15 Do's and Don'ts
of Product Feed Optimization for Google Shopping

It all starts with high quality product data. Follow these tips to optimize your product content and unlock success for your Shopping campaigns.

Do

✓ Walk through your end-to-end customer journey, from Shopping ad to checkout, and identify opportunities that will create a better shopping experience, such as improvements to your product content, landing page and checkout process.
Why: Shoppers are more likely to purchase if they can quickly find what they want to buy, use rich content to make an informed decision and complete the transaction in a few steps.

✓ Strategically prioritize your resources towards your most valuable products, and make sure you provide complete product data and fix any critical issues for those products.
Why: Focus on your best selling products to have the most impact on performance.

✓ Include important attributes in titles, such as strong brand names, age group, gender, size, color, size type (e.g. plus size, petite, maternity) or personalization options (as applicable).
Why: Provide shoppers with the most relevant information about your product to better match search queries and drive performance lift.

✓ Front-load product titles with important attributes not visible in the image.
Why: Product titles are truncated in most ad formats, so show your most relevant and compelling content at the beginning of the title to inform shoppers before they click through to your site.

Google Shopping

Do

✓ Maintain up-to-date availability and pricing, including tax and shipping, by using [automated feed delivery](#) (including [intraday updates](#)), the [Content API](#) and/or [Automated Item Updates](#).
Why: Shoppers will bounce from your site if they don't see the price or availability they expect. Mismatches will also result in disapprovals.

✓ Provide the most detailed Product Type values that you have (e.g. Apparel & Accessories > Clothing > Outerwear > Coats & Jackets > Denim Jackets), and provide Google Product Category values that are at least 2-3 levels deep.
Why: Categorizing your products will improve your search relevance and provide a good structure for Shopping campaigns.

✓ Use product landing pages that show the same product variant (color, size, etc.) as the corresponding Shopping ad.
Why: It's a frustrating experience for shoppers, especially on mobile, to have to select a product variant on your landing page after clicking on that variant in your Shopping ad.

✓ Provide the highest resolution images you have available (800x800 recommended; 250x250 for apparel and 100x100 for non-apparel, required on September 1, 2016 and after).
Why: Products with high quality images are more likely to show for relevant search queries and will capture your shoppers' attention, especially on today's high resolution smartphones.

✓ Take advantage of opportunities to differentiate your ads using [Merchant Promotions](#), [Product Ratings](#), [Seller Ratings](#), [Trusted Store](#) and [Local Inventory Ads](#), when applicable.
Why: Highlight your unique offers and value propositions to set your Shopping ads apart from your competitors'.

✓ Run experiments to identify optimization techniques that are most effective for your products and target audience. For example, try adding color to your product titles for apparel and measure the change in your key performance metrics.
Why: Every retailer is unique. Test different tactics to determine what will drive results for you.

Google Shopping

Don't

❌ "Keyword stuff" or over-optimize product titles by using synonyms or search query terms that do not match your product landing page.
Why: Shoppers expect your Shopping ad messaging to match your landing pages. Any differences can create a poor shopping experience and increase abandonment rates.

❌ "Keyword stuff" or include promotional text in Product Type values (e.g. "Casual Dress > Little Black Dress > Sun Dress > Elegant Dress" or "Mother's Day Gifts > 50% Sale Items").
Why: Categorizing your products in a responsible manner will improve your search relevance, prevent disapprovals and provide a good structure for Shopping campaigns.

❌ Use the same product title for multiple items in your feed.
Why: Showcase the unique details and attributes that differentiate each product to help shoppers quickly find what they're looking for.

❌ Use placeholder images, or images that include promotional messages or logos.
Why: Deliver a high quality, professional image to capture your shoppers' attention.

❌ Standardize colors in your product title or color attribute (e.g. changing a color like "Midnight Sky" into "Dark Blue").
Why: Avoid disapprovals and confusing shoppers by showing a different name of color in your Shopping ad than on your product landing page.

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