





Empower Local Shopping Through Google Shopping

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Agenda

- Introduction to Local Shopping
- Account Configuration
- Local Product Uploads
- Products Dashboard and Local Data Quality
- Price-Inventory Updates
- Local Data Freshness
- Q&A



Introduction to Local Shopping

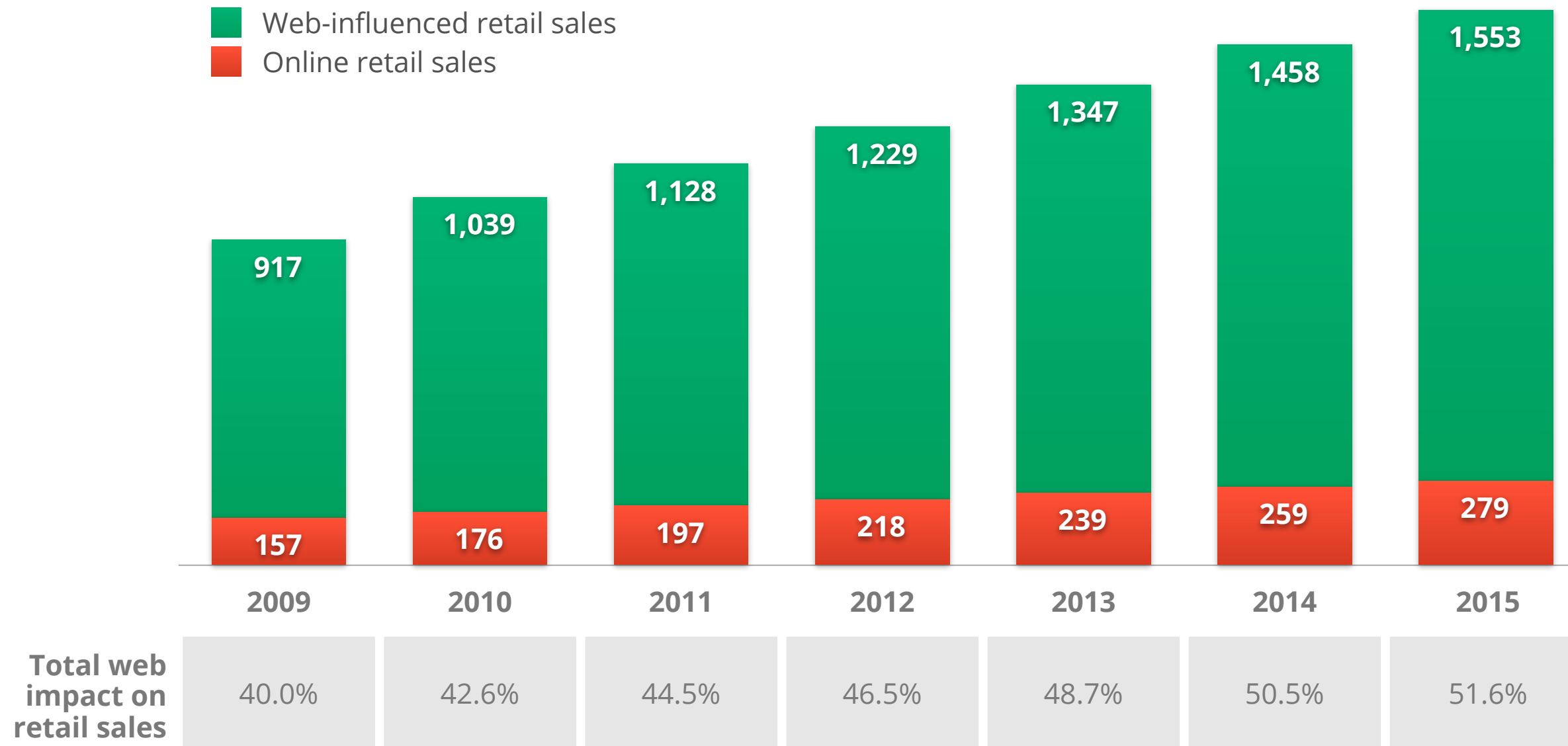
Google's mission is to organize the world's information and make it universally accessible and useful.

