



Guide to Launching on Google Shopping & Merchant Center



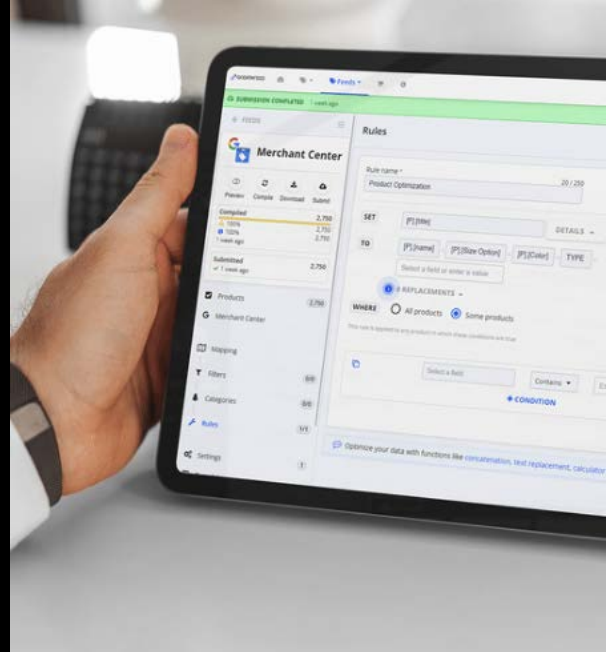
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Planning Your Google Shopping Campaign Strategy



To develop a successful Google Shopping campaign, it's essential to have a comprehensive plan in place. The following are the three main areas to focus on for a successful campaign:

Product Segmentation

It's important to understand the different attributes of your products to segment them effectively. Factors like price, margin, inventory, and seasonality can have a significant impact on your campaign's success. Custom labels can be used to segment your product catalog, allowing you to create targeted campaigns with bidding strategies that cater to each segment's unique cost-per-acquisition (CPA). Here are some recommended segmentations for new Google Shopping campaigns:



PRICE POINTS:

This allows you to distribute bids according to the price range of each product.



SEASONALITY:

Products that are popular during specific seasons should have higher bids during that period.



HIGH ROI:

Products with higher margins give you more flexibility in bidding for lower-priced items.



CLEARANCE ITEMS:

You can either raise bids to increase the chance of potential customers seeing them or lower bids to maintain a decent ROI.



BEST SELLERS:

Products that perform well should have increased bids to get the best return on investment.



CATCH-ALL:

This campaign segment should include all your products and have a low campaign priority with a bid of just a few cents.

Setting Goals

It's crucial to set goals for your Google Shopping campaigns. Your goals should always revolve around a target cost-per-acquisition (CPA) as this allows you to keep your sales and costs in perspective at all times. Customer lifetime value (CLTV) is the ultimate measure of success, and you should consider this when setting your CPA goals.

running shoes

Search Type: Direct

Filter Groups

Keywords:

Search Volume:

Keyword Difficulty:

Word Count:

Keyword	Volume	KD	CPA
Where to buy running shoes near me?	1.8k	50	-
How to find the best running shoes	1.6k	36	-
How to find best running shoes	1.4k	-	\$1.29
How should running shoes last?	1.1k	19	-
How long do running shoes last?	1.1k	19	-
How to find the right running shoes	1k	20	-
How often should you replace running shoes?	900	30	-
How often to replace running shoes?	910	20	-
What running shoes?	780	37	\$1.34
Do other shoes run small?	750	16	-
What are the best running shoes?	670	36	\$1.12
What running shoes should I get first?	630	26	-
What type of running shoe do I need first?	430	23	-
What kind of running shoes do I need first?	440	93	-
How to get running shoes in first aid	440	24	-
How to wash running shoes	440	23	-
Where can I buy broken running shoes near me?	440	52	-
Where can I buy broken running shoes near me?	440	30	\$1.91
Where to buy broken running shoes near me?	370	14	-
How many miles for running shoes?	360	22	\$2.19
Are all shoes running shoes?	360	23	-
Do pattern shoes run small?	360	13	-
How to style running shoes	360	32	-
Where to buy running shoes?	360	67	\$2.27
Which brands shoes are best for running?	340	26	\$2.08
Where can I buy broken running shoes?	320	24	-
Do other shoes can big or small?	320	19	-
What kind of running shoe do I need?	320	29	-
Are running shoes good for walking?	320	34	-
How to clean running shoes	320	24	-
What is a running shoe?	320	21	-
How to find the best running shoe for me	300	-	-
What is a good running shoe?	300	31	-
How to find running shoes	300	-	\$2.14
What does it cost to make a running shoe?	300	-	-
How to use running shoes for foot support	290	31	-
Which statement elaborates on the slogan 'McAfee's Swift' shoes are...	290	-	-
How to clean running shoes	270	37	-
Which shoes are best for running?	270	-	\$2.46
How light should running shoes be?	270	19	\$1.25
How long running shoes last?	270	38	-
How long running shoes last?	270	17	\$1.04
Are memory foam shoes good for running?	270	87	-
Are broken running shoes good?	260	26	\$2.12
Are all shoes good for running?	260	27	-
Where are running shoes?	260	32	-
Do broken shoes run small?	260	17	-
How to tell when running shoes are worn out	250	16	-
Is broken a good running shoe?	250	36	-

Show rows 11 - Start at Row: 1 - Displaying Rows 1 - 50 of 14,000 rows

Keyword Research

Keyword research is an essential part of any effective digital marketing strategy. It involves identifying the words and phrases that potential customers use to search for products or services online. By understanding what your customers are searching for, you can optimize your website and advertising campaigns to reach them more effectively. However, keyword research is not just about finding the right words to use in your marketing materials. It's also about gaining a deeper understanding of your target audience and their needs.

