

Google Shopping Feed Setup Handbook

Build, Optimize, & Automate Your Feeds



Welcome

Every day, millions of shoppers turn to Google Shopping to make purchases. They're typing "best running shoes," "eco-friendly water bottle," or "wireless earbuds under \$50." The question is, when someone searches for what you sell... do your products show up?

Google's search results are the world's busiest digital storefront, and your products deserve a spot in that front row where people are actually ready to click "buy now." That's where your Google Shopping feed comes in.

A Shopping feed is a structured file that tells everything about your products: names, prices, images, colors, stock, and more. When your feed is clear, complete, and optimized, Google knows exactly how to display your items to the right shoppers. In contrast, if that data is missing, messy, or mismatched, your listings simply disappear from sight. And that's how incredible products get lost in the noise.

However, to most sellers, starting setting up a Shopping feed can feel like a maze that can take weeks (sometimes months) to figure out. This handbook exists to cut that struggle short.

We've done trial and error so you don't have to. Inside, you'll find a clear, no-fluff roadmap that shows exactly how to set up, optimize, and automate your feed, saving you hours of confusion, wasted ad spend, and those dreaded red error flags in Merchant Center.

By the time you finish reading, you'll have a profitable, polished, and ready-to-run Google Shopping feed that gets approved faster, ranks higher, and converts better.

What's Inside This Handbook

01 What to Do Before You Touch Your Feed 4

- ◆ Set up your Google Merchant Center account 5
- ◆ "Feed prep" checklist: Google Shopping feed attributes done right 7

02 Choose the Right Method to Setup Your Google Shopping Feed 12

- ◆ Method 1: Manual uploaded file - perfect for smaller stores 13
- ◆ Method 2: Automated or Merchant API feeds - perfect for tech-savvy sellers 14
- ◆ Method 3: Third-party feed management tools for automation 15

03 Create a High-Performing Google Shopping Feed 20

- ◆ Optimize product title for Google algorithm & user intent 21
- ◆ Craft product descriptions that inform and convert 22
- ◆ Showcase products with high-impact images 24
- ◆ Choose the right product category to maximize visibility 26
- ◆ Segment products strategically with custom labels 28

04 Go Live: Upload Schedule & Connect Your Feed 31

- ◆ Upload your feed to Google Merchant Center 32
- ◆ Connect Google Merchant Center to Google Ads 35

05 Google Shopping Feed Setup Final Checklist 36

01

What to Do Before You Touch Your Feed

Before you dive into building your first Google Shopping feed you need to set the foundation first. A few smart moves here will save you hours of backtracking later (and keep your products from getting rejected before they even go live).

1. Set up your Google Merchant Center account

If Google Shopping is the stage, **Google Merchant Center (GMC)** is your backstage pass. It's where your product data lives, gets reviewed, and connects directly to Google Ads.

Start by heading to merchants.google.com. You'll sign in with your business Gmail and begin setting up your account. Google will ask you for a few key things:

- ◆ **Business information** like your store name, website URL, and contact details.
- ◆ **Website verification** to prove you actually own your domain. You can do this by adding a small HTML tag or connecting through Google Analytics or Tag Manager.
- ◆ **Shipping and tax setup** because Google wants customers to see the final price upfront, including all extras.

Enter your business info

This information helps Google follow the applicable rules and regulations for your business. Your business name will also be used as your Merchant Center name. [Learn more about business information](#)

Business name*

Business name

Registered country

Vietnam

☐

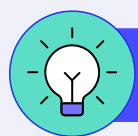
Get personalized email notifications on news and tips

☐

Get invitations to participate in occasional surveys and pilots

By continuing, you're agreeing to the [Google Merchant Center Terms of Service](#). Depending on your setup, your apps data may be shared with [Business Manager](#). The [Google Privacy Policy](#) describes how Google handles your data.

Continue to Merchant Center



Tips for setting up your Merchant Center account

- ◆ **Verify and claim your domain:** You'll need to confirm ownership of your website and then claim it within Merchant Center. The simplest way is to log in to your domain registrar and grant Google access directly from Merchant Center.
- ◆ **Configure tax and shipping settings:** Under General Settings in Merchant Center, you must establish both tax and shipping rules. For sales tax, you can either input your rates manually or select the states where you charge sales tax. For shipping, you can choose to include a flat rate (which can include free shipping), a rate based on your chosen carriers, or a rate determined by a rate table or specific rules.

