



# Magento 1.3 Sales Tactics Cookbook

William Rice



## Chapter No.2

### "Placing Products on Shopping Sites"

## In this package, you will find:

A Biography of the author of the book

A preview chapter from the book, Chapter NO.2 "Placing Products on Shopping Sites"

A synopsis of the book's content

Information on where to buy this book

## About the Author

**William Rice** is a software training professional who lives, works, and plays in New York City. He is the author of books on Moodle, Magento, and software training.

His indoor hobbies include writing books and spending way too much time reading sites like Slashdot ([www.slashdot.org](http://www.slashdot.org)). His outdoor hobbies include orienteering, foraging for wild edibles in New York City parks, and practicing archery within site of JFK Airport.

William is fascinated by the relationship between technology and society: how we create our tools, and how our tools in turn shape us. He is married to an incredible woman who encourages his writing pursuits and has two amazing sons.

William can be contacted through his blog at <http://williamriceinc.blogspot.com>.

A huge "thank you" to my wife, for giving me the time and space to complete this book. And to my in-laws for their support during this project. An overdue thank you to David Barnes for recruiting me into the Packt family.

For More Information: [www.PacktPub.com/magento-1-3-sales-tactics-cookbook/book](http://www.PacktPub.com/magento-1-3-sales-tactics-cookbook/book)

# Magento 1.3 Sales Tactics Cookbook

Magento is a feature-rich, professional open source e-commerce solution that offers users complete flexibility and control over the look, content, and functionality of their online store. Although Magento provides users with the power to create dynamic e-commerce sites, it can be challenging to get beyond the basics and create sites that are tailored to your unique business needs.

This book gives you a hands-on experience with Magento, helping you increase your revenue by implementing proven sales tactics on your Magento site.

After creating an online store with Magento, you will follow a defined series of steps to boost revenues on your site. By following straightforward instructions, you can implement proven e-commerce sales techniques. You will learn to customize the default Magento storefront so that it becomes your store and also learn about Magento's directory structure and where some of the elements of a store are customized. As you work your way through each chapter, your store will grow in scope and sophistication. By the time you finish this book, your online store will be optimized for maximum sales.

## What This Book Covers

*Chapter 1, Attracting Visitors* shows you how to increase the traffic to your store by adding meta information, optimizing images for search engines, using title prefix or suffix to add the store name to page titles, generating a site map, and configuring Magento to automatically refresh the site map.

*Chapter 2, Placing Products on Shopping Sites* shows you how to place products on shopping sites.

*Chapter 3, Driving Visitors to Your Product Pages* shows you how to customize Magento's default CMS pages, create new CMS pages, decide which About pages to include, and decide what content to include on About pages.

*Chapter 4, Making the Sale by Optimizing Product Pages* walks you through the various techniques to optimize product pages such as adding custom options, adding video, links, and other HTML to product pages, optimizing product images, telling a story using product images, and changing the layout of a product page.

*Chapter 5, Increasing the Sale* guides you through the various techniques for maximizing sales by upselling, making additional sales with related products and custom options, and offering cross-sells, quantity discounts and free shipping.

*Chapter 6, Offering and Advertising Promotions* shows you how to offer promotional pricing by using catalog price rule and shopping cart price rule.

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*Chapter 7, Engage Your Customers* shows you how to engage your customers by customizing transactional e-mails, creating and sending newsletter, and choosing the social networking site.

*Chapter 8, Let Your Customers Speak* guides you through the various tools such as reviews, ratings, polls, tags, and e-mail to a friend that enable your customers to communicate with you and others.

*Chapter 9, Internationalization* shows you how to prepare your site for international sales by translating your products and CMS pages, creating a new URL for your international store, and customizing transactional emails for your international store.

*Chapter 10, Create a Wholesale Store* shows you how to create a wholesale store for wholesale customers.

**For More Information:** [www.PacktPub.com/magento-1-3-sales-tactics-cookbook/book](http://www.PacktPub.com/magento-1-3-sales-tactics-cookbook/book)

# 2

## Placing Products on Shopping Sites

In this chapter, you will learn how to place products on shopping sites. We will use Google Base as our example.

### Placing products on shopping sites: One at a time

When shoppers want the best price possible for a product, they often use a shopping comparison site. Comparison sites such as [www.nextag.com](http://www.nextag.com), [www.pricegrabber.com](http://www.pricegrabber.com), [www.shopzilla.com](http://www.shopzilla.com), and Google shopping enable shoppers to find the best price and shipping rates. When the economy becomes more challenging, shoppers' use of comparison sites increases.

