Google Express Integration - Shopify

by CedCommerce Products Documentation

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1. Overview

Google has taken a new step towards e-commerce world for seller and customers named as **Google Express**. It is just like an online marketplace; it means a consumer can buy various products whereas various sellers can list out their products on the same. It is now one of the biggest competitors of Amazon Prime. In terms of sellers, it is now one of the best media from where the seller can instantly grow their revenue.

Google Express Integration App

Google Express Integration App will help you to connect your Shopify store with Google Merchant Center. You can easily list your products and manage orders and inventory accordingly. Now save time from doing manual work because the app will automatically manage your complete Catalog. List several products on Google Express within minutes!

Key Features of Google Express Integration App

1. Bulk Import Of Products From Your Shopify store

2. Bulk Upload Products On Google Express.

3. Real Time Order Management.

4. Real-Time Inventory Management

5. Profiling For Products

2. How to install and configure Google Express Integration?

Get the Google Express Integration App on the Shopify App Store. Here’s the link: https://apps.shopify.com/google-express-integration (https://apps.shopify.com/google-express-integration)
It’s time to complete the configuration of the app.

How To Complete The Configuration Of App

Now moving ahead, first of all, you need to complete the registration and basic configuration of the app. This will help you to connect the App to your

Google Express Account. Complete some basic steps –

1. Registration

Enter the details like your name, contact no, email address, skype id, timing zone etc. These details will help us to connect with you at your preferable time. By completing this you will move ahead to the next step.

2. Choose a plan

In the next step, choose a plan for the app. We are providing you 3 plans so that you can have the option to select plan according to your convenience. The plans are- Starter Plan, Gold Plan and Platinum Plan. Once you have select a plan the you need confirm the payment, and you will move to the next step. Apart from this your 7 days trial would be added in the subscription.

3. Account Linked-

Connect your Shopify account to Google Express. You just need to click on connect button and you will redirect to your Google Express panel. Allow permissions after logging in with your Google Account and then you will be redirected to app at next step.

4. Default Configurations-

In this step, you need to select the destination for your products. Enter the information regarding Shipping Settings-

? Target Country – In which you want to sell your products.

? Content Language – In which language is your product's information.

? Currency – The currency for your products.

? **Included Destinations –** Include your services like Shopping,Shopping actions and Display ads.

https://docs.cedcommerce.com/wp-content/uploads/2019/02/google-express.mp4(https://docs.cedcommerce.com/wp-content/uploads/2019/02/google-express.mp4)

By completing these steps, you will redirect to Import/Upload section of app.

3. Import/ Upload

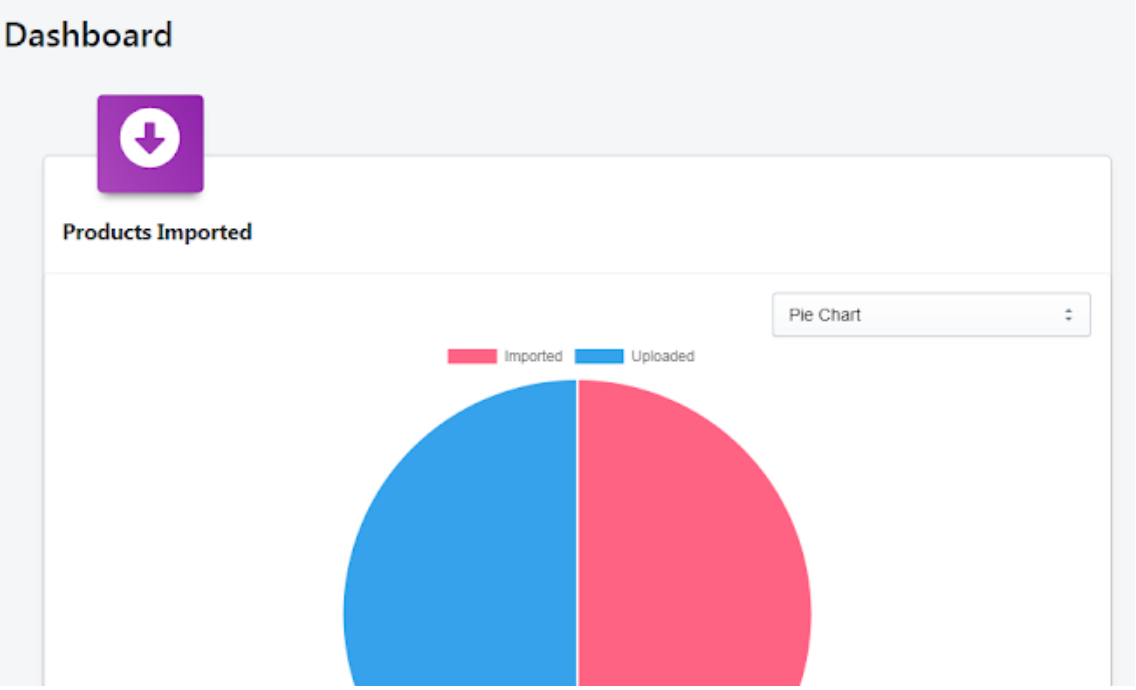
This section of the app will give you the feasibility to import and upload products in just one click-

