

A checklist for Shopping campaigns

In case you only have time to skim a few bullets today, here is a summary of the best practices we cover from our [“Shape Up Your Shopping Campaigns”](#) guide. Search engine marketers should consider these points to get the most out of their Shopping campaigns.

Create High-Quality Product Feeds and Keep Them Fresh

- Use relevant titles, descriptions and images to increase CTR but don't keyword stuff.
WHY? When key information comes first in well-designed titles, descriptions and images, your CTR is likely to go up. Forced repetition can also harm your placement.
- Keep your feed accurate and up-to-date.
WHY? Inaccurate or incomplete feeds will be disapproved by Google because they create a bad experience for users. That means your ads won't show.

Structure Your Shopping Campaigns as You Would a Storefront

- Focus on product lines, profit margins and best sellers.
WHY? It will help you budget and bid effectively for your top products.
- Promote seasonal items with a separate campaign.
WHY? You're likely to sell more with targeted budgets and marketing messages.
- Use multiple campaigns and campaign priorities to promote your flash sales.
WHY? You can support and prioritize time-sensitive sales campaigns without restructuring your entire core campaign.

Bid Based on Your Goals and Your Competition

- Use benchmark and impression share data to set your best bids.
WHY? Some impressions are more valuable than others, so make sure your bids match the value of each.
- Bid and budget more when you anticipate peak seasons or shifts in demand.
WHY? This will keep your bids competitive at periods of high traffic and opportunity.

Make it Easy for Mobile Shoppers

- Simplify shopping and checkout.
WHY? Mobile users have smaller screens and shorter usage periods.
- Don't forget about mobile tracking.
WHY? Shoppers use many devices each day, and mobile can play a big role in conversions.
- Bid higher for shopping queries close to your store.
WHY? People who do shopping searches near your store are more likely to convert there.