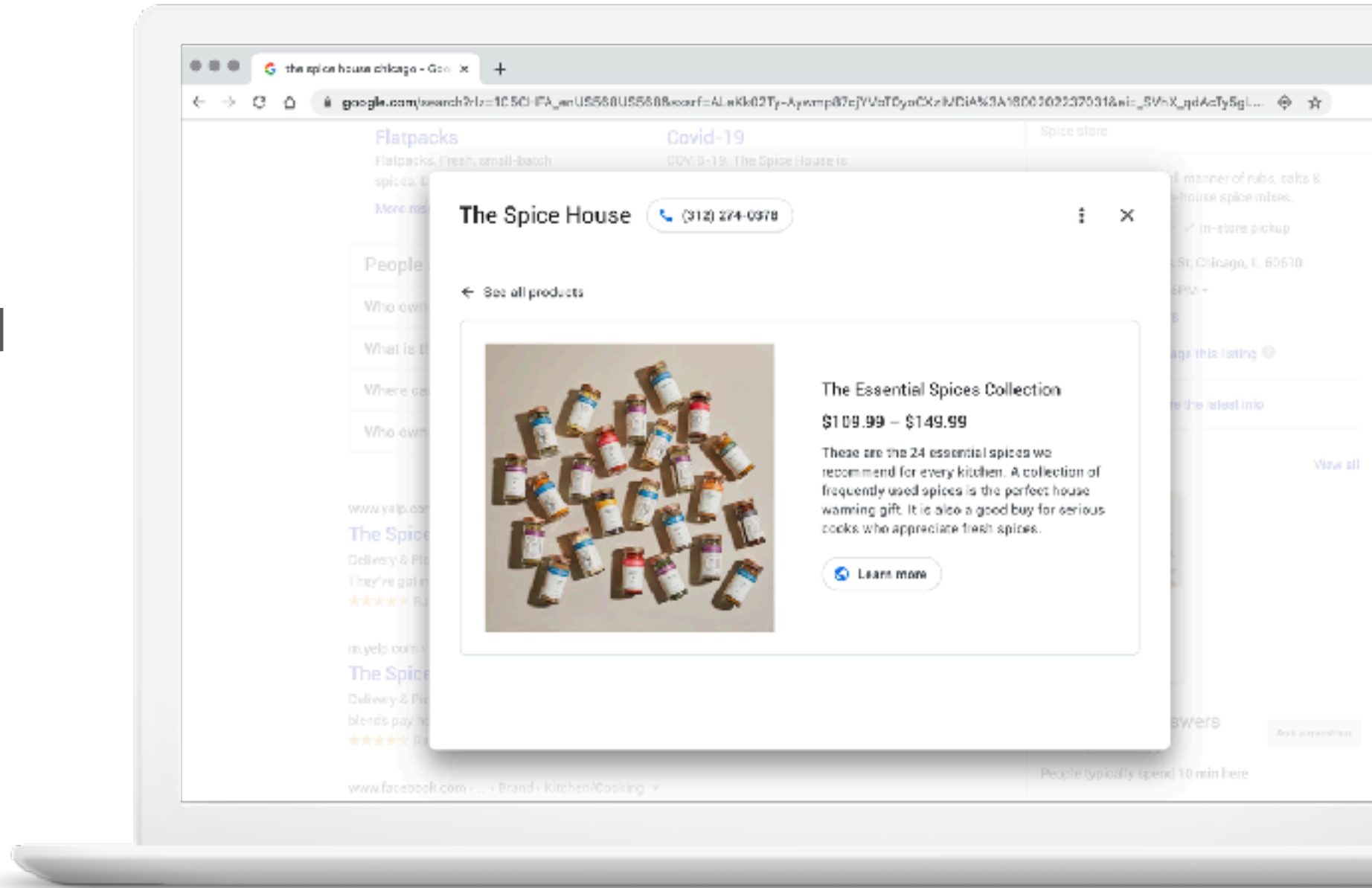
Click [Products](#) > [Add product](#)

- Upload photo and name product
- Select or create category
- (Optional) Set price or price range
- (Optional) Add description
- (Optional) Add button, like [Order Online](#) or [Buy](#); add link
- Click [Save](#)



HOW THE PRODUCT CAN APPEAR

Now, the product can appear on the Business Profile on Google. Customers can learn more by clicking in the Product Catalog and [From Product Posts](#) carousels.



Quick Tip:

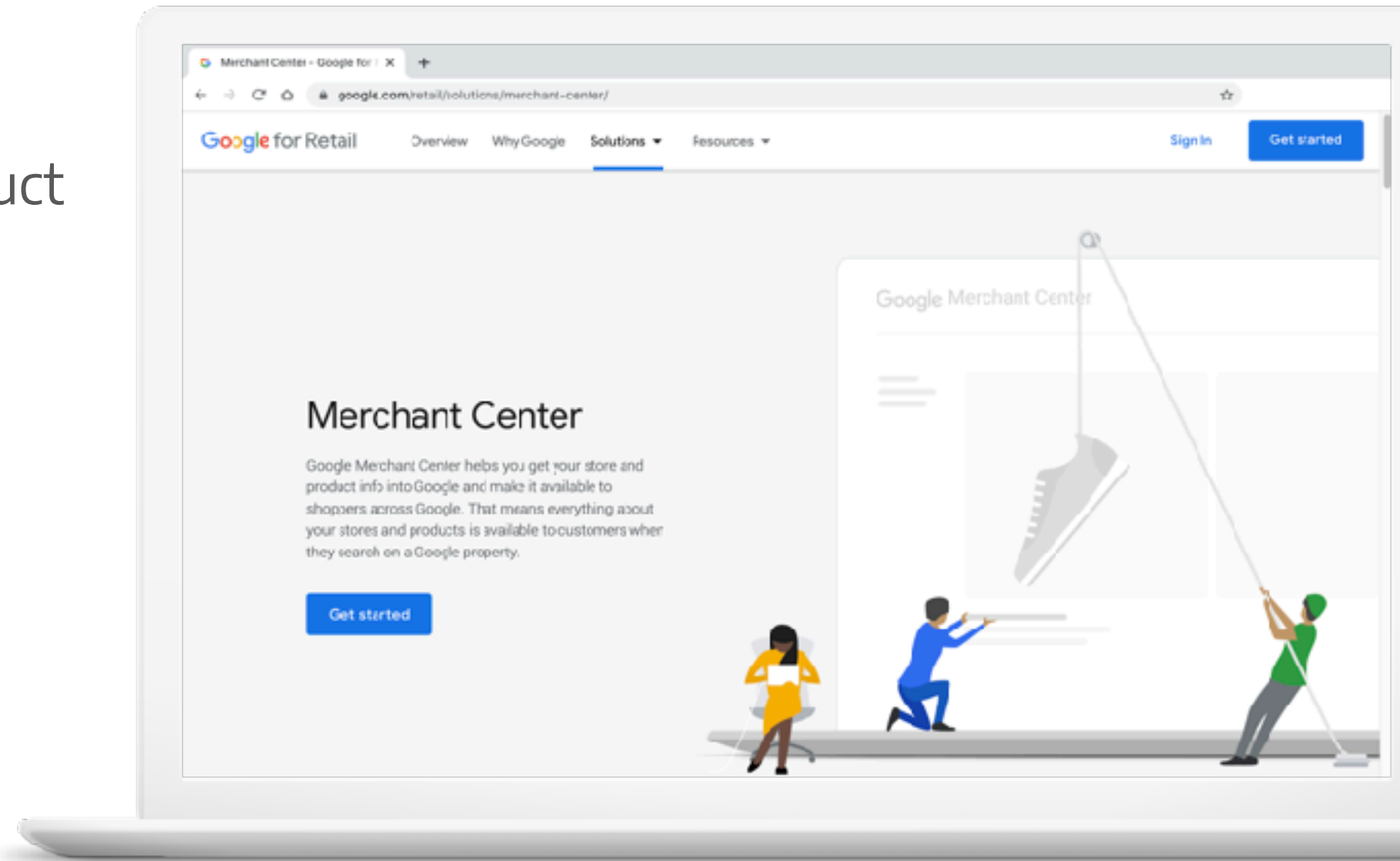
Set up a free Business Profile at google.com/business

Showcase your products with Google Merchant Center



WHAT IS GOOGLE MERCHANT CENTER?

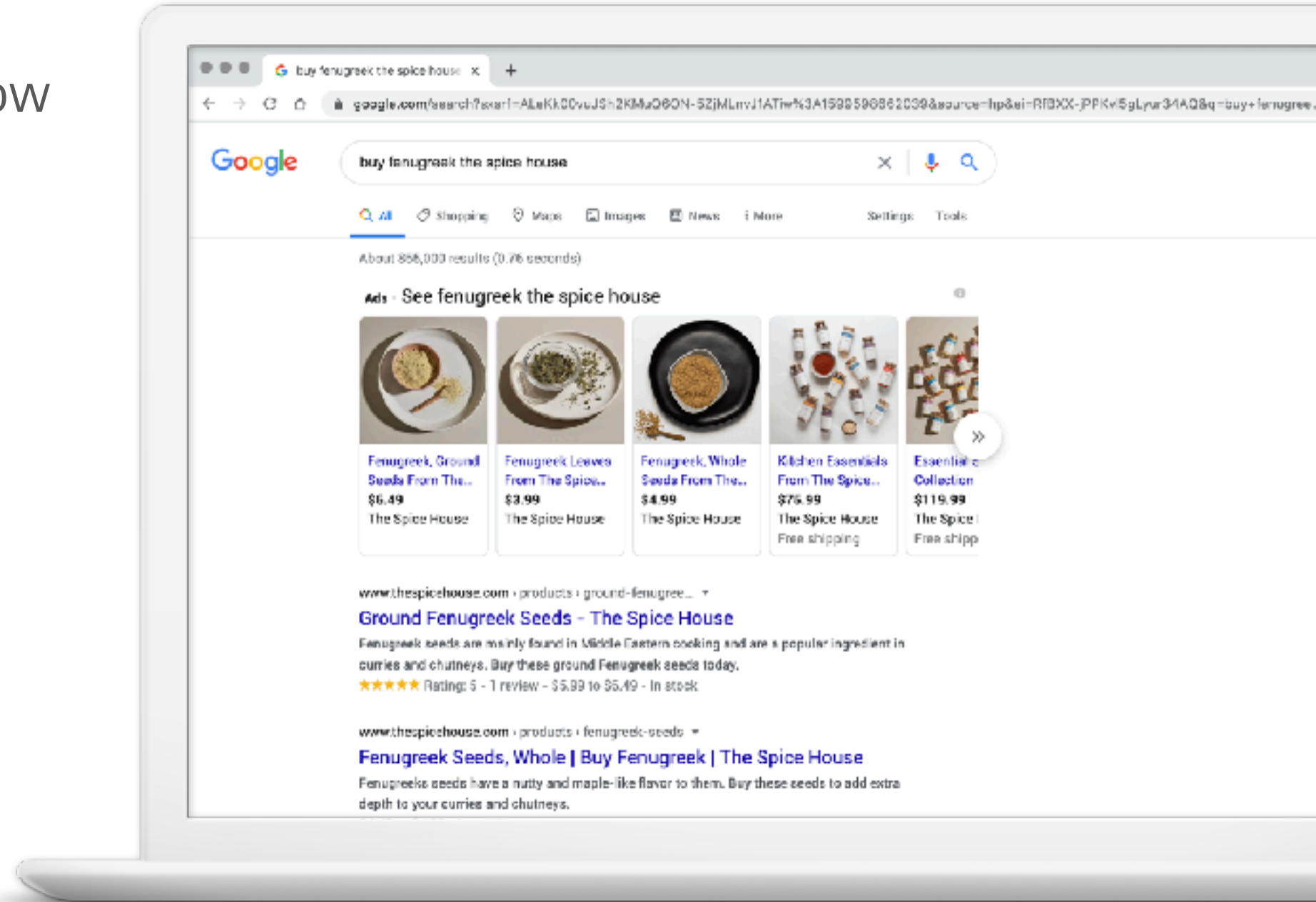
The Merchant Center is a tool that helps you add your store and product data and make it available to show across Google.



Let's see where your
products can appear

GOOGLE SEARCH RESULTS

Product info may be eligible to show in desktop and mobile results for relevant U.S.-based searches.

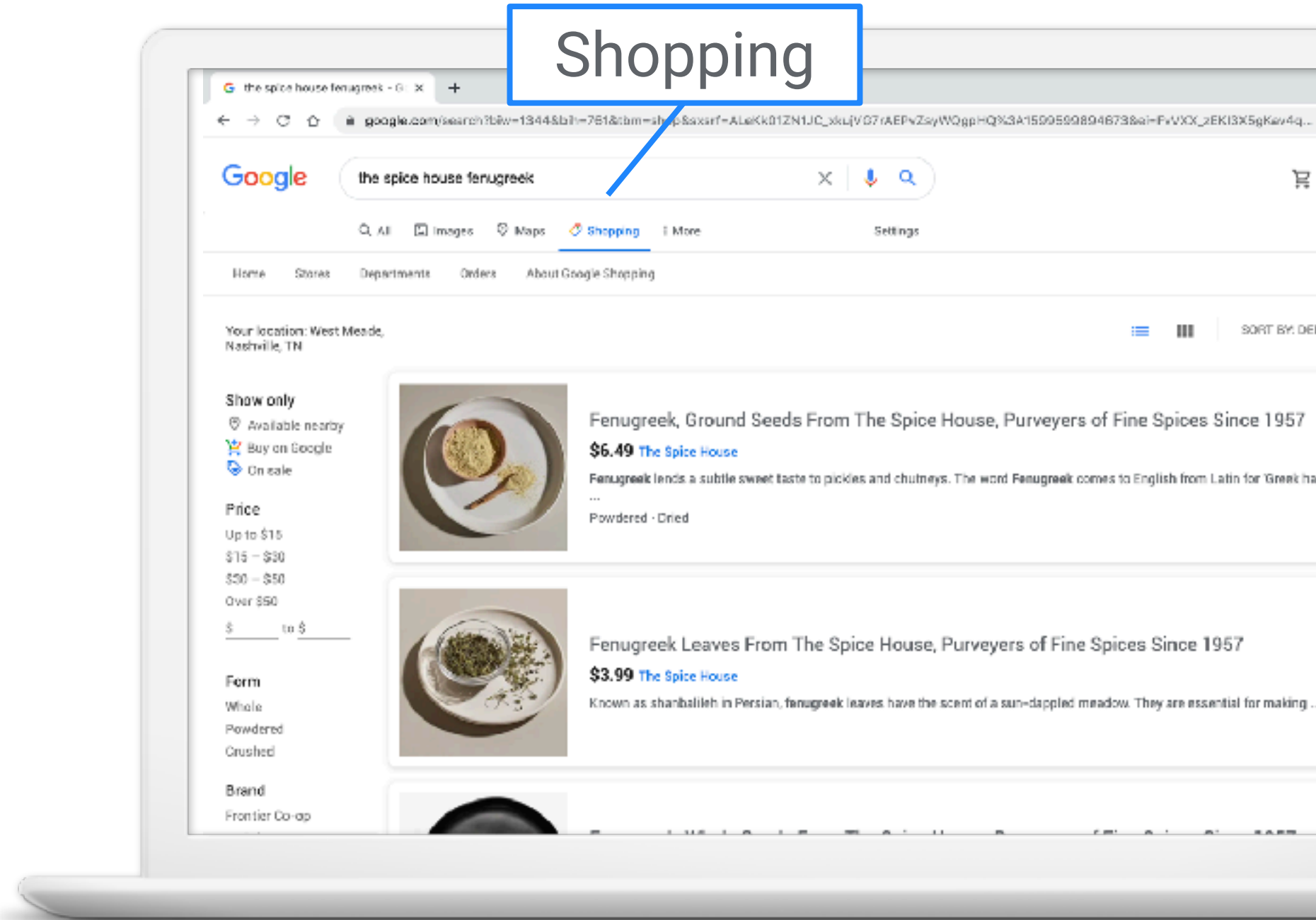


THE SHOPPING TAB

Sell your in-store products online by listing them for free on the Shopping tab*.

To access, search for any item on Google and click [Shopping](#).

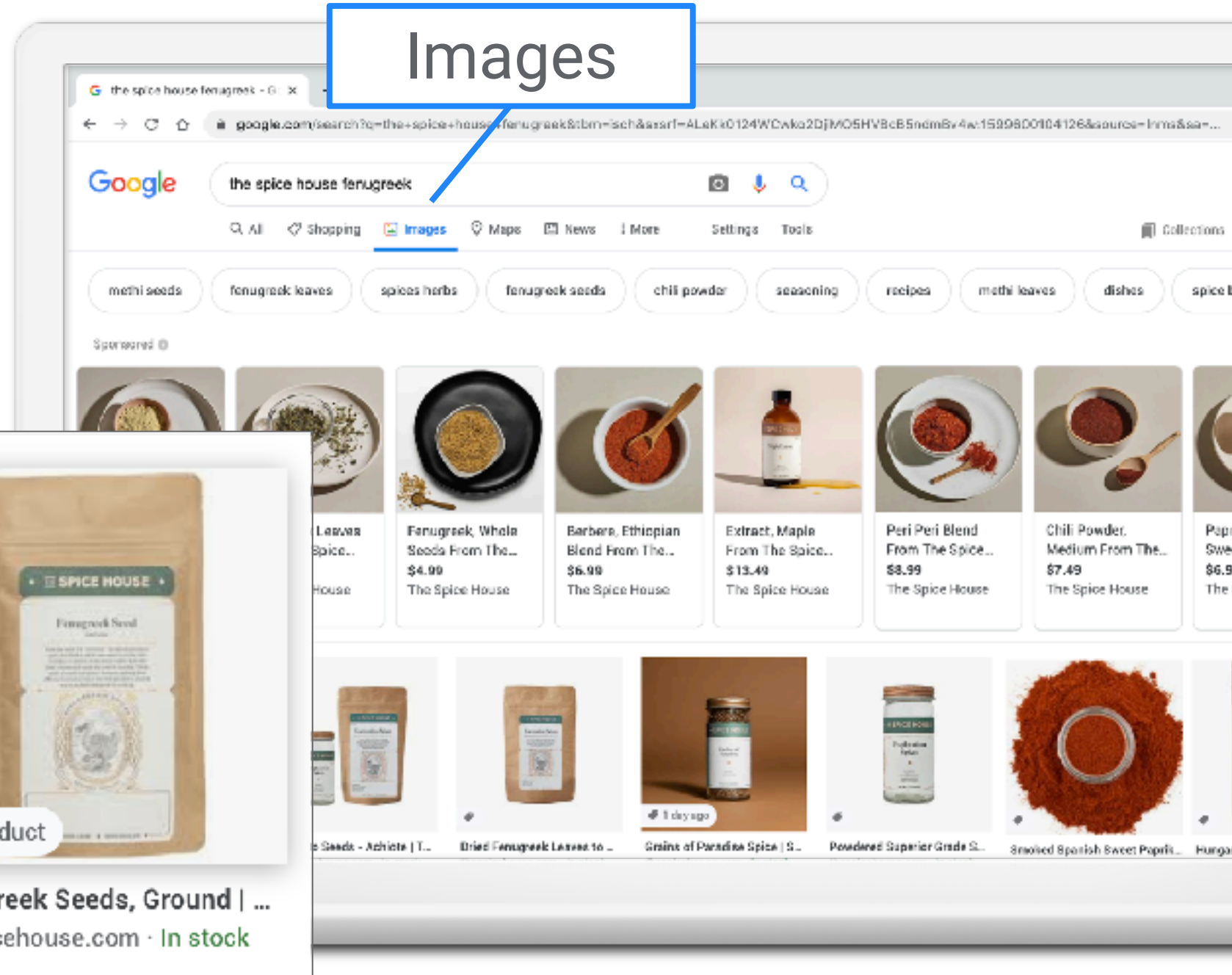
*U.S. example



GOOGLE IMAGES

When people look for products and brands on Google Images, they may see images labeled **Product**. This means the product in the image can be purchased.

