Google Express WooCommerce Integration Guide

by CedCommerce Products Documentation

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1. Overview

Google Express is a marketplace which connects customer with popular online stores. User can use this service throughout the continental United States. User will find fast delivery of domestic items, apparel, electronics, pantry staples such as bread and cereal, and more.

Google Express allows consumers to shop various stores by visiting just one website, the Google Express marketplace. Consumers add products to their carts, chose a delivery option and check out using a debit or credit card linked to the account.

Google Express WooCommerce Integration offers a best and complete integration solution to the online retailers to create an online shop where the merchants or the sellers can list their products to sell on Google Express.com.

This extension enables the merchant to configure the desired product category into WooCommerce for automatic submission of the selected product to the same Category on Google Express.

The features of the Google Express Integration for WooCommerce extension are as follows:

- Profile Based Product Upload
- Easy Google Express Category and Attribute mapping
- Manage Google Express Product and Upload Product (directly from the grid and bulk upload all products)
- Product Synchronization
- Review Product/Inventory/Price Feeds
- Upload Configurable Product(s)
- Bulk Product Upload/Publish
- CRON Facility

2. How to obtain Google Express API Credentials?

Once the extension is successfully installed on the Merchant's Site, Google Express menu appears in the WooCommerce Admin Panel. The merchant has to fill in the API credentials in the **Google Express Configuration** page of the admin panel.

The user has to log in the Google Express Seller account to obtain the API credentials:

Merchant Id

After obtaining the id he merchant has to copy it from the Google Express Seller account and paste it to the Configuration page of the admin panel of the merchant.

In order to copy the API Credentials from the Google Express Seller account.

• Open the Google Express **Seller** account. The page appears as shown in the following figure:

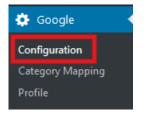
| 🔽 Google Merchant Center | • | Home | 🗠 : 🌒 |
|--------------------------|---|---|---|
| • | | | Country: United States |
| Home | | Shopping ads products overview | |
| Opportunities | | | |
| Business information | | 4,000 | ActiveExpiring |
| Products | | 2,000 | PendingDisapproved |
| Orders | | Jan 30 Feb 3 Feb 8 Feb 12 Feb 16 Feb 21 Mar 1 | |
| Product reviews | | | |
| Тах | | GO TO DIAGNOSTICS | |
| Shipping | | | |
| Payments | | Dynamic Remarketing products overview | |
| Return settings | | 4,000 | Active |
| Shopping ads | | 3,000 | Expiring Pending |

• Copy the **Merchant Id** from the Seller Panel as highlighted in the above image. Now you have all the information to be used in the next step i.e. **Configuration**.

3. Google Express Configuration Settings

To set up the configuration settings in the WooCommerce Admin panel

- Go to the WooCommerce Admin panel.
- On the left navigation bar, click the Google Express menu. The menu appears as shown in the following figure:



The Google Express Configuration page appears as shown in the following figure:

| Configuration Settings | | | | |
|--------------------------|---|---|------------------------------------|------------------------|
| | | | | |
| Google App Credentials : | | | Don't have an Account? | |
| Account Name | | | Click on the button to create a Go | ogle Merchant Account. |
| Account Status | | ~ | | Create an account |
| Google Merchant ID: | | | | |
| Secret Key File | Browse No file selected. | | | |
| Account Token | Token will be automatically fetched on authorising the account. | | | |
| Save Credentials Author | prise | | | |

- Under Google Express App Credentials, do the following steps:
 In the Account Name Input field, fill out the Merchant Name by which you wish to sell on Google Express
 - In the Account Status, fill the status Active
 - In **Google Merchant ID**, copy the merchant id from your google express merchant panel
 - -Choose the Secret Key File of the account provided by Google Express.
 - -Once all the actions have been taken so far, click on Save button
 - -Then After that click on the AUTHORIZE button, inorder to authorize your account

4. Category Mapping

In the category mapping section all the google fetched categories will be shown as shown in the figure:

| Store Categories | Mapped to |
|------------------|--|
| Albums | Toys & Games> Games> Card Games |
| Clothing | Apparel & Accessories> Clothing |
| Hoodies | Category Not Mapped |
| Music | Media> DVDs & Videos |
| Posters | Arts & Entertainment> Hobbies & Creative Arts> Arts & Crafts> Craft Organization> Thread & Yarn Organizers |
| Singles | Category Not Mapped |
| T-shirts | Category Not Mapped |
| | |

