


Setting up Google Export

Register with Google

Register for a Google Merchants account – <http://www.google.com/merchants>. Once the registration is completed, you will be left on the Dashboard page with the following warning;

 Please verify and claim your website's URL in the [General Settings](#) page. Until you do so, your online products will not appear in the search results. [Learn more](#)

Click on the 'General Settings' link to proceed.

Verify your URL

In the 'General Settings' page, under the box titled 'Website URL' there is a link titled 'Verify this URL' – click it & enter your password once again. You will be taken to the 'Verify Ownership' page;

Verify ownership

There are several ways to prove to Google that you own <http://www.wellspunnews.com/>. Select the option that is easiest for you. ([More information about site verification.](#))

Recommended method [Alternate methods](#)

There are several ways to verify ownership of the URL – Nettailer must use one of the 'Alternate Methods' – so select that tab.

Select the option titled 'Add a meta tag to your site's home page' – you should see a box appear, which contains a line of code. E.G.

```
<meta name="google-site-verification"
content="OnJzUsGOL0zwM1VJsSB_291je54ZHAhjH8AqhkgFBYM" />
```

Copy the content string between the speech marks – in this example it would be OnJzUsGOL0zwM1VJsSB_291je54ZHAhjH8AqhkgFBYM.

Open a new browser window, log in to your store. In the admin section of your shop, paste this string into the 'Site verification id' box in Settings > Settings > Miscellaneous > Google;

» Imports	Google
» Exports	Site verification id <input type="text" value="OnJzUsGOL0zwM1VJsSB_291je54ZHAhjH8AqhkgFBYM"/>
» Statistics	Use Google Analytics <input type="checkbox"/>
» Terms	Sales statistics <input type="checkbox"/>
» Settings	Id <input type="text"/>
» Settings	
» Admin settings	

Click OK & wait for the page to refresh.

Back on the Google page, click the 'Verify' button. If it fails to verify, wait a moment & try again. If it continues to fail verification, confirm the string matches on both sites & that you've not pasted any speech marks.

When verification is complete, you can set up the products import/export.

Set up the Google Export in Netailer

This may already be completed in your site. If so – skip to the next stage. If not, carry on.

In the admin section of your Netailer site, go to Exports > Exports & click 'Create'.

Give the export a meaningful name & select 'Products' from the drop down box.

Under 'File settings'

Enter a filename without spaces & with an extension of txt (for example, google_export_1.txt)

Select 'Include headers'

Charencoding should be 'iso-8859-1'

Set 'Divider' to be 'tab'

Set 'Decimal point' to be '.'

Under 'Search Parameters'

Unless you only want to export products from a specific distributor, leave 'Distributor' as 'Select Option'

Select 'Prices inc VAT'

Set the fields to match this table;

Field	Sort order	Min number of decimals	Max number of decimals	Header	Max length
Google Availability	<input type="text" value="6"/>			<input type="text" value="availability"/>	
Product Id	<input type="text" value="10"/>			<input type="text" value="id"/>	
Manufacturer part number	<input type="text" value="20"/>			<input type="text" value="mpn"/>	<input type="text" value="0"/>
Product name	<input type="text" value="30"/>			<input type="text" value="title"/>	<input type="text" value="70"/>
Google Description	<input type="text" value="40"/>			<input type="text" value="description"/>	<input type="text" value="0"/>
Google Product Type	<input type="text" value="50"/>			<input type="text" value="product_type"/>	
Manufacturer name	<input type="text" value="70"/>			<input type="text" value="brand"/>	<input type="text" value="0"/>
Product URL	<input type="text" value="80"/>			<input type="text" value="link"/>	
Image URL	<input type="text" value="90"/>			<input type="text" value="image_link"/>	<input type="text" value="0"/>
Condition	<input type="text" value="100"/>			<input type="text" value="condition"/>	
Price list 1	<input type="text" value="110"/>	<input type="text" value="2"/>	<input type="text" value="2"/>	<input type="text" value="price"/>	
EAN	<input type="text" value="120"/>			<input type="text" value="gtin"/>	<input type="text" value="0"/>

Click 'Apply' & wait for the page to refresh.

After the page has refreshed, scroll to the top & you should now see a URL (I.E.

<http://www.yoursite.com/se/netset/etailer/objectexporter/web/P01.m4n?id=36>).

Copy this URL & go back to your Google Merchants browser window – go to

<http://www.google.com/merchants/bulkuploads>.

Click the 'New Data Feed' button

Set the 'target Country' & enter the same file name as you set up in Netailer.

Click 'Save Changes'

The page will refresh & go back to the main Data feeds page;

Under 'Upload schedule' click 'Create';

<input type="checkbox"/>	File	Upload schedule	Last upload date	Status
<input type="checkbox"/>	google_export_1.txt - Edit Type: Products [?] Target country: United Kingdom	None - Create Manual upload	None	None

Set the upload to occur Daily at a time of your choice.

Paste the 'Feed URL' that you copied earlier;

Scheduled Upload ✕

Schedule for **google_export_1.txt**:

Upload at

Time zone

Feed URL [?](#) (supported protocols: http, https, ftp, sftp)

If your URL is password protected, please provide your login information.

Username: (optional)

Password: (optional)

Click 'Schedule and fetch now'. If there are any error messages, confirm that the feed URL matches exactly the one on the export in Nettailer.

Adding shipping cost

In the Google Merchant Center, expand settings & select 'Tax and shipping' - <http://www.google.com/merchants/taxshippingsettings>.

Click 'Create new method' & follow the guide.

When a shipping method is set as default, Google will use it to show the cost of delivery in search results – it will also prioritise your results in the rankings when ordered by total price. So it's well worth adding your delivery cost.