

Google Shopping Actions Integration

Prerequisites:

- To advertise products on Google, you must [first become eligible](https://help.sellercloud.com/article/isrb9r7ci6-about-google-shopping-actions#becoming_eligible_for_shopping_actions) (https://help.sellercloud.com/article/isrb9r7ci6-about-google-shopping-actions#becoming_eligible_for_shopping_actions).
 - You must contact [SellerCloud Support](https://help.sellercloud.com/article/be0hc5h280-seller-cloud-support) (<https://help.sellercloud.com/article/be0hc5h280-seller-cloud-support>), to enable GoogleOrderServices on your server (if not already running).
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Onboarding to Shopping Actions

This procedure comprises numerous configuration steps needing completion in SellerCloud and the Google Merchant Center.

- 1 In SellerCloud, click Company Settings > Toolbox > **Google Express**.
- 2 Select **Google Express Enabled > Save Settings**. This is **required** for 2 reasons: One, for your account to go live when you are ready; and two, to configure your products' Google Express properties in Step #4.

Select Action Go

Google Express Enabled

Merchant ID:

Redirect URL:
 (You should always use https://ft.cwa.sellercloud.com/GoogleExpressAuth.aspx for proper integration)

Auth Token:

Refresh Token:

Token Received On: (None)

Token Expires On: (None)

Safety Qty:

Default Qty:

Default Max Handling Time:

Default Min Handling Time:

Enable Order Download

Enable Inventory Upload

Enable Tracking Upload

Enable Auto Acknowledge Orders

Enable Order Return Download

Require Link For Product Posting

- 3 [Create a shipping template for Google Express](https://help.sellercloud.com/article/oggqekvdeb-google-shopping-actions-shipping-templates) (<https://help.sellercloud.com/article/oggqekvdeb-google-shopping-actions-shipping-templates>). **Note:** A shipping template is a prerequisite for Step #4.
- 4 Configure your [products' Google Express properties](https://help.sellercloud.com/article/a8nbepdyw6-google-shopping-actions-properties) (<https://help.sellercloud.com/article/a8nbepdyw6-google-shopping-actions-properties>). **Note:** Unchecking **Require Link For Product Posting** (shown above in the sample screen) disables the requirement to enter each product's public URL when configuring its Google Express properties.
- 5 Log into your [Google Merchant Center](https://www.google.com/retail/solutions/merchant-center/#?modal_active=none) (https://www.google.com/retail/solutions/merchant-center/#?modal_active=none) and copy your Merchant ID from the upper left corner. This is the unique numeric code assigned to you when you set up your payments profile.
- 6 In SellerCloud, go to your Company Settings > Toolbox > **Google Express** > paste the copied Merchant ID into the **Merchant ID** field.
- 7 Perform the following 2 steps:

Google Express Enabled
 Merchant ID:
 Redirect URL:
(You should always use https://tt.cwa.sellercloud.com/GoogleExpressAuth.aspx for proper integration)
 Auth Token:
 Refresh Token:
 Token Received On: (None)
 Token Expires On: (None)
 Safety Qty:
 Default Qty:
 Default Max Handling Time:
 Default Min Handling Time:
 Enable Order Download
 Enable Inventory Upload
 Enable Tracking Upload
 Enable Auto Acknowledge Orders
 Enable Order Return Download
 Require Link For Product Posting

- 1 Enter your Shopping Actions URL in the **Redirect URL** field. The correct URL format appears right below this field for guidance.
- 2 Click Action Menu > **Fetch Token** > **Go** to populate the **Auth Token** field.

Note: The token expires in 60 minutes, but seamlessly auto-refreshes each hour after you initially authorize it.

Google Express Enabled
 Merchant ID:
 Redirect URL:
(You should always use https://tt.cwa.sellercloud.com/GoogleExpressAuth.aspx for proper integration)
 Auth Token:
 Refresh Token:
 Token Received On: 06/05/2019 08:21 AM
 Token Expires On: 06/05/2019 09:21 AM
 Safety Qty:
 Default Qty:

- 8 Complete the following 3 settings:

Here, you will configure these settings at the *company level* to default for *all* products; however, you can always override each of these settings at the *product level* on each [product's Google Express page](#)

(https://help.sellercloud.com/article/a8nbepdyw6-google-shopping-actions-product-properties#product_properties).