2. “Feed prep” checklist: Google Shopping feed attributes done right

Now, before you upload a single product, you need your feed data clean and ready.

Google reads your feed like a robot librarian and it loves structure, accuracy, and consistency. Every attribute tells Google something crucial about your product, and missing or mismatched data is one of the top reasons sellers see disapprovals.

What’s more, with AI pretty much everywhere now, Google has updated its requirements for product titles, descriptions, and images that are generated by AI.

Here’s your pre-feed checklist - the sanity check every seller should do first:

Attribute	Description	Example	Checklist
Required attributes			
[id]	A unique identifier assigned to each product in your feed	ABC3	<div><div>✔</div>No longer than 50 characters</div> <div><div>✔</div>Assign a distinct product ID to each product</div> <div><div>✔</div>Keep product ID consistent</div> <div><div>✗</div>Avoid spaces or symbols like # or &</div>
[title] or [structured_title]	Name of your product	Red Leather Jacket - Men’s, Size Medium, Biker Style	<div><div>✔</div>No longer than 150 characters</div> <div><div>✔</div>Use the [structured_title] attribute for titles generated by AI</div> <div><div>✗</div>Avoid promotional text, excessive capitalization, unusual characters</div>

[description] or [structured_description]	A detailed explanation of your product that provides shoppers with all the key information	This sleek red leather jacket is crafted from 100% genuine leather. Ideal for cool weather, the jacket includes a zip-up front, padded shoulders, and silver-tone hardware. Available in multiple sizes.	<ul style="list-style-type: none"> ✔ No longer than 5000 characters ✔ Use the [structured_description] attribute for descriptions generated by AI ✔ Use formatting to format your description ✘ Avoid promotional text, excessive capitalization, unusual characters ✘ Don't include links, sales, competitor info, other products, or accessories
[link]	The URL that directs users to the specific product page on your website	https://www.yourstore.com/products/red-leather-jacket-mens-medium	<ul style="list-style-type: none"> ✔ Ensure that your product link uses a secure HTTPS connection ✘ Don't use stop words like "and," "of," or "in" ✘ Minimize the use of redirects
[image_link]	The URL pointing to your product's main image	https://www.yourstore.com/images/red-leather-jacket.-jpg	<ul style="list-style-type: none"> ✔ Use 1 of 6 supported file formats: JPEG, WebP, PNG, GIF, BMP, and TIFF ✔ Ensure images be at least 100×100 pixels for non-apparel and 250×250 pixels for apparel ✔ Generative AI images require metadata indicating their AI origin
[price]	Price of your product	\$99.99	<ul style="list-style-type: none"> ✔ Provide the price in the correct currency for the target country ✘ Don't submit a price of 0

[availability]	<p>The availability of your product</p> <p>Supported values:</p> <p>[in_stock] [out_of_stock]</p> <p>[preorder] [backorder]</p>	in_stock	<ul style="list-style-type: none">✔ Update frequently to maintain an “in stock”✔ If availability is "preorder" or "backorder," provide the [availability_date]
Category-specific required attributes			
[brand]	<p>The manufacturer or brand name of the product.</p> <p>Is required for all new products, except movies, books, and musical recording brands.</p>	Nike	<ul style="list-style-type: none">✔ No longer than 70 characters✗ Don't use generic terms like “Unbranded” unless the product truly has no brand
[gtin]	<p>(Global Trade Item Number)</p> <p>A unique identifier assigned to a product that can be found as a barcode on most retail products.</p> <p>Is required for all products with a known GTIN to enable full offer performance.</p>	3234567890126	<ul style="list-style-type: none">✔ No longer than 50 characters✔ Only submit GTINs that are validated according to the official GS1 guide.✔ Ensure the GTIN matches the barcode exactly as the manufacturer has listed it.
[mpn]	<p>(Manufacturer Part Number)</p> <p>A unique identifier given to a product by the manufacturer.</p> <p>Is required if your product lacks a GTIN.</p>	GO12345OOGLE	<ul style="list-style-type: none">✔ No longer than 70 characters✔ Match the MPN used exactly what's listed by the manufacturer.

