

Set up Google Play Developer Account and Transfer Your Existing App

We strongly recommend that you follow the entire process outlined below very closely. **An incomplete setup could result in the removal of your app from the Google Play Store.**

In this article, we will walk you through the process to register and set up a Google Play Developer account.

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Google Play Developer Console

1. Why do I need a Google Play Developer account?

In compliance with Google's distribution agreement, all merchants who wish to publish an Android app are **required** to register for a [Google Play Developer account](#) under their own company name.

If your Android app is currently not published under your name or your company name, it must be transferred to your own Google Play Developer account by following the steps below.

2. Register & Setup Google Play Developer account



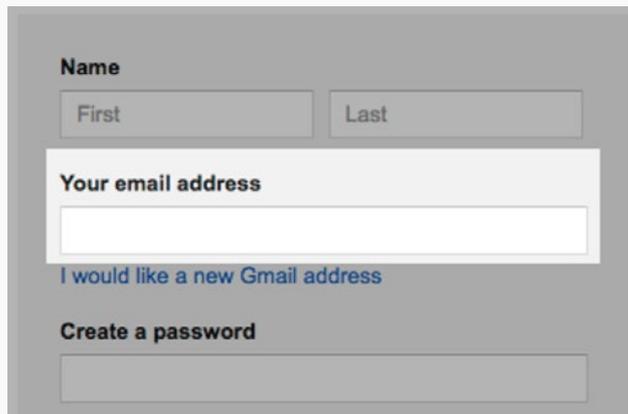
1 Create a Google account using an existing email address associated with your company*

* We recommend using an email address that multiple people in the company can access, such as your support or info email.

1. If your existing company email is already a Gmail account, skip ahead to [step 2](#).
2. If your existing company email is non-Gmail, go to this page to [Create your Google Account](#).

If you don't have a company email address, create a @gmail.com account by clicking [this link](#).

3. Enter your company email in the field "Your email address" and fill out the form.



The screenshot shows a portion of the Google account creation interface. It features a 'Name' section with two input fields labeled 'First' and 'Last'. Below this is a 'Your email address' section with a single input field. Underneath the email field is a blue link that reads 'I would like a new Gmail address'. At the bottom of the visible section is a 'Create a password' section with an input field.

Google will send important actions or decisions regarding your app to this email. Please make sure to check this inbox regularly.

4. Go through the verification process.

You will get a code via email or phone to verify your account. Additional help can be found on [Google Account Help](#) .



2 Apply for a Google Play Developer account

Once your new Google account is verified, open the [Google Play Developer Console](#) to finish the registration.

1. Sign in with your Google account.
2. Read and agree to the Developer distribution agreement. **Click Continue to Payment.**
3. Pay the \$25 USD non-recurring registration fee for your account with your credit card.
4. Complete your account details.

*Your **Developer name**, **Email address**, and **Website** will be displayed on the Google Play Store page of your app.*

- **Developer name**

Please enter your **company name**. This is displayed as the name of the publisher.

- **Email address**

Please enter your **support email** so your app users can reach you.

- **Website**

Your company website.

- **Phone number**

Google should be able to contact you at this number if any problems come up with your app. This is not displayed publicly.

When your registration is verified, you'll be notified at the email address associated with your Google Play Developer Console. It normally happens within half an hour, but may take up to 48 hours.



Sign-in with your
Google account



Accept Developer
Agreement



Pay
Registration
Fee



Complete your
Account details

You are almost done...

Just complete the following details. You can change this information later in your account settings if you need to.

Developer Profile

Fields marked with * need to be filled before saving.

Developer name *

Your Company Name

17/50

The developer name will appear to users under the name of your application.

Email address *

Your Support Email

Website

Your Company Website

Phone Number *

Your Phone Number

Include plus sign, country code and area code. For example, +1-800-555-0199.

