Grow with Google

Sell Online with E-Commerce Tools

#GrowWithGoogle

Top takeaways

Add products to your Business Profile on Google

- Sign in at google.com/business

- Click Products > Add product

- Upload photo and name product

- Select or create category

- (Optional) Set price or price range

- (Optional) Add description

- (Optional) Add button, like Order Online
  or Buy; add link

- Click Save

Showcase your products across Google with Merchant Center

The Merchant Center is a tool that helps you add store and product data and make it available to show across Google.

Get started guide
g.co/merchantcentersetup

Sign in
g.co/merchantcenter

How to add products

Individual products

-Click **Products** > **Add Product**

-Click the ➕ button to add a product

-Fill out required product data fields

-Click **Save**

Detailed instructions at:
g.co/addoneproduct

Multiple products

-Click **Products** > **Create Product Feed**

-Create a primary or supplemental feed

-Tip: create your feed with the Google Sheets template

Detailed instructions at:
g.co/productfeeds

Additional resources

Grow My Store   g.co/growmystore

Local Opportunity Finder   g.co/localopportunityfinder

Shopify   shopify.com

For additional resources check out google.com/grow and g.co/GrowOnAir