Category Mapping Store Categories Mapped to Albums Toys & Games --> Games --> Card Games Apparel & Accessories --> Clothing Clothing Category Not Mapped Hoodies ✓ \sim \sim Desktop Computers Electronics Computers Media --> DVDs & Vid Musi Posters Arts & Entertainment --> Hobbies & Creative Arts --> Arts & Crafts --> Craft Organization --> Thread & Yarn Organizers Singles Category Not Mapped T-shirts Category Not Mapped Cancel Save

After that you can select the Google Express category in which you want to list your product.

- Click on the "Category Not mapped" then select the category which you want to mappped in order to list your product.
- Then click on the "SAVE" button to save the choosen category

5. Manage Profile

Profile-based product uploading provides the admin a facility to create a group of the required products that have common meta-keys, and then upload those products at one go through uploading that profile (created group).

Admin can create a new profile and assign the required products to the profile. While creating and editing the profile, admin can map the WooCommerce attributes to the Google Express attributes. These attributes are applicable to all the products that are assigned to the profile.

Admin can do the following tasks:

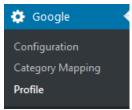
- · Add a new profile
- Edit the existing profile
- Delete the profile

5.1. Add new profile

To add a new profile

- Go to the WooCommerce Admin panel.
- On the left navigation bar, click the Google Express menu.

A Submenu appears below the Google Express menu as shown in the following figure:



Click Profile. OR In the right panel, click the **PROFILE** tab. The **PROFILES** page appears as shown in the following figure:

Then click on the "Add Profile" Button

| Profiles Add Profile | |
|--|-----------|
| Bulk Actions V Apply Name Clothing | Is Active |
| Album | 1 |
| Name | Is Active |

After that the following screen will appear:

| < <go back<="" th=""><th></th></go> | | |
|---|--------------|--|
| INSTRUCTION TO USE | | |
| Profile can be created to assign similar type of values and categories to multiple products. 1. Use "Select Product And Corresponding MetaKeys" section to select the metakeys of product you consider can be useful in mapping. This step is not always necessary. If you have done it before, you can skip it for the next time you create a profile. 2. Under "Profile Information" sections "BASIC" tab, you have option to setup basic information for your profile. Here you can give your profile a name and enable/disable it. 3. Under "Profile Information" sections "ADVANCE" tab, you have option to select marketplaces category, for which you want to create profile for. | | |
| 4. If you have read above instructions carefully, you are good t | o go. | |
| SELECT PRODUCT AND CORRESPONDING METAKEYS | | |
| PROFILE INFORMATION | | |
| BASIC ADVANCE | | |
| Profile Name Markup Type | Select v | |
| Markup Price | | |
| | SAVE PROFILE | |

In the **PROFILE INFORMATION** tab, you will able to see BASIC and ADVANCE tab

Under **BASIC**, do the following steps:

- In the Profile Name box, enter the name of the profile.
- You can also choose the Markup Type and add Markup Price in the following profile

Click the **ADVANCE** tab.

The page appears as shown in the following figure:

| PROFILE INFORMATION | | |
|---------------------------|----------|----------|
| BASIC ADVANCE | | |
| Product ld | | select 🗸 |
| Availability | Select 🗸 | |
| Product Availability Date | | select V |
| Product expiration Date | | select v |
| Google Category | Select ~ | |
| Product Brand | | select v |
| Product GTIN | | select V |
| Product MPN | | select V |
| Identifier Exists | Select 🗸 | |
| | | |
| Product Condition | Select 🗸 | |
| Adult Content | Select 🗸 | |
| MultiPack | | select v |
| Is Bundle | Select 🗸 | |
| Age group | Select 🗸 | |
| Color | | select v |
| Gender | Select 🗸 | |
| Material | | select 🔽 |
| Pattern | | select v |
| Size | | select V |
| Size Type | Select 🗸 | |
| Size System | Select 🗸 | |

In the Google Express Category list, click to select the required category.

A list appears as shown and you have to select one of the category as in the following figure:

| Google Category | Select | ~ | |
|-----------------|--------|---|--|
| | | | |

Note* This is the Mandatory field

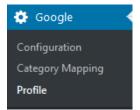
After that Click **SAVE PROFILE** button. The created profile is saved

5.2. Edit the Existing Profile

To edit the existing profile

- Go to the WooCommerce Admin panel.
- On the left navigation bar, click the **Google** menu.