[Why do we ask for your phone number?](#)

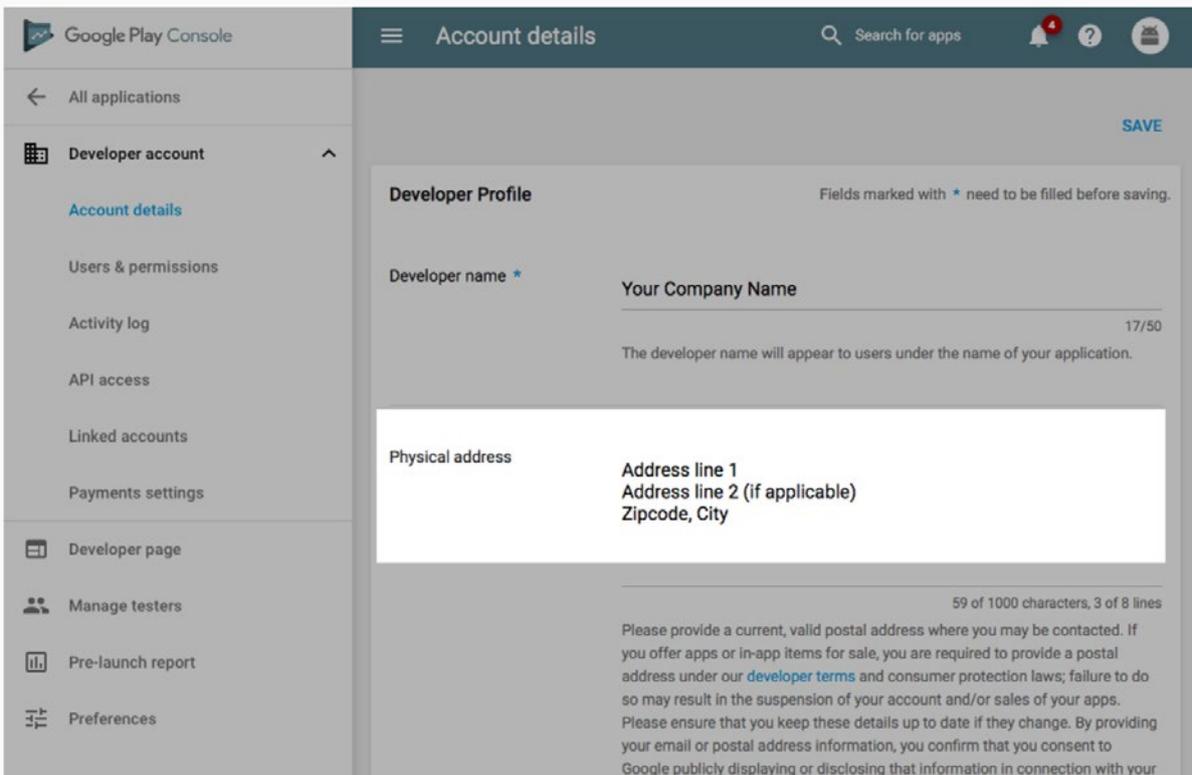
Email preferences

- I'd like to get new feature announcements and tips to help improve my apps.
- I'd like to give feedback to help improve the Google Play Developer Console.

COMPLETE REGISTRATION

Once you have an account at Google Play Developer Console, make sure to enter a physical address.

1. In your [Google Play Console](#), go to **Settings**.
2. On the page that opens (**Developer account** → **Account details**), enter a valid current address where Google can contact you.
2. Click **SAVE** on the top right.



Google Play Console

Account details

Search for apps

SAVE

Developer Profile Fields marked with * need to be filled before saving.

Developer name * 17/50

The developer name will appear to users under the name of your application.