Import Products– Now import your products from Shopify store to Google Express Integration without any bulky or tedious process. Just click on import products option and all your products from your Shopify store would be imported to an app. You can see all the products in the Products section.

Upload Products– Upload products from the same section. Just like import, you can upload products on Google Express in just one click. Click on Upload products button and list your all products on Google Express. You can also create custom profiles in order to upload specific products. You can do this by going into the profiling section.

4. Dashboard

Check the status of your imported products and uploaded products in this section. You will get a complete pie chart here so that you can understand about the ratio between your imported and uploaded products.



Google Express Dashboard

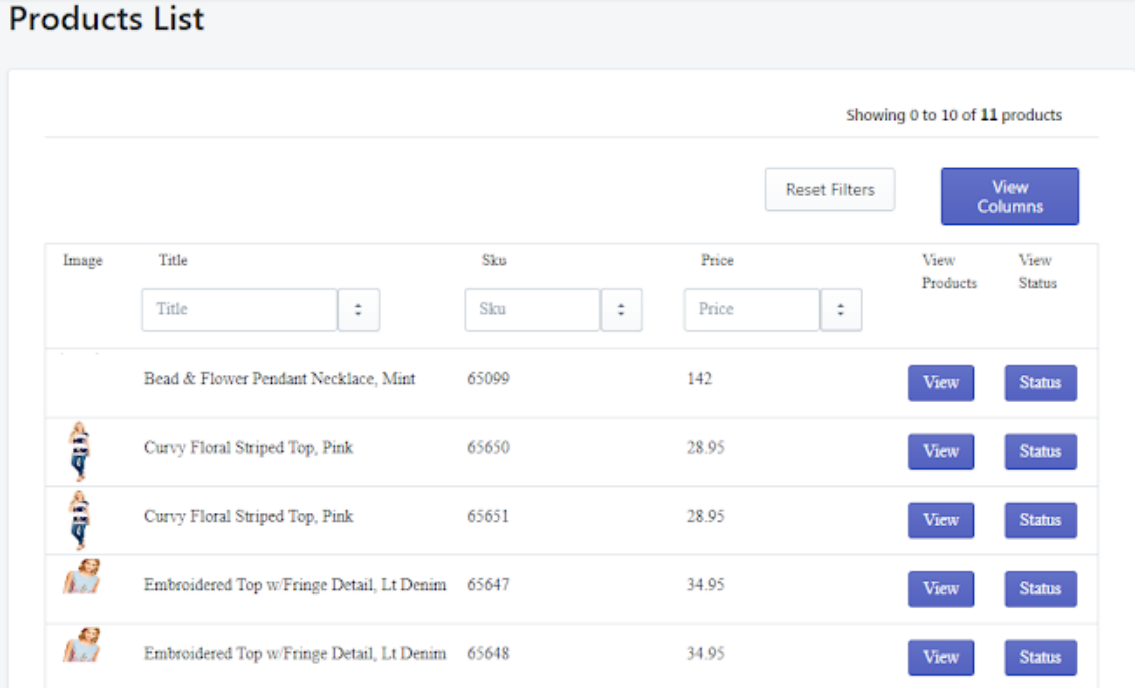
5. Products Section

Products

In this section, you can check the status of your products. There are various features in app which will help you to check the information of your products.

