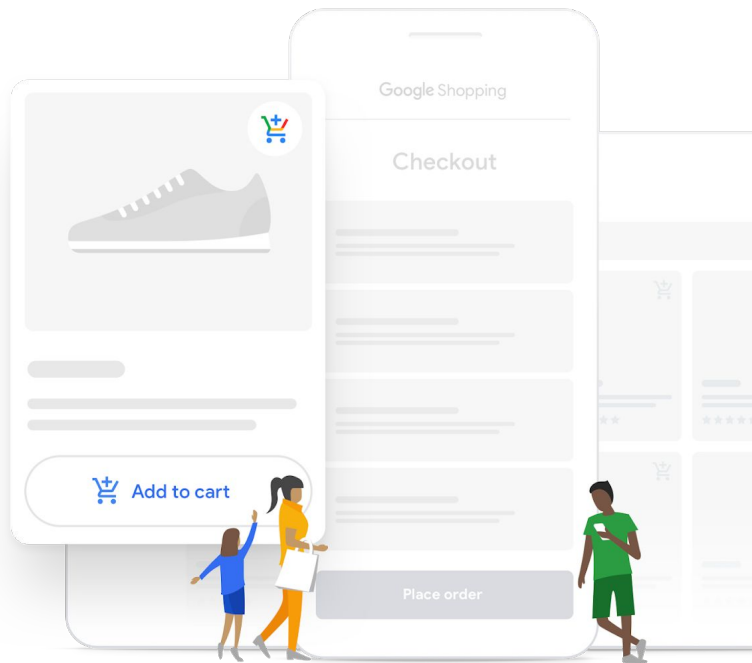




Free Listings + Buy on Google Welcome Guide (US)

Last updated: March 2021

Google for Retail



Agenda: Free Listings + Buy on Google Welcome!

Selling on Google

How to get started selling on Google with Free Listings and BoG

What is Free Listings?

Understanding the different types of free listings

Getting Started

Setup requirement & how to onboard your account for success

Optimize performance

How to influence & grow your performance on FL & BoG

Measuring Performance

Familiarize yourself with ways to measure your success



Selling on Google

How to get started selling on Google with Free Listings and Buy on Google

Our vision is to make Google the best place for...



Customers

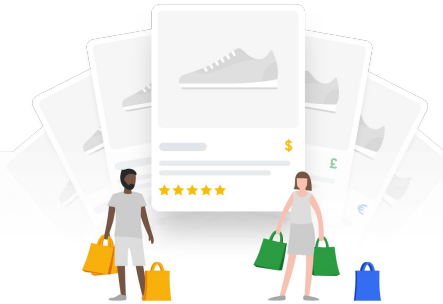
to support their shopping journeys,
regardless of where those
journeys complete



Businesses

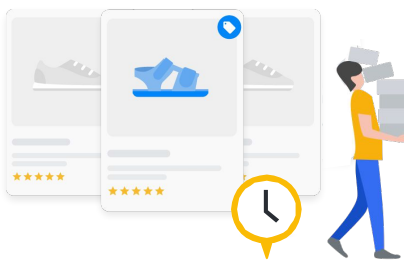
to connect with customers,
regardless of whether the purchase
happens on Google or your site

Enabling Free Traffic to Merchants on the Shopping tab



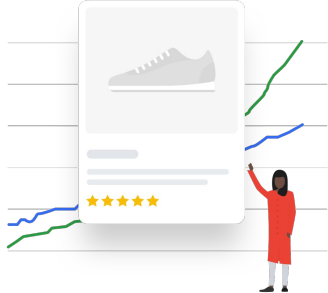
An illustration showing two customers, a man and a woman, each carrying shopping bags. They are standing in front of a large, stylized representation of a product card for a sneaker. The card features a shoe image, a five-star rating, and currency symbols (\$ and £). The card is part of a stack of similar cards.

Connect with more customers



An illustration of a merchant in a yellow shirt and blue pants carrying a stack of boxes. They are standing next to a product card for a sneaker, which has a blue play button icon in the top right corner. A yellow clock icon is positioned below the card. The card also shows a five-star rating.

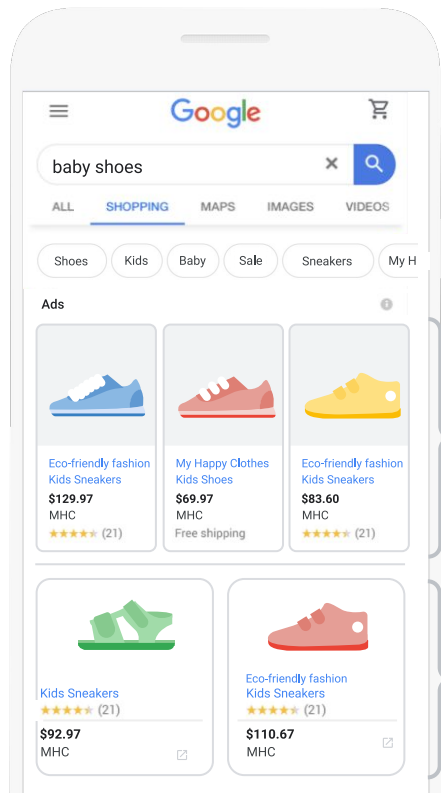
Show all your products



An illustration of a merchant in a red dress pointing at a line graph that shows an upward trend. The graph is overlaid on a product card for a sneaker, which features a five-star rating. The card is part of a stack of similar cards.

Increase your traffic and results

More choice and more ways to find the best products, stores, and prices

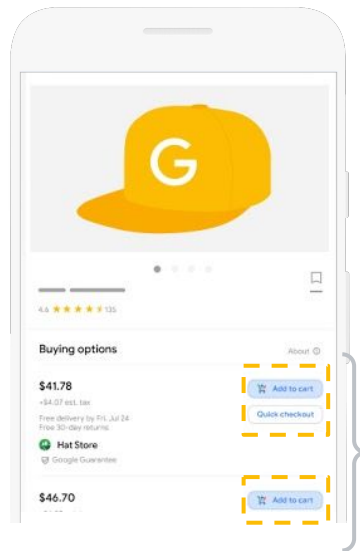


Shopping ads



Free listings

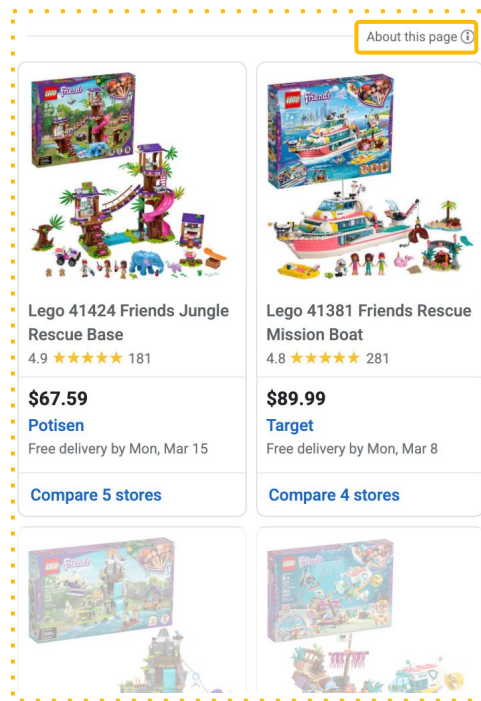
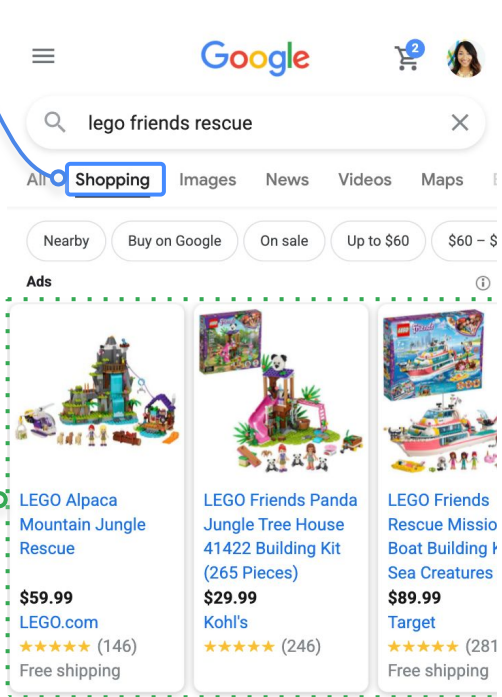
- **Online** (clicks to retailer website)
- **Local** (clicks to local storefront)
- **Buy on Google** (clicks to Google-hosted product page)



What it looks like: Shopping ads, Free listings & Buy on Google on the Shopping tab

The Shopping tab, found at the top of Google Search, is a page dedicated to helping Shoppers search and filter results for the products they're looking for.

Shopping ads carousel is found at the top of the page.



Free Listings

appear under the carousel, and flows down the page as shoppers scroll and browse.

