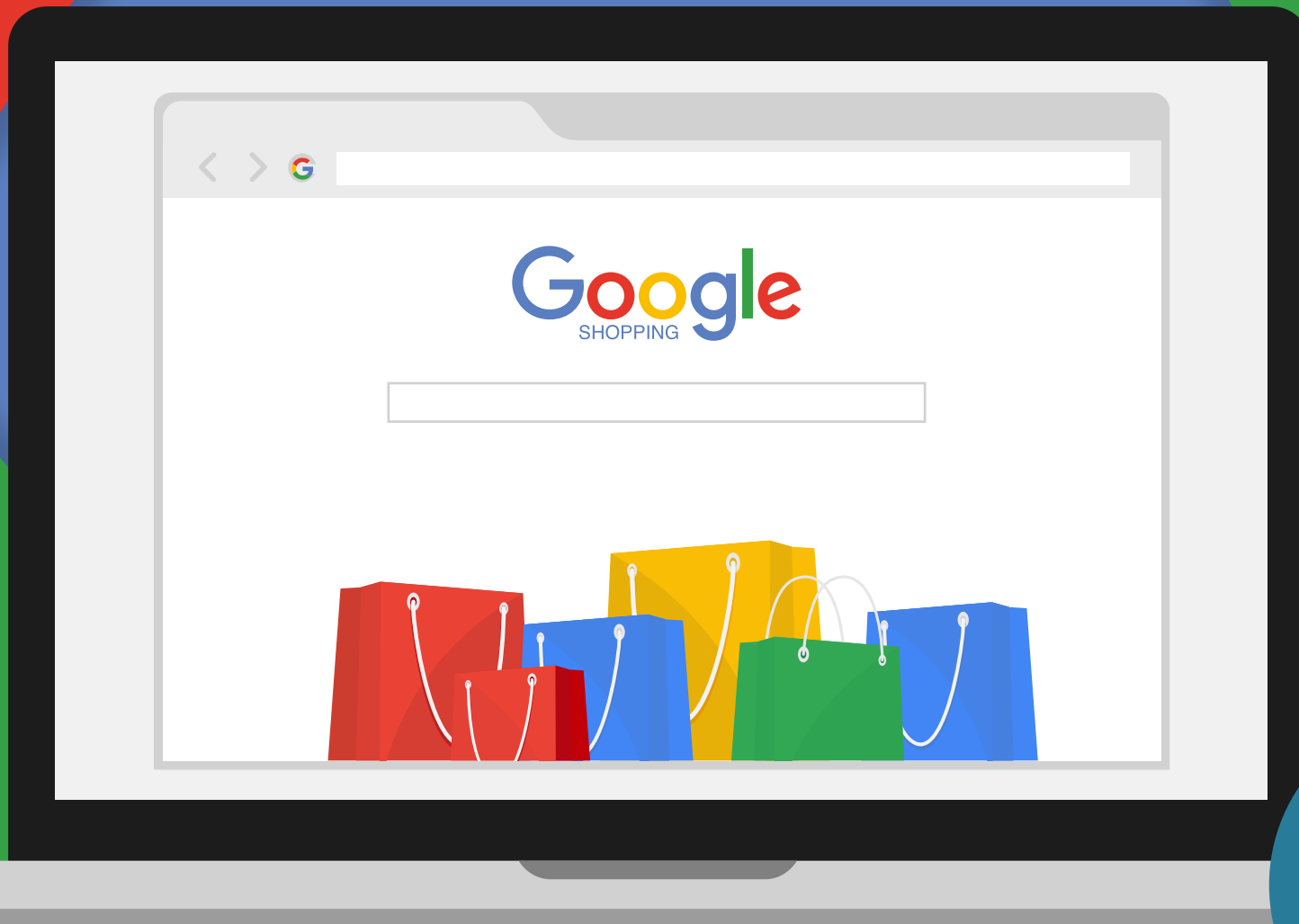


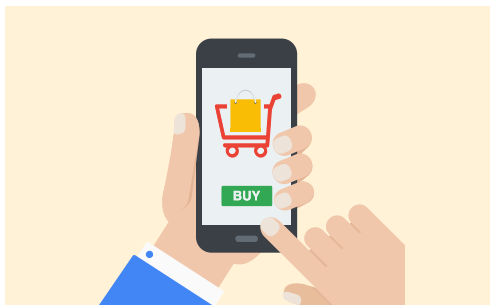
Best Practice Guide: Google Shopping Feed



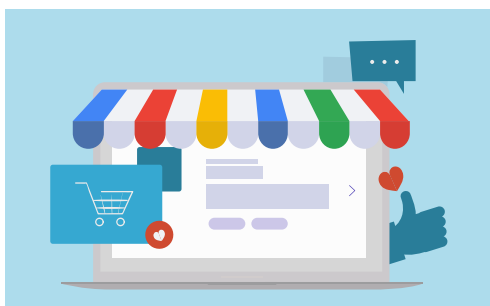
Brought to you by:
Productsup⁷

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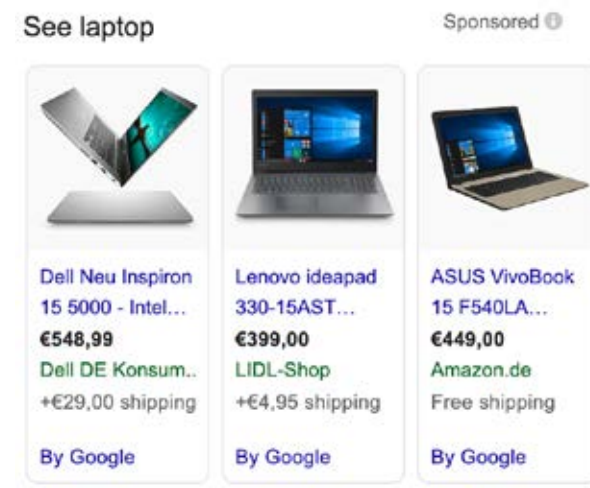
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I. Introduction

Despite the many bidding and tracking capabilities available in Google Ads, campaign success in Google Shopping ultimately rests on the quality of your product data feed. There are many different types of product data feeds, each of which serves a different purpose. However, this guide will cover Google's basic online products feed, which contains all the key information related to a product. This information is articulated in the form of attributes, a series of data points that describe the product. It is essential that your feed is customized to meet the channel's specific requirements before you upload it to Google Merchant Center.

Google Shopping has some of the strictest requirements of all shopping channels when it comes to product data feeds. If a feed fails to meet Google's Product Feed Specifications, any products carrying incorrect information may be removed from the search results. Depending on the frequency, amount of products, and the severity of the error, the related account may even be shut down until the issue is resolved. The data in your product feed is what Google uses to match consumers' search terms to appropriate products, so not only is your feed key to products being shown in the first place, it will also affect your products' visibility. In other words, a stronger feed leads to greater visibility.



Each of your products will be given a Quality Score (QS) that is assigned to the product ID. This is a 1-10 measurement of how good a match the product is for a given keyword search term or set of terms. Having a high QS means that Google considers your listing relevant and useful to someone searching for those terms. A high QS is achieved by delivering high quality product data that is consistent with the information displayed on the product landing page.

This guide includes:

- Key specifications
- Practical examples
- Fundamental tips, tricks, and requirements

About Productsup

Productsup is an official Google partner and provider of enterprise cloud software for product content syndication and feed management



Disclaimer: *this document is intended only as a general guide for creating your Google product feed. Please make sure to cross reference with the official Google product feed specifications for your exact product attribute requirements and ensure that you comply with any legal regulations for your country. We have also experienced error reports in cases where all relevant requirements have been met. We therefore suggest that you export a test feed first. With the Productsup platform, you get immediate feedback about errors or suboptimal data and can make the necessary changes before submitting your final, complete feed to the Google Merchant Center. We have found, in addition, that the time it takes for products to start serving in Google's results can vary. If an error persists, it's best you contact the Google Shopping team via the [Help Forum](#).*

How to understand this guide

In the following pages, we will walk you through Google's detailed Product Feed Specifications, revealing:

- **Important requirements:** specifications you must adhere to. Failure to comply can result in penalization by Google
- **Recommendations:** things Google advises you to do but are not required
- **Notes:** side notes and exceptions that you need to be aware of
- **Tips:** unofficial tips and things we've learned through years of industry experience
- **Useful rule boxes:** We will list some key Productsup data edit boxes, platform features, and unique services that have been designed to help you simplify your work, optimize your feed, and maximize your output

