

Module 6 - All too Much
Coalition Training - Google Shopping
Fundamentals
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All Too Much?

Congratulations. You've made it to the end of Google shopping fundamentals. Well done. Now, if you've got the cold sweats going on and you're reaching for a glass of wine. If all of that was just too bloody confusing, then we might be able to help.

The right setup = winning!



Don't struggle with the 57 steps required

We can setup for you:

Shopify App

GMC Account

Google Ads Account & Conversion Tracking

Google Tag Manager & Data Layer

Everything Linked

+ **Bonus Dashboard**

So I do not ever pitch agencies, I do not normally pitch, I will say because I'm about to pitch, but I rarely, rarely, rarely pitch Web Savvy's services to Agency Savvy members. But I get that this is kind of overwhelming. There are a lot of pieces to the puzzle here. We've actually mapped them all out. There's a giveaway somewhere inside of Agency Savvy. You can have a free checklist. It lists the 57 steps that are required and links to the various Google help center articles that explain how to do each of those steps. But the first time you do this, it's probably 10 to 20 hours of work.

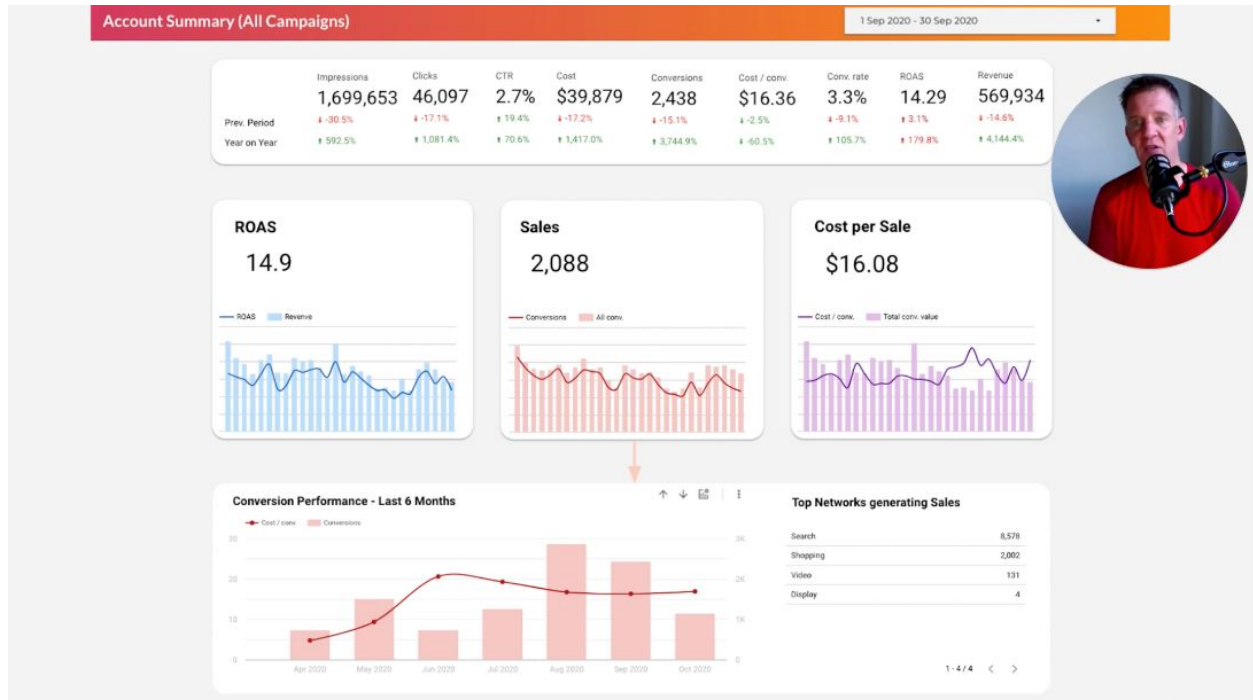
For us, it's less than that. And we've built some tools to help us with that. And some scripts that help us, but we don't have to learn it again. The first time you do this, you're kind of going, "Where do I go? I mean, thanks for the video, Mike, that was useful, but shit, now we got all this extra work to do. And what Dave is saying, I should do it a different way to what you said. And then this person's arguing." I get it, right. It's confusing so we can help. And we can set this up for you.

Depending on the size of your store and maybe which app you're already using. We might keep that we might suggest using a different app. We'll get that setup. We'll get your product feed flowing into Google merchant center. Maybe you've already got it set up, maybe we need to create that from scratch either way. We'll get that working. Then we'll set up Google ads or again, use your existing Google ads account. Get that linked with Google merchant center and get your conversion tracking set up as well.