Physical address

Address line 1
Address line 2 (if applicable)
Zipcode, City

59 of 1000 characters, 3 of 8 lines

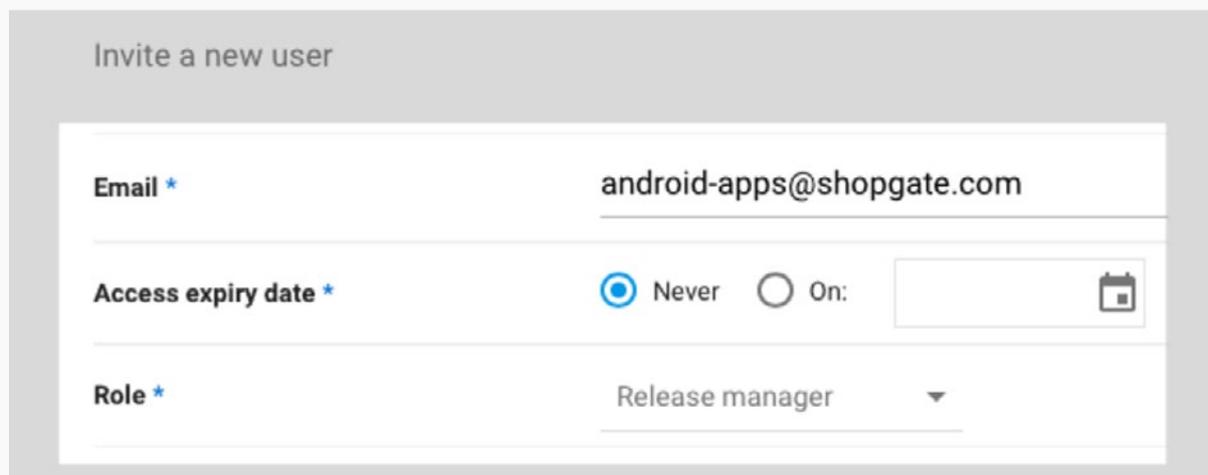
Please provide a current, valid postal address where you may be contacted. If you offer apps or in-app items for sale, you are required to provide a postal address under our [developer terms](#) and consumer protection laws; failure to do so may result in the suspension of your account and/or sales of your apps. Please ensure that you keep these details up to date if they change. By providing your email or postal address information, you confirm that you consent to Google publicly displaying or disclosing that information in connection with your

3 Invite Shopgate as a "Release manager"

Your Shopgate App team works hard on releasing your Android app to the Google Play Store. In order for our team members to do their job, please invite Shopgate as your "Release manager".

1. In your [Google Play Console](#), go to **Settings** → **Users & Permissions** → **Invite new user**.
2. On the "Invite a new user" screen, enter the following information, then click **Send Invitation**.
 - Email: **android-apps@shopgate.com**
 - Access expiry date: **Never**
 - Role: Select **Release manage**
We need this for creating and updating your app.
 - Permissions: **Global**

After the invitation is sent, the Shopgate App team will receive an email and accept the invitation shortly.



Invite a new user

Email * android-apps@shopgate.com

Access expiry date * Never On: 

Role * Release manager ▼

PERMISSIONS	GLOBAL	Add an app ▾
Visibility NEW ?	<input checked="" type="checkbox"/>	
Create & edit draft apps ?	<input checked="" type="checkbox"/>	
Edit store listing, pricing & distribution ?	<input checked="" type="checkbox"/>	
Manage Production APKs ?	<input checked="" type="checkbox"/>	
Manage Alpha & Beta APKs ?	<input checked="" type="checkbox"/>	
Manage Alpha & Beta users ?	<input checked="" type="checkbox"/>	
View financial data ?	<input type="checkbox"/>	
Manage orders ?	<input type="checkbox"/>	
Reply to reviews ?	<input checked="" type="checkbox"/>	
Edit games ?	<input checked="" type="checkbox"/>	
Publish games ?	<input checked="" type="checkbox"/>	

When you have global permission selected, those will not be available for individual apps.

[CANCEL](#) [SEND INVITATION](#)

4 Grant API access (Service Account)

Shopgate uses an Automated App Service to update your app regularly. In order to do so, the Shopgate technology needs access to your Google Play Developer API.

