



# Setting Up Google Base with ProStores

# 1. Register at Google Base

## <http://base.google.com>



### Looking for a way to upload products?

We've created a new website, the **Google Merchant Center**, where you can upload your product feeds and make them easy to find on Google Product Search.

If you have been uploading Products through Google Base, your data feeds and account settings have been migrated to the new Merchant Center.

Be sure to bookmark the new [Merchant Center](#) page, and [see our FAQs for more information](#).

[Sign in to Merchant Center](#)

Don't have a Google Account?  
[Create a new Google Account](#)

### Need to upload other items?

You can still upload non-product data to Google Base. Use either a data feed or the API and help people find your items when they search.

[Sign in to Google Base](#) [Learn more](#)

Get the latest news on the [Google Base Blog](#).

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Web Teknix - [www.WebTeknix.com](http://www.WebTeknix.com) - Hollie P. Colombo Taggart

# Google merchant center

## Submit your product data to Google

Welcome to the Merchant Center, the place to upload your product data to Google and make it available to Google Product Search and other Google services.



### Submit your product data

Upload your items via data feeds, direct uploads, or use our API.



### Drive traffic to your site and increase your sales

Allow shoppers to easily find your site using Google Product Search or Google.com.



### Use your data in your AdWords campaigns

Make your ads more compelling by using your uploaded product data.

## Merchant Center essentials:

- [Merchant Center Blog](#)
- [Help](#)

Sign in to Google Base with your  
**Google Account**

Email:

Password:

Stay signed in

[Can't access your account?](#)

**Don't have a Google Account?**  
[Create an account now](#)

# 2. Create an Account



## Create an Account

Your Google Account gives you access to Merchant Center and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

### Required information for Google account

Your current email address:

e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:

[Password strength:](#)

Minimum of 8 characters in length.

Re-enter password:

Stay signed in

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

Enable Web History.

## Get started with Merchant Center

**First name:** *(optional)*

**Last name:** *(optional)*

**Location:**

**Word Verification:**

Type the characters you see in the picture below.

Letters are not case-sensitive

**Terms of Service:**

Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

```
Google Terms of Service
Welcome to Google!
1. Your relationship with Google
```

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

I accept Create my account

# 3. Configure your Account



Account settings

## Configure your account

Please provide the following information to configure your account. You can change this information later by visiting the Settings page of your account.

**Company or organization name (Required)** - *Please do not include promotional text.*

**Description**

**Website URL**

This site contains content that may be unsuitable for minors.

## Business information

### Address

City

State or province

Postal or zip code

### Country or territory

United States

### Phone number

## Customer service information

### Website URL

### Email

### Phone number

## Customer service information

### Website URL

### Email

### Phone number

## Private contact information

Google will use this information to contact you if needed. This information won't be displayed publicly.

### Primary contact name

### Primary contact email

 - Verified

- Send me updates with tips and best practices.
- Contact me to participate in Google surveys and opportunities to evaluate new features.

### Technical contact name

### Technical contact email

 - Verified

We'll send email to this address if there are technical issues such as problems with the content you submitted. If you leave this empty, your primary contact email will be used.

## Published contact email

Publicly display the following contact email in my hosted item pages and in the API.

- Do not include contact email
- HappyRabbit247@yahoo.com (*your primary contact email*)
- anon-n1zpglazj3tz@base.google.com

**Save updates**

# 4. Create your Data Feed

Google merchant center

Web Teknix (Account ID: 693288)

## Dashboard

### My Products

[Active](#)

[Inactive](#)

[Data quality](#)

[Performance report](#)

[Data feeds](#)

### Settings

[General](#)

[FTP](#)

[Tax and shipping](#)

[AdWords](#)

[Checkout](#)

## Dashboard

### Products overview

Active products	Search clicks	API impressions
<b>0</b>	<b>0</b>	<b>0</b>

### Data quality

type	Percentage	Count
Missing Identifiers	0%	0
Invalid Identifiers	0%	0
Long Titles	0%	0
Short Descriptions	0%	0

[Data quality details »](#)

### Data Feeds

Filename	Schedule	Status
----------	----------	--------

[All data feeds »](#)

### Performance report

#### Active products:



#### Search clicks:



#### API impressions:



[Full performance report »](#)

[Dashboard](#)

[My Products](#)

[Active](#)

[Inactive](#)

[Data quality](#)

[Performance report](#)

**Data feeds**

[Settings](#)

[General](#)

[FTP](#)

[Tax and shipping](#)

[AdWords](#)

[Checkout](#)

## Data feeds

**You do not have any data feeds.**

[New Data Feed](#)



[Dashboard](#)

[My Products](#)

[Active](#)

[Inactive](#)

[Data quality](#)

[Performance report](#)

**Data feeds**

[Settings](#)

[General](#)

[FTP](#)

[Tax and shipping](#)

[AdWords](#)

[Checkout](#)

[Data feeds](#) >

## New data feed

After you register your feed, you can create and upload it. We will use the information you supply here to process your feed.

