

Grow with Google



Sell Online This Holiday Season with E-Commerce Tools Livestream

Follow Along Guide



GOOGLE SEARCH RESULTS

The screenshot shows a laptop screen with a Google search page. The search query is "buy fenugreek the spice house". The results show five product listings from "The Spice House" with images and prices. Below the listings, there are two organic search results for "Ground Fenugreek Seeds" and "Fenugreek Seeds, Whole".

buy fenugreek the spice house





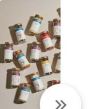
google.com/search?sxsr=AleKK00vuJSh2KMUQ6ON-5ZjMLnvJ1ATiw%3A1599598662039&source=hp&ei=RfBXX-jPPKv15gLyur34AQ&q=buy+fenugree...

Google buy fenugreek the spice house

All Shopping Maps Images News More Settings Tools

About 855,000 results (0.76 seconds)

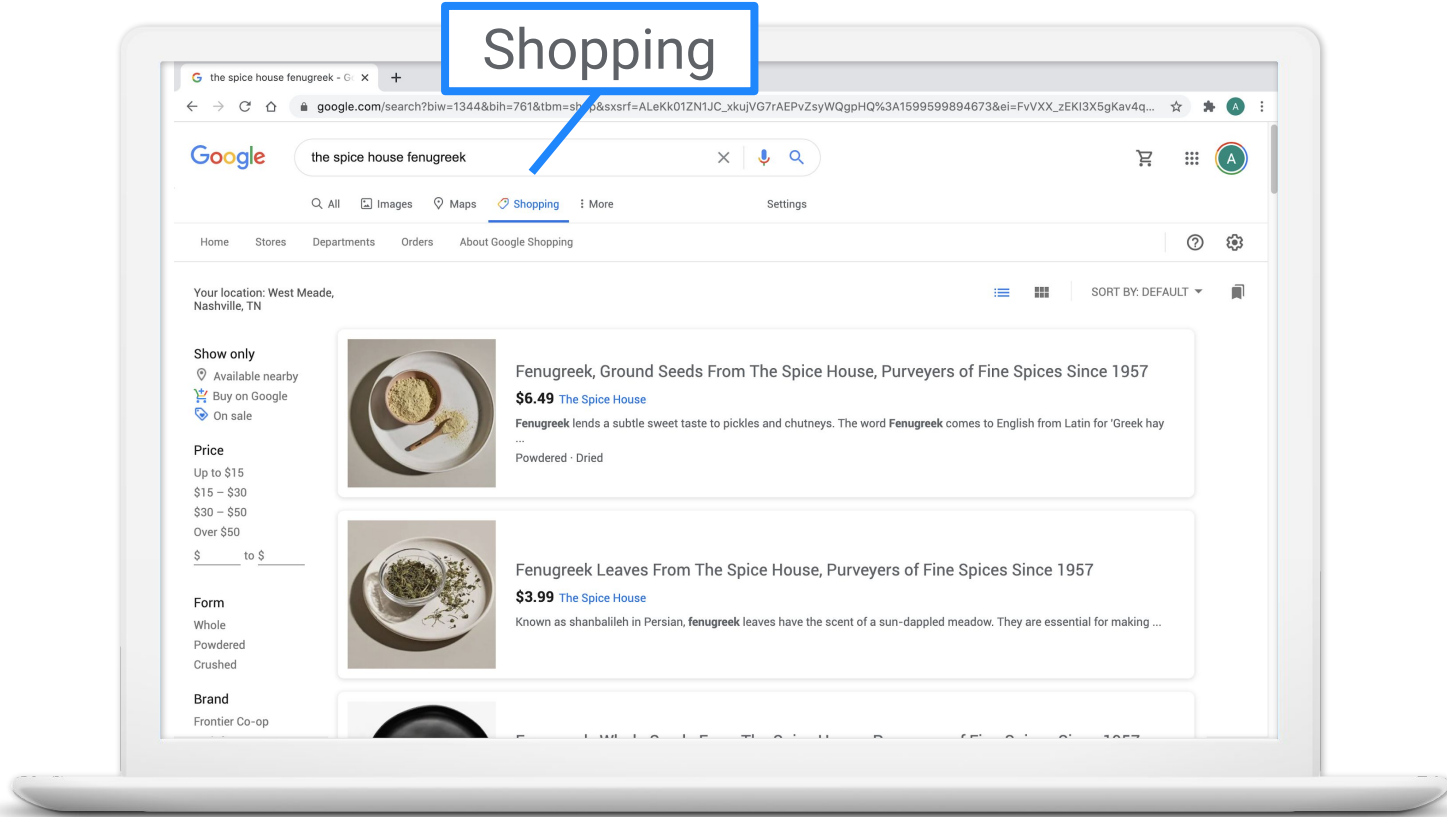
Ads - See fenugreek the spice house

 <p>Fenugreek, Ground Seeds From The Spice House \$6.49 The Spice House</p>	 <p>Fenugreek Leaves From The Spice House \$3.99 The Spice House</p>	 <p>Fenugreek, Whole Seeds From The Spice House \$4.99 The Spice House</p>	 <p>Kitchen Essentials From The Spice House \$75.99 The Spice House Free shipping</p>	 <p>Essential Collection From The Spice House \$119.99 The Spice House Free shipping</p>
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www.thespicehouse.com › products › ground-fenugreee...
Ground Fenugreek Seeds - The Spice House
Fenugreek seeds are mainly found in Middle Eastern cooking and are a popular ingredient in curries and chutneys. Buy these ground Fenugreek seeds today.
★★★★★ Rating: 5 - 1 review - \$5.99 to \$6.49 - In stock

www.thespicehouse.com › products › fenugreek-seeds...
Fenugreek Seeds, Whole | Buy Fenugreek | The Spice House
Fenugreek seeds have a nutty and maple-like flavor to them. Buy these seeds to add extra depth to your curries and chutneys.

