



How to optimise your Google Shopping Feed

If you're advertising your products using Google Shopping, then optimising your feed is essential to maximise your returns. Here's 7 quick tips to get your feed optimised.

7 tips for optimisation

1 Optimise your product titles

Advertisers are given a total of 150 characters for feed titles. Although only around 70 of those characters will show on the Google Search Results Page (SERP), try to use all characters for full optimisation. Start by frontloading the title with the most important and relevant information, including brands, descriptors, and other details.

2 Write detailed product descriptions

Product descriptions can be up to 10,000 characters long but we'd recommend writing slightly shorter ones with concise points. Try and include all the details possible; full name of product, price, sizes if appropriate, colour, and any technical specifications like power sources or memory sizes.

3 Use product identifiers properly

One of your feed's most crucial attributes is the unique product identifier. GTIN (Global Trade Item Number), MPN (Manufacturer Part Number), and brand are the three different types of UPI - you must upload at least 2 of these

4 Use correct Google product categories

Using the correct product category is another way to tell Google which product your ad should show. The Google product categories are similar to product identifiers in that you and your competitors should be submitting the same values for each product, giving Google another way of grouping your product with other competing products.

5 Use custom labels

When you want to divide the products in your campaign based on specific criteria, you can use custom labels in Shopping campaigns. This way you can group your feed in a branded way, using custom labels like most purchased, varying price points or product ranges and also split up your ad campaigns for a more targeted approach

6 Use high-quality images

Google's requirements are at least 100x100 pixels but we'd advise using larger images to avoid any pixelation. If there are different colour variations for a product, use the appropriate image for each one; don't compromise on this step.

7 Populate fields that don't contain product data

If there's a number of products in your feed that don't have product data, you should go through and add this data to help Google group your products.