

# The Local-First Feed Checklist

This checklist covers the absolute minimum feed and Merchant Center requirements necessary to successfully launch and maintain Local Inventory Ads. This ensures you satisfy the three-way handshake and avoid the immediate disapprovals. [Read the article to learn more.](#)

## I. Merchant Center & Account Setup

| Status                   | Item                          | Requirement & GoDataFeed Action                                                                                                           |
|--------------------------|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | <b>Account Linking</b>        | <b>Link 1:</b> Google Merchant Center ↔ Google Ads. <b>Link 2:</b> Google Merchant Center ↔ Google Business Profile (GBP) Locations.      |
| <input type="checkbox"/> | <b>Program Enrollment</b>     | Enable the <b>Local Inventory Ads</b> program in the Growth tab of GMC.                                                                   |
| <input type="checkbox"/> | <b>Store Code Validation</b>  | Verify that <b>every physical store</b> you want to advertise has a unique, compliant <code>store_code</code> in your linked GBP account. |
| <input type="checkbox"/> | <b>Inventory Verification</b> | Complete the mandatory inventory verification process (usually a one-time check conducted by Google's auditor).                           |

## II. The Core Product Feed (**products.xml**)

*This is the feed where you define the product itself (title, description, image).*

| Status                   | Attribute                   | Requirement & Feed Logic                                                                                                                                                                                   |
|--------------------------|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | <b>ID</b>                   | Must be unique and match the ID used in your POS/OMS (your <b>Source of Truth</b> ).                                                                                                                       |
| <input type="checkbox"/> | <b>Link</b>                 | Must point to the product's online PDP.                                                                                                                                                                    |
| <input type="checkbox"/> | <b>Availability</b>         | Must be accurate for <b>online sale</b> . LIA is a layer on top of this.                                                                                                                                   |
| <input type="checkbox"/> | <b>Local Exclusion Rule</b> | Use a <b>Feed Rule</b> to filter out any SKUs from the Primary Feed that <b>cannot ever be sold locally</b> (e.g., custom-order items, digital goods). <i>Prevents the "Missing Inventory Data" error.</i> |

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## III. The Local Inventory Feed (**inventory.xml**)

*This is the dynamic, high-frequency feed where you report stock and price per store.*

| Status                   | Attribute         | Requirement & Feed Logic                                                                                                                                                                              |
|--------------------------|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | <b>Store Code</b> | <b>CRITICAL:</b> Must be pulled from your OMS/POS and mapped to the <b>exact, case-sensitive store_code</b> listed in your GBP. This is solved with a <b>Look-up Table (LUT)</b> or Conditional Rule. |
| <input type="checkbox"/> | <b>Quantity</b>   | Must reflect <b>real-time stock</b> at the specific store. Must be updated multiple times daily (ideally via <b>Content API</b> ).                                                                    |
| <input type="checkbox"/> | <b>Price</b>      | Must reflect the <b>in-store price</b> for that specific store (especially crucial if local taxes or sales differ from the website).                                                                  |
| <input type="checkbox"/> | <b>Sale Price</b> | Must reflect any <b>local-only promotions</b> running at that specific store location.                                                                                                                |