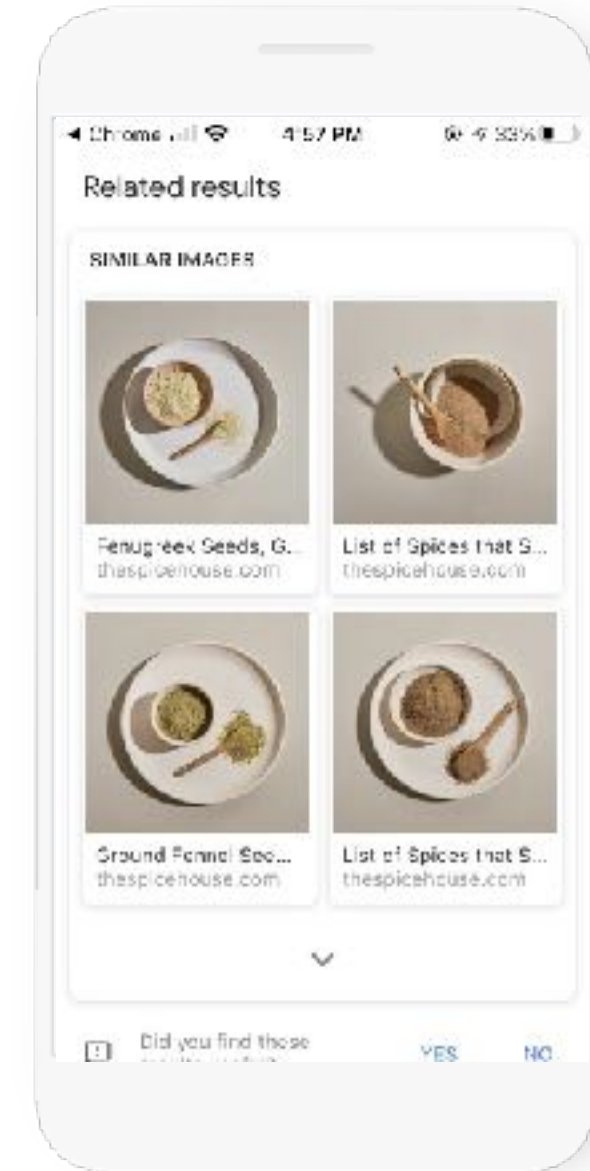
Product
annotation



GOOGLE LENS

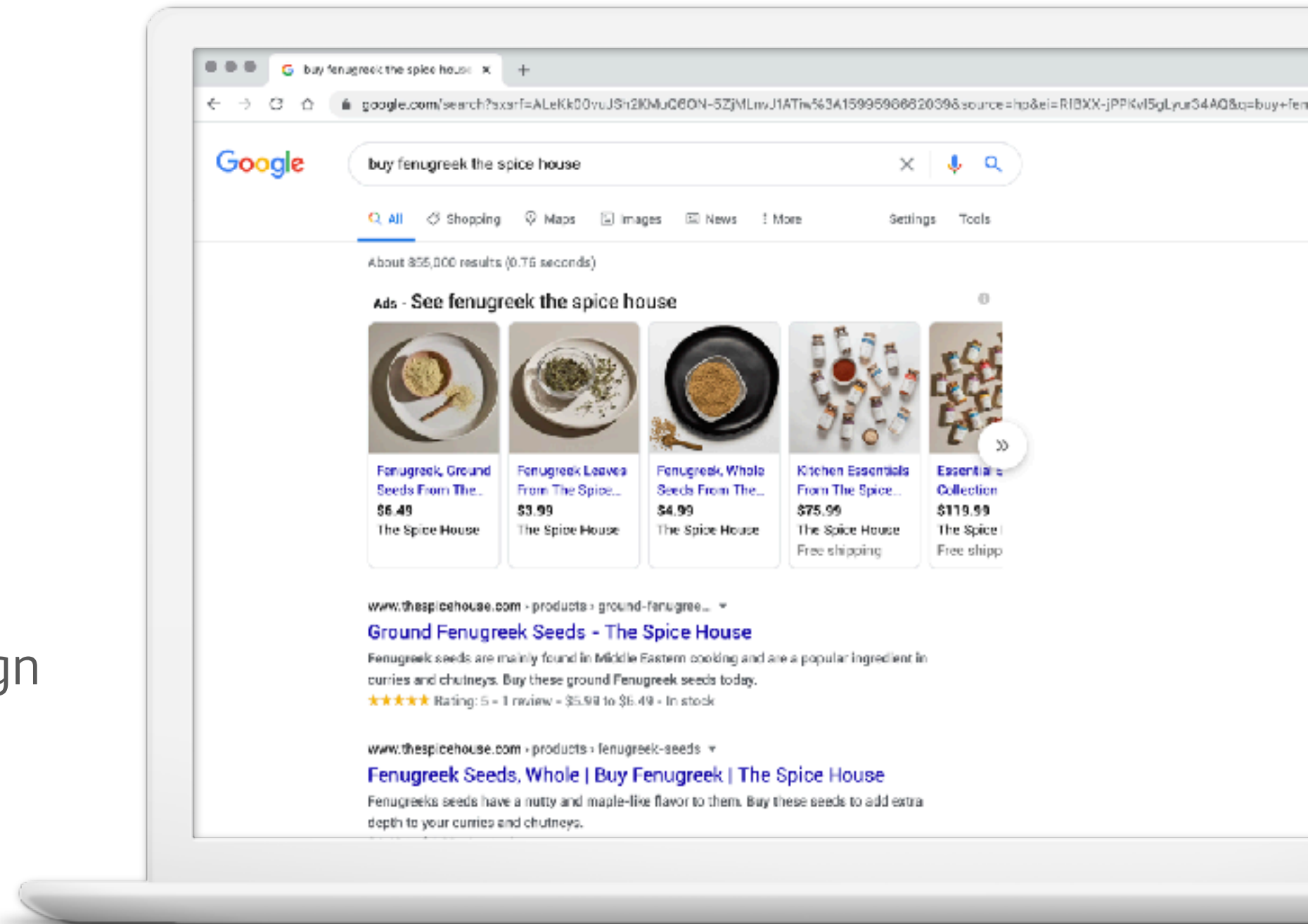
Google Lens* lets you search what you see. Using a photo, your camera, or almost any image, Lens helps you discover visually similar images and related content, gathering results from all over the Internet.

*U.S. example



SHOPPING ADS

- Shopping campaigns promote online and local inventory.
- Shopping ads show a product photo, title, price, store name, and more.
- You must first add products to Google Merchant Center.
- Then, you will create a campaign in Google Ads.



HOW THE MERCHANT CENTER WORKS



Create an account



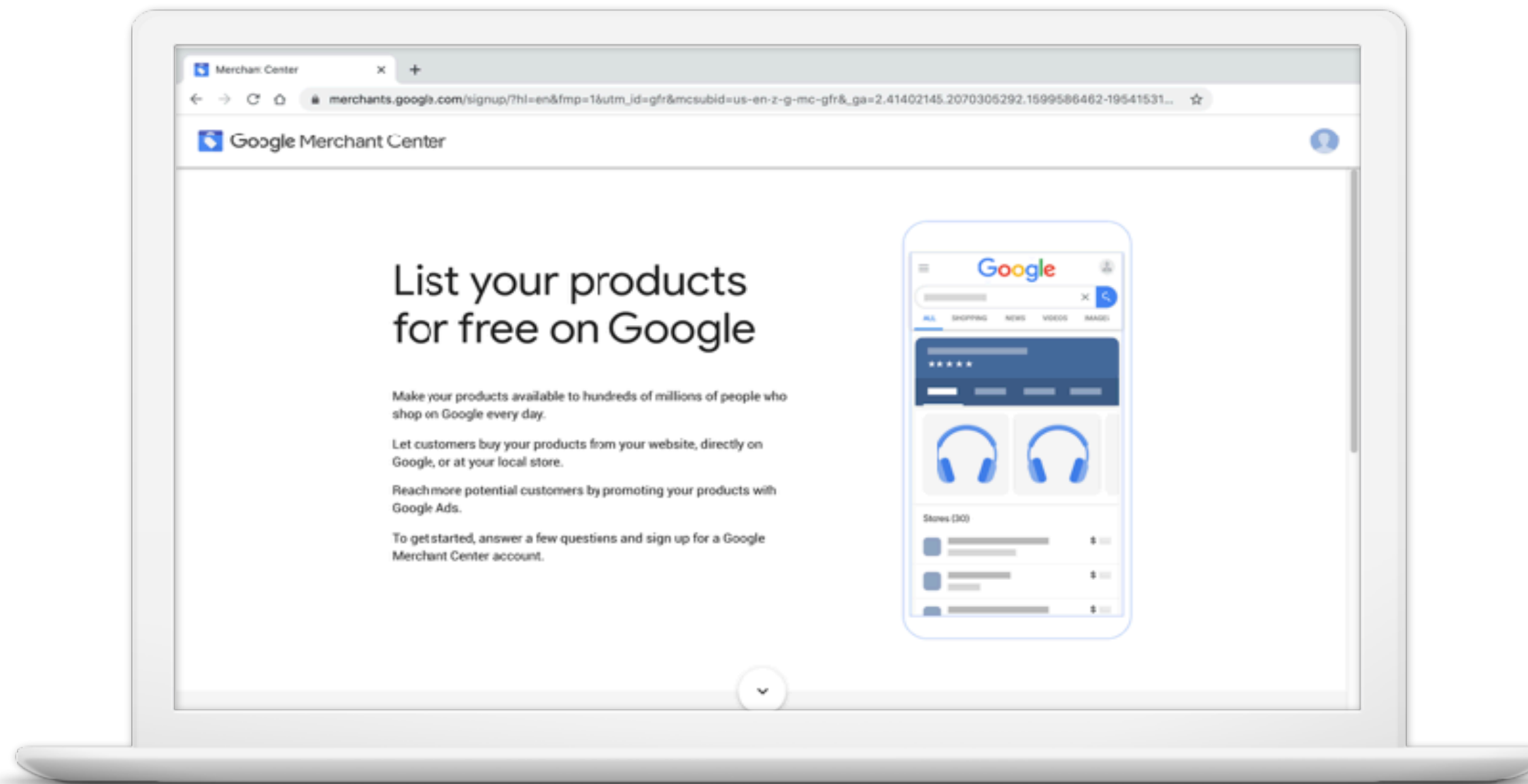
Upload products



Show products
across Google

Let's walk through it, step by step.

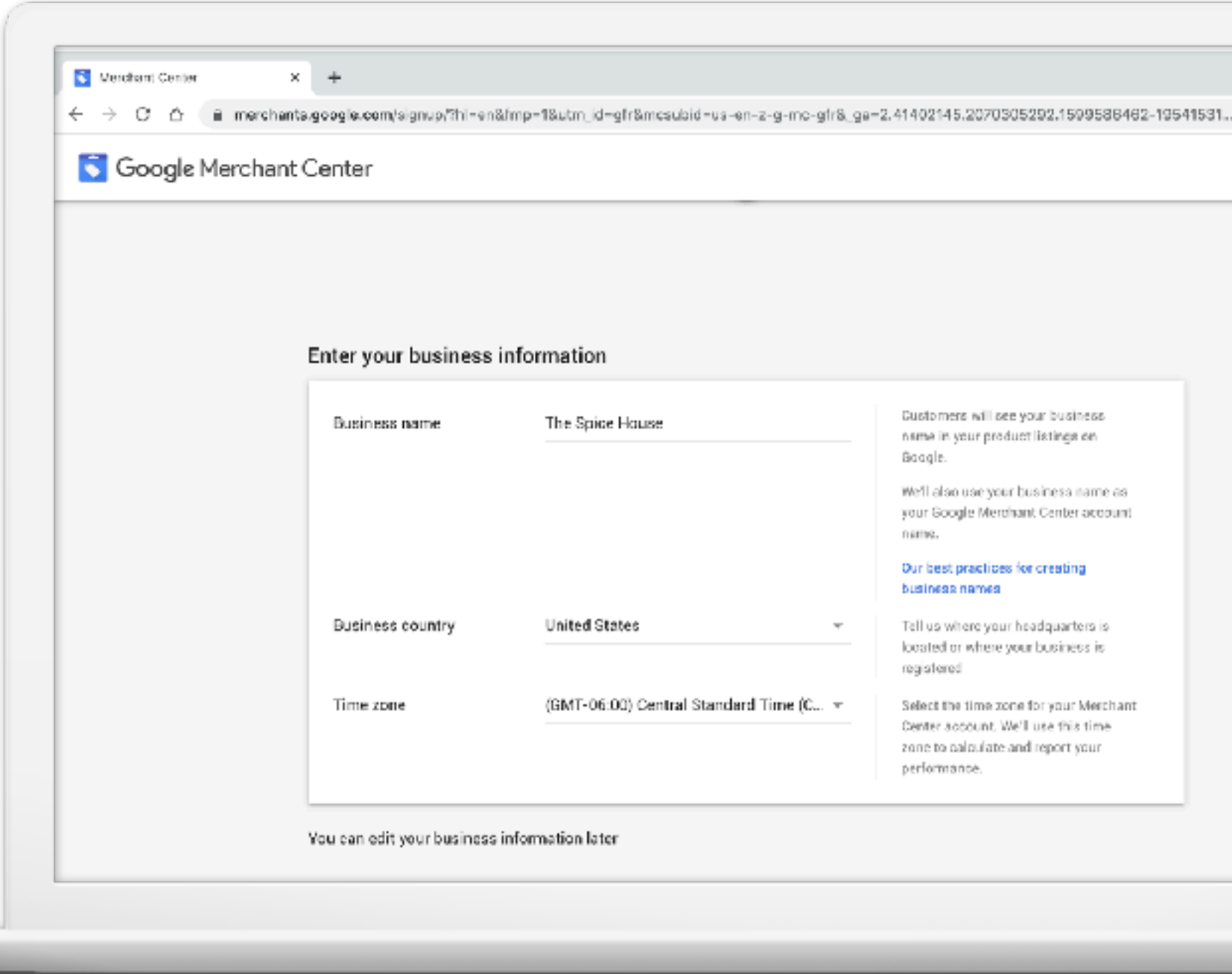
STEP 1: CREATE YOUR ACCOUNT



g.co/merchantcenter

ENTER BUSINESS INFO

Enter your business name as customers will recognize it.



The screenshot shows a web browser window with the Google Merchant Center interface. The page title is "Enter your business information". The form contains three fields: "Business name" with the value "The Spice House", "Business country" with the value "United States", and "Time zone" with the value "(GMT-06:00) Central Standard Time (C...". To the right of the form, there is explanatory text: "Customers will see your business name in your product listings on Google. We'll also use your business name as your Google Merchant Center account name. Our best practices for creating business names. Tell us where your headquarters is located or where your business is registered. Select the time zone for your Merchant Center account. We'll use this time zone to calculate and report your performance." Below the form, it says "You can edit your business information later".