The screenshot shows a search results page on NextTag for 'blue mountain coffee'. The page includes a search bar with the query 'blue mountain coffee' and a 'NextTag Search' button. Below the search bar, there are navigation links for 'Products', 'Mortgage', 'Travel', 'Degrees', and 'more'. The search results are displayed in a grid format, showing four product listings. Each listing includes a product image, the product name, a brief description, the price, and a 'Go to Store' button. The products listed are:

- Jamaica Blue Mountain Coffee 2oz Burlap Bag ground**: Price \$14.00. Description: Jamaica Blue Mountain coffee is one of the most sought after coffees in the world. No user ratings.
- Jamaica Blue Mountain Coffee 3Lb Bag**: Price \$123. Description: Jamaica Blue Mountain coffee is one of the most sought after coffees in the world. No user ratings.
- JOESCOFFEE Jamaica Blue Mountain Coffee, 5-lb Whole Beans (Green, Require Roasting.)**: Price \$34.00. Description: GREEN COFFEE BEANS, REQUIRES ROASTING. No user ratings.
- JOESCOFFEE Jamaica Blue Mountain Coffee, 1-lb Whole Beans (Green, Require Roasting.)**: Price \$29.00. Description: GREEN COFFEE BEANS, REQUIRES ROASTING. No user ratings.

On the left side of the page, there are filters for 'Narrow These Results' and 'By Category', 'By Brand', and 'By Price'. The 'By Category' filter includes options like 'Food & Wine', 'Coffee, Tea & Cocoa', 'Gifts', 'Home & Garden', 'Furnishings', 'Kitchen', 'Travel', and 'Hotels'. The 'By Brand' filter includes 'JABLUM', 'JOESCOFFEE', 'BLUE MOUNTAIN', 'GREEN MOUNTAIN', 'COFFEE ROASTERS', 'Bodum', and 'Green Mountain Products'. The 'By Price' filter includes ranges from 'Under \$20' to 'Over \$100'.

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If you can offer the best combination of price, shipping rate, and service, then you should consider placing your products on these sites.



In this section, we will use Google shopping as an example of a shopping comparison site. All of the major comparison sites work similarly.

## The shopper's experience

Notice the results for Google product search are a mix of sponsored links (paid advertisements), and products submitted to Google:

The screenshot shows a Google product search for 'magento beginner guide'. The search bar at the top contains the text 'magento beginner guide' and has buttons for 'Search Products' and 'Search the Web'. Below the search bar, the results are categorized into 'Products' and 'Sponsored Links'. The 'Products' section shows three items:

- Magento Beginner's Guide (Paperback)**: \$35.99 new, \$52.23 with tax and shipping. Amazon.com. 5,421 seller ratings.
- Magento Beginner's Guide**: \$39.99 new, \$43.54 with tax and free shipping. Barnes & Noble.com. 438 seller ratings.
- Magento Beginner's Guide**: \$76.72 new, \$80.71 with tax and shipping. Alibris.com.

The 'Sponsored Links' section includes:

- Magento E-commerce Dev**: Custom Magento development and design for your specific needs. www.umassociates.com
- Innovative Magento Design**: Innovative E-commerce Store Design POS, Fulfillment Integration, RIAs. www.OnePica.com
- Magento Shipping Labels**: Print UPS, FedEx, and USPS labels with or without postage. www.Structured-Solutions.net
- Considering Magento?**: Discover the Shopping Cart Software Web Designers Love. Try Free Demo! www.Interspire.com
- Frustrated with Magento?**: Reliable Hosting & Support Included 7500+ Stores. Try our Free Plan! www.BigCommerce.com
- The Full Magento Solution**: It's Not Just What you Sell. It's How you Sell it. www.ClassyLlama.com
- Magento™**: We design and develop Professional Magento templates. inchoo.net/Magento Design
- Website Development**: We design sites for Corporations Sell your products & services now!

At the bottom left of the results, there are checkboxes for 'Show only: Google Checkout', 'Free shipping', and 'New items'. There is also a 'Show grid view' link and a 'Sort by: Relevance' dropdown menu.

Also, notice the **Show only** checkboxes near the upper left of the page. The shopper can show only those results that use Google Checkout, have free shipping, and that are new. Before placing your products on a comparison site, consider creating versions of the products that offer free shipping and that use Google Checkout. Then, when shoppers filter by these criteria, your products will be included in the results.

When a shopper clicks the link for a product, he/she is taken to the store offering that product. Hopefully, that will be your store.

## Getting ready

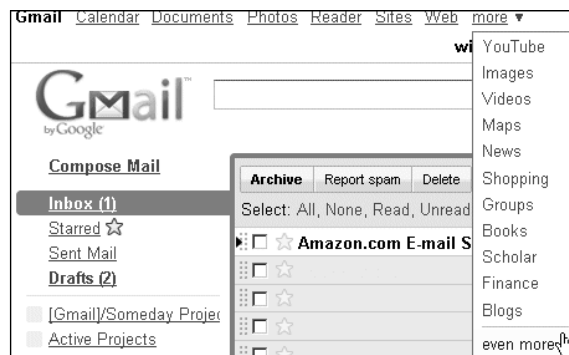
Before you can complete this task, you must create a Google account. The easiest way to do this is by opening a Gmail account. Go to [www.gmail.com](http://www.gmail.com), and sign up for an account.

