

# Google Shopping Actions Product Properties

**IMPORTANT:** Any updates you make to a product's properties *may not appear on Google destinations* for up to 2 hours!

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## Overview

Each product's Google Properties page lets you add or update all the attributes and inventory settings for its listing on Google Shopping Actions.

To access the product's Google Properties page, click Product Summary > Toolbox > **Google Express**.

You can also use the Manage Inventory page's Advanced search to find products by their Google Express status. [Show me where](#)

(<https://files.helpdocs.io/RFw6fNxIzH/articles/a8nbepdyw6/1557149150318/google-express-advanced-product-search.png>).

Take a look at a sample product showing its properties:

<https://files.helpdocs.io/Rfw6fNxlzH/articles/a8nbepdyw6/1582049847633/google-express-product-properties.png>

If you have multiple products that are missing properties, you can easily export a file of the information that Google Express requires. From there, you can populate those values and import them to SellerCloud using its Bulk Update function. For step-by-step instructions, see the [Export Channel Missing Information](https://help.sellercloud.com/article/nBoE79KeqU-export-channel-missing-attributes) (<https://help.sellercloud.com/article/nBoE79KeqU-export-channel-missing-attributes>) topic.

## Product properties

The table below defines all of a product's Google Express properties. Use these descriptions to configure your product's attributes:

PROPERTY	DESCRIPTION
	Hover on this icon to open a pop-up listing the missing attributes.

<p><b>Google Express Enabled*</b></p>	<p>Select this box in order to automatically send available inventory to Google.</p> <p>If this is not selected, the product is still included in the updates, but with a quantity of zero.</p> <p>* Required for the product to be listing-ready.</p>
<p><b>Merchant SKU</b></p>	<p>SKU that is sent to Google for orders, inventory updates, etc.</p> <p>If this is blank, product ID is used instead.</p>
<p><b>Title*</b></p>	<p>Title of the product that will appear on Google Shopping Actions.</p> <p>*Required for the product to be listing-ready.</p>
<p><b>Link*</b></p>	<p>Enter the public URL linking to the product page on your website.</p> <p>* Not required if either:</p> <ul style="list-style-type: none"> <li>• <b>Require Link for Product Posting</b> is unchecked in your <a href="https://help.sellercloud.com/article/1itkzmiu4e-google-shopping-actions-integration#onboarding_to_shopping_actions">Google Express settings (https://help.sellercloud.com/article/1itkzmiu4e-google-shopping-actions-integration#onboarding_to_shopping_actions)</a>.</li> <li>• Your Google Express account is connected directly to your website</li> </ul>
<p><b>Description*</b></p>	<p>Description of the product that will appear on Google Shopping Actions.</p> <p>* Required for the product to be listing-ready.</p>
<p><b>Brand</b></p>	<p>Select the brand of the item from the drop-down.</p>
<p><b>MPN</b></p>	<p>Enter the part number assigned to the product by the manufacturer. Also known as the manufacturer's SKU.</p>
<p><b>Shipping Template</b></p>	<p>Choose one of the <a href="https://help.sellercloud.com/article/ogggekvddeb-google-shipping-templates">shipping templates (https://help.sellercloud.com/article/ogggekvddeb-google-shipping-templates)</a> that you manually created already for Google Shopping Actions.</p>
<p><b>Taxonomy</b></p>	<p>Click <b>Select Taxonomy</b> to choose from a list of pre-defined categories.</p> <p>* Required for the product to be listing-ready.</p>