1. In your [Google Play Console](#), go to **Settings** → **API access**, and click the button **Create new project**.

| *If you don't see the button on the API access page, skip ahead to point 3.*

2. The "API Access" page will open.

| *Please be aware that this page could take a few minutes to load.*

3. Click the button **"Create Service Account"**. This will open a pop-up.
4. **Leave the pop-up open** and click **"Google API Console"** in the pop-up. This will open a new tab in your browser.
5. Click the button **"Create service account"** and enter the following in the pop-up that opens:

- Service account name: Enter **sg-service-account**
This will automatically populate the "Service account ID" field.
- Role: Select **"Project → Owner"**
- Checkbox: Check **"Furnish a new private key"**
- Key type: Select **JSON**

6. Click **Create**. A file named "Google Play Android Developer-XXXXXXXXXX.json" will start to download. **Please save this JSON file and upload it to Shopgate in the next step.**

| *Depending on your browser settings, the file may start to download automatically or ask you for permission to start the download.*

7. Close the pop-up. You'll see the new service account created. You can close this tab now.
8. Switch back to the pop-up you left open at step 4. Now click **Done**.
9. Under the section "Service Accounts → Permissions" Make sure to allow all the permission options except "View financial data" or "Manage orders". Click **Add user**.
10. You'll be redirected to **Users & permissions** page. The new service account should now be listed here.

Add a new user

Email *

Access expiry date *

Never On:



Role *

Custom



PERMISSIONS

GLOBAL

Add an app ▾

Visibility ?



Create & edit draft apps ?



Edit store listing, pricing & distribution ?



Manage Production APKs ?



Manage Alpha & Beta APKs ?



Manage Alpha & Beta users ?



View financial data ?



Manage orders ?



Reply to reviews ?



Edit games ?



Publish games ?



When you have global permission selected, those will not be available for individual apps.

CANCEL

ADD USER



5 Enter Information at Shopgate

As soon as you have finished steps 1 to 4, please enter your Google Play Developer account information and upload the JSON file (downloaded in the previous step) to Shopgate.

1. Log into your [Shopgate Admin](#)
2. Navigate to **Settings** → **Native Apps** → **Google Play Developer Account**
3. Enter the following information.

- **Developer Name**

The company name entered in your [Developer Profile](#) in step 2.

- **Email Address**

Google Account created in step 1.

- **Transaction ID**

Referred to as the **Order number**, this Transaction ID is emailed to you from Google Payments right after paying the \$25 registration fee. It is typically in one of the following formats:

- 01234567890123456789.token.0123456789012345
- 0.G.123456789012345
- registration-1234ab56-7c89-12d3-4567-8e91234567f8
- 01234567890123456789.registration-1234ab56-7c89-12d3-4567-8e91234567f8

This Transaction ID is also available on your Google account at payments.google.com.

4. Upload the **JSON file** "Google Play Android Developer-XXXXXXXXXX.json" which was downloaded in the previous step.
5. Click **Confirm Setup** to confirm that you have finished everything outlined above.

**Google Play
Developer
account**

See how to Set up Google Play Developer account and transfer your existing app.

Developer Name	<input type="text" value="My Awesome Shop"/>
Google Account Email Address	<input type="text" value="example@gmail.com"/>
Transaction ID	<input type="text" value="01234567890123456789.registration-1234ab56-7c89-12d3-4567-8e91"/>
Upload the JSON file generated from the account configuration. It should be titled "Google Play Android Developer-XXXXXXXXX.json."	
JSON file	<input type="button" value="change"/> Google Play Android Developer-5237582cb5386.json <input type="button" value="x"/>
<input type="button" value="✔ Confirm Setup"/>	

That's it! Now you have finished setting up your Google Play Developer account! We will transfer your Android app within a few days. You will get an email confirmation from Google once this process is complete.

For more information on Google Play Developer account, please visit Google's [Developer Console Help](#). For more questions about the overall enrollment process, please contact us at support@shopgate.com.

3. Frequently Asked Questions (FAQ)

3.1 Should I use my existing Google Play Developer account?

In order to publish your app, **Shopgate will need to be invited as a Release Manager with "Global" permission** in your Google Play Developer account.

If you're concerned about Shopgate having access to your other apps on this account, please register a new Google Play Developer account.

Keep in mind that a "developer name" (the company name in this case) can only be used once in the Developer Profile. When applying for a second Google account, you could try to add a dash or space in your company name.

3.2 Should I create a separate Google account for my Android app with Shopgate?

In general, **it is not recommended to use a personal Google account** to connect to your Google Play Console.

If your existing Google account is associated with your Google Play Console, and you're concerned about Shopgate having access to the other apps in this console, you should create a separate Google account.