Depending on which store you're using, which type of store that can be easy, that can be tricky. WooCommerce is different to Shopify, different for M2, different to Neto and Presto, and all of the others. If you're not using Shopify and you would like our help, then email me and I'll see if we can help you. Tell me what store you're using. If we've done that store before, I'm sure we'll be able to find a way to help you. If it's a store that we've never seen before, there's probably going to be an additional fee, just to be very, very transparent.

We'll get Google tag manager set up for you so that you have future proof for your data. And we get the data layer set up so we can do all this funky stuff and pass data to the right place. We love Google tag manager. It's such a useful tool. And once that is set up, it's so easy to control the code on your site and add more code. We'll get everything linked all together. The only thing this doesn't include, to be fully transparent here, is the dynamic remarketing setup because that can be an absolute (curse word) to get done. It can get very complicated. So, that's the only thing that we've talked about during this course that is not included in this setup. And you'll see why. When you see the price in a minute, I'm also going to give you a bonus data studio dashboard. If you are thoroughly confused at this point, you don't even have to go and log in to Google ads.

I mean, you probably want to. You probably want to go and make some changes. Yes, of course, Web Savvy can do that for you too. But if you're going through this course, you're not here to pay our fee to have us manage this for you, but it might help to get everything set up. So this is a setup only option, no ongoing management included. That would be a completely separate conversation. I'm going to assume that you're capable, you've got somebody working for you. You are not going to do this. Someone's going to manage things ongoing.



What you want as the owner of the business, maybe, is the dashboard that looks like this, just to be able to look at a high overview of this so that you know, "Yep. We're making sales, everything's working. Tickety-boo, I'm very happy with a 15X ROAS. Carry on, keep spending." What am I doing here? I'm spending 40 grand to make 570 grand. Happy days.

I can't promise that you're going to get the exact same result of that. Obviously depends on what you're selling and how good your store is. But data studio is a wonderful tool to be able to see what's going on inside your account.

bit.ly/shopmember20



20% off

limited to 2 members/month

Total payment	
Shopify Set-up Package	\$990
Discount	-\$198
Total	\$990 \$792

Now, we can't do a ton of these. We're going to limit this to two members a month. Again, it's set up only. If you would like us to do the setup for you. This is a thousand bucks. It probably should be two really, but anyway, it's a thousand bucks to members of the public because you're a member you get 20% off.



SECURE
SSL PROTECTION

TRUSTED SELLER

Contact information:



Your first name Your last name

Your email address

Phone no.





I agree to the [terms and conditions](#)

Payment information

Credit card  **PayPal** 

Card number MM / YY CVC

Complete Purchase

Shopify Set-up Package

- ✔ Install the best Shopify Shopping App for your individual circumstances
- ✔ Setup Google Tag Manager
- ✔ Configure the Data Layer
- ✔ Create Google Merchant Centre (GMC) account
- ✔ Schedule your feed in GMC & get it configured the right way
- ✔ Create and set up a Google Ads account if you don't yet have one
- ✔ Create a clear, simple dashboard to make it super easy for you to check your sales stats without logging into any of the confusing platforms

*All Prices in USD

Total payment	
Shopify Set-up Package	\$990
Discount	-\$198
Total	\$990 \$792

All prices in AUD

So use that link at the top there

<https://websavvy.thrivecart.com/shopify-set-up-package/>. That will take you directly into the Thrivecart page for this package. You're going to fill in your details, hit the purchase button and make sure you see that - \$198 down at the bottom right. Make sure that coupon is applied. So that short link

<https://websavvy.thrivecart.com/shopify-set-up-package/>, that applies the coupon code for you, which knocks 20% off.

THANK YOU



Mike RHODES

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Thank you. Thank you for making it all the way through Google Shopping Fundamentals. Again, if some of that was confusing and went way over your head, go check out Google ads fundamentals, also in Agency Savvy. That'll get you up to speed and give you a tour of the interface, explain the lingo, explain all of the different moving parts of Google ads. That's a good primer, Google Shopping, is a slightly more advanced bit of Google shopping, but then things get fun. So get this up and running, get profitable, and then we can talk about things like shoppable, true view ads, and getting your ads into YouTube and feed management inside a data feed watch, and some of the other stuff we can do and how we can take that feed and send it into Facebook and do all kinds of fun, fun stuff. Thank you for watching. I Mike and I'll see you soon. Bye for now.