



Google  
Trusted Stores



Magento®  
eCommerce Platform for Growth

## Google Trusted Stores Setup in Magento

Google Trusted Stores is a free badging program that can improve your conversion rate and average order size by reassuring potential customers you offer a great shopping experience.

Please note that after this setup is complete, the Google Trusted Stores badge will not appear on the front end of your Magento store until after a 28 day-monitoring period during which Google will be aggregating your data to determine your eligibility. If at any point you have additional questions or need assistance outside of this document, please visit the Google Trusted Stores Help Center (<https://support.google.com/trustedstoresmerchant>)

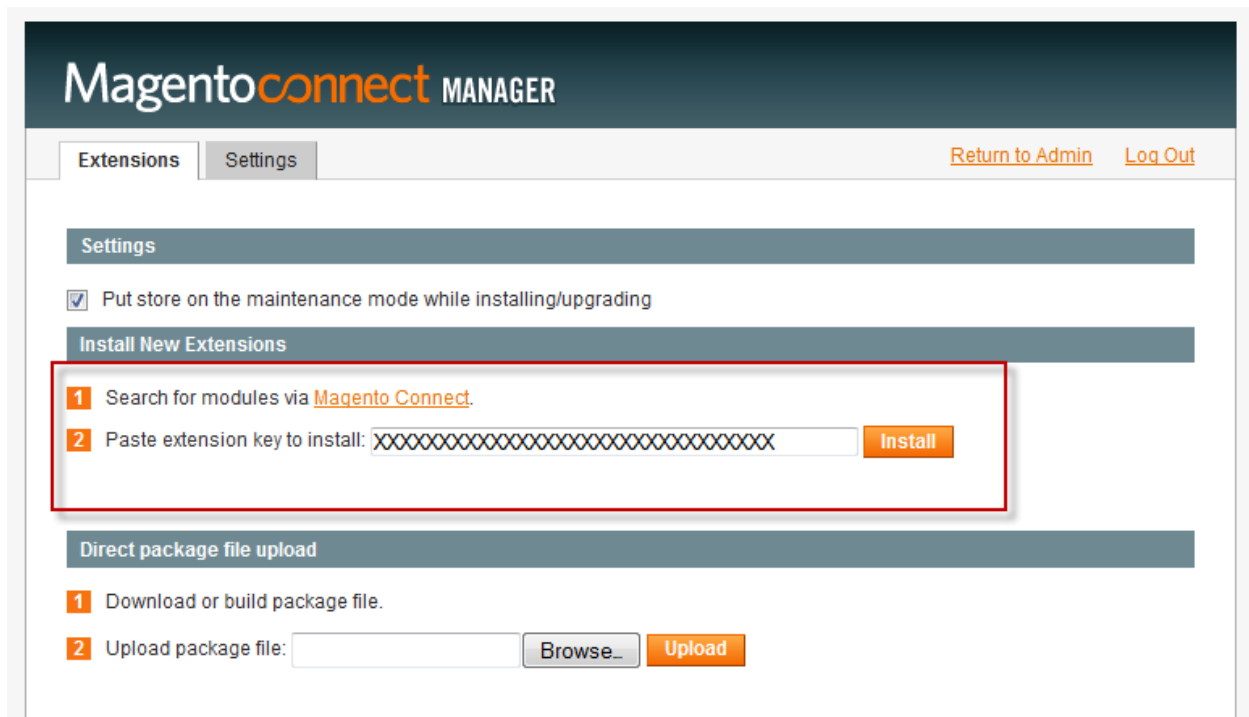
**IMPORTANT :** This extension requires proper Cron setup on your servers. Please be sure that Cron is configured properly prior to running this extension. Cron must run as a web server user. For assistance with Cron setup, please refer to this article:

[http://www.magentocommerce.com/wiki/groups/227/setting\\_up\\_magento\\_in\\_cron](http://www.magentocommerce.com/wiki/groups/227/setting_up_magento_in_cron) Please also be sure that appropriate file permissions are in place so this extension can write to the specified folders on your server.