Updated in 2019

II. Key feed specs and requirements

Google's summary of the feed specification requirements

Required	Recommended	
General		
id [id] – identifier string of the item	google product category [google_product_category] – Google’s category for the item	
title [title] – title of the item		
description [description] – description of the item		mobile link [mobile_link] – mobile landing page URL
link [link] – URL directly linking to your item’s page on your website		additional image link [additional_image_link] – additional image URLs of the item
image link [image_link] – URL of an image of the item		condition [condition] – condition or state of the item
Price & availability		
availability [availability] – availability status of the item	availability date [availability_date] – the day a pre-ordered item becomes available for delivery	
price [price] – price of the item	sales price [sale_price] – advertised sale price of the item	
	sales price effective date [sale_price_effective_date] – date range during which the item is on sale	

Required	Recommended
Unique Product Identifiers	
brand [brand] – brand of the item	identifier exists [identifier_exists] – for highlighting products which do not have UPIs
gtin [gtin] – Global Trade Item Number of the item	
mpn [mpn] – Manufacturer Part Number of the item	
Detailed product attributes & groups	
item group id [item_group_id] – shared identifier for all variants of the same product	size type [size_type] – size type of the item
condition [condition] – condition of the item	size system [size_system] – size system of the item
color [color] – color of the item	
gender [gender] – gender of the item	
age group [age_group] – target age group of the item	
material [material] – material of the item	
pattern [pattern] – pattern/graphic of the item	
size [size] – size of the item	

Required	Recommended
Tax & Shipping	
shipping [shipping] – shipping estimate of a product, overrides any Merchant Center settings	shipping label [shipping_label] – allows you to assign appropriate labels to shipping
tax [tax] – overrides settings defined in Merchant Center	tax category [tax_category] – organize products by tax rates
	shipping weight [shipping_weight] – weight for the item for shipping
	shipping width [shipping_width] – width of the item shipping
	shipping height [shipping_height] – height of the item shipping
	shipping length [shipping_length] – length of the item shipping
	minimum handling time [min_handling_time] – indicates fastest time for shipping
	maximum handling time [max_handling_time] – indicates slowest time for shipping

Required	Recommended
Additional case-specific labels	
product combination labels [multipack] , [is_bundle] – information about merchant-defined multipacks and bundles	
adult labels [adult] – ensures appropriate content is shown to an appropriate audience	
Ads redirect [ads_redirect] – allows you to specify a separate URL that can be used to track traffic coming from Google Shopping	
Shopping campaigns custom labels [custom_labels] – allows you to subdivide products based on existing data	
cost of goods sold [cost_of_goods_sold] – actual cost it took to create the good and make the sale	
unit prices [unit_pricing_measure] , [unit_pricing_base_measure] – allows you to price products by a base measure and multiply for selling in bulk	
energy labels [energy_efficiency_class] , [min_energy_efficiency_class] , [max_energy_efficiency_class] – for products which fall under a specific energy class	
promotions labels [promotion_id] – allows you to map a specific promotion to a set of products in your products feed	
destination and time specifics [expiration_date] , [excluded_destination] and [included_destination] – allows you to control the destination of your products, and for how long they are valid	
installment [installment] – allows you to offer payment by installment	
loyalty points [loyalty_points] – allows you to apply loyalty points to purchases in Japan	



The product ID is a **string of letters and numbers** that identifies an item, e.g. “*tddy123uk.*”

Each individual item, a.k.a Stock Keeping Unit (SKU), must be given a **completely unique** product ID as this is what Google uses to assign each product a Quality Score.



What does Google mean by “*completely unique*”?

Every single item in your data feed needs to have its own string of letters and numbers. The same product ID cannot be repeated in the same feed nor can it be applied to a different product in another feed.

G! Important requirements

- Only use valid unicode characters – **remove** any white spaces, control characters (returns, etc.), function characters, surrogate pairs, or non-assigned code points (code point larger than 0X10FFFF).
- Always assign new products a completely unique product ID that has never been used before for a different item.

Exceptions

For multilingual countries like Belgium, Canada, and Switzerland: if your website is in multiple languages, you need to submit one feed per language. In this case you can reuse the same ID for the same item in each of the different language versions.



- 1** Avoid duplicate IDs from the beginning. Always assign unique IDs for each product when you create your product data feed.
- 2** If your own SKU “*identifier codes*” include both letters and numbers and are unique across your inventory, it is recommended that you use these for the product ID.
- 3** Ensure each product ID always remains the same, even when you update your feed. Changing a product ID means you lose all history related to that product, which could take weeks or more to build up again and will subsequently have a negative effect on the visibility of your products.

EXAMPLES



“*tddy123uk*”



“*tddy + uk = d*”

RULE BOXES

- Generate Unique IDs

➤ 2. Title: [title]

One of the most important elements of your feed is the product title.

What titles mean for shoppers:

A shopper will scan through pages of results in search of the exact right item, and the title is one of the first things they will notice about your ad. This is often the critical point that determines whether or not they click through to find out more. Use these words to stop shoppers in their tracks and convince them to check out your product.

What titles mean for merchants:

You don't want wasted clicks. In order to get the shopper as qualified as possible before they click on your ad, it's important that you highlight the most important product information in the title. That way, shoppers aren't disappointed or frustrated when they click through.

G! Important requirements

- Title length: 150 character limit
- No promotional text, e.g. *"Free Shipping."* There is a dedicated section in the feed for this.
- No exclamation marks!
- No BLOCK CAPITALS (except for brand names).
- No HTML tags.
- Include the **common title** for variants of a product:
E.g. for the following variants:
 - **Mens Pique Polo Shirt – Red** (red variant)
 - **Mens Pique Polo Shirt – Blue** (blue variant)Make sure the common title (Mens Pique Polo Shirt) is included for each of the variants.

Pay attention to legal requirements in your country, such as:

- Mobile phone contracts in the US
- Age group declaration for Russia



EXAMPLES

Search term: “blue t-shirt”

As the term is very vague, it's important to qualify shoppers with a strong title.



“H&M Mens Blue T-shirt M plain short sleeve loose fit”

This description tells shoppers the brand, gender, color, size, style, size, and cut of the product. The shopper should know immediately if this is the product they want. Plus, the title includes a strong brand name right at the beginning.



“Local T-shirt Printer Blue T-shirt”

This is vague and non-descriptive. It only tells us that the shirt is blue, and it doesn't give the shopper any incentive to click through. Plus, it distracts with text about an unknown brand.



- 1** The Merchant Center will currently display a warning message on the Diagnostics page for titles that exceed 70 characters. Experts, however, recommend that you ignore the warning message and fill all 150 characters with as much relevant information as possible, as the additional information will often be factored into the ad's indexation in search results.
- 2** Include the most important keywords as close to the beginning of the title as possible, preferably within the first 20 characters, as this is what customers will see in most cases.
- 3** Include strong, recognized brands as close to the beginning of the title as possible.
- 4** Avoid weak brands. Adding weak brands to titles could work against you, especially when included at the beginning of the title.
- 5** If your titles are not unique enough, it could affect your visibility. Customize them with important differentiating attributes such as size, color, or gender (as applicable) to more accurately describe and differentiate each product.
- 6** Only include the keywords and phrases that people are likely to be searching for when they're looking for the product that you offer. Avoid obscure or vague terms like “Fifth Avenue lipstick.”
- 7** Make sure to include relevant attributes that are **not apparent from the image**, e.g. product dimensions for a television or gender for a T-shirt.
- 8** Include any keywords that will attract a product's niche market, e.g. “Maternity,” “Petite,” “Shiny finish,” “Waterproof.” This is often the easiest way to get more qualified clicks.
- 9** Remove any double white spaces. These take up valuable characters and look clumsy.



- 1 Don't needlessly insert words and phrases just because they have high search volumes.
- 2 Make sure to integrate keywords in such a way that makes sense to a human reading the text as opposed to just Google.
- 3 When testing keywords, start with the most straightforward descriptions based on what you think your customers are most likely searching for. Then let your Search Terms Report help you tweak and find the best results.
- 4 Only select the keywords that really make sense for your products and the shoppers in search of them.
- 5 You can also use the Search Terms Report to discover irrelevant search queries and apply them to your campaign as negative keywords. By ensuring products only appear for relevant searches, you can increase ROAS.

Keyword research: know your shopper

The Search Terms Report in Ads tells you exactly which words and phrases users are searching that bring them to click on your ad.



Useful Resource

For more tips on how to conduct keyword research, take a look at [Google's support article](#).

RULE BOXES

- Append/prepend column
- Append/prepend value
- Set column if empty
- Map replace
- Separate words
- Remove duplicate words
- Trim to 150 characters
- Remove consecutive whitespace
- Uppercase to human
- Remove html tags
- Translate color
- Replace if column contains

➤ 3. Description: [description]

The influence and relevance of your product description cannot be stressed enough.

Although shoppers will rarely see your full product description, it absolutely must be an accurate representation of what you're selling. This is because Google crawls the description to get relevant information about your product and determine whether or not the product should be listed for a particular search query.

