

Shopping is evolving. Put your best foot forward with strong feed data.

Increase your [discoverability](#) as [Agentic Commerce](#) reshapes how people shop by submitting [accurate & relevant product data](#).

Proprietary & Confidential



On average, Merchants who adopt the following core Merchant Center Feed best practices see **+5% in conversions**, and **+4.5% in conversion value** the following month.¹

01



Inform with rich titles and descriptions

Help Google match your products to how users search

- Product [titles](#) with 30+ characters
- [Descriptions](#) with 500+ characters
- Ensure products have [GTINs](#) where relevant

02



Engage with multiple image creatives

Consumers are shopping visually, make sure you're prepared

- Include 3+ [additional images](#)
- Include [lifestyle images](#)
- Ensure your [image quality](#) is 1500x1500 px

→ **New!** On average, merchants with **high image quality** (1500x1500 px) saw a 6% uplift in clicks²

03



Highlight the convenience of shopping with your brand

Provide transparency for shoppers to make immediate, confident purchases

- Indicate if you offer [free shipping](#)
- Share your [shipping speed](#)
- Share your [return policy](#)

04



Show the differentiators shoppers care about

Set your brand apart in the moments where consumers are making decisions

- Submit your [sale prices](#) and [product ratings](#)
- Categorize by [product type](#)
- Share your [product highlights](#)

Three things to do for AI search experiences

The way people discover your content continues to evolve, but the core of our SEO guidance still rings true. For more detailed guidance, review the [blog post](#).

New! Share data for Conversational Attributes

You can help customers discover information about your products by providing valuable context in your GMC Feed. See more [here](#)

Ensure we can access your content

Prioritize content-rich pages for indexing and crawling, and ensure structured data is always supported by visible content.

Focus on unique, valuable content for people

Meet users' preferences in today's multimodal search environment, supporting your text content with high-quality images, videos.