Google

2022 Google Ecommerce Playbook

Resources and strategies for ecommerce businesses to maximize results

Take your business to the next level with useful tools and powerful insights

Ready to drive sales and reach more customers with Google?

Whether you're a brand-new shop or a thriving business, this playbook was designed for you. Inside, you'll discover how to get your store and your products to appear in search results, so you can connect to the hundreds of millions of people who do shopping-related searches on Google each day.

You'll also learn how to tap into trends, discover new resources, and put the power of data to work to drive sales and revenue.

Get ready to discover new ways to make the most of the year ahead.

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TRENDS

Understand 2022's trends to level up your business

As the behavior of your shoppers continues to change, we've identified several important trends that can help improve the success of your business in 2022. These insights can be useful as you plan your marketing budget for the year.

Consumer spending is surging

51% of consumers surveyed report a desire to indulge in post-pandemic bounce-back shopping.[1]

Online shopping is here to stay

92% of consumers who tried online shopping in 2019 became converts, citing the convenience it offers.[2]

Brand loyalty continues to fluctuate

75% of consumers globally have changed brands at least once during the pandemic. Value, quality, and brand purpose are among the top reasons for trying a new brand.[3]

Advanced shipping features drive more sales

57%
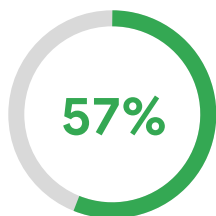
57% of shoppers said they wouldn't buy if fast, flexible delivery options weren't offered.[4]

56%
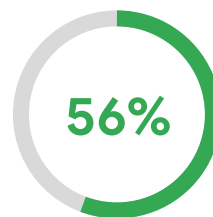
56% of consumers aged 18–34 expect same-day delivery.[5]

1 McKinsey, "US consumer sentiment and behaviors during the coronavirus crisis," December 2021.

2 McKinsey, "Emerging consumer trends in a post COVID 19 world," June 2021.

3 McKinsey, "Consumer Sentiment and Behavior," October 2020.

4 Accenture, "Changing Consumer Motivations & Expectations," June 2021.

5 Invesp, "The Importance of Same-Day Delivery – Statistics and Trends," April 2021.

NEW BUSINESS   EMERGING BUSINESS   GROWING BUSINESS

Just getting started? We've got you covered.

Congratulations! Starting a new business is a huge step forward. We're here to help you get your business up, running, and set up for success as you build your marketing ecosystem.

New business onboarding steps

1. On your website, make sure you've covered the basics:

   - Phone-verified the site
   - Listed refund and return policies, plus terms of service
   - Included current contact information
   - Displayed your payment methods

2. Install BigCommerce's Ads & Listings on Google and sync your products to Google to get in front of millions of shoppers for free.

3. Follow the simple set up and link your Google Account, Google Merchant Center account, and Google Ads account.

4. Build your target audience.

5. Configure your product listings.
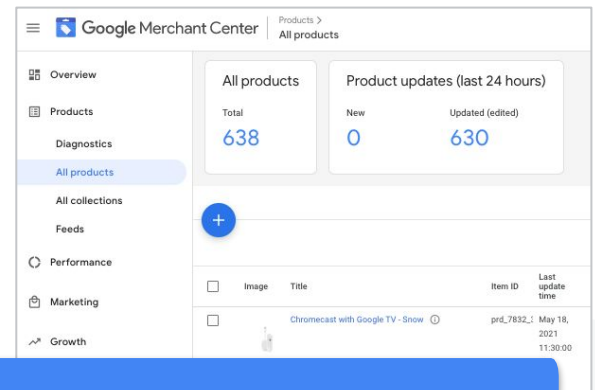
Pro tip
For help setting the right budget to reach your goals, please review the budgeting section of this playbook.

NEW BUSINESS   **EMERGING BUSINESS**   GROWING BUSINESS

Looking for new ways to grow? We can help.