A Submenu appears below the Google menu as shown in the following figure:



Click Profile.

OR

In the right panel, click the **PROFILE** tab.

The page appears as shown in the following figure:

| Name | Is Active |
|-------------------------|-----------|
| Clothing Edit Delete | 1 |
| Album | 1 |
| Name | Is Active |

Move the cursor over the required profile to edit. The **Edit** and the **Delete** links appear as shown in the figure.

Click the Edit link.

The page appears as shown in the following figure:

| PROFILE INFORMATION | |
|---------------------|--------------|
| BASIC ADVANCE | |
| | |
| Profile Name | Clothing |
| Markup Type | Select 🗸 |
| Markup Price | |
| | SAVE PROFILE |

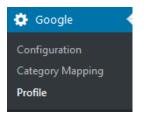
Make the changes in the required section, and then click the SAVE PROFILE button.

5.3. Delete the Profiles

To edit the existing profile

- Go to the WooCommerce Admin panel.
- On the left navigation bar, click the **Google** menu.

A Submenu appears below the Google menu as shown in the following figure:



Click Profile. OR In the right panel, click the **PROFILE** tab.

The page appears as shown in the following figure:

| Name | Is Active |
|-------------------------|-----------|
| Clothing Edit Delete | 1 |
| Album | 1 |
| Name | Is Active |

Move the cursor over the profile that is no more required and needs to be deleted. The **Edit** and the **Delete** links appear as shown in the figure. Click the **Delete link**. The profile is **deleted**.

Admin can also delete more than one profiles in bulk through the Bulk Action..

Select the check boxes associated with the required profiles. In the Bulk Actions list, select **Delete**.

| Bulk Actions 🖌 Apply | |
|------------------------|-----------|
| Bulk Actions Delete | Is Active |
| ✓ Clothing | 1 |
| ✓ Album Edit Delete | 1 |
| ✓ Name | Is Active |

- Click the Apply button.
- A confirmation dialog box appears.
- Click the OK button.
- The selected profiles are deleted.

6. Manage Products

Admin can edit the product meta-keys and assign the profile to the products. Also, admin can upload the selected products to the Google Express.

Thus, admin can perform the following tasks:

- Upload the selected products
- Remove the assignment of the profile
- Update the selected products

6.1. Upload the Selected Products

To upload the selected products

- Go to the WooCommerce Admin panel.
- On the left navigation bar, click the Products menu

A Submenu appears below the **Products** menu as shown in the following figure:

| 😂 Products |
|--------------|
| All Products |
| Add New |
| Categories |
| Tags |
| Attributes |

Click All Products.

| II (22) Publis | hed (22) Trash (1) Sorting | | | | | | | Search product |
|------------------|--------------------------------|--------------------------|------------------|-----------------|-------------------|------|----------|------------------|
| Bulk Actions | ✓ Apply Select a | a category 🖌 Filter by p | oroduct type 🛛 🗸 | Filter by stock | status 🗸 🛛 Filter | | 22 items | « < 1 of 2 > |
| | Name | SKU | Stock | Price | Categories | Tags | * | Listed on Google |
| Ø | Woo Single #2 | _ | In stock | £3.00 £2.00 | Music, Singles | - | | 0 |
| ٩ | Woo Album #4 | - | In stock | £9.00 | Albums, Music | - | | Ì |
| | Woo Single #1 | _ | In stock | £3.00 | Music, Singles | - | ☆ | Ø |
| D | Woo Album #3 | - | In stock | £9.00 | Albums, Music | - | | Ø |
| D | Woo Album #2 | - | In stock | £9.00 | Music | - | ☆ | Ø |
|) | Woo Album #1 | - | In stock | £9.00 | Albums, Music | - | ☆ | Ø |

The ALL PRODUCTS page appears as shown in the following figure:

- Select the check boxes associated with the required products to Upload.
- Click the Arrow button next to the Bulk Actions field, click Upload, and then click the Apply button.

