Documentation
Google Shopping

Documentation for PRESTAWORK'S module for
Google Merchant Centre.

PRESTAWORKS

Requirement specifications

- You must use a stable version of PrestaShop (1.6.1 or newer) that utilises the framework Bootstrap.

The module does not override any main functionalities of PrestaShop and does not affect any existing table in the database.

The module hooks once in the Back Office to add two JavaScript files that are needed for the module to work correctly.

INTRODUCTION

The module allows you to create products feed, and to create an XML file for each feed. This XML products feed file can be created "on the fly" if your product catalogue contains a relatively small number of items, or through a cron job that updates the file in your server. A more detailed explanation is given in the following sections.

INSTALLATION

The module is found under the list of available modules and does not require any specific details to work. At installation, the module will create two tables in the database to store records and information about the feeds created.

CONFIGURATION

The module presents four sections for configuring the module and settings for the feed.

Step 1, adding a taxonomy file for Google Categories

Go to the third section, called "Add a taxonomy file for Goole categories".
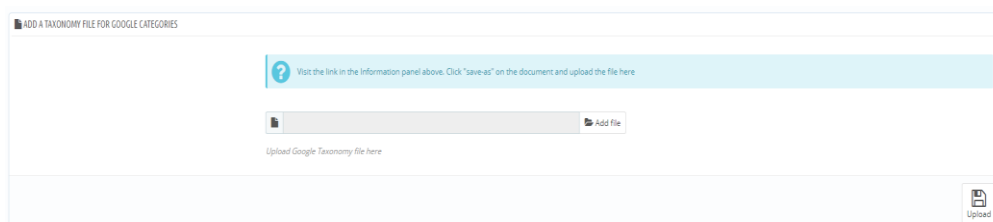
Go to the link that is found at the beginning of the page. Here you can follow the instructions in the page for reaching a file with all Google

categories in the language you want. Click on "save-as" and upload the file in the field shown above. Note that the module will look for the file in the language set in the Back Office. If no file is found, the file is uploaded in English as default.

Step 2, matching your categories with Googles categories

Go to the last section in the configuration page, named "Google categories – Shop's categories". Here you can see a list with the categories in your shop, and you can select one category from google to match the category in your shop. When you have selected the category you want, click on "Save" at the end of the row. This will tell Google which category your product belongs to.