Merchant Center

Google Merchant Center

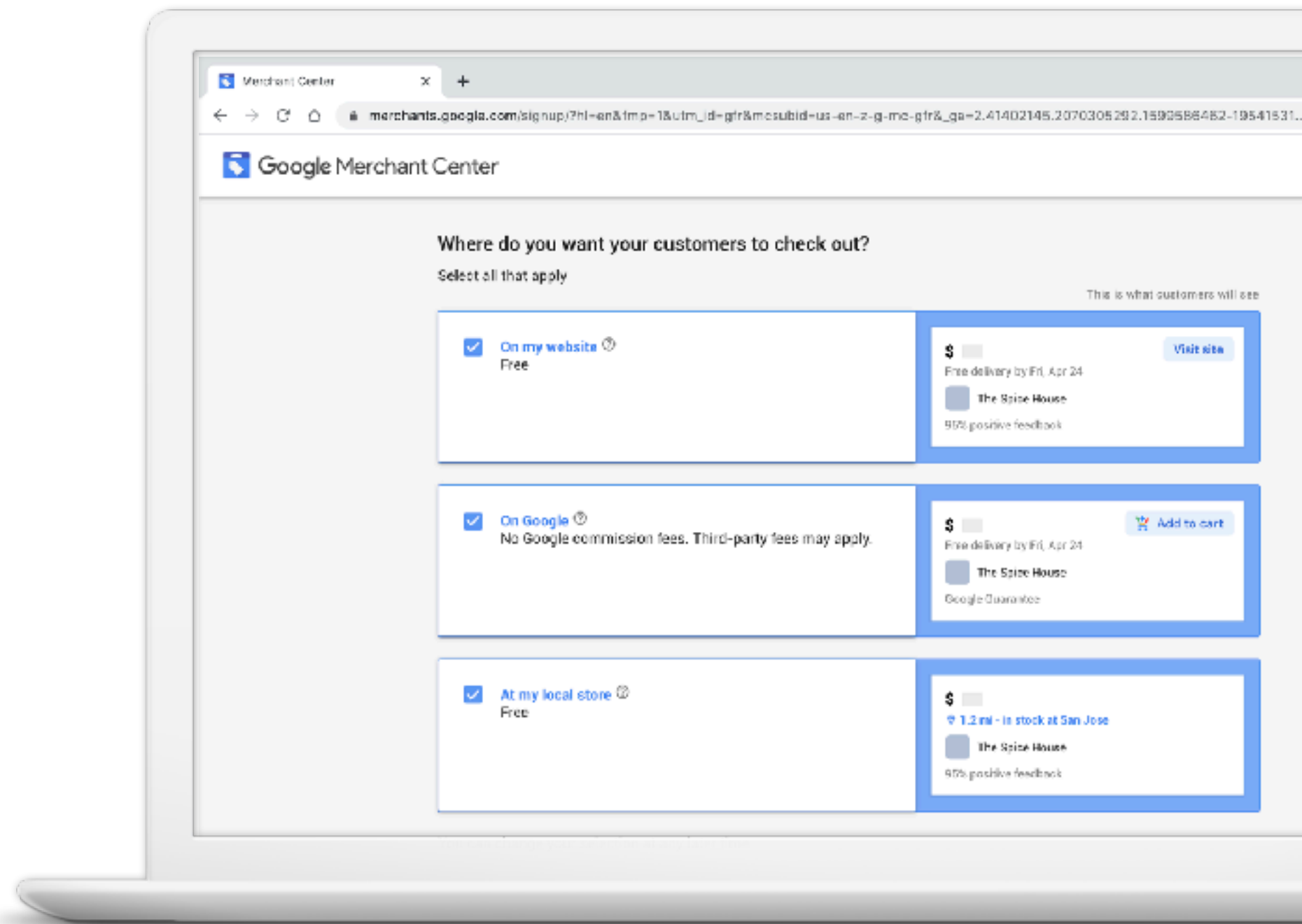
Enter your business information

Business name	The Spice House	Customers will see your business name in your product listings on Google. We'll also use your business name as your Google Merchant Center account name. Our best practices for creating business names
Business country	United States	Tell us where your headquarters is located or where your business is registered.
Time zone	(GMT-06:00) Central Standard Time (C...	Select the time zone for your Merchant Center account. We'll use this time zone to calculate and report your performance.

You can edit your business information later

SELECT CUSTOMER CHECK OUT OPTIONS

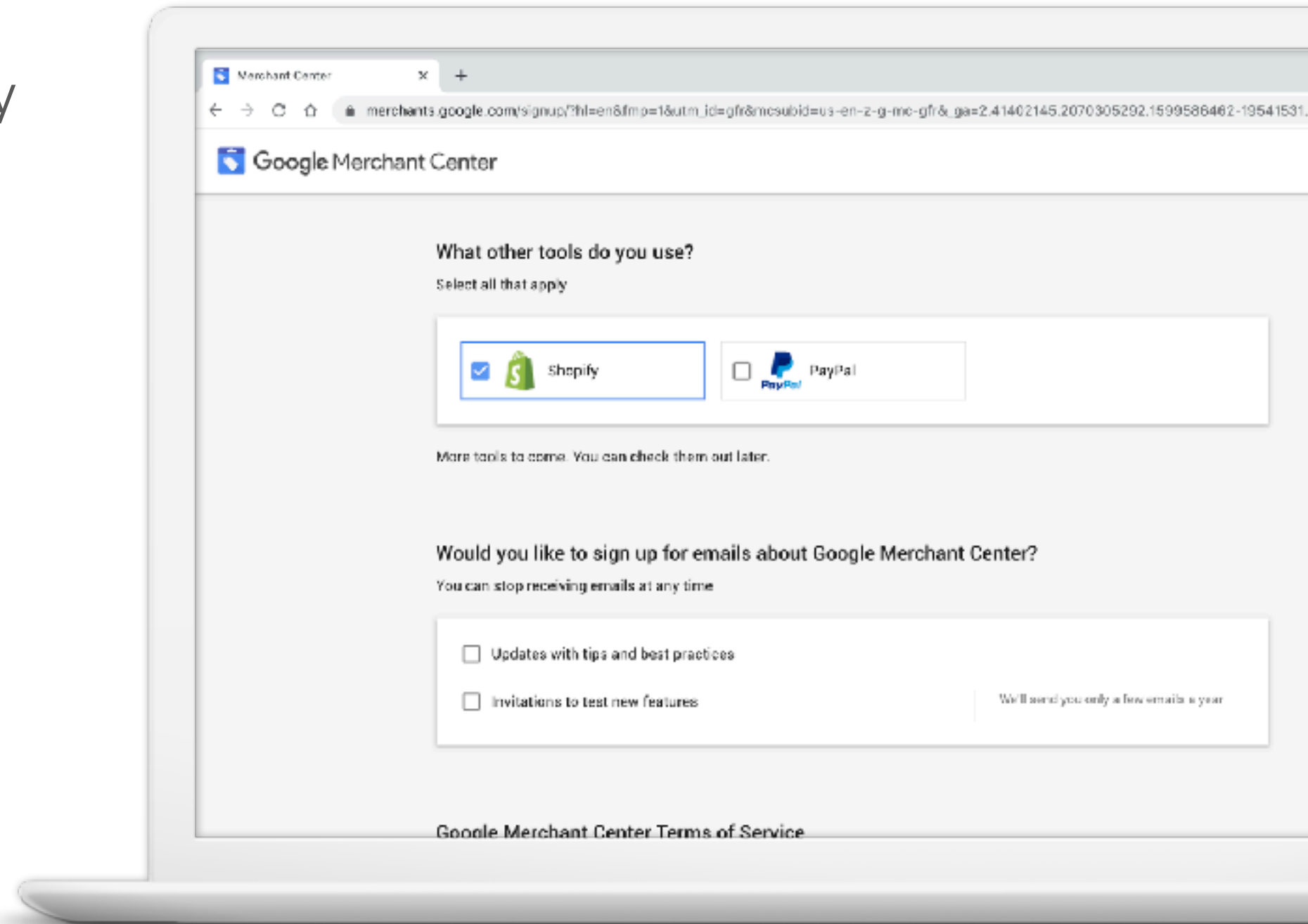
- On your website
- On Google
- At your local store



PROVIDE ADDITIONAL INFO

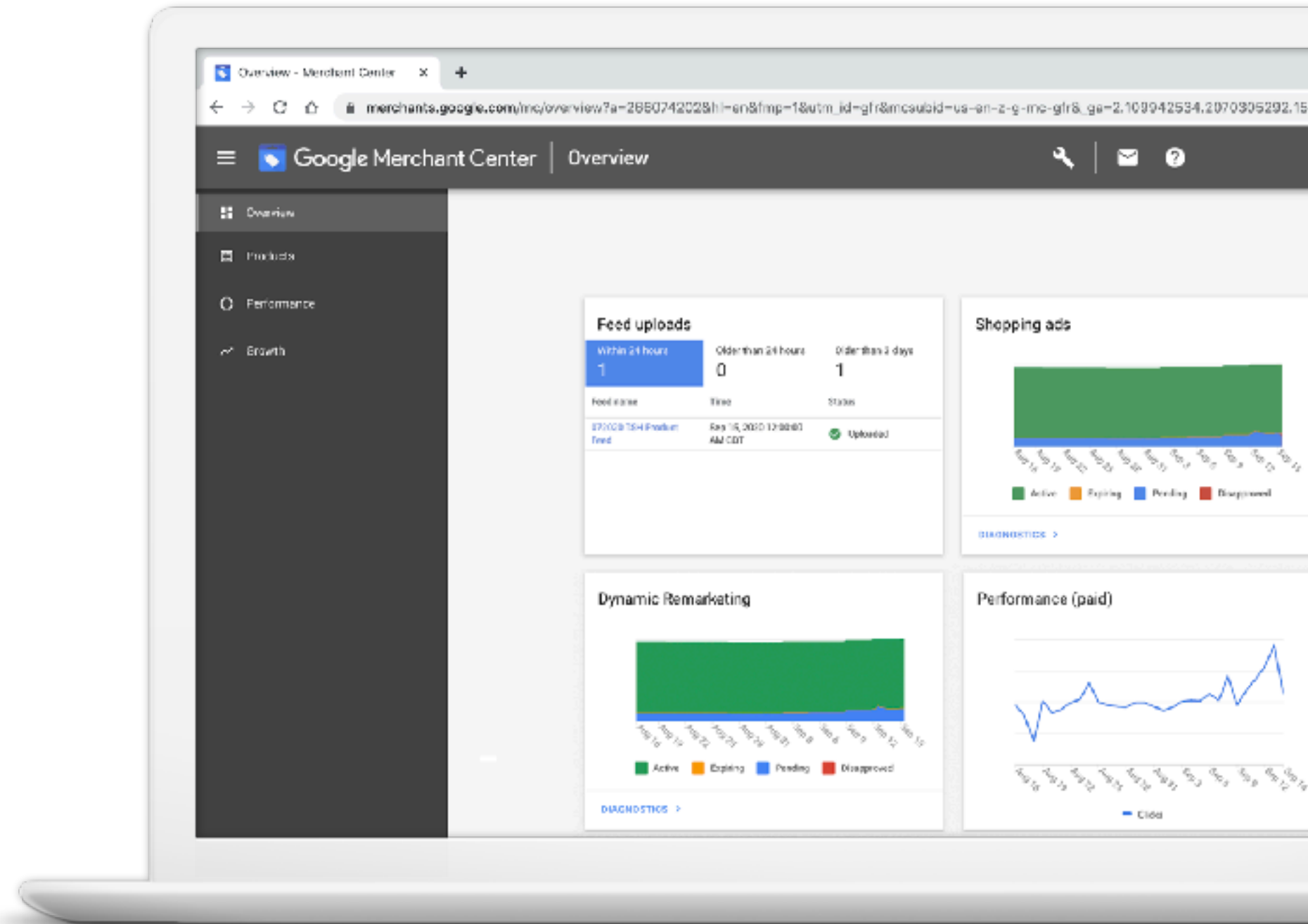
- If you use tools such as Shopify or PayPal, check the boxes
- Opt into email
- Agree to Terms of Service

Click [Create Account](#)



ANATOMY OF MERCHANT CENTER ACCOUNT

- Overview
- Products
- Performance
- Growth

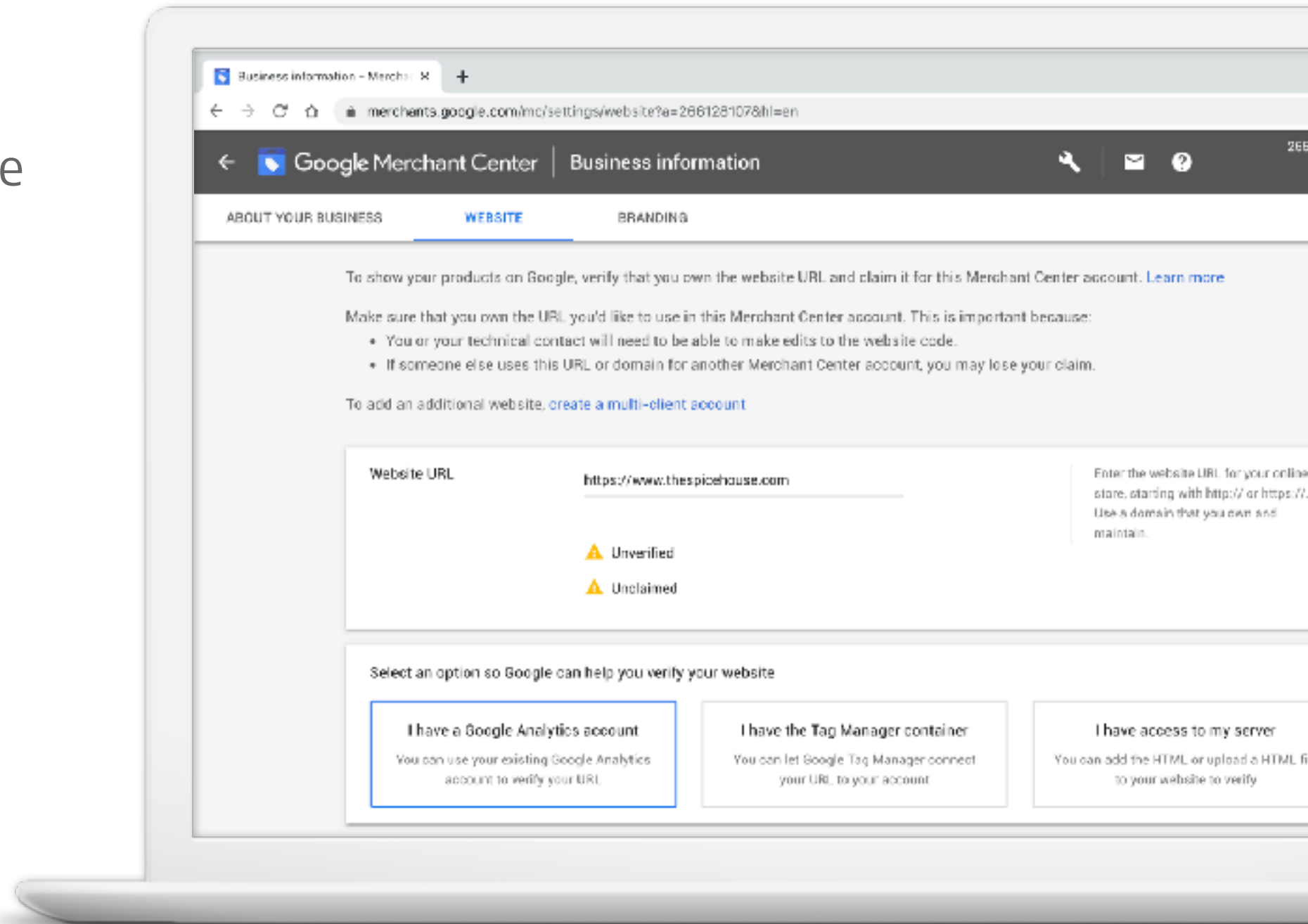


VERIFY YOUR BUSINESS

If you want customers to see the products available on your website or at your local store, you need to verify your site.

Verification options:

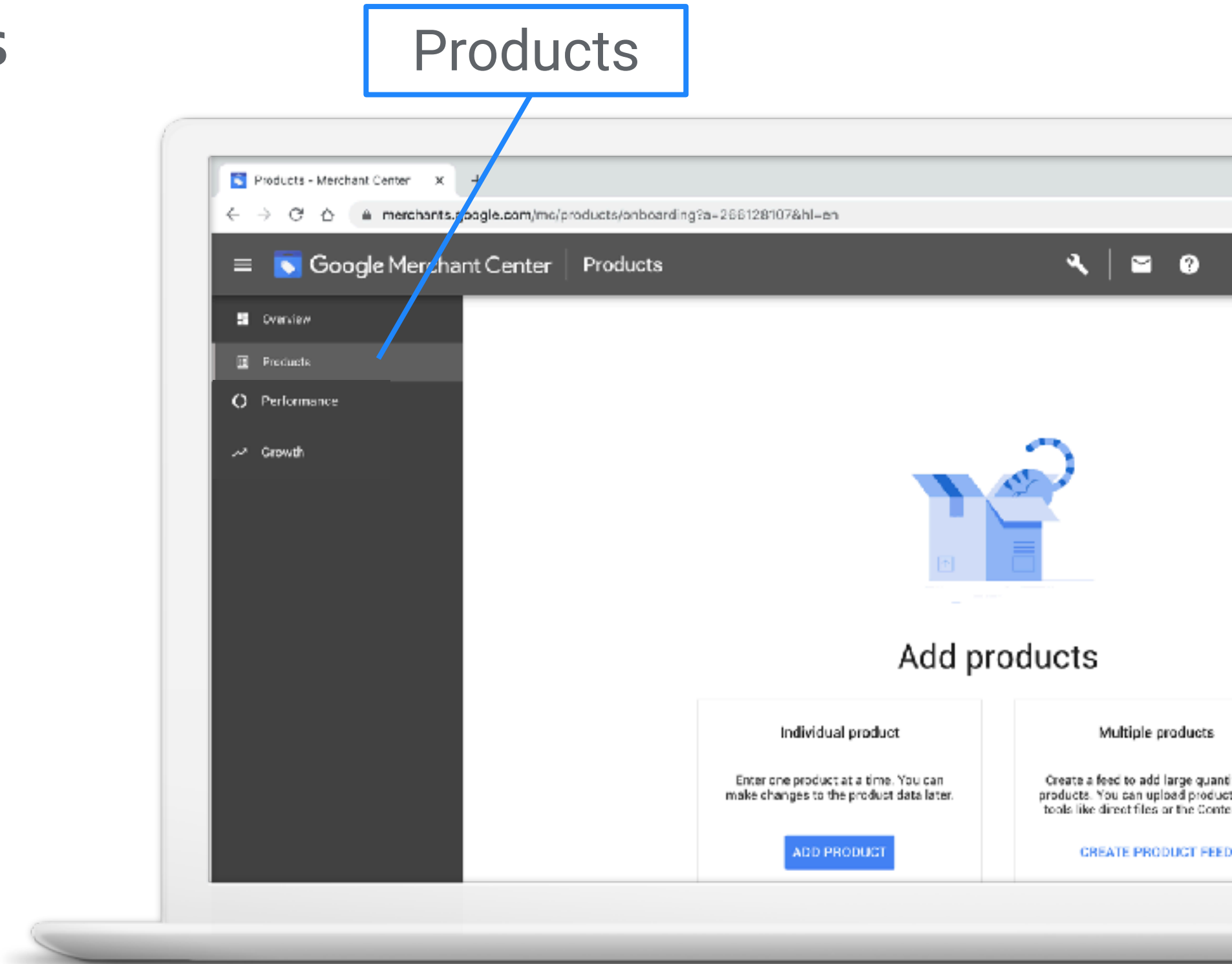
- Google Analytics
- Tag Manager
- Add HTML file to website