When conducting keyword research, it's important to consider the intent behind each search. Are customers looking to make a purchase, or are they still in the research phase? How much do they know about the products or services they are looking for? These questions can help you tailor your marketing messages to meet your customers' needs and improve your chances of making a sale.

To begin your keyword research, there are several tools you can use. Here are some of the most effective ones:

GOOGLE ADS KEYWORD PLANNER

- 1 This free tool from Google allows you to research keywords and see how often they are searched for. It also provides suggestions for related keywords that you may not have thought of. To use the Keyword Planner, you will need to set up a free Ads account.

→ [LEARN MORE](#)

AHREFS

- 2 This is a powerful keyword research tool that provides detailed data on search volume, difficulty, and potential traffic for each keyword. It also allows you to see what your competitors are ranking for, which can help you identify new opportunities to target.

→ [LEARN MORE](#)

SEMRUSH

- 3 Another popular keyword research tool, This platform offers keyword research, competitive analysis, and insights into organic and paid search traffic for any website or domain.

→ [LEARN MORE](#)

MOZ KEYWORD EXPLORER

- 4 This tool offers keyword suggestions, search volume data, and difficulty scores to help you identify the best opportunities for your campaigns.

→ [LEARN MORE](#)

GOOGLE TRENDS


- 5 This tool allows you to compare search volume trends for different keywords and topics over time, helping you spot seasonal trends and changes in user behavior.


→ [LEARN MORE](#)




Building Google Shopping feeds that sell

The success of your products on Google Shopping depends largely on the quality of your product data. This is because Google uses data quality to determine the ad relevance portion of your Quality Score, which ultimately determines whether your products appear for any given search. Quality Score comprises three parts:

- 
Ad relevance: This measures how closely related your listing is to the search query.

- 
Click-through rate (CTR) / expected CTR: This is the ratio showing how often people who see your ad end up clicking it. It indicates how likely it is that your ads will get clicked when shown for that keyword.

- 
Landing page experience: This measures how well your landing page gives shoppers who click on your ads exactly what they're looking for.

Ad relevance, which is entirely based on the fields in your product feed, is most closely influenced by the following fields:



1

PRODUCT TITLE:

The title of your product should be descriptive, accurate, and include relevant keywords.



2

PRODUCT DESCRIPTION:

Your product description should be detailed, informative, and highlight unique selling points.



3

UNIQUE PRODUCT IDENTIFIERS:

These include Brand, MPN, and GTIN (UPC/EAN). Make sure to include them in your product feed.



4

GOOGLE PRODUCT CATEGORY:

This helps Google to understand the type of product you're selling.

Other important fields that can affect your ad relevance and/or CTR are:

1

Product Type: This helps to organize your products into specific categories, which can help shoppers find them more easily.

2

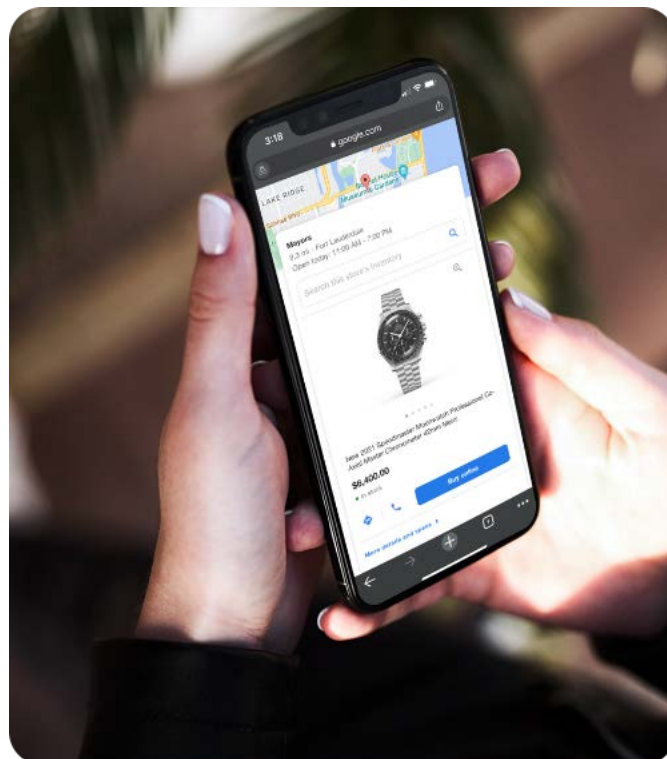
Image: A clear and high-quality image is essential to grab the attention of potential customers.

3

Price: Competitive pricing can help to increase clicks and conversions.