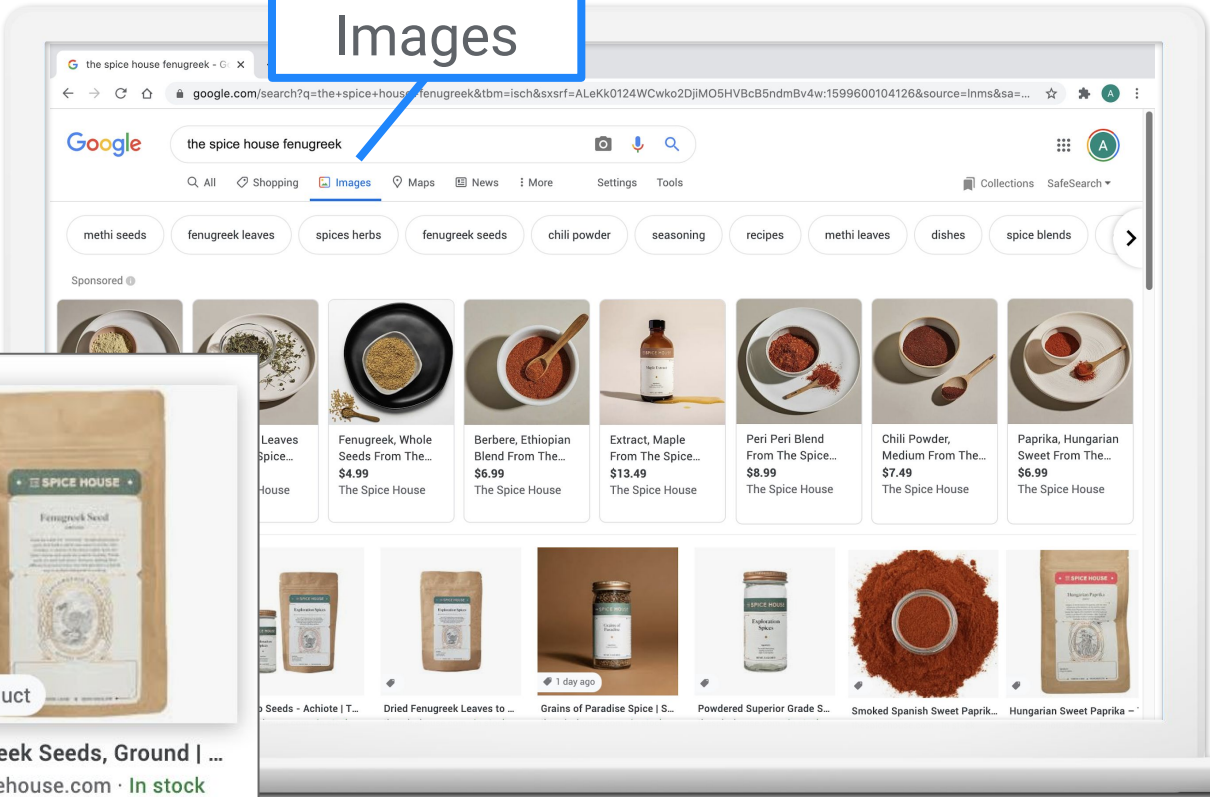
THE SHOPPING TAB




GOOGLE IMAGES



Images



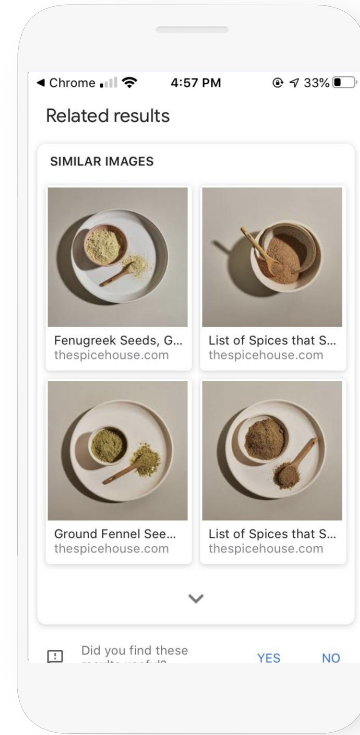
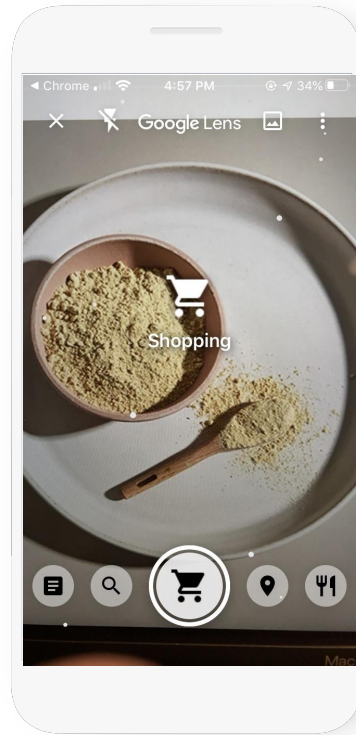
Product
annotation



Product

Fenugreek Seeds, Ground | ...
thespicehouse.com · In stock

GOOGLE LENS



SHOPPING ADS



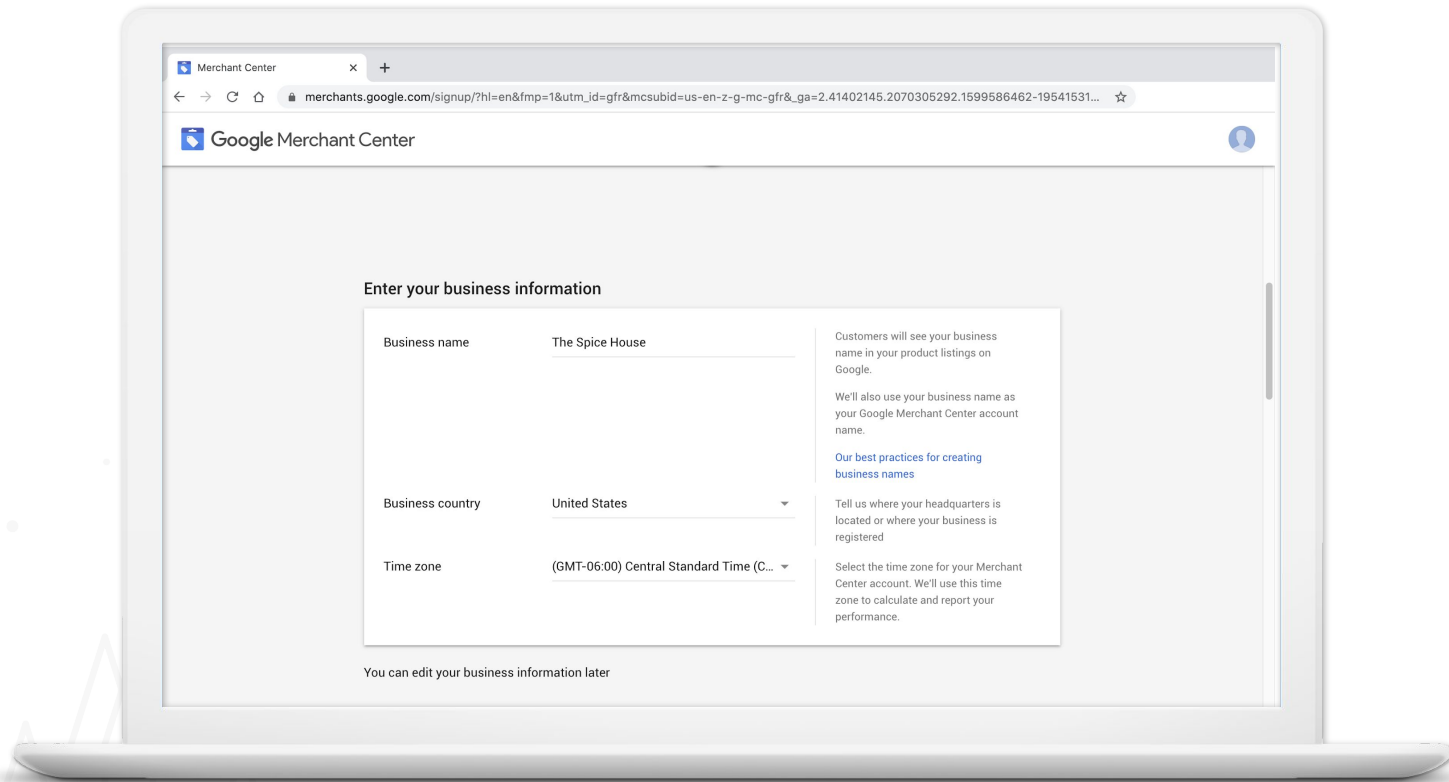
The screenshot shows a Google search page on a laptop. The search query is "buy fenugreek the spice house". The results show a shopping ad section with five product listings from "The Spice House".