*Anything listed under 'about this page' are free listings

What it looks like: Buy on Google check out experience

Search Results:

- Lego 41380 Friends Lighthouse Rescue Center**
4.9 ★★★★★ 44
\$47.99
Walmart
Free delivery
Compare 2 stores
- Lego 41424 Friends Jungle Rescue Base**
4.9 ★★★★★ 181
\$79.99
Target
Free delivery by Thu, Mar 11
Compare 5 stores
- Lego Friends Alpaca Mountain Jungle Rescue**
4.9 ★★★★★ 146
\$59.99
- Lego 41378 Friends Dolphins Rescue Mission**
4.6 ★★★★★ 220
\$30.00

Compare buying options (Lego 41424 Friends Jungle Rescue Base):

Buying options: Nearby, Buy on Google, Free delivery, New

Target:
\$79.99
+\$7.20 est. tax
Free delivery by Thu, Mar 11
90-day returns
86% positive feedback (2,702)
Add to cart

Fun.com:
\$99.99 (PHP 4,856.61)
+\$9.00 est. tax
\$0.16 delivery
30-day returns
94% positive feedback (745)
9 more offers

Added 1 item to cart:
Lego 41424 Friends Jungle Rescue Base
\$79.99
Google Guarantee
Cart subtotal(1 item) \$79.99
Go to cart

Cart:
Target
FREE delivery
\$79.99
LEGO Friends Jungle Rescue Base...a Jungle Tree Sanctuary 41424
\$79.99
Remove Move to collection

Order summary:

Item(s)	\$79.99
Estimated taxes & fees	\$7.56
Shipping	\$0.00
Estimated total	\$87.55

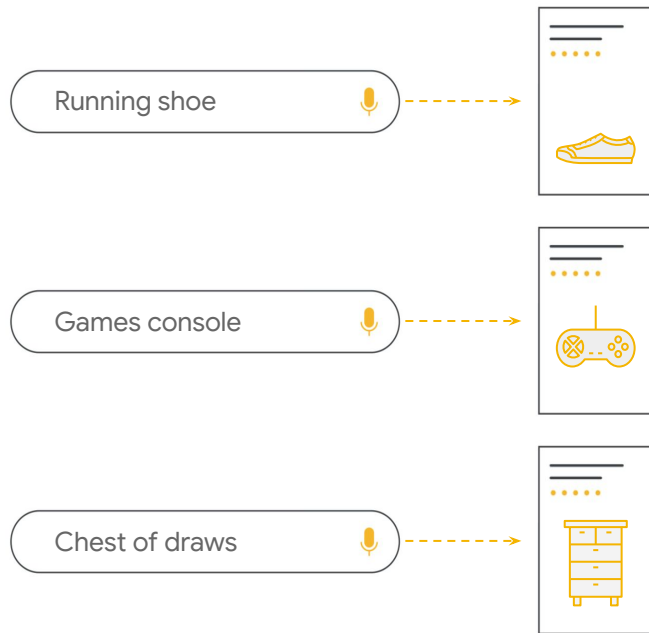
Go to checkout

How it works: Search results are based on relevance and quality, giving merchants an opportunity for impressions

FL & BoG on the Shopping tab will appear, on desktop or mobile, when a user makes a search, also known as a query.

We will show listings that best match the user's search criteria, by looking at the [data provided by retailers](#).

We pull this data from a [product feed](#), a file made up of a list of a retailer's individual products. This helps us to **distinguish between your different products, and correctly match them to the relevant query.**



Key Benefits: Decide which program is right for you

Programs	 List your products for free	 Advertise your products	 Let customers buy directly on Google
Key Benefits	• Free exposure to customers who are searching on Google • Free traffic	• Boost your visibility in more prominent placements • Get more <u>reach</u> (YouTube, Display, Gmail) • Drive more traffic and sales	• List & sell products directly on Google properties for zero commission • Instant checkout for your customers • Universal shopping cart for customers across Google • Google Guarantee • Own customer service and customer relationship
	• Better together: Since the introduction of free retail listings on the Shopping property (US, April 2020), we've seen an average >50% increase in clicks and >100% increase in impressions across free listings and ads on the Shopping tab - with small to medium sized merchants seeing the largest share of increases.*		

Key programs on Google Merchant Center

Retailers: Show your products on Google

Users: Buy on **retailer website**

Users: Let customers buy on **Google**



Free Listings

- **Free traffic to your site**
- Triggers based on user query relevancy
- Inventory appears on various Google surfaces, including Google Images, Google Shopping, Google Lens, and Google Search..

For retailers with websites



Shopping Ads

- **Paid traffic to your site**
- Driven by your ad campaigns
- Pay per click ads

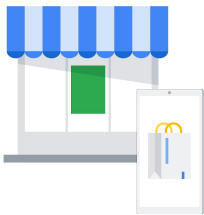


Buy on Google

- Sell **directly on Google** via onsite checkout
- Zero Google commission fees
- Universal cart
- Inventory appears on multiple surfaces including the Shopping tab, Google.com, Image Search and more
- **[US only]**

For retailers with or w/o websites

Summary: Get Discovered on Google



We're here to help you get discovered, with an open platform that brings all ecosystem players together. **As a merchant, you choose to sell on Google or drive traffic to your website for free** You'll appear across Google surfaces, where hundreds of millions of people shop each day. Lastly, you can choose to **advertise those listings** to drive even more people to your website or store.



The choice extends to the sign up process. Upload your product feeds in the format you prefer, including Amazon-formatted feeds, and bring your own payment provider.



Onboarding is easy and we're here to help. If you already sell through Shopify or other e-commerce platforms, we have integrations that will get you started even quicker.



When you sell on Google, your brand will be prominent and you'll own the customer relationship and service after the sale takes place.



Get discovered by millions of people, across Google's surfaces, with the choice of listing or selling, unpaid or paid, and using the partnerships you already have.



What is Free Listings?

Understanding the types of free listings

There are two types of Free listings:

Product data submitted for “free listings” may be eligible to display in the following types of listings:

Standard listings

What are they?

Free organic shopping formats shown on various surfaces across Google. Standard listings are **NOT** included on the Shopping tab.

What's required?

- Require the minimum amount of data (7 product attributes)

Enhanced listings

What are they?

Free content-rich formats that show on the Shopping tab with more product and business details.

What's required?

- Enhanced listings require additional product attributes within the product data feed.
- Eligibility is also based on account status and quality of data provided.

Free listings on the Google Shopping tab

Content-rich format on the Shopping tab

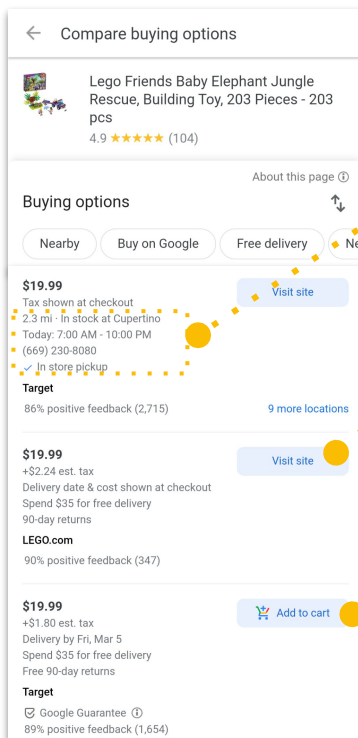
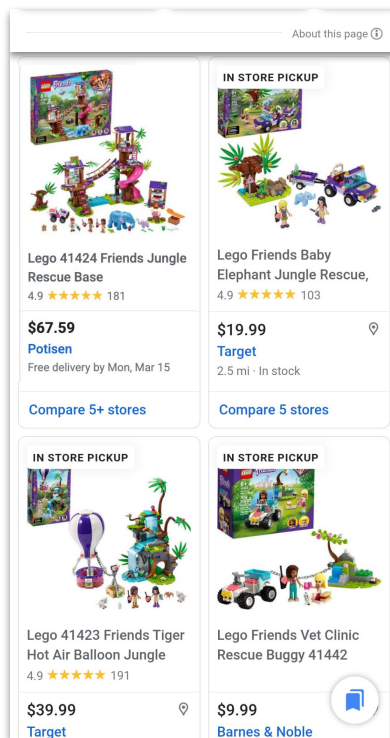
[Global]

An **enhanced listing** that appears on the Shopping tab under the ads carousel, and flows down the page as shoppers scroll and browse.

Requires rich data to offer more **visually enhanced experiences** for shoppers searching for your products.

*Only **Enhanced Free listings** will appear on the shopping tab

Available on desktop and mobile



Local
(Sends users to local storefront)

Online
(Sends users to retailer website)

Buy on Google
(Send users to Google-hosted checkout flow)

Free listings on Image Search

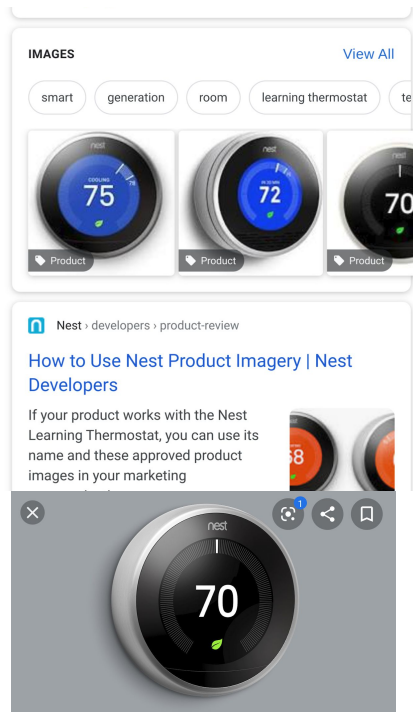
Images.google.com

[Global]

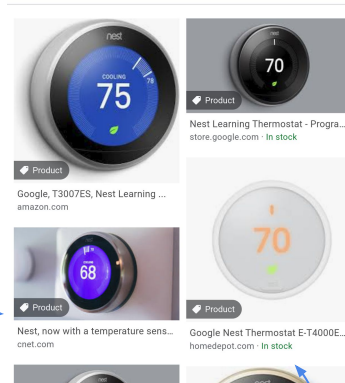
When people look for products and brands on Google Images, they may see images labeled with the **“Product”** annotations, which **signifies that the product in the image can be purchased.**

Product attributes can show on images and the expanded view including;
price, availability, ratings, and brand

Available on mobile and desktop as **standard and enhanced listings.**



“Product” tag
callouts to
indicate image
leads to PDP



Rich snippet
annotations in image
results and viewers

Google Store
Nest Learning Thermostat
\$249.00* · In stock · Brand: Google
Easy to install, learns your schedule, programs itself, and uses Wi-Fi to connect to your phone. It's better than smart. It's thoughtful.