### STEP 1: Download the Extension

1. Log in to your Magento Connect account and navigate to the Google Trusted Stores extension page.
2. Select your edition of Magento (**Community** or **Enterprise**) in the **Platform** drop-down menu.
3. Click the **Install Now** button.
4. Click **Get Extension Key**.
5. Copy the extension key displayed.
6. Log in to your Magento Admin Panel and navigate to **System > Magento Connect > Magento Connect Manager**.
7. You will be prompted to reenter your Magento Admin credentials. Please note that only admin users with full permission are able to install new extensions.

- Under “Install New Extension,” paste in the extension key that you copied from Magento Connect.
- Click **Install**.



## STEP 2: Create / Configure Your Magento Trusted Stores Account

- Before you begin, you will need to create a Google Merchant Account if you do not have one already ([www.google.com/merchants](http://www.google.com/merchants)).
- Navigate to the Google trusted stores setup section ([www.google.com/trustedstores/sell](http://www.google.com/trustedstores/sell)).
- Begin by completing the first two sections of the setup process, “Your Business Information,” and “Program Agreements.” In these sections, you will provide details and contact information for your business, as well as agree to the Google Trusted Stores terms and conditions.



## Trusted Stores

Manage account [Unnamed Merchant] (71079) ▾

### Overview

Business Information


Program Agreements


Data feeds


Code


## Google Trusted Stores Setup

Account No.71079

 **Your Business Information**  
Provide contact and customer service information for Google and for customers.  
▶ 0/3 tasks complete

 **Program Agreements**  
Digitally sign the program and shipping agreements.  
▶ 0/3 tasks complete

 **Data feeds**  
Set up shipping and cancellation data feeds.  
▶ 0/2 tasks complete

 **Code**  
Add the Google Trusted Stores JavaScript code to your site.  
▶ 0/2 tasks complete



Apply Now

This button will be active when all setup steps are complete.

4. Click **Data Feeds**.
5. Link your Google Merchant account with your Google Trusted Stores Account.

- Overview
- Business Information
- Program Agreements
- Data feeds**
- Code

## Data feeds

### About Data Feeds

In order to enroll in the Google Trusted Stores program you'll need a Google Merchant Center account, where you set up data feeds to tell Google about your products, your shipping data, your cancellations, and other important information for Google services.

#### Step 1. Link Your Google Merchant Center Account with Google Trusted Stores

##### Select Existing Merchant Center Account

Magento Test Store - http://gts1 ▾

⊕ These accounts will be linked. It may take several minutes after you click Save.

Save

or

##### Create New Merchant Center Account

Create New Account

Return here after creating your Merchant Center account to add it to this Google Trusted Stores Account.

or

##### Link Accounts From Merchant Center

If your company has an existing Google Merchant Center Account but it's not listed here, you can link it by adding your Google Trusted Stores account number to the Google Merchant Center. In the Google Merchant Center, go to *Settings > Trusted Stores* and enter your account number.

This Google Trusted Stores Account Number: **71079**

- Next, you will navigate to the Merchant Center to set up an FTP account. Navigate to [www.google.com/merchants](http://www.google.com/merchants), expand the **Settings** tab on the left navigation bar, and click **FTP**. Specify a user name and password and click **Save Changes**. Note that you will populate these credentials in Magento later in this procedure.

- Dashboard
- Data feeds
- Products
- Data quality
- Performance
- API Dashboard
- Settings
  - General
  - FTP**
  - Google Cloud Storage
  - Tax and shipping
  - AdWords
  - Checkout
  - Trusted Stores
  - Users

## FTP settings

Using FTP you can copy a file from your computer to Google's server. [Learn more](#)

FTP server name  
uploads.google.com

FTP username

Password (7-20 characters using a combination of letters, numbers, and punctuations)

Retype password

Save Changes

Cancel

- Next you will create and configure the data feeds that will send shipment and order cancellation information to Google. Still inside of the Google Merchant Center, click **Data Feeds** on the left side navigation bar. Because you will need to create two data feeds, perform these steps twice.
  - Click **New Data Feed**.
  - Select **Type** from the drop-down menu (you will need to create one data feed with type "Trusted Stores Order Cancellations" and one feed with type "Trusted Stores Order Shipments").
  - Define a file name. Note that you will populate this same file name in Magento later in this procedure.
  - Click **Save Changes**.