Product Name	Price	Shipping
Fenugreek, Ground Seeds From The...	\$6.49	
Fenugreek Leaves From The Spice...	\$3.99	
Fenugreek, Whole Seeds From The...	\$4.99	
Kitchen Essentials From The Spice...	\$75.99	Free shipping
Essential s Collection	\$119.99	Free shipp

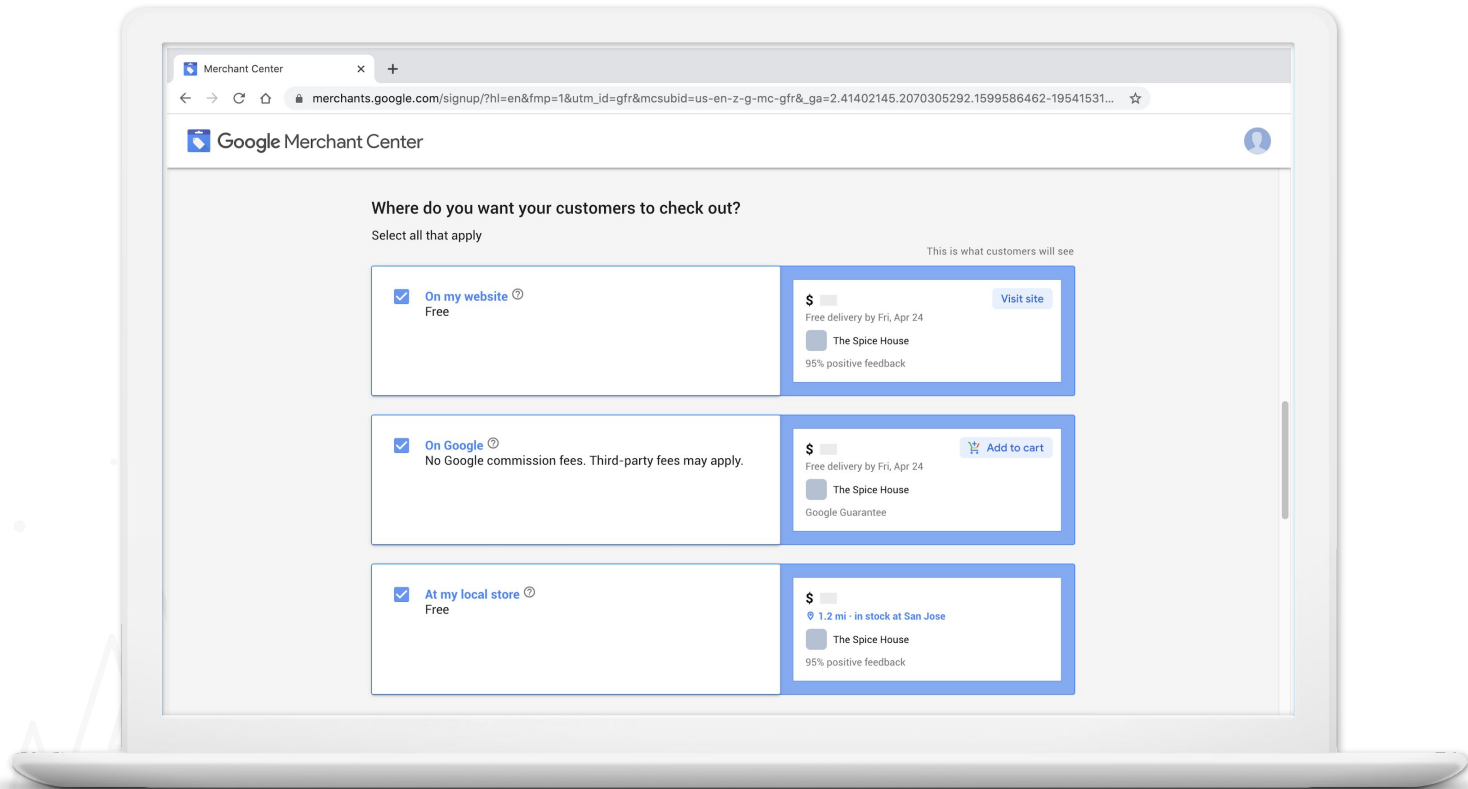
Below the ads, there are two organic search results from "www.thespicehouse.com":

- Ground Fenugreek Seeds - The Spice House**
Fenugreek seeds are mainly found in Middle Eastern cooking and are a popular ingredient in curries and chutneys. Buy these ground Fenugreek seeds today.
★★★★★ Rating: 5 - 1 review - \$5.99 to \$6.49 - In stock
- Fenugreek Seeds, Whole | Buy Fenugreek | The Spice House**
Fenugreeks seeds have a nutty and maple-like flavor to them. Buy these seeds to add extra depth to your curries and chutneys.