4

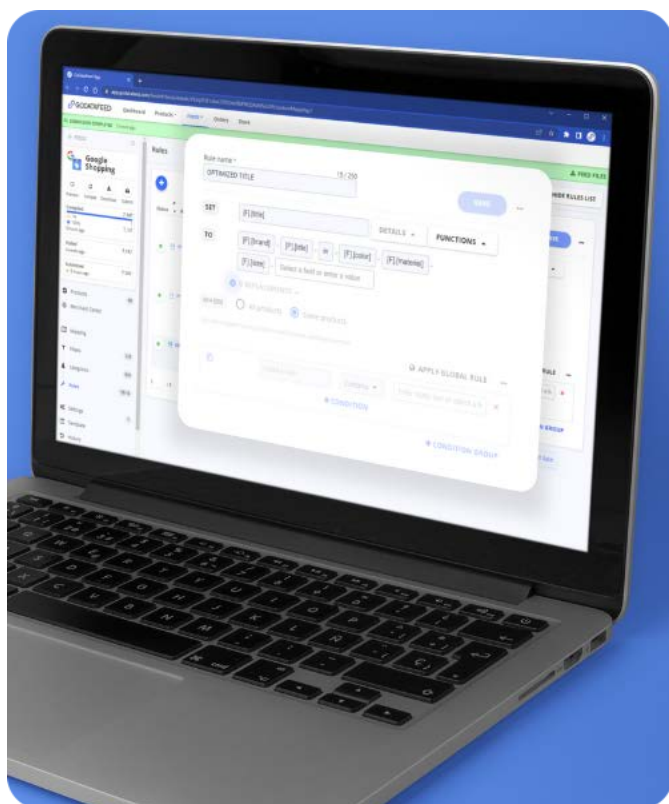
Apparel Categories: These are specific categories for apparel products.



- 5 **Sales Tax:** This is important to include if applicable.
- 6 **Shipping:** Clearly state your shipping options and policies.
- 7 **Additional required fields:** Make sure to fill in all required fields in your product feed.
- 8 **Availability:** Update your product feed regularly to reflect changes in stock availability.
- 9 **Condition:** Make sure to accurately describe the condition of your products.
- 10 **Custom Labels:** Use custom labels to further organize and group your products.

By optimizing the quality of your product data in these fields, you can increase your ad relevance, CTR, and overall Quality Score, resulting in better visibility and increased sales on Google Shopping.

Guide to Product Feed Field Optimization:



→ Product Titles

One of the most crucial elements of a successful Google Shopping campaign is the quality of your product data, and some are more important than others. The perfect example to start are product titles. A well-optimized product title not only improves ad relevance but also enhances the user experience by helping shoppers quickly find what they are looking for. Here are some best practices for product titles:



Keep it concise and descriptive: Your product title should be descriptive but not long-winded. Google Shopping limits titles to 150 characters, so make sure to include the most important information first, such as brand, product type, and top keywords.



Use relevant keywords: Use relevant keywords that shoppers are likely to use when searching for your product. However, avoid “keyword stuffing” by using too many keywords or irrelevant ones that don’t relate to your product.



Follow a consistent format:

Consistency is key when it comes to creating effective product titles. Follow a consistent format that works for your product and your audience. For example, you may choose to include brand, product type, gender, size, color, and other important descriptors in your product title.



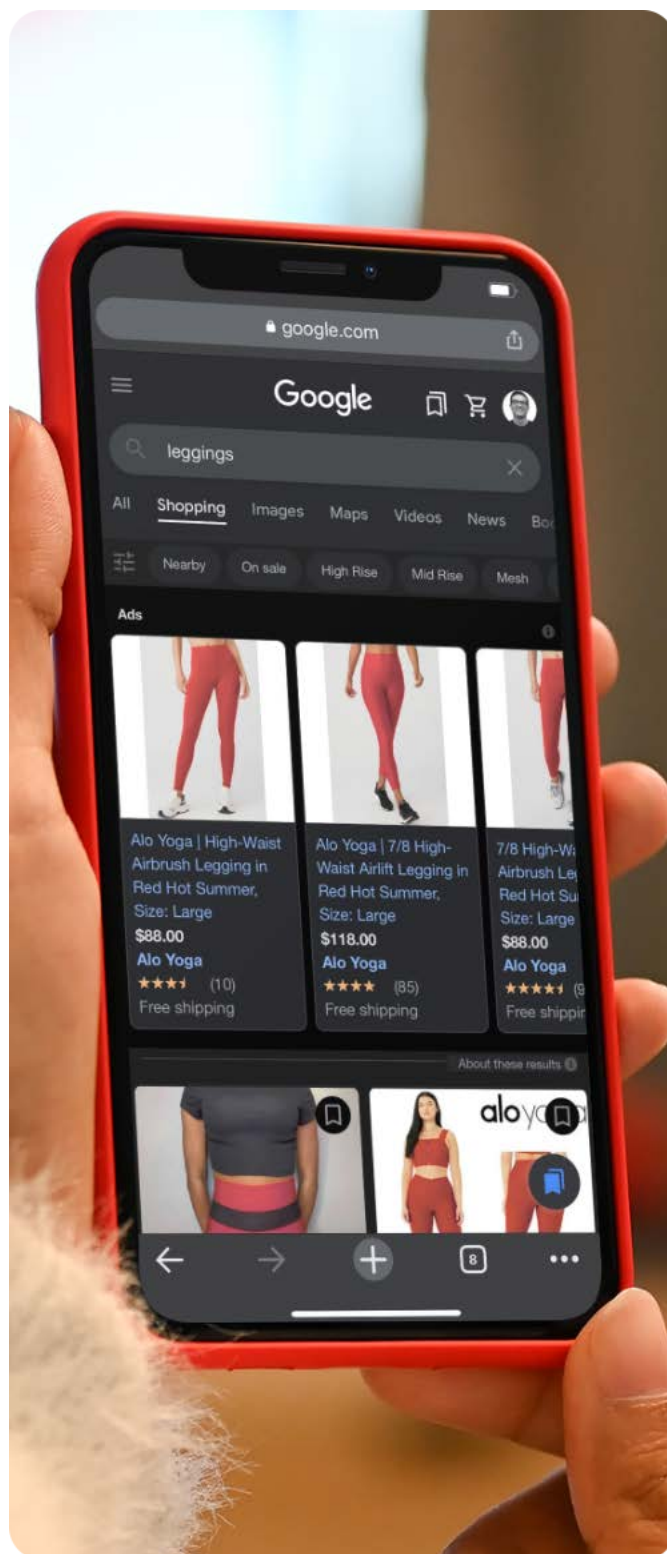
Avoid promotional language: Do not include promotional text like “on sale now” in your product title. This can negatively affect your ad relevance and may be disapproved by Google.