| Bulk Actions | Published (22) Trash (1) Sorting ions V Apply Select a category V Filter by product type V Filter by stock status V Filter | | | | | | | « < 1 of 2 > × |
|---|--|-----|----------|----------------------------------|----------------|------|---|------------------|
| ulk Actions | | SKU | Stock | Price | Categories | Tags | * | Listed on Google |
| love to Trash pload to Google emove from Google | gle #2 | - | In stock | £3.00 <u>£2.00</u> | Music, Singles | - | ☆ | 0 |
| pdate On Google | um #4 | - | In stock | £9.00 | Albums, Music | - | ☆ | ۲ |
| Woo | o Single #1 | - | In stock | £3.00 | Music, Singles | - | ☆ | ۲ |
| Woo | o Album #3 | - | In stock | £9.00 | Albums, Music | - | ☆ | ۲ |

- The selected products are uploaded and a success message appears on the page.
- Once the product will be uploaded from your WooCommerce it will be start renderding on the Google Merchant Centre as shown in the following image

| Products | | | | | | | | | : 👤 |
|--------------------------|-------|--------------|---------|--------|--------------|--------------|--------------------------|-------------|----------|
| Diagnostics | | | | Upda | ates to prod | uct data m | ay not appea | r for up to | 2 hours. |
| List | | | | | | | | | T |
| Feeds | | | | | | | | | |
| Shopping Actions | Title | Item ID 个 | Price | Clicks | Condition | Availabili | Status | Channel | Country |
| insights ^{BETA} | | 1367 | \$86.90 | 0 | New | Out of stock | Shopp ads, +: more | Online | US |
| Product suggestions | | 1368 | \$38.90 | 0 | New | Out of stock | Shopp ads, +: more | Online | US |
| | | 1370 | \$35.90 | 0 | New | Out of stock | Shopp ads, +: more | Online | US |
| | | 1371 | \$42.90 | 0 | New | Out of stock | Shopp Shopp ads, +: | Online | US |

6.2. Remove and Update the Selected Products

To Remove and Update the selected products

- Go to the WooCommerce Admin panel.
- On the left navigation bar, click the **PRODUCTS** menu.

A Submenu appears below the **PRODUCTS** menu as shown in the following figure:

| 👏 Products | |
|--------------|--|
| All Products | |
| Add New | |
| Categories | |
| Tags | |
| Attributes | |

Click All Products. Then on **ALL PRODUCTS** page select the **REMOVE from GOOGLE** from dropdown section

| All (22) Published (22) |) Trash (1) Sorti | ng | | | | | | Search products |
|---|-----------------------|------------------------------------|---------------|----------------|---------------------|------|----------|------------------|
| Bulk Actions | ~ Apply | Select a category 🗸 Filter by proc | luct type 🛛 🗸 | Filter by stor | k status 🗸 🛛 Filter | | 22 items | « < 1 of 2 > » |
| Bulk Actions Edit | | SKU | Stock | Price | Categories | Tags | * | Listed on Google |
| Move to Trash Upload to Google Remove from Google | gle #2 | - | In stock | £3.00 £2.00 | Music, Singles | - | ☆ | 0 |
| Update On Google | • 7 um #4 | - | In stock | £9.00 | Albums, Music | - | ☆ | ۲ |
| Wo | o Single #1 | - | In stock | £3.00 | Music, Singles | - | ☆ | ۲ |
| ✓ 🔊 Wo | o Album #3 | - | In stock | £9.00 | Albums, Music | - | 습 | ۲ |

| II (22) Published (22) |) Trash (1) Sorting | | | | | | | Search product |
|---|-------------------------|--------------------------|------------------|----------------------------------|----------------------|------|----------|------------------|
| Bulk Actions | ~ Apply Select | a category 🖂 🛛 Filter by | product type 🛛 🗸 | Filter by sto | ck status 🗸 🛛 Filter | | 22 items | « < 1 of 2 > |
| Bulk Actions Edit | | SKU | Stock | Price | Categories | Tags | * | Listed on Google |
| Move to Trash Upload to Google Remove from Google | gle #2 | _ | In stock | £3.00 <u>£2.00</u> | Music, Singles | - | | 0 |
| Ipdate On Google | o moum #4 | - | In stock | £9.00 | Albums, Music | - | ☆ | ۲ |
| Wo | o Single #1 | - | in stock | £3.00 | Music, Singles | - | ☆ | ۲ |
| ✓ 👩 Wo | o Album #3 | - | In stock | £9.00 | Albums, Music | - | ☆ | Ø |

Similarly Choose the option UPDATE on GOOGLE from dropdown section