

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.

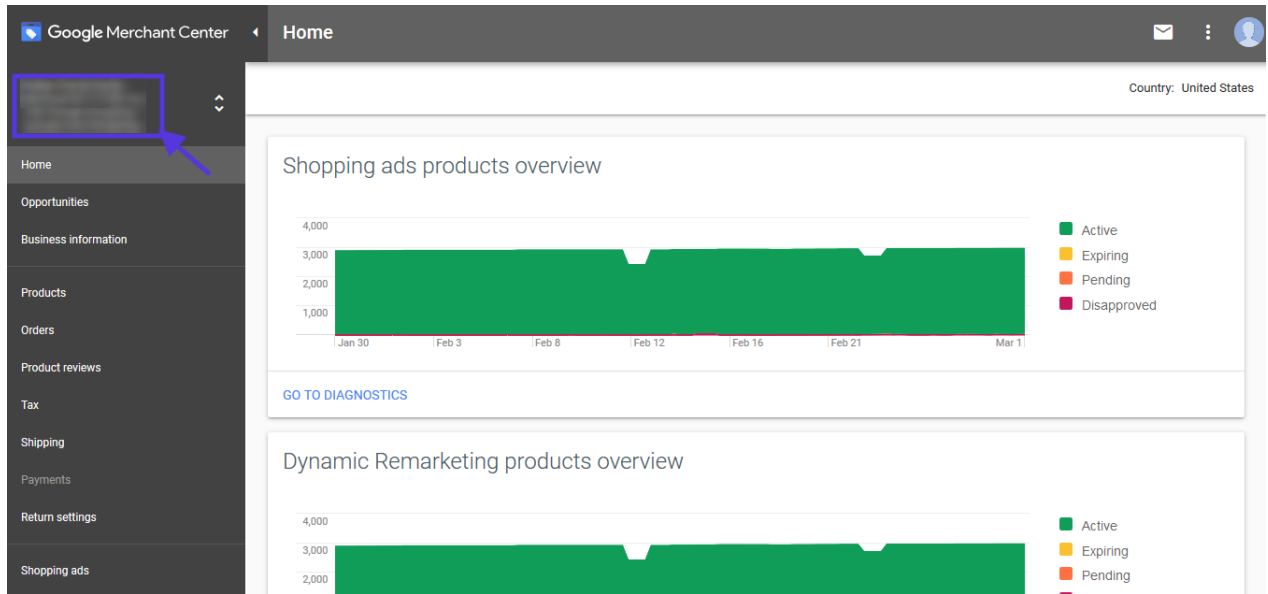
The user has to log in the Google Express Seller account to obtain the API credentials:

- **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:

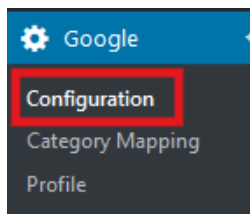


- Copy the **Merchant Id** from the Seller Panel as highlighted in the above image. Now you have all the information to be used in the next step i.e. **Configuration**.

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 :

Account Name

Account Status

Google Merchant ID:

Secret Key File No file selected.

Account Token

Token will be automatically fetched on authorising the account.

Don't have an Account?

Click on the button to create a Google Merchant Account.

- 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:

Category Mapping

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

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

	Store Categories	Mapped to
<input type="checkbox"/>	Albums	Toys & Games --> Games --> Card Games
<input type="checkbox"/>	Clothing	Apparel & Accessories --> Clothing
<input checked="" type="checkbox"/>	Hoodies	Category Not Mapped
	Electronics	Computers Desktop Computers
<input type="checkbox"/>	Music	Media --> DVDs & Videos
<input type="checkbox"/>	Posters	Arts & Entertainment --> Hobbies & Creative Arts --> Arts & Crafts --> Craft Organization --> Thread & Yarn Organizers
<input type="checkbox"/>	Singles	Category Not Mapped
<input type="checkbox"/>	T-shirts	Category Not Mapped

