

Product description

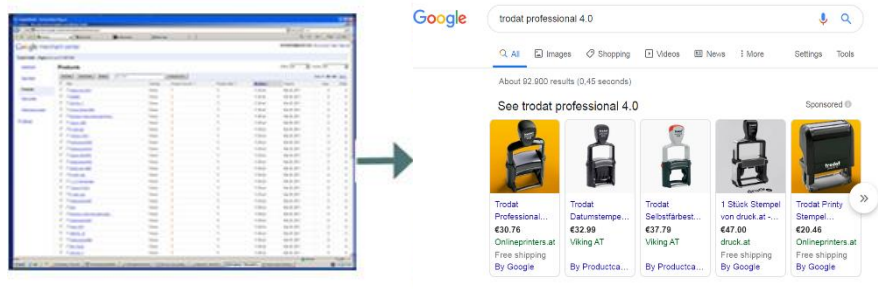
Use the help of Product Search Engines and increase the chance to have your uTypia shop be found by your customers!

Product Search Engines like Google Product Search are services, which allow users to find specific products with indications of prices and a link directly to the supplier's online shop. A lot of people, who are searching for a product use the Product Search Engines to get only results, where they can actually buy the product. By clicking on the found product the customer is taken into uTypia and directed to the chosen product, so that he can individualize the product there and order it directly in the uTypia Shop.

How does it work

With the uTypia tool the entire product catalogue can be exported to the Product Search Engine. All descriptions of the products and categories and pictures will be transferred automatically, the shop owner saves a lot of time with this tool. You can select the target google product category and also export Shipping and payment options as well as target countries.

It is recommended to create an upload schedule, which uploads the catalogue automatically to predefined dates. If the upload is not repeated after certain periods the products will not be shown in product search results anymore.



Target group

B2C Shops who want to sell via Google and / or improve their Ranking.

The Google Product / google Shopping functionality is not available for all countries on Google

Advantages and disadvantages

- Reach more potential customers
- Increase traffic in the uTypia store
- Possibility of higher sales
- Possibility of Higher Ranking in Search Engines
- Track facility to know which orders resulted from the Product Search Engine

Included Services:

- Export functionality to export your products to Google Product Search
- Manual how to configure your Google Account
- Permanent placement of the products in Google
- Easy update of products in Google

Not included services:

- manual product description changes on Google Product Search
- Changes to your Google Account
- The price is per Shop – not per uTypia Licensee – meaning Google Shopping is activated only for one shop

Available for these uTypia Products:

- uTypia business 6 professional
- uTypia business 6 standard
- uTypia business 6 company shop
- uTypia consumernext professional
- uTypia consumernext standard
- uTypia consumernext company shop
- uTypia portal

