

Checklist:

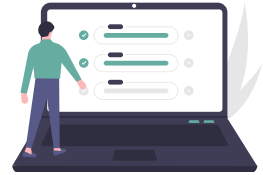
14 Powerful Optimizations for Your Google Shopping Feed



General

☐ Add All Fields Possible from Your Store

It's much better to add too many fields than just adding the bare minimum to your Shopping feed.



Product Types

☐ Step #1 Clean up your product types

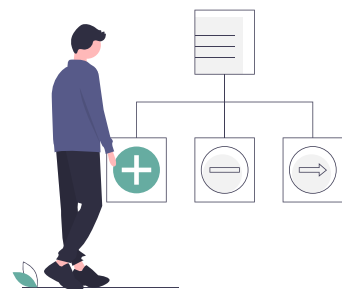
If you have duplicate product types in plural and singular, make sure you combine them into one.



☐ Step #2 Nest Your Product Types

Let's say you have a bunch of one-off product types that actually cover a single category, like for the supplements.

If you can find patterns, do that. If you can't, bite the bullet and just go through them all one by one. It'll take you a couple of hours to do for your entire feed, but you'll be happy you did.



☐ Step #3 Create product types from scratch

Sometimes, the product types you get out of the Feed are so messed up that you might as well start from scratch.

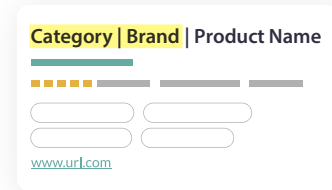
One client had the most messed up Feed I'd ever seen, so I went to work and rewrote all their product types based on patterns in their URLs. This isn't what you want, but it is sometimes necessary.



Product Titles

☐ Add Category And Brand To Product Title

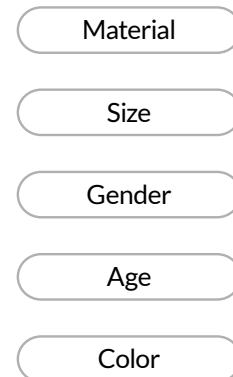
You should add keywords to your product titles. Create a rule in your Feed Optimization tool that adds the product type and brand of the product to the current title.



☐ Add Specific Product Info Like Size, Material, and Specifics

This can literally be anything you can think of, but again having a well-structured Feed comes into play. A couple of good examples can be:

- Add the material of the product to the title.
- Add the size of the product. This can come in different forms. For instance, a wine rack size is how many bottles. A shoe size is an 8. A cabinet's size is small, medium, and big.
- Add gender if the product is gender-specific.
- Add Kids if the product is kids-oriented.
- Add color.



☐ Rewrite Manually

This is my least used tactic, but I recommend it from time to time.

There are certain high-performing products, where customizing the title can really pay off.



Google Product Category

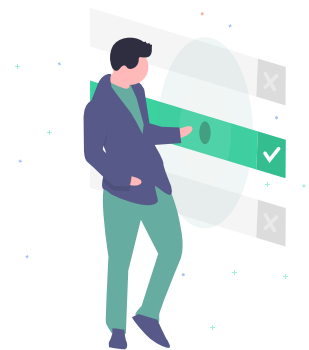
☐ Choose the Most Accurate Google Product Category

The best way I've found to consistently set the correct Google Product Categories is by creating bulk rules for matching product_types with Google Product Categories.

Once you've finished setting up all your product types properly, then you go through the following steps:

1. Download your Feed to Excel
2. Create a pivot table with Product types in each row
3. Add a column with COUNTA, so you can see how many products are in each product type
4. Start mapping them one by one

This way, you take advantage of the work you've already done when it comes to the product types.



Custom Labels

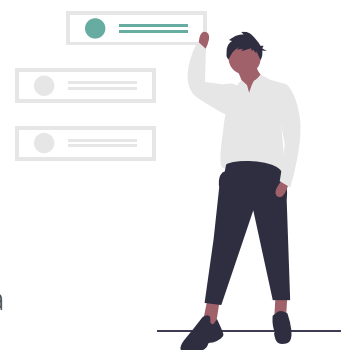
☐ Use Custom_Label for Reporting

Adding proper custom labels will give you an increased ability to segment your products for better bidding and reporting.

Some of the most common things to add as custom labels are:

- Price Range
- Profit Margin
- Best Sellers
- Any Value You Can't Fit In The Field

I like the price range custom label in instances where I have a wide range of similar products, but across a far price range.



Populate Fields Without Data

☐ Color and Material

This can typically be found in the description or the URL. By creating a rule in your feed optimization tool that goes something like this, you can typically add it:

If description contains the word "green", then add "Green" to the field "Color".

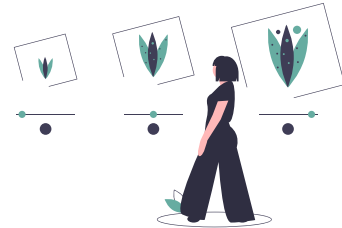
To check whether this will work, you can make a search in your existing feed to see if the typical colors can be found in your description.

☐ Size

Size can sometimes be found in the description, but it's a lot less frequent. Often, the size of a product is a value that has its own field in your eCommerce platform, so you have to find a way to extract it from there.

☐ Size Type

This can just be put in manually. This is referring to whether it's the US, EU, or another size type.



☐ Gender and Age

These can typically be applied using rules based on your product type or brand (unless apparel). In most cases, the gender can be found in your product type.

☐ Clean The Data

Often, you find quite a bit of mistakes in the data itself.

Whether it's the brand being the store itself, or five different ways of spelling the same category or something else, there is always data to be cleaned.

Typical mistakes that are being made:

- Misspellings
- Use Of Another Language
- Wrong Use Of Capitalization



Low Hanging Fruit for Google Shopping Feed Optimization

It depends on your Feed, but in the matter of order, here are my personal three go-to feed optimizations:

☐ Product Titles

Adding relevant keywords, brands, etc. to the titles is a must!

☐ Product Type structure

Adding proper product types, so you can check performance accordingly is one of my must-have optimizations. It saves so much time when you're able to easily navigate products.

☐ Price

Include the proper price. Often, a standard Feed can create a lot of disapproved products due to the wrong pricing being shown.

A bonus must is to add the sale_price to your Feed. That way you're increasing your chances of getting the price drop tag in your ads.

Note: Do you want to know how you can set the right prices, as well as how your prices can affect your ads, then read my article on [Price Comparison](#).



Tools for Product Feed Optimization

I've written more extensively about what tools I use when I work with Google Ads, [find the article here](#).

However, I'll list the two tools I recommend for Google Shopping Feed optimization more frequently.

☐ DataFeedWatch

I recommend DataFeedWatch to everyone who wants to get started with Feed Optimization. The tool is solid and the constant improvement to the interface is quickly improving its standing in my toolbox.



☐ Feedonomics

Feedonomics is my current go-to tool. This way of working with the Feeds is much faster than anything I've ever tried.



New eyes on your Google Ads account?

At SavvyRevenue, we offer a wide range of services within Google Ads. We can help with anything from supporting you and your in-house team to 100% hands-on management of your Google Ads account.

If you would like to have an informal talk about how we can help you and your account reach the next level.

Then send us an email at andrew@savvyrevenue.com.

