Adding Google Categories to your products
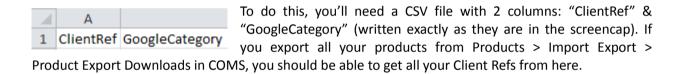
Etail Systems Tip Sheet

Objective: To add Google Categories to your products so they can indexed correctly on Google Shopping.

The following tells you how to achieve this;-

If you're paying to be on Google Shopping, it's good to try & help Google as much as possible by adding a Google Category to each of your products – this will help Google index your products & compare your best price alongside your competitors. You should also index all your departments against a Google category – please ask for this walkthrough if you need it.

	A	
1	ClientRef	GoogleCategory

To do this, you'll need a CSV file with 2 columns: "ClientRef" & "GoogleCategory" (written exactly as they are in the screencap). If you export all your products from Products > Import Export > Product Export Downloads in COMS, you should be able to get all your Client Refs from here.

You'll then to put the Client Refs in the Client Ref field (with "ref:" at the start so Google doesn't corrupt your data) & add your Google Categories to the Google Category field. You can download these Google Categories from your Adwords back office.

	A	B
1	ClientRef	GoogleCategory
2	ref:4269	Toys & Games & Games & Board Games & Backgammon Sets
3	ref:4270	Media & Books & Fiction
4	ref:4271	Media & Books & Fiction
5	ref:4344	Home & Garden & Linen & Towels & Kitchen Towels

NB: Please make sure that the ampersand isn't code e.g. "&", or your data won't import correctly.

You can then either send the file to support@etailsystems.com to upload, or you can go to Products > Import Export > Product Import Uploads & import your CSV file under the "Product Department, Relationship, File & Flag CSV Update".

If you have more than a couple of thousand lines in your file, please let us know & we'll turn on batch processing for you so COMS doesn't time out.

If you need any help with Google Categories, please email support@etailsystems.com or call 0844 482 0908.