Okay.

So good morning. Good morning, everyone. My name is Nancy Shuttleworth. I'm a business advisor with the Vermont Small Business Development Center. We commonly refer to referred to as the Sbdc and I'm an advisor in southwestern Vermont.

We have advisors that cover the whole State, from the Massachusetts border up to the northeast kingdom.

So the webinar today. the basics of selling products online. So this is not it's just the basics a high level overview of some of the things that you can do.

If you have products or services that you want to sell online promote online. This is not a deep dive into any of these platforms it's just to bring a familiarity to people.

Small businesses, because I find that you know most of the time.

Small business owners are not familiar with these products, and I work.

I work pretty exclusively with just small businesses.

So one of the questions I get very frequently is, who does Sbdc work with and of course we work with everyone right?

So we work with people that are starting businesses We work with people that have existing businesses that are looking for growth strategies marketing opportunities. We work with businesses that are expanding whether it's a physical expansion or a Are they looking to add a new product or service to what they already have?

And they want to know how that's going to impact their whole business.
From a financial perspective. I work with a lot of people that are buying businesses, and we also work with the college and student on entrepreneurs, because in college

Many students before they even get out of college. Our work are are starting businesses, or even thinking about starting businesses.

So I always have the slide in my webinars online mark.

Ignoring online marketing is like opening a business, but not telling anyone.

So of course you not open a business and not telling anyone not tell anyone so.

You know there's so many ways to promote your your business online that are either free or no costs.

So there's so many different things that you can do so, and and small businesses should really take advantage of that.

The reason is no magic bullet here, no silver bullet.

Some of these, some of these things take time or all of them take time and after, and there's a learning curve, and it's it really sort of comes down to either for small business owners that don't have a lot

of resources, either taking the time to to learn it yourself, or or outsourcing it to somebody who can do it for you.

But you know we but all small businesses need to take advantage of what's out there for online promotion.

So what is e-commerce? The The technical definitions is just buying and selling goods and services or transmitting funds basically over the Internet.

So it could be a business to business. It could be business to consumer.

It could be consumer consumer, or it could be consumer to business.

I'd like to start right off by talking about what Americans look for in an online store, or even online, you know whether it's on social media product images really do count

And this this little survey by big commerce, which is the e-commerce software platform.
78% said product images are important. So and what? And when we say product images, you know, we I see a lot of images online.

We all shop online, we all buy things and we're always looking, you know.

What? What does this product really look like, you know? does it?

You know What are the specifications, How big is it? How much is it way, and what does it look like from all angles?

And frequently we all want to see this information. We want to.

We want to know before we buy it, and frequently you know I see these these photos, and they're just, you know, and it could be a beautiful pottery base.

And it's sitting you know it's just the picture was taken against a black or white background. and it doesn't really give you a sense of the the the scale of it.

So just think about, you know, using more of those lifestyle photos where the the vase is maybe sitting on a table in a room, and the room has a a nice colored wall or there's a mirror on the wall or something that gives people an idea of Oh, that that's how the product could look in in their house.

So. so it's really important because we we all want to see these product images.

They're really important and and it's it's so important to have good photos.

Product. Reviews are great as well. because we all we all buy a line, or we're all reading reviews.

So you know we have to pay attention to to those reviews.

As well. So we're gonna talk about Why, sell online you know showcasing your products with the business profile showcasing your products with the merchants Center Google Merchant center and then selling online with Shopify, so it's if this is not going to be like I said, an in-depth dive.
So why sell online? So we have because we know millions of people are looking at Google every day. right?

They're looking at search they're looking at newsfeed they're watching videos.

They're looking at social they're checking gmail That's why That's why we want we want to be where those people are.

So we know that we know that the shopping online is on the rise.

It's not not you know anything new to any of us especially over the last few years.

But people. But people are going online to check out those products before they even get to to a store.

And you know, we online shopping does drive visits to stores, and you may not have a retail store.

But even if you don't yeah maybe you go to farmers markets, maybe you go to craft shows with your products.