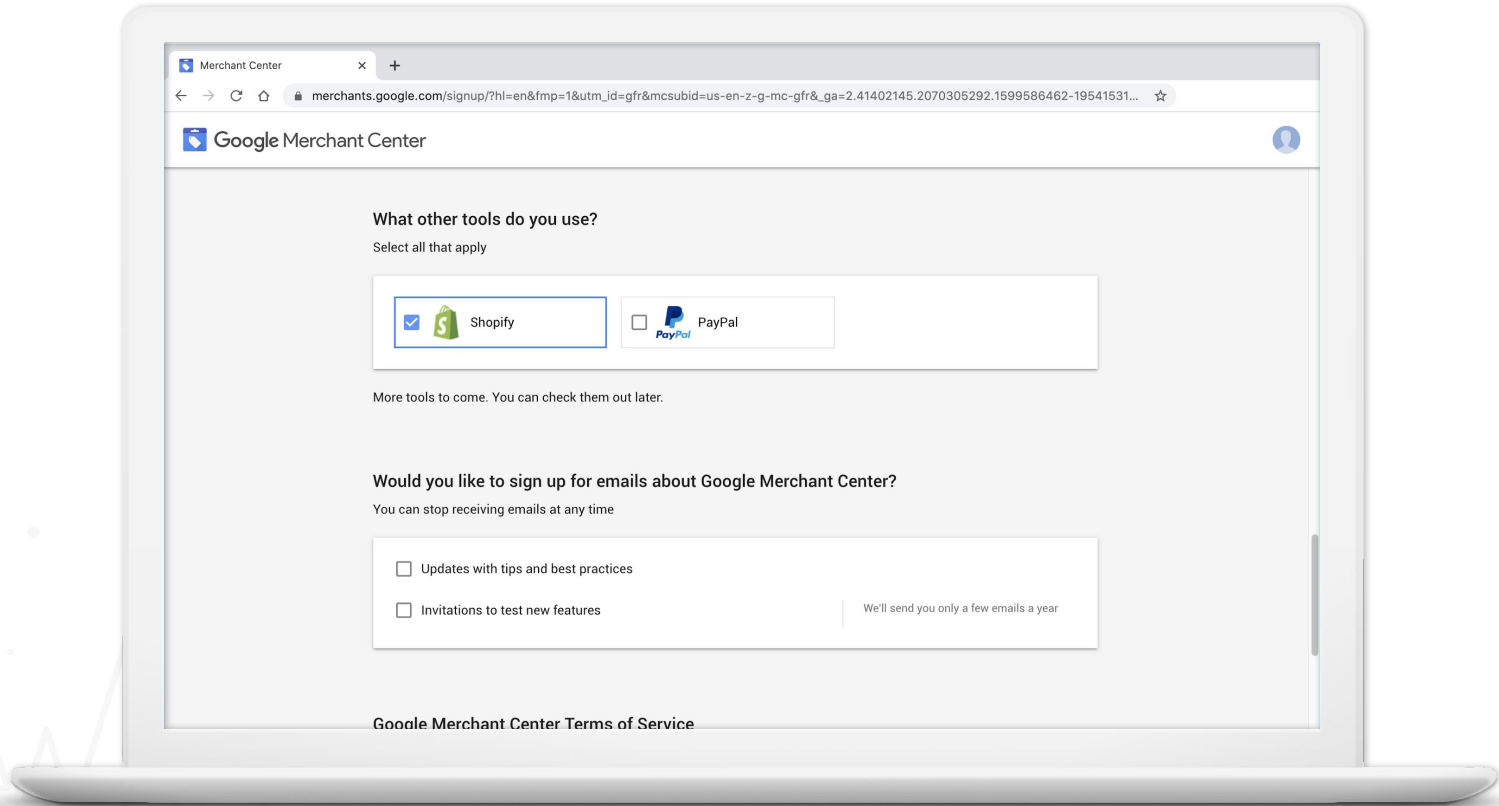
ENTER BUSINESS INFO



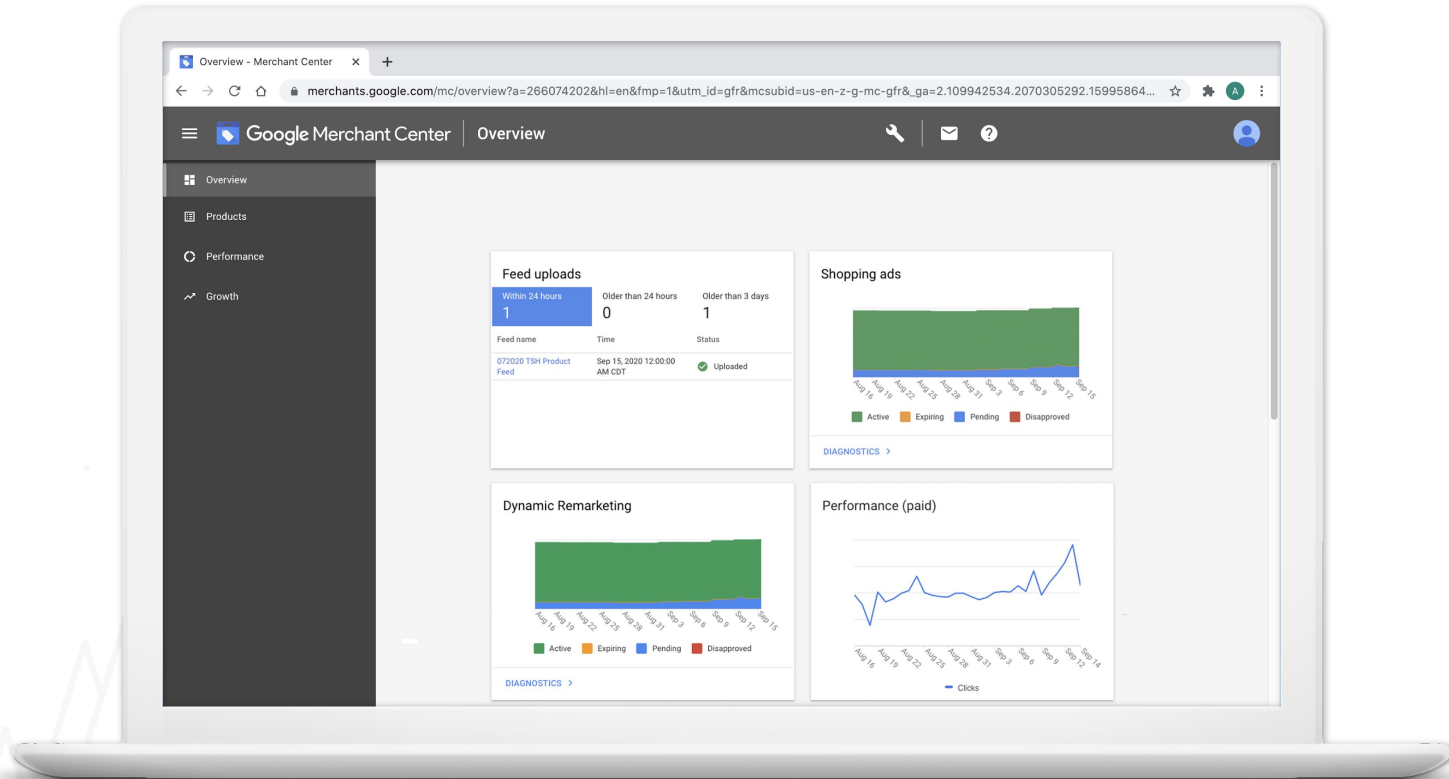
SELECT CUSTOMER CHECK OUT OPTIONS



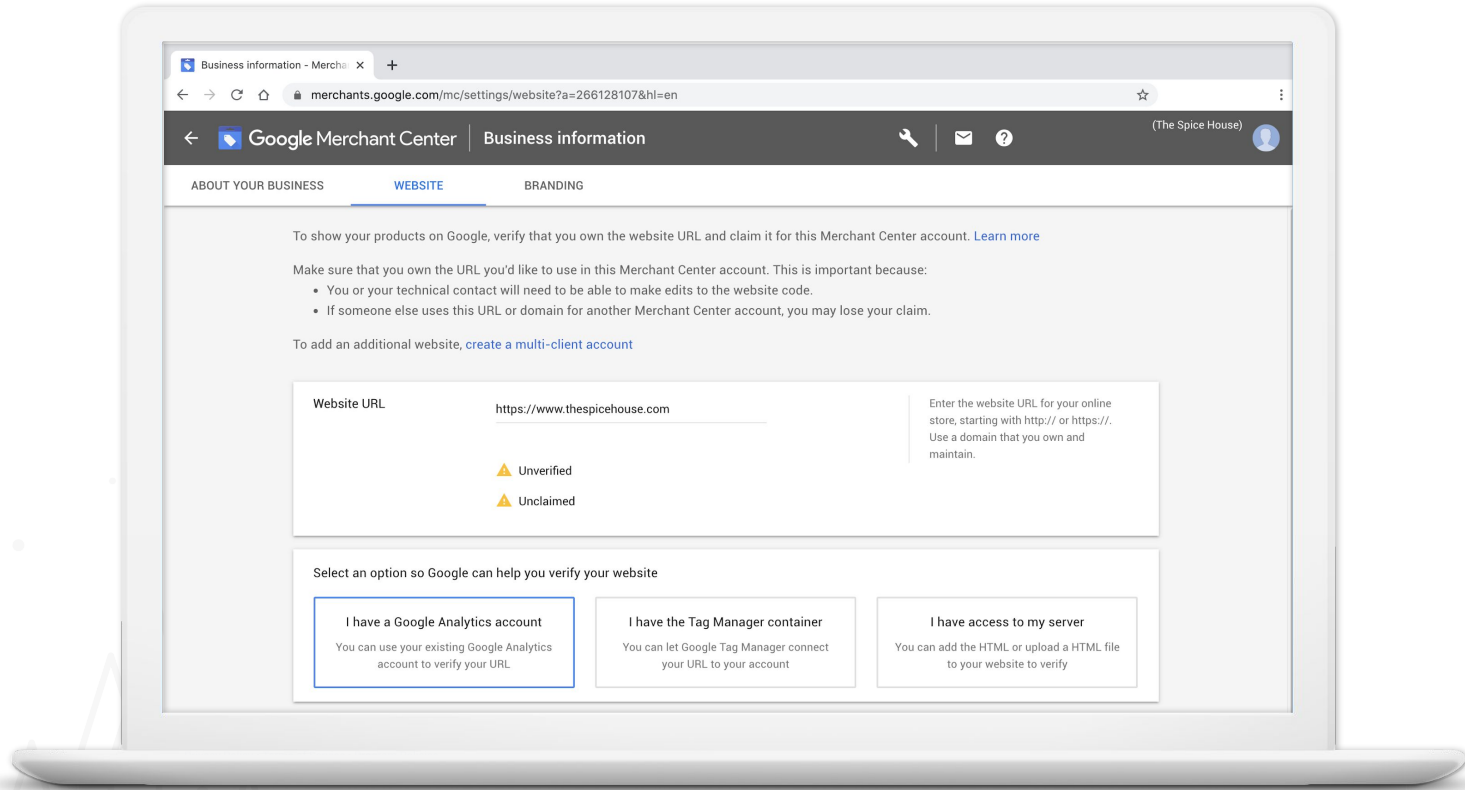
PROVIDE ADDITIONAL INFO



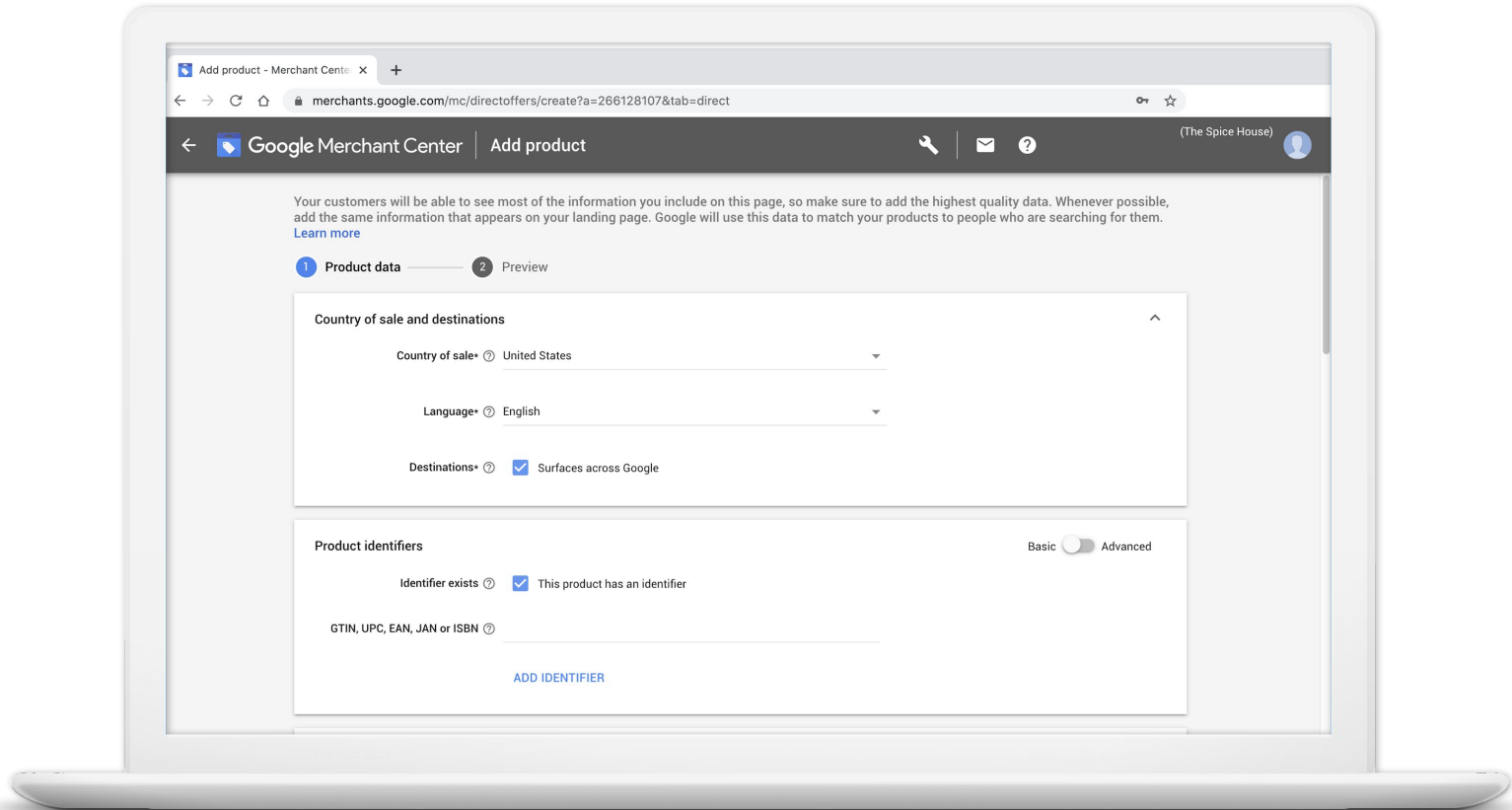
ANATOMY OF MERCHANT CENTER ACCOUNT



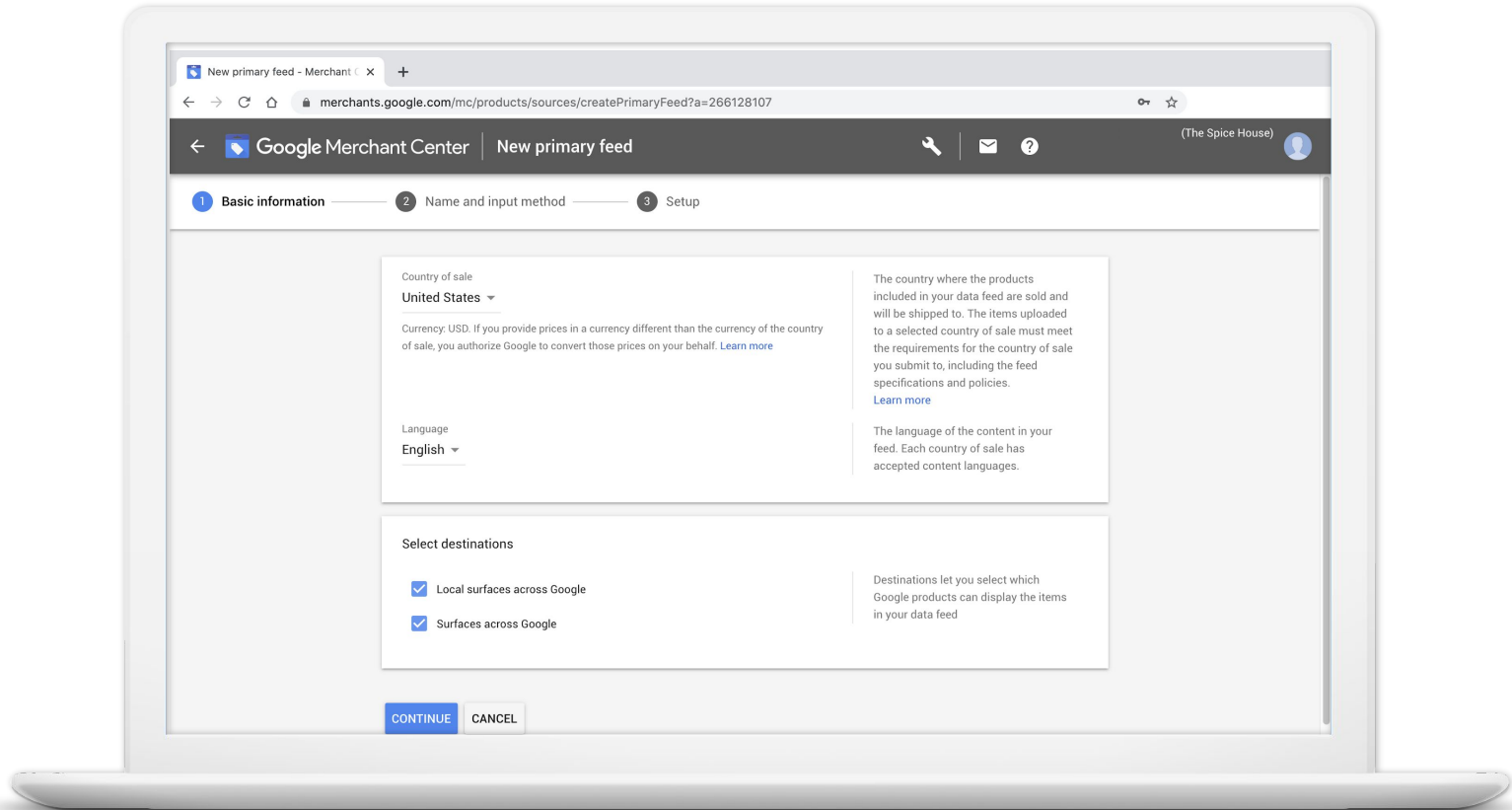
VERIFY YOUR BUSINESS



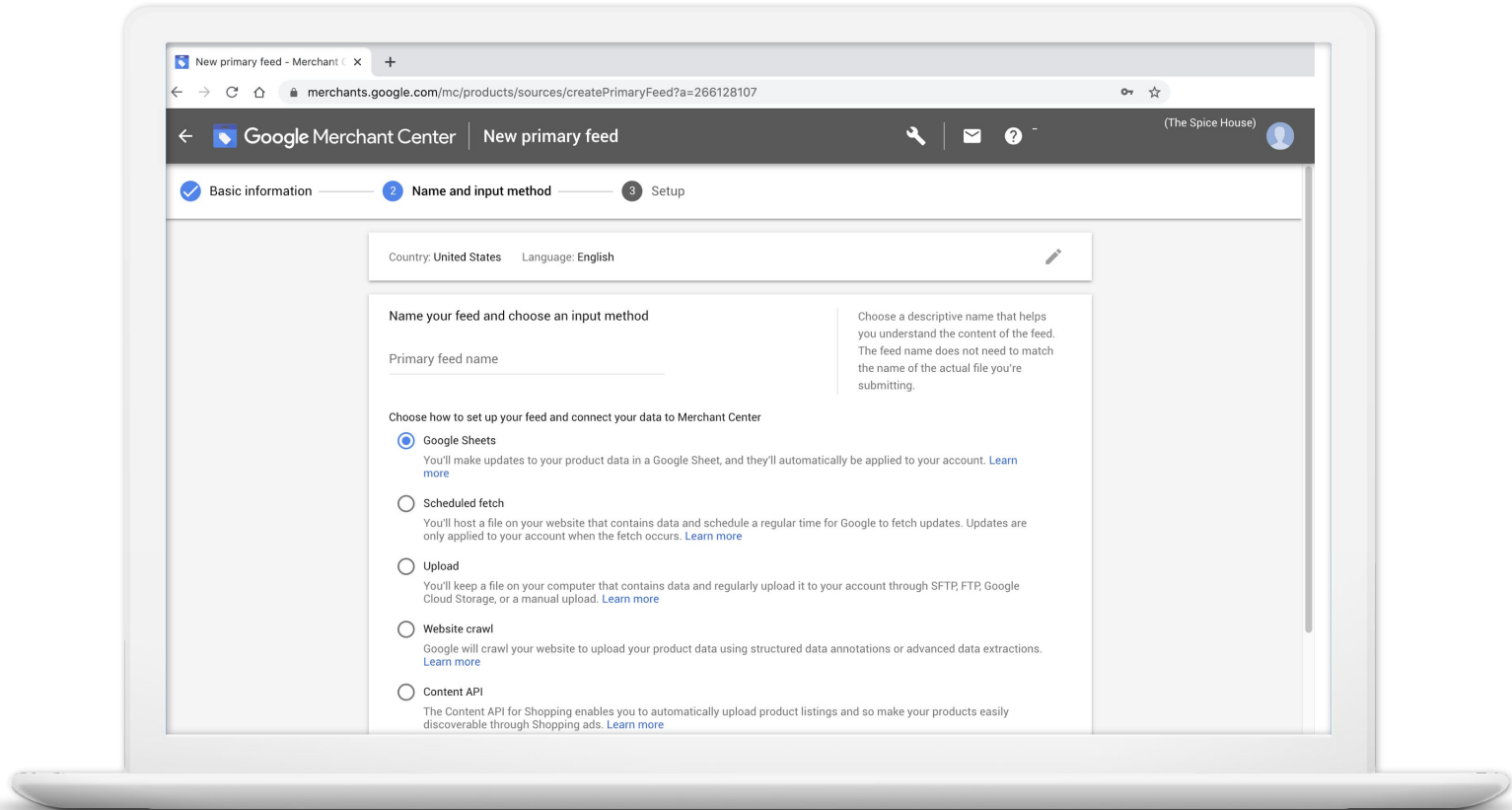
ADD AN INDIVIDUAL PRODUCT



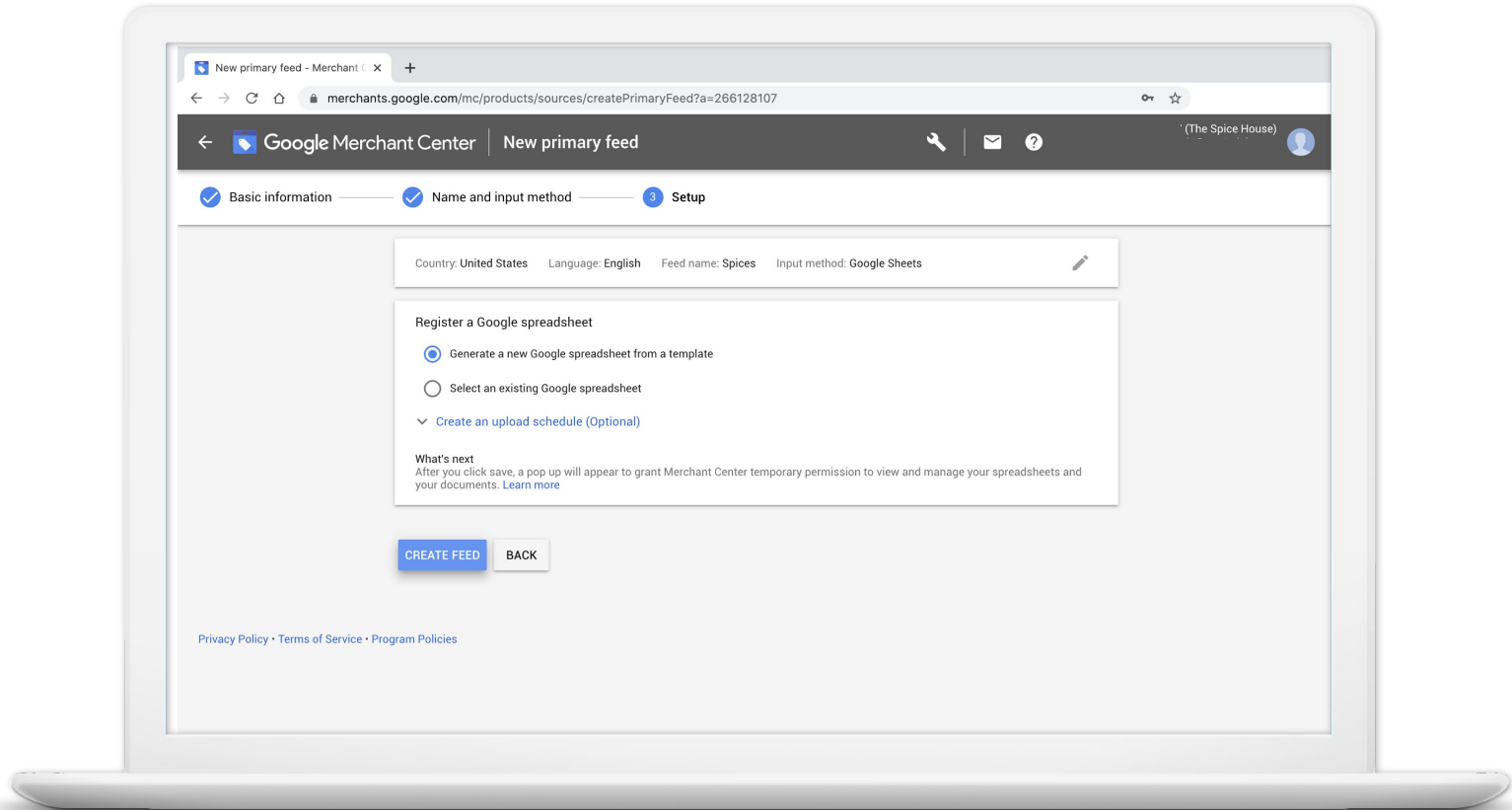
ADD MULTIPLE PRODUCTS



NAME YOUR FEED



FINISH SETUP



ADD PRODUCTS WITH GOOGLE SHEETS

The image shows a laptop displaying a Google Sheet. The browser address bar shows the URL: docs.google.com/spreadsheets/d/1GMf_3znmp5K-da-z1usg-w19qUjpsXOmcFSnW_wY1s/edit#gid=0. The sheet title is 'Google Merchant Center feed - Spices'. The menu bar includes File, Edit, View, Insert, Format, Data, Tools, Add-ons, and Help. The toolbar shows various editing and formatting options. A blue box highlights the first row of the spreadsheet, which serves as the header for a table. The table has 12 columns: id, title, description, link, condition, price, availability, image link, gtin, mpn, brand, and google product cate. Below the header, rows 3 through 27 are visible. Row 3 contains a note about deleting lines before processing the feed. Row 4 contains instructions on returning to the 'Data feeds' tab. Row 5 contains instructions on signing in. Rows 7 and 8 contain links to 'Products Feed Specification' and 'Google Sheet Data Feed Instructions' respectively. The rest of the rows are empty.