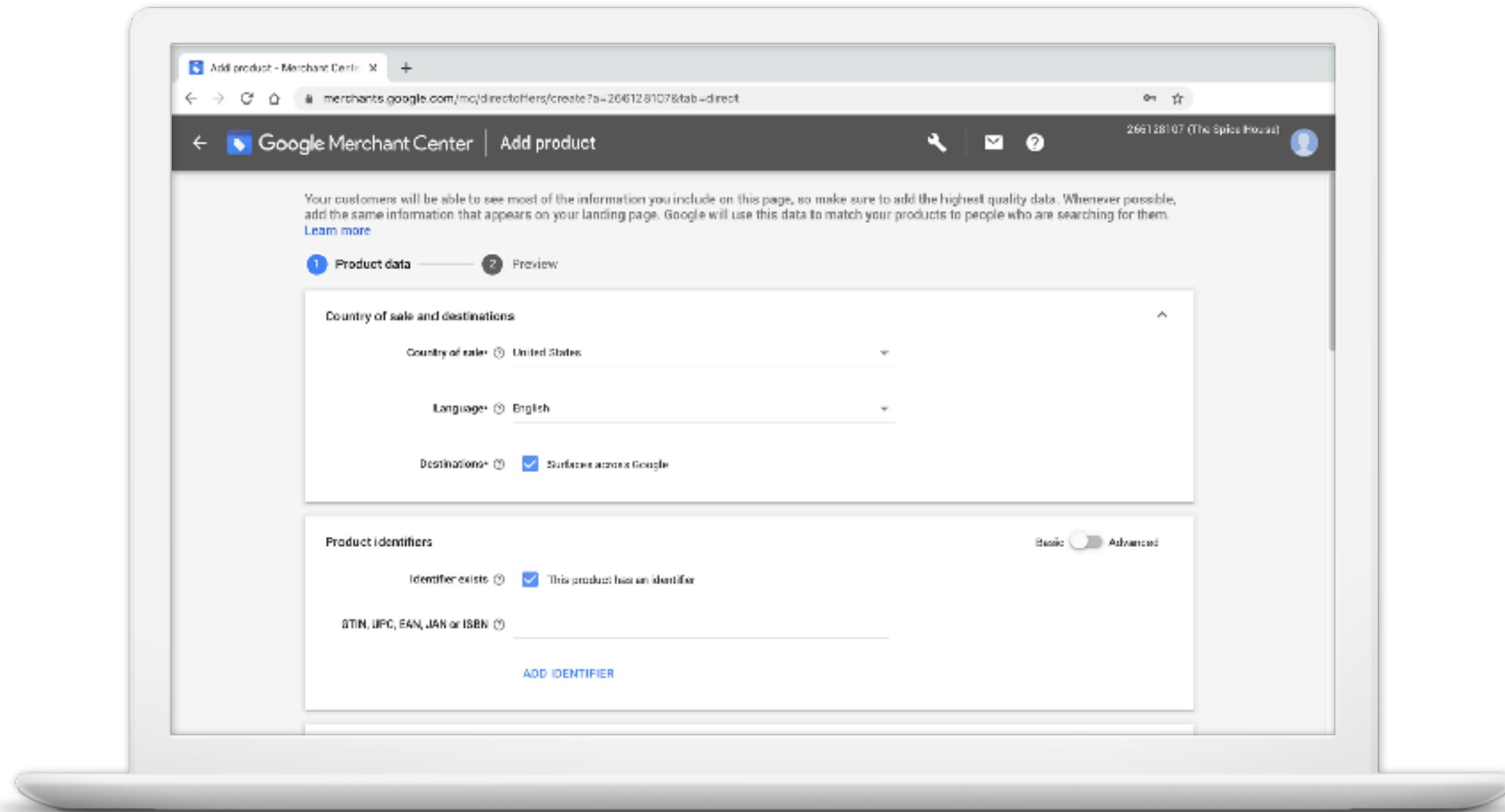
STEP 2: ADD YOUR PRODUCTS

Choose **Products** in the navigation. You can add:

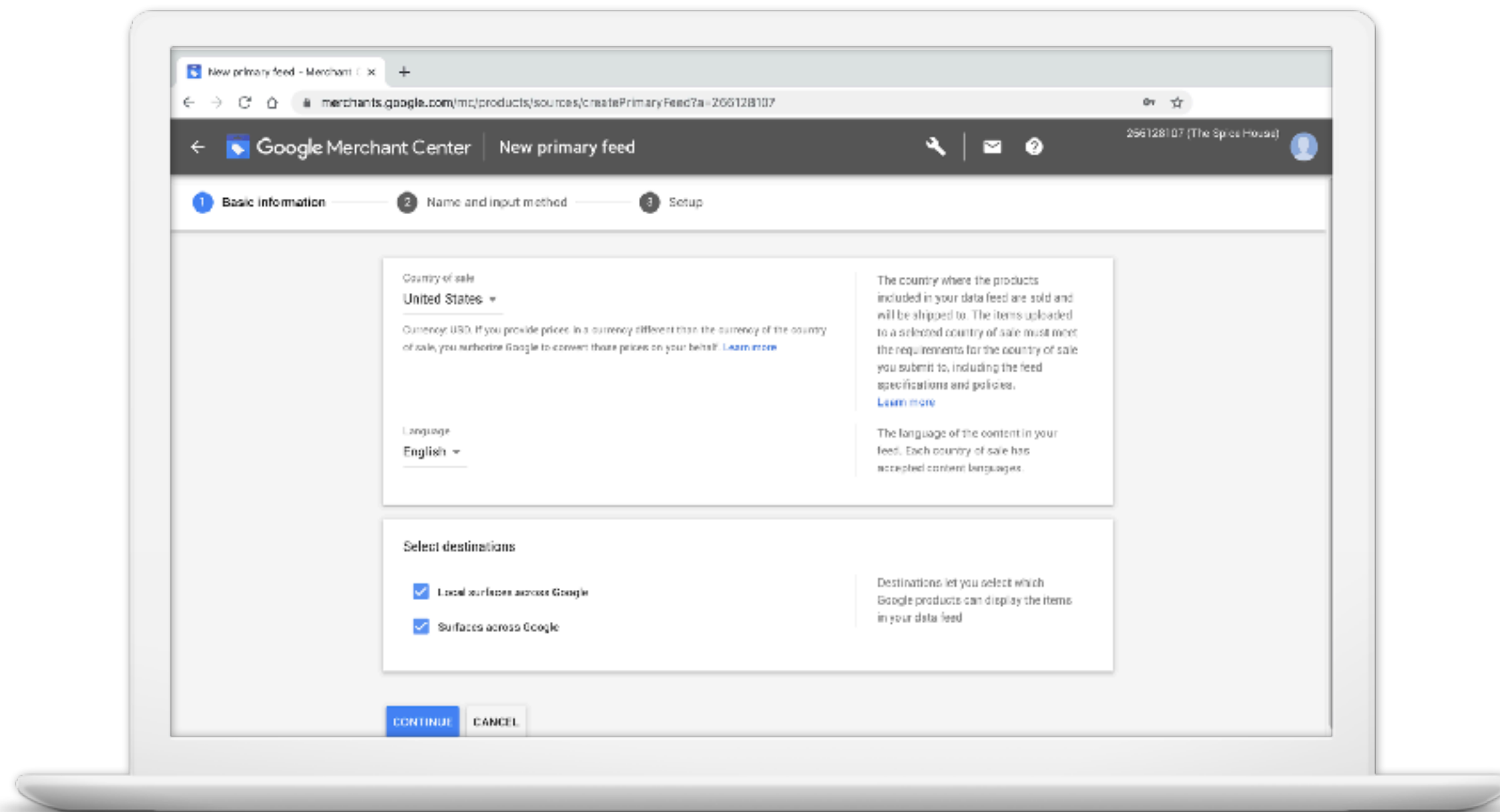
- Individual product
- Multiple products
- Combination of both



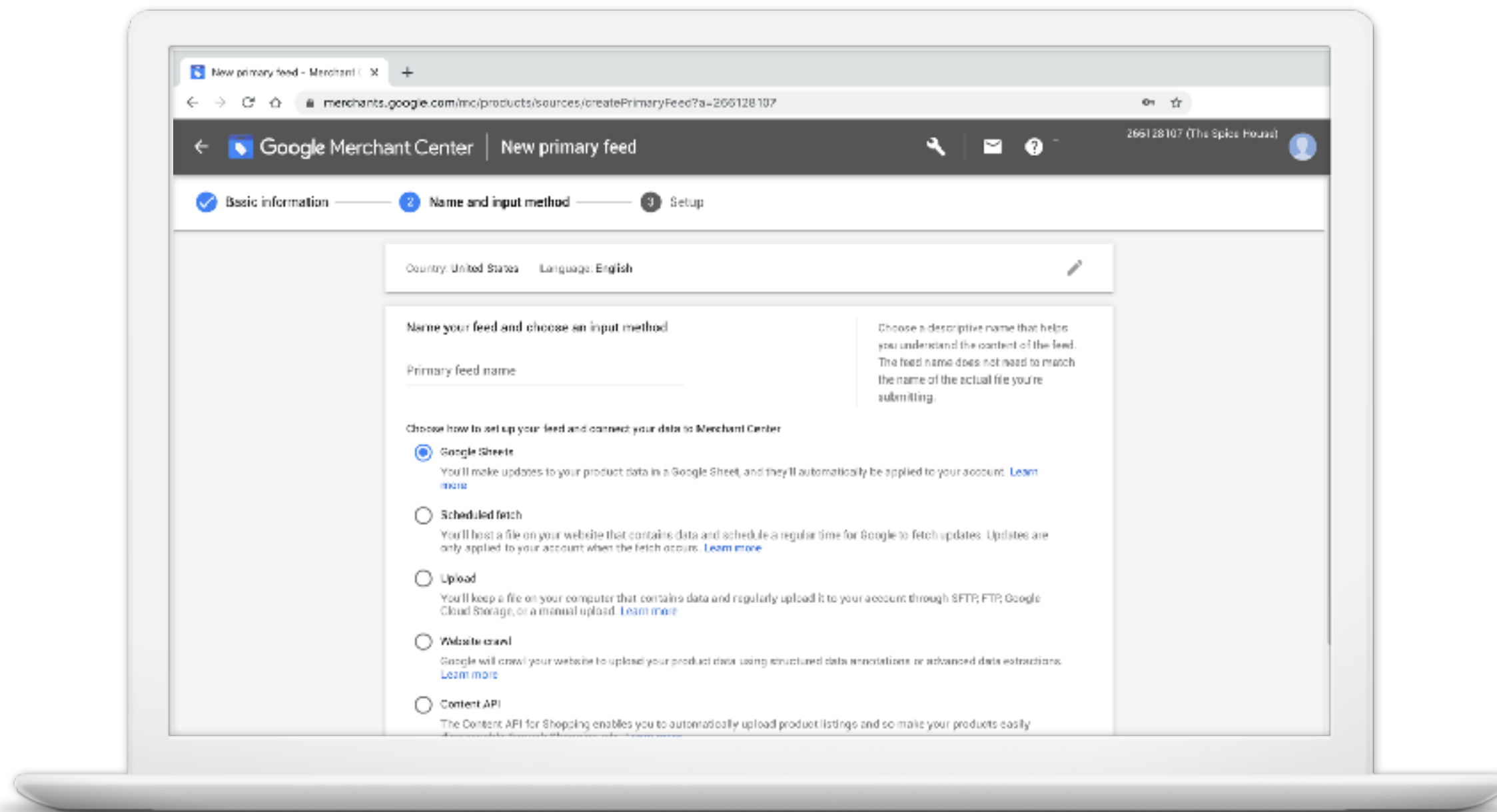
ADD AN INDIVIDUAL PRODUCT



ADD MULTIPLE PRODUCTS



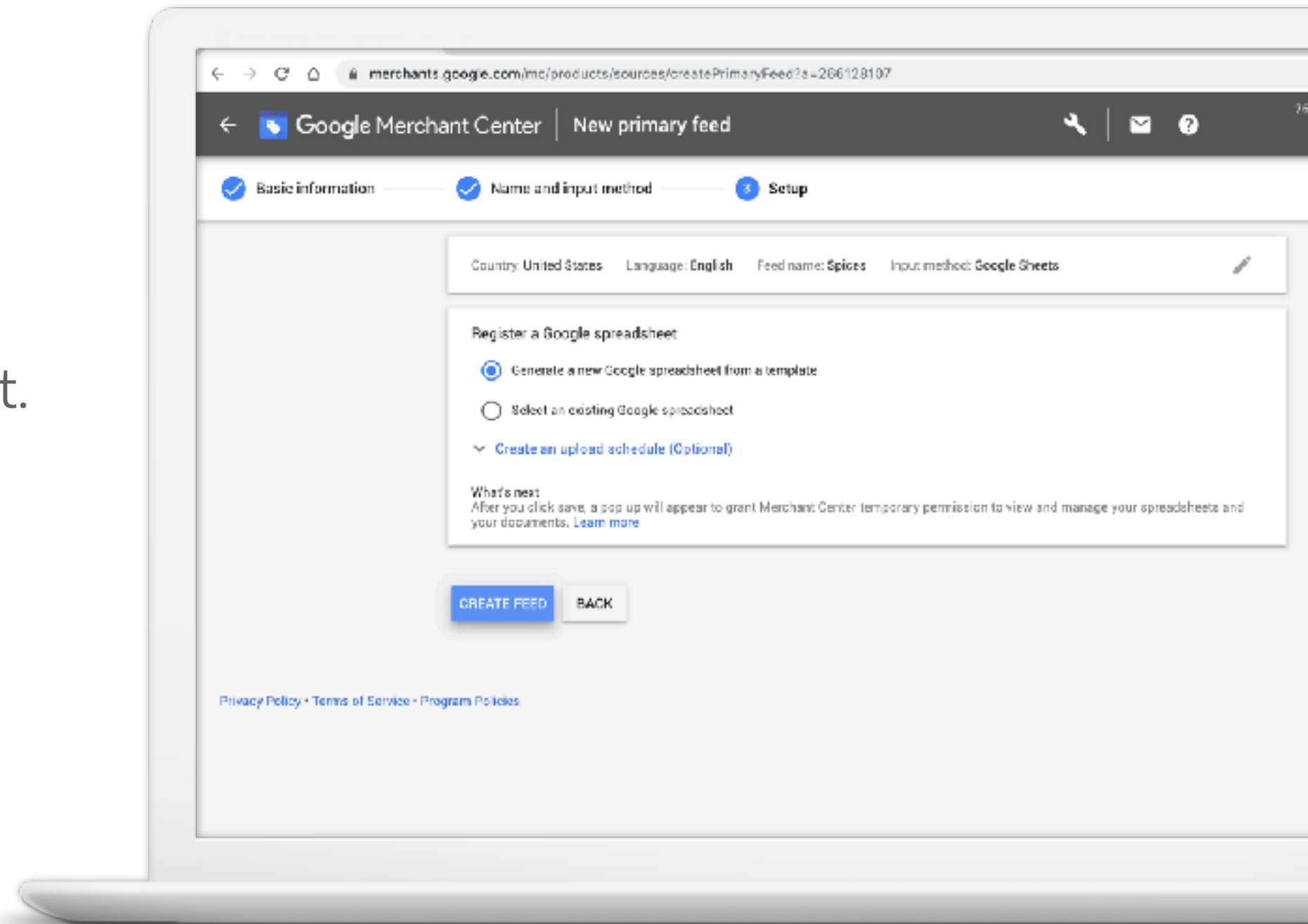
NAME YOUR FEED



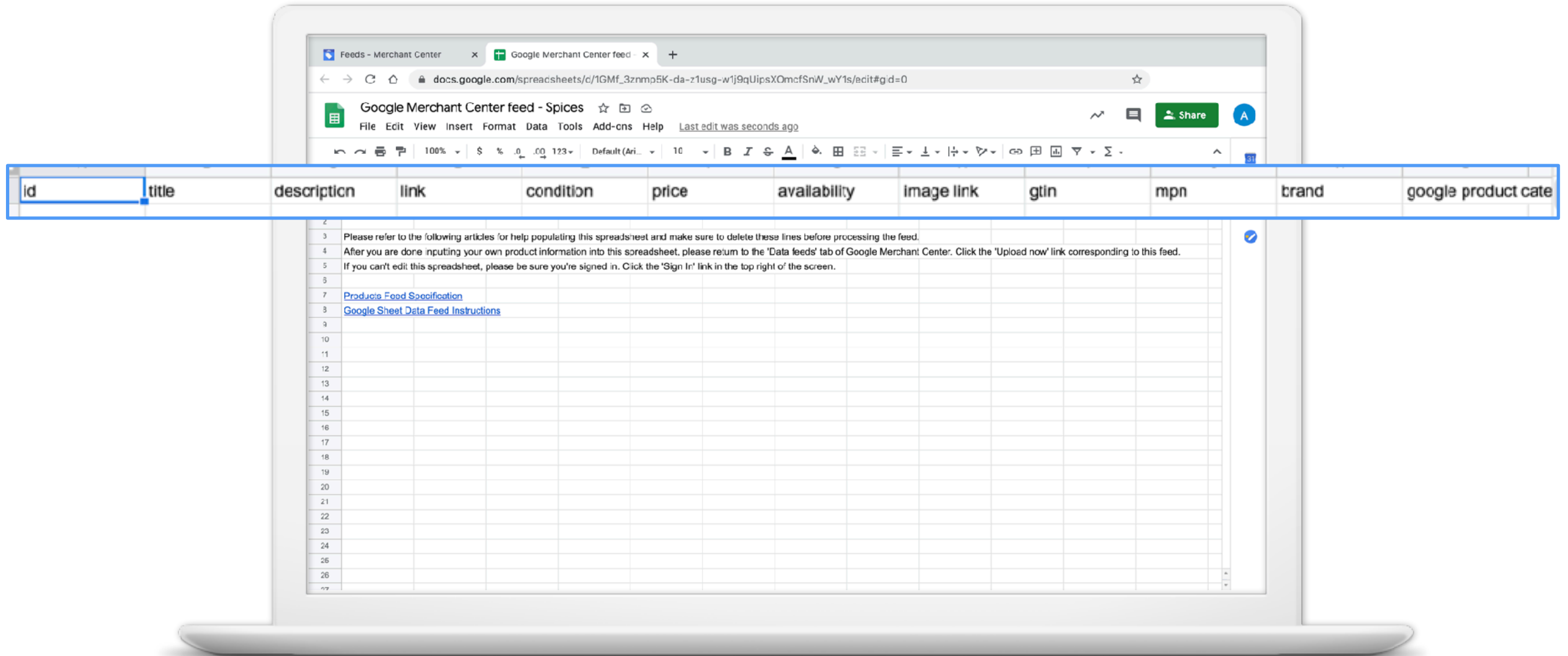
FINISH SETUP

If selecting Google Sheets, you have two options:

- Use a template.
- Upload an existing spreadsheet.