G! Important requirements

- Description Length:
Limit of 5,000 characters
- No promotional text
such as *"Free Shipping."*
- No exclamation marks!
- No full words in BLOCK CAPITALS (except for brand names).
- No descriptions of your brand or company.
- No links to your store or other websites.
- No billing, payment, or sales information.
- No references to internal categorization systems, e.g. *"Toys & Games > Toys > Baby Dolls."*
- No comparisons to other products, e.g. *"even better/faster/larger than X."*
- No details about other products, accessories, or similar items available.



Best practices (Google recommends)

- Quality is more important than quantity. If you need all 5,000 characters to supply rich, relevant, descriptive information about your product, you won't be penalized. However, avoid padding descriptions with irrelevant or repetitive text in order to fill the space provided.
- Only include attributes relevant to what shoppers will be searching for, e.g. size, age range, material, technical specs, and specific features.



- 1** Avoid emotional descriptions and flowery language, e.g. “*this product will make you feel like a new person.*” This tends not to improve your rankings and will in most cases not be seen by shoppers anyway.
- 2** Ensure the product’s most relevant and attractive attributes are included towards the beginning of the description as you did with your titles.
- 3** It is not necessary to use all available characters for the description. Keep it concise, but don’t leave out vital information.
- 4** Use the same keywords in your descriptions as you used in the product title so as not to confuse the shopper. However, your description allows you to also use other keywords to broaden the chance of being listed. For example, “*sapphire*” could be used in the title and “a sapphire blue” in the description. This would increase the likelihood that search queries using either sapphire or blue would match the product.

EXAMPLES



New size 5 women’s red, pointed, patent leather high heels. 1950s style. Heel height: 4”.

Material: Polyester. Leather sole and heel tip. Narrow toe.

Condition: new, never been worn.



These are the PERFECT heels for the office! These heels will make you walk taller and your legs look longer. If you want to look sharp for a business meeting or great for a party, these versatile shoes are just the trick. These beautiful red leather ‘Dolly’ High Heels Pumps are from the 50s, when this style was in fashion!

RULE BOXES

- Append/prepend column box
- Text replace
- Map replace
- Spellcheck
- Remove consecutive whitespace
- Remove html tags
- Cut last words



➤ 4. Link: [link]

This is the link to the landing page you want users to be directed to when they click on a product ad from Google Shopping.

This is one of the most important elements of your feed. If the URL of your product landing page is incorrect, broken, or not accessible by Google, your product will be removed from Google Shopping.

	Note: Products with more than one link attribute will receive a warning from Google. Be sure to supply only one.



Best practices (Google recommends)

- It creates a bad user experience if, for example, a shopper who is looking at a green jacket clicks on the product only to be directed a page showing the jacket in a different color. What's worse, however, is if there are price discrepancies. For example, if one item is listed as being on sale and the other not. In some cases, failure to provide a link that leads to the exact product advertised can lead to your product being removed from Google Shopping.

G! Important requirements

- URL character limit: 2,000
- The URL provided in the link attribute must start with 'http://' or 'https://' and use the domain name you verified when creating your Merchant Center account.
- The landing page must work properly (not be under construction or contain an error message) and must be accessible for Google (not be password protected or anything similar).
- The URL in the link attribute must link directly to the product's landing page. You may include pixel tracking parameters here, but you may not include the Ads redirect tracking. The Ads redirect link can be supplied in a dedicated [ads_redirect] attribute field in your feed.
- The link must begin with your main domain.
- If your landing page contains different product variants, make sure the URL you provide for the link attribute pre-selects the variant that the user clicked on in Google Shopping.



► 5. Image link: [image_link]

Product images can make or break your ad's CTR. Using high quality, appealing imagery will help you convert searchers into buyers.

G! Important requirements

- Images must be larger than 100 × 100 pixels. However they cannot be larger than 64 megapixels. For apparel products, the minimum is 250 × 250 pixels.
- Accepted formats: GIF, JPEG, PNG, BMP, and TIFF
- No watermarks, logos, or text is allowed on the image.
- Do not scale up images or submit thumbnails.
- No promotional text whatsoever.
- All image must be of the actual product listed.
- Include only one product per image, except for bundles. Images of bundles must show all of the products included in the bundle.
- No placeholders, graphics, or illustrations – real photographs only.
- Do not include borders around the image.

Note: Consider different angles to differentiate your products from those of your competitors and to give the shopper a better idea of your product.



Best practices (Google recommends)

- Images should be high resolution and as clear as possible.
- Try to use images that fill an 800 × 800 pixel space or use as much of that space as possible.
- Backgrounds should be white, grey, or lightly colored.
- Only update the URL if the actual image of the product has changed.

EXAMPLES



RULE BOXES

- FB Image Resize

➤ 6. Google product category: [google_product_category]

The Google Product Category indicates the category in which the product falls based on the Google product taxonomy.

G! Important requirements

- The value submitted for the google_product_category must match the categories exactly as they appear in the full [Google product taxonomy](#). Note that categories in the Google product taxonomy are often changed by Google, so it's best to check these on a regular basis and make sure your categories are up-to-date.
- If your items fall into multiple categories, include only one category and make sure it's the most relevant.
- Make sure to submit categories in a format that includes the full path or category ID. It is not sufficient to provide only the highest or lowest level of the category path.



- 1** Google recommends that you apply categories for all your items, but this is no longer required. Google will automatically assign a category to any products submitted without this value.
- 2** The first 2-3 category levels are the most important. It's only really necessary to go more granular than this if you plan to leverage it for bidding accuracy.
- 3** For bundles, where individual products fall into different categories, provide the most appropriate category type for the **main** item in the bundle.
- 4** Submitting the category ID instead of the full category path saves time and makes your feed shorter. It also has the benefit of reducing the amount of maintenance required, as the category ID is less likely to change than the category name. This is also useful when launching globally as the product category numbers will remain the same and language-based category mapping would not be needed.

EXAMPLES

Good google_product_category:

"Apparel & Accessories > Handbags, Wallets & Cases > Handbags"

The path is three levels deep, helping shoppers find the handbag within Apparel & Accessories.

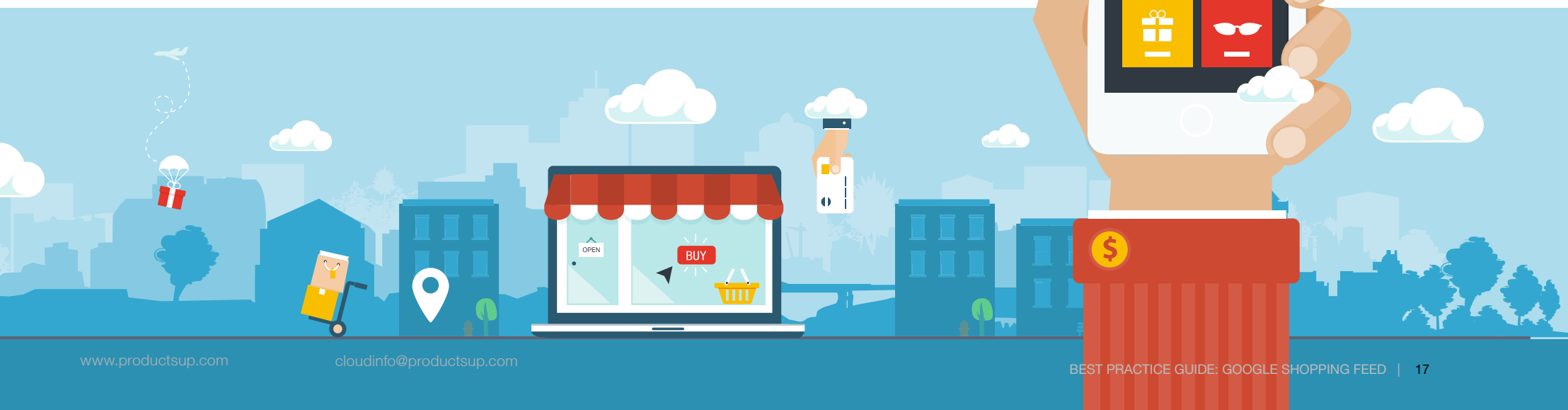
Bad google_product_category:

"Apparel & Accessories"

By only supplying the first level of the google_product_category, it is less likely that the product will be returned for specific search queries, such as "Handbag."

RULE BOXES

- Category mapping
- Translate Google category





➤ 7. Product type: [product_type]

Product type will reflect your own category taxonomy rather than the Google category taxonomy. It refers to how your products are grouped in your catalog or website or, if they are not grouped already, the grouping you would consider to be the most logical.

G! Important requirements

- Category path levels must be separated with an > and must have a space before and after the symbol.



Best practices (Google recommends)

- As with the google_product_category taxonomy, it's best to submit categories in a format that includes the full path. Including only the highest or lowest level of the category path will be accepted, but it's likely that your product won't perform as well as it could.



