LULU STEP-BY-STEP GUIDE

Connect Google & YouTube (Merchant Center feed)

For store owners: install the free Google & YouTube app, turn on the product feed, add it in Google Merchant Center, and confirm every product and variant is syncing — plus what this does and doesn't do today.

For: Everyone · About 9 minutes · 7 steps · Updated November 20, 2026

Before you start You need access to Settings in your store admin, and a free Google Merchant Center account (merchants.google.com) with your storefront domain verified and claimed. Google & YouTube is a free App Store app (handle `google-youtube-channel`) — install it first if your store hasn't already. No Google API credentials or developer account are needed for the feed itself — it's a standard scheduled product feed, the same mechanism most feed apps use.

Steps at a glance

1. Install the app and open Sales channels → Google & YouTube
2. Turn on the feed (Merchant Center ID is optional)
3. Copy or preview your feed URL
4. Verify and claim your site in Merchant Center
5. Add the feed as a scheduled fetch
6. Turn on free listings and Shopping
7. Test that products are syncing

STEP 1

Install the app and open Sales channels → Google & YouTube

In your admin sidebar, under Sales channels, click “Google & YouTube” (`/admin/channels/google`). If the app isn't installed yet, you'll see a card titled “Install Google & YouTube from the App Store (free)” with an “Install Google & YouTube” button — click it, no payment method needed. Once installed, the page explains the honest scope up front: Lulu publishes a standards-based Google Merchant Center product feed; you add it once in Merchant Center and Google keeps your products current from it, powering free product listings, Shopping, and YouTube surfaces. Direct Content API sync and Buy-on-Google checkout need Google API credentials, which isn't part of this feed-based connection.

STEP 2

Turn on the feed (Merchant Center ID is optional)

Toggle "Enable the Google & YouTube feed" on and click Save. Your feed URL answers only while the app is installed and this toggle is saved on — turn it off and save, and the URL answers "not found", so Google can no longer update your products. The Merchant Center ID field is optional: the feed doesn't need it, because Google reads your products from the feed URL. Paste it in for your own reference (find it in Merchant Center → Settings) once you've created an account.

STEP 3

Copy or preview your feed URL

Under "Your product feed URL" you'll see your store's feed address at `/feeds/google-merchant.xml` on your store's primary address — your connected custom domain, or your store's free address if you haven't connected one. That is the domain to verify and claim in Merchant Center (next step). Use Copy to grab it, or Preview to open it directly and confirm it returns your product data before pasting it into Merchant Center. If the feed is off, the page says so above the URL and Preview shows "not found".

STEP 4

Verify and claim your site in Merchant Center

Open Google Merchant Center and create an account if you don't have one. Verify and claim your store's website (your storefront domain) — Merchant Center requires this before it will accept a feed for that domain.

STEP 5

Add the feed as a scheduled fetch

In Merchant Center, go to Products → Feeds → Add primary feed, and choose "Scheduled fetch". Paste your Lulu feed URL and set a daily fetch schedule. The feed already uses Google's standard `g:id`, `g:title`, `g:description`, `g:price`, `g:sale_price`, `g:availability` and `g:item_group_id` attributes, so no field mapping is needed.

- Each size, colour or other variant is sent as its own item, linked to its product by `g:item_group_id`, with its own `g:size` / `g:color` (also `g:material` / `g:pattern`) taken from options with those names. The item opens your product page with that variant already selected.
- A product on sale is sent with its regular (compare-at) price as `g:price` and the price you charge as `g:sale_price`.
- Every item has its own ID: the variant's SKU when no other variant uses that SKU, otherwise a Lulu ID. Give every variant its own SKU to keep your SKUs as the IDs.
- A product with no vendor is sent without `g:brand` (never a placeholder). If it also has no barcode, it's marked `g:identifier_exists` = no, which is how Google expects custom or handmade goods without a GTIN to be sent.

STEP 6

Turn on free listings and Shopping

Once the feed is accepted, turn on free listings in Merchant Center (and Shopping ads if you plan to run paid campaigns). Paste your Merchant Center account ID back into the Lulu page for your own records, if you haven't already.

STEP 7

Test that products are syncing

On the Lulu Google & YouTube page, the side panel shows how many products are feed-ready, how many feed items they become (one per variant), the reasons any products can't be listed (for example no price, no image, no description — Google requires a description — or a starter sample product that still says “Replace this sample with your own product”) and warnings for listed products Google may flag (for example no brand, a SKU shared with another variant, a variant option Google can't read, or a placeholder stock photo such as picsum.photos instead of a real product photo). In Merchant Center, check Products → Diagnostics for your item count and any disapproved items (common causes: missing GTIN/brand, low-quality images, or price mismatches with your site). Confirm the item count matches Lulu's feed-item count, and that your products start appearing in free listings within a day or two of the first successful fetch.

Check your work

- Google & YouTube shows installed (Sales channels → Google & YouTube, or App Store → Google & YouTube → “Manage app”).
- The "Enable the Google & YouTube feed" toggle is on and saved, and the page shows a live feed URL on your store's own address.

- Previewing the feed URL directly returns product data, not a 404 or empty page.
- Your storefront domain (the one in the feed URL) is verified and claimed in Google Merchant Center.
- The feed is added as a scheduled primary feed in Merchant Center and its item count matches the feed-item count on Lulu.
- The feed-ready panel shows no warnings you haven't reviewed (missing brand, shared SKU, variant options).
- Free listings (and Shopping ads, if used) are turned on.

Troubleshooting

The Google & YouTube page just shows an install card, not the feed settings.

The app isn't installed on this store yet. Click “Install Google & YouTube” on that card (it's free, no payment method needed) and the normal feed settings page appears.

Merchant Center rejects the feed or shows 0 items.

Make sure the Google & YouTube app is installed and the "Enable the Google & YouTube feed" toggle is on and saved — the feed URL only answers while both are true, and answers "not found" otherwise. Also check you copied the full `https://` URL, and that the domain in that URL is verified and claimed in Merchant Center first — an unclaimed domain is the most common reason a feed is rejected outright.

Some products are disapproved.

Check Products → Diagnostics in Merchant Center for the specific reason (common ones: missing brand/GTIN, image too small, price mismatch with the live product page), and the warnings in the feed-ready panel on the Lulu page. Fix the product in Lulu and wait for the next scheduled fetch, or trigger a manual fetch from Merchant Center.

My variants don't show as separate sizes or colours.

Google reads variants from options named Size, Color (or Colour), Material or Pattern. A product whose options have other names (for example "Style") is still sent one item per variant, but the feed-ready panel warns that Google may not tell those variants apart — rename the option if one of those names fits.

Can shoppers buy directly inside Google or YouTube?

Not through this connection. Buy-on-Google checkout and deeper Content API sync need Google API credentials, which this feed-based connection doesn't include. Today, a tap on a listing takes the shopper to your store to buy.

How long until my products show up in search?

Once the feed is accepted, free listings typically start appearing within a day or two, though it can take longer for a brand-new Merchant Center account to build trust.

Need a hand? Contact support at https://lulu.us.com/contact. Screenshots use demonstration accounts; personal details were replaced.