

## Google Shopping Integrator Extension for Magento 2 - User Manual

### 1.0 Introduction

The eCommerce store owners can now submit their products to Google Shopping and bring in new visitors to their site from the search engine with Google Shopping integration extension for Magento 2. This extension is designed to connect the store with the Google Merchant Center.

The Google Shopping integration module for Magento 2 creates XML feeds and syncs them with the merchant center with the help of the cron jobs. All you need to do is to have a merchant account in the Google Merchant Center. The connection between the account and the store is done with the help of the API details.

#### 1.1. Admin Features of Google Shopping Integrator for Magento 2:

**Here are some of the key highlights of the Google Shopping connector for Magento 2:**

1. The connection between the Magento store and the Google Merchant Center is set up at a few clicks.
2. The real-time synchronization makes the products listing, feed synchronization, and inventory management effortless.
3. Once the connection is established, the admin can list the products and related details with the help of a profile-based approach. The Google Shopping connector

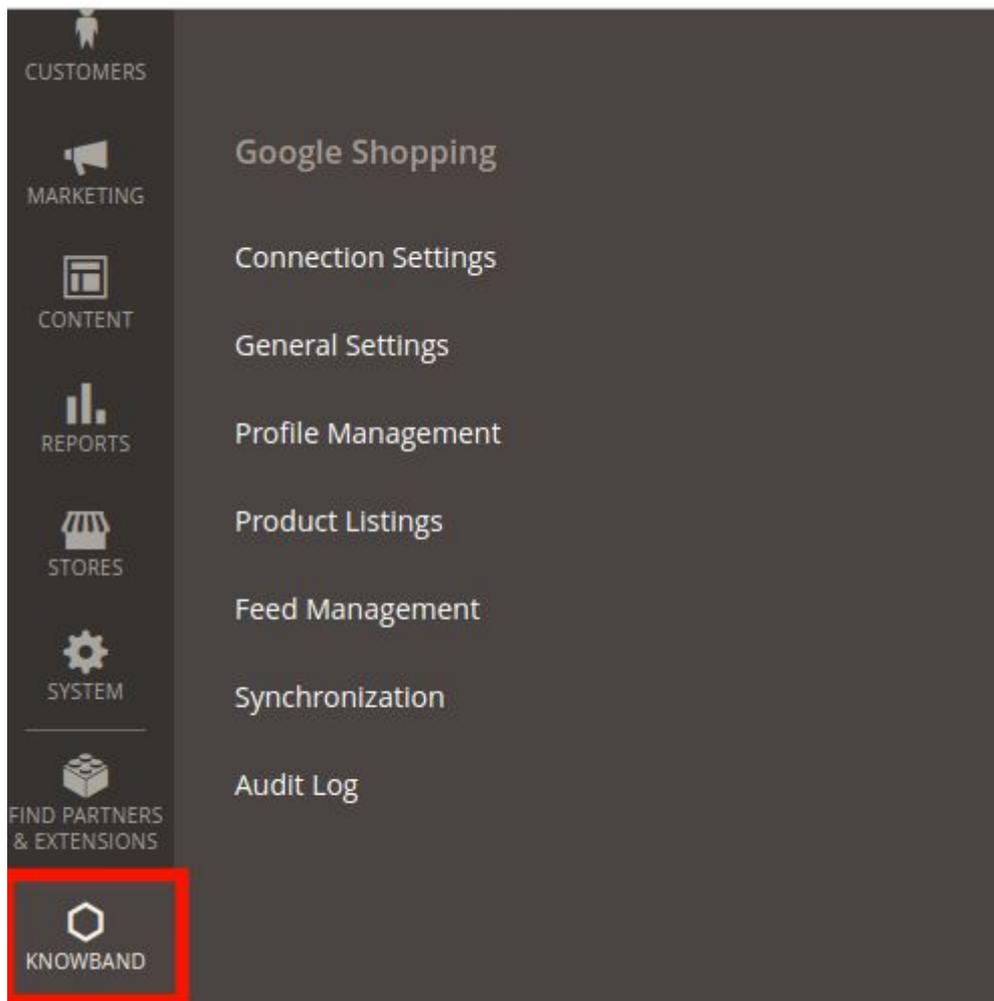
for Magento 2 supports all types of products, simple, configurable, or downloadable.