[condition]	The condition of your product at time of sale. Supported values: [new] [refurbished] [used]	new	<ul style="list-style-type: none"> ✔ Use the correct condition to prevent misleading customers
[multipack]	The quantity of identical products included in a multipack, as defined by the merchant	A pack of 4 shirts	<ul style="list-style-type: none"> ✔ Apply the multipack attribute only for retailer-defined multipacks, not for those defined by the manufacturer ✔ Submit this attribute if you sell a custom group of identical products as a single unit
[color]	The color of your products	black	<ul style="list-style-type: none"> ✘ Don't use a number such as "0", "2", or "4" ✘ Don't use color codes such as #5cead2
[shipping]	Defines your product's shipping cost, shipping speeds, and the locations your product ships to	US:CA:Overnight:16.00 USD:1:1:2:3	<ul style="list-style-type: none"> ✔ Do not include government-imposed fees such as import duties, or recycling fees ✔ Include all additional fees that you charge as a merchant if they are not included in the product price
Optional attributes			
[additional_image_link]	The URL of an additional or extra image of your product	http://www.example.com/image1.jpg	<ul style="list-style-type: none"> ✔ Submit up to 10 images with this attribute ✔ Generative AI images require metadata indicating their AI origin

[promotion_id]	An identifier that allows you to track and manage specific promotions associated with your products	SPRINGSALE2024	<ul style="list-style-type: none">✔ Use a unique, case-sensitive ID without spaces or symbols (e.g., %, !)✔ Submit up to 10 promotion IDs for a single product by including the attribute multiple times
----------------	---	----------------	---



If you're not sure where to start, imagine your feed as your product resume. Each attribute is a line item that tells Google why your product deserves to be recommended. The clearer and more detailed it is, the more likely Google will "hire" it to show up in searches.

02

Choose the Right Method to Setup Your Google Shopping Feed

So now, how will you build your Google Shopping feed? There's no one-size-fits-all approach here. The method you choose shapes how easy it'll be to manage your products, how often your data updates, and how fast you can scale.

Some sellers prefer to keep things simple and hands-on. Others want everything automated so their catalog syncs while they sleep. What matters most is choosing the setup method that fits your store's size, workflow, and level of tech comfort.

Google gives you three main ways to create a Shopping feed, each comes with its pros and cons. Let's explore each method to find the one that best fits for you.

Method 1: Manual uploaded file - perfect for smaller stores

If your store only has a handful of products, maybe a few dozen bestsellers, the manual upload method is your easiest starting point. No coding, no integrations, no complicated setup.

Here's how it works: you create a file where each row represents a product, and each column holds an attribute, like title, description, price, image link, and so on.

You can use **Google Sheets** (with a [provided template](#) by Google), a **tab-delimited file**, or even an **XML feed**. They all work the same way: a simple, structured file that Google can read and turn into product listings.

This method is totally upfront, easy to tweak, and 100% free. However, with Google's super detailed specifications, chances are your feed will hit a few snags, meaning your products won't show up. Not only will you spend a ton of time uploading and editing by hand, but you'll also sink a lot of hours fixing those errors to get everything just right for Google. So, from what we've seen, **you should really only go this route if:**

- ◆ You have **fewer than 100 products** in your catalog.
- ◆ Your **prices and stock levels** don't change multiple times a day.
- ◆ You want **hands-on control** and the chance to understand exactly how Google reads your data.