1. Use various filters to check the status of some particular products.

2. Get the actual status of your products on Google Express from App.



Upload Your Products

6. Profiling

Profiling means to create a group of products for which you can set some particular rules related pricing and other information. The set of rules will be imposed only that particular products and will be helpful at the time of product uploading.

How will you create a profile for your products-

Basically, you need to complete the following steps for the same-

1) Profile Details

? Go to Profiling.

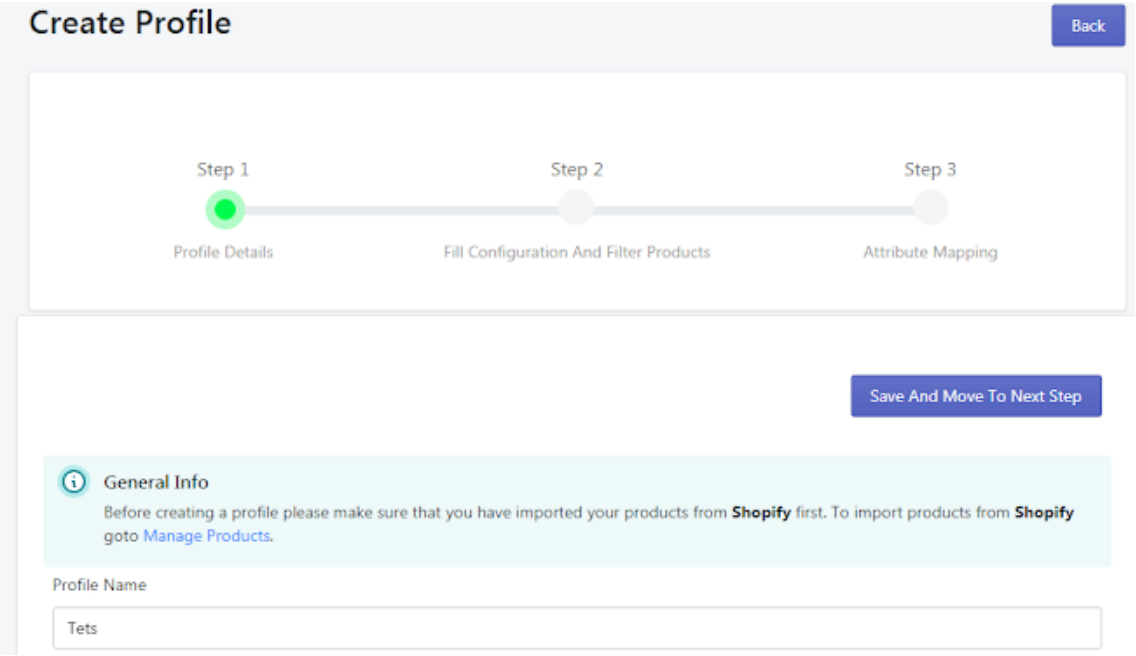
? Click on Create Profiling.

? Enter Profile Name, as you have created the connection between

your Shopify store and Google Express so source and destination points

would be already fixed.

