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**Provide High-Quality Checkout to your Customers on Google Shopping**

## CHECKLIST

### 1 Enable Guest Shopping

Allow individuals to purchase your products even though they are not your customers! You may also ask for customers to create an account to complete their purchases. But not all customers may want to register so you may also allow guests.

Research shows that 8 out of 10 shoppers admit that they have made a purchase on impulse in guest checkout.

### 2 Ensure that Product Availability information matches on your landing page and checkout

If your product is listed in stock, it should be also displayed in stock on your landing page. Customers should be able to add in stock products in shopping bags or cards and finalize their checkout.

### 3 If you require creating an account the signup have to be straightforward

If you require creating an account for customers to complete the purchase, make the signup process direct as possible. You can also allow customers as guests.

### 4 Make sure products you offer are available for door-to-door shipping

You have to make sure that your products have been set up by the shipping attributes. This will inform customers about the shipping speed and the shipping cost. And the ones offering the ability to pick-up in store or sending customers pick-up stations are eligible to store pick-up and pick-up stations as long as they meet the technical requirements.

### 5 Tell customers the Minimum Order Value

You can require the minimum order value to meet before the purchase is completed. You can set that minimum corresponding value in your shipping settings.

### 6 Provide accurate Pricing

Customers expect to pay the price they see in the first place. Keep that price the same at the checkout if not you may create a negative experience for your customers. And make sure to set up your shipping settings and you can use the "free shipping over a certain amount" option.

### 7 Show the MAP price in the product landing page

If you are selling your products with a minimum advertised pricing policy, you can show you offer a lower price at checkout by uploading clarifying text. The MAP price in product data must be shown in your product landing page.

### 8 VAT must be included your price

Many countries such as Argentina, Brazil, Australia, Italy and Singapore require value added tax. You must include it in your price.

### 9 Be Consistent with the Currency

Unless you have a currency converter enabled in your feed, your shopping page should display the currency for the countries you are targeting.

### 10 Shipping Costs are submitted Separately

In Google shipping costs are submitted separately. It's either in your feed or account level. You can overestimate shipping rates at Merchant Center but they cannot be higher at checkout.

### 11 Require Minimum Basket amount for free shipping

This is optional but if you would like to require a minimum amount to qualify free shipping make sure you set it up in shipping settings on the account level. You can use the "free shipping over a certain amount" option. It's recommended you use the range-based shipping setup.

### 12 Provide Relevant Information

Make sure that relevant information is given to customers in the checkout process. Customers should easily find information on refund and return policy, terms and conditions and how to contact you.

Quick Tip: You can include contact as a form, link to your business profile, email address or phone number on your website.

### 13 Use Approved Language of the Country of sale

Make sure that the language of your website is the same as the approved language of the country you are selling. You need to use the same language from your feed, and landing page through the checkout page.

### 14 Sales Tax must be clearly stated in the feed

For the US only, overestimating sales tax in the Merchant Center is allowed. But taxes cannot be higher at the checkout process than those listed in the Merchant Center.

### 15 Collect User Information Responsibly and Securely

During the checkout process gather only the information that is necessary while processing the order. Be careful not to gather the personal information of your customers.

Quick Tip: While collecting personal information such as credit card numbers, use securely on SSL-protected pages.