4. The profile-based listing enables many-to-one category mapping options. The products of the selected category are synced in bulk with Google Shopping connector for Magento 2.
5. The attribute mapping becomes effortless with Google Shopping synchronization extension for Magento 2 as well.
6. Additionally, the admin can view the product listing from the back-end of the Google Shopping integrator for Magento 2. The e-merchants can remove the listed products by clicking a button.
7. The Google Merchant Center connector for Magento 2 is designed to achieve an error-free listing. However, in case any product is not listed successfully, you can view the error details at a button click.
8. The admin can create feeds for the profiles and sync them with the Google Merchant Center by executing cron in the back-end of the Google Shopping integrator for Magento 2. You can even schedule the time for feed synchronization.
9. The cron options offered by Google Shopping integrator for Magento 2 even allow the store admin to sync the status of the products from Google Shopping to the store.

10. The audit log section of the Google Shopping connector for Magento 2 keeps track of the status of the various tasks running in the back-end.

## 2.0 Admin Interface

Once the installation is complete, you can find the Google Shopping API integrator for Magento 2 in the main menu. Click on Knowband and you'll find the module as shown in the image below:



### 2.1. Connection Settings

The connection can be set up between the Google Merchant Center and the Magento store from this tab of Google Shopping integration plugin for Magento 2. You need to create an account at Google Merchant Center and obtain the client ID, client Secret and Merchant ID.

Refer to Appendix A.

## Connection Settings

The screenshot shows a form with four rows of input fields. Each row has a label on the left, an input field in the middle, and a red-bordered box with a red arrow pointing to the input field on the right. The red boxes contain the following text: 'Enter the Name of Google Application here', 'Enter the Google Client ID', 'Enter the Google Client Secret', and 'Enter your Google Merchant ID'. The input fields are: 'Google Shopping', a blurred field, another blurred field, and another blurred field.

<b>* Google Application Name</b> Name of the application/project, you have made for google shopping.	Google Shopping	Enter the Name of Google Application here
<b>* Google Client ID</b> Client ID required to setup connection between store and Google Merchant	[Blurred]	Enter the Google Client ID
<b>* Google Client Secret</b> Client Secret required to setup connection between store and Google Merchant	[Blurred]	Enter the Google Client Secret
<b>* Google Merchant ID</b>	[Blurred]	Enter your Google Merchant ID

**Google Application Name:** Enter the name of the project/application that you created for Google Shopping in this section.

**Google Client ID:** Obtain the Client ID from your Merchant account and enter the same here. This will authenticate the connection between the store and the Google Merchant.

**Google Client Secret:** Enter the client secret to set up the connection.

**Google Merchant ID:** Provide the merchant ID of your Google merchant center account here.

## 2.2. General Settings

You can do the basic configuration changes in this section of the Google Shopping integrator for Magento 2. The various fields of this tab are discussed below:

## General Settings

Enable the Extension  Yes **Enable/disable the extension by toggling the button**  
Toggle to enable or disable module

Exclude Out of Stock Products  No **Enable to exclude the out-of-stock products**

Exclude Products with Price less than  **Enter a value here. The product priced below the fixed amount will be excluded from the listing**  
Exclude product whose price is less than this value.

Sync Type  **Select the synchronization type**

utm\_campaign Parameter

utm\_source Parameter  **Fix the UTM parameters**

utm\_medium Parameter

Select your default language  **Select the default language for feed synchronization**

**Enabled:** Toggle this button to activate this Google Shopping API integration plugin for Magento 2.

**Exclude Out of Stock Products:** The Google Shopping connector for Magento 2 allows you to create a profile and list the products in bulk at the Merchant Center. However, some products may go out of stock. The admin can disable out-of-stock products by enabling this button. If enabled, only the in-stock product will be displayed in Google search results.

**Exclude Products with Price less than:** Enter a fixed amount. Only the products that are priced above the fixed amount will be displayed in the search results.

**Sync Type:** Select the synchronization type from the drop-down menu. The two options: Content API and Feed.

**utm\_campaign Parameter, utm\_source Parameter, utm\_medium Parameter:** Enter the UTM for tracking the traffic received via Google Shopping.