Maybe you you have shops to carry your products but you don't sell it online.

You can still promote those things online. and say hey?

I'm gonna be at these craft shows i'm gonna be at these farmers markets here's where you can find my products.

So in the Red. there your products need to be online, even if the sales are happening happening offline.

That's an important thing to keep in mind

To to Google. The average online shopping journey has over a 140 touch points, which seems like a lot to me.

But each touch point influences what people where people are buying and who they're buying it for.

So this slide does. looks at some of those touch points.

For us, based consumers which could include the profile the images the shopping tab shopping ads, which is a paid platform.

We'll talk about more and places like Google Google lens
So how do you do it? How do you get your products to appear on Google?

The first place, I like to start with small businesses is the Google business profile. For anyone who isn't familiar with the Google business profile this is just a quick overview of the this is free, by the way, it really does just stand out on Google search and maps, and again, it's free. This is a search results page for this business. Fisher Arts. Our gallery in Vermont. The the search results are on the left hand side, her the organic search, the Facebook Instagram, and on the right hand side you see the the Fisher Arts and the the square box or the rectangle box with photos and hours and information which is all information that she can upload and and optimize. There you have a a red line there to the products. So you can click if you click on that products you can get. You brought right to her site, and you can see more about those specific products. So more details. So once you claim your business pro business profile, you can add the products So So that's just one example of the of a Google business profile. This is another example. This is another search results page as you can see on the left hand side. There's for Facebook Instagram and assorted articles about the the business. And then on the right hand side, you see that rectangle with Her hours. she's got photos just the map and that red arrow that points to order, which brings you to her site where you can look at her products and and order them. So it's another example of a the Google business profile So we have we have this resource located on our website under resources and marketing. and Lp: is going to put this link in the chat Thank you all and we created this piece because it gives you all the information you need to know to sign up for the Free Google business listing.
And, by the way, when you sign up for it through Google, they will send you.

They have to verify your business. They will send you a postcard, probably with a pinch number which you will use to log into your Google business profile on this.

There's also a link here for verifying your business how to exactly go about it.

A little video, and then, after your verification is complete, you can

We have instructions and further information about optimizing your site.

So meaning all the additional information and things to do and and tips to put to, to create a really really good business profile.

So like I said, it's on our website she elkies put it in the chat, so it's a pdf and and with the live links so it's accessible.

All the other places on Google where your products can service. and we talk a lot about Google because it is the giant assertions. So we we really can't ignore that.

So our next topic is the Google merchants center, and people use this to store their product information and make it available to people that are searching across different Google products.

It's free and you don't need to advertise to add your products.

So what is the Google Merchant center? This is just an image of the homepage.

Of the the Google Merchant Center, where you would, you know, click on to get started.

So the the merchant center it's a free tool, and you know, think of it as a single online dashboard where businesses can manage their products and their parents across the e-commerce Google e-commerce products e-commerce platforms and make changes to their online listings as needed.

So you upload and maintain your product information. You can include pictures pricing and then push it out onto the various shopping searches.

So you you add your products in one place in the merchant center, and then these products are eligible to appear across
various places across

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Google. So let's take a look at some of the places that you might see see them.

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So the first is, your products can appear on Google Google search results.

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Of course, if you have a website, your products and your website can appear on the search results.

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Anyway. But I have many people to say to me why Aren't?

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Why is it my my website showing in the search results so there's a number of reasons for that.

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But think of this as another way to just push your website out into out into the Google world.

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These are these. This is an a a search results page of organic search results.

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If it is an ad you would it would be identified as an ad, i'll pay that, and it would say they would say ad in bold text, this is just an organic result it's got basic information the title

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description and a link. you you will also note that some of these organic listings have some other information in them.

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And it's like they're sort of jazzed up a little bit, you know.

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And you know they what it's called a rich snippet. And you really make your product stand out because because it gives further details, as you see in that first organic line there organic listing for buy loose leaf t

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online There's a star rating there's 30 reviews and there's actually a price.

