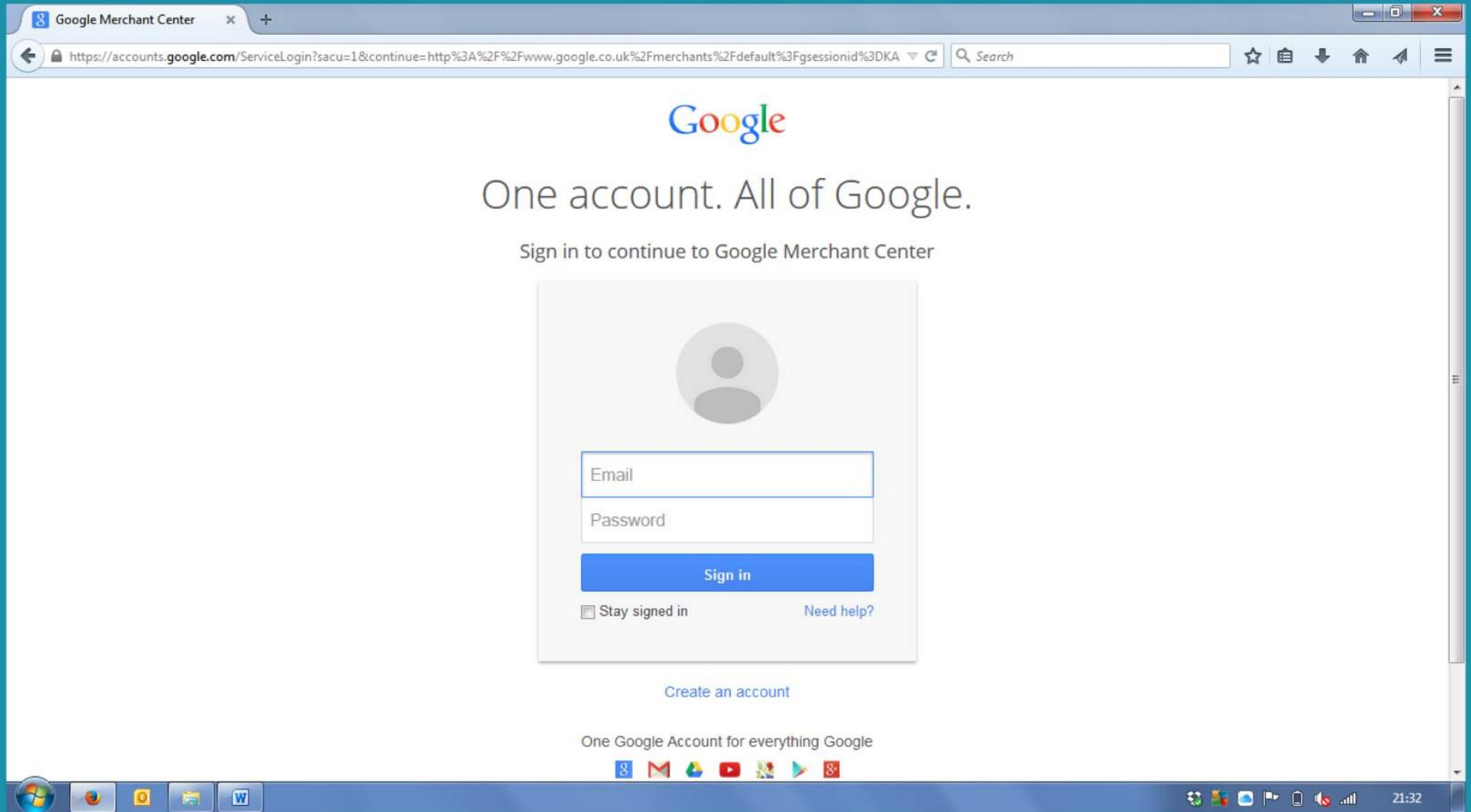


Start with the 'Home page' in the Google Merchant centre by logging in.