id	title	description	link	condition	price	availability	image link	gtin	mpn	brand	google product cate
3	Please refer to the following articles for help populating this spreadsheet and make sure to delete these lines before processing the feed.										
4	After you are done inputting your own product information into this spreadsheet, please return to the 'Data feeds' tab of Google Merchant Center. Click the 'Upload now' link corresponding to this feed.										
5	If you can't edit this spreadsheet, please be sure you're signed in. Click the 'Sign In' link in the top right of the screen.										
6											
7	Products Feed Specification										
8	Google Sheet Data Feed Instructions										
9											
10											
11											
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15											
16											
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23											
24											
25											
26											
27											

Step 1 of 2

Tell us a little about yourself

We'll help you get started based on your responses

Are you already selling?

Please choose one...



What is your current revenue?

Please choose one...



Which industry will you be operating in?

Please choose one...



Are you setting up a store for a client?

Yes, I'm designing/developing a store for a client

Skip

Next

- Home
- Orders
- Products
- Customers
- Analytics
- Marketing
- Discounts
- Apps

SALES CHANNELS

- Online Store
- Point of Sale

Settings

Your trial just started

Select a plan



Welcome to Shopify

Let's get your retail business online with Shopify.

Learn more

Get ready to sell online. Try these tips to get started.

Import store

Customize theme

Migrate your store from any platform using Shopify's Import Store app

Save time and make sure important customer, product, and inventory data is



The Spice House

Search

Home

Orders

Products

All products

Inventory

Transfers

Collections

Gift cards

Customers

Analytics

Marketing

Discounts

Apps

SALES CHANNELS


Online Store

Point of Sale

Settings

Products

Import



Add and manage your products

This is where you'll add products and manage your pricing.
You can also import and export your product inventory.

Add product

Find products

Products:

- Easy to add
- Can be physical or digital
- Can be set up with variants
- Built-in inventory tracking
- Grouped in collections
- Can be imported

- Home
- Orders
- Products
 - All products
 - Inventory
 - Transfers
 - Collections
 - Gift cards
- Customers
- Analytics
- Marketing
- Discounts
- Apps
- SALES CHANNELS
 - Online Store
 - Point of Sale
- Settings
- Open in services/internal

< Products

Add product

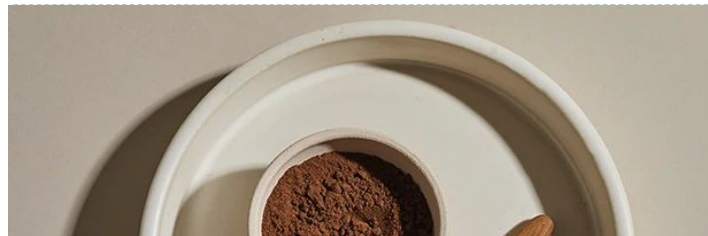
Title

Description