**Select your default language:** The module offers multi-lingual support. Select the default language from this section.

### 2.3. Profile Management

The admin can create, edit or delete profiles from this tab of the Google Shopping Integration extension for Magento 2.

Search [Reset Filter](#)

Actions  20 per page 1 of 1

<input type="checkbox"/>	Profile ID	Profile Title	Feed Download	Status	Created On	Last Updated On	Action
Any <input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="text"/>	From <input type="text"/> To <input type="text"/>	From <input type="text"/> To <input type="text"/>	
<input type="checkbox"/>	21	Profile_001		Enabled	Sep 11, 2018, 11:46:59 AM	Sep 11, 2018, 11:47:44 AM	<a href="#">Edit</a> <a href="#">Delete</a>
<input type="checkbox"/>	22	Profile_002	<a href="#">Feed Download</a>	Enabled	Sep 11, 2018, 12:07:00 PM	Sep 11, 2018, 12:13:51 PM	<a href="#">Edit</a> <a href="#">Delete</a>
<input type="checkbox"/>	23	Profile_004	<a href="#">Feed Download</a>	Enabled	Sep 11, 2018, 2:54:33 PM	Sep 11, 2018, 4:42:51 PM	<a href="#">Edit</a> <a href="#">Delete</a>

#### 2.3.1 How to Create New Profiles?

Click on the **'Add New Profile'** or **'+'** sign in order to create a new profile.

Store View: Default Config ▾ Add New

Search [Reset Filter](#)

Actions ▾ 3 records found 20 ▾ per page < 1 of 1 >

<input type="checkbox"/>	Profile ID	Profile Title	Feed Download	Status	Created On	Last Updated On	Action
<input type="checkbox"/>	21	Profile_001		Enabled	Sep 11, 2018, 11:46:59 AM	Sep 11, 2018, 11:47:44 AM	<a href="#">Edit</a> <a href="#">Delete</a>

This will redirect you to the profile management section.

### Add Google Shopping Profile

**\* Country**  
Select country to create profile

Select Country ▾

**Country:** Select the Country from the drop-down list.

## Add Google Shopping Profile

**\* Country**  
Select country to create profile

United States

Select the country for which you want to create the profile

**\* Language**  
Select language to create profile

English

The language is selected as per the selected location

**\* Currency**  
Select currency to create profile

US Dollar

The currency is selected as per the selected location

**\* Profile Title**  
The profile name you enter here is for identification purposes only

Enter a unique title for the profile

**\* Google Shopping Category**  
Choose an Google Shopping Category

1 | Animals & Pet Supplies

Select the Google Shopping category that you want to map with the store's category

**\* Store Categories**  
Select store Categories

Choose Store Categories

Collapse All | Expand All

- Default Category (1227)
- What's New (0)
- Women (0)
- Men (0)
- Gear (46)
- Collections (13)
- Training (6)
- Promotions (0)
- Sale (0)
- GsTest (2)

Check the categories that you want to map with the selected Google's category

**\* Customized Product Title**  
Customize the product title by using the following place-holders. Place-holders like {sample} will be replace by dynamic content at the time of execution.

{product\_title}

Customize the product title by using a suitable place-holder

You can use the following place-holders to customize the product title on Google Shopping

- {id\_product} for Product ID
- {product\_title} for Product title
- {country\_of\_manufacture} for Country of Manufacturer
- {sku} for Product SKU
- {weight} for Product Weight
- {short\_description} for Product Short Description
- {price} for Product Price

**\*GTIN**  
Select attribute for GTIN.

--- Select ---

Select attribute for GTIN

**Brand**  
Select attribute for Brand

--- Select ---

**Material**  
Select attribute for Material

--- Select ---

**Pattern**  
Select attribute for Pattern

--- Select ---

**Gender**  
Select Gender

--- Select Gender ---

**Age Group**  
Select age group

--- Select Age Group ---

**Adult Content**  
Toggle for adult content

No

**Color**  
Select attribute for color

--- Select ---

**Size**  
Select attribute for size

--- Select ---

**Size Type**  
Select size type

--- Select Size Type ---

**Size System**  
Select size system

--- Select Size System ---

**Product Shipping**  
Add the shipping cost

Country	Service Name	Shipping Price
<input type="button" value="Add"/>		

Select the attributes for the respective fields

**Language:** The language will be selected by default as per the country selected.

**Currency:** The currency will be displayed by default according to the country selected.

**Profile Title:** Enter the name of the profile here.

**Google Category:** Select the Google category that you want to map the categories of the store.

**Store Category:** Expand the category and check the categories that you want to map with the selected category of Google.