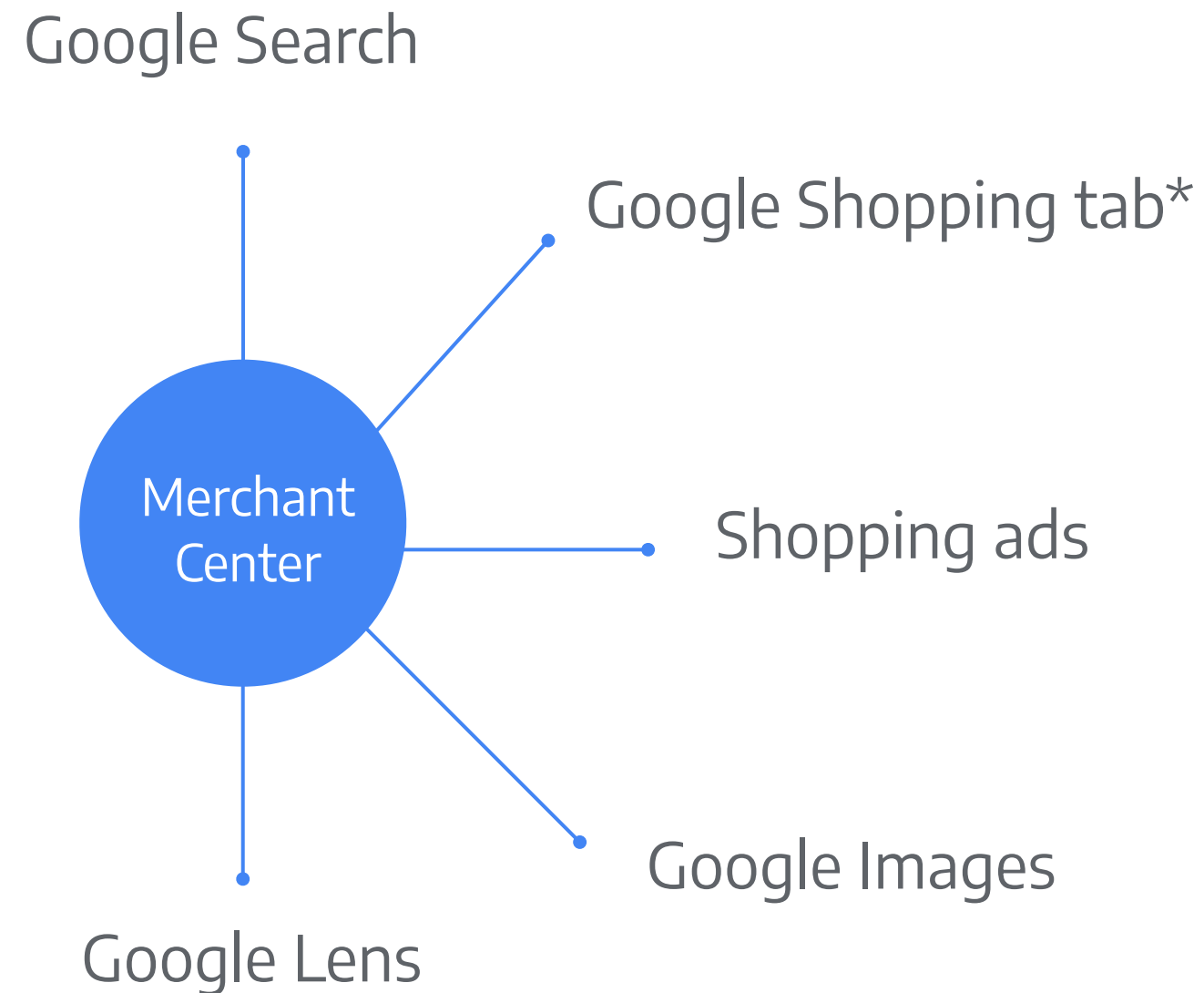
ADD PRODUCTS WITH GOOGLE SHEETS



The screenshot shows a Google Sheet interface with a table for product data. The table has the following columns: id, title, description, link, condition, price, availability, image link, gtin, mpn, brand, and google product cate. The first row is highlighted with a blue border. Below the table, there are instructions for populating the spreadsheet and links to 'Product Feed Specification' and 'Google Sheet Data Feed Instructions'.

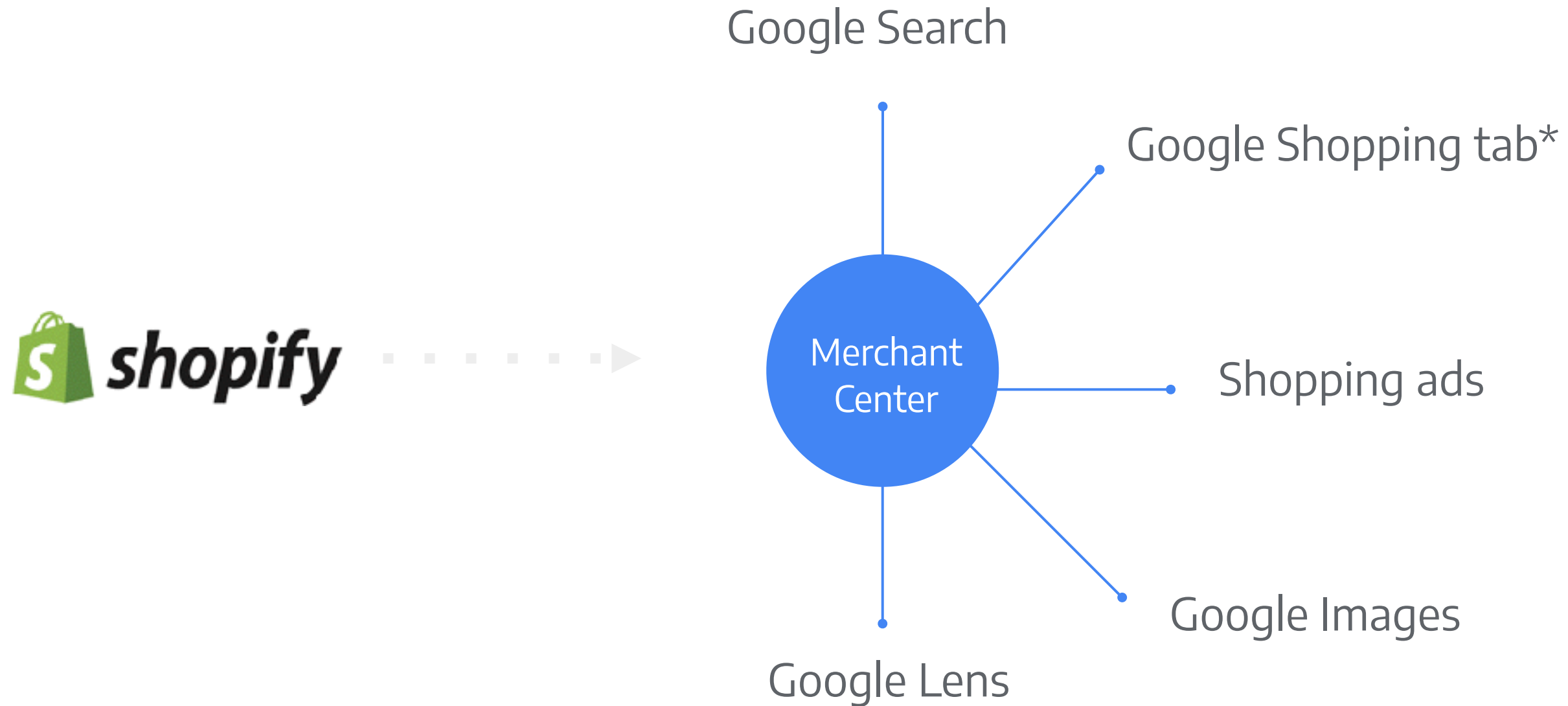
id	title	description	link	condition	price	availability	image link	gtin	mpn	brand	google product cate
2											
3		Please refer to the following articles for help populating this spreadsheet and make sure to delete these lines before processing the feed.									
4		After you are done inputting your own product information into this spreadsheet, please return to the 'Data feeds' tab of Google Merchant Center. Click the 'Upload now' link corresponding to this feed.									
5		If you can't edit this spreadsheet, please be sure you're signed in. Click the 'Sign In' link in the top right of the screen.									
6											
7			Product Feed Specification								
8			Google Sheet Data Feed Instructions								
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STEP 3: YOUR PRODUCTS ARE NOW ELIGIBLE TO APPEAR ON GOOGLE*



*U.S. only

STEP 3: YOUR PRODUCTS ARE NOW ELIGIBLE TO APPEAR ON GOOGLE*



*U.S. only

One e-commerce option: Shopify

How can you quickly get your products online?

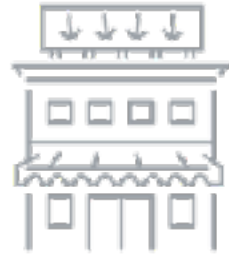


SELL ONLINE WITH SHOPIFY

1. Introduction to Shopify
2. Getting started
3. How to connect to Google



“Make commerce
better for everyone.”



1M

merchants



~175

countries



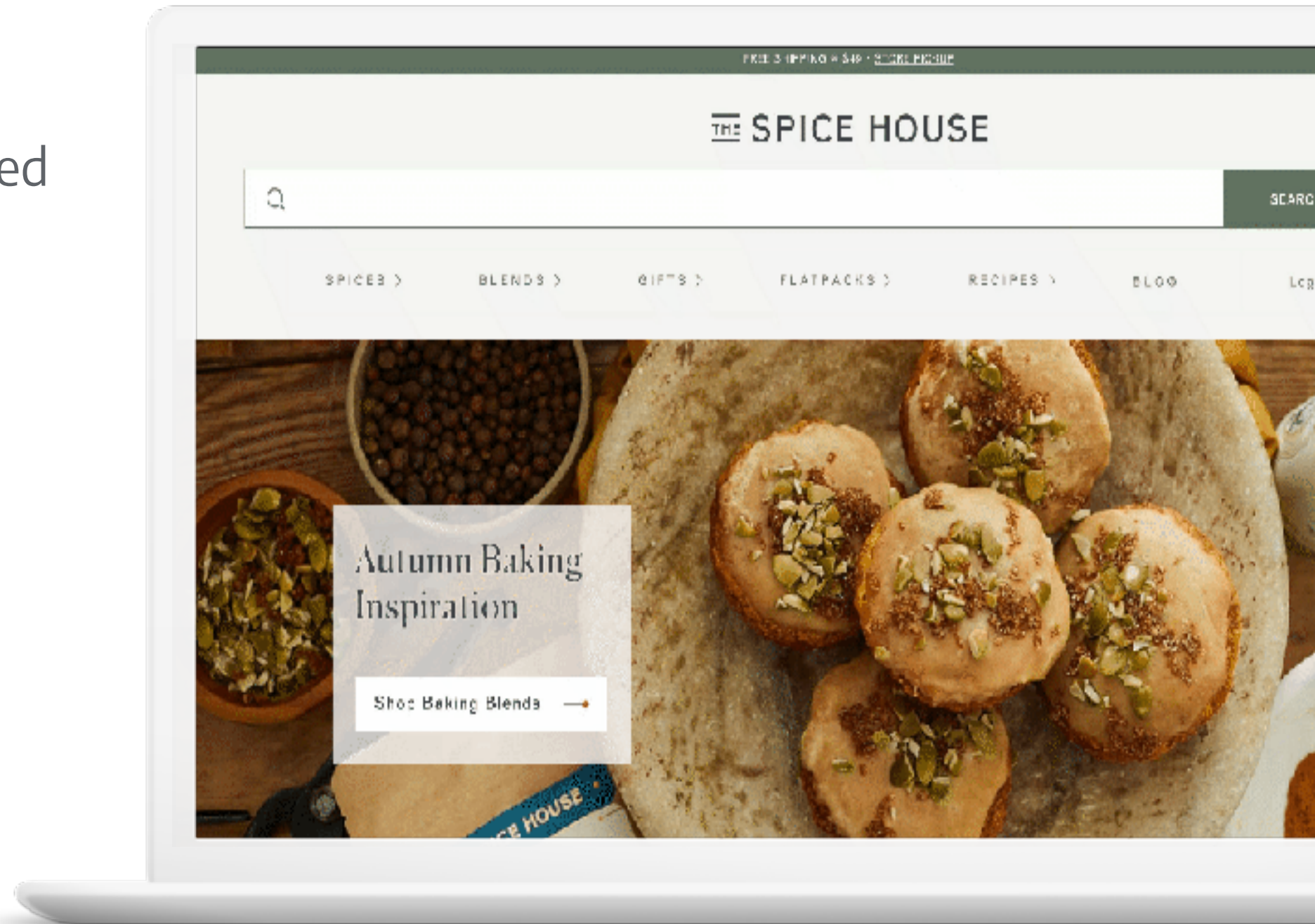
\$155B

sales on Shopify

“Offline only” retailers
are moving online, fast.

SHOPIFY: GETTING STARTED

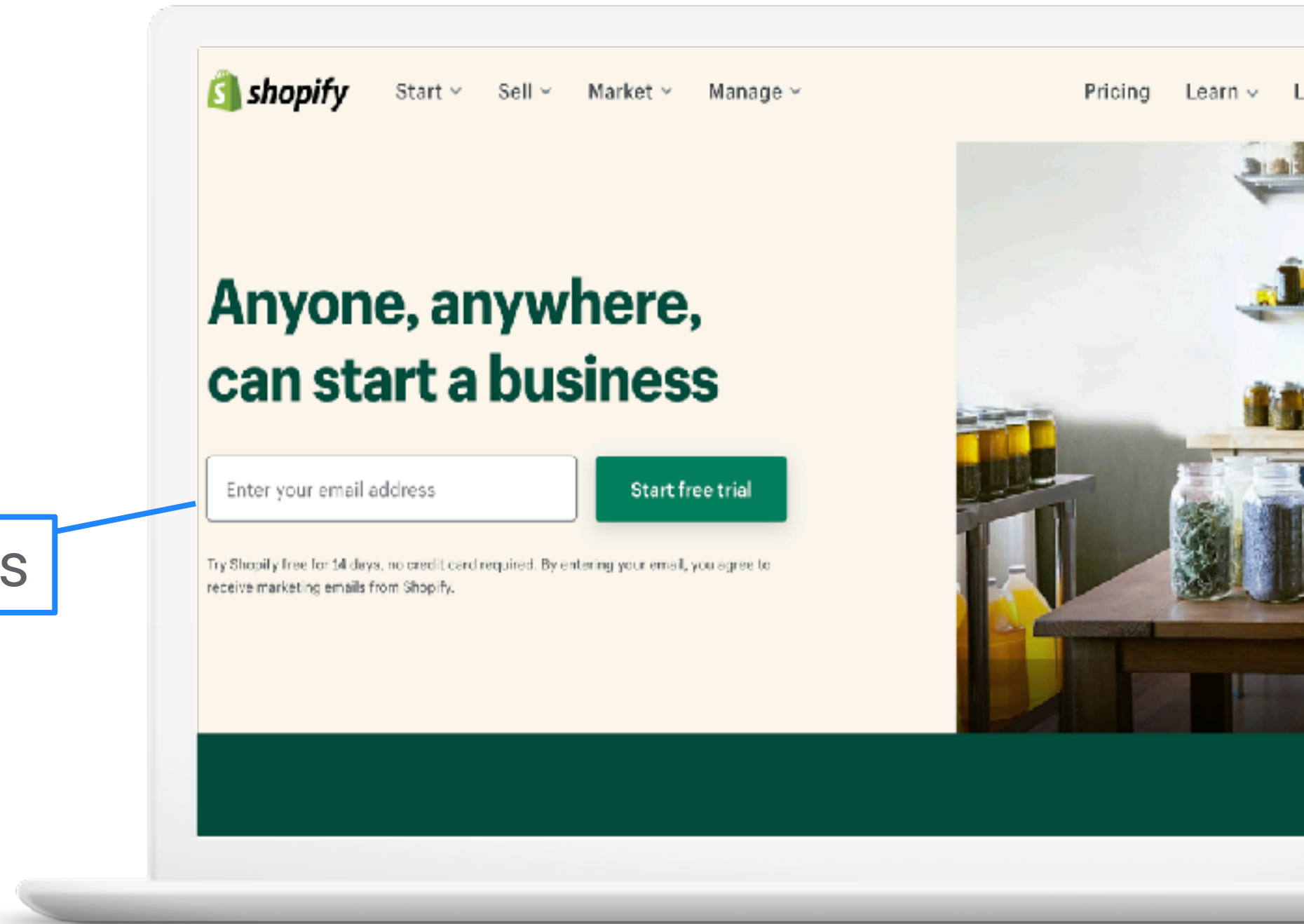
Shopify allows you to sell your products on your own, personalized e-commerce site.



