

5 Google Shopping Tips for Ecommerce Businesses

If you sell products of any kind online, chances are you're running a Google Shopping campaign. I took some time to dive in and better familiarize myself - and discovered one of the most powerful sales tools we can offer our clients. Let me share with you exactly what I learned about getting the most out of your Google Shopping campaigns by optimizing your Google Shopping feed.

✓ 1. YOUR SHOPPING FEED IS EVERYTHING

It's important to first understand that your feed is your biggest campaign optimization tool. The best place to begin troubleshooting these issues is within Google Merchant Center, where you'll be alerted to issues with disapproved products, 404 errors, and more. This should be your first step.

✓ 2. ORDER IS IMPORTANT

User experience is an important factor in the Shopping game. When it comes to product titles and descriptions, stack attributes about your product in an order that helps the user determine quickly that your product fits their needs.

✓ 3. MAKE SURE PRODUCTS ARE CORRECTLY CATEGORIZED IN THE GOOGLE TAXONOMY

Google asks you to specify a category (they provide a comprehensive list to choose from) into which your product fits. The great thing is, these categories feature several sub-levels and you can pick the absolute most relevant one to your product.

✓ 4. UTILIZE PRODUCT TYPE AND CUSTOM LABELS TO ORGANIZE YOUR PRODUCTS

Once you know your top-performing products, you can use the Custom Label column within your feed to identify these products for further segmentation in your AdWords campaign.

✓ 5. FILL OUT AS MANY PRODUCT ATTRIBUTES AS YOU CAN

The more information Google has about your products, the easier it is to match your ads with the right shoppers online. While many attributes within a Shopping feed are optional, always review your feed to see what additional information you can include.