The directions will assume that you have opened a Gmail account.

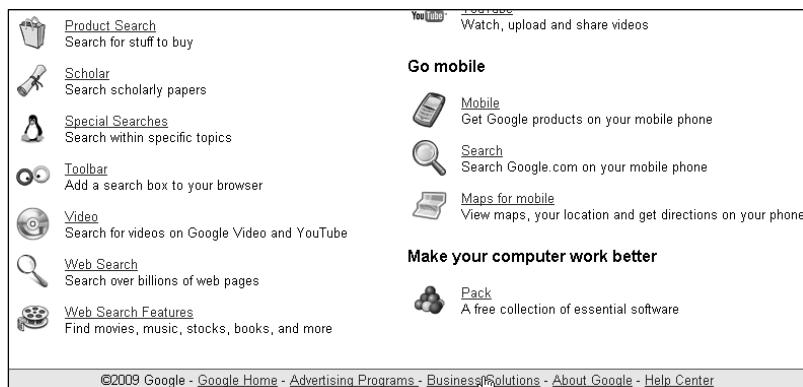
## How to do it...

Let's begin with signing up for a Google Base account:

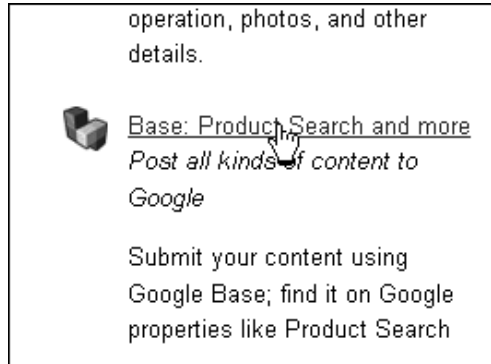
1. Log in to your Gmail account.
2. From the **more** menu, select **even more...**



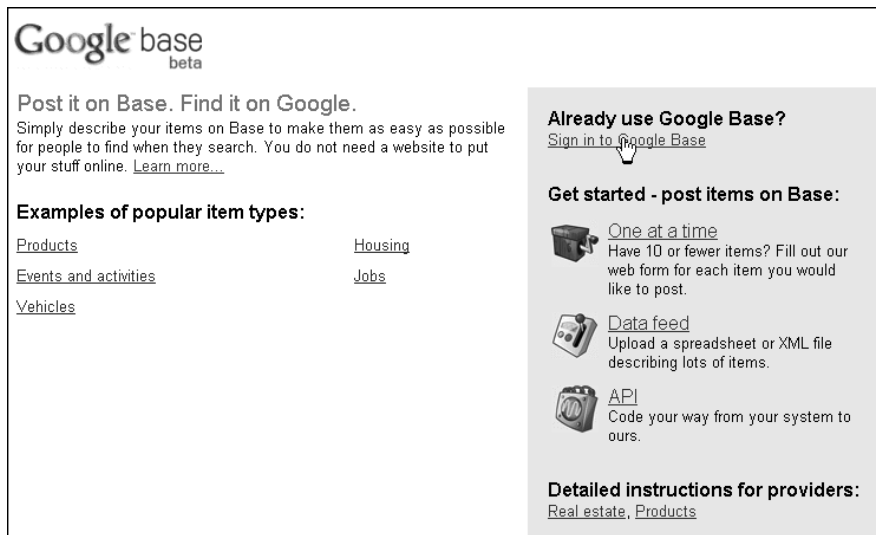
3. A page of Google products displays. Scroll to the bottom of the page, and select **Business Solutions**.



4. Select the Google **Base: Product Search and more**.

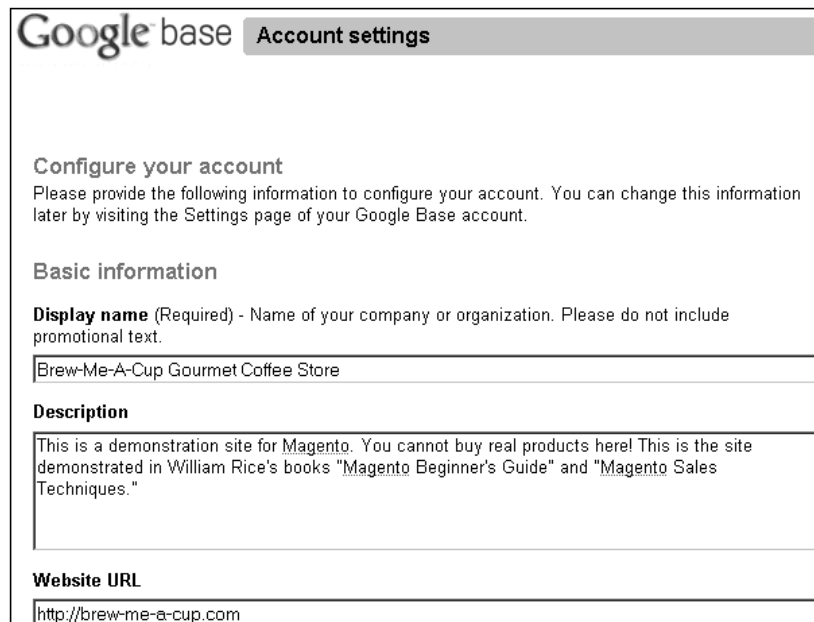


5. The first time you select Google Base, you will see a link to **Sign in to Google Base**. Select this link.



6. Enter and save your account information. This is a mix of information that shoppers will see and information that Google will use to contact you.