- Click on the “Category Not mapped” then select the category which you want to mapped 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:

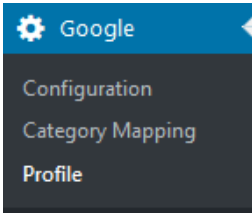
- Add a new profile
- Edit the existing profile
- Delete the profile

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:



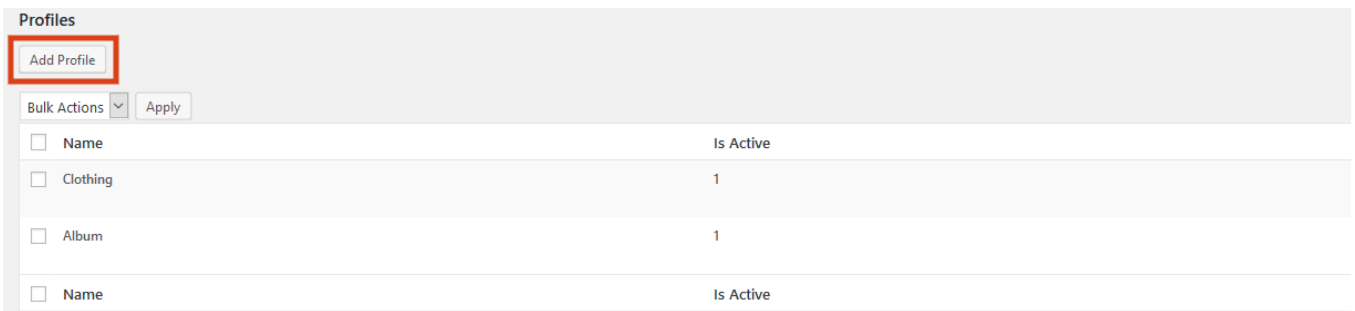
Click Profile.

OR

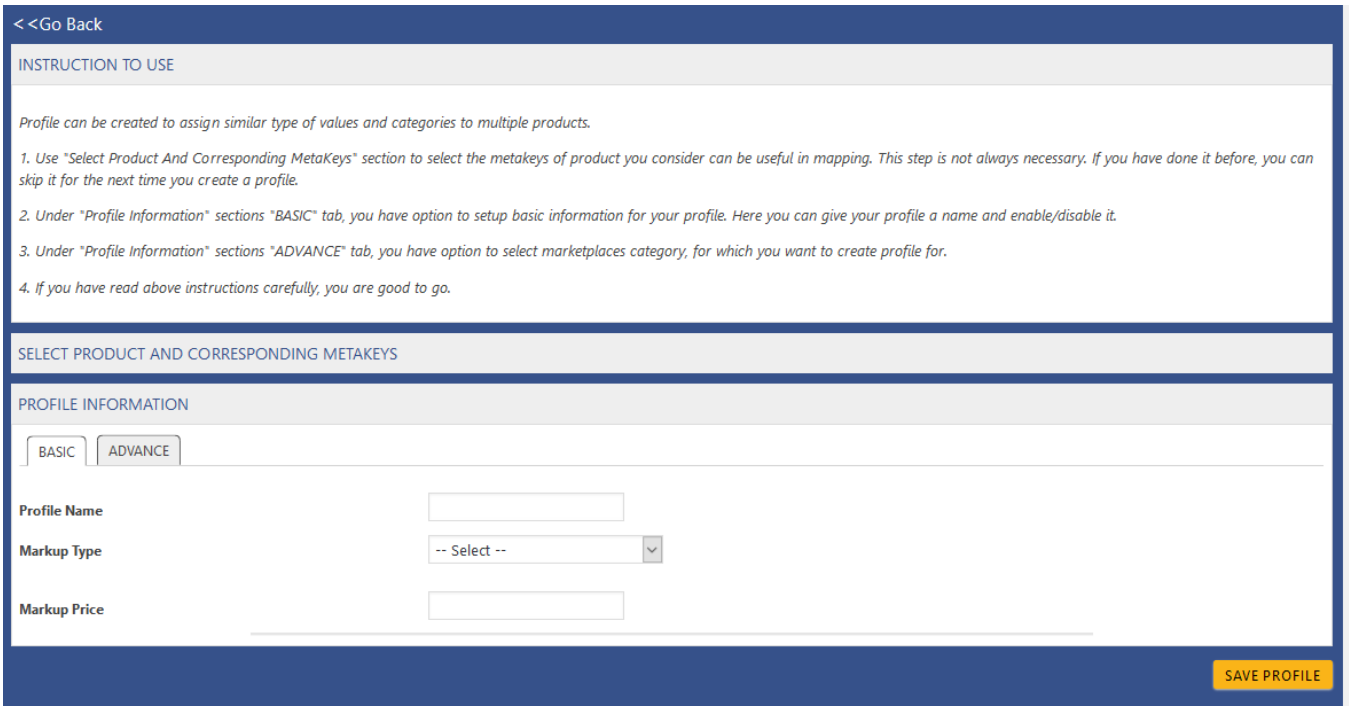
In the right panel, click the **PROFILE** tab.

