Connect to Google Shopping

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Google Shopping is a **paid service** that allows consumers to search for, compare, and shop for physical products across different retailers **who have paid to advertise their products**.   This is a powerful **price comparison engine** integrated directly into Google.

You might want to use Google Shopping similar to the way that you would use Ad Words or other advertising to drive traffic to your Mecka store.

> ✅ Unlike a standard online store (like eBay), Google Shopping is a **discovery tool**. It aggregates products from thousands of different online stores—from major retailers to small boutiques—and displays them in a unified search result. When someone clicks on a specific product, they **get re-directed directly to that product on your Mecka store** to complete the purchase.

When you connect your Mecka store to Google Shopping, you create a feed of the products that you want to promote. This feed can be specific brands or all products that you have.

You will create specific Price Sheets to use on Google Shopping. This could mean that the prices that appear on Google Shopping are different than other locations.

For Shoppers

Shoppers appreciate this service for several reasons:
- **Visual Search**: Results are image-heavy, displaying photos of the product, price, and store name immediately.
- **Price Comparison**: Shoppers see the same item sold by multiple stores side-by-side to find the best deal.
- **Smart Filtering**: The search results can be narrowed down to include things like price range, brand, color, size, and seller rating.
- **Product Reviews**: It aggregates user reviews and star ratings to help you assess product quality.
- **Local Inventory**: It can often show if a product is in stock.

Google Shopping generally appears in two places:

1. **The "Shopping" Tab**: Located under the search bar on Google, solely dedicated to product listings.

2. **Main Search Results**: When you search for a product (e.g., "running shoes"), a carousel or block of product images often appears at the top or right side of the main search results page.

How It Works for Merchants

For merchants, Google Shopping is often considered one of the most effective channels for e-commerce growth because it puts products in front of customers who possess **high purchase intent**. Unlike social media advertising, where users are browsing content, users searching on Google are often **actively looking for a product to buy**.

Why would you consider using Google Shopping with your Mecka store?

Here are the primary strategic reasons merchants use Google Shopping:

- **Higher Quality Leads**: Standard text ads only show a headline and description. Google Shopping ads display the *product image, price, and retailer name* before the user even clicks. This ensures that someone knows what the product looks like and how much it costs. A merchant is less likely to pay for clicks from people who are just curious but never purchase.
- **Prominent Visual Visibility**: Shopping ads typically appear at the very top of the search results page (SERP), often above organic results and standard text ads. Since humans are visual creatures, that image draws the eye much faster than text.
- **Increased Conversion Rates**: Users who see your listing are statistically more likely to buy because *they are already actively looking* for a specific product. This usually results in higher Click-Through Rates (CTR) and better Return on Ad Spend (ROAS) with Shopping campaigns compared to standard text-based search campaigns.
- **Broader Reach**: Google Shopping isn't limited to the "Shopping" tab. Your inventory can appear across Google's entire suite of platforms:
    - **Google Search**: The main results page.
    - **Google Images**: Shoppable ads within image search.
    - **YouTube**: Products can appear alongside relevant videos.
    - **The Display Network**: Ads can appear on third-party websites relevant to your product.
- **Automated Optimization:** Google's "Performance Max" campaigns (which drive Shopping ads) use machine learning to automatically show your products to the right people at the right time. This reduces the manual workload of managing keywords. Instead of bidding on thousands of specific keywords, you could **set a daily budget** and Google will automatically match your product to relevant search queries.

> 🔔 Mecka does not supply Google Merchant accounts. It is up to you to create your Merchant account and to pay Google directly for the use of this service.

How to Connect Mecka to Google Shopping (Step-by-Step)

Before getting started, ensure that you have created a Google Shopping account from here.... https://www.google.com/partners/signup

You should also identify which brands you want to use for Google Shopping and build Price Sheets to determine the formula that you want to use to set a price.

Navigate in Mecka to:

Integrations → EDI → Google Shopping (CAD or USD feeds)

Here is where configuration is updated.

4.1 Set Price Sheet + Brand

Hanna selects **Exhaust Evolved** as the first brand to upload.

Price sheet chosen: **Retail CAD**.

4.2 Select Supplier

Supplier field set to AB Catalytic.

4.3 Choose Correct CSV File

Two CSVs appear; Bill determines one is CAD (Canadian pricing).

4.4 Enter Correct SFTP Host, Port, Credentials

Hanna identifies correct server details on Google Merchant:

- Server: **partnerupload.google.com**

- Port: **19321**

Later she pastes the host into Mecka:

4.5 Enter Username, Password

Bill requests Hanna to paste these into the chat for Mecka input.

4.6 Enter Fingerprint

Mecka requires a fingerprint for SFTP.
The MD5 fingerprint is the correct one to use.

4.7 (Important) Default Remote Directory Must Be "/"

Hanna's first attempt fails because remote directory was wrong; changing it to / fixes directory listing.

4.8 Save → Click "Get Fingerprint" → Then Browse FTP

The correct sequence to get Mecka to accept the SFTP:

1. Enter username/password

2. Save

3. Click **Get Fingerprint**

4. Save again

5. Browse FTP to confirm connection

When the connection works, Mecka displays directory contents.

5. Run the Mecka EDI Job

Once configuration is correct:

- Bill runs the EDI job manually.

- Jobs enter the queue and may take time to process.

The team notes that **first-time processing can take days**, based on past experience.

6. Configure Google Merchant "SFTP Data Source"

On Google Merchant:

6.1 Navigate to Products → Add Products → Upload via SFTP

This is how you reach Google's SFTP settings page.

6.2 Confirm SFTP Credentials Match What You Entered in Mecka

Using the entries from step 4 (server, port, username, password).
The conversation confirms these must match exactly.

6.3 Enter Feed File Name

Google requires exact filename (e.g., exhaust-evolved-feed.csv).
The team pastes the filename into Google Merchant.

6.4 Enter Feed Label (must be uppercase)

Hanna initially gets an error-Google requires uppercase.

Google begins processing the feed slowly ("spinning wheel").

7. Fix Website URL Domain Issues in Merchant Center

Google rejects early products because product page URLs use app.mecca.com instead of the company's public website.

7.1 Look at "View Fix" under Product Errors

7.2 Confirm Domain is Verified in Business Details

Domain is confirmed as correct.

7.3 Correct Website Domain Inside Mecka

The exported feed contained links to **app.mecca.com**, which Google rejects.

Bill updates Mecka's "Website Domain URL" field to the company's public site.

7.4 Push Feed Again to Re-export Correct URLs

Hanna says a new push is required.

8. Validate Product Approvals

After re-export + new EDI push:

- Product error count begins dropping

- Products show status: **Approved**

9. Enable Google Ads to Make Listings Visible

Google Shopping requires an Ads campaign for product visibility.

9.1 Navigate to Marketing → Ad Campaigns

Hanna confirms campaigns (previously $30/day) are required.

10. To Add Additional Brands Later

Bill explains you can add more brands in the Mecka EDI configuration by selecting multiple price sheets.

Data might start to appear within a couple of minutes. But, it can also take days for everything to import properly.

ERROR MESSAGES

Mismatched Domains: This error can be fixed by a Mecka Mentor. There is a field in the settings for your Mecka store that needs to be adjusted. Send an e-mail to mentors@mecka.com that includes .... and it will be updated.