Free listings across Google Search (google.com)

Rich snippets in web results

[Global]

A **standard listing** that includes a few lines of text that **supplement standard search results** in certain instances **with product information (e.g. product reviews, price, availability)** to provide users with more useful information.

This information is sourced from either:

1. Merchant Website via structured data markup
2. Merchant Center data feed ([blog post](#))

Available on desktop and mobile

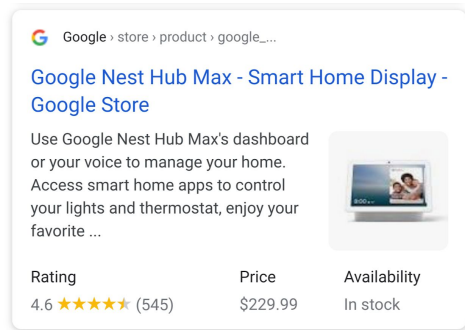
store.google.com › product › google_nest_hub_max

Google Nest Hub Max - Smart Home Display - Google Store

★★★★★ Rating: 4.6 - 545 reviews - \$229.99 - In stock

Use **Google Nest Hub Max's** dashboard or your voice to manage your home. Access smart home apps to control your lights and thermostat, enjoy your favorite ...

Rich snippet
annotations in web
results



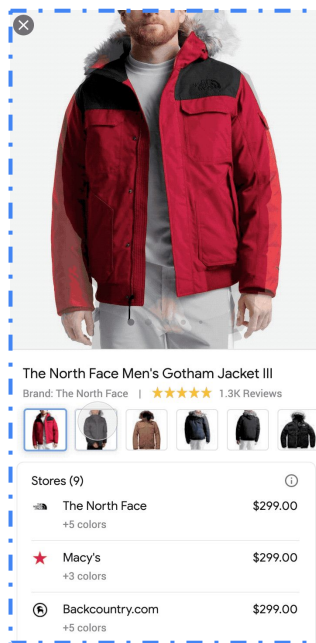
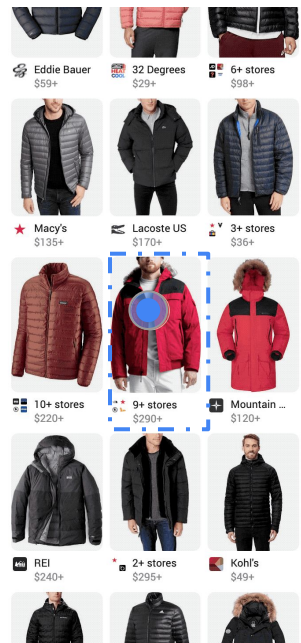
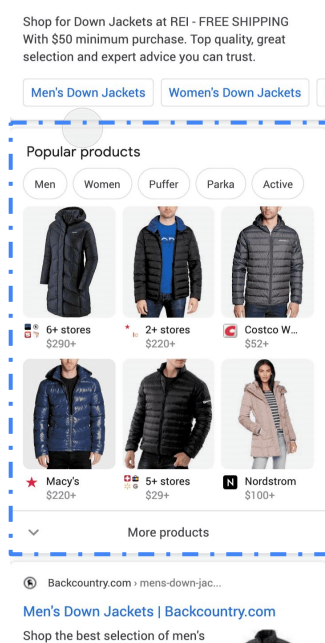
Free listings across Google Search (google.com)

Popular Products (apparel and accessories)

[US-only]

Product list carousel for categorical shopping queries in the **Apparel & Accessories** vertical that shows products that match the category and attributes that are **most relevant to the given query**.

On tap, the user is **taken to a product viewer** that contains more details about the **product**, and an organically-ranked list of merchants that sell the product (organic offers).



Available on mobile, as a **standard listing type**.

Free listings across Google Search (google.com)

Shopping Knowledge Panel

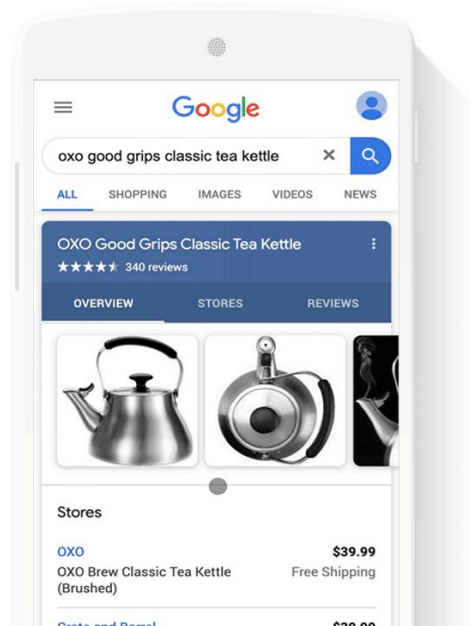
US, CA, BR, JP, MX, CO, AR

Shopping knowledge panel is a search unit on Google.com that organizes information for a **specific product** along with offers from various merchants.

If your product data feed includes the product being searched, your listing will be eligible to appear in this experience.

***Note:** It's very important to **provide strong identifiers (GTIN, MPN+Brand)** so offers can be merged correctly

Available on mobile & desktop as **standard listings**



Free listings on Google Lens

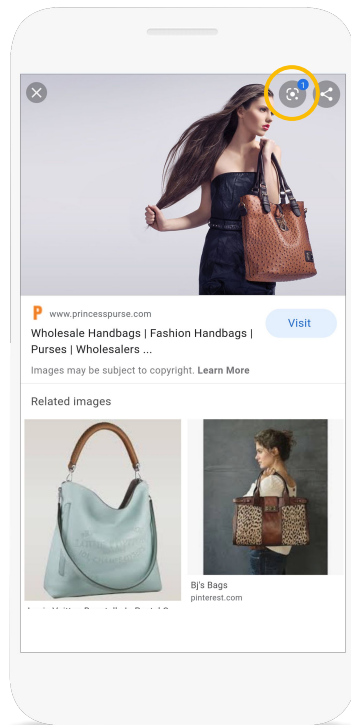
feature on images.google.com

[US-only]

People can tap on  the lens icon for images to see a list of similar products.

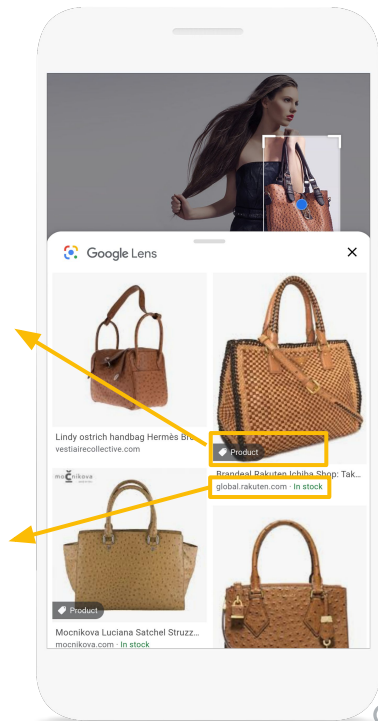
These results can contain **“Product” annotations**, and product attributes, like availability.

Available on desktop and mobile as **standard and enhanced listings**.



“Product” tag
callouts to
indicate image
leads to PDP

Rich snippet
annotations in
Lens results



Free listings on Google Shopping

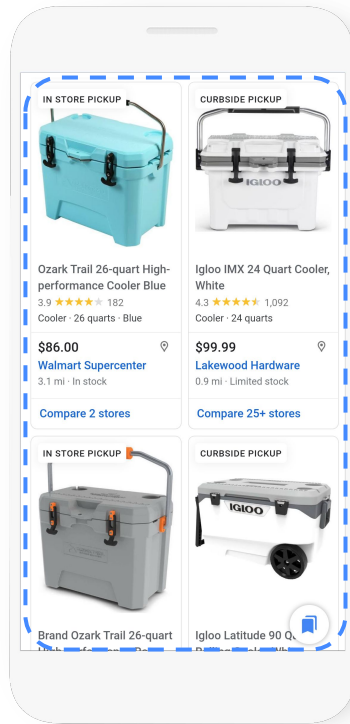
Free local listing & local store card

[Global]

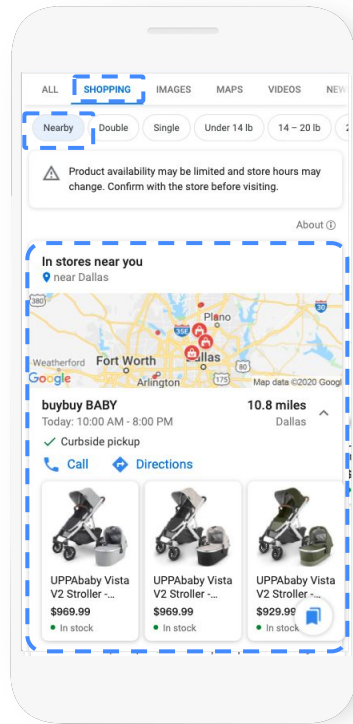
Free local listings showcase products and store information to nearby shoppers searching with the Google Shopping tab.