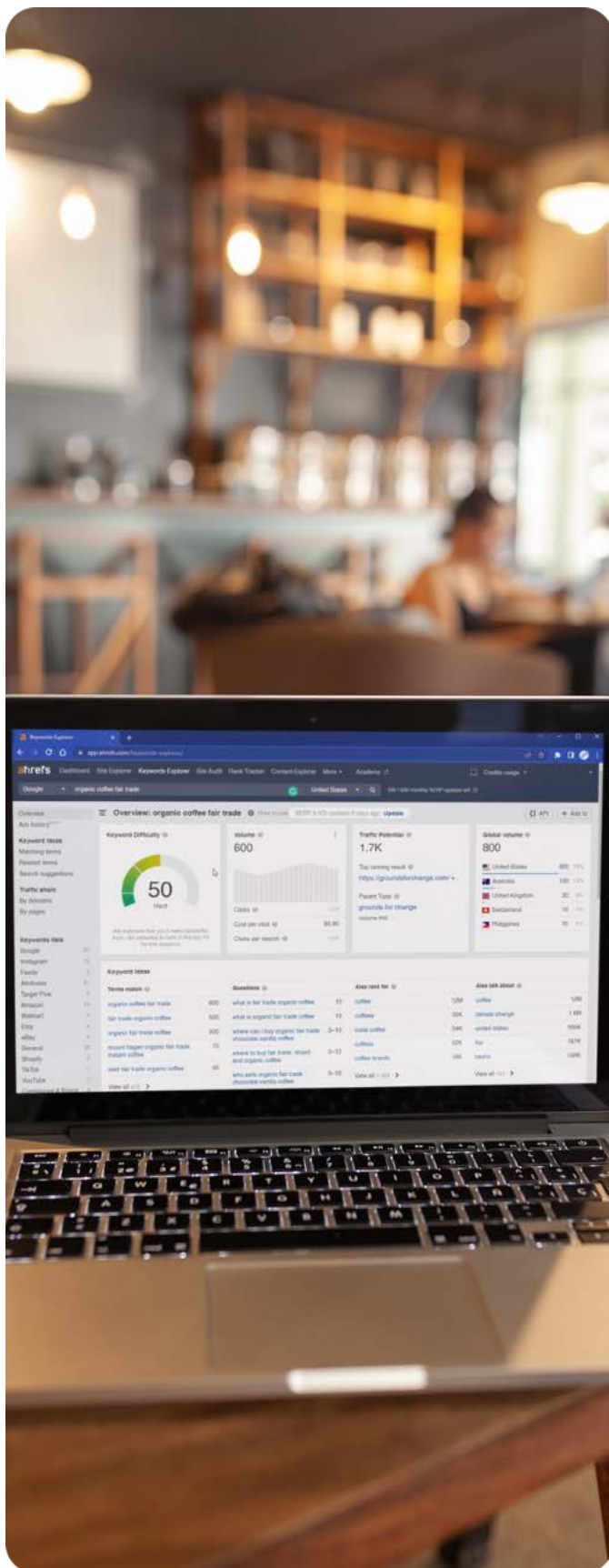


Do not use all caps: Avoid using all capital letters in your product title as this can appear spammy and negatively impact the user experience.



Test and refine: Optimize your product titles based on your products and your customers. Continuously test and refine your product titles to ensure maximum performance and engagement.