**GTIN:** Here, you will map the product unique field so that the Google Shopping Connector for Magento 2 can identify products according to the mapped attribute. You must also have to provide unique field mapping for product attributes as well. The various options to choose from include: Reference No., UPC, EAN13. The mapping can then be done based on the selected attribute.

**Customize Product Title:** Customize the product title by using the following place-holders.

{id\_product} for Product ID

{product\_title} for Product title

{manufacturer\_name} for Manufacturer name

{supplier\_name} for Supplier name

{reference} for Product Reference

{ean13} for Product EAN13

{short\_description} for Product Short Description

{price} for Product Price

**Material:** Select the material of the product.

**Pattern:** Choose the pattern from the drop-down menu.

**Gender:** Select the Gender for which the product is intended. The options are Male, Female or Unisex.

**Age Group:** Select the age group that is expected to use the product.

**Adult Content:** Specify if the product has any adult content or not.

**Color:** Use the color attribute to describe your product's color. This information helps create accurate filters, which users can use to narrow search results.

**Size:** The size attribute describes the standardized size of your product. Your product Ad will appear in the results that are filtered by size.

**Size Type:** The attribute describes the cut of your product. The supported value for this field includes regular, petite, plus, big, tall and others. This helps create accurate filters.

**Size System:** With this attribute, you can explain which country's sizing system your product uses.

**Product Shipping:** Select the shipping method for the particular product.

Google Ad sense:

## Google Adsense

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<b>Custom Level 0</b> Enter Custom Level 0	<input type="text"/>
<b>Custom Level 1</b> Enter Custom Level 1	<input type="text"/>
<b>Custom Level 2</b> Enter Custom Level 2	<input type="text"/>
<b>Custom Level 3</b> Enter Custom Level 3	<input type="text"/>
<b>Custom Level 4</b> Enter Custom Level 4	<input type="text"/>

Google Ad sense refers to the campaign that you' ll run on Google Ad-words. Custom labels, **Custom Label 0** through **Custom Label 4**, allow you to create specific filters to use in your Shopping campaigns. Use these filters for reporting and bidding on groups of products. The information you include in these attributes won' t be shown to users.

### 2.3.2 How to Edit the Existing Profile ?

The admin can even edit or delete the profile at a button click.

	Profile ID	Profile Title	Feed Download	Status	Created On	Last Updated On	Action
Any					From To	From To	
<input type="checkbox"/>	21	Profile_001		Enabled	Sep 11, 2018, 11:46:59 AM	Sep 11, 2018, 11:47:44 AM	<div style="border: 2px solid red; padding: 2px; display: inline-block;">           Click on the respective buttons to edit or delete the profile         </div> <input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	22	Profile_002	Feed Download	Enabled	Sep 11, 2018, 12:07:00 PM	Sep 11, 2018, 12:13:51 PM	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
<input type="checkbox"/>	23	Profile_004	Feed Download	Enabled	Sep 11, 2018, 2:54:33 PM	Sep 11, 2018, 4:42:51 PM	<input type="button" value="Edit"/> <input type="button" value="Delete"/>

Click on the **Edit** or **Delete** button corresponding to each profile respectively, in order to edit or delete them.

## 2.4. Feed Management

The feed is created in order to display the products on Google search results. The admin can create N number of feeds and schedule the same for synchronization.

### 2.4.1 How to create new feeds?

Click on the **'Add New Feed'** or **'+'** sign in order to create a new profile.