Step 3, settings for attributes in Google Merchant

Go to the second section, named "Manage settings for attributes in Google Merchant". Here you will see a list of all the attributes in your shop. For each used attribute, select the attribute from the dropdown menu that matches your attribute the most. This will tell Google what two products differ from each other in a set of variants. E.g., a T-shirt size L and T-shirt size M. Do not forget to click on "Save" after you have done.
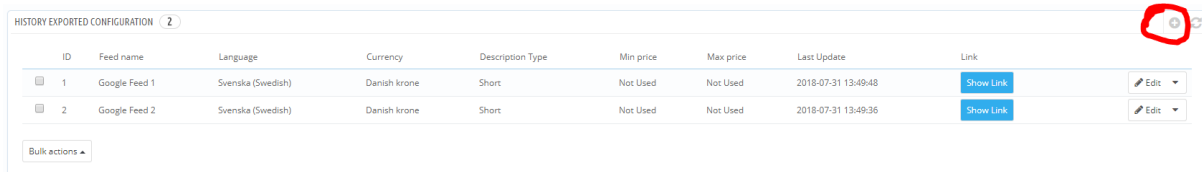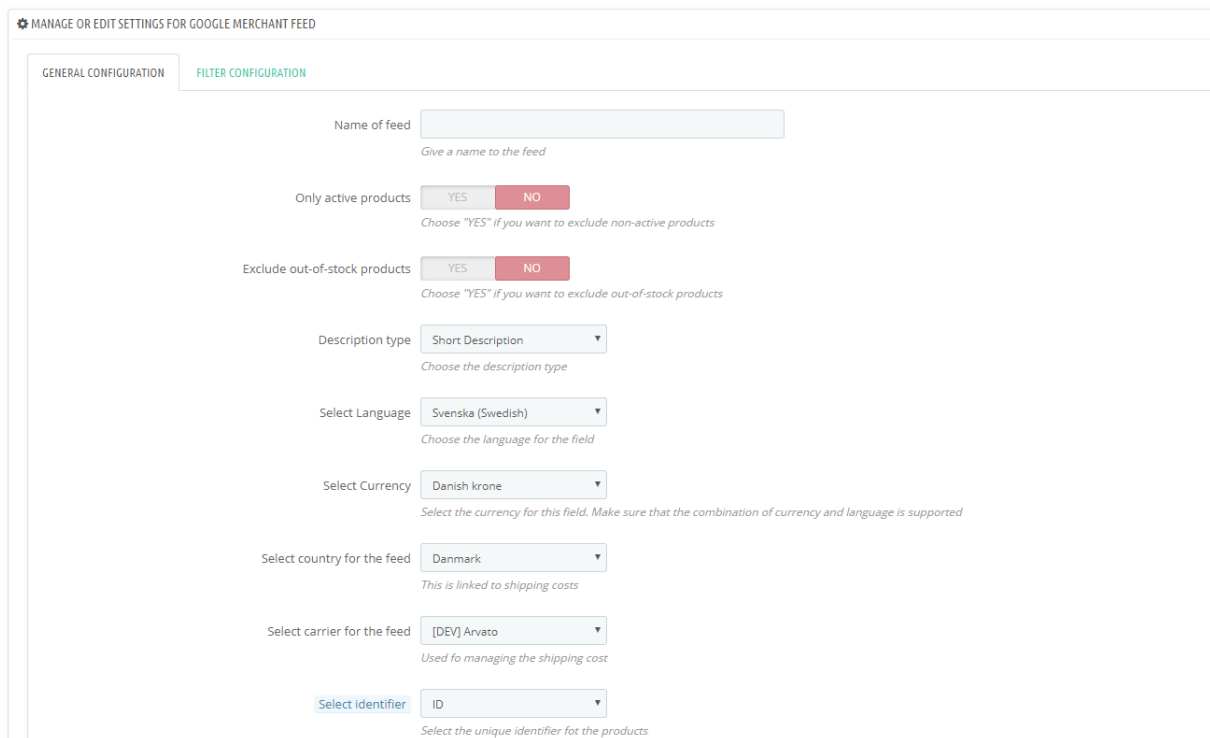
Step 4, adding a new feed

Go to the first section, called "history exported configuration". This is the part where you can add a feed for Google Shopping. If you do not have created any feed yet, the list will tell you it is empty. To add a new feed, click on the "+" sign in the header of the section. To edit or delete a feed, click on the button at the end of the row.

If you click on that button, you will be redirected to the settings for the feed. The settings allow you to personalize the feed and choose criteria for exporting products to Google.

When you have done, click on save. You will be redirected back to the main configuration page. Here you can now see the newly created feed in the list of feeds.

To create the product feed, click on "Show Link" in the list of feeds. A new section will open above the list.

GOOGLE MERCHANT LINKS

Copy this link and insert it in Google Merchant Center if your catalog is relatively small (less than 1000 products).
> Rebuild & Download Link: http://arvato.prestaworks.se/modules/pw_googleshopping/jobs/createFeed.php?onfly=1&id_feed=1

If your catalog has more than 1000 products
  • Google Shopping

Update file
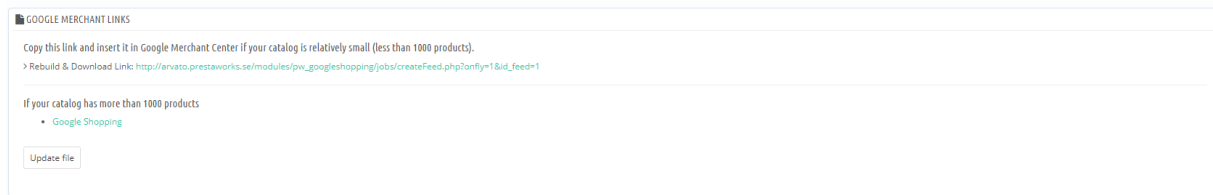
Now, you have two choices. If your product catalogue has a relatively low number of products (usually < 1000), click on the first link. This will trigger the file to be create and you will see it in a new window. You can then save it and upload it to Google. Please refer to Google's guide on how to upload files. If your product catalogue contains more than 1000 products, the second option is to prefer as it will not slow down the server. If you click on "Update file", the file will be created and stored in your server. If you click on the link just above, you will be redirected to the file. That is the link you have to provide to Google in this second case.