If your business is starting to take off, but you could still use a little marketing guidance to reach your goals, we have a few tips and resources for you.
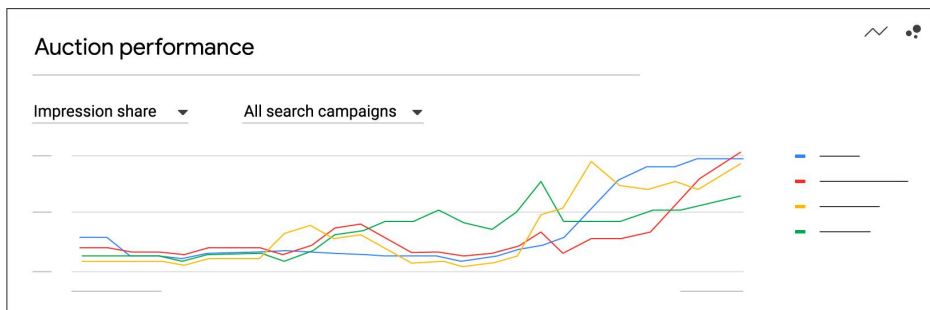
Get to know your audience with these powerful tools

⊕ **Demand forecasts** can show you predicted upcoming search interest for products and services relevant to your business, so you can prepare to capture surging demand.

⊕ **Consumer interest insights** show how your target market is searching for and engaging with your business. This tool analyzes the search terms in which your ads have appeared in the past 56 days, grouping them into themes and subthemes and delivering key performance metrics for each.

⊕ **Audience insights** show the characteristics of the shoppers and audiences that make up your conversions. These insights help you learn about your customers' unique traits so you can improve your targeting, creative assets, and overall campaign performance.

Time to expand into new markets? Our advanced tools offer greater reach.

If your business is growing fast, and you're looking for new ways to grow your reach, you might consider moving into new areas to discover untapped opportunities.

Identify potential new markets and join the global marketplace

Now it's easier than ever to reach international audiences and grow your business with Google's [Market Finder](). You'll gain a better understanding of demand trends, so you can optimize your marketing strategy and leverage market data to quickly adapt to local markets.

- Discover regional markets before going global.

- Understand new demand trends and reach new audiences.

- Adapt your business to local markets.

- Get tailored recommendations and explore consumer insights.

> **Pro tip**
> Use Market Finder to uncover insights like the disposable income of potential customers and their online behavior.

+40%

Did you know that more than 40% of shoppers go to Google when researching a purchase they plan to make?[1]

1 Google/Ipsos, Global retail study, September 2021.

Gain insight into your marketing efforts with conversion goals

[Conversion goals](#) measure how well your site fulfills your target objectives. Goals are actions you want your users to take on your website. Each time a user completes one of these goals, it's considered a conversion.

You can assign a monetary value to each goal to determine how much that conversion is worth to your business. This enables you to focus on the highest-value conversions, such as transactions with a minimum purchase amount.

By optimizing for your most valuable conversions, you can boost your return on ad spend (ROAS). You can also set conversion goals for each stage of the purchase journey to gain insight into drop-offs.

Ready to get started? Learn how to [create, edit, and share your conversion goals.](#)

Best practices for conversion goal setting

- ✓ Use intuitive names for your goals. This will help you and your staff more easily understand conversion reports.

- ✓ Assign a goal value. While this step is optional, we recommend you do so to help monetize and evaluate your conversions.

- ✓ Keep track of when you change or repurpose a goal. Since goals are not applied to historical data, changing a goal will change your conversion data from the point of the change.

Optimize your conversion rate with Google Analytics

Now that you understand how your customers are converting, you can explore strategies for increasing conversion. Conversion rate optimization can help you increase the percentage of website visitors that convert. Google Analytics can help. Learn how to use this powerful tool to [get the most out of your conversion data](#) and continue to optimize for the growth of your business.

GOOGLE TOOLS

Get set up for success with free tools from Google

Reaching and engaging shoppers has never been easier. Now, you have powerful, free tools designed to improve the quality of your website, connect with people when they search, and better understand shopper behavior.

Grow My Store

Grow My Store acts like a checkup for your website and offers practical tips on how to improve it. Simply enter your URL to get:

- A personalized report that shows how your site compares against businesses in your industry
- Tailored insights on market and consumer trends to help you reach new customers

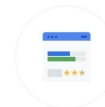Get a personalized report about your site at Grow My Store.

Google Analytics

Google Analytics gives you the power to analyze data about shopper behavior, so you can make smarter decisions for your business.

- Understand how your website, marketing, products, and more are performing.
- Harness the power of your data through Google's powerful machine learning features.
- Leverage data-driven insights to drive better results for your business.