- 1** Although `product_type` is not a required attribute, we cannot stress its role enough. It's really important for determining your rankings and shouldn't be ignored. Despite what is commonly thought, `product_type` is in many ways more important than the Google product category.
- 2** `Product_type` is more flexible than the `google_product_category`, so you can include more than one attribute value if your products apply to more than one category. You can also categorize your products in the way that works best for your target audience. Moreover, when you change your taxonomy structure, the related campaign structures will change too, allowing you to better serve target audiences.
- 3** The Google search algorithm currently appears to use `product_type` as a factor in determining search relevance. If your `product_type` is submitted for all products at a granular level (i.e. three or more levels for the path), Google is more likely to list your products for the keywords you wish to rank for.
- 4** Build important factors, such as the year, into your product categorization system from the beginning. This is especially important if you're selling technology products or for products where the model is regularly updated.
- 5** Make sure your taxonomy path is as granular as it can be.

EXAMPLES



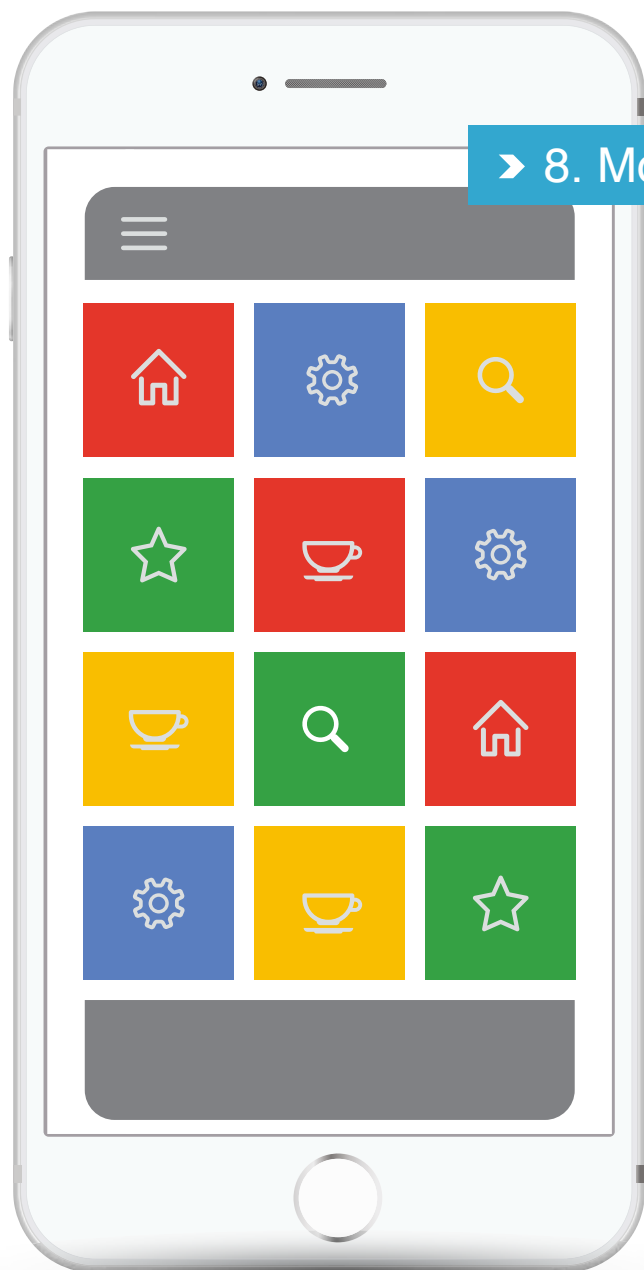
Home & Garden > Kitchen
& Dining > Appliances >
Refrigerators



Home & Garden > Refrigerators

RULE BOXES

> Split string



➤ 8. Mobile link: **[mobile_link]**

When the mobile-optimized version of your product landing page has a different link than the regular desktop landing page, this must be submitted under `mobile_link`.

This ensures that your site is properly displayed to shoppers browsing on a mobile device. If your site is responsive, however, this field is not required.

G! Important requirements

- URL character limit: 2,000
- The URL provided in the `mobile_link` attribute must start with `'http://'` or `'https://'` and use the domain name you verified when creating your Merchant Center account.
- The mobile landing page must work properly (not be under construction or contain an error message) and must be accessible for Google.
- Mobile_link must be a clean link with no tracking parameters.
- It must display a product offer that is essentially identical to the product listing you submit to Google in your product feed regardless of the user's device, browser, location, cookies, or ad targeting choices.



- 1** Not having a responsive or mobile-optimized site will automatically drop your rankings and can cause your products to not show for shoppers browsing on mobile devices. If your site is not already optimized for mobile, treat this as a priority.
- 2** Be wary of Flash, Silverlight, ActiveX, and others that may affect rendering on mobile devices.
- 3** Always make sure to test the quality of the mobile experience for users.
- 4** Show visitors what you promised in the first place. If your landing page contains different product variants, we highly recommend that the `mobile_link` you provide pre-selects the variant which the user has clicked on in Google Shopping. This will likely contribute to higher conversion rates (especially on mobile) because it reduces the clicks required to place an order. It also ensures that the same price and features that convinced the shopper to click in first place appear again, minimizing confusion and possible frustration.

RULE BOXES

- Data crawl feature



➤ 9. Additional Image Link: `[additional_image_link]`

If you have additional images for an item, include them in this attribute.

G! Important requirements

- A maximum of 10 images can be added per item.
- For tab-delimited links, separate each URL by a comma.
- For XML links, include each URL as a separate `<additional_image_link>` attribute.
- Refer to section [5](#) for other rules relating to image link.

➤ 10. Availability: [availability]

It's very important to make sure this data is always accurate and up-to-date in order to create a good experience for the shopper. If your item is marked as out of stock, Google will not list it. However, if your item is out of stock, yet listed as in stock, Google may disapprove the products.

G! Important requirements

- The availability attribute has three accepted values:
 - **preorder:** If the preorder value is submitted, it's also recommended to submit availability date under the `availability_date` attribute.
 - **in stock:** Items identified as 'in stock' must be able to be shipped in a timely manner.
 - **out of stock:** This can also be attributed to products that you wish to exclude from the feed temporarily.
- Google only wants to know if products are in or out of stock NOT how many products are available.
- Make sure you also include the availability status of the item on your landing page.
- Notify Google of stock changes as they happen.

Exceptions

If a product is custom made and the lead time for availability is longer than usual, display the product as 'in stock' but make sure to specify that the shopper will have to wait longer to receive the item. Use the `availability_date` attribute and the space in your description field to inform shoppers.





- 1** Never delete items from your feed if you plan to continue reselling them at a later point in time as you will lose the product history. Always continue to include these items, flagged as “*out of stock*,” or simply exclude the items from that particular export. This applies even if your store is temporarily closed or you wish to pause selling through Google Shopping for a specific time.
- 2** If you never plan on selling an item again in the future, remove the product from your feed entirely.
- 3** If you export using the Google API, you **MUST** export out of stock products, otherwise the products will still appear in Google Shopping.

RULE BOXES

- Set availability
- Skip row if



➤ 11. Price: [price]

This is the attribute Google is most strict about. If there are any discrepancies between the values you submit under the price attribute and the value displayed on your website or landing page, your product will be removed from Google Shopping.

If such discrepancies are found on several occasions, your Google Merchant Center account may be suspended or closed.



- If you use “Automatic Item Updates,” Google will **update** your product when the crawler finds a discrepancy in the price or availability.
- If you don’t use “Automatic Item Updates,” Google will **suspend** the product if the crawler finds a discrepancy in the price or availability.
- All retailers with a high number of price or availability errors (regardless of whether they use Automatic Item Updates or not) will be at risk of account suspension.

G! Important requirements

- Price submitted under this attribute must match the price most prominently displayed on the product landing page.
- Price value must always include the relevant currency in the ISO 4217 format. For example, submit 25.00 USD instead of 25.00\$.
- Products cannot have pricing values of 0.00.
- For products on sale, make sure to submit the regular price (before sale) in the price attribute and submit the sale price under the sale_price attribute.
- Be sure to check Google's specifications for your country as to whether tax must be included in the price or not.
- For pricing requirements concerning specific cases (e.g. products sold in bulk quantities or multiple units), make sure to check Google's detailed [pricing and payments policy](#).

Exceptions

Mobile phones and tablets featuring subsidized contracts are the only products that can include a price value of 0.00.

EXAMPLES



\$170.00



\$170



- 1** In order to avoid being penalized for discrepancies, we suggest you consider using the Content API to export updates more frequently than usual.
- 2** Set up Automatic Item Updates. With this, any changes made to your website data will automatically be sent to Google Merchant Center.
- 3** Make sure your pricing strategy is optimized. Assess how your products fare relative to your competitors' and make necessary internal adjustments (e.g. readdress supplier contracts) to optimize your prices and increase your rankings.