Dashboard

Data feeds

Products

Data quality

Performance

API Dashboard

+ Settings

Data feeds >

## New data feed

After you register your feed, you can create and upload it. We will use the information you supply here to process your feed.

Type

Trusted Stores Order Cancellations

Target country

United States

Data feed filename (Example: data\_feed.txt)

Magento\_Cancellation\_Feed.txt

Note: Filenames with special characters are not supported

Save changes



Cancel

### STEP 3: Configure Your Magento Admin

1. Log in to the Magento Admin Panel and navigate to **System > Configuration**. In the left navigation pane, click **Google API** in the "Sales" section, and expand the **Google Trusted Stores** tab.
2. Populate all of your credentials and information that you had just configured in your Google Merchant Center:
  - **GOOGLE TRUSTED STORES PROGRAM** – This option enables you to turn on and off the module from collecting and sending data to Google, as well as displaying the badge on the front end to your customers.
  - **GOOGLE TRUSTED STORES MERCHANT ID** – This ID can be found on your Google Trusted Stores account page ([www.google.com/merchants/sell](http://www.google.com/merchants/sell)) on the right side.

## Google Trusted Stores Setup

Account No.71079

	<b>Your Business Information</b> Provide contact and customer service information for Google and for customers. ▶ 2/3 tasks complete
	<b>Program Agreements</b> Digitally sign the program and shipping agreements. ▶ 3/3 tasks complete

- **DEFAULT ORDER CANCELLATION REASON** – If your order cancellations are triggered from a system outside of Magento (such as an ERP or OMS), this setting will determine the reason for cancellation for all of your cancellations, since this is a required field from Google.
- **ESTIMATED SHIP DATE** – Populate this field with the number of days from purchase you expect to ship the item or items being ordered.
- **FTP USERNAME / FTP PASSWORD** – These are the credentials that you chose during the Google Trusted Stores Account setup.
- **CANCELLATION FEED FILENAME / SHIPMENT FEED FILENAME** – These are file names that you chose during the Google Trusted Stores Account Setup.
- **GOOGLE SHOPPING ACCOUNT ID** – This is an optional field and should be populated if you publish your catalog to Google Shopping.

**Note:** If you are using the Magento core Google Shopping Extension, this field will not be present, because your information will be dynamically pulled from the Magento Core Google Shopping Extension.

- **EMAIL NOTIFICATION ENABLED** – allows you to turn and off an email notification for feed generation and upload processes
- **NOTIFICATION RECIPIENT EMAIL** – email address for feed generation and upload notifications

3. Click **Save**.

Magento Enterprise

Dashboard Sales Catalog Mobile Customers Promotions Newsletter CMS Reports **System**

One or more of the Cache Types are invalidated: Page Cache. Click here to go to [Cache Management](#) and refresh cache types.

Latest Message: Discover Card Validation Patch Available [Read details](#)

Current Configuration Scope: English

[Manage Stores](#)

**Configuration**

GENERAL

General

Web

Design

Currency Setup

Store Email Addresses

Contacts

Content Management

CATALOG

Catalog

Inventory

Google Sitemap

RSS Feeds

Email to a Friend

THE FIND

Feed

CUSTOMERS

Newsletter

Customer Configuration

Wishlist

Invitations

Reward Points

Promotions

Gift Registry

SALES

Sales

Sales Emails

PDF Print-outs

Tax

Shipping Methods

Google API

PayPal

Payment Methods

Gift Cards

Moneybookers

SERVICES

Magento Core API

ADVANCED

System

Advanced

Developer

**Google API**

Google Analytics

Google Website Optimizer

Google Checkout

Google Trusted Store

Google Trusted Store Program: Enable  Use Website [STORE VIEW]

Google Trusted Store Merchant ID: XXXX  Use Website [STORE VIEW]

Estimated Ship Date: 3  Use Website [STORE VIEW]  
= The estimated days count from order created date, on which you will ship the order; this is not the estimated delivery date.

FTP Username: FTP  Use Website [STORE VIEW]  
= The same as you entered in Google Merchant Center.