Love to take a deep dive into the data? The Analytics Academy offers free courses for both beginners and advanced users.
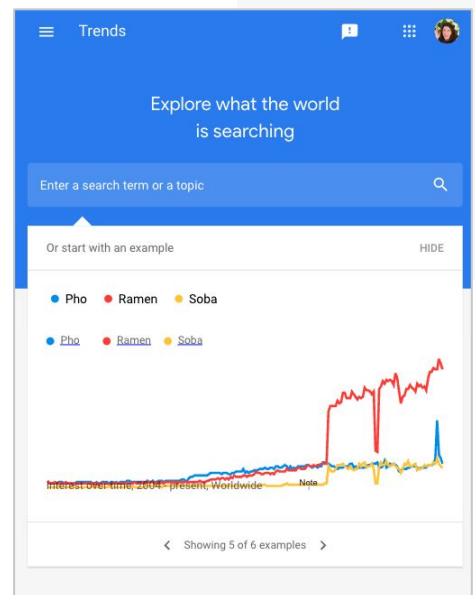
GOOGLE TOOLS

Google Trends

Google Trends offers insight into historical trends and real-time shopper behavior. Use this data to identify seasonal spikes and adjust content and promotional strategies to maximize sales.

- See what people are, or aren't, searching for across Google Search, the Shopping tab, Google Images, and YouTube.
- Identify growing interest in products and search terms to learn which products to promote ahead of a peak season moment.
- Learn what your target market is searching for and use those keywords in your SEO and content marketing strategy.
- Subscribe to Google Trends alerts on topics and searches in your region.

Use Google Trends to see what people are searching for.

Business Profile

Business Profile helps you turn people who find you on Google Search and Maps into new customers. Your free profile is the perfect way to stand out from your competition.

- Get a personalized report that shows how your site can deliver essential store information and make a great first impression.
- Showcase your products and services with photos and descriptions.
- Reach and engage local shoppers with promotions and reviews.
- Gain insight into how customers find your business.

WEBSITE READINESS

Make more sales with these website best practices

Your website is your online storefront, so design it with an eye toward making shopping easy for your customers.

Top 3 features of a great website

1. Make sure your website is responsive.

2. Create a user-friendly website.

3. Streamline your checkout experience.

1 The importance of a responsive, mobile-friendly website

It's important to meet customers where they are – and often, that means they're on mobile devices. A responsive website caters to your customers by automatically adjusting to their device, so that no matter their screen size, your website will look great and work well.

41.4%

Mobile ecommerce is expected to make up 41.4% of total ecommerce retail sales by 2025.[1]

63%

In Q4 2021, mobile devices accounted for 63% of organic search engine visits.[2]

WEBSITE READINESS

2 Set up your website for success

After you've met all the requirements for your website and Merchant Center, use your ecommerce platform to make your website and product listing pages even better with these website best practices.

Website requirements checklist

Make sure you've included these items on your website or addressed them in Merchant Center to ensure your free listings and campaigns will be approved.

- ✓ Verified and claimed <u>URL</u>
- ✓ <u>Refund policy</u> and terms of service
- ✓ Clearly visible payment methods
- ✓ Contact information
- ✓ <u>Shipping</u> methods
- ✓ <u>Sales tax</u> for each place where you ship

Navigation	Organize your navigation menu so shoppers can easily explore your site and make purchases.
About page	Provide information about your business so customers can learn about your store and your products.
Social media	Include links to your social media accounts to help shoppers get to know your brand.
Calls to action (CTAs)	Make sure the wording on your buttons is simple and intuitive. Prominently feature opportunities to purchase.
Images and video	Use professional, high-quality image and video files that are compressed and optimized so your pages load fast.
Accessibility	Be sure your font sizes and colors work together to ensure readability, and include alt tags for images.
Social proof	Offer star ratings, feature reviews, and showcase user testimonials to build credibility and trust.

2022 Google Ecommerce Playbook

WEBSITE READINESS

3 Best practices for a smooth checkout experience

Streamline your purchase process so it's quick, effortless, and intuitive. Simply add these checkout features from your BigCommerce dashboard.

✓ Give shoppers the option to check out as a guest.

✓ Pre-fill returning customers' preferences during checkout, and let new customers use their third-party checkout service.

✓ Auto-advance to the next step in the checkout process.

✓ Prominently feature your return and refund policies.

17%

Did you know that 17% of customers who abandon their carts do so if the checkout process is too long or too complicated?[1]

Pro tip
Highlight secure payment methods. Seeing payment options like Google Pay or PayPal boosts customer trust.

