

Auto-sync Product Feed To Google Alternative Method

In order to auto sync directly through Google, follow the steps below.

01. Login to your Google Merchant Center Account

02. On the left side, click on **Products > Feeds**

03. Here, Click on the '+' button to add a new primary feed.

Primary feeds

Merchant Center uses primary feeds to display your products on Google. Use primary feeds to upload your product data to Merchant Center using text (.txt) files, XML (.xml) files, Google Sheets, or the Google Content API for Shopping. [Learn more](#)

Feed name	Input method	Last upload date	Country of sale	Content language	Destination
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04. It will take you to the following page.

1 Basic information — 2 Name and input method — 3 Setup

Country of sale
United States ▾

Currency: USD. If you provide prices in a currency different than the currency of the country of sale, you authorize Google to convert those prices on your behalf. [Learn more](#)

Language
English ▾

Destinations

- Shopping ads
- Surfaces across Google

[Learn more](#)

[Learn more](#)

[Learn more](#)

[CONTINUE](#) [CANCEL](#)

05. Here, choose the Country of Sale, Language, and the Destinations avail in your country.

1 Basic information — 2 Name and input method — 3 Setup

1 Country of sale
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3 Destinations

- Shopping ads
- Surfaces across Google

4 CONTINUE CANCEL

The country where the products included in your data feed are sold and will be shipped to. The items uploaded to a selected country of sale must meet the requirements for the country of sale you submit to, including the feed specifications and policies. [Learn more](#)

The language of the content in your feed. Each country of sale has accepted content languages.

Destinations let you select which Google products can display the items in your data feed

06. Then click on the Continue button and it will take you to the Name and Input method section.

07. Here, first assign a feed name.

08. Among the options below, choose **Scheduled fetch**.

Basic information — 2 Name and input method — 3 Setup

Country: United States Language: English

1 Name your feed and choose an input method

Primary feed name
Demo1

2 Choose how to set up your feed and connect your data to Merchant Center

- Google Sheets
You'll make updates to your product data in a Google Sheet, and they'll automatically be applied to your account. [Learn more](#)
- Scheduled fetch
You'll host a file on your website that contains data and schedule a regular time for Google to fetch updates. Updates are only applied to your account when the fetch occurs. [Learn more](#)
- Upload
You'll keep a file on your computer that contains data and regularly upload it to your account through SFTP, FTP, Google Cloud Storage, or a manual upload. [Learn more](#)
- Website crawl
Google will crawl your website to upload your product data using structured data annotations or advanced data extractions. [Learn more](#)
- Content API
The Content API for Shopping enables you to automatically upload product listings and so make your products easily discoverable through Shopping ads. [Learn more](#)

3 CONTINUE BACK

Choose a descriptive name that helps you understand the content of the feed. The feed name does not need to match the name of the actual file you're submitting.

09. Then click on the Continue button and it will take you to the Setup section.

10. Here, first provide the name of the feed file. (Simply download the feed file from WPFM plugin and see the file name).

11. Set the fetch frequency and time. This is the schedule for auto-sync feed update.

12. Choose your timezone.

13. Provide the feed file URL. (You will find the feed URL from WPFM, when you edit a feed)

Basic information — Name and input method — 3 Setup

Country: United States Language: English Feed name: Demo123 Input method: Scheduled fetch

Enter the name of your feed file and create a fetch schedule

1 File name
feed-448

2 Fetch frequency
Weekly

Fetch weekday
Tuesday

Fetch time
9:00 AM

3 Time zone
(GMT-05:00) Eastern Standard Time (New York)

4 File URL
|

(supported protocols: http, https, ftp, sftp)

If your URL is password protected, provide your login info

Username (optional)

Password (optional)

The name you enter here must exactly match the file name you submit to Merchant Center if submitting via SFTP, FTP, or Google Cloud Storage

A fully qualified URL to access your file.
For example
ftp://www.mydomain.com/products.txt.

5 CREATE FEED BACK

14. Then click on the Create Feed button. The page will reload back to Products > Feed page.

15. Here, you will see that your feed is added.

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[+](#)

Feed name	Input method	Last upload date	Country of sale	Content language	Destination
Demo123	File	-	United States	English	Shopping ads

[View products](#)

Surfaces across Google

16. Click on the Feed name. Then click on **Fetch Now**.

PROCESSING SETTINGS FEED RULES

No feed ready yet. If you have already uploaded a feed, wait a few minutes. To upload a new feed, click on the 3-dot icon and select your upload option. [FETCH NOW](#) ⋮

[Privacy Policy](#) · [Terms of Service](#) · [Program Policies](#)

17. That's it. The feed will now be uploaded and processed. You will get a report on it.