FTP Password: \*\*\*\*\*  Use Website [STORE VIEW]  
= The same as you entered in Google Merchant Center.

FTP mode: Passive  Use Website [STORE VIEW]  
= Passive mode is recommended.

Cancellation Feed Filename: cancellations.txt  Use Website [STORE VIEW]  
= The same as you entered in Google Merchant Center.

Shipment Feed Filename: shipments.txt  Use Website [STORE VIEW]  
= The same as you entered in Google Merchant Center.

**Verify Settings**  
= Verify your settings: directory permissions, ftp credentials, cron setup.

**Generate feeds now**  
= Use this to generate feed files now. Save any configuration changes before executing.

**Upload feeds now**  
= Use this to perform upload now. Save any configuration changes before executing.

Google Shopping Account ID: XXXXX  Use Website [STORE VIEW]  
= Use this field to enter your Google Shopping Account ID if GoogleShopping module is unavailable.

Email Notification Enabled: Enable  Use Website [STORE VIEW]

Notification Recipient Email: gtd@gmail.com  Use Website [STORE VIEW]  
= Comma-separated.

Notification Subject: Google Trusted Stores Magento Extension Notific.  Use Website [STORE VIEW]

Generate Feed Email Success Message: (entity\_name) export file has been successfully generated.  Use Website [STORE VIEW]

Generate Feed Email Error Message: (entity\_name) export file generation failure: (error\_message)  Use Website [STORE VIEW]

Upload Feed Email Success Message: (entity\_name) export file has been successfully uploaded.  Use Website [STORE VIEW]

## STEP 4: Validating Your Google Trusted Stores Setup

1. Javascript / Frontend Validation – You will need to use the validator tool in Google to test your site in various browsers to ensure it is working properly.
  - a. Navigate to your Trusted Stores Account setup page ([www.google.com/trustedstores/sell](http://www.google.com/trustedstores/sell)) and click on the “Code” section.
  - b. Scroll to the bottom of the page, select your store from the drop-down menu, and click **Test Now**.

**Note:** Disregard the remaining technical information on this page. As part of the extension installation, this code is already present in your Magento instance.



## Test the Code on Your Site

When you've customized and placed both of the code snippets on your site, you can test them to make sure everything is working. Clicking 'Test Now' will bring you to the main URL of your site in a testing environment where you can view the Trusted Store badge and go through your checkout process. Please proceed through your entire checkout process in order to fully test the order confirmation module code.

You need to test both the Google Trusted Store badge and the order confirmation module of the domains listed below on the following browser versions:

- IE: any version above 8
- Firefox: any version
- Chrome: any version

If you do not see a preview badge in the bottom right-hand corner of the page or a yellow bar at the top of the page validating the JavaScript, the code has not been implemented correctly.



Or use this URL on other browsers: <https://www.googlecommerce.com/trustedstores/testdrive?id=71079&sid=71080&tdt=373750&>

- c. You will be directed to a test view of your storefront with the Google Trusted Stores badge in place. On the top you will see a status and any errors that may appear on your site.  
  
**Note:** If you are not using Google Shopping, it is expected that you will see noncritical errors showing that you do not have the account information populated. You may ignore this and continue to use the Google Trusted Stores program successfully.
- d. Be sure to also place a test order to validate the order success code after checkout.
- e. Repeat this process on IE 1.8 or later, Firefox, and Chrome.
2. Feed Validation – Your Magento installation will automatically start sending your feeds to Google after you have completed the initial setup in admin. The feeds will be sent to Google once per day. Please allow up to 48 hours before these feeds show up as validated in your Google Trusted Stores account.
  - a. Navigate to your Trusted Stores Account setup page ([www.google.com/trustedstores/sell](http://www.google.com/trustedstores/sell)) and click on the “Data Feed” section.
  - b. See that your feeds have been validated.
3. Completing Your Setup - Navigate to your Trusted Stores Account setup page ([www.google.com/trustedstores/sell](http://www.google.com/trustedstores/sell)). At this point, you should see that all tasks are complete. Click the **Apply Now** button at the bottom of the page.