G Pay   *PayPal*

1 Baymard Institute, "46 Cart Abandonment Rate Statistics," November 2021.

BIGCOMMERCE'S ADS & LISTINGS ON GOOGLE

Discover a powerful way to get in front of new shoppers and drive revenue

You already know that Google makes it simple to reach millions of shoppers as they search for products like yours. But if you use a third-party ecommerce solution – like BigCommerce – you can use them together to tap into even more powerful features to increase sales and increase your return on ad spend.
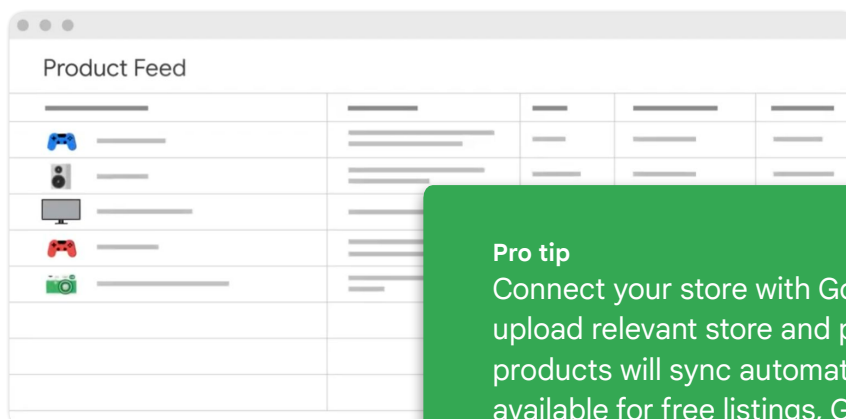
✅ **Drive sales**

Connect with hundreds of millions of people looking to buy products like yours every day.

✅ **Reach interested shoppers**

Meet high-intent customers where they are, on Search, Shopping, YouTube, and the web.

✅ **Gain business insights**

Measure the impact of every sale so you can show your products to the most valuable customers.

Product Feed

Pro tip
Connect your store with Google Merchant Center to upload relevant store and product data to Google. Your products will sync automatically to make the information available for free listings, Google Ads campaigns, and placement across additional Google properties.

BIGCOMMERCE'S ADS & LISTINGS ON GOOGLE

Sync your accounts to simplify your advertising efforts

With a few simple steps, you can streamline your marketing efforts and gain greater insight into shopper behavior.

To connect your BigCommerce account, follow the on-screen prompts.

BIGCOMMERCE

Manage more right inside your dashboard when you connect your accounts

✓ **Easily list your products on Google for free.**

✓ **Promote your products through paid ads, like a Performance Max campaign.**

✓ **Measure the impact of every sale.**

✓ **Gain insights on your campaign performance.**

Pro tip
The way you set up your feed determines when your ads show, as well as how and to whom they are displayed, so it's very important that your feed follows Google's requirements. Check out this video to learn how to ensure your feed meets them.

Craft an outstanding feed with strong product titles and descriptions

Your product feed offers the perfect opportunity for you to connect with shoppers, so you want to be sure you highlight your products' best features.

Product title

Better match search queries by including important attributes, like brand name, age group, gender, size, color, size type, and personalization options.

Product description

Build trust with your customers by including current, complete information for each product and ensuring it matches the wording on your website.

Product images

Capture shoppers' attention by using high-resolution product images. High-quality images are also more likely to show up in search queries.

Check out this [video](#) for tips and tricks on using the right images to showcase your products.

Naming structure for titles

Brand + Product type + Attributes

Put key details at the front of your product title. Titles are truncated in most ad formats, so position the most relevant details at the front.

For example:
Samsung 88" Smart LED TV with 4K 3D Curved Screen

Also, make sure the wording in your description matches your landing page to avoid shopper confusion.

BIGCOMMERCE'S ADS & LISTINGS ON GOOGLE

Reach hundreds of millions of shoppers every day with free listings

Feature your products for free on Google. Free listings are a powerful way to showcase your products across the Shopping tab, Search, Images, and Lens, and more. Already set up in Merchant Center? Your products are automatically eligible for free listings.

Find and connect with shoppers where they search

⊕ Differentiate your product from competitors.

⊕ Share rich, engaging listings that catch shoppers' attention.

⊕ Drive traffic to your website, to your local storefront, or to Buy on Google.

To get started, upload [your product feed](#) or add "free listings" as a destination to your existing feed. That's it! Soon shoppers will see your products on Google properties when they search.

Shopping ads carousel

Free listings

Want to dive deeper?
Check out our short [video training sessions](#) to get the most out of this useful channel.

PERFORMANCE MAX

Reach more shoppers with a Performance Max campaign

[Performance Max campaigns](#) feature paid ads that help you reach more shoppers across Google properties, including YouTube, Gmail, Search, and the Google Display Network.