The **local store card** may appear after a user selects the nearby filter, regardless of the query. It also may appear without using the nearby filter, if the query shows local intent (e.g. "cooler near me")

Additional product data and program opt-ins are required to show on local listings. [Learn more.](#)



Free local listing



Local store card Google



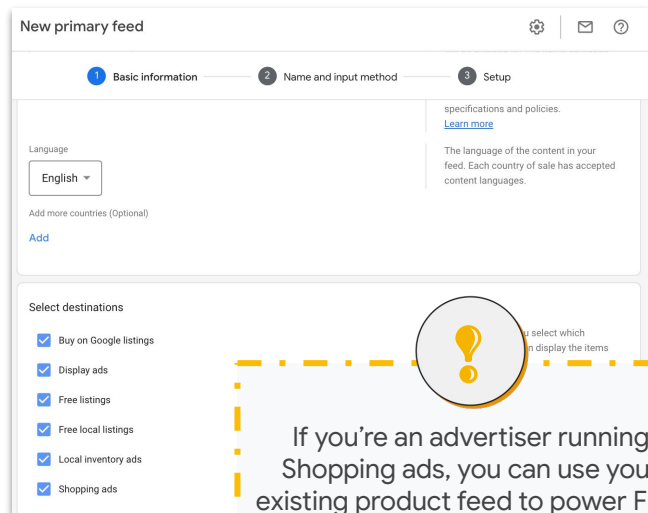
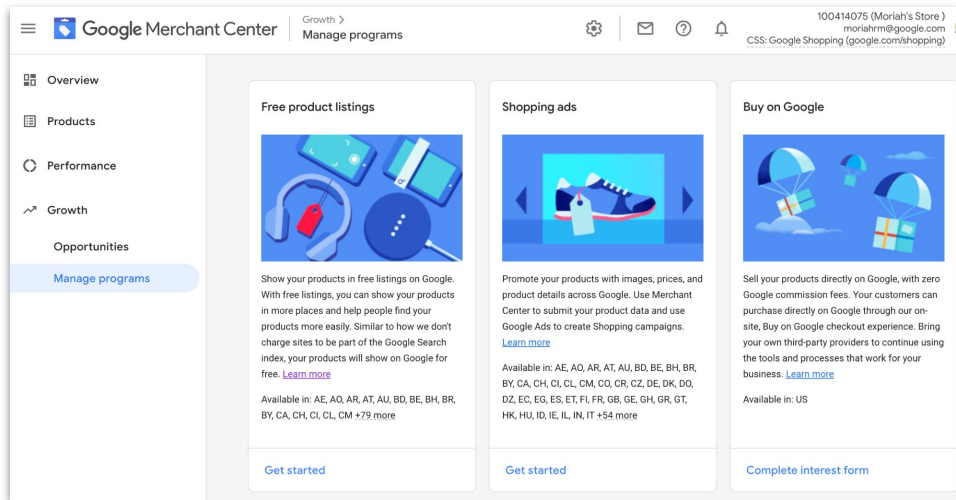
Getting Started

Setup and data requirements

Getting Started

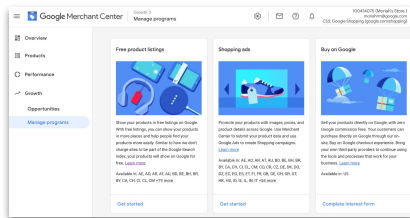
Retailers are eligible to use Free Listings and Buy on Google, regardless of whether or not they run paid ads with us. To get started, all you need is:

1. A [Merchant Center account](#), where you can follow the [setup flow](#) to participate in these programs
2. A [product feed](#) with data about the products you're selling



If you're an advertiser running Shopping ads, you can use your existing product feed to power Free Listings and Buy on Google

Onboarding & participation requirements



Opt into

Activate the Free Product listings program by completing the setup flow in Merchant Center

Product feed

Upload a product feed or add **"free listings" as a destination to your existing feed**. You can also use structured data or manual offers

Product data

Minimum feed requirements: `id`, `title`, `link`, `image_link`, `price`

Additional feed requirements: `description`, `Availability`, `condition`, `brand`, `gtin`, `mpn`, `multipack`, `is_bundle`, `color`, `size`, `age_group`, `gender`, `item_group_id`

Website

Verify and claim your website URL. Provide your website URL so it can be linked to your ads. [learn more](#)

Shipping

Set up your shipping method, fees, and rates. Alternatively, you can set this up in your feed

Tax

Set up sales tax for each places where you deliver. Alternatively, you can set this up in your feed. Tax is mandatory for the US

Free Listings Standard

Free listings Enhanced



Optional



Optional



Optional



✓ = Required

Review policies & understand program requirements



Make sure that your business complies with the policy guidelines described here: [learn more](#)

**Free
Listings
Standard**

**Free
listings
Enhanced**

Company information

Make your company contact info (physical address, email, phone number, terms and conditions) easily discoverable on your site



Website requirements

Not meeting Merchant Center website requirements can lead to account suspensions and therefore onboarding delays



Unsupported content

Include only supported products in your product data



Policies for Free listings

Maintain a positive and informative experience for consumers.
Avoid content or behavior that violates these policies



Policies for Shopping ads

1. Prohibited content: Content you're not allowed to promote
2. Prohibited practices: Things you can't do
3. Restricted content: Content with limitations
4. Editorial and technical: Quality standards for your site

Optional



 = Required

Website requirements for Free Listings



Google focuses on the user experience when we review website requirements. Ensure that users can easily discover critical seller and product information from your website:

Contact information

At least 2 of the 3 required pieces of contact information details (not including the contact us form) should be available in a specific contact us page or on main page

- 1) **email address**
- 2) **phone number**
- 3) **physical address**

Refund & return policy

Include a return and refund policy (accessible from the main page) which **clearly states how you handle these actions**, including all requirements and timelines. It is fine if the merchant doesn't accept returns/refunds, however, this should be clearly stated

Payment Information

All acceptable payment methods need to be displayed during checkout. Ideally, there is a separate page accessible from the main page that lists all accepted payment methods

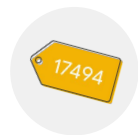
Billing terms & conditions

State all conditions of payment and shipping from pre-purchase to delivery . This can be found in the terms of service, shipping, and/or returns/refund section of the site

Secure & complete checkout

Ensure that users can easily access products and checkout without any issues. You'll need a secure checkout process that is protected with a valid SSL certificate. With SSL, your webpage URL will appear with **https://**

Minimum feed requirements for Free listings



For all products, you will need to include the following **data and attributes** in your feed:

Free Listings Standard

Free listings Enhanced

Buy on Google

ID

Use a unique ID for each different product. The ID is required to help distinguish between each product in your feed.



Title

Clearly identify the product you're selling. A specific and accurate title will help us show your product to the right users.



Description

The more specific you are, the easier it is for users to identify the product they are searching for.

recommended



Price

Tell users how much you're charging for your product. It must match the price and currency on your landing page.



Availability

Tell users and Google whether you have a product in stock.

recommended



Link

The URL for the landing page on your website that users are sent to, when they click on your product.



Image_link

The URL for your main product image. This image appears to potential customers in the free listing for your product.



Ensure your products are identifiable with brand & GTINs or MPN attributes, if relevant

G	At minimum, for all products, you will need to include unique product identifiers GTIN or MPN , as well as the brand	Free Listings Standard	Free listings Enhanced	Buy on Google
 0123973	<u>Brand</u> Used to indicate the product's brand name. The brand is used to help identify your product and will be shown to users.	recommended	✓	✓
	<u>GTIN</u> A GTIN uniquely identifies your product. This specific number helps us make your unpaid listing easier for users to find.	recommended	✓	✓
LPN4	<u>MPN</u> An alternative to GTIN, MPNs are used to uniquely identify a specific product among all products from the same manufacturer.	recommended	✓	✓



If a product has unique product identifiers and you don't submit it, the product's performance may be limited

Conditional feed attributes for enhanced free listings

In addition to the minimum data requirements for standard free listings, familiarize yourself with these **conditional attributes to participate in enhanced listings and show on the shopping tab**:

		Free Listings Standard	Free listings Enhanced	Buy on Google
<u>condition</u>	Required for used or refurbished products: Tell users about the product condition. We use this information to refine search results.	Optional	Conditional	Optional
<u>item_group_id</u>	Required for product variants: Group together products with differing variants like size, color, material, etc.	Optional	Conditional	Optional
<u>multipack</u>	Required if product is a multipack: Indicate grouped identical products for sale as one item to distinguish multipacks, bundles, etc.	Optional	Conditional	Optional
<u>is_bundle</u>	Required if product is a bundle. Use attribute to indicate that you've created a bundle: Multiple products grouped together as one package for a single price.	Optional	Conditional	Optional



Performance may be limited unless you provide all [attributes available in your region](#)

Additional feed requirements for **enhanced free listings** for specific retail categories like Apparel & Accessories

For apparel & accessory categories, these additional attributes are required to help users identify and filter for your product:

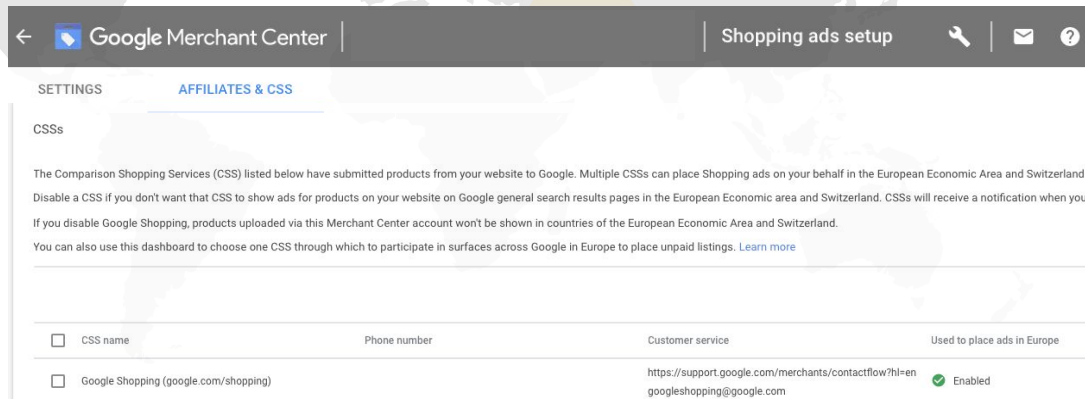
		Free Listings Standard	Free listings Enhanced	Buy on Google
<u>color</u>	Helps create accurate filters, which users can use to narrow search results.	Optional	✓	Optional
<u>size</u>	Use the size attribute to describe the size of your product, which can appear in results that are filtered by size.	Optional	✓	Optional
<u>age_group</u>	Use this attribute to set the age group that your product is designed for, which can appear in filtered results.	Optional	✓	Optional
<u>gender</u>	Specify the gender your product is designed for. With this information users can accurately filter products by gender.	Optional	✓	Optional

Comparison Shopping Services (CSS)

In the European Economic Area and Switzerland you participate in free listings on the Shopping tab through a Comparison Shopping Service.