Which stores in my neighborhood sell a certain product, do they have it in stock, and what does it cost?



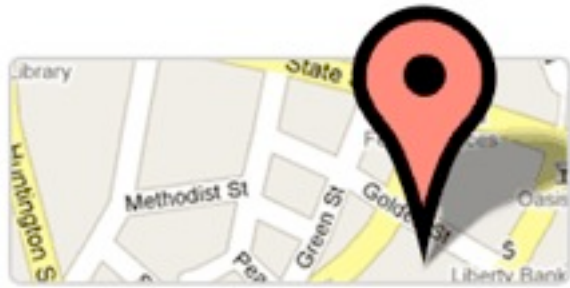
Introduction to Local Shopping

US Online and Web-influenced Retail Sales (\$billions)



Source: "US Online Retail Forecast, 2010-2015", Forrester Research Inc., February 28, 2011.





Store Locations



Product Page

Toy Story Power-Up Action Figure - Buzz Lightyear

\$40 online, \$44 nearby

★★★★☆ 71 reviews [-1](#) Recommend this on Google

Time to Power Up with the new Toy Story Power-Up Buzz Lightyear Action Figure! Poseable Buzz comes to life with original voice, flashing lights and sound effects. Press the red oval button for amazing Power Up lights and electronic SFX. Press the blue or green oval button for regular talking phrases. Press the red round button to release Buzz's wings for intergalactic missions!

[Add to Shopping List](#)



Local Product Data

Google shopping



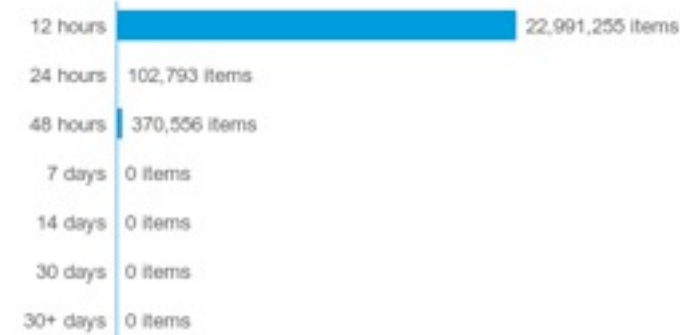
Nearby Stores

	A	B	C	D	E
1	Store Code	Product ID	Price	Quantity	Availability
2	store1	37834	\$ 300.00	833	in stock
3	store1	67832	\$ 199.90	255	in stock
4	store1	48753	\$ 100.20	0	out of stock
5	store2	37834	\$ 305.00	749	in stock
6	store2	67832	\$ 199.90	9	in stock
7	store2	48753	\$ 100.20	58	in stock
8	store3	37834	\$ 300.00	653	in stock
9	store3	67832	\$ 179.95	0	out of stock

Price-Inventory Data

Price-quantity data freshness

Number of price-quantity items by when they were last updated in price-quantity data.



Local Data Quality

A	toysrus.com 610 Exterior Street, Bronx (718) 292-5857	\$45.99 In stock
B	toysrus.com 1701 Morris Ave, Union (908) 851-9695	\$44.99 Limited stock
C	toysrus.com 350 Bay Chester Avenue, Bay Plaza, Bronx (718) 862-2240	\$45.99 Out of stock
D	Walmart 189 U.S. 46, Saddle Brook (201) 226-0575 - Open today 7am-11:59pm	Call for price Call for availability

Local Availability



Introduction to Local Shopping

Data Types and Accounts

Local Shopping

	Where?	What?	
	Business Listings	Online Product Listings	Local Product Listings
Online Store with Pickup	✓	✓	
Local Stores Only	✓		✓
Online and Local Stores	✓	✓	✓
	Google Places	Google Merchant Center	