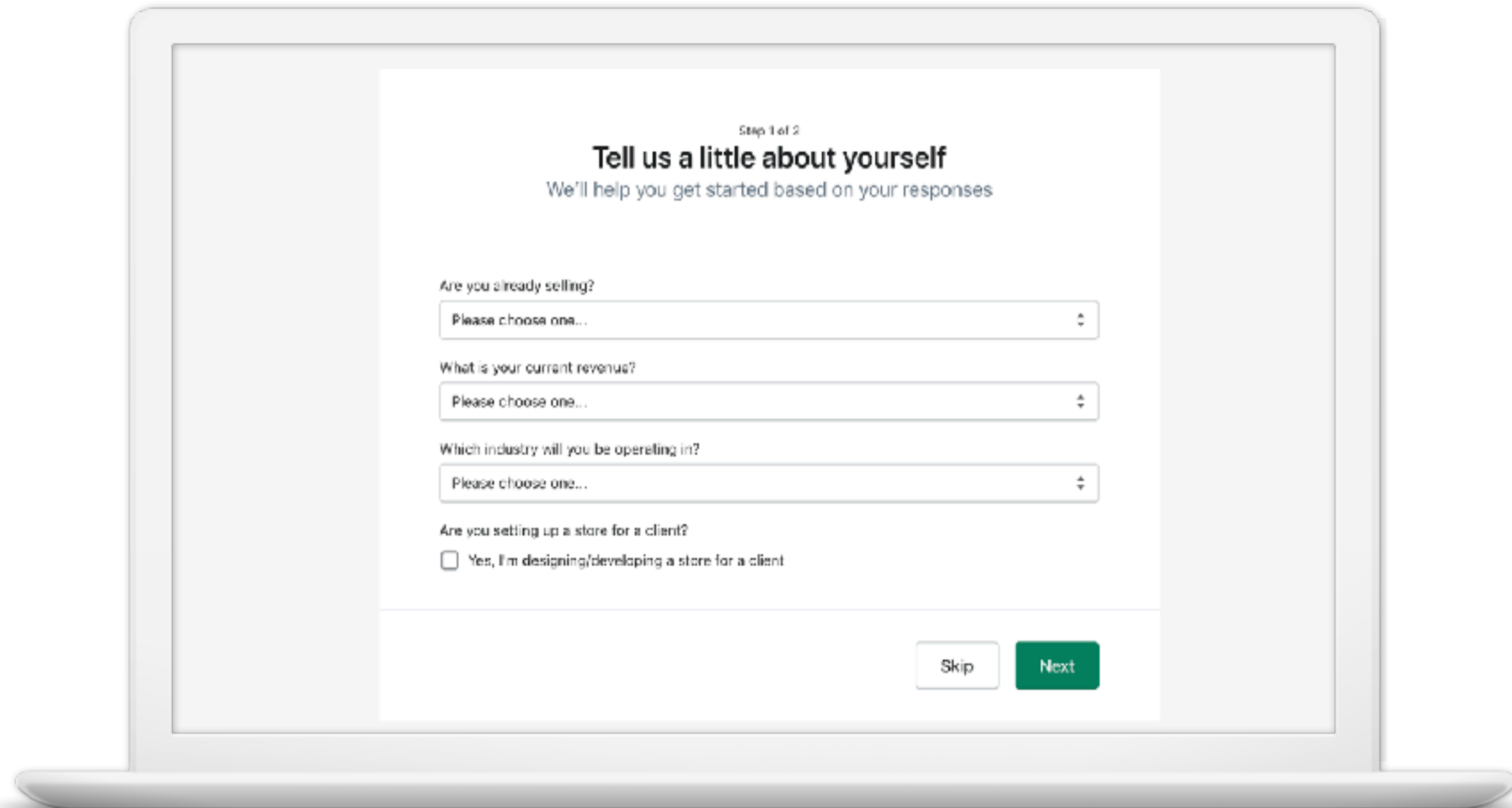
SHOPIFY: GETTING STARTED

Create a Shopify account by entering your email address, then click [Start free trial](#).

Enter email address



SHOPIFY: GETTING STARTED

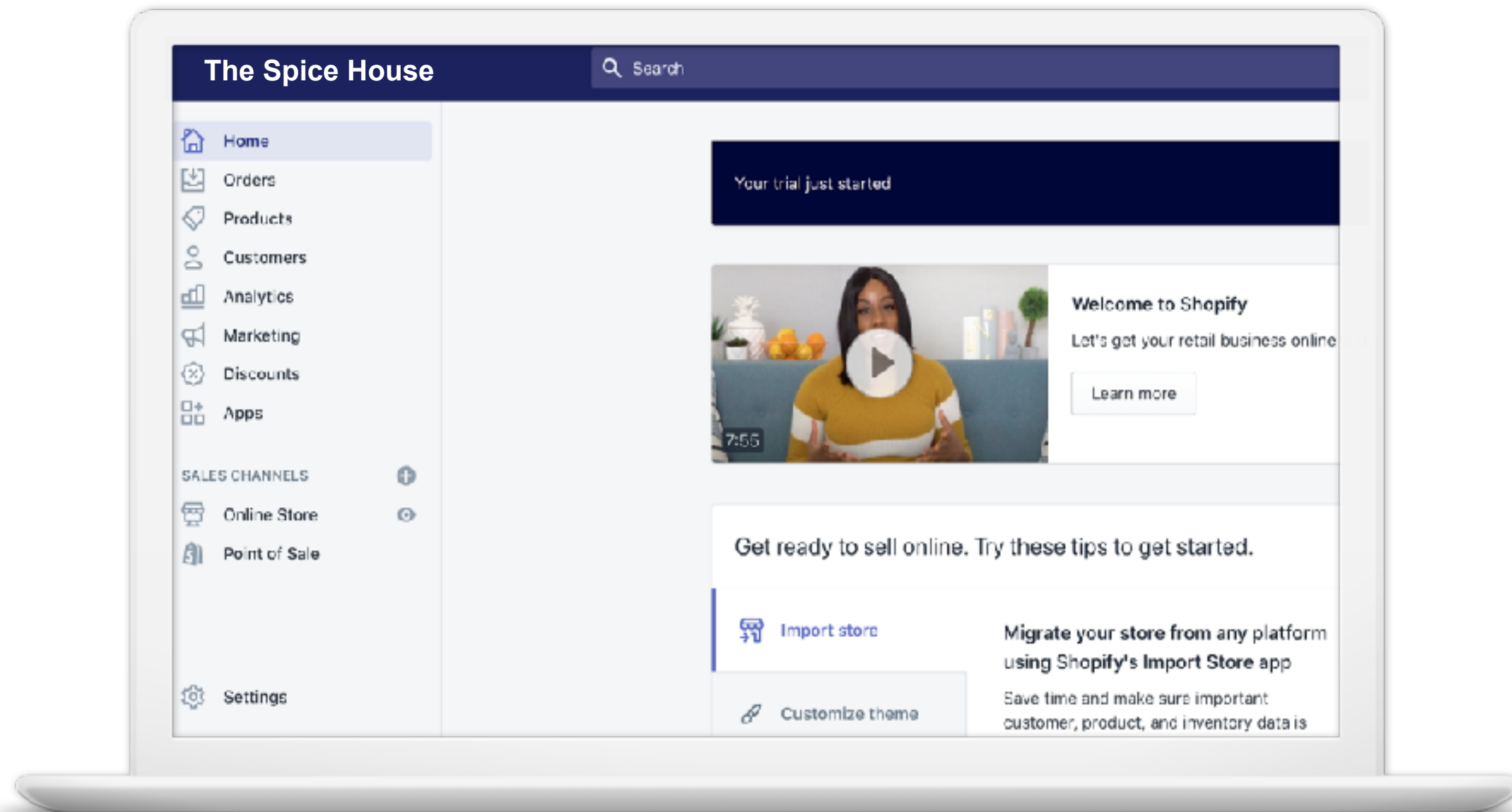


The image shows a laptop screen with a white background. At the top center, it says "Step 1 of 2" in a small font. Below that is the main heading "Tell us a little about yourself" in a bold, black font, followed by the subtext "We'll help you get started based on your responses" in a smaller, grey font. The form contains four questions, each with a corresponding input field:

- Question: "Are you already selling?"
Input field: "Please choose one..." with a dropdown arrow on the right.
- Question: "What is your current revenue?"
Input field: "Please choose one..." with a dropdown arrow on the right.
- Question: "Which industry will you be operating in?"
Input field: "Please choose one..." with a dropdown arrow on the right.
- Question: "Are you setting up a store for a client?"
Input: A checkbox followed by the text "Yes, I'm designing/developing a store for a client".

At the bottom right of the form, there are two buttons: a white "Skip" button and a green "Next" button.

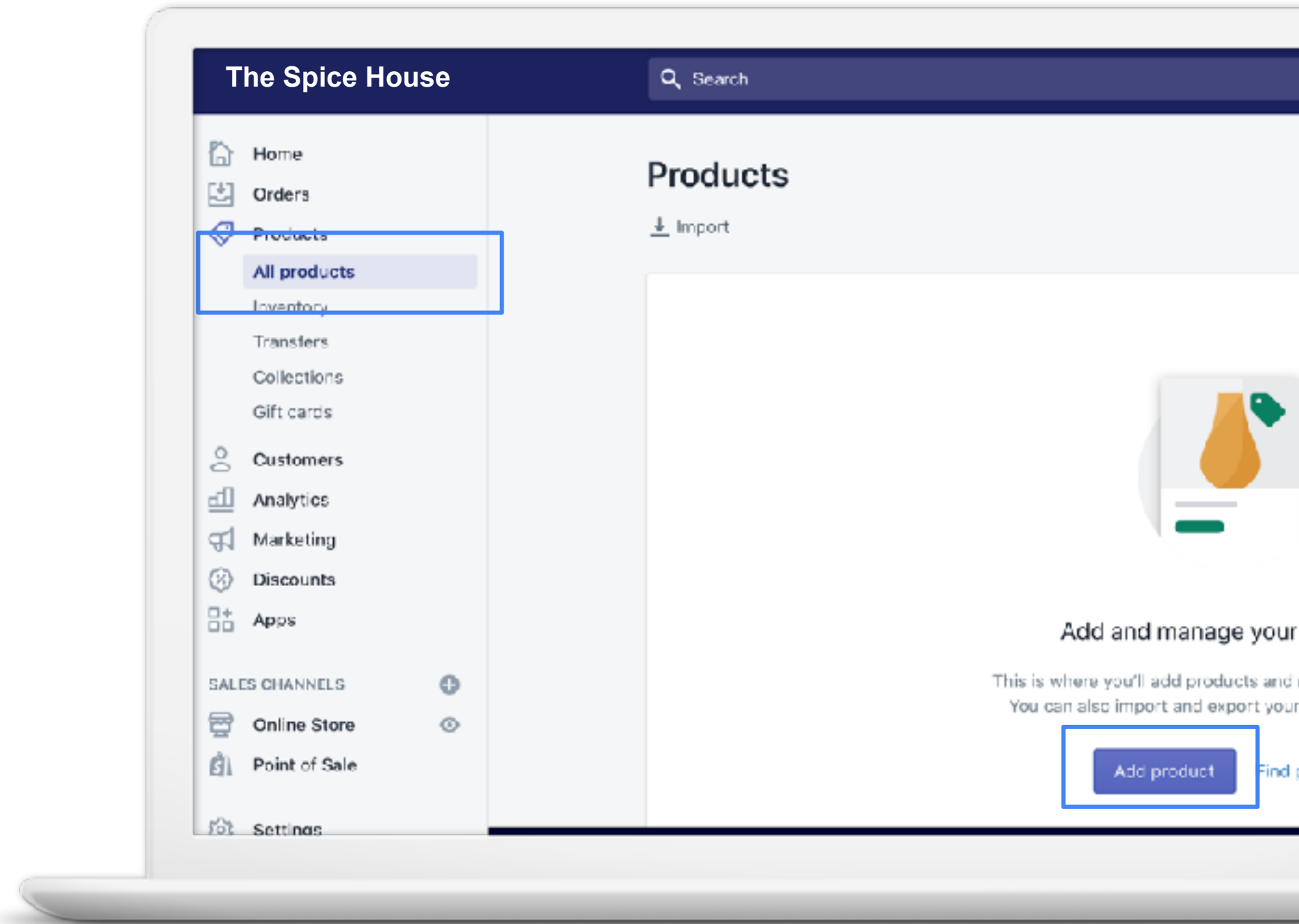
SHOPIFY: GETTING STARTED



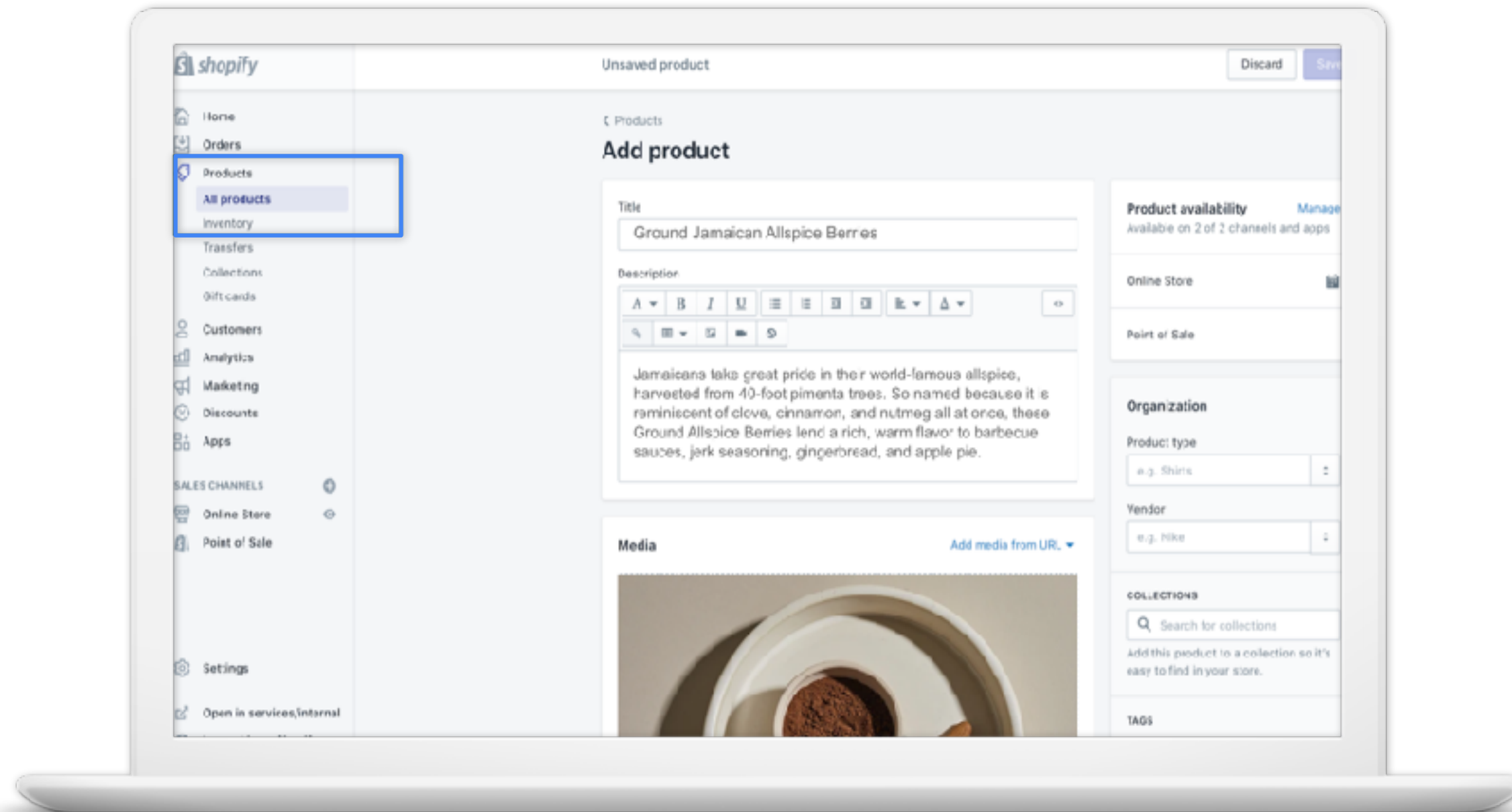
SHOPIFY: ADDING PRODUCTS

Products:

- Easy to add
- Can be physical or digital
- Can be set up with variants
- Built-in inventory tracking
- Grouped in collections
- Can be imported



