

# Power your product with free listings on **surfaces across Google**

Show your product in unpaid listings on Google surfaces when you submit your product information to Google Merchant Center. Local surfaces across Google (SaG) also enable retailers to show their in-store inventory to users on surfaces like Google Search or Google Images for free.

## Surfaces across Google



Google Shopping tab



Google Search



Google Images

## How it works



Use a Merchant Center [product feed](#) and ensure it's opted into SaG



Provide more [data attributes](#) for better quality listings



Comply with all [surfaces across Google](#) and [Shopping Ads](#) policies



Provide [merchant trust and quality signals](#)



Bring a richer experience to consumers



[Show local products on SaG](#)

Enhanced listings on the Google Shopping tab require more product data and require you to comply with both policies for surfaces across Google and Shopping ads. Product data submitted on surfaces across Google may be eligible for the following **types of listings**:

Standard	Enhanced	
ID	Standard listing requirements	Multipack / Bundle
Title	Description	Color / Size
Link	Availability	Age group / gender
Image Link	Condition	Shipping
Price	Brand	Tax
	GTIN / MPN	