Local Shopping

Step by Step

- Sign up for Local Shopping
- Upload store locations (business listings) to Google Places
- Link the Google Places account in Google Merchant Center
- Upload product data via the Google Content API for Shopping
- Regularly update price and inventory for local products
- Monitor the quality and freshness of the data







Account Configuration

Business Listings in  places

Dashboard **Offers**

Your businesses [Add another business](#) - [Upload a data file](#)

View: **All** - [Active](#) (2) - [Pending](#) (1) - Needs Action (0) Viewing listings 1 - 3 of 3

Store Code	Business	Status ↓	Impressions (last 30 days)	Actions (last 30 days)
store1	Swiss Alps Cakes 850 Mission St San Francisco CA 94103 United States Edit - Delete	Active Create AdWords Express ad	 96	 40
store2	Swiss Alps Cakes 775 Folsom St San Francisco CA 94103 United States Edit - Delete	Active Create AdWords Express ad	 66	 21
store3	Swiss Alps Cakes 300 Minna St San Francisco CA 94103 United States Resume display on Google Maps - Delete	Pending ⚠ Being reviewed ? Create AdWords Express ad		



Account Configuration

Google merchant center as a Shopping Acquisition Platform

Dashboard

Data feeds

Products

Data quality

Performance

Local data quality

API Dashboard

[-] Settings

General

FTP

Google Storage

Tax and shipping

AdWords

Checkout

Local shopping

Trusted Stores

Users

Local shopping settings

Local account

Using local shopping you can upload data feeds for your local stores. [Learn more](#)

Enable local shopping.

Once enabled, the account is permanently configured for local shopping only.
You can review local shopping's guidelines [here](#).

Google Places

By linking this account with your Google Places account, we will be able to utilize information about your physical store locations in Local Shopping. [Learn more](#)

I do not yet have a Google Places account.

Use my existing Google Places account.

Your email address: geneva.matterhorn@gmail.com

Use another Google Places account.

Google will send a confirmation request email to the following user.

Email address:



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Local Product Uploads

Using the Google Content API for Shopping

- Product listing across stores without store-specific properties
- Sent as XML to HTTP server via PUT or POST
- Local products are uploaded the same way as online products
- References between local and online products



Local Product Uploads

Comparison with Online Product Data

- Channel must be local

```
<sc:channel>local</sc:channel>
```

- Reference to the corresponding online product

```
<scp:webitemid>01</scp:webitemid>
```

- Link is optional

```
<link rel="alternate" href="http://www.swissalpscakes.ch/cakes?id=11"/>
```

- Price is optional and defines the default national price if given

```
<scp:price unit="usd">15.50</scp:price>
```

- No quantity or availability on product level

```
<del><scp:quantity>100</scp:quantity>
```

```
<del><scp:availability>in stock</scp:availability>
```



Products Dashboard









Google merchant center – Browse Online and Local Products

- Dashboard
- Data feeds
- Products**
- Data quality
- Performance
- Local data quality
- API Dashboard
- + Settings

Products

Status: Country:

You can also configure your products to show in the following destinations: Product Ads. [Learn more](#)

<input type="checkbox"/>	Title	Price	Availability	Condition	Product Search [?]	Impr.	Clicks	Channel	Country	Language
<input type="checkbox"/>	 Geneva Cake	\$25.00	in stock	new	✓	4	0	Online		English
<input type="checkbox"/>	 Zurich Cake	\$24.00	in stock	new	✓	7	1	Online		English
<input type="checkbox"/>	 Zurich Cake	\$24.50	–	new	–	22	3	Local		English
<input type="checkbox"/>	 Geneva Cake	\$25.50	–	new	–	18	6	Local		English