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So that's additional information that you can you could actually get on your organic search results free.

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So this gets does get a little complicated, and into the weeds.

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Usually, you know, people will go back and talk to their web developer about adding this this specific type of markup to your website.

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But by having this additional information on your website and in and pushing it out through the merchant center,
People can see additional information about what you care what's available and all those additional attributes.

Products from the merchant center can appear free in the shopping.

Yeah, not checking out shopping tab for us searches.

Yes, just not confuse it with the Google Ads.

If you see this is a Google reserve Google search results.

Page you see across under right, put in t. You have all images, map, shopping.

If you were to click on the shopping for the keyword t you might get a search results. Page.

That looks a little bit like this. so every search every time you search for something, anything the same thing, every search results.

Page is different. so you don't necessarily ever see the same thing twice.

So this shopping page shopping results. Page displays a product image and information.

As you can see, there are different kinds of t so that's The shopping tab of the merchant center.

Now in one of in any of your searches. there is where it says, Ads Ads, by C.

By T online. that those are paid at. but also look on the left there where that red arrow is.

It says I am Google and shopping Car Icon.

So if we the bottom half of this page that was the top half of the search results Page.

This is the bottom half of the search results page where it says, B on Google, I click on, buy on Google and I I break it brought to another another page that has a series of photos images. and information.

About t if I click on one of these any one of these boxes here that are advertising or promoting t bring me to, hey? Well, you will. It would bring you right to a gmail login
So they would say, I want to buy this. If you do decide to buy it online, you can check right out right on Google wherever you see that icon.

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Otherwise you can check out on the Seller site so it's easy to do this.

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You buy on Google, you place your order on Google and it'll bring you right through.

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If Most people have a gmail account you're gonna need a gmail account, because that's sort of like the kingdom here, if you've done any other have any another business interactions with Google and

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you're paying for anything, and they happen to have your credit information credit card on file.

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Then you would go right through sign. in Google account and would buy your your gourmet loose, Kit, if you don't have your information in their credit card.

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Then you're gonna have to add it

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Line here, where it says all shopping news images video more so images.

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So here's another place where your products can be promoted images.

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I don't know if you know many people use this but it's a great place to look for products by using the the image tab.

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But be careful of the ads paid ads which is what you're seeing over there on the far left the ads.

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Those are paid ads. so you can you can start by visiting images dot Googlecom, or you can go right here to images.

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After you put in a search term, and just to see what shows up.

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You know all the great things that show up on the image.

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Image tab. So when I scroll down there was the top of the page.

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When I scroll down, pass the ads I see the shopping tab images.

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So here's all the images and information that have been put into, you know many times into the merchant center, and are pushed out onto the through the image tab
One is Google lens and I don't even i'm not sure if this is experimental still or not.

I have it on my on my phone. It lets you search what you see.

So you get it in the app store it's free and it's great it's It's like you take a picture of something.

Say, you're looking at a plant outside in your yard, and you don't know what it is.

You take a picture of it, and it'll give you so

Some great information suggestions on what it could be so you can imagine what you could do with with products in this way.

If you're not sure about a product what it is where to get it.

Another another way where your your your products can be pushed through.

The merchant center to Google lens so it's like using your phones camera to search in a visual way.

It's it's really actually a lot of fun so it's free.

I I give it a try

So I just, wanna you know, say something one less thing about the the ads again.

Those are paid ads and through the merchant center people can advertise their products.

You're most likely, seeing these shopping ads they're more than text.

They have a product, a photo title, price, and more information.

So they can be used to promote that online and local inventory.

In order to run these ins. One way to run them is through the merchant center.

And they they you have to add all your products.
Then you connect your merchant center to the Google Ads paid platform.

So we are not going to get into Google Ads today.

That would take that's that's a whole nother webinar and but the merchant center is for most people most commonly known for its connection to that to this Google shopping channel.

And it and it the retail marketing platform that falls under the greater Google Ads umbrella.