RULE BOXES

- Make valid price
- Math
- Append value
- Map replace
- Add VAT
- Skip value in
- Price comparison service



➤ 12. Availability date: [availability_date]

The `availability_date` attribute can be used for products identified as “*preorder*” under availability. This indicates when the item will become available for delivery.

G! Important requirements

- Character limit: 25
- Both a date and time must be specified.
- Text format example: 2019-12-25T13:00-0800



➤ 13. Sale price: [sale_price]

Sales price is a great recommended attribute, especially as promotions naturally draw more shoppers in.

G! Important requirements

- For products on sale, the sale price must be submitted under the `sale_price` attribute.
- Make sure you submit the regular price (before sale) in the `price` attribute.
- Sales price must be in the same format as `price` and follow the same requirements (see above).
- The values submitted for `price` and `sale_price` should not be the same. If sales price and normal price are the same, remove the `sale_price`.



➤ 14. Sale price effective date: [sale_price_date]

This attribute should be used in conjunction with sale_price in order to indicate the date range during which the sale price applies.

	Note: If you're submitting the sale_price attribute and do not also submit the sale_price_effective_date attribute, the sale_price will show for your item as soon as the Google Merchant Center processes the feed.

EXAMPLE

2020-03-01T13:00-0800/2020-03-11T15:30-0800

G! Important requirements

- Sales_price effective date must specify the date and time in the format: (YYYY-MM-DD), followed by the letter 'T' (the time of the day when the sale starts) and an expression of the time zone for the sale, as defined by the ISO 8601 standard.
- The end date should be in the same format, separated from the start date with a "/".

RULE BOXES

- Compare columns

► 15. Cost of goods sold (COGS): [cost_of_goods_sold]

Cost of Goods Sold can be used to help marketers calculate returns and ROI. COGS itself refers to the actual cost it took to create the good and make the sale. You may also know this measurement as Cost of Sale or Cost of Revenue.

By introducing the attribute, Google is helping advertisers maximize their profitability with better planning, bidding, and optimizing. Especially for advertisers who need to show and drive ROI, this helps make it crystal clear how products are performing. Because this attribute is for reporting purposes, it doesn't need to be exact.

ROI = Revenue - COGS

This is great for ecommerce businesses of all kinds, as it makes it easy to plan budgets and campaigns around real-world information. This attribute may not be required, but it's definitely recommended wherever possible.



If the COGS varies for a given product, provide an average value.

EXAMPLE

Item	COGS	Revenue
Fancy muffin tin	5.55 USD	15.00 USD

► 16. Unique product identifiers: [gtin], [mpn], [brand]

Unique Product Identifiers (UPIs) make it easy to identify the specific product you're selling on a global scale. Not all products necessarily have UPIs. However, in most scenarios, they will be required.

UPIs tell Google exactly what products you're selling, which makes it easier for the search engine to classify and display them. It also makes it easier for users to find your products. Failure to include the UPI when it exists could result in the related product being removed from Google Shopping.

In a [blog post](#) Google admitted *“early experiments indicate that offers matched to the catalog receive up to 40% more user clicks than those that do not.”*

What Unique Product Identifiers are available?

There are three key types of product identifiers you should be acquainted with: **GTIN**, **brand**, and **mpn**.

GTIN [gtin]

Global Trade Item Numbers are unique identification numbers often associated with a printed barcode. This attribute is required for every new product that has an existing GTIN assigned by the manufacturer. The following are all considered valid GTINs.

- UPC (Universal Product Number) 12 digits *used primarily in the US
- EAN (European Article Number) 13 digits
- JAN (Japanese Article Number) 8 or 13 digits
- ISBN (International Standard Book Number) 10 or 13 digits
- ITF-14 14 digits *barcode used for multi-packs

Brand [brand]

The manufacturer brand name is required for all new products and can help sellers reach a brand's audience. Custom-made products, handmade products, and products without a clear brand association (like movies or books) do not require this attribute. If no brand exists, simply do not submit a value for this attribute.

Does this product require a brand attribute?



Prada shoes
Local brand honey



Kindergarten Cop DVD
Handmade patchouli soap

MPN [mpn]

The Manufacturer Part Number (or Mfr part #) is required if the retailer has an associated MPN but no GTIN (for categories/brands where GTIN is not required). While this value is optional for many products, it can improve ad performance and is therefore recommended whenever possible.

Learn how to locate your product's GTIN [with Google's guide to finding a product's GTIN](#).

EXAMPLE

Product	title	gtin	brand	mpn
MacBook Pro	Apple MacBook Pro 13.3" Retina Display Notebook Computer 2.7GHz Dual-core I	UPC 885909918164	Apple	MF839LL/A

**Did you know?**

Including UPIs is also one of the most effective ways to rank for highly competitive keywords. They help Google surface the right products to the right search queries.

Exceptions

The following products do not require a GTIN:

- Custom goods or one-of-a-kind items like custom T-shirts, art, and perishables; for custom goods you can supply the identifier_exists attribute
- Goods produced before GTINs were introduced, such as vintage goods, antiques, books published before 1970, and other special items
- Products sold with the availability *"preorder"*
- Products from a designated brand where no valid GTIN exists, such as when you are the only merchant selling a product or for replacement parts

RULE BOXES

- Detect brand
- Merge feeds service

➤ 17. Item group ID: [item_group_id_]

The item group ID is the shared identifier for all variants of the same product.

This attribute can be used to group products which are available in a range of sizes, colors, and so on.

	Note: For select countries, item_group_id is required for items with variants. This applies to products targeting: Brazil, France, Germany, Japan, US, or UK.

G! Important requirements

- If you have a “Parent SKU” that is shared by all variants of a product, provide this as the value for item_group_id.
- If variants in your item group differ by more than one attribute, you must submit one item per product variant combination, e.g. if a sofa is available in 4 colors, 2 sizes, and 3 different materials, you must submit a total of 24 items.
- The values provided for item_group_id must be unique between products and only shared by items that are variants of the same product.
- If an item uses item_group_id, make sure the item has at least one detailed product attribute, e.g. color, gender size.
- The following items are not considered variants under the Google Shopping specifications: condition and items that form part of a set (e.g. matching jacket and trousers, accessories and their related main products, a set of furniture that matches).



It's important to provide unique URLs for each product variant as the product displayed on the product landing page should match the product the shopper first clicked in Google Shopping.

RULE BOXES

- Split/merge variants service

➤ 18. Condition: [condition]

Condition is required only if the product listed is not new. If no value is entered, Google will assume the product is new. However, if the product is listed as new, but information on the landing page indicates that the product is used or refurbished, the offer may be disapproved.

G! Important requirements

There are only three accepted values when defining the condition of your items.

- **new:** The product is brand-new and has never been used. It's in the original packaging and has not been opened.
- **refurbished:** The product has been professionally restored to working order. It is *"as new"* and comes with a warranty.
- **used:** The product has been used before, the original packaging has been opened, or the packaging is missing.

Terms such as *"brand new," "vintage," "only used once," "perfect,"* or *"unused"* are NOT accepted.

RULE BOXES

- Set condition





► 19. Color: [color]

The color attribute identifies the main color of the item.

G! Important requirements

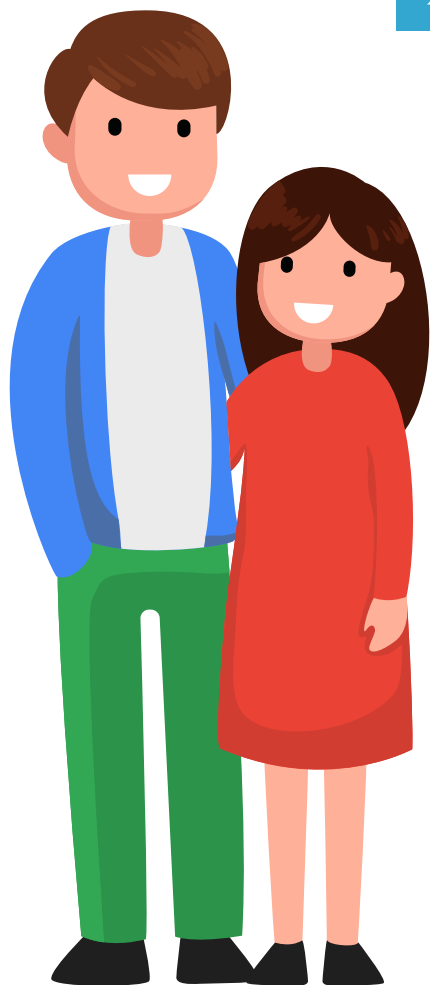
- Make sure all colors are accurate and correct. Products displaying colors that do not match those featured on the product landing page will be removed from Google Shopping.
- For variants, each different color variant must be submitted as its own individual item, both on Google Shopping and for their corresponding product landing pages.
- Use consistent, standard color names that match the color listed on your landing page.
- Multiple colors of an item must be separated with "/" (e.g. red/pink/blue) rather than commas.
- For items such as jewelry or wooden accessories where finishes or materials are equivalent to color, the finish or material name can be submitted in the color attribute, e.g., "*Mahogany*," "*Stainless Steel*," "*Rose Gold*."
- Color values cannot contain numbers.
- Color values cannot contain non-alphanumeric characters, e.g. #fff000.
- Color values must be written in full and cannot make reference to the image, e.g. "*see image*."



