

Google Shopping Integration For WooCommerce Guide

by CedCommerce Products Documentation

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1. Overview : Google Shopping Integration for WooCommerce

Get your WooCommerce products listed on the Google Shopping platform for a massive reach to potential buyers. The integration allows seamless bulk upload and centralized management of products with the help of the WooCommerce dashboard.

Configure your Google Merchant and Ads Account with the plugin for flawless automated listing and paid ad campaign management.

Have a look at some of the ultimate highlights

- **Quick setup and configuration** – The plugin facilitates quick setup with just 5 simple steps to follow. Easily configure your Google platform accounts using the plugin and you will be good to go.
- **Simple Dashboard** – The dashboard section of the plugin is quite simple and beginner friendly. You can instantly access products, FAQs, and support sections from the dashboard.
- **Centralized product management** – Get hold of all the granular data of your products like- images, price, description, and status, and filter out products as per your preferences.
- **Bulk product upload** – Upload your selected WooCommerce products in bulk on the Google shopping platform with complete automation.
- **Prompt notifications** – Stay updated with the status of all activities being performed at your store with prompt notifications.

2. Getting started with the plugin

Install the plugin on your WordPress website, and you will have the CedCommerce option on your dashboard. Click on the CedCommerce option, and you will get the plugin under the active marketplaces, as shown in the image below.

Next, click on the Google Shopping integration for WooCommerce, and you will be directed to the onboarding process.

3. Onboarding

The onboarding process of the plugin is quite simple, with just 5 simple steps to follow –

Step-1 Account

Step-2 Merchant center

Step-3 Link Ads account

Step-4 Configuration

Step-5 Campaign

Step 1 – Account

In this step, you need to connect your Google account. Proceed to enter your Google account credentials by accepting the terms and conditions.

Once you're done connecting your Google account, accept the terms and conditions again and click **'Next'** to proceed to step – 2.

Step- 2 Merchant Center

In this section, you must configure the **Google Merchant Account** linked to your Google account.

If you don't have a merchant account, create a new one by clicking on the **'Create New Account'** as shown in the image below. If you already have the merchant account, proceed to **'Connect Account.'**

On the next step, authenticate all your details and click **'Next'** to complete the merchant account setup.

Step – 3 Link Ads Account

Connect your Google Ads account for paid advertising in this step.

You can connect an ads account from another Gmail account, create a new one, or connect an existing one. However, this step is not mandatory, and you can skip this step if you don't need a Google Ads account.

Step-4 Configuration

In this step, you need to set up a default configuration for uploading your products on the Google Shopping platform. Details such as target country, content language, currency, gender, etc., are required. Once all the details are filled in, click **Submit** to proceed to the final step.

Step- 5 Campaign

Set up and manage budgets for your paid campaigns to effectively manage your promotional campaigns. Assign a campaign name, set a daily budget, and click create Performance Max Campaign to complete the campaign setup process.

If paid campaigns are not on your preference list, then just skip and finish to complete the onboarding process.

4. Plugin Dashboard

The dashboard gives you a roundabout view of your products, notifications, and onboarding details in one glance.

You get to know about your active and inactive products on the Google Shopping platform from the total number of products available.

There is also an onboarding details section where you can check out and verify whether all the information provided during the onboarding process is correct or not.

Apart from this, you have the notifications section to ascertain all the vital information about the actions performed at your WooCommerce store.

5. Products section

The products section allows you to filter out products based on their Google Shopping status, category, stock status, and type. Moreover, you can perform the bulk upload and delete action of your selected products from the bulk operations tab.

6. FAQ and Support

The plugin has FAQ resources to help you find answers to some common questions. Be sure to check it out before raising a support request.

No worries if your query is not listed in the FAQ section. Our experts are available 24/7 to provide you with top-notch assistance. You can connect with our experts via mail, Skype, or Whatsapp for a speedy resolution of your query.