The **PROFILES** page appears as shown in the following figure:

Then click on the “**Add Profile**” Button



After that the following screen will appear:



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 Id	<input type="text"/>	<input type="text" value="-- select --"/>
Availability	<input type="text" value="-- Select --"/>	
Product Availability Date	<input type="text"/>	<input type="text" value="-- select --"/>
Product expiration Date	<input type="text"/>	<input type="text" value="-- select --"/>
Google Category	<input type="text" value="-- Select --"/>	
Product Brand	<input type="text"/>	<input type="text" value="-- select --"/>
Product GTIN	<input type="text"/>	<input type="text" value="-- select --"/>
Product MPN	<input type="text"/>	<input type="text" value="-- select --"/>
Identifier Exists	<input type="text" value="-- Select --"/>	
Product Condition	<input type="text" value="-- Select --"/>	
Adult Content	<input type="text" value="-- Select --"/>	
MultiPack	<input type="text"/>	<input type="text" value="-- select --"/>
Is Bundle	<input type="text" value="-- Select --"/>	
Age group	<input type="text" value="-- Select --"/>	
Color	<input type="text"/>	<input type="text" value="-- select --"/>
Gender	<input type="text" value="-- Select --"/>	
Material	<input type="text"/>	<input type="text" value="-- select --"/>
Pattern	<input type="text"/>	<input type="text" value="-- select --"/>
Size	<input type="text"/>	<input type="text" value="-- select --"/>
Size Type	<input type="text" value="-- Select --"/>	
Size System	<input type="text" value="-- 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

Note* This is the Mandatory field

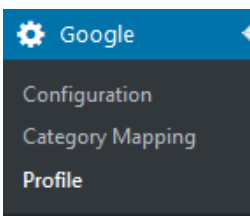
After that Click **SAVE PROFILE** button.
The created profile is saved

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:

<input type="checkbox"/>	Name	Is Active
<input type="checkbox"/>	Clothing Edit Delete	1
<input type="checkbox"/>	Album	1
<input type="checkbox"/>	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:

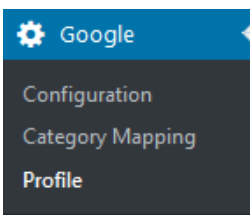
Make the changes in the required section, and then click the **SAVE PROFILE** button.

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:

<input type="checkbox"/>	Name	Is Active
<input type="checkbox"/>	Clothing Edit Delete	1
<input type="checkbox"/>	Album	1
<input type="checkbox"/>	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**.