***If you are using multiple CSSs to place Shopping ads, you can select only ONE CSS to represent you for the free listings program

You can change the CSS selected for free listings at any time via the [CSS dashboard](#) in Merchant Center.



***Note:** The [Comparison Shopping Services activity dashboard](#) is only available for a claimed and verified accounts under the Google shopping CSS



Optimize performance

How to influence & grow your success

Why is it so important to optimize?

Google is based on **relevancy**
and providing a **high-quality experience**.

When we talk about optimizing, we're talking about
making the experience better for users.

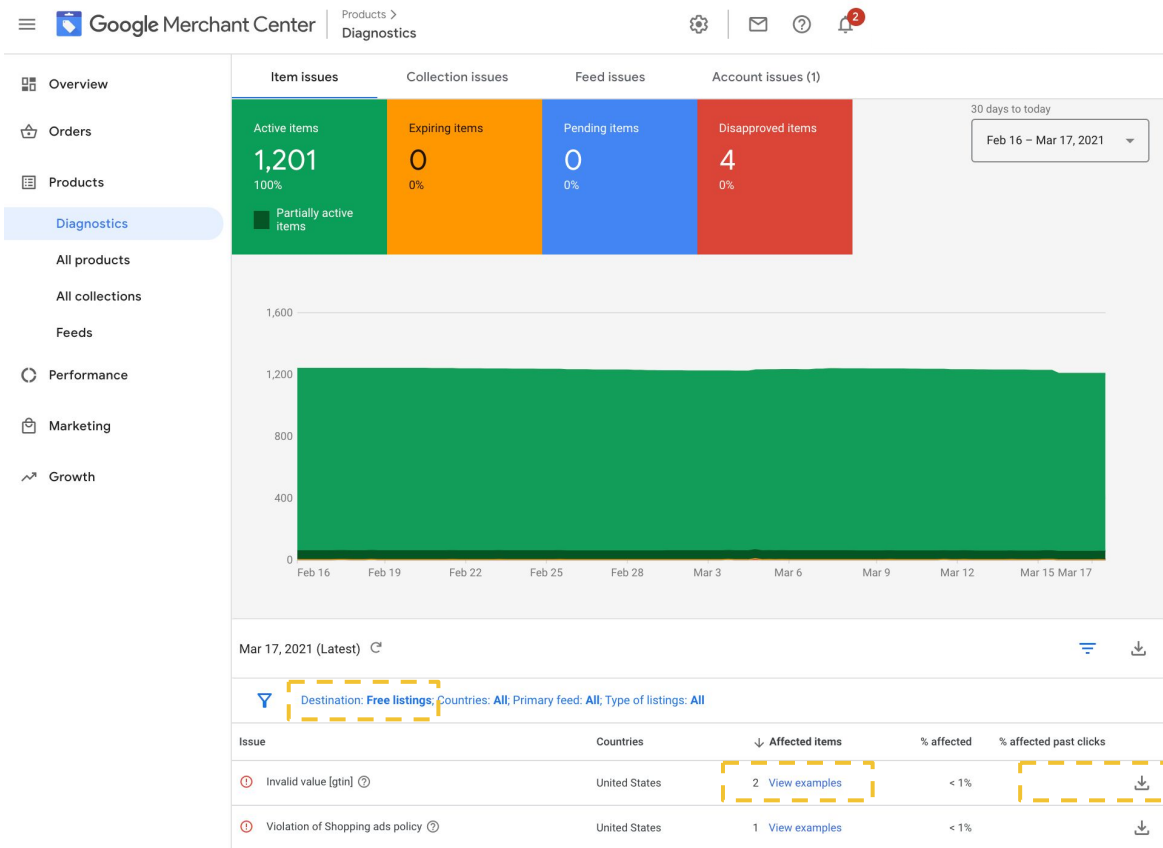
The better & richer you make your offers,
The better experience users will have.

Optimize your performance for selling on Google

There are a many ways in which retailers can influence their performance:

1. Maximize your product assortment
2. Provide **as much** feed and attribute data as possible
3. Optimize price and shipping settings
4. Create promotions for your products
5. Use Google Customer Reviews
6. Ensure your landing pages have a good user experience

Unblock your assortment by resolving diagnostic issues



Understand how many of your products are active and disapproved.

Resolve any known issues to maximize the potential number of products that customers can view.

The **Diagnostics** page gives you insight into the health of your product data so it's easier to identify and resolve issues (if any).

1. Go to the Diagnostics page
2. Filter destination to “free listings”
3. Identify the issue
4. Click “View Samples” of affected items
5. Hover over (?) to learn how to resolve

Reminder: a supplemental feed is a great option to update existing product data.

Provide and maintain high quality product data.

Your product data shapes the way your listings show and perform on the Shopping tab. **Accurate and detailed data can increase a product's visibility.**

Content that can help **boost impressions**:

- High quality main and alternate product images (3+)
- Succinct product highlights
- Show product variants
- Enriched product details

The screenshot shows a product listing for the Google Pixel 4 Smartphone. The title is "Google Pixel 4 Smartphone (Unlocked) Just Black / 64GB / 6GB RAM" with a 4.6-star rating from 805 reviews. The main image shows the phone's home screen with a colorful geometric wallpaper. To the left is a vertical strip of six smaller images showing different views and accessories. To the right, there are sections for "Color: Just Black" with three color swatches, "Installed Memory" set to 64 GB, and "Connectivity" set to Unlocked. Below these are "Product details" and a "Reviews" section showing a 4.6-star average from 3,211 reviews.

Annotations:

- Succinct product highlights:** Points to the bullet points describing the 6GB RAM, touch screen, and cameras.
- Product variants:** Points to the "Installed Memory" dropdown menu.
- Product details:** Points to the "Product details" section at the bottom.
- High quality product images:** Points to the main product image of the smartphone.

Product Listing Content:

Google Pixel 4 Smartphone (Unlocked) Just Black / 64GB / 6GB RAM
★★★★★ (805)

- 6GB RAM lets you enjoy multitasking conveniently
- Touch screen feature offers user friendly interface
- Its 16MP and 12MP rear cameras allow you capture high-quality pictures

Color: Just Black

Installed Memory: 64 GB

Connectivity: Unlocked

Product details
All in Mobile Phones - Google - Pixel Family
Google - Pixel Family - Pixel 3 - Pixel 3a - Android - 5.4" - Fingerprint Scanner - 8 MP front camera - 12.2 MP rear camera - 4G LTE
Get more done with Pixel 3a. It has an extraordinary camera with features like night sight, portrait mode, and HDRx, and a battery that charges fast and lasts all day. All the helpfulness of the Google assistant is built in. It's everything you love about Google - in a phone. The 5.8-inch FHD+ touch display delivers sharp high-contrast images, and the built-in stereo speakers produce loud, accurate audio. The Pixel 3a features an adaptive battery that learns how you use your device and helps to maximize battery life for up to 36 hours on a single charge. Works with all major carriers. < a href="#">More

Reviews
4.6
3,211 reviews

Optimize with additional feed and attribute data

Use all relevant attributes for your feed, not just the ones that are required, to provide rich and useful information about your products.

For example attributes like **size or color** are optional, if you're not selling clothing. However, this information may still be helpful to include for other categories of product.



Pro Tip: Utilize the **description** attribute, to list details like the product's material, pattern, texture, technical specifications or special features.

Ensure that your shipping setup accurately reflects your best shipping price and speed capabilities

- ✓ **Free shipping** may help drive additional traffic and purchases for your items.
- ✓ A **faster shipping/handling time generally leads to increased order conversion**. However, balance that with maintaining high on-time performance.

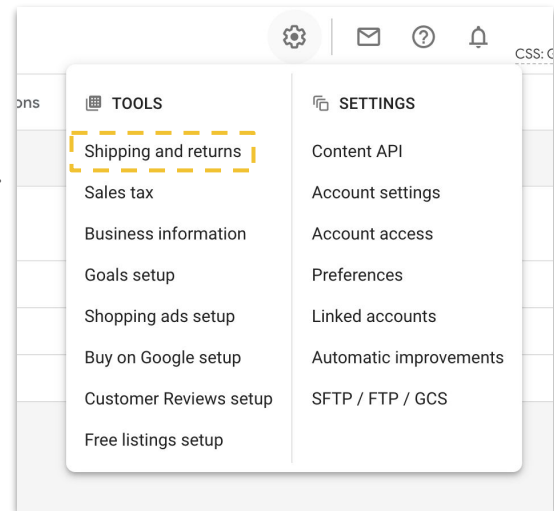
Estimated delivery date is the “arrives by” date that customers are shown when checking out.