Store View: Default Config ▾ Add New Feed

Search [Reset Filter](#)

Actions ▾ 1 records found 20 ▾ per page < 1 of 1 >

<input type="checkbox"/>	Feed ID	Feed Name	Profile Title	Status	Created On	Last Updated On	Action
Any ▾	<input type="text"/>	<input type="text"/>	<input type="text"/>	▾	From <input type="text"/> <input type="text"/> To <input type="text"/> <input type="text"/>	From <input type="text"/> <input type="text"/> To <input type="text"/> <input type="text"/>	
<input type="checkbox"/>	13	Feed_008	Profile_004	Enabled	Sep 11, 2018, 3:03:50 PM	Sep 11, 2018, 4:42:50 PM	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">View Error</a>

This will redirect you to the feed creation page of the Google Shopping synchronization extension for Magento 2. The various fields of the interface are discussed below:

**Select Profile:** The list of the profiles created in the profile management tab of the Google Shopping Integration module for Magento 2 will be shown this tab. Select the profile whose product you want to sync with Google Merchant Center.

**Feed Label:** Enter a unique name for the Feed.

**Feed Upload Schedule:** Select the schedule of the feed upload.

**Set Hour:** Select the number of hours in which you want to schedule the feed.

#### 2.4.2 How to download feeds?

The admin can even download the feed from the respective profile. For this go to the Profile Management tab of Google Shopping integrator for Magento 2. The download option will be shown in the Feed Download section as shown below:

	Profile ID	Profile Title	Feed Download	Status	Created On	Last Updated On	Action
Any					From To	From To	
<input type="checkbox"/>	21	Profile_001		Enabled	Sep 11, 2018, 11:46:59 AM	Sep 11, 2018, 11:47:44 AM	<a href="#">Edit</a> <a href="#">Delete</a>
<input type="checkbox"/>	22	Profile_002	<a href="#">Feed Download</a>	Enabled	Sep 11, 2018, 12:07:00 PM	Sep 11, 2018, 12:13:51 PM	<a href="#">Edit</a> <a href="#">Delete</a>
<input type="checkbox"/>	23	Profile_004	<a href="#">Feed Download</a>	Enabled	Sep 11, 2018, 2:54:33 PM	Sep 11, 2018, 4:42:51 PM	<a href="#">Edit</a> <a href="#">Delete</a>

Click here to download the feed

### 2.4.3 How to Edit/Delete feeds ?

In order to edit or delete the feeds, click on the Edit or Delete button corresponding to each feed.

The admin even gets an option to view the report in case any error occurs while feed synchronization. This can be done by clicking on the View Error option as shown in the image below:

	Feed ID	Feed Name	Profile Title	Status	Created On	Last Updated On	Action
Any					From To	From To	
<input type="checkbox"/>	13	Feed_008	Profile_004	Enabled	Sep 11, 2018, 3:03:50 PM	Sep 11, 2018, 4:42:50 PM	<a href="#">Edit</a> <a href="#">Delete</a> <a href="#">View Error</a>

Click on the respective buttons to edit or delete the feed

### 2.5. Product Listing

This section of the Google Shopping integration plugin for Magento 2 shows the report of the products listed at the Merchant Center.

The Google Shopping integration module for Magento 2 allows the following action to the admin.

ID	Product ID	Image	Product Name	SKU	Product Type	Profile	Listing Status	Listing ID	Listed On	Action
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	From <input type="text"/> To <input type="text"/>	
135	2		Strive Shoulder Pack_001	24-MB04	Simple Product	Profile_001	Listed	1010302890897	2018-09-11	<a href="#">Delete</a> <a href="#">View Error</a>
136	4		Wayfarer Messenger Bag_001	24-MB05	Simple Product	Profile_001	Listed	24-UG07	2018-09-11	<a href="#">Delete</a> <a href="#">View Error</a>
137	45		Beginner's Yoga	240-LV04	Downloadable Product	Profile_002	Listed	884802813835	2018-09-11	<a href="#">Delete</a> <a href="#">View Error</a>
138	46		LifeLong Fitness IV	240-LV05	Downloadable Product	Profile_002	Listed	240-LV05	2018-09-11	<a href="#">Delete</a> <a href="#">View Error</a>

**Renew:** The Renew button can relist the products whose listing has expired. Once this action is executed successfully, the action will be changed to 'Halt' .

**Delete:** The admin can remove the product by clicking on 'Delete' .

**View Error:** The admin can View Error occurred while listing the product.

## 2.6. Synchronization

The Synchronization tab of the Google Shopping Integration module for Magento 2 offers a cron option for real-time synchronization. Here are the cron options available.