**Google base** Account settings

**Configure your account**  
Please provide the following information to configure your account. You can change this information later by visiting the Settings page of your Google Base account.

**Basic information**

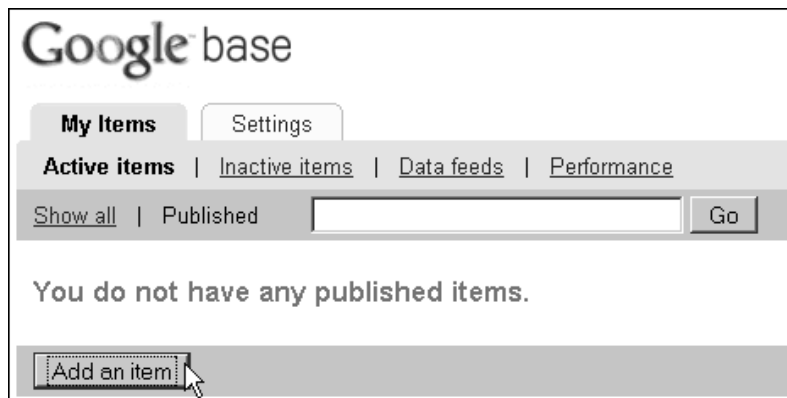
**Display name** (Required) - Name of your company or organization. Please do not include promotional text.  
Brew-Me-A-Cup Gourmet Coffee Store

**Description**  
This is a demonstration site for [Magento](#). You cannot buy real products here! This is the site demonstrated in William Rice's books "Magento Beginner's Guide" and "Magento Sales Techniques."

**Website URL**  
<http://brew-me-a-cup.com>

Adding items one at a time:

1. Log in to your Google Base account. You can do this by logging in to your Gmail account and navigating to Google Base, as shown above, or go to <http://google.com/base> and log in.
2. Under the **My Items** tab, select the **Active items** subtab.
3. Select the **Add an item** button.



**Google base**

**My Items** Settings

**Active items** | [Inactive items](#) | [Data feeds](#) | [Performance](#)

Show all | Published  Go

You do not have any published items.

**Add an item**

4. On the resulting page, from the **Choose an existing item type** drop-down list, select **Products**.



The screenshot shows the 'Post an item' form on the Google base website. At the top left is the 'Google base' logo, and at the top right is a 'Post an item' button. Below the logo, it says 'Target country for item: United States' with a 'change' link. Underneath is a radio button labeled 'Choose an existing item type:' next to a dropdown menu. To the left of the dropdown is the word 'OR' and another radio button. The dropdown menu is open, showing a list of item types: 'Events and Activities', 'Housing', 'Jobs', 'Products', and 'Vehicles'. The 'Products' option is highlighted with a mouse cursor. At the bottom of the form, there are 'Next' and 'Cancel' buttons.

5. Select the **Next** button.
6. On the **edit item** page, enter details for this product.

Google base United States - Products - edit item Preview Save draft Publish Cancel

Title

Details

Price: \$   
 Number-unit

Price type: Fixed price   
 Text

Quantity: 1  
 Number

Condition:    
 Text  
 e.g. "New"

Product type:    
 Text  
 e.g. "Jewelry"

Brand:    
 Text

Include additional details for your item  
 (Click a field name to include it with your item.)

[Author](#)  
[Color](#)  
[Model number](#)  
[MPN](#)  
[Size](#)  
[UPC](#)  
[Weight](#)

[Create your own...](#)

Description

Link B I T    Font  Size  Headings  Edit HTML

*Click here to enter text.*

7. For the **Title**, enter the name of the product that you want shoppers to see when they are searching for the product.
8. For **Price**, enter the price that you want shoppers to see when the product is listed.
9. The **Quantity** is the number that you have in your inventory, not the number that the shopper is buying. Note that Google will not update this number when you sell one through your store. As long as you set a number above zero, Google Base will display your item.
10. Either select a **Condition**, or if it's not relevant, click on **remove this** to remove the field from the product listing.
11. For **Product type**, you can click on the drop-down arrow, and select one of the values presented, or type in a product type.
12. Continue for the rest of the fields, until you reach **Description**.
13. To remove a field, click on **remove this**.

14. To add a field from the list on the right, click on its name.
15. To create a new field, click on **Create your own...** and fill in the resulting fields.