There are two ways to provide delivery dates:

 You can now let Google automatically calculate the delivery date based on your ship from location, your carrier, and your customer's location.
[US only]



You can manually update your delivery inputs in order to calculate your delivery times. Avoid adding too much buffer.



Two ways to improve your delivery estimates:



Google Automatically Calculates
[US only]



Manual Time Inputs

Key Benefits

- **3 Easy Steps!** Custom delivery estimate for all your US customers when shipping from and within the US
- Estimates are based on carrier's transit time tables

- Manually calculate transit time for all delivery locations.
- **Delivery estimates are based on "max transit", not on where the customer lives**
- Custom delivery estimates require manual creation of delivery zones with their own transit time information

Setup

1. Add "ship from" location & verify handling time
2. Select your carrier & service level
3. Update customer shipping cost

1. Provide minimum - maximum **handling time**
2. Provide minimum - maximum **transit time**
3. If you want to create custom delivery estimates, create custom delivery zones, then upload a transit time for each zone.
4. Update customer shipping cost

Delivery Times

Custom Delivery Estimates based on:

1. Your ship from location
2. Your carrier's service
3. Your customer's location

Max Handling + Max Transit.

If delivery zones, then: Max Handling + Max Transit at the zone level.

Management

Estimates will update whenever carriers update their transit times tables

Monitor performance and adjust shipping and handling accordingly to avoid retailer standards enforcement

Show users that you offer free and fast shipping

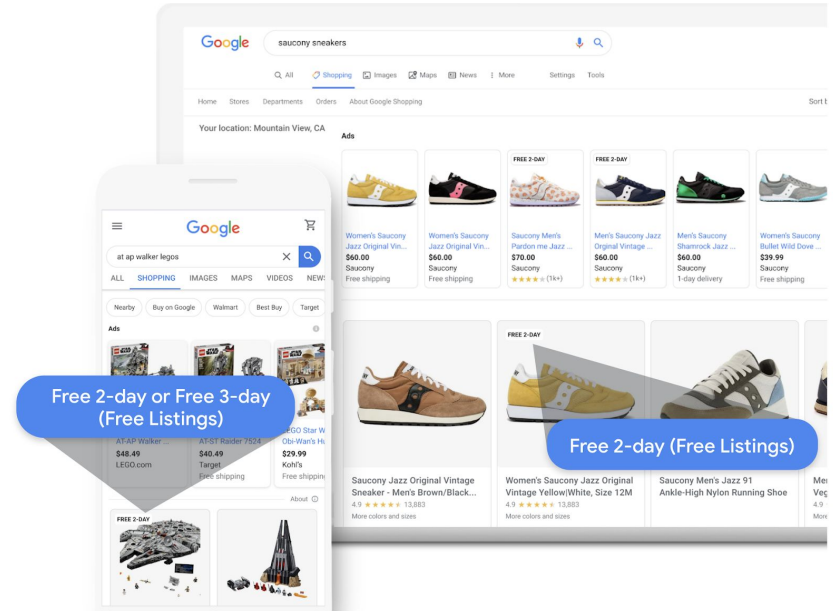
What is it?

On the Shopping tab, Free listings get a badge that highlights fast shipping and free shipping when the offer is delivered in 3 business days or less. Each merchant goes through a verification process that checks data quality.

Value to Customers:

Improve their experience by surfacing relevant fast & free information earlier in the journey

[Learn more.](#)



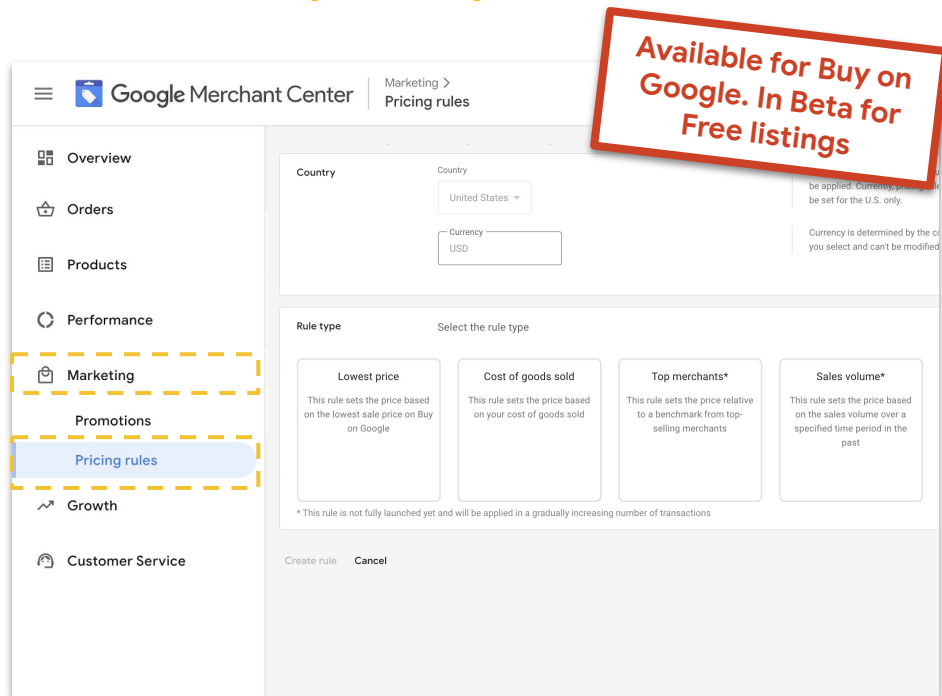
Set up automatic price adjustments to stay competitive

Customers are always looking for the best price they can find. **Improve price-competitiveness**, using **automated pricing rules**.

Set your own automated pricing rules, including:

- Lowest Price
- Cost of Good sold
- Top Merchants (*still in Beta phase*)
- Sales Volume (*still in Beta phase*)

This repricing feature will follow the rules you set (rule type, price floor, products, timeframe) to automatically adjust your product price to help you achieve your goal. [Learn more.](#)



Pricing rules reporting available! Check out how your pricing rules perform over time for specific products. Learn more under the **performance tab** in Merchant Center.

Create promotions for your products

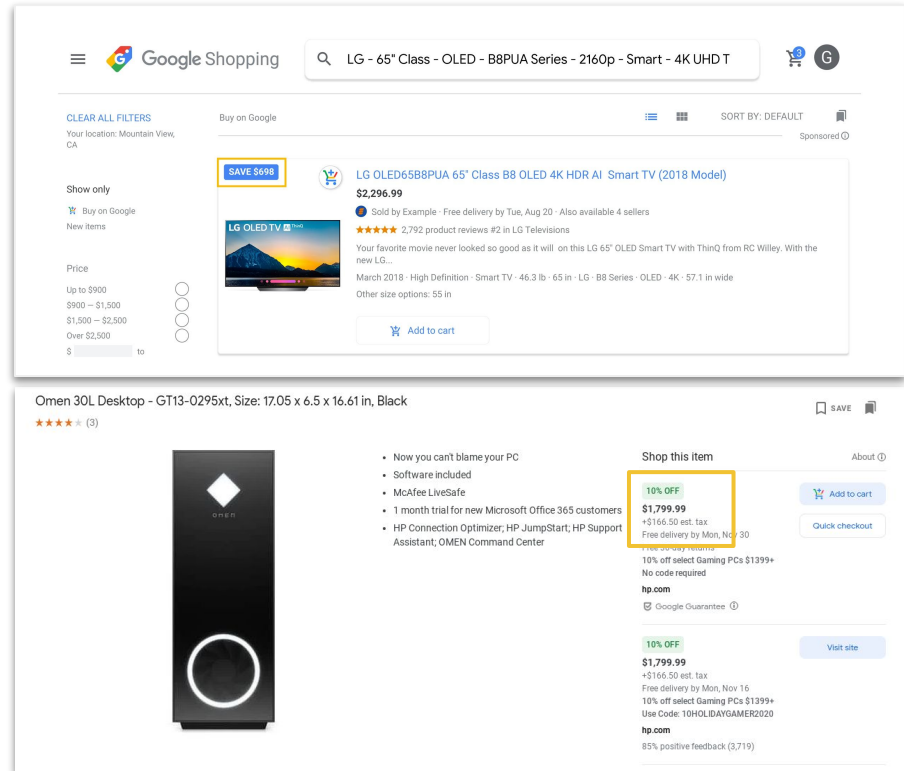
Offer discounts and free gifts with your products by setting up promotions

Create promotions in a new way - In addition to building promotions in your feed with the promotion_id, you can now create structured promotions directly in Merchant Center located under your Marketing tab.

Eligibility Criteria

- Advertising in US, CA, GB, IN, FR, DE, or AU
- Not connected to a marketplace
- Only individual sub-accounts

[Learn more.](#)



Create a promotion in Merchant center: Promotion Type

Destination

Select the places where you want to show this promotion

- ☒ Shopping ads
- ☒ Free listings
- ☒ Buy on Google listings

People can see this promotion when they look at your eligible products in the destinations you select. [Learn more](#)

Promotion category

Select a category for your promotion

Amount off

Offer a monetary discount

- **Amount off**
- Buy quantity of products, **get amount off**
- Buy quantity of products, **get the same item at a discount**

Percent off

Offer a percentage discount

- **Percent off**
- Buy quantity of products, get **percent off**
- Buy quantity of products, **get the same item at a percent off**

Free gift

Offer a free gift

- Get a **free gift**
- Get a **gift card**
- Give a free **gift from your inventory**

NOTE:

This promotion Type is not available for Buy on Google listings.