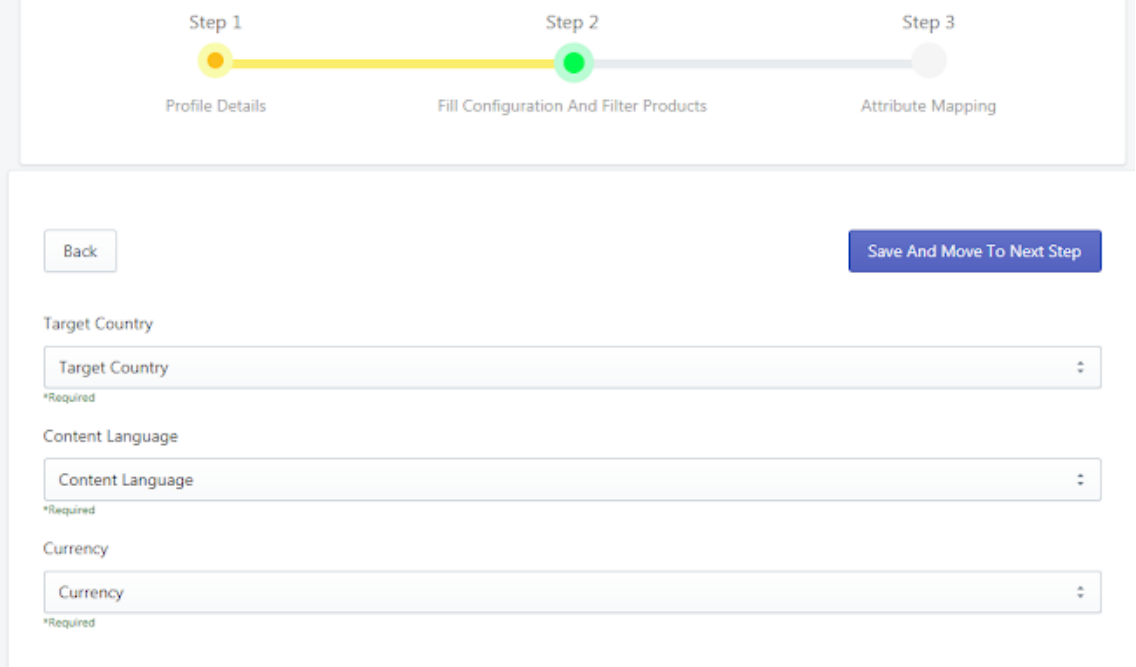
? Click on save and move to the next step.



Create Your Profile

2)Fill Configuration And Filter Products

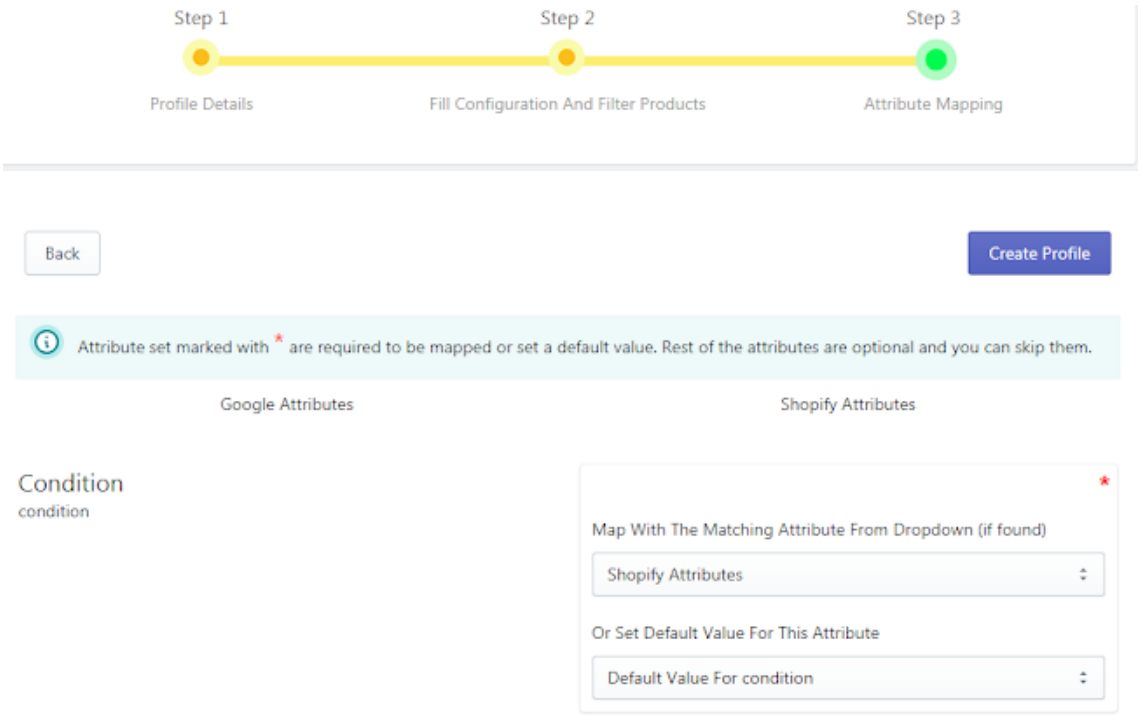
In this section, choose target country, content language, currency and included destination. Then choose a product category and prepare the desired query in order to upload specific products.