Google base United States - Products - edit item

Title

Details

Price: Number-unit \$

Price type: Text Fixed price

Quantity: Number 1

Product type: Text Food  [remove this](#)  
e.g. "Jewelry"

Brand: Text Blue Mountain  [remove this](#)

Weight: Number-unit 1  pounds  [remove this](#)

Grind: Text Coarse (French Press)  [remove this](#)

**Include additional details for your item**  
(Click a field name to include it with your item.)

[Author](#)  
[Color](#)  
[Condition](#)  
[Model number](#)  
[MPN](#)  
[Size](#)  
[UPC](#)

[Create your own...](#)

16. Scroll down to the **Description** field. The easiest way to add a description might be to copy and paste it from your Magento product page.
17. Edit the remaining fields, if needed. These will be the **Contact** and **Payment** fields.
18. **Preview** your listing to ensure it is correct.
19. From the preview screen, either **Edit** or **Publish** your item.

**Google base** Blue Mountain Triage--Whole Bean Coffee

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**Blue Mountain Triage--Whole Bean Coffee**

**Details**

**Price:** \$ 29.00  
**Quantity:** 1  
**Product type:** Food  
**Brand:** Blue Mountain  
**Weight:** 1 pounds  
**Grind:** Coarse (French Press)  
**Condition:** New

**Description**

The world's most famous coffee, and for good reason. There are many imitators and blends, but ours is certified as genuine. Grown only in the Blue Mountains of Jamaica, between 3,000 and 7,500 feet altitude. Rich, chocolatey, low in acid and high in flavor.

**Contact**

**Name:** Brew-Me-A-Cup Gourmet Coffee Store

**Payment**

**I accept:** Google Checkout , Cash , Check

This item will expire in 30 days.

**Pictures**



Jamaican-Blue-Mountain-Coffee-Whole-Bean.jpg - [Download \(38.30KB\)](#)

Edit Publish **Your item is not yet live.** This is a preview of what other people will see once the item is published.

20. After you publish the item, it will appear in your list of active items.

My Items									
Active items		<a href="#">Inactive items</a>	<a href="#">Data feeds</a>	<a href="#">Performance</a>					
Show all   Published		Go			Target Country All				
<input type="checkbox"/>	Title	Type	Country	Status	Modified ↓	Expires	Impr.	Clicks	
<input type="checkbox"/>	Blue Mountain Triage--Whole Be... - <a href="#">edit</a>	Products	United States	Published... searchable soon	12:28 pm	Sep 12, 2009	0	0	
<a href="#">Deactivate</a>		<a href="#">Delete forever</a>		<a href="#">Add an item</a>		Show rows: 20		Items 1 - 1 of 1	
<a href="#">About reporting and stats</a>									

## How it works...

Google Base enables you to submit items, other than web pages, to Google's search engine: events, jobs, products, and more. Products submitted through Google Base will be indexed in their Product Search.

You are submitting individual products, not product pages. A product that you submit to Google Base can link through to the product page in your Magento store, or it can link to a completely different site.

Google's normal web search can still index your product pages. Optimizing your product pages for web searches has been covered in chapter 4, *Making the Sale by Optimizing Product Pages*.

## Uploading products to Google Base

The previous section showed you how to submit one product to Google Base. If you have 10 or fewer products to submit, then that method is probably the fastest. If you have more than 10 products to submit, then you might want to expend the extra effort of uploading them all at once.

### Getting ready

Before you try to upload multiple products, you should go through the aforementioned procedure for placing a single product on a shopping site. Doing that first will ensure that you have opened the required Google account and that you understand the structure of Google Product Search.



Before trying this procedure, complete the previous procedure at least once.

### How to do it...

After logging in to Google Base, you will need to map product attributes from Magento to Google Base. This ensures that Magento's price shows up in Google's price, Magento's description shows up in Google's description, and so on. Then, you will upload the products.

Let's begin with entering your Google Base credentials into Magento:

1. Log in to the Magento admin interface.
2. Select **System | Configuration**.
3. On the **Configuration** page, under the **Sales** section, select **Google API**.
4. On the **Google API** page, select the **Google Base** section.
5. Enter your login information for Google Base.
6. Save the configuration.

Mapping product attributes from Magento to Google Base:

1. Sign in to your Google Base account.
2. Select **My Items | Data Feeds | Learn more about data feeds**.
3. Select the tab **Select Item Type**.
4. Under **Popular Item Types**, select **Products**.
5. Scroll down the page until you see a section labeled **Attributes**. Under that section, you will see a list of the required attributes that you must include for each product:

Google Help > Google Base Help > Submitting to Google Base > Data feeds > Data feed instructions > Products Feed Specification

## Products Feed Specification Print

1. Overview 2. Select Item Type 3. Create Data Feed 4. Register Data Feed 5. Submit Data Feed

### Creating your data feed

Your data feed must be in one of the supported formats listed below. For help choosing a format, please see our [feed format](#) page.