Google's machine learning uses your product feed to create and show a variety of ads designed to reach the right shoppers at the right time. Your ads are continually optimized as the algorithm tests different combinations of the image and text assets you provide, then shows the most relevant ads, automatically.

Why use Performance Max?

⊕ Your best-performing ads are shown more often.

⊕ Automatic bidding takes the guesswork out of keyword strategy.

⊕ Seamless integration with third-party ecommerce platforms simplifies the lift.

To set up a Performance Max campaign, simply sync your products in your ecommerce solution and set a daily budget. Google takes care of the rest, using a variety of real-time signals to optimize your campaign and choose the best time and place to display your products.

Remember that because Performance Max campaigns use cost-per-click pricing, you pay only when customers click on your ad.

1 Google Data, Global Ads, September–October 2021.

Smart Shopping has been upgraded to Performance Max, delivering additional inventory and formats to help you reach new customers. Click to learn more.

Introducing Performance Max

+12%

Average increase of conversion value at the same or better return on ad spend for advertisers who upgrade to Performance Max.[1]

PERFORMANCE MAX

# Public Rec adopts Performance Max and achieves a 5:1 ROAS

Public Rec, an athleisure retailer, wanted to boost online sales while improving their return on ad spend (ROAS), so they eagerly started testing using Performance Max.

+58%

+28%

Conversions   Clicks
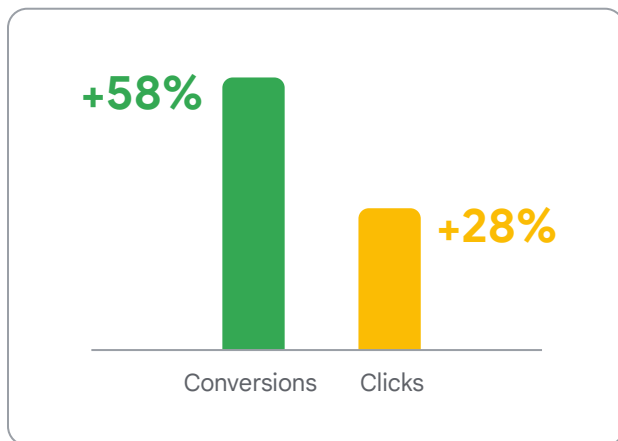
Ten weeks after they began, the company saw a **58% increase in clicks** and a **28% increase in conversions** – plus an impressive **5:1 ROAS.**[1] Performance Max created new efficiencies for the Public Rec team, enabling the company to appear on more Google properties and reach the right customers at the right time.

5:1

ROAS after adopting Performance Max.[1]
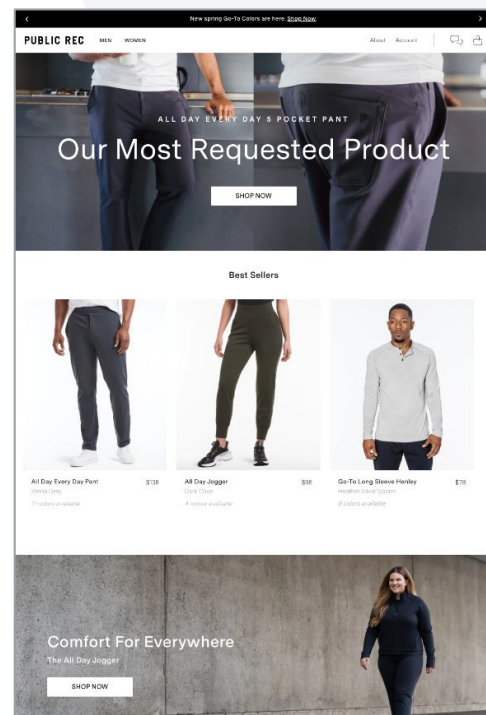
"Performance Max is efficient and easy for any marketer, experienced or beginner! We've been able to grow our business by tapping into all of Google's properties, ensuring we're capturing the right customers from every angle."

Esther Yang, SEM Manager
Howard Zisser, Head of Marketing

PERFORMANCE MAX

Set a Performance Max budget that fits your goals

In a Performance Max campaign, Google's algorithm determines when and where your products are shown, and your campaign budget is one of the factors taken into account. Although zeroing in on the right budget to reach your goals is often a result of testing and learning, we offer a few tips to help you get started.

Ad budget best practices

✓ Set your daily budget around (or above) the average of other campaigns in your target market to avoid your ads being crowded out.