So, they require that you have up to date and optimize product and information stored in the Google Merchant Center.

Otherwise you cannot push those paid ads out into the shopping channel.

So now we're talking a little bit about all these places that your products can show.

Here's a high level overview of how the Merchant center works

By creating a free account. Then you'll upload your product pictures or products, and then the products can show across those group Google Channel.

So sounds easy, right. it's really not that hard takes a little work.

Take some time, but it's a it's an awesome resource resource.

So this is the Google Merchant Center homepage.

And so you would need to sign in and create an account you're gonna need a gmail account again.

If you already have a gmail account, you could sign in with your Gmail account.

And then you ask for information about your business of course the name of your business, where you're you know you know your time zone, all that standard kind of information

Merchant center overview inside the merchant center.

Admin page it's it's admin peered like the back end of where you make basically all the magic happen right?
So on the right hand side, there you see 3 options.

There are more options. This was just. I just took a screenshot at the top of the page.

But you see their free product listing shopping as buy on Google just some paragraph, a detail information about each one of those options.

It tells you what countries they're available in if you are within this platform.

You could click on one of those and get more information.

On the left hand side is your navigation running down that left hand column. so you've got your orders.

That's where you would see if anybody's made any orders Have you fulfilled those orders?

What orders are? What are the new orders?

Then you have your products which links to the area where you can add and manage your products, your items for sale. and then there's performance reports, of course, because this is Google and they love metrics.

So you can see how well you're doing with lots of different metric numbers there's Also they give you some marketing growth, you know suggestions for improving the product visibility and in driving you know more sales. They'll ask you for checkout options you know.

Are you gonna Are people going to be checking out on your website?

Where they go to buy. Are they gonna be selecting?

Selecting Google, you know, buying it basically on Google or at at your local stores.

So Sometimes you know the customers can see your products in Google, but then, you know, you can direct them where they Maybe they.

You don't let them buy them in your store online. but you say, well, here's my my local place, and you have to buy them here.
So here's the product I don't sell it online. but you know what you can go over here and you can buy it so, and you could change these off these options.

On your account at any time it's all flexible

So when you add an individual product in you're gonna enter the information into the merchant center, So you've got title link, you know, Price, those are required fields.

There's optional fields as well if you can you know you can have multiple sizes multiple colors.

Many variants. you can, and you can add these products individually.

If you add them individually, they have to be edited in individually.

Or you can add them, you know, use a combination of, you know, individual product uploads and a product feed.

So the product feeds really make it easier if you have you know dozens of products and all the product feed is, It's just a file that came to contains all the information about the products that you want to show on Google. so And they also offer you a template whether it's in Google Docs or you can use Excel.

And it has all the fields that are available. you would load your information into all those fields like a database, and then you would upload it into the merchant center.

It's just depends on How many products. you have is is really the key here, and then that's you can link your merchant center to third party platforms.

And you can simplify the process. the setup process.

This can simplify the setup process. for your merchants center.

Account shopify is one option and we'll we'll talk about that in a minute.

How it integrates with the merchant center. and there, and you can add more tools and integrations.

And integrate other products. So once the merchant center is complete, your products can appear out on the search.
Of course, images shopping, shopping, tab shopping ads

They would only show there if you're gonna pay and places like Google ends Google Lens.

So this is what happens when you're in the merchant center.

You've just put all your information in there and Then push it out, and you control it in the merchant center.

Google offers lots of free options and that's awesome but

There's still one important topic that we haven't really talked about, and that's how to actually sell the products on your own website.

And many small businesses are using third party e-commerce tools.

To promote their products and sell their products and there's lots and lots of things available.

Lots of platforms available. We will just, you know, talk a little bit about shopify today.

The year the emergence center offers an option to connect, to shopify and some other e-commerce platforms.

So let's take a look at shopify Well, first let me just say that

There are many to to it yourself. E-commerce platforms, you know, shopify, big commerce, woocommerce, and many others.

All of these are e-commerce sites.