Safety Qty	Set a default safety quantity . (https://help.sellercloud.com/article/KdH0lzCzyJ-safety-quantity).
Default Max Handling Time	Enter the maximum amount of time from when the order is placed until the order will be shipped
Default Min Handling Time	Enter the minimum amount of time from when the order is placed until the order will be shipped

- 1 Return to your Merchant Center. To make the following configuration steps even easier, let Shopping Actions *guide you* through the required pages and settings. [Show me how!](https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559761879760/google-shopping-actions-settings-page.mp4) (<https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559761879760/google-shopping-actions-settings-page.mp4>).
- 2 Choose a product feed that you would like to sell through Shopping Actions. [Show me](https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559763073884/google-shopping-actions-product-feed.png) (<https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559763073884/google-shopping-actions-product-feed.png>).
- 3 Set up proper user roles. Required roles are Payments manager, Order manager, and Admin. [Show me](https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559763280194/google-shopping-actions-users.png) (<https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559763280194/google-shopping-actions-users.png>). Also see this [Google Merchant Center Support Quickstart article](https://support.google.com/merchants/answer/188486) (<https://support.google.com/merchants/answer/188486>).
- 4 Upload branding. [Show me](https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559763449217/google-shopping-actions-brandi.png) (<https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559763449217/google-shopping-actions-brandi.png>). Also see this [Google Merchant Center Quickstart article](https://support.google.com/merchants/answer/9110659?hl=en&ref_topic=7679079) (https://support.google.com/merchants/answer/9110659?hl=en&ref_topic=7679079).
- 5 Set up tax settings. [Show me](https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559763846870/google-shopping-actions-tax-settings.png) (<https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559763846870/google-shopping-actions-tax-settings.png>). Also see this [Google Merchant Center Quickstart article](https://support.google.com/merchants/answer/7679406?hl=en&ref_topic=7679079) (https://support.google.com/merchants/answer/7679406?hl=en&ref_topic=7679079).
- 6 Set up returns policies. [Show me](https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559764021792/google-shopping-actions-returns-policy.png) (<https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559764021792/google-shopping-actions-returns-policy.png>). *Be sure to enter at least one policy and one returns address.* Also see this [Google Merchant Center Quickstart article](https://support.google.com/merchants/answer/7660817?hl=en&ref_topic=7679079) (https://support.google.com/merchants/answer/7660817?hl=en&ref_topic=7679079).

- 7 Set up payments (will require the Payment manager user role). [Show me](https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559764423576/google-shopping-actions-payments-setu.png) (<https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559764423576/google-shopping-actions-payments-setu.png>). Also see this [Google Merchant Center Quickstart article](https://support.google.com/merchants/answer/7379018?hl=en&ref_topic=7679079) (https://support.google.com/merchants/answer/7379018?hl=en&ref_topic=7679079).
- 8 Configure these settings to complete onboarding. [Show me](https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559764729643/google-shopping-actions-other-settings.png) (<https://files.helpdocs.io/RFw6fNxlzH/articles/1itkzmiu4e/1559764729643/google-shopping-actions-other-settings.png>).

- Customer Service Contact Email
- Marketing Settings
- Privacy Policy URL

- 1 *When you are ready to go live:* Return to SellerCloud's Company Settings > Toolbox > **Google Express** > and select these settings:

Enable Order Download	Only select <i>when you are ready</i> to ship orders. This automatically imports Google Express orders.
Enable Inventory Upload	Only select this <i>when your inventory is accurate</i> for listings.
Enable Auto Acknowledge Orders	Select this to automatically acknowledge orders
Enable Order Return Download	
Enable Tracking Upload	Only <i>when you are ready to go live</i>

- 1 Click **Save Settings**.
 - 2 Submit the account for review. Generally, this takes about a week, but may be longer if Google lacks all their required information. *Watch for emails from Google Support.*
 - 3 Launch.
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Post-launching actions

- In the Merchant Center, review Product Approvals and Disapprovals.
- Verify your offers live on Google.
- Verify that orders are coming in via the Orders tab in the Merchant Center and in SellerCloud.
- Optimize your estimated Delivery Dates (handling time + shipping).
- Review your retailer standards and make adjustments, if needed. See this [Google Merchant Center Quickstart article \(https://support.google.com/merchants/answer/7574576?hl=en&ref_topic=7645622\)](https://support.google.com/merchants/answer/7574576?hl=en&ref_topic=7645622).
- Enable promotions for % off discounts, promo codes, \$ off discounts, and quantity discounts. To start the process, [complete this Merchant Promotions Interest Form \(https://services.google.com/fb/forms/merchantpromotionsform/\)](https://services.google.com/fb/forms/merchantpromotionsform/). After approval, create individual promotions or use a promotion feed.
- Competitive pricing and expanded assortment are key to growing your business. Use Shopping Actions insights reporting to see how competitive your products are and determine which products to add to your assortment. Learn more about [Shopping Actions Insights \(https://support.google.com/merchants/answer/9215843?hl=en\)](https://support.google.com/merchants/answer/9215843?hl=en).