→ Product description

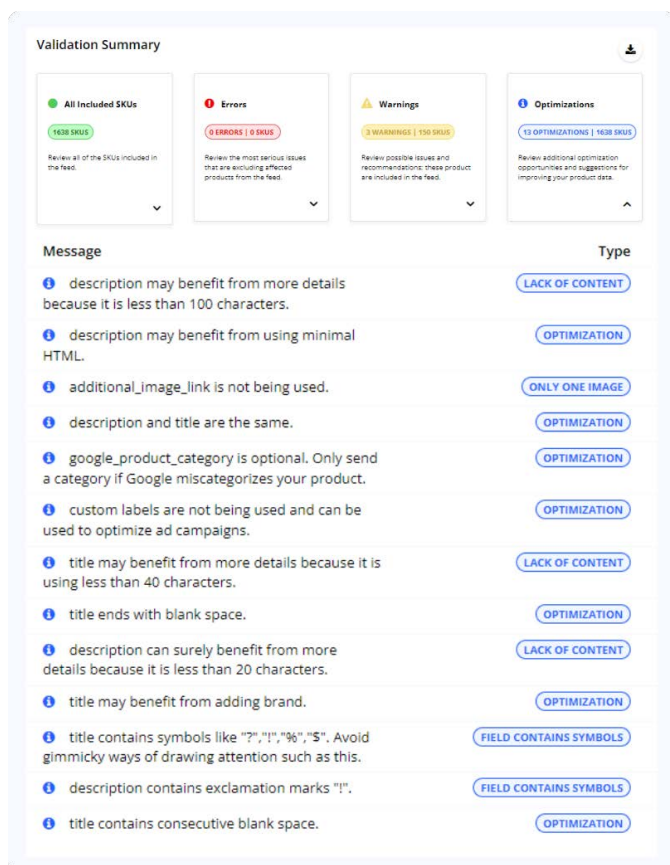
To optimize your product description, keep it keyword-rich and specific to your product. However, avoid including other available variants such as color, size, and material, as it can cause confusion and show the wrong product to potential customers. Stick to common uses of your product, and keep the length of the description to 500 characters or less. Note that the first 100 characters carry the most weight, so be sure to include the most important information at the beginning.

→ Brand

As mentioned in the product title optimization section, brand is an important attribute for Google to index your product listings and serve them to relevant search queries. If you are the brand owner, this gives you control over how your brand appears in Google Shopping. But if you're a retailer, it's important to get to know the brands you sell and how they appear in top listings. Regardless, make sure to list the brand of every product you offer without exceptions.

→ MPN/GTIN (UPC/EAN)

Unique Product Identifiers (UPIs) such as Manufacturer's Product Number (MPN) and Google Trade Identification Number (GTIN) are crucial attributes for your product feed. The MPN is usually the SKU, and the GTIN may be the UPC or ISBN. If you have already provided the brand for your products, you'll only need one UPI, either MPN or GTIN. But if you have both, use both.



It's essential to submit accurate values in the UPI fields because Google uses them to group products it serves up to a search. Therefore, the values you enter in the UPI fields must be universally used for that product. All Google Shopping listings for that product, including yours and your competitors', should share the same UPI. Incorrect UPIs will prevent Google from matching your products to established product groups, resulting in a lower impression share.

The Identifier Exists value should only be used for custom, one-of-a-kind, or special items such as custom T-shirts, art, handmade goods, vintage products, antiques, books published before 1970, and other unique items.

→ Google product category

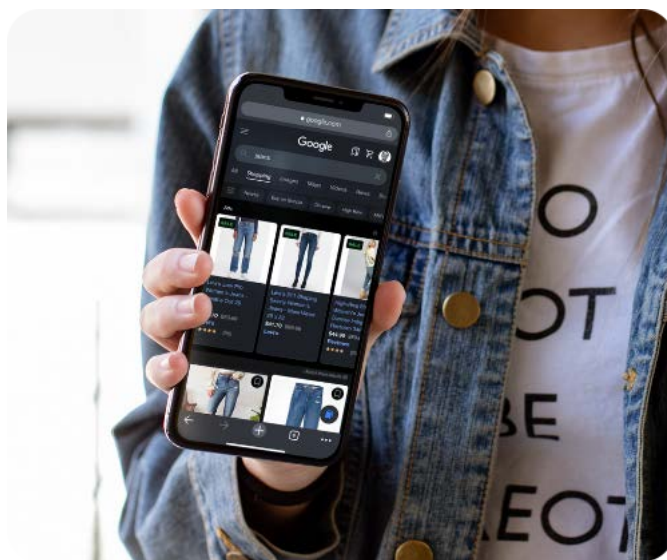
When categorizing your products for Google Shopping, it's important to choose the most accurate category possible to ensure that your products appear in relevant searches. Google's category tree can be overwhelming, with over 6,000 categories and subcategories. To simplify this process, you can use GoDataFeed's categorization engine to search for matching categories. When selecting a category, try to get as far down the taxonomy tree as possible. If your product doesn't fit neatly into Google's taxonomy, use the Product Type field to provide additional clarity.

→ Product type

Product Type is particularly helpful for retailers whose products don't fit into the category tree. To get the most out of this field, use your store's categorization as a guide and get as specific as possible. Use the last subcategory in the product page's "breadcrumb" as a reference for your Product Type.

→ Product image

Product images don't directly affect ad relevance, but they do impact click-through rate (CTR). To optimize your images, use a white background and avoid watermarks, logos, and text overlays. High-resolution images of at least 1,200 pixels in height/width are recommended. Consider your product images as a virtual showroom and provide alternative views and angles, close-ups, and in-action images. Display product variations to answer potential customer questions.



→ Price

Price is a critical factor in the purchasing decision, particularly if your products are sold by other retailers advertising on Google Shopping. Before setting a price, research your product and competitors' prices to determine a competitive price range. Research shows that Google Shopping's algorithm favors products with lower prices, so setting a competitive price can improve your ad placement and impression share in Google Shopping SERPs.

