

Google Trusted Stores

Overview

The Google Trusted Stores program is designed to boost consumer confidence when shopping online. Displaying the GTS badge can assist a business in reaching new customers, as well as improve sales and increase average order size.



Google Trusted Stores assures the consumer of:

- Reliable shipping
- Excellent customer service
- Free purchase protection up to \$1,000

This article outlines how Customer Self Service websites (on version 3.81.13 or later) can join the Google Trusted Stores program.

In order to become a Trusted Store, the following FREE Google accounts are required:

- Analytics
- Tag Manager
- Merchant Centre
- Trusted Stores

Google Analytics and Tag Manager accounts are normally configured by Commerce Vision on implementation of your site. Once you have access to these, it should be a quick process to create accounts for Merchant Centre and Trusted Stores as well.

Prerequisites

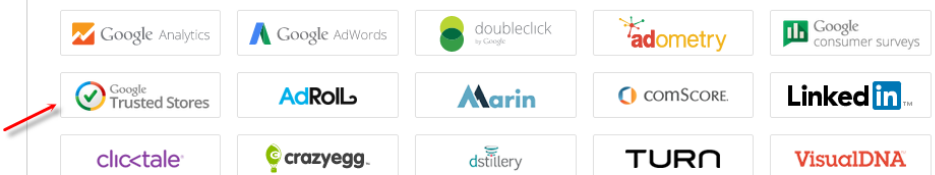
See Prerequisites and Additional Info below!

Step-by-step guide

1. Follow the above links to create Merchant Centre and Google Trusted Store Accounts. Note your account ID for each.
2. Login to Google Tag Manager
3. Click '**New Tag**'.
4. Choose '**Google Trusted Stores**' as the Product type.

Untitled Tag 

1 Choose Product



5. Configure the Tag as follows (fields not listed here may be left blank):
 - **Store ID** = Your Google Trusted Stores ID
 - **Locale** = must be 'en_AU' (case-sensitive)
 - **Google Shopping Account ID** = Your Merchant Centre ID

- **Google Shopping Country** = AU
- **Trusted Stores Badge Position** = Bottom Right or Bottom Left

2

Configure Tag

Store ID

Your GTS account ID



Locale

en_AU



Google Shopping ID



Google Shopping Account ID

Your Merchant Centre ID



Google Shopping Country

AU



Google Shopping Language



Trusted Stores Badge Position

Bottom Right



The Trusted Stores badge will float at the bottom right of the page.

> Advanced Settings

Continue

6. Click **'Continue'** to set firing rules.
7. Click **'All Pages'**.
8. Click **'Create Exceptions'**.

3

Fire On

Choose one or more triggers from the following types:

All Pages

Some Pages

Click

Form

More

This trigger will fire your tag: [Create Exceptions](#)

All Pages



9. Select **'Stage Site'** from the list of existing triggers (or create if required).

Name	Type	Filter
☐ OnlinePaymentOk	Custom Event	url contains OnlinePaymentOk.aspx
☐ All pages	Page View	url matches RegEx. *
☒ Stage Site	Page View	url contains customer-self-service.com
☐ Live Site	Page View	url does not contain customer-self-service.com
☐ Stage Site - blocking	Custom Event	url contains customer-self-service.com
☐ Live Site - blocking	Custom Event	url does not contain customer-self-service.com
☐ Page View	Page View	url contains /cart
☐ All Pages	Page View	

10. Click **'Save'**.
11. Click **'Create Tag'** to finish.

Next, update the site's Google Merchant Settings:

1. Login to CSS as an Administrator.
2. Navigate to **'Settings'** (/zSettings.aspx).
3. Scroll to the **'Google Merchant Settings'** section of the General tab.
4. Tick the flag to **'Enable Google Trusted Stores'**.
5. Update the **'Default Shipping Lead Time'** = The number of days required to process and ship an order from when it is first submitted.
 - This value will be the fallback in cases where the Shipping Lead Time is not set at the warehouse level. It should be an average across all shipping warehouses.
6. Update the **'Default Delivery Lead Time'** = The number of days required for the carrier to deliver an order to its destination (not including the 'Default Shipping Lead Time').
 - This value will be the fallback where an individual freight carrier does not have lead time data entered; it should be an average across all carriers/zones.

Google Merchant Settings

Google Tag Manager ID : [text box]
Google API Key : [text box]
Store Location Google Api Maps Url : [text box]
Enable Google Trusted Stores : ☒
Enable Google Shopping : ☐
Default Shipping Lead Time : 1 [text box] Default number of days lead time required to process and ship and order from a warehouse (does not include delivery lead time)
Default Delivery Lead Time : 4 [text box]
Google Account Number : [text box]

7. Click **'Update'** to save changes.

Then, update the Shipping Lead Time for each store or warehouse:

1. Navigate to **'Store Locator Maintenance'** (/StoreLocatorMaintenance.aspx).
2. Click the **'Store Locator'** tab. The first Location in the list will display.
3. Click **'Modify'**.
4. Update the **'Shipping Lead Time'** = The number of days required to process and ship an order from when it is first submitted.
 - This should be a reasonable estimate of how long it takes from receipt of the order to handing goods to the carrier, for this particular warehouse.

- Click **'OK'** to save.