Rich text editor toolbar with options for bold, italic, underline, bulleted list, numbered list, link, unlink, text color, and background color.

Jamaicans take great pride in their world-famous allspice, harvested from 40-foot pimenta trees. So named because it is reminiscent of clove, cinnamon, and nutmeg all at once, these Ground Allspice Berries lend a rich, warm flavor to barbecue sauces, jerk seasoning, gingerbread, and apple pie.

Media

[Add media from URL](#)

Product availability

[Manage](#)

Available on 2 of 2 channels and apps

Online Store



Point of Sale

Organization

Product type



Vendor



COLLECTIONS

Add this product to a collection so it's easy to find in your store.

TAGS

- Home
- Orders
- Products
 - All products
 - Inventory
 - Transfers
 - Collections
 - Gift cards
- Customers
- Analytics
- Marketing
- Discounts
- Apps
- SALES CHANNELS
 - Online Store
 - Point of Sale
- Settings
- Open in services/internal

< Products

Add product

Add sales channel

Placeholder 1 +

Placeholder 2 +

Placeholder 3 +

Google Free to add. Google fees may apply. Reach shoppers and get discovered across Google. +

Placeholder 4 +

[Manage sales channels](#) [Cancel](#)

Product availability [Manage](#)

available on 2 of 2 channels and apps

Online Store

Point of Sale

Organization

Product type

e.g. Shirts

Vendor

e.g. Nike

COLLECTIONS

Search for collections

Add this product to a collection so it's easy to find in your store.