Google Base Formats						Alternative Formats
<b>Tab-delimited</b>	<b>RSS 1.0</b>	<b>RSS 2.0</b>	<b>Atom 0.3</b>	<b>Atom 1.0</b>	<b>API</b>	
<a href="#">Instructions</a>	<a href="#">Instructions</a>	<a href="#">Instructions</a>	<a href="#">Instructions</a>	<a href="#">Instructions</a>	<a href="#">Instructions</a>	<a href="#">Shopping.com</a>
<a href="#">Sample(.txt)</a> <a href="#">Sample(.xls)</a>	<a href="#">Sample</a>	<a href="#">Sample</a>	<a href="#">Sample</a>	<a href="#">Sample</a>		<a href="#">Shopzilla</a>

### Requirements

In addition to following the [Google Base Program Policies](#), your items must also meet these requirement(s):

- Products must be shippable throughout the United States.
- Items and landing pages must list prices in US dollars.
- Only fixed prices are allowed. Variable prices, such as auction items, are not.
- Landing pages must be able to accept electronic payments and process transactions securely online (SSL-protected).
- Landing pages should list only one item per page.

### Attributes

When creating your feed, you will need to provide information about your items in the form of attributes. Click on any attribute below to view the attribute's definition.

#### Required

- [condition](#)
- [description](#)
- [id](#)
- [link](#)
- [price](#)
- [title](#)

Scrolling further down the page shows you the recommended and optional attributes.

When you extract the list of products from Magento, you will need to match the product attributes in Magento to the attributes in Google Base. Magento has a tool to help you do that.

6. Keep this window (or tab) open in your browser. You will use it for reference later on.
7. In a new browser window or tab, log in to the Magento admin interface.
8. Select **Catalog | Google Base | Manage Attributes**.
9. Click on the button for **Add Attribute Mapping**. A section appears in the window labeled **Attribute Set** and **Google Base Item Type**.
10. For **Target Country**, select the country in which you want to sell the products.
11. For **Attribute Set**, select the Magento attribute set that you used for the products. If your store uses several attribute sets, you will need to do this process for each one of them.
12. For **Google Base Item Type**, you will probably select **products**. Now the **Attributes Mapping** section, would have the **Add New Attribute** button on it.
13. Click on the **Add New Attribute** button. A new line appears in the **Attributes Mapping** section.