1	id	title	description	availability	link	image link
2	Required Your product's unique ID Tip: Enter a unique ID to help Google distinguish each product from the others. Use SKUs as your IDs where possible.	Required Your product's title Up to 150 characters Tip: Clearly identify what you're selling. A specific and accurate title can help Google show your product to the right customers.	Required Your product's description Up to 200 characters Tip: List the most important details about your product. Use bullets and paragraphs to make the description easy to read for customers.	Required Your product's availability Tip: tell customers whether you have your product or not. Enter one of the following: "in_stock", "out_of_stock", "preorder", "backorder".	Required Your product's landing page link Tip: provide a link that will allow customers to open a landing page on your website for that product	Required The link pointing to your product's main image Tip: make sure that your image is available in one of the following formats: JPEG (.jpg/.jpeg), WebP (.webp), PNG (.png), GIF (.gif), BMP (.bmp), TIFF (.tif/.tiff)
3	A3B5	Toddler Girl's Google Brand Organic Cotton Sweatshirt in Bright Blue Size 18 months	Keep your sweet darling warm in fun, fluttery style with this Zip-Up Hoodie Sweatshirt from Google. Crafted from a breathable fabric, this long-sleeve sweatshirt provides soft and cozy comfort to help their breeze through their busy day.	in_stock	http://www.example.com/asp/sp.asp?cat=12&id=1030	http://www.example.com/image1.jpg

Method 2: Automated or Merchant API feeds - perfect for tech-savvy sellers

When your store grows beyond a few dozen products, manual uploads start to feel like spinning plates. Updating prices, adding variants, restocking items, it all becomes a daily chore. That's where automation steps in.

With the Merchant API for Shopping, your store connects directly to Google Merchant Center. No spreadsheets. No manual uploads. No "Oops, I forgot to update that product." Every change you make in your store, whether it's a new color, a price drop, or an item back in stock, automatically syncs with Google in real time.

In short, the Merchant API is your silent assistant. It connects your backend directly to Merchant Center and keeps everything aligned without lifting a finger.

What makes this method powerful is how deeply it integrates into your workflow. The Merchant API doesn't just upload product data, it can also manage your Merchant Center configuration, act as an input source for your entire catalog, and even deliver reporting insights.

This method is perfect if you:

- ◆ Manage **large or frequently changing catalogs**.
- ◆ Have **developer support** or use a platform with a built-in API connection.
- ◆ Need **real-time accuracy** between your website and Google Shopping.

However, this setup is quite technical. You should only attempt manual configuration if you are comfortable with APIs or have a developer on your team; otherwise, it could become a mess.

Add products using API

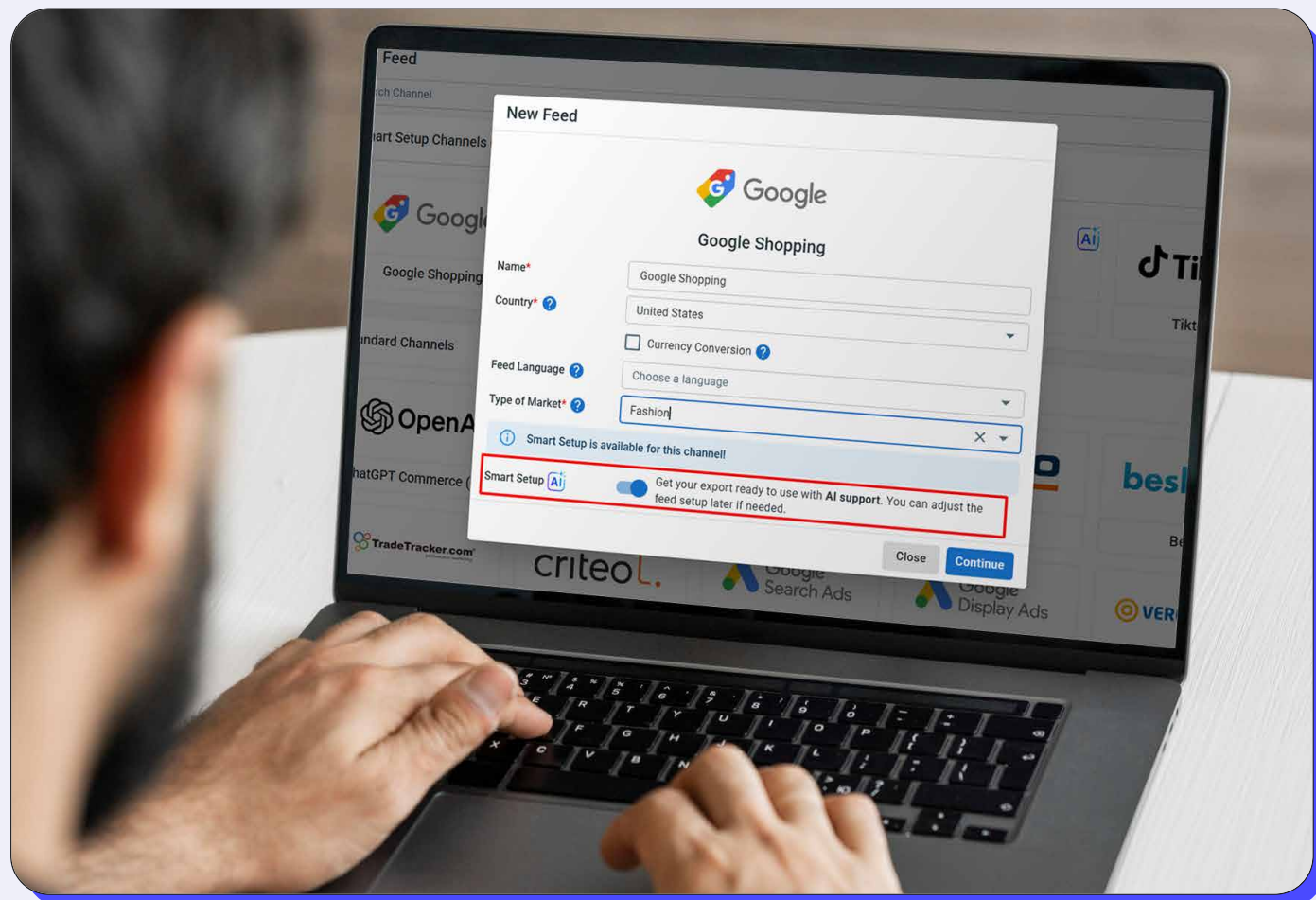
Use the Merchant API to upload a large number of products or if you plan to make frequent changes to your product details. This method requires technical knowledge.

