




Item improvements

Automatic updates


Google can automatically update product details to match your website. [Learn more about automatic item updates](#)

-  Prices updated automatically
-  Availability updated automatically
-  Condition updated automatically





[Edit](#)

Automatic image improvements

Google can remove promotional products from being shown. [Learn more about automatic image improvements](#)

-  Images not improved automatically

[Edit](#)

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TOOLS

- Shipping and returns
- Regions
- Sales tax
- Business information
- Free listings setup
- Advertise products on Google

SETTINGS

- Content API
- Account settings
- Account access
- Preferences
- Linked accounts
- Automatic improvements**
- SFTP / GCS
- Conversion settings

Item improvements

Automatic updates

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- Prices updated automatically
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Automatic image improvements

Google can remove promotional overlays that would otherwise stop products from being shown. [Learn more about automatic image improvements](#)

- Images not improved automatically

Edit

Automatic updates

- Update prices
- Update availability
- Update regardless of availability on website
- Only update when out of stock on website
- Update condition

Cancel Save

Item improvements

Automatic updates
Google can automatically update product details to match your website. [Learn more about automatic item updates](#)

- Prices updated automatically
- Availability updated automatically
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Edit

Automatic image improvements
Google can remove promotional overlays that would otherwise stop products from being shown. [Learn more about automatic image improvements](#)

✗ Images not improved automatically

Edit

Automatic image improvements

Automatically improve products' main image

Cancel Save

- Overview
- Products
- Performance
- Marketing
- Growth

< 1 of 2 >

Verify and claim your store's website To start showing your products on Google, you need to Google know that you own your website

Let's get you set up

Finish your remaining steps to Show products on Google

Shopping ads

Continue

TOOLS

- Shipping and returns
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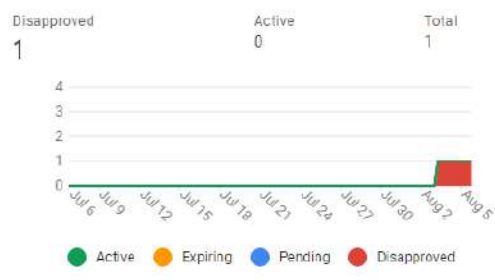
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Click here to link google ads account with GMC

Free listings

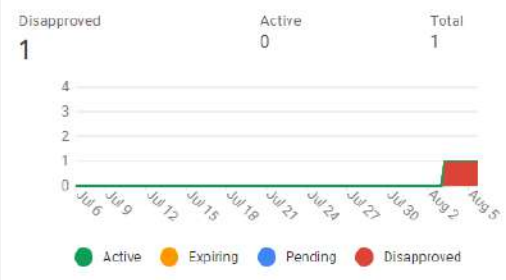
All countries



Diagnostics >

Shopping ads

All countries



Diagnostics >

Performance (Shopping ads)

Performance (free listings)



Link to Google Ads to start advertising

To start advertising your products on Google, you need to link Merchant Center to Google Ads. [Learn more about linking to Google Ads](#)

[Link to Google Ads](#)

To start advertising your products on Google, link Merchant Center to Google Ads. [Learn more about linking to Google Ads](#)

Select a method for linking to Google Ads

- Link to your Google Ads account
Select from Google Ads accounts associated with your Google account

Google Ads account*

A value is required
- Link to a Google Ads account that you don't manage
Enter the Google Ads customer ID manually. The link request will need to be approved by the Google Ads account administrator
- Create a new Google Ads account
Create a new Google Ads account that will automatically be linked to this Merchant Center account

Copy 10 digit code of your google ad account and paste and then link and continue

778016448

Link & continue

Setting up tax information only for USA clients



- TOOLS
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Shopping ads Continue



Performance (Shopping ads)

Performance (free listings)

Tax settings

Tax categories



Show products on Google with Shopify. Easily complete setup by adding the Google & YouTube app in Shopify.

Your products and settings will automatically be updated in Merchant Center.

Frequently asked questions

Go to the Google & YouTube app in Shopify

Sales tax setup

You appear to not have a business address in the United States. We're proposing this tax setup for you.

Set up the sales tax for Shopping ads in all states and for Buy on Google in Missouri where you, as a merchant, are responsible for collecting and remitting the sales tax. [Learn more](#)

Location where sales tax needs to be charged	Sales tax setup	Is shipping and handling taxable?
Select all / Select none		
No state	None	

Need more tax options? [Switch to advanced settings](#)

Check with your tax advisor before you make settings here

Save

Cancel

Click here

Set up the sales tax for Shopping ads in all states and for Buy on Google in Missouri where you, as a merchant, are responsible for collecting and remitting the sales tax. [Learn more](#)

Location where sales tax needs to be charged
Select all / Select none

Location where sales tax needs to be charged	Sales tax setup		Is shipping and handling taxable?
<input checked="" type="checkbox"/> Alabama	<input checked="" type="radio"/> Google-determined sales tax (Automatic setup)	<input type="radio"/> Custom sales tax (Manual setup)	<input type="checkbox"/> Taxable
<input checked="" type="checkbox"/> Alaska	<input checked="" type="radio"/> Google-determined sales tax (Automatic setup)	<input type="radio"/> Custom sales tax (Manual setup)	<input type="checkbox"/> Taxable
<input checked="" type="checkbox"/> Arizona	<input checked="" type="radio"/> Google-determined sales tax (Automatic setup)	<input type="radio"/> Custom sales tax (Manual setup)	<input type="checkbox"/> Taxable
<input checked="" type="checkbox"/> Arkansas	<input checked="" type="radio"/> Google-determined sales tax (Automatic setup)	<input type="radio"/> Custom sales tax (Manual setup)	<input type="checkbox"/> Taxable
<input checked="" type="checkbox"/> California	<input checked="" type="radio"/> Google-determined sales tax (Automatic setup)	<input type="radio"/> Custom sales tax (Manual setup)	<input type="checkbox"/> Taxable
<input checked="" type="checkbox"/> Colorado	<input checked="" type="radio"/> Google-determined sales tax (Automatic setup)	<input type="radio"/> Custom sales tax (Manual setup)	<input type="checkbox"/> Taxable
<input checked="" type="checkbox"/> Connecticut	<input checked="" type="radio"/> Google-determined sales tax (Automatic setup)	<input type="radio"/> Custom sales tax (Manual setup)	<input type="checkbox"/> Taxable
<input checked="" type="checkbox"/> Delaware	<input checked="" type="radio"/> Google-determined sales tax (Automatic setup)	<input type="radio"/> Custom sales tax (Manual setup)	<input type="checkbox"/> Taxable
<input type="checkbox"/> District of Columbia			
<input type="checkbox"/> Florida			
<input type="checkbox"/> Georgia			
<input type="checkbox"/> Hawaii			

enable all these options



Go to the Google & YouTube app in Shopify

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Location where sales tax needs to be charged Select all / Select none	Sales tax setup	Is shipping and handling taxable?
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<input checked="" type="checkbox"/> Arizona	<input checked="" type="radio"/> Google-determined sales tax (Automatic setup) <input type="radio"/> Custom sales tax (Manual setup)	<input checked="" type="checkbox"/> Taxable
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<input checked="" type="checkbox"/> District of Columbia	<input checked="" type="radio"/> Google-determined sales tax (Automatic setup) <input type="radio"/> Custom sales tax (Manual setup)	<input type="checkbox"/> Taxable
<input checked="" type="checkbox"/> Florida	<input checked="" type="radio"/> Google-determined sales tax (Automatic setup) <input type="radio"/> Custom sales tax (Manual setup)	<input type="checkbox"/> Taxable

Check all of these boxes