You can do these all yourself, if you so desire. My recommendation is always to set up for a a free a trial account.

You get a free week or 2? and you can actually get into the product and drive it around.

Check it out. See if it's you know intuitive to you see if it's gonna work for what you do.

That's really the best way to find out if if that's going to be the product for you

So i wanna with people sometimes on websites on their consumer confusion about an e-commerce site versus on an
ecommerce site.

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But this right here is a shopify site which you know allows you to sell your products in your own on your own personalized e-commerce site.

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This is a Vermont based business as you can see it's.

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Just you know this is a screenshot over home. Page. it has her name up in the top left.

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Navigation. slow clothing for fast times I think that's a great tagline.

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This is just she created this website herself. and added.

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You know you know all of her information, you know in herself.

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Herself. it's a it's just shopify site it looks very professional.

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It's easy to navigate no the the pages load, you know, quickly.

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So this is just a second page of her site where it's just showing.

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You know she created these categories accessories cotton denim, and if you clicked into these categories you'd find further information about her products.

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So this is a shopify site. It looks like any site.

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So just one example of that so so shopify isn't It is one e-commerce option.

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It easily integrates with the merchant center. pretty easy to get started here.

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With your free copy free trial start your free trial.

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Just enter your email address you don't need a credit card and they'll give you 2 weeks so that you can tool around, and it once you have an account with shopify.

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You can log in from anywhere on any device because it's it's a cloud based system.
What you you set up your account and you get in there even if it's a trial.

They're gonna start asking you a few cr questions to get it to know more about your business.

You know, and and you don't have to you can just give them as much information as you want.

They may you know they'll they probably will ask you what you're selling what industry you're in and you know just general general types of information to get started once you're once you've created your account you can you'll be logged into your admin section again, you see on the right hand side the setup guide, and it, and it brings you through.

It's a 0 of 5 tasks to complete so you have to, you know. do the products you have to find a theme.

There are different design themes within shopify, as there are with all website through yourself, packages platforms.

You'll add your domain name you have to have a set of payments.

You test. You have to place a test order. so you can.

Really think of this. This admin section is like your your control center for your website.

And you know you could as you see on the left hand side. You know you're gonna have you know products.

You're gonna add your products you're gonna it'll keep you information about viewing and fulfilling orders.

You could create email marketing, comp marketing campaigns.

I mean once you have a emails in there and people have bought from you and there's a lot of of course reports that you can see

You have to have a fill in payment delivery and pick up options, tax settings, terms of service, return policies is that it's all requirements within shopify to have all of these items.

So when we talk about products on shopify we we We don't mean just physical products.

They can be digital goods. They could be an online course.
It could be a service that you'll offer so and it doesn't always have to be a product for this purpose.

It's easier to explain what it would be like if if you were adding a product.

In this screen. that's where you would do it you would.

And you can see there that on the right hand side there's a title.

There's a box for a description you don't need to have every detail but you need to you know.

Have a good description of your product. the name relevant details about the product things that people are gonna want to know.

Maybe sizes weight, and you again you would. You know the media there, add file.

You wanna make sure that you add your product images, because as I noted in the beginning, visuals are a key factor.

And whether a customer decides to make a purchase or not.

So we we wanna have really good images, and then you add a price for your your product as well.

So this is just give you a screenshot of

Where you'd be you'd be interested you'd be adding a single product.

This is an example of a shopify product that was added.

It's the you've got the name of the product the price. You know how many you gonna buy There is a description of what it is.

There's and how wonderful it is the sizes and and how it was made.

So this is just This is what it would look like after you.

Add that information, and then and then there's the photo they've uploaded the photo
This is most recently. The more you pay the your online credit card rates go down.

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So if you just have more volume there now, I and I also notice when i'm in this trial, Sometimes when I sign up for these trial, offers just to see what they they do.

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Offer You can get a lot of deals, too.

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In this case they offered me 50% off and that was just several weeks ago.

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So by by trying trying out the platforms, you know, it may get you a discount, which is a good thing.

