

Google Shopping gets a redesign in the United States

By [Shereesa Mbooley](#)

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In an effort to make online shopping more simple, Google on Thursday [revealed](#) a redesigned version of Google Shopping for both web and mobile.



According to the company, the new Shopping platform “brings together shopping information across the web and from local stores so that you can easily research and buy what you’re looking for”.

Currently available in the United States, the updated Google Shopping features a homepage personalised with suggestions for the user and also displays their frequently bought items.

“And when you’re ready to buy, you can choose to purchase online, at a nearby store, or directly from retailers on Google,” the company said on its website.

Users can also turn on “price track” on items in Shopping to receive updates when the item’s price drops.

“Google Shopping lets you filter for nearby products, so you can find local stores that carry what you need and see whether they have it in stock,” Google further noted.

In addition to this, users can buy products directly from Google too. Items available from Google feature a shopping cart icon in the company’s colour scheme.

“Finally, whenever you buy on Google, we will also invest in clean energy projects to offset the carbon emissions created

from shipping your order,” the company also revealed.

Earlier this year, Google made a number of [updates to benefit shopping](#) through Google Images as well.

ABOUT SHEREESA MOODLEY

Shereesa is a passionate writer who often delves into the world of social media, online trends and all things photography. She is also a journalism graduate of Rhodes University and can be found frequenting YouTube and Instagram. She lurks on Twitter too, sometimes.

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