Free shipping

Offer free shipping

- **Free** standard shipping
- **Free** overnight shipping
- **Free** 2-day shipping

Promotion Setup: Sale Pricing

Sold by	Details & special offers	Item price	Total price	
Best Buy ✓ Google Guarantee ⓘ 93% positive feedback	Free delivery by Tue, Nov 17 Spend \$35 for free delivery Free returns until Jan 16	\$254.99	\$276.66 ⓘ	 Add to cart
Home Depot 92% positive feedback	Free delivery	\$254.97	\$279.19 ⓘ	Visit site
Best Buy 91% positive feedback 9 more locations	4.5 mi · In stock at San Carlos Today: 10:00 AM - 8:00 PM	\$254.99	\$254.99 ⓘ +Shipping & tax	Visit site
Target ✓ Google Guarantee ⓘ	Free delivery by Fri, Nov 13 Spend \$35 for free delivery Free 30-day returns	\$279.99	\$303.79 ⓘ	 Add to cart
Best Buy 91% positive feedback	Free delivery by Thu, Nov 12	SALE \$254.99 \$279.99	\$279.21 ⓘ	Visit site
Build.com ✓ Google Guarantee ⓘ 93% positive feedback	Free delivery by Thu, Nov 19 Spend \$49 for free delivery 30-day returns	\$254.97	\$276.64 ⓘ	 Add to cart

Another option for setting up a sale is by using **sale_price** attribute. This displays as a sale flag on the list of merchants, as well as strike through pricing on a product detail page. There are requirements for the sale annotation to display on Buy on Google.

[Learn more](#)

Summary: Performance optimization best practices



Product assortment

- Opt-in your **entire eligible catalog**. Start with your **best sellers**!
- **Unblock your assortment** by resolving any diagnostic issues.



Rich product description pages

- Provide as much **feed attribute data** as possible. The richness of your data is crucial to increase sales.
- Use all **relevant attributes** for your feed, not just the ones that are required



Shipping & delivery

- Ensure products have **competitive shipping prices** and **fast transit times** for optimal customer experience.
- Opt into free and fast shipping



Pricing

- Offer **competitive product pricing**.
- Check the **Insights report** to view how your prices compare to others.
- Create automated pricing rules.



Promotions

- Setup promotions to **increase visibility and sales**. Sign up form
- Use the **sale_price** attribute for strike through pricing

Think strategically about your customers

Map out their journey from search query to checkout

Identify opportunities that will **create a better shopping experience**

- Make improvements, such as, product data, landing page, and checkout process

Understand how you can **set your listings apart from your competitors**

- Provide competitive price & shipping
- Differentiate your listings with [promotions](#), [Product Ratings](#), [Customer Reviews](#), and [local inventory](#). Highlight your unique offers and value proposition

Prioritize your most valuable products

(the ones that have the most impact on your performance)

- Make sure you **provide complete product data** and **fix any critical issues**
- **Run experiments** to identify effective optimization techniques for your products and target audience



Additional tips and tricks

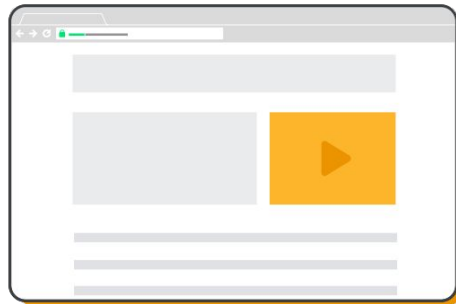
Tips to increase your sales

Review landing page speed and experience

To improve performance beyond feeds, make sure your website landing pages offer a good user experience for shoppers visiting your online store. We factor that in into the algorithm that runs free listings.

You can measure this by looking at metrics like:

- Bounce rate - to assess if users are leaving your site rather than proceeding to browse or buy
- Page load time - the speed at which the site loads, which if too slow could cause users to leave your site
- Other metrics and reporting tools outlined in the [Chrome User Experience Report](#)

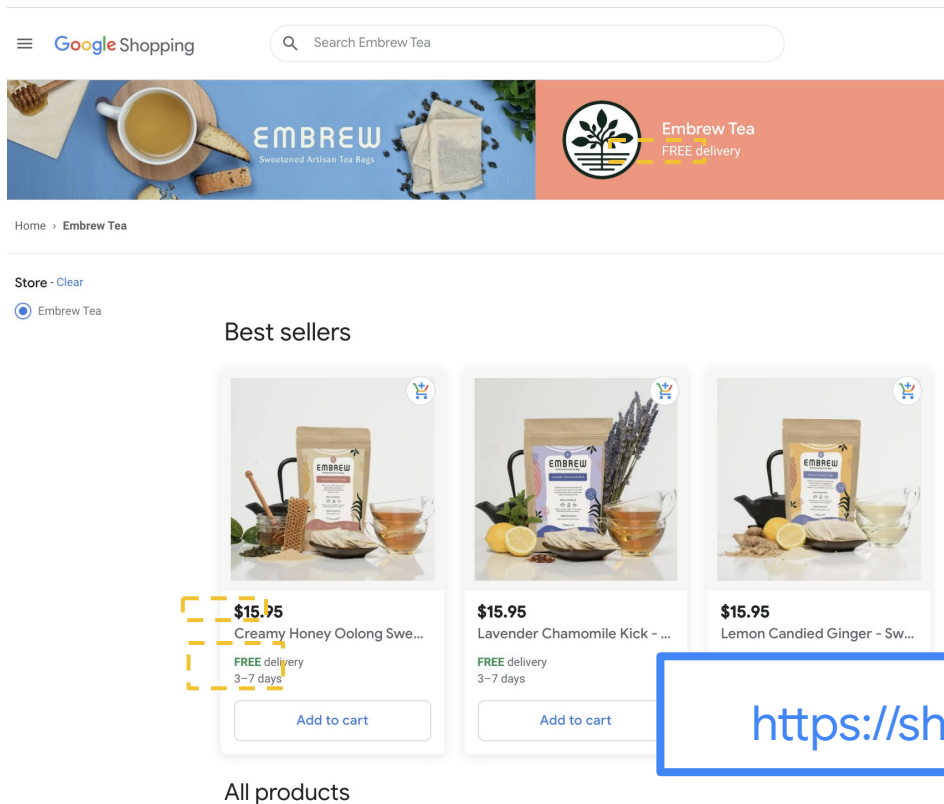


Use Google Customer Reviews

You can also use [Google Customer Reviews](#), to highlight to shoppers the quality of your store. The program is a free service that enables Google to collect valuable feedback from customers who've made a purchase on your site.



[Buy on Google] Understand how your product listings appear



Make sure your product listings are represented accurately online. Check that they have the correct price and shipping information and high quality product data

You can now view your product in Google shopping via:
[Growth > Buy on Google Insights > View on Google Shopping](#)

You can also **insert your Merchant Center Id** in the path below to view your store:

[https://shopping.google.com/u/0/s?m=\[mcid\]](https://shopping.google.com/u/0/s?m=[mcid])

Buy on Google Insights (US Only) [Beta]

Google Merchant Center | Growth > Buy on Google insights



Overview

Orders

Products

Performance

Marketing

Growth

Opportunities

Price competitiveness

Best sellers

Buy on Google
insights BETA

Manage programs

Customer Service

Competitiveness

Opt-in recommendations

Introducing top positions - To incorporate free listings, this report now measures "top positions" rather than buy box wins. Top positions are the most prominent placements in shopping-related search results.

Understand the price competitiveness of your Buy on Google listings and how you can get your products in top positions.

Top position performance data is available for some of your products only. [Learn more](#)

Top position wins

Products at each performance level for the last 7 days

High

194

Medium

83

Low

840

Top position changes

Week-over-week

Decreased

↓ 43

Increased

↑ 57

Group by: Product

Image	Title	Category (1st level)	Category (2nd level)	Brand	ID	Sales last 30 days	Page view score (0-100)	Top position wins last 7 days	Your current price	Current lowest competitor price	Price difference	
						\$129.99	100	Low	\$129.99	\$115.00	+13.03%	View on Google Shopping
						\$0.00	100	Low	\$136.99	\$99.99	+37.00%	View on Google Shopping
						\$359.88	100	Low	\$39.99	\$29.59	+35.15%	View on Google Shopping
						\$29.99	100	?	\$29.99	?		View on Google Shopping

[Learn more](#)

