

# SMART GOOGLE FEED



- Put your products in front of millions of Google users
- Fully compatible with Google's upcoming changes
- Easy to install, low startup cost and nominal annual fee

[BUY NOW »](#)

## What we've done to make feeds easy:

- rearranged products, variants and attributes into the atoms that Google wants
- built a connector to pass data out of AspDotNetStorefront 8.x and 9.x
- matched AspDotNetStorefront data to Google data (a list follows) to save you the trouble
- provided an engine to let you build "mapping rules" to populate missing data en-masse, according to your own rules
- empowered you to further refine the accuracy of your feed with individual "product rules"
- given you the ability to filter and schedule your feeds to Google

# SMART GOOGLE FEED



- Put your products in front of millions of Google users
- Fully compatible with Google's upcoming changes
- Easy to install, low startup cost and nominal annual fee

[BUY NOW »](#)

Google gives us a definitive list of data they will accept. Much of this we can extract and deliver without your help – we've marked, below, all the data you needn't necessarily worry about.

<del>id</del>	<del>title</del>	<del>description</del>	google prod. category
<del>product-type</del>	<del>link</del>	<del>image-link</del>	additional image link
<del>condition</del>	<del>availability</del>	<del>price</del>	<del>sale-price</del>
sale effective date	<del>brand</del>	gtin	<del>mpn</del>
<del>item-group-id</del>	<del>color</del>	material	pattern
<del>size</del>	gender	age group	tax
shipping	<del>shipping-weight</del>		

# SMART GOOGLE FEED



- Put your products in front of millions of Google users
- Fully compatible with Google's upcoming changes
- Easy to install, low startup cost and nominal annual fee

[BUY NOW »](#)

## What you will want to do yourself:

- Configure your details at Google Merchant Center
- Visit your Dot Feed console and use the mapping rules to populate the majority of your custom data
- Visit your Dot Feed console and use the product rules to tweak the final results
- Manage your “feed flag” to filter which products Google will advertise for you
- Now you’ve completed the rule set that will reliably build the Google file
- Return to Google Merchant Center to schedule the collection of the file

# SMART GOOGLE FEED



- Put your products in front of millions of Google users
- Fully compatible with Google's upcoming changes
- Easy to install, low startup cost and nominal annual fee

**BUY NOW »**

A screenshot of the "asp.netstorefront" web application interface. The top navigation bar includes the logo, user login information ("Logged in as: Joshua Belden"), and links for "Logout", "View Cart", "Admin", "Support Options", and social media icons. Below the navigation is a "Manage Your Accounts" section with tabs for "Dana's Account", "Jesse's Account", and "Third Account". The main content area has three tabs: "Account Management", "Mapping Rules" (which is active), and "Product Rules". Two rule configuration boxes are visible. The first rule states: "For all records where the field 'Extra Data' contains 'abcd', then put the value 'cotton' into the Google field called 'Material'." The second rule states: "For all records where the field 'Name' contains 'xxxxx', then put the value 'yyyyy' into the Google field called 'Material'." Each rule uses dropdown menus for field names and Google field names, and text input fields for values.

The rules engine is simple to use and extremely flexible. There is also a hierarchy, with each cascading rule over-riding earlier rules.

As an example:

If the field "category" matches "\*coats\*" then put the value "adult" into the Google field called "age\_group"

If the field "size" matches "child" then put the value "kids" into the Google field called "age\_group"

# SMART GOOGLE FEED



- Put your products in front of millions of Google users
- Fully compatible with Google's upcoming changes
- Easy to install, low startup cost and nominal annual fee

[BUY NOW »](#)

We've itemized the data you might not want to touch. Let's take a look at the fields that, without Dot Feed and your rule set, will stay empty

<b>Sale effective date</b>	Only important if you want to schedule sales
<b>Google Product Category</b>	Vital – but not complicated and our rules will help
<b>Additional image link</b>	Upload up to 10 images, comma separated, if you wish
<b>GTIN</b>	Global ID which allows UPC / EAN / JAN and, for booksellers, ISBN
<b>Material</b>	Only required for sellers of apparel in US
<b>Pattern</b>	Only required for sellers of apparel in US
<b>Age Group</b>	Only required for sellers of apparel in US
<b>Gender</b>	Only required for sellers of apparel in US
<b>Shipping</b>	Only necessary if you wish to vary from a single default method, which you will set up in Google Merchant Center
<b>Tax</b>	Only necessary if you have more than one type of taxable products, which you will set up in Google Merchant Center



# SMART GOOGLE FEED



- Put your products in front of millions of Google users
- Fully compatible with Google's upcoming changes
- Easy to install, low startup cost and nominal annual fee

[BUY NOW »](#)

## What is the ongoing effort?

- As you add/edit/delete products and variants, the feed will keep rebuilding itself using your own rules. (Zero effort)
- We urge you to revisit the rules often and check they still meet your needs (minimal effort)
- We will alert you by email when :
  - Google announces breaking changes
  - We add new feeds and features
  - Our validation rules find more and more ways to help
  - New articles are added to our Feed Academy(zero effort)