



INDITION COMMERCE

Google Merchant V5

Marketing

Reach more shoppers with your store catalog

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Put your products in front of shoppers who are looking for what you sell

Your store may have exactly what a customer wants: the right sewing machine, a hard-to-find accessory, a quilt kit, or the perfect fabric. But that customer has to discover your store before you can earn their business.

Many shopping journeys begin with a product search. The shopper knows what they need, but may not know your store's name. Google Merchant Center gives you another way to reach that customer by making your products eligible for free product listings across Google, including Search and the Shopping tab. A shopper can discover an individual product and follow its link to your website to buy. [Google's free product listings](#)

Give every product another opportunity to bring someone into your store

Merchant Center lets you supply Google with organized information about the products you sell, including images, descriptions, prices, availability and links to your product pages. This helps Google understand your assortment and match eligible products with relevant shopping searches.

For a specialty retailer, that matters. Someone searching for a particular machine model or compatible presser foot may already know what they want to purchase. Appearing during that search gives your store an opportunity to compete for the sale, even when the shopper has never heard of you.

The value goes beyond getting your store's name online:

- **Reach new customers through the products they want.** Your assortment becomes another route to discovery, alongside your store name, website content and existing marketing.
- **Add a sales opportunity without starting with an advertising budget.** Eligible products can appear in free listings. You can establish a presence and learn from the results before deciding whether paid advertising fits your business.
- **Bring shoppers directly to relevant product pages.** A customer interested in a specific item can arrive where they can see its details and purchase it, rather than having to search your entire website.
- **Give specialty products a chance to attract attention.** A distinctive assortment can help introduce your store to customers searching beyond the most familiar retailers.
- **Build a foundation for product advertising.** If you choose to advertise later, Merchant Center product data can support Shopping ads, which show information such as a product image, price and store name. Paid campaigns require separate setup and budget in Google Ads. [About Shopping ads](#)

The opportunity you miss may be a customer you never knew was looking

Consider a shopper searching for an accessory you have in stock. They see product listings from other retailers, compare the offers and make a purchase. If your product never enters their consideration, your knowledgeable staff, carefully selected inventory and customer service never get the chance to influence that decision.

Not actively participating means leaving a product discovery opportunity underused. You may miss introductions to new customers, visits to individual product pages and the chance to learn which products attract interest through Google.

Your website can still receive ordinary search traffic, and Google may discover product information on its own. A managed Merchant Center presence gives you a direct way to supply and maintain your catalog information. Google describes it as a way to expand your products' online visibility. [Google Merchant Center](#)

V5 makes keeping that connection current easier

The Google Merchant feature in Shop V5 turns your selected catalog into an automatic product feed. Instead of repeatedly preparing and uploading export files, your team can provide Google with a feed URL and dedicated access credentials. Shop prepares updated files on its schedule, and Google retrieves them on the schedule configured in Merchant Center.

You retain control over which products participate through the same selection rules used by Export Google Merchant Feed. Each storefront's feed reflects its assigned store, price level, currency and stock availability. Staff can review export results and address missing product information.

That reduces routine file handling and gives your team more time to improve the product images, descriptions and offers that help customers decide to buy.

Make your inventory work harder for your business

Start with a well-presented selection of products, connect the V5 feed to Merchant Center, and review eligibility and performance regularly. Google determines whether and where products appear; participation creates an opportunity rather than a promise of placement or sales.

You have already invested in the products, expertise and service that make your store valuable. Google Merchant helps you put those products within reach of more shoppers, and gives more of them a reason to become your customers.

Indition Commerce Makes Google Merchant Easy

You don't need to build a product feed or prepare a new spreadsheet every time your catalog changes. Indition Commerce V5 uses the product information you already maintain in Shop to prepare a feed that Google can collect automatically.

Setup follows a few straightforward steps:

1. **Choose your storefront.** Open **Shop** → **Google Merchant Feed**, select the storefront and switch the feed on.
2. **Generate your access details.** Click **Auto-generate username & password** and copy the credentials for use in Google Merchant Center.
3. **Publish your feed.** Click **Save & refresh feed** to prepare your first product file.
4. **Connect Google.** Use **Copy feed URL**, then enter that URL and your credentials when adding a scheduled file source in Merchant Center.
5. **Confirm the schedules.** Check the feed refresh schedule in Indition Commerce and choose when Google should collect it.

Complete your store's website verification, shipping and returns information in Merchant Center, and review Google's product results after the first fetch.

Your existing catalog does the work

The automatic feed uses the same product selection rules as **Export Google Merchant Feed**, so your team controls which products participate through familiar Shop settings. Each storefront supplies its own assigned catalog, pricing, currency and availability.

Once configured, Shop prepares updated files and Google collects them on schedule. Your team can continue maintaining products in Indition Commerce without repeating the export-and-upload process. When you need to prepare an update sooner, **Save & refresh feed** publishes a fresh file for Google's next fetch.

Indition Commerce handles the recurring feed preparation and delivery, making Google Merchant a manageable part of running your store.