SHOPIFY: ADDING PRODUCTS

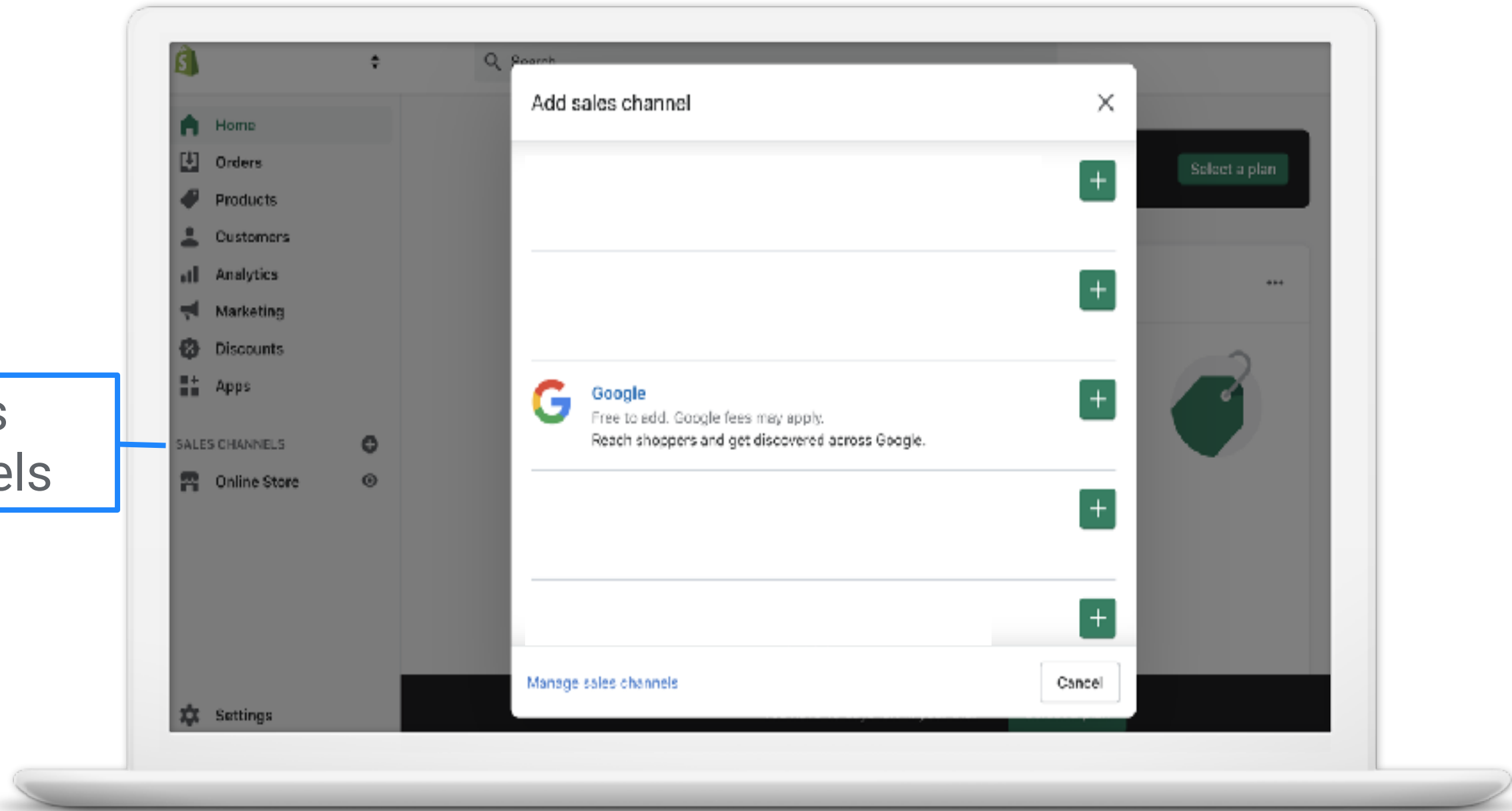


How to connect to Google



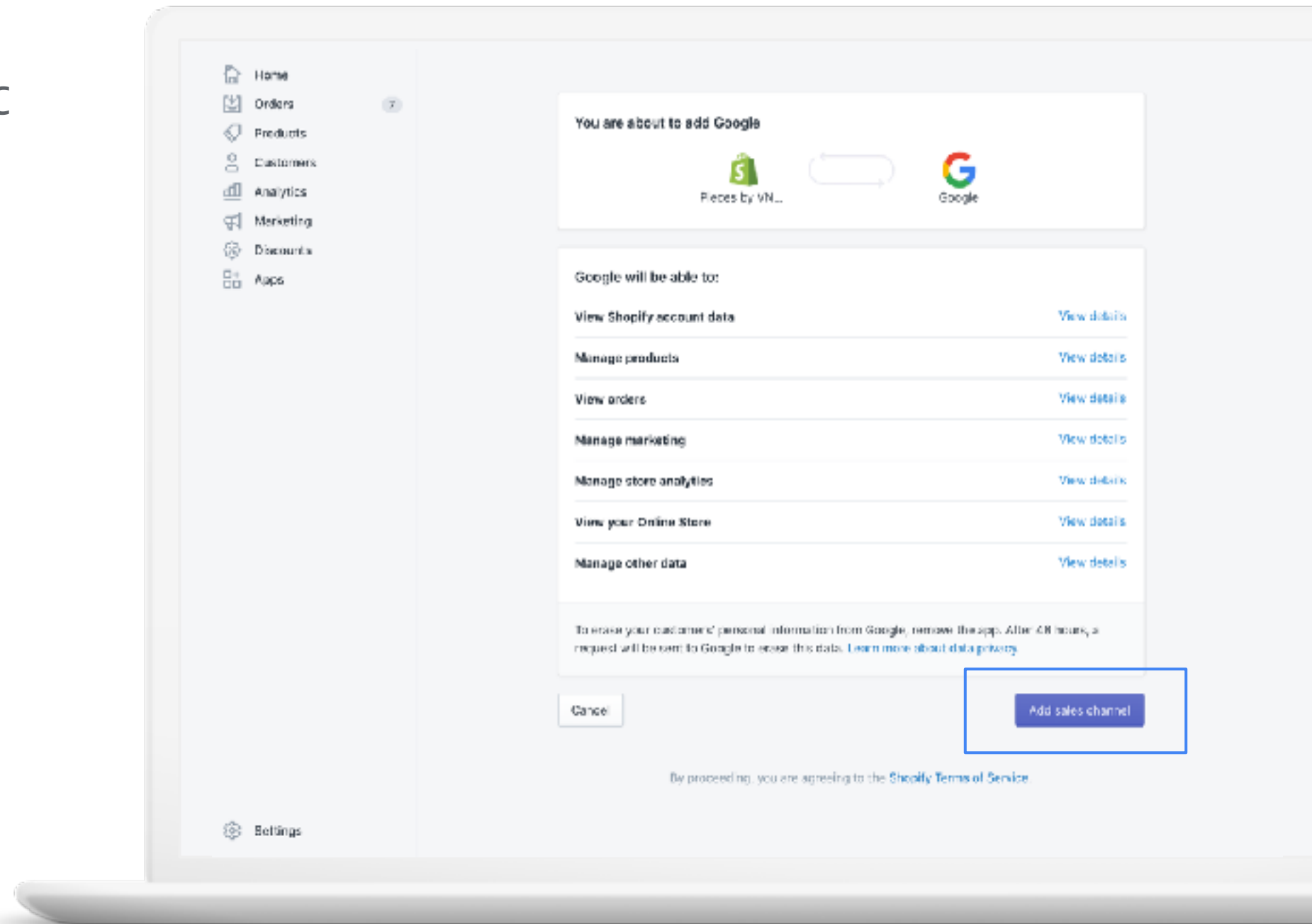
CONNECT TO GOOGLE

Sales Channels



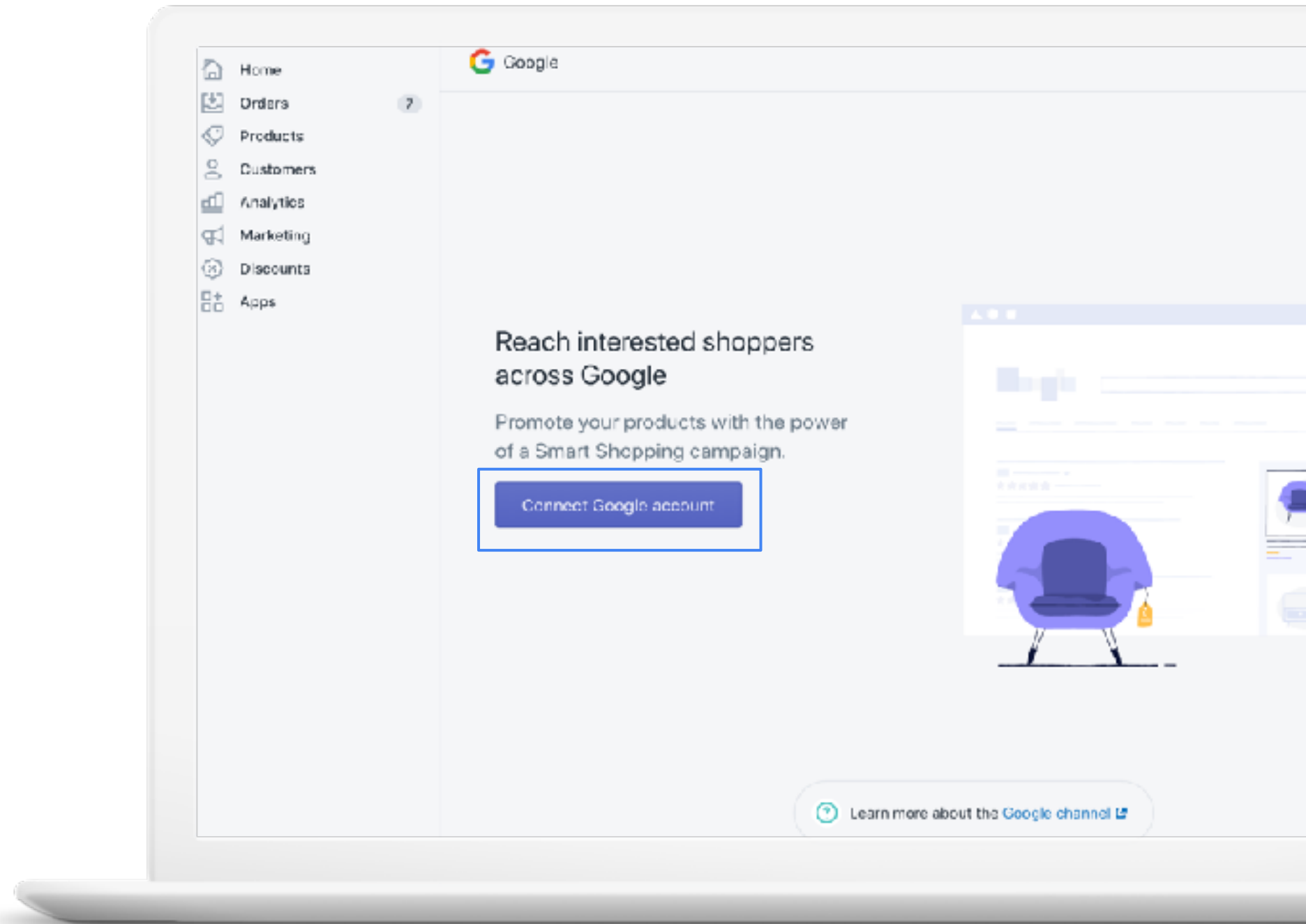
CONNECT TO GOOGLE

Set up the Google channel to sync your products.

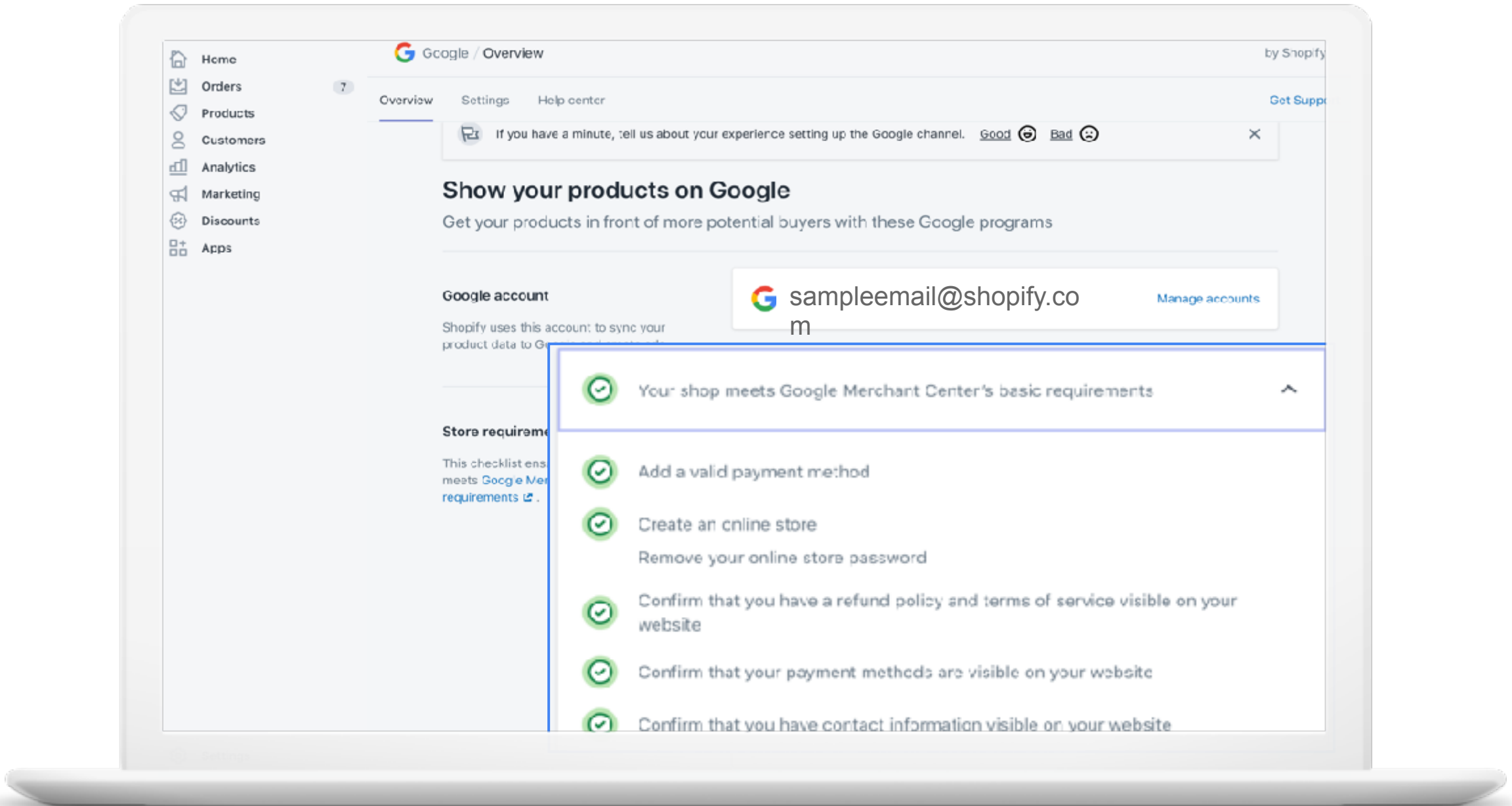


CONNECT YOUR GOOGLE ACCOUNT

Sign in with your Google Account information.

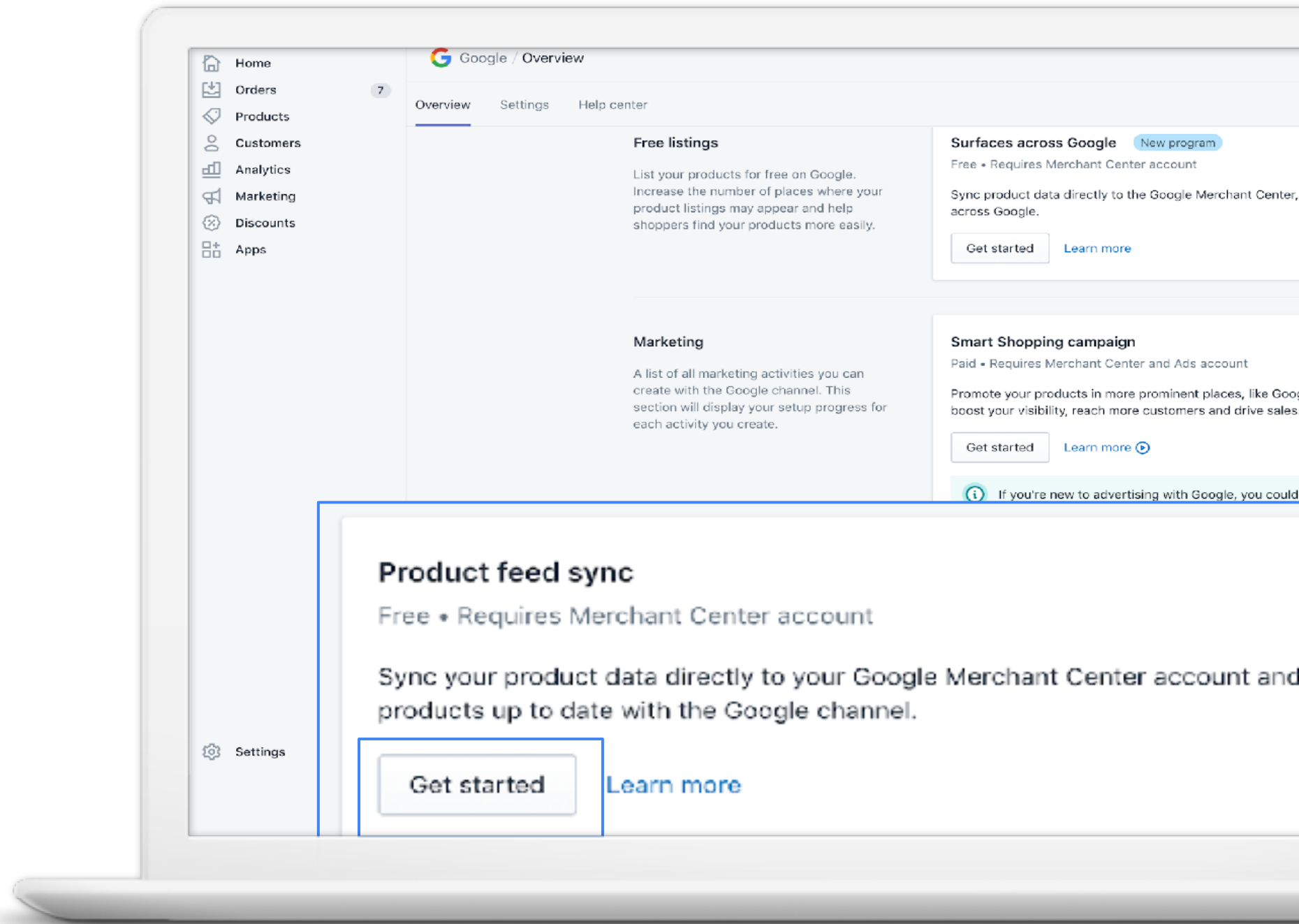


CONFIRM STORE REQUIREMENTS



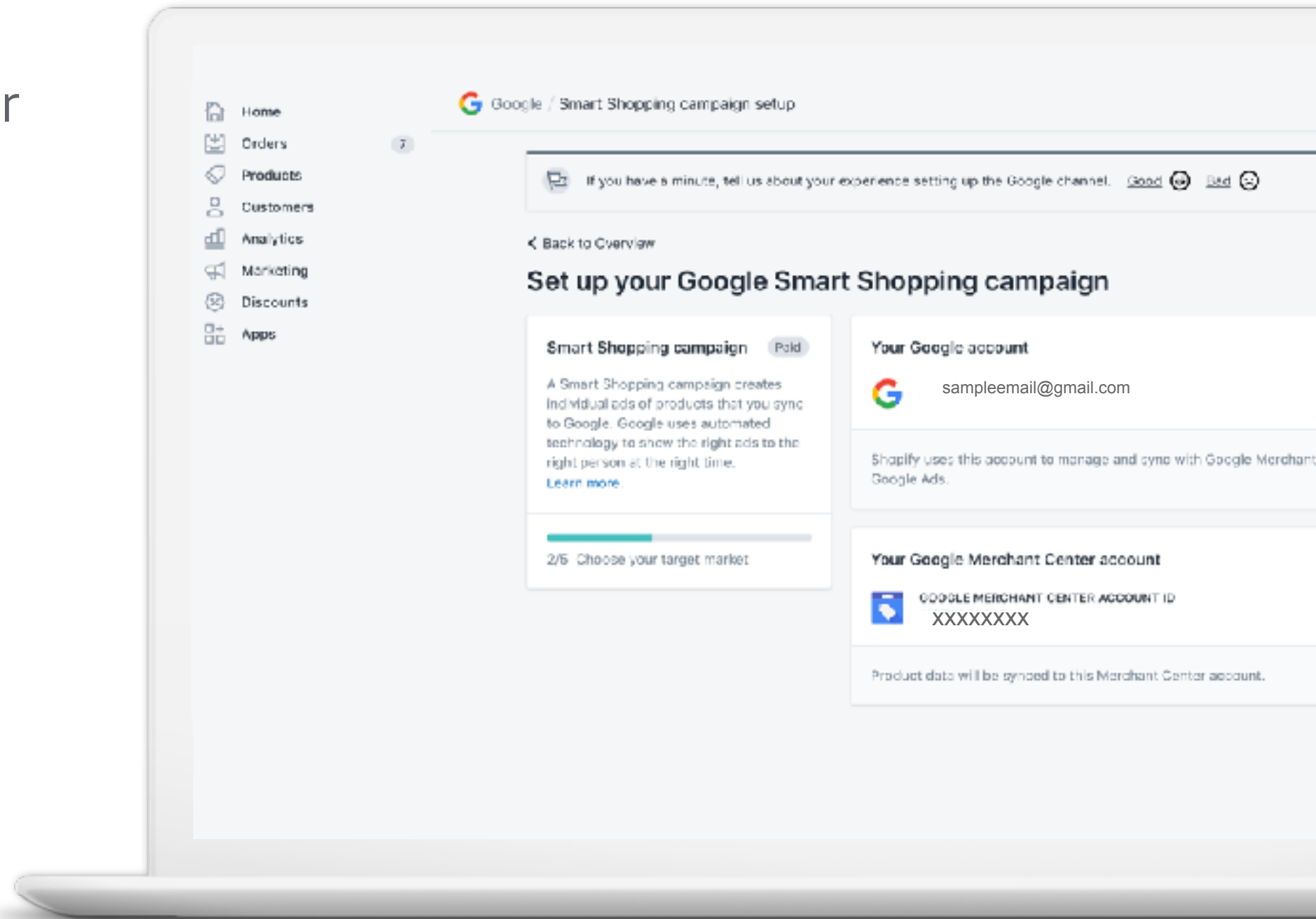
SYNC PRODUCT FEED

Once store requirements are met, sync your product feed.