## Google Shopping Synchronization



**Sync Feed on Google Shopping:** 'Sync Feed' cron will synchronize the feed on Google Shopping.

**Sync Products Status from Google Shopping:** This button can sync the product status from Google shopping to the web store.

### 2.7. Audit Log

The admin can view the status of the task running in the back-end in the Audit Log tab of Google Shopping Integration plugin for Magento 2.

Log ID	Log Message	Log User	Log Method	Log Time
				From  To 
452	Job execution completed to generate feed xml file.  Total Files Created: 0	admin admin (admin)	Helper Sync::generateFeedListingsXML()	Sep 14, 2018, 5:30:01 PM
450	Job execution completed to create feed on Google Shopping.  Total Feeds Created: 1	admin admin (admin)	Helper Sync::createFeedsListings()	Sep 14, 2018, 5:29:59 PM
451	Job execution started to generate feed xml file.	admin admin (admin)	Helper Sync::generateFeedListingsXML()	Sep 14, 2018, 5:29:59 PM
447	Job execution completed. Responses are as -  Total Products Added - 0  Total Products Updated - 24	admin admin (admin)	Helper Sync::getAllProfileProducts()	Sep 14, 2018, 5:29:56 PM
448	Job execution started to create feed on Google Shopping.	admin admin (admin)	Helper Sync::createFeedsListings()	Sep 14, 2018, 5:29:56 PM
449	Job execution started to create feed schedule on Google Shopping	admin admin (admin)	Helper Sync::createFeedSchedule()	Sep 14, 2018, 5:29:56 PM
446	Job execution started to add/update products into Products Listing by existing profiles.	admin admin (admin)	Helper Sync::getAllProfileProducts()	Sep 14, 2018, 5:29:55 PM
445	Job execution completed to update product listing status from Google Shopping.	admin admin (admin)	Helper Sync::syncProductStatusFromGoogle()	Sep 13, 2018, 4:48:40 PM
444	Job execution started to update product listing status from Google Shopping.	admin admin (admin)	Helper Sync::syncProductStatusFromGoogle()	Sep 13, 2018, 4:48:39 PM
443	Renewal of Product #135 Recorded Successfully	admin admin (admin)	Controller ProductRenew::execute()	Sep 13, 2018, 4:41:04 PM

### 3.0. Appendix

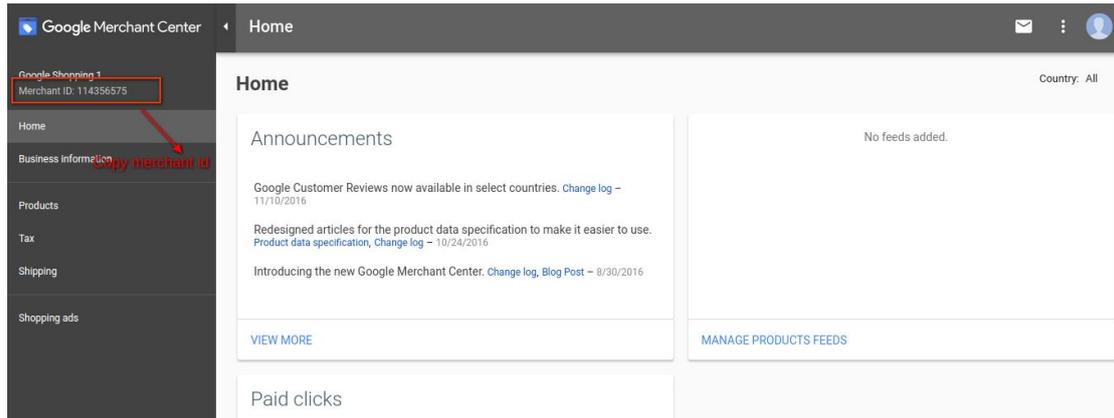
#### How to Create Google Shopping Account ?

Before uploading your products on Google shopping, you must have your Google merchant account. If you don't have then please follow the below URL:

<https://merchants.google.com>

Follow the instructions given on the above URL and create your account.

