

## Etail Systems Tip Sheet

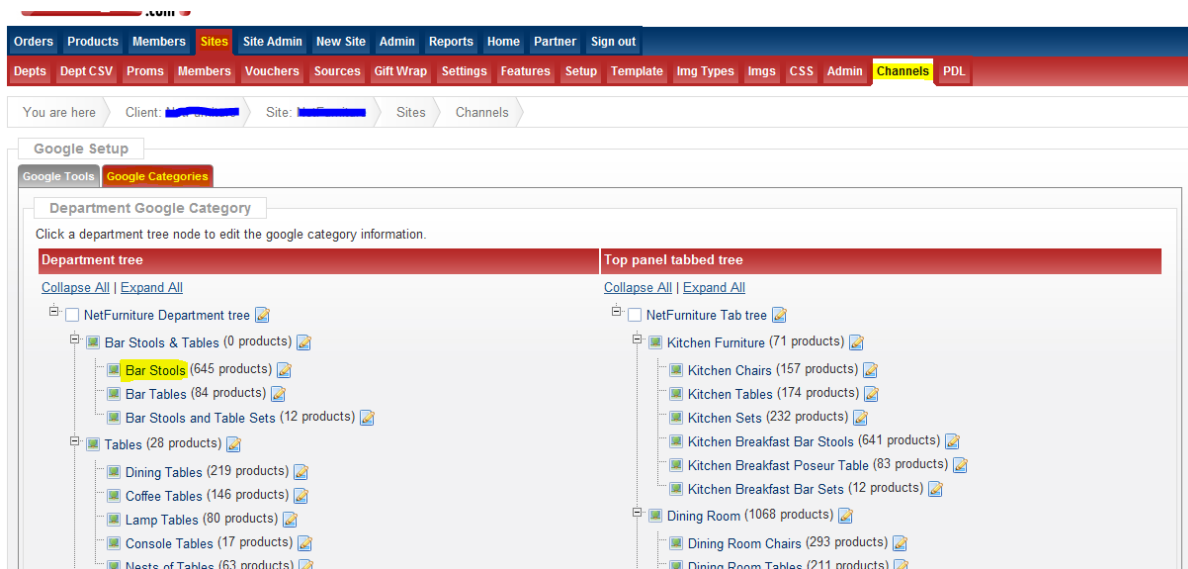
*Objective: To add your department tree to the Google Shopping categories, making you more likely to be found by people searching Google for a product.*

The following tells you how to achieve this;-

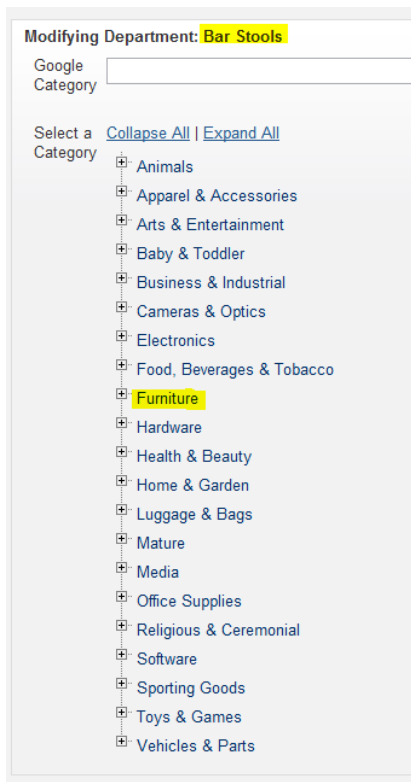
For Google Shopping to properly index your site, you need to list your items within their categories. The following tells you how to do this;-

Go to 'Sites' → 'Channels' → 'Google', then the little tab 'Google Categories'. Click on a sub-department's 'edit' button (notepad) then scroll to the bottom. You only need to index sub-departments.

**Please scroll down to the bottom when you've clicked the 'edit' button, or you won't see the Google categories!**



You then need to select which Google category fits that department best.



Modifying Department: **Bar Stools**

Google Category:

Select a Category [Collapse All](#) | [Expand All](#)

- ☐ Animals
- ☐ Apparel & Accessories
- ☐ Arts & Entertainment
- ☐ Baby & Toddler
- ☐ Business & Industrial
- ☐ Cameras & Optics
- ☐ Electronics
- ☐ Food, Beverages & Tobacco
- ☒ **Furniture**
- ☐ Hardware
- ☐ Health & Beauty
- ☐ Home & Garden
- ☐ Luggage & Bags
- ☐ Mature
- ☐ Media
- ☐ Office Supplies
- ☐ Religious & Ceremonial
- ☐ Software
- ☐ Sporting Goods
- ☐ Toys & Games
- ☐ Vehicles & Parts

There will be a few sub-categories you can select from, so keep going until you find one that describes that sub-department.

Once you've done that for all your sub-departments, Google will be able to index them properly and you'll have a better chance of being shown on Google Shopping.

If you have any questions or need help using this feature, please email [support@etailsystems.com](mailto:support@etailsystems.com) or call 0844 482 0908.