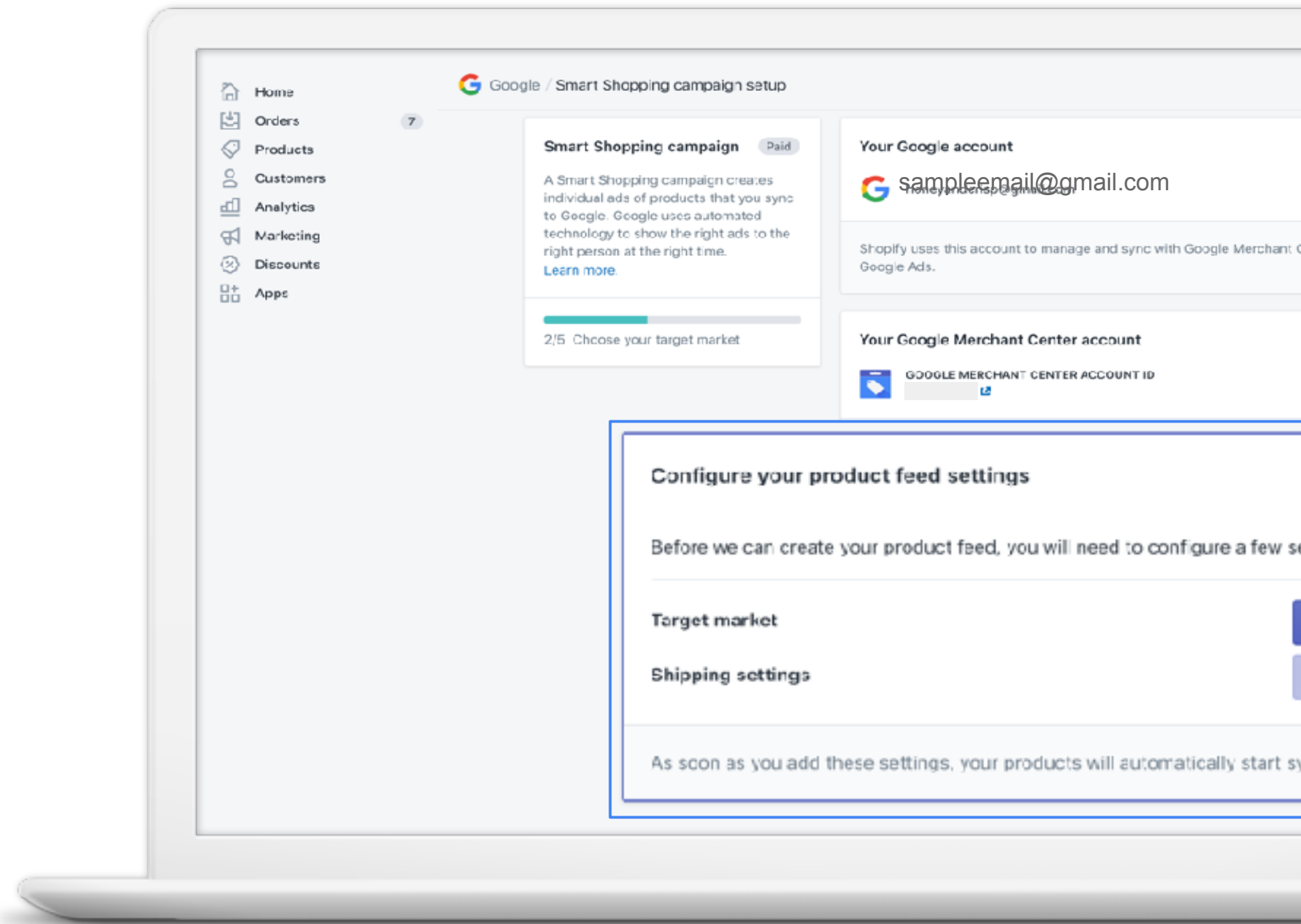
YOUR MERCHANT CENTER ACCOUNT

Select or create a Merchant Center account.



PRODUCT FEED SETTINGS

Set up your target market (country and language) for feed and shipping settings.



STEP 3: YOUR PRODUCTS ARE NOW ELIGIBLE TO APPEAR ON GOOGLE*

Finally:

1

Connect your Google Ads account to the Google channel to get started with Smart Shopping campaigns.

2

Set your budget and get started!

You don't have to be good
to start, **you just have to
start to be good.**

Additional resources



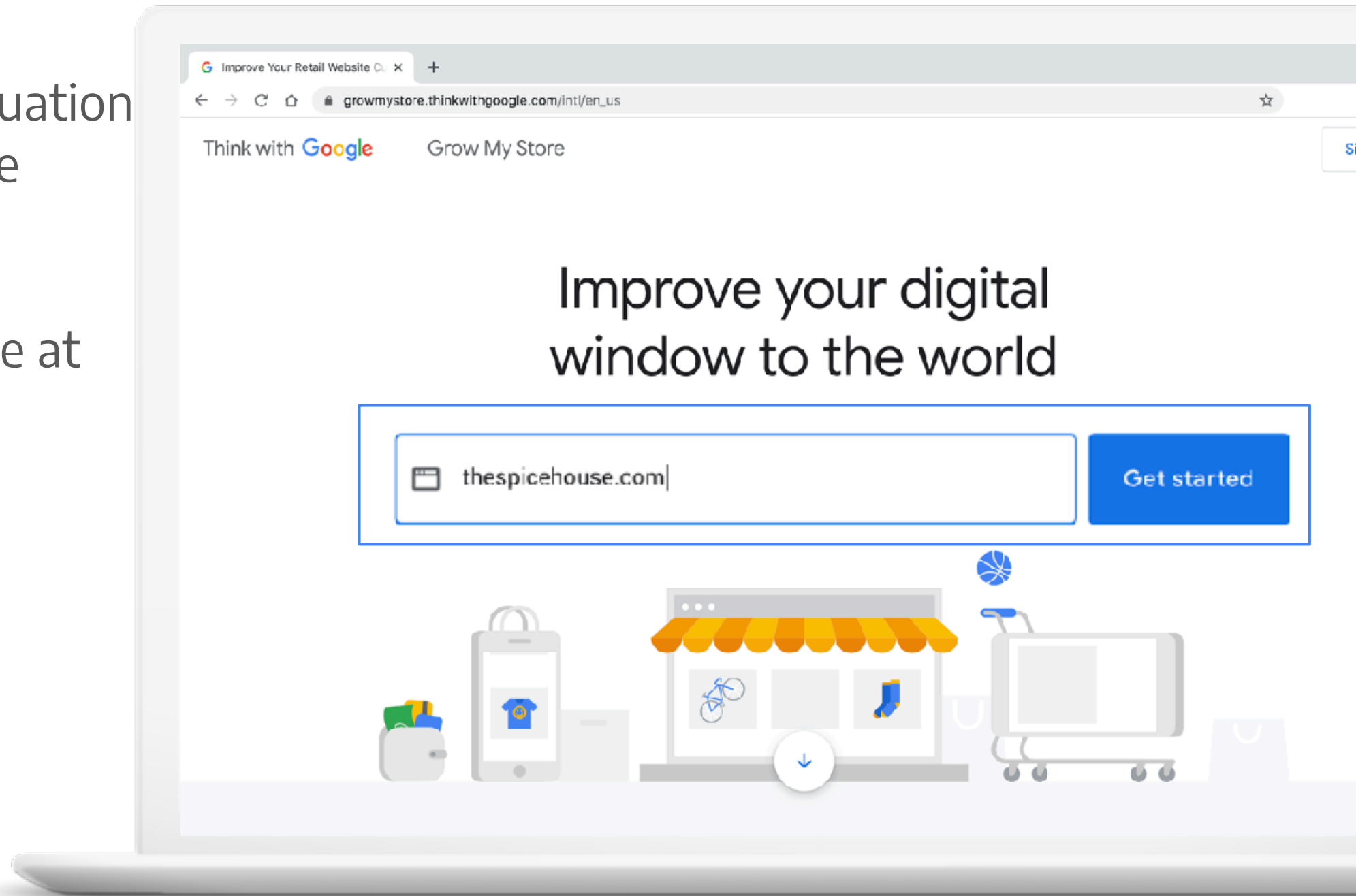
GROW MY STORE

Receive a quick and easy evaluation of your retail website with the Grow My Store tool.

Start by entering your website at g.co/growmystore

Quick Tip:

Watch a step-by-step tutorial at g.co/grow/quickhelp



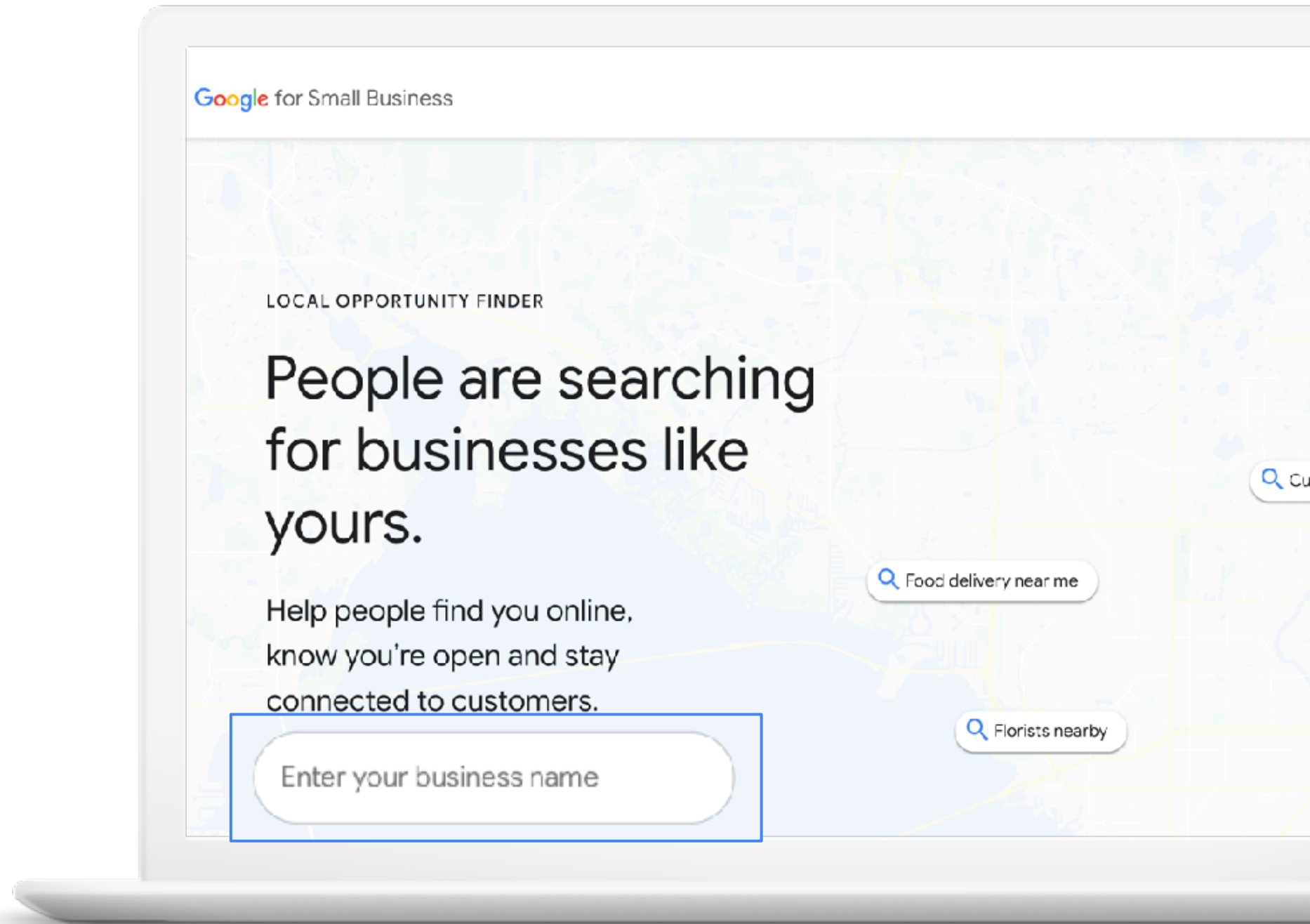
LOCAL OPPORTUNITY FINDER

Help people find you online, know when you're open, and stay connected.

Start by entering your business name at g.co/localopportunityfinder

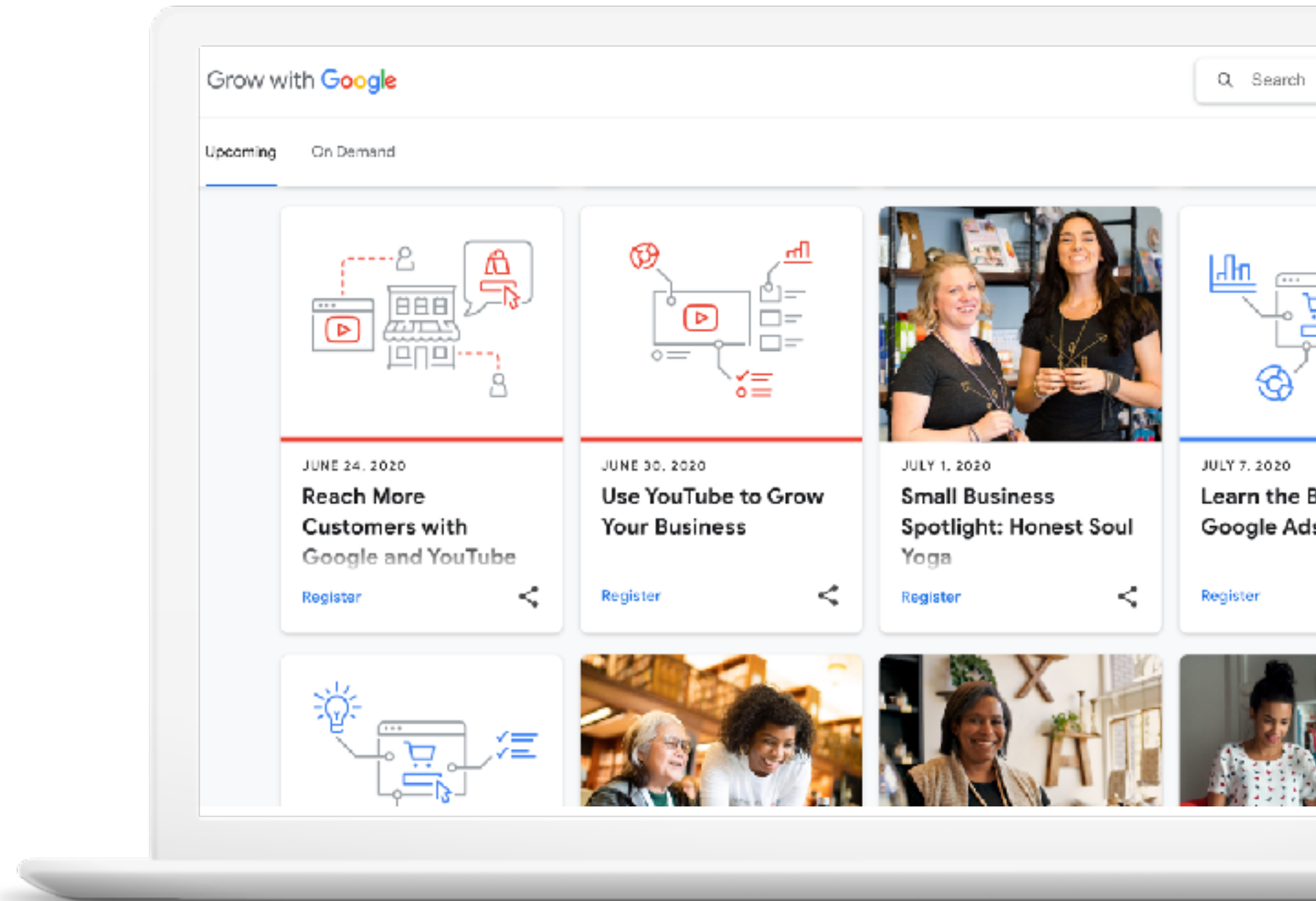
Quick Tip:

Watch a step-by-step tutorial at g.co/GrowOnAir



CONTINUE YOUR EDUCATION WITH GROW WITH GOOGLE ONAIR

Register for free virtual workshops to enhance your digital skills and grow your business.



Quick Tip:

Register for virtual workshops
g.co/GrowOnAir

Grow with Google

Thank You

#GrowWithGoogle