→ Apparel specific attributes

For apparel products, Google provides some additional required and optional fields. These can help your products in two distinct ways:

- 1 Accepted values inside these fields often match longtail keyword searches.
- 2 These attributes are used as levers for filtering within SERPs.

THE FOLLOWING ARE THE ATTRIBUTES AND ACCEPTABLE VALUES:



Gender (required for apparel): male, female, or unisex



Color: color of product



Size (required for apparel): actual size of product



Size Type: regular, petite, plus, big and tall, maternity



Age Group: newborn, infant, toddler, kids, adult



Size System: US, UK, EU, DE, FR, JP, CN (China), IT, BR, MEX, AU

→ Sales Tax

If you sell in the U.S., you must set up tax rates for each state you charge taxes for. If you sell in the U.S. but don't charge tax, indicate that in your tax settings. There are multiple options for tax rate, and these can be applied both at the account and data feed level. Be sure to consult your tax advisor to understand which options would work best for your business.

The options include:



THE MANUAL OPTION:

This applies a flat rate that charges all customers the same amount of tax regardless of where they're located.



THE DESTINATION-BASED OPTION:

This applies taxes based on where your customer (the buyer) is located. This option assumes that you have nexus everywhere in the state (in every city and county). So if the state is a home rule state where sub-state nexus matters, the destination-based option might not be accurate.



THE TAX ATTRIBUTE WITHIN THE DATA FEED:

This is for the collection of non-standard tax rates or if products are exempt from tax.

→ Shipping

You can set up shipping rates in your Merchant Center settings using the following options:



Free shipping



Fixed rate



Carrier-calculated rate

If you use carrier-calculated rates, shipping rates will be based on dimensions, weight, user location, and origin postal code. The following attributes are required in your data feed for the carrier-calculated option:

→ Shipping weight

→ Shipping width

→ Shipping length

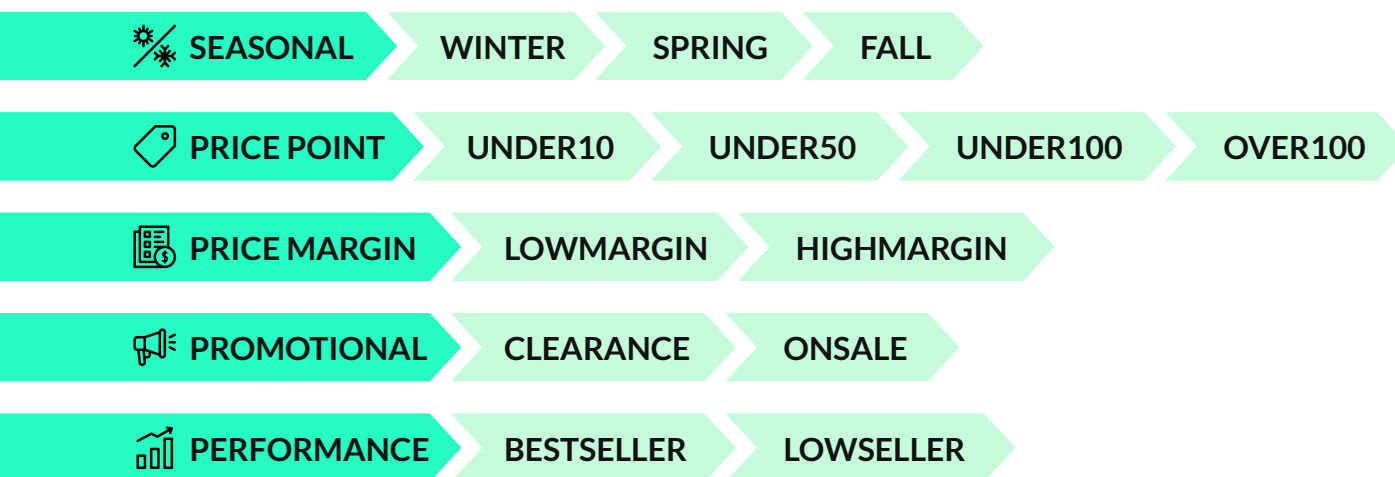
→ Shipping height

→ Custom Labels

Custom labels allow you to group products in ways that make sense to your business rather than Google's categorization structure. To implement custom labels as attributes in your data feed, follow these steps:

- 1 Assign a specific definition for each of the five custom labels.
- 2 Specify the possible values for each custom label.
- 3 Use these custom labels consistently across all products in your Merchant Center account, assigning the appropriate value to each product according to the custom label definition.
- 4 Each of the five custom labels can only have one value per product.

You can have up to five custom labels in your product data feed. These start with 0 and end with 4. The values for custom fields will vary based on your products and your business' unique needs, but here are some common examples that can easily be adopted by a wide range of sellers:



→ Availability

The availability field in your product data feed tells Google if your product is in stock, out of stock, or available for pre-order. This field only has three accepted values:



→ Condition

The condition field in your product data feed tells Google if your product is new or used. This field only has two accepted values:

"NEW"

"USED"

Be sure to accurately set the availability and condition fields in your product data feed to ensure that your customers receive the correct information about your products.



