

Show your products on Google Shopping

Copy your store's product feed address into your own Google Merchant Center account so Google can read your products, prices and stock.

Add-on [Online store](#)

Google Shopping can show your products, with a photo, a price and a link to your store. To do this, your store gives Google a product feed, and you paste its address into your own Google Merchant Center account.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Before you start

- You need a Google Merchant Center account. It belongs to you, and you sign in with your own Google account. We never ask for your Google password.
- Publish your store first, and make sure it holds active products.

Steps

1. Log in to your site editor.
2. In the side panel, click **More**, then **Settings**.
3. Click **Google Tools**.
4. Scroll down to the **Google Merchant Center** section and copy the web address you see there.
5. Open your Google Merchant Center account and paste the address into the matching field.

After that, Google reads the feed several times a day. New products, price changes and stock changes are picked up on their own, so you don't need to paste the address again.

DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

What to expect

Google decides what it shows, where and when, and it sets its own rules. We can't promise that your products appear, or how soon.

If your store shows Manage Store

Some stores set this up under **Store**, then **Manage Store**, then **All Sales Channels**, then **Google Shopping**. Click **Enable** and follow the screens. Google may ask for a brand, a barcode number (GTIN) or a manufacturer part number for each product, and for your shipping and tax details inside Merchant Center. Don't make up barcode numbers. If it gets complicated, email us and we'll go through it with you.

Tips

- Keep your prices and stock up to date in your store. Google follows them. See [Add a product](#).

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store? Email us if you'd like help finding the feed address, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Add a product](#) · [Set up shipping rates](#) · [Set up sales tax](#) · [Set search titles for your products](#) · [Sell on Facebook and Instagram](#)

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