If you're unsure which color name is most standard, it's best to test several keywords to see which one is searched for most.

RULE BOXES

- Translate color
- Detect color



➤ 20. Gender: [gender]

Gender is a very valuable and required attribute for some products, particularly apparel and shoes.

G! Important requirements

- The values accepted for gender are:
 - male
 - female
 - unisex
- Terms such as “women,” “woman,” “boys,” “man,” etc. are NOT accepted.

RULE BOXES

- Set gender
- Text replace



➤ 21. Age group: [age_group]

The age group attribute can be used for items that vary by age group. It's required for all products that vary by age as well as for products listed in Apparel & Accessories in Brazil, France, Germany, Japan, UK, or the US.

Note: For certain items and countries, this attribute is legally required. Please make sure you check the requirements for your case.

G! Important requirements

- There are only five accepted attributes:
 - newborn
 - infant
 - toddler
 - kids
 - adult



➤ 22. Material: [material]

The material of the product is required for all items for which material is an important, distinguishing attribute.



Best practices (Google recommends)

- Multiple materials can be submitted using '/' to separate the different materials.



➤ 23. Pattern: [pattern]

Pattern is a recommended feature for all products for which pattern is an important, distinguishing attribute.

The pattern attribute can also be used to submit **either the pattern or the graphic print** featured on a product.

EXAMPLE

A dress might have two patterns available: “*polka dot*” or “*striped*.” Similarly, a T-shirt might have two prints available: “*bears*” or “*tigers*” for the respective sports teams.

► 24. Size: [size]



The size attribute is required for all products within an item group that vary by size, e.g. apparel and shoes.

It can also be submitted in conjunction with size_type and size_system attributes for any items where you want to specify further details about the sizing.

For accepted sizing values for your country, please check the [Google product feed specifications](#). Products with more than one size attribute will receive a warning from Google. Always use a range value rather than supplying multiple version of this attribute.

G! Important requirements

- If sizes contain multiple dimensions, condense them into one value, e.g. “16/34 Tall” for neck size 16 inches, sleeve length 34 inches, and “Tall” fit.
- List products with multiple sizes as a range using slashes, never commas. For example: [Size: small/medium/large] NOT [Size: small, medium, large].



Best practices (Google recommends)

- The product link should lead to a page which displays the item in the same size as was shown on Google Shopping.



- 1 When a product belongs to a special sizing group, such as “Plus,” “Petite,” “Maternity,” or “Big and Tall,” use the size_type attribute in combination with size.
- 2 When an item includes an inseam, we recommend you use the following format for the size: 30 Short, 30 Regular, 30 Long.

Note: Because non-apparel products, like phones or laptops, are often unstandardized, submit each variant as a separate product with the same item_group_id.



► 25. Size type: [size_type]

Size type is a relatively new category for apparel, giving you the opportunity to add terms such as “*Petite*,” “*Big and Tall*,” etc.

Smart keywords in this field are extremely valuable. Someone searching for “*petite dresses*,” for example, might be a more qualified lead than someone searching for “*dresses*” or “*short dresses*.”

G! Important requirements

- ‘Size type’ must match the manufacturer’s sizing of the item.
- Only use one of the following accepted values for size_type:
 - regular
 - petite
 - plus
 - big and tall
 - maternity

► 26. Size system: [size_system]

The size_system attribute can be used to indicate the country’s sizing system in which you are submitting your item.

G! Important requirements

- There are 11 accepted values:
 - AU
 - BR
 - CN (China)
 - DE
 - EU
 - FR
 - IT
 - JP
 - MEX
 - UK
 - US



When the attribute is not specified, the default values are based on your target country. In order to ensure accurate representation of the sizing of your item, we recommend you include this attribute for all apparel items.

➤ 27. Shipping: [shipping]

The shipping attribute can be used to set specific shipping price information for a product. Data contained in this attribute will override that included in the Merchant Center. This is particularly useful for products that are bulky, fragile, or will otherwise have unique shipping details. This particular attribute has four sub-attributes:

Country (optional): The country to which an item will be delivered. The default value for this sub-attribute is your feed's target country.

Geographic area (optional): There are four sub-attributes supported to specify a geographic area where a shipping rate applies: region, postal code, location ID, or location group name. Select and submit only one of these attributes.

Service (optional): The name of the shipping method, specifying the class or delivery speed.

Price (required): This is the fixed delivery price and includes VAT. The shipping price should be provided if you want to specify the exact shipping cost for a particular product and override the default shipping cost specified in the Merchant Center settings.

G! Important requirements

- Only include direct-to-consumer rates, not ship-to-store delivery rates.
- Shipping costs must be submitted in the same format as the product price attribute.
- The general format is: Country:Region:Service:Price. However, you can exclude any of the three optional values. Note: even if you remove one of these four attributes, do not remove the colon. These are required.



EXAMPLES

US:CA:Standard:5.90 USD

DE::Standard:5

DE::Standard:6.29EUR

DE::Standard:0,AT::Standard:8.99



- 1** Adding currency to your shipping price is not mandatory. If you choose to leave it off, Google will default to the currency of the country in question. To avoid mistakes, we recommend you include it. This can also be coded in the shipping settings of Google Merchant Center.
- 2** Shipping costs must be submitted in the same format as the product price attribute, i.e. 25.00 USD.
- 3** For deliveries to smaller countries like Germany, it is not necessary to include the region. For deliveries in the US, however, this can be very important information.
- 4** You can include multiple locations by submitting the attribute multiple times.
- 5** We recommend that you eliminate all free space tabs.
- 6** If you do not use one of the optional values, such as region, simply leave it blank. This may cause two colons to appear right next to each other
- 7** If a certain shipping method is free, simply add 0 at price.

► 28. Shipping weight: [shipping_weight]

The shipping weight attribute allows you to enter the product weight that can be used to calculate the shipping cost of the item.

If you have specified a shipping method that is dependent on shipping weight (set up in the Merchant Center), this attribute will be used to calculate the shipping cost of the item automatically.

G! Important requirements

- The weight must include a number and a unit of weight.
- The following units are accepted: lb, kg

EXAMPLES

- 3kg
- 2lb



► 29. Shipping Label: [shipping_label]

The shipping label attribute is your opportunity to add any important labels relevant to handling.

Shipping labels can be useful to include if you want to apply different shipping rates for items with certain labels.

EXAMPLES

- perishable
- bulky
- promotion

➤ 30. Shipping size:
[shipping_length],
[shipping_width],
[shipping_height]

The shipping size attributes can be added to describe the exact size and measurements of a product.

If you are using a carrier-calculated shipping method in Merchant Center, these measurements help determine the shipping cost. This is particularly useful for unusually shaped products.

G! Important requirements

- The following units are accepted: cm, inch
- Limit: 1 - 400 cm or 1 - 150 in
- If you choose to include these attributes, you must include all of them.
- Use the same unit of measurement for each attribute.

➤ 31. Handling times:
[min_handling_time],
[max_handling_time]

This optional information helps users understand how long their product will take to ship.

The **minimum_handling_time** is the shortest amount of time possible between an order being placed and being shipped while the **maximum_shipping_time** is the longest. This does not include weekends.

If your orders are always ready for same-day shipping, submit this value as 0. You can also submit a maximum time without a minimum time.

➤ 32. Tax:
[tax],
[tax_category]

The tax attribute allows you to override the tax settings set up in the Merchant Center. It can only be used for US sales tax. It cannot be used to add other taxes like VAT.

This is useful for products that are tax exempt, but it is generally recommended to use the tax settings in the Merchant Center rather than the tax attribute.

Similarly, the tax category lets you apply different taxes to different groups of products. By grouping clothing items together, you can automatically update the added sales tax.



➤ 33. Product combination labels: [multipack], [is_bundle]

The multi_pack and is_bundle attributes allow you to group products together and sell them for a single price.

[multipack]

Multipacks allow for the sale of items in bulk, submitted as one item. Products submitted as multipack items must be a group of identical products sold together, e.g. 6 wine glasses.

G! Important requirements

- The multipack attribute must only indicate the number of products that are included in the merchant's pack.
- Manufacturer-defined multipacks should be submitted as individual products.
- The price attribute for multipack products must contain the total price for the multipack.
- The main image of the multipack must display the base product – the single manufacturer-defined product that is the base item of the multipack.
- The description of the product should also contain the number of products in the multipack and the word “multipack.”