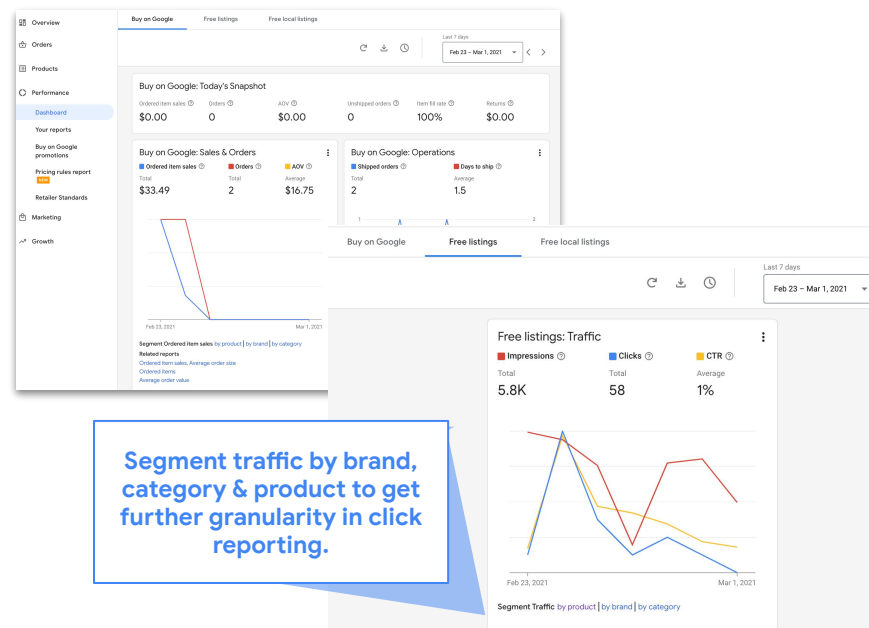


Measuring Performance

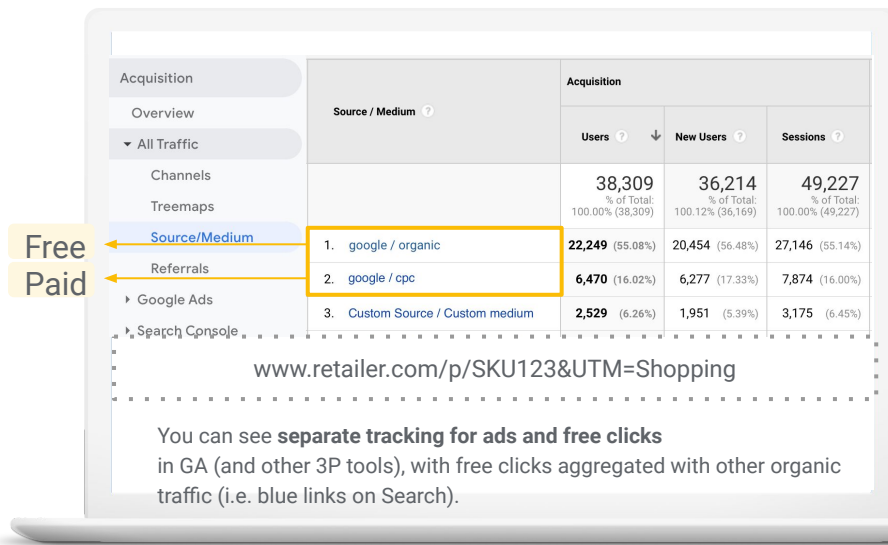
Measuring free listings and buy on Google on the shopping tab in Merchant Center

Traffic from free listings and BoG will automatically show in Merchant Center. You can find these under the performance tab. Segment views by clicking by product, by category, and by brand at the bottom of the report, next to the prompt 'Segment traffic'.

You can also utilize Report Editor, where you can view performance metrics across paid and free shopping activity side by side.



You can also track free clicks with Google Analytics and other 3P web analytics tools.



You can view the split between Google Ads and free listings traffic via GA or other 3P tools

- **Option 1:** Use Google Ads for tracking clicks
- **Option 2:** Use separate URLs in Merchant Center feeds, by using the [ads_redirect](#), [mobile_link](#), and [canonical_link](#) attributes

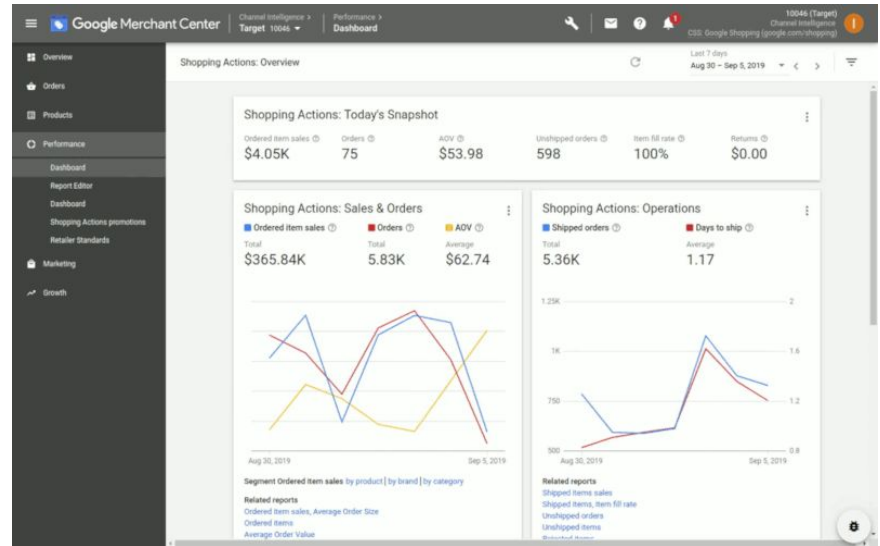
If you're an advertiser, this implementation also allows you to verify that the split between Google Ads traffic and traffic from free listings is reported accurately. You can find detailed instructions and best practices web analytics tools in our [Help Center](#). **Note:** Buy on Google performance not available in Google Analytics.

Buy on Google reporting provides information about a merchant's account performance & sales

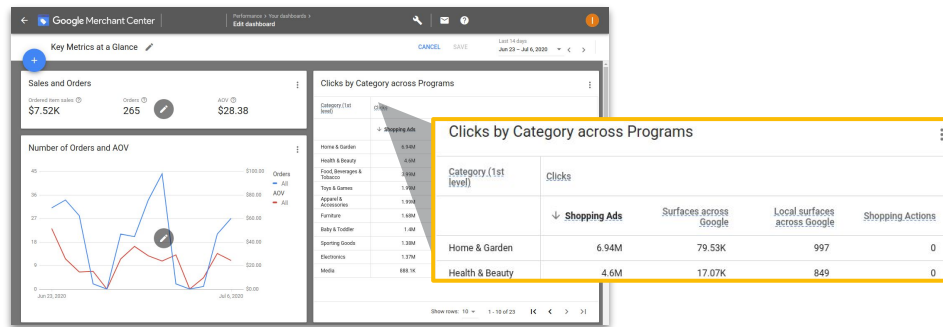
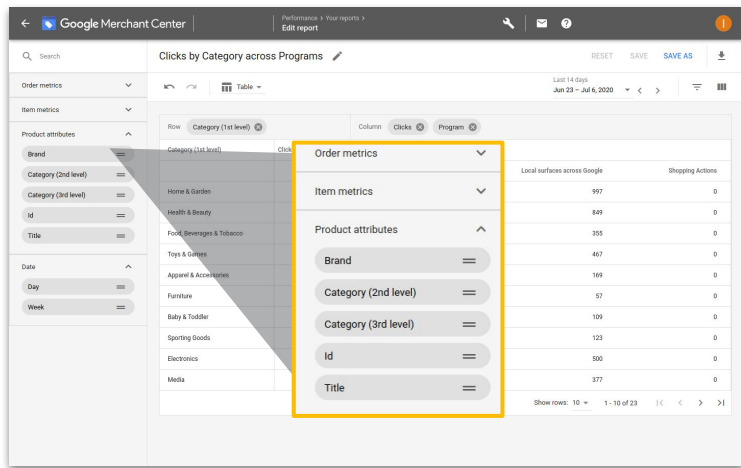
These reports can also help merchants identify their most popular products and monitor their operations on BoG.

- **Sales & Orders:** Track your ordered item sales, orders, and Average order value (AOV).
- **Operations:** Track your shipped orders and days to ship.
- **Returns:** Track your returns, returned items, and return rate.

[Learn more](#)



Report Editor in MC enables custom dashboards to explore category, brand, & product data across Ads + Free Listings + BoG

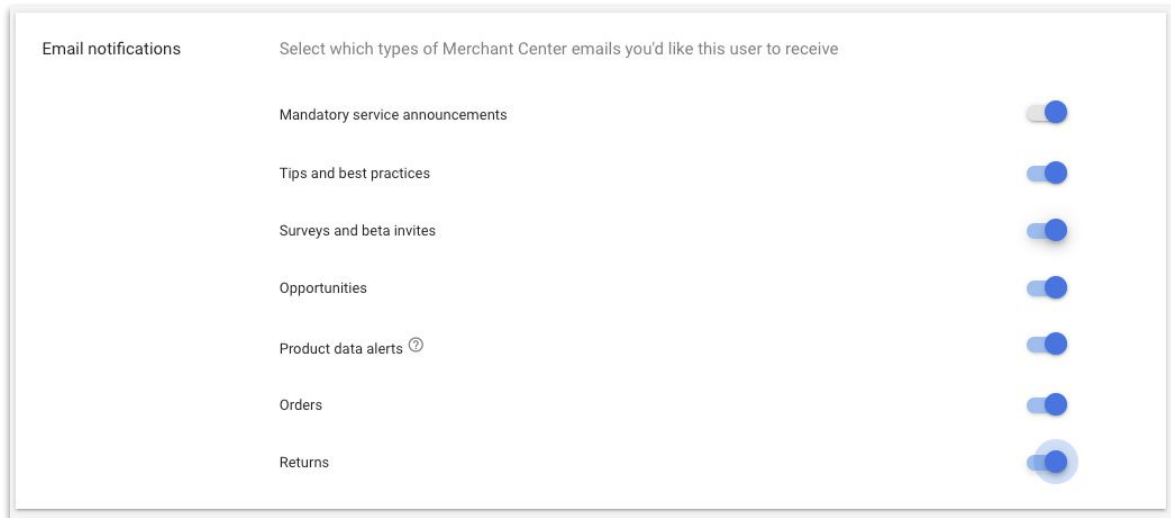


With Report Editor you can create custom [reports](#) and [dashboards](#) to better assess your performance.

Stay in the know by opting in for notifications

Check your notification settings to receive product announcements, best practices , opportunities, and insights

- Sign into Merchant Center
- Go to settings '**wrench icon**' > **Preferences > Email notifications** and **Select all that apply**



Email notifications

Select which types of Merchant Center emails you'd like this user to receive

Mandatory service announcements	☒
Tips and best practices	☒
Surveys and beta invites	☒
Opportunities	☒
Product data alerts [?]	☒
Orders	☒
Returns	☒

Thank you!

If you have any additional questions, please reach out to us at:

https://support.google.com/merchants/contact/merchant_sales_force_cuf