### Target country

United States

### Data feed type

googlebase

Please read these [guidelines](#) before uploading your feed.

### Data feed filename *(Example: data\_feed.txt)*

mydatafeed.txt

Accepted file formats and filename extensions are.

- .txt text
- .xml XML
- .gz Gnu zip, compressed text or XML
- .zip Zip, compressed text or XML
- .Z Unix, compressed text or XML
- .bz2 Bzip2, compressed text or XML

Note: We carefully enforce our program policies and reserve the right to remove any item. Please review the [program policies](#) and our [editorial guidelines](#) before uploading your items.

Save changes


Cancel

### NOTE:

There is NO real file you have to create. ProStores makes the file for you - you just need to name it.

# Data feeds


				Target Country
File	Upload schedule	Last upload date	Status	All
<input type="checkbox"/> mydatafeed.txt - <a href="#">Edit</a> Target country: United States	None - <a href="#">Create</a> <a href="#">Manual upload</a>	None	None	



**NOTE:**  
You do NOT need to do this!  
PS sets the upload schedule.

## Data feeds

				Target Country	All
File	Upload schedule	Last upload date	Status		
<input type="checkbox"/> mydatafeed.txt - <a href="#">Edit</a> Target country: United States	None - <a href="#">Create</a> <a href="#">Manual upload</a>	None	None		



**NOTE:**  
You do NOT need to do this!  
PS sets the upload schedule.

1. By now you should have received an email confirmation stating that your feed has been approved by Google Base.
2. You will need to open that email and click the link to activate your feed.

**\*\* Without activating your feed it will be worthless. An example of the email is shown on the next page.**



# 5. Create FTP an Account

Web Teknix (XXXXXXXXXXXX)

## FTP settings

Using FTP you can copy a file from your computer to Google's server. [Learn more](#)

FTP server name

[uploads.google.com](#)

Username

This will be the Log in info you put back in ProStores

Password (7-20 characters using a combination of letters, numbers, and punctuations)

This will be the Password you put back in ProStores

Retype password

Save Changes

Cancel

Your UN & PW are case sensitive and should NOT contain any funky characters(ex. !@#\$%^&\*)

## 6. Go Back to ProStores

### Back in ProStores:

1. Enter your Google Login & Password.
  2. Enter the file name you created in Google
- \*\*Remember: The file name is case sensitive - so enter it exact!**

**Detailed Information** ?

Login:	<input type="text"/>
Password:	<input type="password"/>
Filename (case sensitive):	<input type="text" value="mydatafeed.txt"/>
Frequency:	<input checked="" type="radio"/> Daily <input type="radio"/> Weekly <input type="radio"/> Monthly
Description:	<input type="checkbox"/> Use the product Brief instead of the Description
Shipping Basis:	Standard <input type="button" value="v"/>
Send?	<input checked="" type="checkbox"/> Setup Feed

Note: The Google Base feed was formerly the Froogle feed. If you previously had a Froogle account, then your existing Froogle FTP information will continue to work with Google Base. Until they indicate otherwise, Google will continue to push the new Google Base feed, that ProStores sends, to both Froogle and Google Base.



Welcome eric1! [Sign Out](#)

[Marketing](#) > [Traffic Generation](#) > Comparison Shopping

## ProStores Store Administration Message

The Setup Feed is in process. Please view your [store log](#) for the status of your feed. You must activate the Shopping Comparison Site from the Shopping Sites page to start automatic submissions.

[Continue](#)




# 7. Activate Google Base in ProStores



STORE  
ADMINISTRATION

Custom

Welcome eric1! [Sign Out](#)

[Marketing](#) > [Traffic Generation](#) > Comparison Shopping

## Comparison Shopping

	Name	Status	Last Uploaded Date	Next Upload Date
<input checked="" type="checkbox"/>	<a href="#">Google Base</a>	Pending	10/15/09	
<input type="checkbox"/>	<a href="#">Shopping.com</a>	Inactive		
<input type="checkbox"/>	<a href="#">Shopzilla</a>	Inactive		
<input type="checkbox"/>	<a href="#">Yahoo! Shopping</a>	Inactive	08/28/09	

Activate

Deactivate

Reset



With over 2 million qualified shoppers a day, [Shopping.com](#) provides the perfect place for you to list your products and promote your store. At [Shopping.com](#) you will: generate sales, not just visits; pay for performance-based results; manage your campaign easily.

Don't yet have an account? [Register at Shopping.com now!](#)

**Now  
You  
Are  
Done!**