- 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:

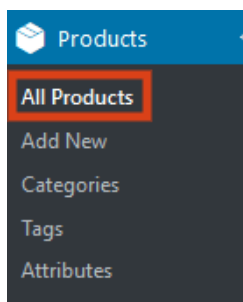
- Upload the selected products
- Remove the assignment of the profile
- Update the selected products

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:



Click All Products.

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

<input type="checkbox"/>	Name	SKU	Stock	Price	Categories	Tags	★	Listed on Google
<input type="checkbox"/>	Woo Single #2	-	In stock	£3.00 £2.00	Music, Singles	-	☆	🚫
<input type="checkbox"/>	Woo Album #4	-	In stock	£9.00	Albums, Music	-	☆	🚫
<input type="checkbox"/>	Woo Single #1	-	In stock	£3.00	Music, Singles	-	☆	🚫
<input type="checkbox"/>	Woo Album #3	-	In stock	£9.00	Albums, Music	-	☆	🚫
<input type="checkbox"/>	Woo Album #2	-	In stock	£9.00	Music	-	☆	🚫
<input type="checkbox"/>	Woo Album #1	-	In stock	£9.00	Albums, Music	-	☆	🚫

- 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.

<input type="checkbox"/>	Name	SKU	Stock	Price	Categories	Tags	★	Listed on Google
<input type="checkbox"/>	Woo Single #2	-	In stock	£3.00 £2.00	Music, Singles	-	☆	🚫
<input type="checkbox"/>	Woo Album #4	-	In stock	£9.00	Albums, Music	-	☆	🚫
<input type="checkbox"/>	Woo Single #1	-	In stock	£3.00	Music, Singles	-	☆	🚫
<input type="checkbox"/>	Woo Album #3	-	In stock	£9.00	Albums, Music	-	☆	🚫

- 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 rendering on the Google Merchant Centre as shown in the following image

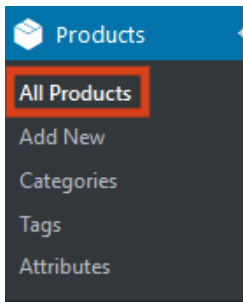
Title	Item ID	Price	Clicks	Condition	Availability	Status	Channel	Country
[blurred]	1367	\$86.90	0	New	Out of stock	Shopp ads, +: more	Online	US
[blurred]	1368	\$38.90	0	New	Out of stock	Shopp ads, +: more	Online	US
[blurred]	1370	\$35.90	0	New	Out of stock	Shopp ads, +: more	Online	US
[blurred]	1371	\$42.90	0	New	Out of stock	Shopp ads, +: more	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:



Click All Products.

Then on **ALL PRODUCTS** page select the **REMOVE from GOOGLE** from dropdown section

SKU	Stock	Price	Categories	Tags	Listed on Google
Woo Album #2	In stock	£3.00 £2.00	Music, Singles	-	☆ ⬆
Woo Album #4	In stock	£9.00	Albums, Music	-	☆ ↻
Woo Single #1	In stock	£3.00	Music, Singles	-	☆ ↻
Woo Album #3	In stock	£9.00	Albums, Music	-	☆ ↻

Similarly Choose the option **UPDATE on GOOGLE** from dropdown section

All (22) | Published (22) | Trash (1) | Sorting

Search products

22 items

1 of 2

Apply | Select a category | Filter by product type | Filter by stock status | Filter

	SKU	Stock	Price	Categories	Tags	★	Listed on Google
<input type="checkbox"/>	Woo Single #2	In stock	£3.00 £2.00	Music, Singles	-	☆	⬆️
<input type="checkbox"/>	Woo Album #4	In stock	£9.00	Albums, Music	-	☆	⌛
<input type="checkbox"/>	Woo Single #1	In stock	£3.00	Music, Singles	-	☆	⌛
<input checked="" type="checkbox"/>	Woo Album #3	In stock	£9.00	Albums, Music	-	☆	⌛

Bulk Actions dropdown menu:

- Bulk Actions
- Edit
- Move to Trash
- Upload to Google
- Remove from Google
- Update On Google**