✓ Set your campaigns to get conversions to get the best value.

> **Already have visits and online traffic to your website?** The performance of your new campaign will show more quickly.
>
> **Brand-new website?** The algorithm can take a little longer to generate conversions.

Give your campaign a chance to shine

We recommend you wait at least 15 days before making changes to your Performance Max campaign. This allows Google's algorithm time to learn where to best show your products to optimize performance.

New to Google Ads?

Get $500 USD in ad credits when you spend your first $500 USD on Google Ads within 60 days.*

*See offer terms and conditions.

PERFORMANCE MAX

Get ready to maximize sales within your budget

⭐ Do's

- **Adjust your budget to match demand.** Higher traffic means more potential sales, so having a sufficient budget allows the algorithm to optimize for conversion value.

- **Review your sales goals.** Determine the ROAS you require to reach your goals.

❌ Don'ts

- **Over-restrict the daily budget.** If Google's algorithm doesn't have enough initial data, the system can't drive the traffic and sales it needs to make optimized decisions.

What is ROAS?

Short for "return on ad spend," it's the amount of revenue your business earns for each dollar you spend on advertising.

Successful budgeting example

Samantha sells beaded bracelets for $25 each. She wants to reach $2,000 in sales per day through Google during her sample sale. Her Google testing showed that if she could sell her bracelets for $7 a piece, she could make a 300% ROAS.

In this case, because her ROAS is positive, we recommend a $670 daily budget to achieve her sales goal of $2,000 per day.

PERFORMANCE MAX

Understanding your dashboard and reporting

Tracking the performance of your ads is critical to building a successful strategy. You can learn more about your traffic by checking out the performance reporting section of your Merchant Center account.

Dashboard basics

1. Review the Overview page to get a summary of your performance reporting.
2. View Performance Max ads data in the Performance card.
3. Find free listings and free local listings data in the Performance card.

Learn more about the performance of your campaigns with insights

The new **Insights page** provides you with rich data on search trends, consumer interests, and audience personas to help you reach your goals. Check out the **Combination report** to learn how your top-performing ad assets are being combined to build the most effective creative for your campaigns. Together, they can help you understand the unique characteristics of your customers and which messaging and imagery works best to engage their interest.

Check out this webinar to learn how to get the most out of Performance Max.

Want to dive deeper?

In the Merchant Center navigation menu, click **Performance** and then **Dashboard**. Then, select the type of campaign you'd like to learn more about. You can further parse each metric into **Product**, **Brand**, or **Category** by clicking the segment's name in the dashboard.

Make the most of the year ahead

There's never been a better time to take your business to the next level, and we're here to help.

From powerful tools to insights you can use, this playbook can help you:

- Get ahead of 2022 most-important trends.
- Reach new shoppers.
- Drive greater revenue for your business.

Ready to take the next step?

[Get started]

Want to dive deeper into retail strategy and solutions?
Check out our comprehensive guide.

Thinking about the holiday shopping rush?
Tap into peak-season demand with this collection of valuable tips.

Terms and conditions for promotional offer

1. Offer available while supplies last.

2. Offer available to new Google Ads customers with a billing address in the United States only. One promotional code per advertiser.

3. To activate this offer: Click on the button or link associated with this offer for the promotional code to be automatically applied to your account. In order to participate in this offer, the promotional code must be applied to your first Google Ads account within 14 days of your first ad impression being served from such account.

4. To earn the credit: After the code is applied to your account, your advertising campaigns must accrue advertising costs of at least $500 USD, excluding any taxes or other fees, within 60 days. Making a payment of $500 USD is not sufficient. The tracking of advertising costs toward $500 USD begins after you've entered the code.

5. Once 3 and 4 are completed, the credit will typically be applied within 5 days to the Billing Summary of your account.

6. Credits apply to future advertising costs only. Credits cannot be applied to costs accrued before the code was entered.

7. Any unused promotional credit from this offer will expire on May 30, 2022. You can check your promotional credit balance and any applicable expiration dates by reviewing the Promotions tab under the Billing page of your Google Ads account at any time.

8. You won't receive a notification once your credit is used up, and any additional advertising costs will be charged to your form of payment. If you don't want to continue advertising, you can pause or delete your campaigns at any time.

9. Your account must be successfully billed by Google Ads and remain in good standing in order to qualify for the promotional credit.

10. Full terms and conditions can be found at
https://www.google.com/ads/coupons/terms/

Google