



Grow with Google



Sell Online This Holiday Season with E-Commerce Tools

#GrowWithGoogle | #SupportSmallBusiness

Rewatch on demand: g.co/grow/holidaylivestream



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](#)

Add product

Product name
The Essential Spices Collection

Gifts

Fixed price Price range

Minimum price (\$) 109.99 Maximum price (\$) 149.99

Product description
These are the 24 essential spices we recommend for every kitchen. A collection of

Learn more

Link for your button
<https://www.thespicehouse.com/products/the-ess>

Save





Grow with **Google**

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