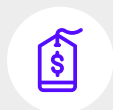
Bidding strategies for high-performing PLAs

Google Product Listing Ads (PLAs) provide an excellent opportunity for eCommerce businesses to increase their online sales. However, to maximize the benefits, it is important to understand how bids affect PLAs' position and frequency, and how to establish a smart bidding strategy and budget. In this article, we will discuss effective bidding strategies for PLAs that will help you achieve a balance between budget and impression share and drive higher sales.

Factors to Consider When Bidding

When bidding for PLAs, it is crucial to account for several factors that influence your ad's placement and frequency. The most important factors are:

PRICE:



The bid should take into account the product's price. You should not bid the same amount for a \$10 pair of socks and a \$300 pair of shoes. Use custom labels such as "Under10," "Under50," etc., to differentiate products and apply bids accordingly.

PROFIT:



Knowing your profit margins will help you determine whether a higher bid makes sense on a product, regardless of its price. Use custom labels such as "LowMargin," "HighMargin," etc., to distinguish product groups based on profit margins.



CONVERSION RATE:



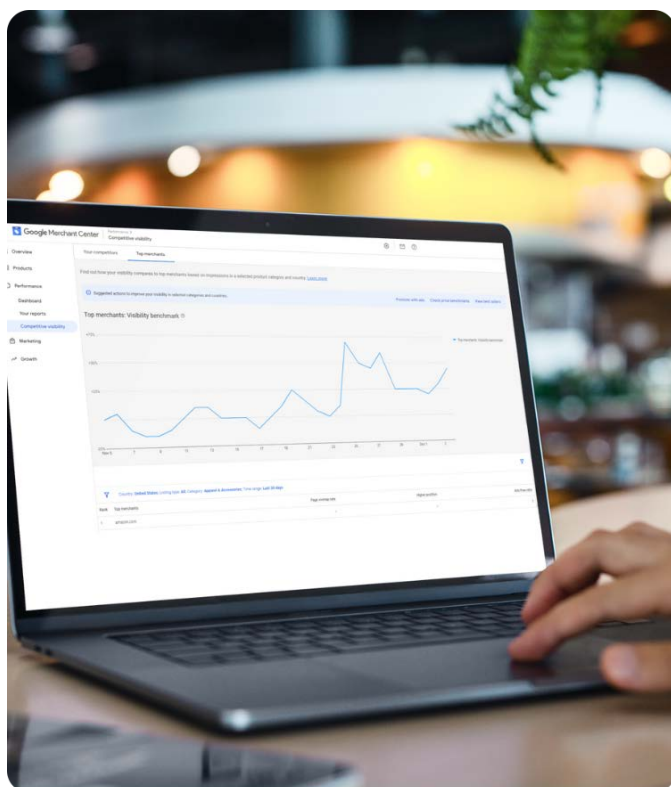
How a product performs should affect how you bid for that product's PLA, regardless of its price and/or margins. Strong performers (low CPA) should be rewarded with higher bids, while products whose CPAs are high should be demoted. Use custom labels such as "BestSeller," "LowSeller," etc., to promote/demote products based on performance.

Applying "Levers"

One way to pragmatically establish bids is to use a formula like this:

$$\text{Price} - \text{Cost} = \text{Profit} \quad \text{Profit} * \text{conversion rate} = \text{Maximum bid} \quad \text{Maximum bid} * 0.5 = \text{Minimum bid} \quad \text{Minimum bid to maximum bid} = \text{bid range}$$

The bid range allows you to adjust bids based on business needs while working within a profitable range. Other factors to consider when bidding for PLAs include performance, seasonality, competition, brand, category, and product type.



Hacking Your Budget

Remaining competitive will require a smart bidding strategy and a workable budget. If your bids are high in relation to your budget, your PLAs will be at a disadvantage. To overcome this, you can pool your weekly budget into concentrated timeframes rather than spread out 24/7 across the whole week.

To do so, you should think about your target audience and when they shop. Use the information you have about your customers' shopping behavior to set a campaign ad schedule that will maximize your products' impression at the right times. For instance, if your target audience is more likely to shop on weekdays between 6 p.m. to midnight, you can schedule your ads to appear during that time.



Google Shopping campaign monitoring and optimization tactics

In order for a Google Shopping campaign to be successful, it must be regularly monitored and optimized. Checking on the campaigns daily is crucial, although not every check-in needs to be in-depth. For quick daily check-ins, there are some red flags to look out for. Let's go over the top three to give you the best chance at remedying them:



Zero or low impressions, which is often caused by a bid that's too low, low quality score, weak ad relevance, low CTR, expected CTR, or a bad landing page experience.



If there are **impressions but no clicks**, that usually means that although Google is serving your ads, shoppers aren't clicking, which could be due to visible factors in the ad preview such as title, price (usually because it's too high), or image.



Clicks but no conversions - This is almost always a result of the landing page and checkout process. Does the landing page inspire buyer confidence? How easy is it for shoppers to check out? Do new visitors have to create an account before being allowed to make a purchase? Is shipping not free? All these elements might affect whether shoppers commit to buy.

→ Conversion Rate

Conversion rate can be a simple yet powerful metric. It tells you how effective your Google Shopping campaigns, landing pages and overall strategy are.

FORMULA: CONVERSIONS / CLICKS

→ Average Order Value

AOV is one of the most telling metrics when measuring the profitability of your Google Shopping campaigns. It will tell you which products are the biggest drivers of revenue.