Search Store Locator Settings

<< <Prev Next> >> Record 8 of 33 Modify New Delete

Store Details

Active : Yes

Store Name : Geelong VIC

Address Line 1 :

Address Line 2 :

Suburb : Belmont

State : VIC

Postcode : 3216

Email : Mail

Website :

Phone :

Fax :

Latitude :

Longitude :

Warehouse Code :

Shipping Lead Time :

Is Pickup Enabled : Yes Shipping lead time required by this warehouse from the time the order is received to the time goods are handed to the courier for delivery (in days)

Store Name For Pickup Click And Collect :

Click And Collect Product Availability Buffer :

Opening Hours HTML : Update Lat/Long

Custom Fields

Opening Hours HTML :

Hire Location :

☐ Apply Custom Field values to all store locations

Show Map Shows the map for the above address. Note: Latitude/Longitude must be filled in.

Finally, if using Standard Freight, ensure your Charging Zone records include accurate lead times:

- Navigate back to **'Settings'** (/zSettings.aspx).
- Click the **'Freight'** tab.
- On the **Standard Freight** tab, select the first **Carrier code**.
- Click the **'Charging Zones'** link.

Search For : Contains Starts With Search

	Code	Description	Pack Charge	Min Weight	Max Weight	Max Volume	Free Limit
☒	IPEC	Toll Ipec	0.00	0.00	0.00		2000.00
☐	POST	Australia Post (orders < \$100)	0.00	0.00	0.00		0.00
☐	POST2	Australia Post (orders over \$100 to \$500)	0.00	0.00	0.00		0.00

Modify : New : Delete : Charging Zones

3 records. (1 page)

- With the first **Charging Zone** record selected, click **'Modify'**.
- Update the **'Delivery Lead Time'** for this zone. This value will override the 'Default Delivery Lead Time' previously updated in Google Merchant Settings.

Standard Freight Freight Countries Region Freight Product Type Freight Special Freight Products Freight Own Carriers

Search For : Contains Starts With Search

	Country	Region Description	Starting Postcode for this Zone	Ending Postcode for this Zone	Freight Option Method
☒	Australia	NSW	2000	2999	
☐	Australia	VIC	3000	3999	
☐	Australia	QLD	4000	4999	

Modify : New : Delete : Carrier Codes : Cancel : OK

3 records. (1 page)

Country : Australia

Region Description : NSW

Starting Postcode for this Zone : 2000

Ending Postcode for this Zone : 2999

Delivery Lead Time : 2

Freight Option Method : Please Select ..

Basic Freight Calculations Only : Please Select ..

Basic Consignment Charge (\$/Consignment) : 0.00

Basic KG Rate (\$/KG) : 0.00

% of Order Total : 0.00

Requires Quote If No Charge : ☐

- Click **'OK'** to save.
- Repeat for the remaining zones in the list.
- When all zones for this carrier are complete, click **'Carrier Codes'** to return to the main carrier table.

10. Select the next Carrier Code in the list and click '**Charging Zones**'.
11. Update lead times for all of this carrier's zones.
12. Repeat for all remaining carriers.

New Charging Zone records may be required to account for varying lead times to different regions. E.g. if all of Australia is currently covered by one zone, it may need to be broken up into more specific zones. Contact Commerce Vision if further assistance is required.



Please note

Accurate lead times are important! Google will follow up with your customers, checking that delivery and service were in line with expectations. If the feedback is negative, you will be removed from the Trusted Stores program.

Testing

Once the above set-up has been completed, it's time to test!

1. Login to Google Trusted Stores
2. Select your account from the list of existing Trusted Stores accounts.
3. In the 'Shops' table, click '**View**' against the relevant website.
4. Follow Google's instructions on how to add the required javascript code snippet to your site. Google refers to this process as '**Shop integration**'.
5. Next, click '**Test**' to validate the shop integration code. Google provides instructions on testing and browser requirements.
6. Your results should look something like the screenshot below. The warnings are simply optional/extra functionality (click to expand for more information).

Code validation test results

Review your code validation results below. If there are errors with your validation, you are required to fix your code and complete test orders again to pass. **Please note that you will have to test and pass on all three browsers listed below.**

Browser	Test	Status
IE version 9+	Trusted Stores badge	Passed with warnings (22/10/15)
	Order confirmation module	Passed with warnings (22/10/15)
Firefox	Trusted Stores badge	Passed with warnings (22/10/15)
	Order confirmation module	Passed with warnings (22/10/15)
Chrome	Trusted Stores badge	Passed with warnings (22/10/15)
	Order confirmation module	Passed with warnings (22/10/15)

Back to instructions

7. If you have passed all of the browser tests, you are now in Google's qualification period. If any tests have failed, review and correct the issue and re-test.



Tip

Don't forget to cancel/refund live orders placed during the testing phase.

Additional Information

Google Trusted Stores cannot be implemented or tested on a Stage site, as Google requires the live URL and an SSL certificate in order to proceed. If you are not yet on BPD please contact the Commerce Vision Support team so they can discuss your options with you.

Minimum Version Requirements	3.81.13
Prerequisites	Sites must process 600 orders within a 3 month period in order to qualify. If your site does not average 200 orders per month, it may not pass the qualification period.
Self Configurable	Yes
Business Function	Marketing
BPD Only?	Yes
B2B/B2C/Both	Both
Third Party Costs	n/a

Related help

- [Google API Address Validation](#)
- [Google Tag Manager & Analytics](#)
- [Google Sign In](#)
- [Google Shopping - Product Feeds](#)