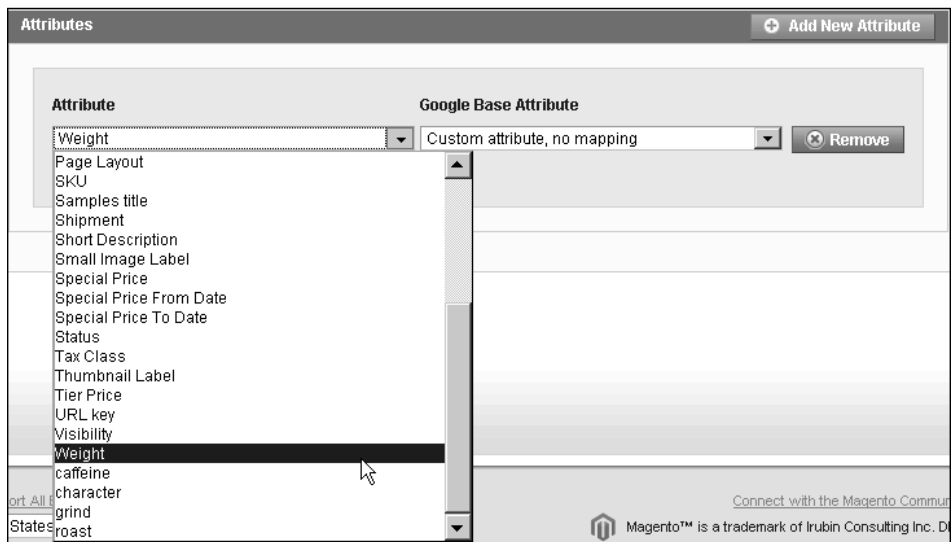


**Where are all the attributes? Some of them are missing!**

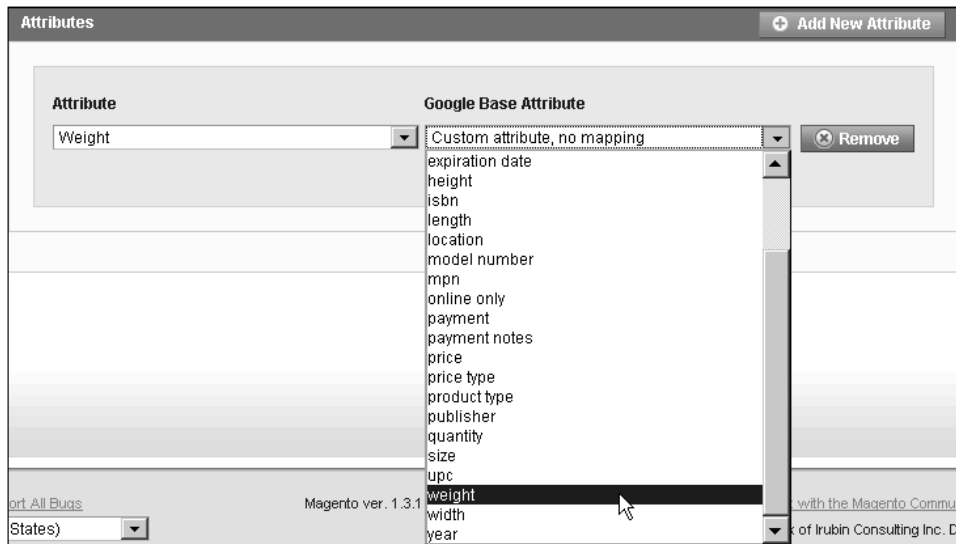
At this point, you will begin mapping Magento attributes to Google Base attributes. You might notice that attributes required by Google Base are not listed here. That is because Magento has already mapped those attributes for you. That part is built into Magento's functions. Here, you are mapping just the optional attributes.

14. From the left drop-down list, select the Magento attribute that you want to include for the products:

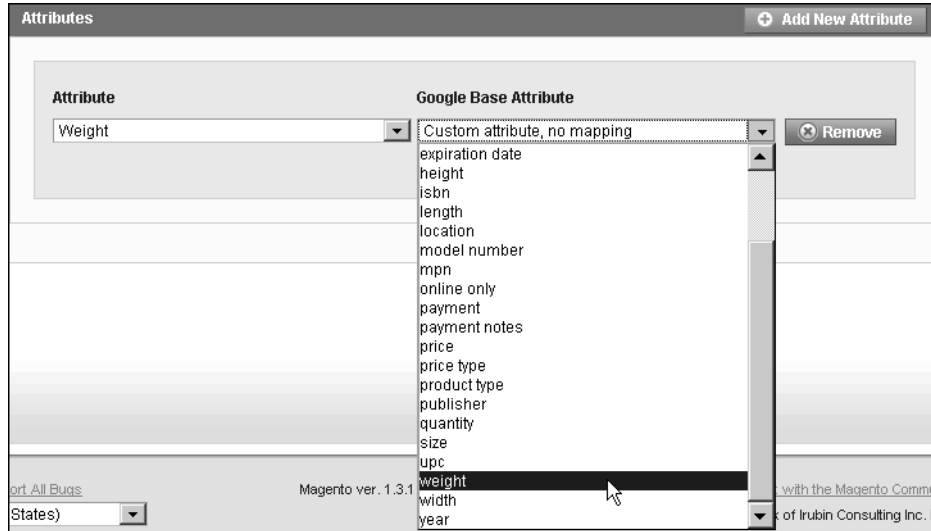




15. From the right drop-down list, select the **Google Base Attribute** that matches the Magento attribute:



16. Continue adding new attributes as needed.



17. When you finish the map, select **Save Mapping**.



Be sure that you understand what information the Magento attribute holds. For example, cost doesn't hold the price that you charge the customer; it holds your cost for the product. And if you're unsure what information a Google Base Attribute should hold, then switch back to the Google Base web page that you opened earlier and read the description for the attribute.

Selecting and adding products to Google Base:

1. Select **Catalog | Google Base | Manage Items**.

The top part of the page displays items that you have put into Google Base. If this is the first time you have used this page, then that section will be blank. The bottom part of the page shows all items available that you can include in Google Base. Because you have not searched for any items yet, that part is also blank.

**Google Base Items**

Page 1 of 1 pages | View 20 per page | Total 0 records found

Synchronize Reset Filter Search

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected

Actions Submit

Product Name	Google Base ID	Google Base Item Type	Expires	Impr.	Clicks	Page views	Active
This top part of the page will show all the items that you have in Google Base.							
No records found.							

**Available Products** View Available Products

This bottom part of the page will show all the items that are available for inclusion in Google Base.

2. Select the button **View Available Products**, and all the products in your catalog will be listed.
3. From the **Attrib. Set Name** drop-down list, select the attribute set for the products that you want to put onto Google Base. Ideally, you should have created a mapping for that attribute set.