After creating your account, you will be redirected to your merchant center homepage as shown in below screen:

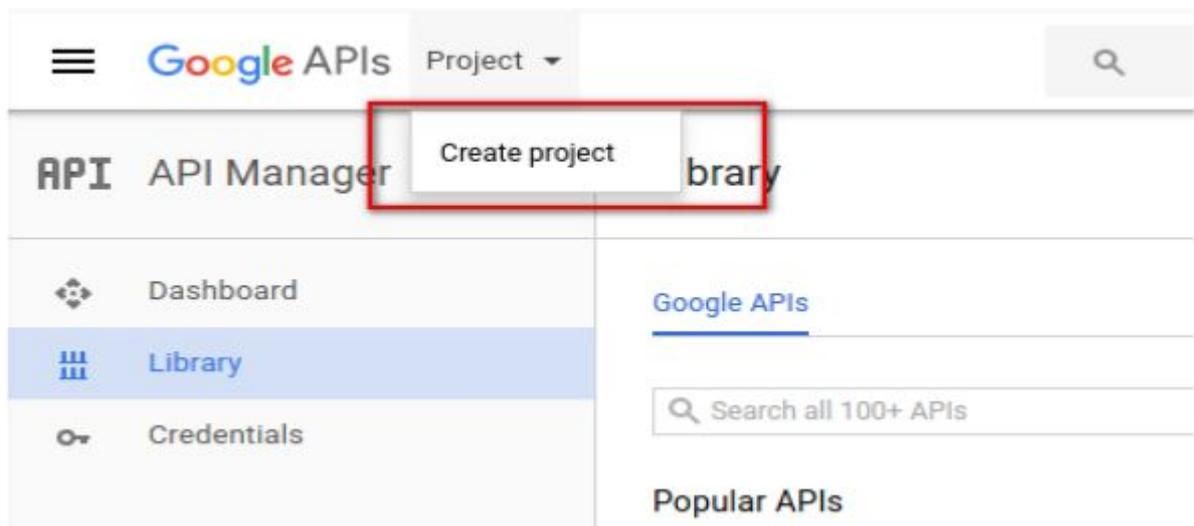


Copy your merchant id highlighted in the above screen and save it in module configurations.

### Verify your Website for Google Merchant Account

This verification process is a compulsory process to upload your products to Google Shopping. If you do not verify your site then the module will not be able to upload products and may result in an error.

To verify your website, please follow the below instructions:



**Step 1:** Go to the “Business Information” tab in your Google Merchant Account.

**Step 2:** Under “About Your Business” tab, provide the URL of your store. For example, <http://www.example.com>. Save URL.

**Step 3:** After saving the website URL, Under the “Website” tab, Click on “Claim Your Website” link. This will show you the link to an HTML file. Download this file and upload it to your root directory of the store.

**Step 4:** After uploading the HTML file, execute the URL given by Google in step 3.

**Step 5:** Click on the “Verify & Claim” link.

### 3.1 How to get a Client ID and Secret?

To get Google client id and secret you need to create a project in Google developer account.

Please go to the below URL to sign into the Google developer account.

<https://console.developers.google.com>

On the above URL, create a project by clicking the link shown in below screen:

**Step 1:** Name your Project Name and then click on the “Create” link. After creating a project, Google will redirect to the same page and your new project will be selected.

**Step 2:** Go to the library tab, search for “Content API for Shopping” . Enable this API for this project.

**Step 3:** Click on the “Credentials” tab. This tab will show 3 tabs.

**Step 4:** Set your application name in “OAuth Consent Screen” and save it.

**Step 5:** Click on the “Credentials” tab and click on the “Create Credentials” button.

**Step 6:** After clicking the “Create Credentials” button, Google will be shown credentials type options. Choose “Auth client ID” .

**Step 7:** Set application type as “Web Application” .

**Step 8:** Set the “Authorized Redirect URIs” field. Your redirect URI is given on the module configuration page. Please copy from there and paste it into this field.

**Step 9:** Click on the “Create” button. After saving credentials, Google will generate the client id and secret for you. Copy and paste them into the corresponding field in module configuration.

**Note:** For more details instructions, follow URL

<https://developers.Google.com/identity/sign-in/web/devconsole-project>

**Note:** If you are getting an error while getting your refresh token. Please also try after

“Allowing Less Secure App” in your Google account.