[is_bundle]

Merchant-defined (note: not manufacturer-defined) bundles are custom groupings of different products defined by a merchant and sold together for a single price. A bundle features a main item sold with various accessories or add-ons.

G! Important requirements

- Only use the is_bundle attribute for bundles that clearly have a main item. For items that do not have a main item, such as a gift basket containing cheese and crackers, do not use the is_bundle attribute. Instead submit these items as a single product.
- The title, description, image, and price refer to the entire bundle.
- google_product_category, product_type, item_group_id, variant attributes, and UPIs must refer to the main item in the bundle.

EXAMPLES

Examples of products qualifying for the is_bundle attributes:

- A doll sold with a set of clothes that aren't packed with the doll: the doll is the main item and the clothes complement it.
- A video game console sold with three video games: the video game console is the main item.
- A phone, a case, and a replacement battery: the phone is the main item.

➤ 34. Adult labels: **[adult]**

The adult attribute ensures appropriate content is shown to the appropriate audience.

Submitting the adult attribute for adult-oriented content (with or without nudity) is essential for such products to be shown correctly. Failure to do this means any adult-oriented products will be removed from Google Shopping. If unsure, please always check whether your products fall within this category.



➤ 35. Ads redirect: **[ads_redirect]**

Google Ads labels allow you to specify a unique URL that can be used to track traffic coming from Google Shopping.

If this attribute is provided, you must make sure that the URL submitted under ads_redirect will redirect to the same page as the URLs provided for the link and mobile_link attributes. These tracking parameters can be added within the Ads interface or on the Productsup platform.

G! Important requirements

- Character limit: 2,000

RULE BOXES

- Add/change link parameter

► 36. Shopping campaigns custom labels: [custom_label_X]

[custom_label_0], [custom_label_1], [custom_label_2], [custom_label_3], [custom_label_4]

The best way to organize your inventory is by assigning custom labels to each of your product groups. You have the option to assign up to five of these.

Custom labels are like categories that you would like to include in your product data for your own reasons and internal processes.

These can help you group products that you are likely going to want to bid differently on, such as “*best sellers*,” “*seasonal products*,” “*promotions*,” “*brands*,” or “*profit margins*.” For example, if you want to target all of your best selling products with a higher bid, you need to make sure you have tagged these products with “best seller.”

You will need to assign a definition for each of the five custom labels and specify the possible values for each, assigning them to the appropriate products in your data feed.

Custom labels are numbered 0 through 4.

EXAMPLES

Custom label	Possible groups	Possible custom label values
0	Seasonal	Spring-summer
		Fall-winter
1	Promotions	Flash sale
		Clearance
		Co-marketing deal
2	Selling rate	Best seller
		Low seller
3	Margins	High margin
		Low margin
4	Release year	2018
		2019

G! Important requirements

- Character limit: 100
- You should assign a definition for each of the five custom labels and specify the possible values for each.
- Since custom labels are used to group products, the limit of products in a custom label group is 1,000. If you assign more products (or SKUs) with the same custom label, only the first 1,000 products belonging to that custom label will be recognized.
- Each of the five custom labels can only have one value per product.



Use custom labels consistently across the products in your Merchant Center account, so that you are able to refine your bidding for various groups of products.

➤ 37. Unit prices: [unit_pricing_measure], [unit_pricing_base_measure]

This information helps customers understand the cost per unit of a product. For example, perfume or beverages often list this information. Some products in the EU or Switzerland may require this information.

[unit_pricing_measure]

G! Important Requirements

- The unit price must refer to the weight, volume, and dimensions of the product without any packaging, or, in the case of food, the net drained weight of the product.
- Format: numerical value + unit
- The numerical value must be a positive number.
- Accepted units: weight (oz, lb, mg, g, kg), volume (Imperial: floz, pt, qt, gal Metric: ml, cl, l, cbm), length (in, ft, yd, cm, m), and area (sqft, sqm), per unit (ct)

Note: The unit price will be rounded to the nearest amount allowed in the local currency. ".5" values will be rounded up.

[unit_pricing_base_measure]

G! Important Requirements

- Format: integer value + unit
- The unit price base measure must have an integer value of either 1, 10, or 100.

EXAMPLES

- 10cm
- 1sqm
- 100g

The unit_pricing_base_measure attribute specifies the denominator of your submitted unit price, e.g. 100ml. You should only submit this attribute if you also submit the unit_pricing_measure.

Note: Make sure to check the legal requirements for your country before submitting data (for EU countries, see the national implementation acts of the EU directive 2010/30/EU).



Unit_pricing_measure and unit_pricing_base_measure must use the same type of measurement. You cannot use weight units for one and volume units for the other.



➤ 38. Energy labels: [energy_efficiency_class]

For feeds targeting European Union countries and Switzerland, it is strongly recommended to supply the energy efficiency class where applicable.

Note: In some cases this is a legal requirement. Please check the legal requirements for your country.

Products that might require this attribute include, but are not limited to: refrigerators, freezers, combined washer-dryers, wine-storage appliances, washing machines, tumble dryers, dishwashers, ovens, water heaters and hot water storage appliances, air conditioners, electrical lamps and luminaires, and televisions.

EXAMPLES

➤ G ➤ E ➤ C ➤ A ➤ A++
➤ F ➤ D ➤ B ➤ A+ ➤ A+++

➤ 39. Merchant promotions: [promotion_id]

For retailers using merchant promotions, the `promotions_id` allows you to map a specific promotion to a set of products in your product data feed. The values submitted to the `promotion_id` attribute in your product feed should match the values submitted to the `id` attribute in your promotions feed (this is a separate feed you need to submit to Google, which can also be submitted via Productsup). This feed lets Google know which products belong to the promotion.

G! Important requirements

- The `promotion_id` is case sensitive. Make sure the values are an exact match for each of the submitted values.
- To add multiple `promotion_id` values to an item, include this attribute multiple times.
- Up to 10 promotion IDs can be mapped to one item in the products feed.
- Do NOT include spaces or symbols in the `promotion_id`, such as % or !.



- 1 Adjusting your bids according to demand or peak sale periods means you stay competitive. During these periods it is particularly important to monitor the click-through rates (CTR) and cost-per-click (CPC) of your competitors.
- 2 Google automatically highlights price drops and other related promotional messages. However it's advised you continue to use merchant promotions to highlight special offers on your sites that have offer codes.





➤ 40. Destination and time specifics: [expiration_date], [excluded_destination], [included_destination]

These additional attributes allow you to control the destination of your items and the period during which your items are valid.

The **expiration_date** attribute allows you to specify an expiration date that is earlier than the Google Shopping default of 30 days. You cannot, however, use this attribute to extend the expiration period to longer than 30 days.

G! Important requirements

- **Format:** YYYY-MM-DD
- **Character limit:** 10

EXAMPLE

2019-06-22

EXAMPLES

- **Case:** You want your products to appear in a dynamic remarketing campaign only.
- **Attribute value:** "Shopping ads"

➤ 41. Installment: [installment]

The **installment** attribute allows you to apply payment by installment. This is available only in certain countries with certain products. [See Google's exact specifications for details.](#)

RULE BOXES

➤ Math

➤ 42. Loyalty Points: [loyalty_points]

The **loyalty points** attribute (for Japan only) allows you to specify the number of loyalty points a customer receives when they purchase a product.



III. Best practices for your Google Shopping feed



Key tips for your Google Shopping feed

- 1** When working with the Merchant Center, start by editing only a sample of 1,000 products as this will be quicker and allow you to get things right before you apply changes to the rest of the products in your feed.
- 2** Make sure column names and values are in the same language, e.g. if your attribute title *"condition"* is in English, the attribute values, such as *"new,"* must be in English too.
- 3** Be honest and factual. Describe products clearly and accurately and include only the most relevant information.
- 4** Always submit information that is easy for shoppers to understand.
- 5** Use standard spelling and grammar across your feed as well as standard terms for attributes such as color.
- 6** Use consistent size values across products of the same category, e.g. within a group of T-shirts, use *"S," "M,"* and *"L"* as sizes, rather than *"S," "Medium,"* and then *"Lrg."*
- 7** Don't use offensive or inappropriate language.
- 8** Avoid *"keyword stuffing."* Forced repetition will harm your placement.
- 9** Make sure to include valuable differentiating terms such as *"customizable"* or *"petite."*



- 10** Review your Search Terms Report to see how your customers are searching and ensure you're using the right keywords.
- 11** Check how products are performing on different marketplaces. For example, if you notice a product is becoming a hot sale on Amazon, consider editing your Shopping campaign structure to take advantage of that trend.
- 12** Revisit historical performance data to stay ahead of seasonal trends. Last year's data holds a lot of insight that can drive this year's strategy.
- 13** Export to the Google FTP directly so that data is not stored in any other place and goes directly to the Merchant Center.
- 14** Always export a test feed first. We have found instances where error reports are delivered even when all of Google's requirements are met. Make sure your export file is in the right format.
- 15** Update your product data feed right after you update your website. For example if you update your website every night at 12 a.m., you should send your feed to the Google Merchant Center FTP shortly after 12 a.m. too.
- 16** If you update your website multiple times per day, submit your feed several times per day too. If the prices and availabilities of your products change even more frequently, provide updates only for the individual items which have been changed.
- 17** Compress all feeds. There's no downside to doing this, and the upside is both faster transmission time and a better failure mode when the transmission partially fails. Though corrupted text files may still go through without a warning, the number of live products can drop by half. When compressed files are corrupt, they are not processed at all. Productsup sets this as a standard for all Google Merchant Center exports.
- 18** Even though Google regularly checks for feed updates and ensures your latest product data is used, keep in mind that, for very large and complex product feeds, it can take up to 48 hours for updates to start showing in results.