Profiling – 2

3) Attribute Mapping

Map different attributes for additional image, shipping, taxes, size, material and many other options in this section.



Fill the attributes

7. Orders Section

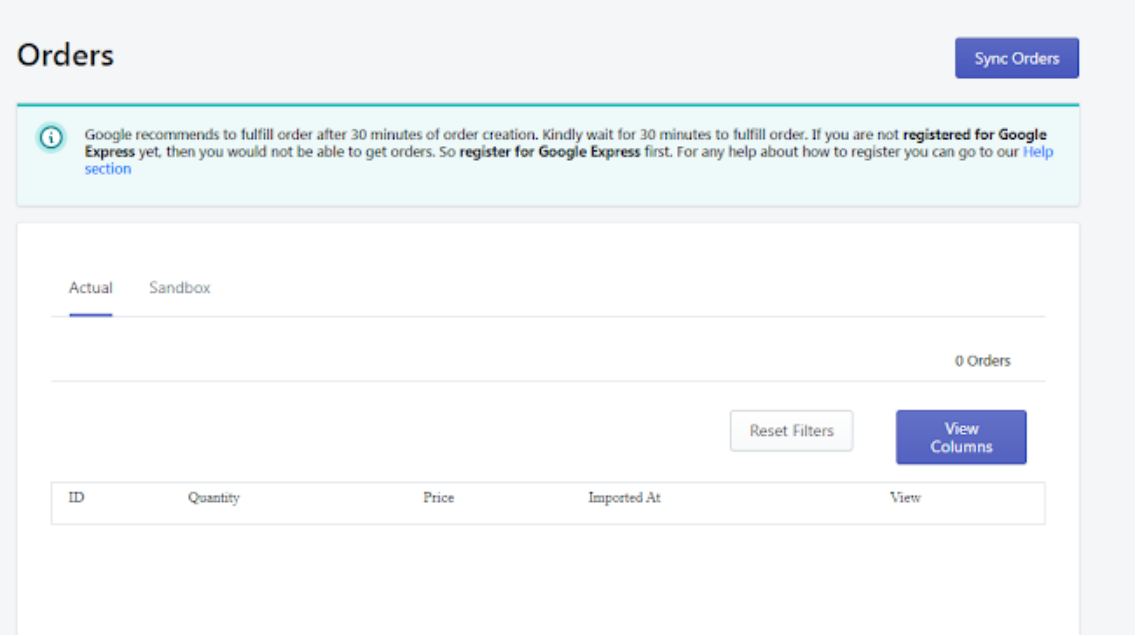
When you will receive an order from Google Express, it would be acknowledged by the app. You can check the order status from the Order section.

1. Orders will sync to the app first and then created on your Shopify

store.

2. After shipping the order, order details would be fetched by an app.

3. The tracking details would be sent to Google Express.


Orders
Sync Orders
Google recommends to fulfill order after 30 minutes of order creation. Kindly wait for 30 minutes to fulfill order. If you are not registered for Google Express yet, then you would not be able to get orders. So register for Google Express first. For any help about how to register you can go to our Help section
Actual
Sandbox
0 Orders
Reset Filters
View Columns
ID
Quantity
Price
Imported At
View

Order