 Scheduled updates

Method 3: Third-party feed management tools for automation

So, what if you're managing hundreds or even thousands of products but don't have the tech background to deal with complex setups? A Third-party feed management tool is now the go-to option.

Instead of juggling spreadsheets or dealing with API configurations, you simply connect your eCommerce store like Shopify, Wix, WooCommerce, BigCommerce, etc. or, upload your data catalog file to these tools. From there, it automatically imports your products, cleans up the data, and generates ready-to-use Google Shopping feeds.



What's more, these tools serve as a central hub for your product feed. They distribute optimized feeds across multiple channels, beyond Google Shopping like Facebook, Instagram, Pinterest, etc. You can effortlessly tailor product titles, prices, and categories for each platform without starting from scratch.

And thanks to modern AI-powered features, many of these tools now do most of the heavy lifting for you. They can detect errors, optimize attributes, and even schedule feed updates automatically. Your role is just to upload your product data once and the tool handles the rest.




































This method is perfect if you:

- ◆ Manage a **large number of SKUs** or multiple stores.
- ◆ Want an **automation tool** to eliminate repetitive, manual work.
- ◆ Need **advanced features** like feed scheduling, bulk editing, or regional variations.
- ◆ Plan to **promote products across multiple channels**, not just Google Shopping.

It's the most flexible, time-saving method but it usually comes with a subscription fee. Thus, choosing the right tool from the start will ultimately cut down on costs in the long run.

To save you time on your own research, we've compiled a list of top product feed management tools to help you make a smart decision.

Factor	LitCommerce	Channable	Datafeedwatch	Godatafeed	Feedonomics	Mulwi	Feedyio
Pricing							
Free plan	Free forever plan with full access to premium features	 Free trial available only	 Free trial available only	 Free trial available only		Free plan with limited features	Free plan with limited features
Paid plans (monthly)	\$0	Start at \$49	Start at \$64	Start at \$39	Custom pricing	\$15 - \$38	\$9.99 - \$29.99
AI-assisted features							
AI auto categorization							
AI auto mapping							
Smart setup							
Cutting-edge features							
Centralized dashboard							
Advanced feed editor							

