Upload Your Feed to Google Merchant Center

Once your feed is fully mapped and optimized, it's time to connect it with your Google Merchant Center account.

To do that, first, visit the channels section in DataFeedWatch and copy the feed link from there.

Equipped with your product feed URL you can jump straight to your Google Merchant Center account.

- First go to Products, then click on Data Files
- Use the big round + button to add a new primary feed
- Select your country of sale and language
- You can also decide if you want to show your product ads via Google Shopping and additional Google placements. These include free product listings served on surfaces across Google.

In the second step you will have to name your feed - feel free to use any name you wish. Then, choose a preferred linking method. To add the feed link copied from the DataFeedWatch dashboard, select 'scheduled fetch' and proceed to the next step.

In the last step you'll be asked to provide a file name - again you can assign any name you'd like; select the daily update time. It's best to pick a time that's slightly after your daily feed update with DataFeedWatchFinally, you will paste the feed URL copied from DataFeedWatch.

That's it!

After you hit confirm, Google will process your product feed and provide you with a health report in the Diagnostics section.