The screenshot shows a web browser window with the Google Merchant Center login page. The browser's address bar contains the URL: `https://accounts.google.com/ServiceLogin?sacu=1&continue=http%3A%2F%2Fwww.google.co.uk%2Fmerchants%2Fdefault%3Fgsessionid%3DKA`. The page features the Google logo at the top, followed by the text "One account. All of Google." and "Sign in to continue to Google Merchant Center". A central login form includes a placeholder for a profile picture, an "Email" input field, a "Password" input field, and a blue "Sign in" button. Below the button are checkboxes for "Stay signed in" and a link for "Need help?". At the bottom of the form is a link to "Create an account". Below the form, the text "One Google Account for everything Google" is displayed above a row of icons for Google services (Gmail, Drive, YouTube, etc.). The Windows taskbar is visible at the bottom of the browser window, showing the Start button and several application icons.



You will then be taken to your Merchant Centre Dashboard

Google merchant center

| My Account | Send Feedback | Help | Sign out

Dashboard

Data feeds

Products

Diagnostics

API Dashboard

+ Settings

## Dashboard

### Products overview

Shopping

Active Awaiting Review Disapproved Expiring

600

450

300

150

12-Jan-2015 23:29 GMT 26-Jan-2015 21:28 GMT

**Note:** These graphs include all items in your account targeting the specified destination, including any that failed initial processing.

### Performance

Paid Clicks

50.0

37.5

25.0

12.5

27-Dec-2014 28-Jan-2015

**Note:** All click data is based on data available in AdWords and is calculated based on the timezone of your AdWords account.

### Data Feeds

Filename	Schedule	Status
googlebase.txt	None	585 of 585 items inserted

[All data feeds »](#)

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Click on 'Data Feeds'



Click on the feed link under the 'Name' field.

Google merchant center | My Account | Send Feedback | Help | Sign out

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Dashboard  
**Data feeds**  
Products  
Diagnostics  
API Dashboard  
[Settings](#)

Country:

### Data feeds

[+ DATA FEED](#)

Name	Feed ID	File name	Mode	Type	Method	Target country	Last upload date	Expiry date	Schedule	Status
<a href="#">googlebase.txt</a>	101172409	googlebase.txt	Standard	Products	Uploads by user	United Kingdom	26-Jan-2015 14:21 GMT	25-Feb-2015	-	Shopping: 585 / 585

Show rows  1-1 of 1 < >

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Click on the 'Download Feed' tab on the right hand side of the dashboard (highlighted in bold)

The screenshot shows the Feed Manager interface for a data feed named 'googlebase.txt'. The left sidebar contains navigation links: Dashboard, Data feeds (highlighted), Products, Diagnostics, API Dashboard, and Settings. The main content area shows the feed's status: '585 items processed' and 'Feed uploaded on: 26-Jan-2015 14:21 GMT'. A red arrow points to the 'Download feed' button. Other buttons include 'Download full report' and 'Load into debugger'. Below the main status, there are three columns of metadata: Destinations (Shopping: 585 / 585), Input Method (FTP), Total File Size (389.90 KB), Detected attribute language (English), Detected encoding (UTF-8), Detected delimiter (Tab (\t)), Detected file format (Text), and Default time zone for dates (GMT). The status 'No processing errors' is displayed at the bottom right of the main content area. The footer contains copyright information: © 2015 Google Inc. - Google Merchant Center Home - Privacy Policy - Terms of Service - Programme Policies - Google Home.

Your Feed download will now begin.



If Google collects your product file, click on the tab 'Schedule' and this is where you will find the link.

The screenshot shows the 'Schedule' tab for a data feed named 'googlebase.txt'. The interface includes a sidebar with navigation options: Dashboard, Data feeds (selected), Products, Diagnostics, API Dashboard, and Settings. The main content area has tabs for Status, Settings, and Schedule (selected). A 'Manual upload' button is visible above the tabs. Below the tabs, a message states 'The schedule is currently paused.' The 'Fetch Schedule' section contains three dropdown menus: 'Fetch frequency' set to 'Daily', 'Fetch time' set to '12:00 PM', and 'Timezone' set to '(GMT-08:00) Pacific Time'. The 'Fetch Settings' section includes a 'Feed URL' field with the value 'http://http://www.madeupname.co.uk', a note about password protection, and optional fields for 'Username' and 'Password'.