Smart bulk operations							
Auto errors detection							
Address error suggestions							
Scheduled sync							
Integrations							
eCommerce platforms	Shopify, Wix, WooCommerce, BigCommerce	Shopify, BigCommerce, Shopware, Prestashop, +8 more	Shopify, BigCommerce, Magento, WooCommerce, +7 more	Shopify, BigCommerce, Magento, WooCommerce, +8 more	Shopify, BigCommerce, Oracle Commerce, WooCommerce, +10 more	Shopify	Shopify
Uploaded files support							
Channel templates & formats							
Uploaded files support	2000	3000	2000	200	3000	200	200
Custom feed export	CSV, RSS, TXT, XML, JSON, NDJSON	CSV, TXT, XML, JSON, RSS	CSV, TXT, XML	XML, TSV, CSV, PSV, JSON	CSV, TSV, XML, JSON, and NDJSON	XML, XLSX, CSV, TXT	CSV, TXT, XML

Reviews							
Shopify	5.0	3.5	4.6	4.8	N/A	5.0	5.0
Truspilot	4.7	3.2	4.8	3.0	3.2	N/A	N/A
Support							
Customer support							
Free setup assistance		N/A				N/A	N/A
Free onboarding guide		N/A				N/A	N/A
Best for							
Best for	Individual sellers, SMBs, dropshippers	Agencies, retailers	Agencies, enterprises	Agencies, enterprises	Agencies, retailers, enterprises	Individual sellers, SMBs, dropshippers	Individual sellers, SMBs, dropshippers

SIMPLIFY YOUR GOOGLE SHOPPING FEED SETUP AT ZERO COST!



Create high-performing product feeds effortlessly with 2,500+ ready-to-use templates and expand your reach across 300+ global channels beyond Google Shopping. Say goodbye to manual uploads, feed errors, and product rejections.

- ◆ **AI automatically configures, maps, and creates feeds** for Google Shopping
- ◆ Export feed in multiple formats: **CSV, RSS, TXT, XML, or JSON**
- ◆ Customize product data, set rules for pricing, titles, and stock, etc.
- ◆ Auto detect errors to meet platform's requirements
- ◆ Schedule feed updates, no duplicate work

Now available with a FREE PLAN, includes up to 10,000 SKUs, 3 active feeds, daily sync, and no credit card needed.

Claim [FEED FREE](#) plan today!



03

Create a High-Performing Google Shopping Feed

Setting up your Google Shopping feed is one thing, making it perform is another. Anyone can upload products, but only well-optimized feeds consistently earn clicks, rank higher, and drive real sales.

Every attribute you include (or forget) tells Google something about your products. And Google uses that information to decide when, where, and how often your listings appear. A missing keyword here, a weak image there, and suddenly your visibility and your sales start slipping.

In this section, you'll learn how to fine-tune essential elements of your product feed to boost performance. By the end you'll get a high-converting feed that ready to upload to Google Merchant Center.

1. Optimize product title for Google algorithm & user intent

Your product title is the first thing both Google and shoppers see, and it can make or break your visibility. Google reads your title to decide if your product matches a search query. If those key search words are missing, your listing simply won't appear. Just like that, you've lost a potential click and possibly a sale.

What's more, shoppers scan titles just as fast as they scroll. The title, along with the image, helps them instantly decide: "Is this what I'm looking for?" If your title is vague or confusing, they'll move on without hesitation. On the other hand, a well-optimized title gives both Google and shoppers exactly what they need: clarity, confidence, and a reason to click.

A powerful product title ensures your listing appears in the right searches, stands out in crowded results, and ultimately drives more conversions. Here's how to make yours work harder for you:

RECOMMENDED TITLE STRUCTURES

- ◆ Brand + Product Type + Color + Material
- ◆ Brand + Size (length, width, height) + Product Type + Color
- ◆ Material + Product Type + Color + Brand
- ◆ Style + Color + Product Type + Brand
- ◆ Product Type + Size + Color + Feature + Brand



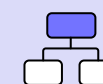
USE SEARCH-SPECIFIC KEYWORDS

Think like your customer. What would they type into Google when looking for your product? Use real, intent-driven phrases, not just generic ones. For example, instead of "Running Shoes," use "Men Lightweight Running Shoes." These search-specific keywords help Google connect your product with high-intent buyers who are ready to purchase.