Local Data Quality

Google merchant center – Track Online and Local Products

- [Performance](#)
- Local data quality**
- [API Dashboard](#)
- [+ Settings](#)

Date	Stores with items [?]	Online products (from your online account) [?]	Local products [?]	Online products matching to local products [?]	Local products matching to online products [?]
30-day trend					
2012-06-17		42	47		
2012-06-16	2	42	51	42 (100.0%)	42 (82.3%)
2012-06-15	2	34	52	34 (100.0%)	34 (65.3%)
2012-06-14	2	45	48	39 (86.6%)	45 (93.7%)
2012-06-13	2	39	42	39 (100.0%)	39 (92.8%)
2012-06-12	2	43	48	39 (90.6%)	40 (83.3%)
2012-06-11	2	37	49	37 (100.0%)	37 (75.5%)



Price-Inventory Updates

Update Requests

- Submitted via a separate price-inventory feed
 - Mapping of store/product pairs to store-specific product properties
 - Each entry must at least specify a quantity
 - Price is mandatory if the product has been submitted without a default price
 - Only supported operation is update
- Incremental updates
 - Values of missing elements are kept unchanged
 - Values must be explicitly deleted via empty elements
- Can be grouped into batch requests
 - Preferably group by product rather than by store



Price-Inventory Updates

Single Updates and Batch Requests

PUT <https://content.googleapis.com/content/v1/8591209/inventory/store1/items/local:en:US:11>

```
<entry>
  ...
</entry>
```

XML

POST <https://content.googleapis.com/content/v1/8591209/inventory/batch>

```
<feed>
  <entry>
    <batch:operation type="update"/>
    <id>https://content.googleapis.com/content/v1/8591209/inventory/store1/items/local:en:US:11</id>
    ...
  </entry>
</feed>
```

XML



Price-Inventory Updates

Example Entry

XML

```
<entry>  
  <scp:price unit="USD">15.50</scp:price>  
  <scp:quantity>8</scp:quantity>  
  <scp:availability>in stock</scp:availability>  
  <scp:sale_price unit="USD">12.90</scp:sale_price>  
  <scp:sale_price_effective_date>2012-06-27T09:00 null</scp:sale_price_effective_date>  
</entry>
```



Price-Inventory Updates

Using Client Libraries

PYTHON

```
from gdata.contentforshopping.client import ContentForShoppingClient
from gdata.contentforshopping.data import InventoryEntry
...

entry = InventoryEntry()
entry.price = Price('15.50', unit='USD')
entry.quantity = Quantity('8')
entry.availability = Availability('in stock')
entry.sale_price = SalePrice('12.90', unit='USD')
entry.sale_price_effective_date = SalePriceEffectiveDate('2012-06-27T09:00 null')

shopping_client = ContentForShoppingClient(account_id='8591209')
updated_entry = shopping_client.UpdateInventoryEntry(entry, '11', 'US', 'en', 'store1')
```



Local Data Freshness

Google merchant center – Monitor Online and Local Products

Price-quantity data freshness

Number of price-quantity items by when they were last updated in price-quantity data.



Stores freshness

Number of stores by when they were last updated. A store is updated if one or more of the items associated with that store is updated in the price-quantity data.



Local Data Freshness

Google merchant center – Monitor Online and Local Products

Stores by percentage of local products matched to online products

The number of stores that have a certain percentage of local products matched to online products. Matching is computed based on price-quantity data, local product listings and online product listings.



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Summary

Local Shopping on Google Shopping

- Helps consumers to find nearby stores that sell a product
- Enables local stores to compete with online stores
- In beta now
 - US: Apply today at <http://goo.gl/SQMep>
 - UK, Germany, France, Japan: Contact your Google Sales Representative
- More information
 - <http://developers.google.com/shopping-content/>



Thank You!



<http://www.google.com/shopping/>
<http://support.google.com/merchants/>
<http://developers.google.com/shopping-content/>



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