TAGS

Add file

Set up the Google channel to sync your products.

- Home
- Orders 7
- Products
- Customers
- Analytics
- Marketing
- Discounts
- Apps

Settings

You are about to add Google



Google will be able to:

View Shopify account data

[View details](#)

Manage products

[View details](#)

View orders

[View details](#)

Manage marketing

[View details](#)

Manage store analytics

[View details](#)

View your Online Store

[View details](#)

Manage other data

[View details](#)

To erase your customers' personal information from Google, remove the app. After 48 hours, a request will be sent to Google to erase this data. [Learn more about data privacy.](#)

Cancel

Add sales channel

By proceeding, you are agreeing to the [Shopify Terms of Service](#).

Connect
your Google
Account.

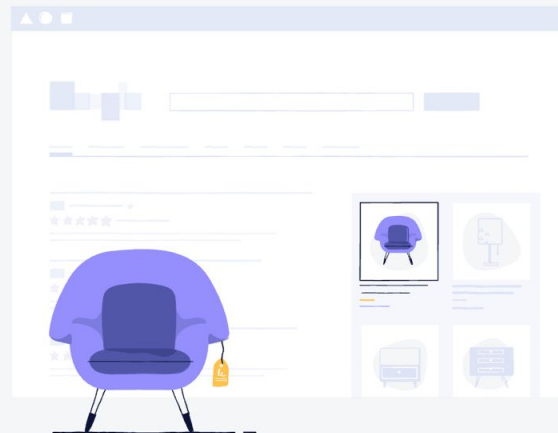
- Home
- Orders
- Products
- Customers
- Analytics
- Marketing
- Discounts
- Apps

7

Reach interested shoppers across Google

Promote your products with the power
of a Smart Shopping campaign.

Connect Google account



[Learn more about the Google channel](#)

Confirm store requirements.

Home
Orders
Products
Customers
Analytics
Marketing
Discounts
Apps

Google / Overview by Shopify

Overview Settings Help center Get Support

If you have a minute, tell us about your experience setting up the Google channel. [Good](#) [Bad](#)

Show your products on Google

Get your products in front of more potential buyers with these Google programs

Google account sampleemail@shopify.com [Manage accounts](#)

Shopify uses this account to sync your product data to Google.

Store requirements

This checklist ensures your store meets Google Merchant Center requirements [Learn more](#).

- Your shop meets Google Merchant Center's basic requirements
- Add a valid payment method
- Create an online store
Remove your online store password
- Confirm that you have a refund policy and terms of service visible on your website
- Confirm that your payment methods are visible on your website
- Confirm that you have contact information visible on your website

Settings

Once store requirements are met, sync your product feed.

The screenshot shows the Google Merchant Center 'Overview' page. On the left is a navigation sidebar with icons and labels for Home, Orders, Products, Customers, Analytics, Marketing, Discounts, and Apps. At the bottom of the sidebar is a 'Settings' icon and label. The main content area has a top navigation bar with 'Overview' (selected), 'Settings', and 'Help center'. Below this, there are four main sections: 'Free listings', 'Surfaces across Google', 'Marketing', and 'Smart Shopping campaign'. Each section includes a brief description and a 'Get started' button. The 'Free listings' section describes listing products for free on Google. 'Surfaces across Google' is a new program for syncing product data to Google Merchant Center. 'Marketing' lists activities for the Google channel. 'Smart Shopping campaign' is a paid promotion option. A teal banner at the bottom of the main content area contains an information icon and the text: 'If you're new to advertising with Google, you could receive \$100 in Google Ad Grants.' A dark green rectangular box highlights the 'Product feed sync' section, which is partially visible at the bottom of the screenshot. This section includes the title 'Product feed sync', the text 'Free • Requires Merchant Center account', a description about syncing product data to Google Merchant Center, and a 'Get started' button.

Google / Overview

7

Overview Settings Help center

Free listings

List your products for free on Google. Increase the number of places where your product listings may appear and help shoppers find your products more easily.

Surfaces across Google New program

Free • Requires Merchant Center account

Sync product data directly to the Google Merchant Center, so your products can appear across Google.

Get started Learn more

Marketing

A list of all marketing activities you can create with the Google channel. This section will display your setup progress for each activity you create.

Smart Shopping campaign

Paid • Requires Merchant Center and Ads account

Promote your products in more prominent places, like Google Search and YouTube, to boost your visibility, reach more customers and drive sales.

Get started Learn more

Product feed sync

Free • Requires Merchant Center account

Sync your product data directly to your Google Merchant Center account and keep your products up to date with the Google channel.

Get started Learn more

If you're new to advertising with Google, you could receive \$100 in Google Ad Grants.

Settings

Select or create a Merchant Center account.

The screenshot shows the 'Smart Shopping campaign setup' page in a Shopify admin interface. On the left is a navigation sidebar with icons and labels for Home, Orders, Products, Customers, Analytics, Marketing, Discounts, and Apps. The main content area has a breadcrumb 'Google / Smart Shopping campaign setup' and a 'by Shopify' label. A notification banner at the top asks for feedback on the Google channel setup. Below this is a 'Back to Overview' link and a main heading 'Set up your Google Smart Shopping campaign'. The page is divided into three main sections: 1. 'Smart Shopping campaign' (Paid) with a description of individual ads and a progress bar showing '2/5 Choose your target market'. 2. 'Your Google account' showing 'sampleemail@gmail.com' and a note that Shopify uses this account for sync. 3. 'Your Google Merchant Center account' showing a partially redacted 'GOOGLE MERCHANT CENTER ACCOUNT ID' and a 'Disconnect' button. A note at the bottom states 'Product data will be synced to this Merchant Center account.'

Set up your target market (country and language) for feed and shipping settings.

The screenshot shows the 'Smart Shopping campaign setup' page in a Shopify admin interface. The left sidebar contains navigation links: Home, Orders, Products, Customers, Analytics, Marketing, Discounts, and Apps. The main content area is titled 'Google / Smart Shopping campaign setup' and includes a 'by Shopify' label. A progress bar indicates '2/5 Choose your target market'. The page is divided into three sections: 'Smart Shopping campaign' (Paid), 'Your Google account' (sampleemail@gmail.com), and 'Your Google Merchant Center account' (GOOGLE MERCHANT CENTER ACCOUNT ID). A modal dialog box titled 'Configure your product feed settings' is overlaid on the bottom right, containing instructions and two 'Select' buttons for 'Target market' and 'Shipping settings'. A note at the bottom of the dialog states: 'As soon as you add these settings, your products will automatically start syncing.'

Home

Orders

Products

Customers

Analytics

Marketing

Discounts

Apps

Google / Smart Shopping campaign setup

by Shopify

7

Smart Shopping campaign Paid

A Smart Shopping campaign creates individual ads of products that you sync to Google. Google uses automated technology to show the right ads to the right person at the right time. [Learn more.](#)

2/5 Choose your target market

Your Google account

sampleemail@gmail.com

Shopify uses this account to manage and sync with Google Merchant Center and Google Ads.

Your Google Merchant Center account

GOOGLE MERCHANT CENTER ACCOUNT ID

Disconnect

Configure your product feed settings

Before we can create your product feed, you will need to configure a few settings.

Target market

Shipping settings

As soon as you add these settings, your products will automatically start syncing.