

# Google Shopping titles aren't product names.

*Your feed is probably treating them like they are.*

How title structure decides match type, placement, and the queries you show for.



▶ THE SCALE PROBLEM

---

# 70

characters typically render before truncation in a Shopping placement.

*[Source: Store Growers, analysis of 151 Shopping ads, 2026]*

---

- Google reads the title as its primary signal for matching a listing to a query.
- Only the first ~70 characters render. Everything after is truncated in the placement.
- Most feeds fill that space with a PDP naming convention, not how shoppers search.



▶ HOW IT HAPPENS

# Google parses the title left to right — *and weights the tokens it reads first.*



A title ordered Brand → Product Type → attributes matches how shoppers phrase a query. One that opens with a SKU or collection name forces Google to match on the wrong tokens.

**That's not a copywriting problem. It's a token-order problem.**



# Four ways a Shopping title *gets built wrong*.



## The store title is copied verbatim

Written for your PDP, not for query matching.



## Brand and product\_type are buried

They sit behind a collection or seasonal campaign name.



## The attributes buyers search on are missing

color, size, gender, age\_group, material.



## One title template runs across every category

Ignoring vertical-specific query patterns.



# A weak title doesn't just lose clicks. *It starves the algorithm.*

## The mechanism

Your title matches loose, low-intent queries. Every impression it earns is lower-intent traffic — and that traffic is what Performance Max and Smart Bidding learn from.



### Wrong signal

Low-intent clicks train Smart Bidding on the wrong buyers.



### Model drift

Pmax optimizes toward conversions it can see, not the ones you want.



### Flat IS

Impression share won't climb no matter how you bid.



# Find your title gaps *in the Search Terms report.*

- 1 Pull the queries already converting in your account.
- 2 Read them against the titles of the products that should be winning them.
- 3 The mismatches are your gap list. Start with your top 20% of products by revenue.

**Audit by revenue, not alphabetically.**



► **BROKEN VS. ROCKIN'**

# Same product. Two titles. *Different query coverage.*

## ● **BROKEN**

SS25 Collection – Womens – Style  
4471

No brand. No product type. No attributes.  
Google has almost nothing to match.

## ● **ROCKIN'**

Crosscut Women's High-Rise Skinny  
Jeans – Dark Wash, Size 28

Brand · product type · fit · color · size — the  
exact tokens apparel shoppers search.

*The second carries the tokens apparel shoppers search on. The first carries none.*



▶ THE FIX

# Build the title as a formula, *not a sentence.*



Front-load the tokens that match query intent into the first 70 characters, and keep the order consistent so it scales across the catalog. At catalog scale you don't rewrite titles by hand — you template the structure per category and generate against it.

**A good title isn't written once. It's structured to regenerate as the catalog changes.**



▶ GOOGLE

# Google rewards the title that matches the query — *not the one that reads best.*

## Merchant Center

Holds your feed structure. Flags title issues only as optimization suggestions.



## Google Ads

Holds the query data — which converting searches your titles miss.

**The fix sits where feed structure and query data meet.**

**Your product title is the only part of your feed that competes in the auction directly.** *Most brands treat it as a label. The ones that win treat it as targeting.*

# See where your feed *is losing performance.*

A free audit shows which titles are matching the wrong queries — and what that's costing you in impression share.

[Run a Free Feed Audit →](#)

[godatafeed.com/feed-audit](https://godatafeed.com/feed-audit)