Recent & upcoming Google Shopping additions

Google continues to update its product feed specifications and requirements, so you should always keep on top of their news. However, there are also always new features being tested and made available.

- **Customer reviews:** Google replaced Trusted Stores with Google Customer Reviews, where customers can choose to complete a survey on a store's service. Displaying the customizable Google Customer Reviews badge is also optional. Read more [here](#).
- **Google Express:** This new channel includes a dedicated app and website where shoppers can order from their favorite retailers directly through Google. Read more [here](#).
- **Local Shopping:** A local inventory ad shows Google Merchant Center products and store information to shoppers searching nearby. This also links to the Local Storefront. Read more about Local Inventory ads [here](#).
- **Shopping actions:** This program aims to make shopping and loyalty easier by emphasizing voice shopping and universal shopping carts. Read more [here](#).
- **Google Ads:** Google AdWords got a complete rebranding and makeover. Though the functionality remains the same, it is now known as "*Google Ads*."



Make sure you stay on top of these updates as, the sooner you adapt to changes, the sooner you can enhance your Shopping campaigns.

A great way to keep on top of changes is through experimentation and testing. Google Shopping utilizes machine learning, so there are no clear rules as the algorithms constantly change. To discover best practices, you have to experiment.

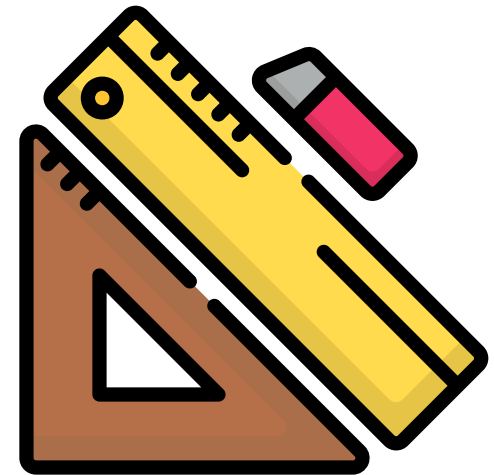
IV. Example rules and features for Google Shopping

Rule boxes are used on the Productsup platform to add rule-based processes to a data feed. Instead of writing code, you just need to drag and drop a box to the desired attribute.

For example, boxes allow users to quickly edit images, change currency values, correct broken encoding, and more.

New and popular added features

- **Analysis:** From title length to missing images, get a quality score for your data and actionable information on errors and possible opportunities for optimization.
- **Data crawler:** Add additional information to your feed by retrieving source code of product detail pages.
- **Image properties crawler:** Return metadata of an image, including http status.
- **Generate Unique IDs:** Create unique IDs for you that will remain the same across your feeds.
- **Merge feeds:** Connect a main feed with additional sources to add more attributes.





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Rule box	Description	Useful for
Add VAT	Add the VAT amount to the price.	price
Append/Prepend Column	Enrich the title field with dynamic attributes by “appending” or “prepending” values from another column. Example, dynamically add the brand, color, product type, gender, or material.	title description
Append/Prepend Value	Manually enter static product information to a field. Example: Append currency to the price field.	title price
Compare Columns	Compare values from different columns. Example: Compare sale_price with price. If sale_price is the same as price, leave the export column empty.	sale_price_date
Cut last words	Delete last words of a text if it exceeds a certain value. This can ensure you stay within a character limit.	description
Detect Brand	Detect brands listed in description and add this value to the brand column.	brand
Detect Color	Detect colors listed in description and add this value to the color column.	color
FB Image Trim	Trim the border around your image by choosing the border color in the rule box.	image link
List Functions <ul style="list-style-type: none">– Category Mapping– Blacklist / Whitelist– Normalization	<p>Suggests Google product categories based on the categories entered.</p> <p>Use a default list to override other settings and include or exclude certain items.</p> <p>Use a list to search and find any matching terms and replace those with the corresponding term in the list. Example: You use your own color titles. A normalization list can change them to an acceptable value.</p>	<p>google_product_category</p> <p>brand</p> <p>color</p>



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Rule box	Description	Useful for
Make Valid Price	Adjust the pricing format to fit Google's requirements.	price
Math	Perform mathematical operations on a numerical value. Example: Calculate the minimum price for bulk orders by multiplying (*) by the min_order_quantity value.	price
Remove Consecutive Whitespace	Remove consecutive instances of whitespace and replace with only a single whitespace.	title description
Remove Duplicate Words	Remove duplicate words in a column, leaving only the first instance.	title description
Remove HTML Tags	Remove html tags from the column.	title description
Replace text functions – Map-Replace	Edit several different text elements at once. Example: Replace the pricing symbol and punctuation simultaneously (\$40.00 to €40,00).	title description price
– Text Replace	Replace a specific word with the correct value. Example: Replace “Men” with “male.”	gender
Replace if Column Contains	Replace text only when another condition is met. Example: If the title contains “Men,” replace “Beauty Product” with “Grooming” in product_type.	title description
Separate Words	Separate words that have been merged together. Note, be careful when using this tool, as it may separate words that should be merged, such as “iPhone.”	title

Rule box	Description	Useful for
Set Age Group	Provide a static value of Google accepted age groups.	age_group
Set Availability	Set static availability values using the correct Google terminology. This is particularly useful if all items have the same availability status.	availability
Set Column if Empty	Only build titles for products missing a title.	title
Set Condition	Set static values for the correct Google terminology. This is particularly useful if all items sold are in the same condition.	condition
Set Gender	Set the gender to standard values as identified by Google. This is particularly useful if all the products in your feed belong to the same gender.	gender
Skip Row If Value In Skip Row If Value Not In	Define products that you wish to exclude from your export based on the presence or absence of certain data. Example: If the brand listed is Nike, exclude from export.	availability
Skip Row If Isnt URL	Exclude products from your export that do not have a valid URL. Example: Exclude products with invalid URLs from your export feed to guarantee all listed products can be reached.	links image_link

Rule box	Description	Useful for
Split String	Split your categories using the '>' symbol.	product_type
Spellcheck	Highlight words that may be misspelled. This does not autocorrect. Available for feeds in English or German.	description
Translate Colors	Translate colors that do not match the attribute language. This can be used for feeds in English, Dutch, French, German, Italian and Spanish.	title color
Translate Google Category	Automatically translate a Google product category into another language, referring to the Google Merchant Center taxonomy, or replace the text with Google's ID number system.	google_product_category
Text Template	Build a text from different elements. Example: Pull information from multiple fields to build a complete title.	title
Trim to 70 characters / Trim to 150 characters	Trim the column down to 70 or 150 characters.	title
Uppercase to human	Replace uppercase letters with non-uppercase letters.	title

Note: These are only some of the most commonly used rule boxes. There are dozens more to mix and choose from.

Google and Productsup

As an official Google partner, Productsup is the preferred solution for creating perfectly structured, Google-ready shopping feeds. The SaaS solution is used by the world's largest brands and retailers to increase product visibility, click-through-rate, and conversions.

Easily enrich and edit your product data, optimizing things like product titles, descriptions, and pricing formats to ensure you create an error-free, high performing shopping feed.



Google Merchant Center API

Ensure Google Shopping is always stocked with your most up-to-date product information



Feed template with integrated specs

Build a perfectly structured, channel-ready feed from the start



Automated field mapping

Automatically integrate and map any product attribute to the relevant Google field with a single click



Automated category mapping

Automatically assign the correct Google category for every individual product in your feed



Merchant Center error alerts

Fix errors fast with our Merchant Center API — get instant error alerts directly on the platform



Google category translation

Automatically translate your existing Google taxonomy into another language



200+ ways to edit your data

Cleanse, update, and optimize your feed with a wide selection of predefined rule boxes



Bulk image correction

Trim or resize your product images as needed with just one click



Website data crawler

Create or enrich your feed by retrieving the source code of product detail pages on your website

Want to save time and skyrocket your Google Shopping campaigns with high quality Google Shopping feeds?

Try Productsup! Get in touch



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