**Available Products** View Available Products

Page 1 of 1 pages | View 20 per page | Total 11 records found

Reset Filter Search

Select All | Unselect All | Select Visible | Unselect Visible | 0 items selected

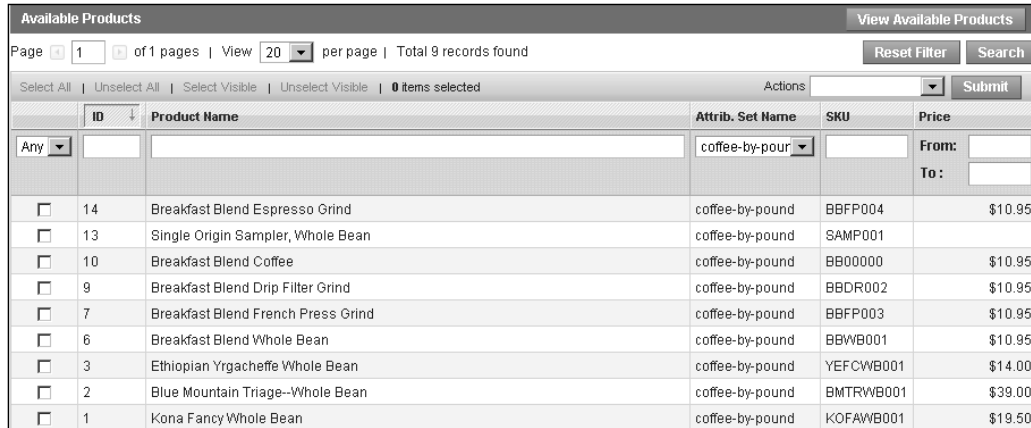
Actions Submit

ID	Product Name	Attrib. Set Name	SKU	Price
Any				
<input type="checkbox"/>	14 Breakfast Blend Espresso Grind	coffee-by-pound	BBFP004	\$10.95
<input type="checkbox"/>	13 Single Origin Sampler, Whole Bean	coffee-by-pound	SAMP001	
<input type="checkbox"/>	12 Contemporary Hand-cranked Coffee Mill	Default	CMHC001	\$49.99
<input type="checkbox"/>	11 Chromed Coffee Strainer	Default	CSCH001	\$12.95
<input type="checkbox"/>	10 Breakfast Blend Coffee	coffee-by-pound	BB00000	\$10.95
<input type="checkbox"/>	9 Breakfast Blend Drip Filter Grind	coffee-by-pound	BBDR002	\$10.95
<input type="checkbox"/>	7 Breakfast Blend French Press Grind	coffee-by-pound	BBFP003	\$10.95

4. In the same shaded row where you selected the attribute set, you can enter other search criteria. If needed, narrow your search by **ID**, **Product Name**, **SKU**, and **Price**.

5. Click on the **Search** button.

Only the products that meet the search criteria will be displayed. In our example, notice that we searched for products that use the **coffee-by-pound** attribute set. In the search results, you can see that all of the products listed use that attribute set.



The screenshot shows a web interface for 'Available Products'. At the top, there's a 'View Available Products' button. Below that, a pagination bar shows 'Page 1 of 1 pages | View 20 per page | Total 9 records found'. There are 'Reset Filter' and 'Search' buttons. Below the pagination, there are links for 'Select All', 'Unselect All', 'Select Visible', and 'Unselect Visible', along with '0 items selected' and an 'Actions' dropdown menu with a 'Submit' button. The main content is a table with columns: ID, Product Name, Attrib. Set Name, SKU, and Price. The 'Attrib. Set Name' column is filtered to 'coffee-by-pour'. The table lists 9 products, all with 'coffee-by-pound' as the attribute set name.

	ID	Product Name	Attrib. Set Name	SKU	Price
Any			coffee-by-pour		From: To:
<input type="checkbox"/>	14	Breakfast Blend Espresso Grind	coffee-by-pound	BBFP004	\$10.95
<input type="checkbox"/>	13	Single Origin Sampler, Whole Bean	coffee-by-pound	SAMP001	
<input type="checkbox"/>	10	Breakfast Blend Coffee	coffee-by-pound	BB00000	\$10.95
<input type="checkbox"/>	9	Breakfast Blend Drip Filter Grind	coffee-by-pound	BBDR002	\$10.95
<input type="checkbox"/>	7	Breakfast Blend French Press Grind	coffee-by-pound	BBFP003	\$10.95
<input type="checkbox"/>	6	Breakfast Blend Whole Bean	coffee-by-pound	BBWB001	\$10.95
<input type="checkbox"/>	3	Ethiopian Yrgacheffe Whole Bean	coffee-by-pound	YEF CWB001	\$14.00
<input type="checkbox"/>	2	Blue Mountain Triage--Whole Bean	coffee-by-pound	BMTRWB001	\$39.00
<input type="checkbox"/>	1	Kona Fancy Whole Bean	coffee-by-pound	KOFAWB001	\$19.50

6. From the search results, select the products that you want to add to Google Base. You can select them one at a time, or use the links across the top of the section: **Select All**, **Unselect All**, **Select Visible**, and **Unselect Visible**.
7. From the **Actions** drop-down list, select **Add to Google Base**.
8. Click on the **Submit** button. The selected items will be added to Google Base. They will also be displayed in the top part of the page.

## How it works...

Magento links directly to your Google Base account and uploads products from its catalog into Google Base. The attributes that Google Base requires should always be programmed into the latest version of Magento. If you experience errors because of field mappings, then check the Magento forums to see if it's because you are not running the latest version and if there is a workaround.

## Where to buy this book

You can buy *Magento 1.3 Sales Tactics Cookbook* from the Packt Publishing website:  
<https://www.packtpub.com/magento-1-3-sales-tactics-cookbook/book>.

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