<b>Price for Website</b>	Enter the product's price from your website listing.
<b>Sale Price</b>	Enter an advertised product sale price.
<b>Sale Price Start Date</b>	Select a date for the sale price to start.
<b>Sale Price End Date</b>	Select a date for the sale price to end.
<b>Price* / Use Default</b>	<p>Enter the price of the product listed on Google Shopping Actions.</p> <p>Alternatively, choose <b>Use Default</b> to pull Google Shopping Actions Price from the <b>Site Price</b> on the Product Summary page.</p> <p>* Required for the product to be listing-ready.</p>
<b>Safety Qty</b> ( <a href="https://help.sellercloud.com/article/KdH0lzCzyJ-safety-quantity">https://help.sellercloud.com/article/KdH0lzCzyJ-safety-quantity</a> )* / <b>Use Default</b>	<p>Enter a quantity to <i>subtract</i> from the <b>Avail Qty</b> to help prevent overselling. This is inventory reserved from inclusion in the inventory feed.</p> <p>Alternatively, choose <b>Use Default</b> to pull Safety Qty from your company's Google Express settings (Settings &gt; Company &gt; Toolbox &gt; <b>Google Express</b>). <i>This setting will override the value in the <b>Safety Qty</b> field.</i></p> <p>* Required for the product to be listing-ready.</p>
<b>Min Handling Time* / Use Default</b>	<p>The minimum amount of time from when the order is placed until the order will be shipped.</p> <p>Alternative: Choose <b>Use Default</b> to pull Min Handling Time from <a href="https://help.sellercloud.com/article/1itkzmiu4e-google-shopping-actions-integration">your company's Google Express settings (https://help.sellercloud.com/article/1itkzmiu4e-google-shopping-actions-integration)</a>. (Settings &gt; Company &gt; Toolbox &gt; <b>Google Express</b>).</p>
<b>Max Handling Time* / Use Default</b>	<p>The maximum amount of time from when the order is placed until the order will be shipped.</p> <p>Alternative: Choose <b>Use Default</b> to pull Max Handling Time from <a href="https://help.sellercloud.com/article/1itkzmiu4e-google-shopping-actions-integration">your company's Google Express settings (https://help.sellercloud.com/article/1itkzmiu4e-google-shopping-actions-integration)</a>. (Settings &gt; Company &gt; Toolbox &gt; <b>Google Express</b>).</p>
<b>Listing Expiration Date</b>	When the product is listed on Google Shopping Actions, this date is set to 30 days in the future.

<p><b>Enable Auto Relist Product</b></p>	<p>If this box is checked, the product will be automatically relisted if the <b>Listing Expiration Date</b> is less than the current time stamp.</p> <p>This setting is checked by default.</p>
<p><b>Destinations: Name and Intention</b></p>	<ul style="list-style-type: none"> <li>• <b>Name</b> (Google destination name):</li> <li>• Shopping - Product's appearance in Shopping ads</li> <li>• Shopping Actions - Product's appearance on multiple Google surfaces</li> <li>• Display Ads - Product's appearance in dynamic remarketing ads (these contain specific product info tailored to a customer's previous site activity)</li> <li>• Surfaces Across Google - Product's appearance across multiple Google touch points (includes multiple Google platforms including rich product results on Google Images and Google search)</li> <li>• <b>Intention</b> (status of the selected destination):</li> <li>• Default (this is based on Google Express settings)</li> <li>• Excluded (do not include the product in the selected destination)</li> <li>• Optional</li> <li>• Required (the selected destination name is required)</li> </ul>
<p><b>Avail. Qty</b></p>	<p>The first number will show the total quantity available.</p> <p>The second number will show the total quantity available for Google Shopping Actions.</p>
<p><b>Product Type</b></p>	<p>You can include your own product categorization system in your product data. For example, you can use product type to organize bidding and reporting in your Google Ads Shopping campaign.</p> <p>See <a href="https://support.google.com/merchants/answer/6324406?hl=en">Google's instructions on product type (https://support.google.com/merchants/answer/6324406?hl=en)</a>, including proper formatting.</p>

**Custom Label 0**  
through **Custom Label**  
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You can create specific filters to use in your Shopping campaigns. For example, you could label a group of products as seasonal, clearance, etc.

See [Google's instructions on custom labels](https://support.google.com/merchants/answer/6324473?hl=en) (<https://support.google.com/merchants/answer/6324473?hl=en>), including proper formatting.

## Actions for a Google Express product

There are 2 options in the Google Express Properties' Action Menu:

- **Post Product to Google Express** - Post the product and create the listing. SellerCloud pulls a unique listing ID into the **Active Listing** field.
- **Revise Price & Inventory to Google Express** - Update the product's current price and available quantities on its Google Express listing.