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So

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So I I was like to mention this you know abandoned cards. because it's such a big topic in the e-commerce industry.

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And people track this very e with much detail. So we, we always want to know why.

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Why are people? They get all the way to through the ordering process, and at the very last minute they just jump shit.

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So there's a lot of reasons here are some of them cost being too high.

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They find out at the end that the shipping the tax the fees just too much.

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So with some, some online retailers do. is they just build in the shopping into shipping fee into the price of the product. And then voila!

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They say there's no there's you know pre shipping but I think also that people want to know and upfront in the ordering process.

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What it is, I mean I know we we all order online. and i'm. Sure, we've all experienced this where we have to go all the way through to find out.

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Are there extra fees? What is the shipping class?

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So people wanna know about that upfront. The one that drives me absolutely crazy is the site once wanted me to create the second one.

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There wanted me to create an account so there's no option to check out as a guest.
That that just that's just drives me crazy so I just wanted to, you know.

Just add this information: i'm not gonna go through each one of them.

But That checkout process is very very important it's always a good idea to buy a product on your own website.

If you're selling on the website go through the complete process to understand what a customer would go to go through

So is the process, you know Smooth, Is it confusing?

Is it lacking information? it? does it really give them everything they need to know before they click, you know order, and also look at it on a on mobile device.

Is it easy to buy your products on a mobile device?

It's easier to go through this ordering ordering process and shopping cart online.

On a mobile device, because we know that you know more than half of all searches.

Start on mobile devices. so it's just a a a few things to keep in mind

So once we've got our shopify going we can connected to Google.

So it shopify allows you to connect with your customers, you know, right straight through onto Google on your website in store.

The third party platform and social media channels so it's really shopify, is helping you manage the sales across all those channels.

When you when you add Google as a sales channel it'll sync in real time with your shopping, you can make changes into in either Google or shopify, and it will sync in all your channels.

So this screenshot to show you the the, the, the, the the information that shopify will give you about syncing to to Google

So to to use the shopify the shopify store does need to meet off your requirements to sync with the merchant center.
You have to have a course. It has to be set up online and published. It has to be.

You have to have relevant payment contact information that you have to have a refund policy terms of service, and you have to specify your countries and currencies where you're selling your products.

And so it the it brings you right through the series of steps, and then you know says yes, you've got it.

Yes, you've got a check check check check check here also

And once the store requirements are met, then you can sync to your product fee.

So again, Obviously, you need a merchant center account to do this.

If you're just say yup get started and you could.

It'll bring you right through to the merchant center and if you don't have a merchant center hopefully, you've already set up your merchant center. But if you don't then you can do it

within this platform, as well

So we'll take you to that page, to connect to your Merchant center directly within the Google Channel, and and and give you the option to set it up.

Then So the the Google, the merch center. will import your existing product data from shopify to the merchant center and and just automatically fetch what you have there.

So you don't have to enter it twice. right.

So it's free to show your products on richard center just want to say that again.

And this is just showing you how you the screenshot, how you connect with your merchant center account with shopify.

What's your shopify is complete and connected to the Google Merchant Center?

Then your products can appear, and they're pushed out on those places like search images.

Shopping shopping, tab shopping ads if you're paying in places like Google lens and trapified
There is this really great, wonderful tool here that it's designed for people that are selling online online or in store or both.

You can access it right there on that link. it is provides

This is the screenshot of the page you enter your website.

Url and it provides an assessment of the website.

Such as you know it can evaluate. You know your product information.

Your store details. the website performance, and and also how fast your your site loads and whether it's

Your site is mobile friendly so it'll give you. You have to put in your emails Well, and it'll give you a personalized report and and site improvements.

You know, tips for making site improvement if you just go to the site.

There's there's a 3Â min little 3Â min video tutorial and how you can improve your retail website.

And So this it's g dot c o slash grow my store

It's great with every you know everybody should check it out.

And so that is it. Thank you for joining today. Okay, you can stop the recording

Anybody has any questions now would be the time.