Take the total amount of revenue divided by the number of orders during the same period. Use this formula to determine AOV of the channel, brand, SKU, category, and any other product grouping important to your store.

FORMULA: AVERAGE ORDER VALUE = TOTAL REVENUE / NUMBER OF ORDERS TAKEN

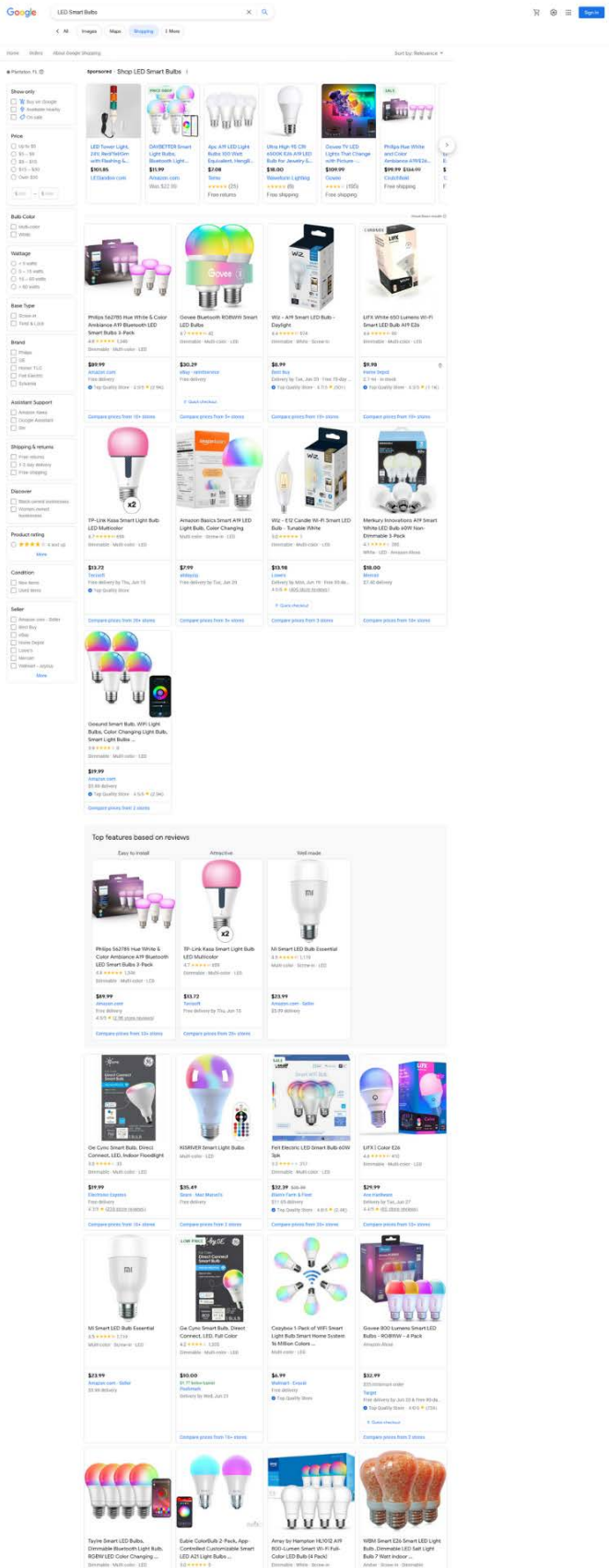
→ Cost

Successful retailers know the secret is not just in selling. It's in selling profitably. The first guard against unprofitable selling is managing your cost.

For online retailers, this often comes down to measuring costs accrued by individual verticals (i.e., sales channels, brands and even SKUs).

Tip: Use GoDataFeed's cost analytics to cut up reports based on these metrics. This will make it easier to get a transparent look at your Cost without the need for expensive ecommerce analytics solutions.





→ Cost-of-Sale Percentage

Cost-of-Sale Percentage (COS%) is the actual total cost of converting an item relative to the revenue it generated. For example, if one item with a \$100 price tag sold and took \$15 in click costs to convert, the COS% for that item at that point is 15%.

Unfortunately, you have to have a sale first in order to get this value. So what happens when a product has not sold yet? (See estimated cost of sale percentage below.)

FORMULA: COS% = CLICK COSTS FOR PRODUCT / PRODUCT REVENUE

→ Estimated Cost of Sale Percentage

GoDataFeed's ECOS% preempts cost of sale to avoid running up the tab on Cost of Sale for products that haven't acquired a sale yet but are already accruing ad spend.

ECOS% fills in the blank for COS% for products that have yet to convert. This provides a reliable predictor of what the actual COS% might be assuming the next click is a sale.

Tip: Pay close attention to ECOS% data and take action on products that don't sell before they eat into profits from products that do sell.

About Us

At GoDataFeed, we work daily to solve the most common problem facing ecommerce: Bad data.

Everywhere we look we see it. Product listings on the most popular shopping engines and marketplaces wasting impressions, wasting ad spend, wasting a good opportunity to make a sale. Incomplete data feeds, missing attributes, poorly structured titles, ineffectual descriptions. All of it costing advertisers potential shoppers — and in some cases, derailing their entire business.

GoDataFeed's cloud-based suite of product information management and distribution technology removes roadblocks to valid product feeds, enhances product data and streamlines how you publish products on ecommerce channels like Google, Amazon, and Facebook.

BOOK DEMO