FOCUS ON KEY PRODUCT FEATURES

Don't clutter your title with filler words. Highlight what makes your product stand out: color, size, material, or a defining feature. "Organic Cotton Baby Bib – Waterproof, Adjustable, BPA-Free" tells shoppers exactly what they're getting. It's clear, scannable, and conversion-focused.



USE A TITLE STRUCTURE THAT WORKS FOR YOU

Google isn't strict about one single format, but structure matters for readability and ranking. The goal is consistency, so you need to keep your titles clean, relevant, and instantly understandable. Choose a structure that fits your product category and stick with it across your catalog.


2. Craft product descriptions that inform and convert

If your title gets shoppers in the door, your product description keeps them there. It's the moment when curiosity turns into consideration.

Google also pays close attention to your descriptions. It crawls your feed, reads your text, and decides whether your product matches specific search queries. That means the keywords you use here directly impact visibility and ranking. But more importantly, shoppers themselves are reading your descriptions now. They're smarter, more cautious, and want to know exactly what they're buying before they spend a cent.

Your product description is your chance to convince them, not with hype, but with clarity, detail, and purpose.

About this product

 **Nike Flex Control 4 Men's Workout Shoes.**
nike.com · Manufacturer

The Nike Flex Control 4 workout shoes are tailored to explosive workouts, emphasizing lightweight comfort and stability. The abrasion-resistant mesh upper is lightweight and breathable. Rubber on the side of the forefoot gives support during side-to-side movements. The laces tug down on the midfoot strap to hold the foot while you move. The Nike Flex sole lets the foot move naturally. Textured rubber tread outlines the sole for durable traction and stability. These are lace up athletic sneakers.

A great example for product description from Nike brand



MAKE THE FIRST 180 CHARACTERS COUNT

When your product shows up on Google Shopping, only the first **145 - 180 characters** of your description are visible in the SERP preview. That means you have just a few seconds to make your case. Save the storytelling for later; start with the essentials that grab attention fast.

Your opening line should include:

- ✓ **Core features** (What it is, and what it does)
- ✓ **Who it's for** (Target audience or use case)
- ✓ **Primary benefit** (Why it's valuable or unique)

For example: *"This waterproof silicone baby bib keeps clothes clean, folds easily for travel, and is safe for everyday use."*



GO BEYOND THE BASICS, GIVE SHOPPERS TO BUY

Once you've nailed the opening, use the rest of your description to paint a complete picture. Here are key data points to include:

- ✓ **Main features and benefits** (What problems does it solve?)
- ✓ **Materials and specifications** (What's it made of? What size?)
- ✓ **Use cases** (Where and how can it be used?)
- ✓ **Target audience** (Is it for kids, professionals, athletes?)
- ✓ **Care or maintenance tips** (How to make it last longer)
- ✓ **Unique selling points** (What makes it stand out from competitors)
- ✓ **Certifications or guarantees** (FDA-approved, eco-friendly, lifetime warranty)

When you write, use natural, human language. Google is smart enough to spot keyword stuffing and shoppers definitely are. Instead of cramming in phrases, weave them in naturally while focusing on readability.

3. Showcase products with high-impact images

Your product image is your digital first impression, it can instantly make or break a sale. In fact, studies show that high-quality product photos can boost conversions by up to 94% compared to low-quality ones. That's nearly double the sales power, simply by showing your product clearly and beautifully.



USE HIGH-RESOLUTION, PROFESSIONAL IMAGES

Google requires product images that are at least **100×100 pixels** (250×250 for apparel), but if you want to compete, go bigger and better. Use **high-resolution photos** (800×800 or more) that show texture, detail, and color accurately. Avoid blurry or pixelated images at all costs. Lighting matters, too. Natural light works best for most products. Make sure your product is centered, well-lit, and photographed against a clean background (white or neutral colors usually perform best).



MAKE SURE YOUR IMAGES ARE CRAWLABLE

This one's easy to miss: Google needs to be able to **crawl and access your image URLs**. That means no images hidden behind login walls or blocked by robots.txt. Use static, direct image links that Google can fetch easily. If you use a CDN or platform like Shopify, you're usually safe but it's still worth double-checking.



Kimchi Blue August
Faux Leather
Shoulder Bag in...

\$39.00

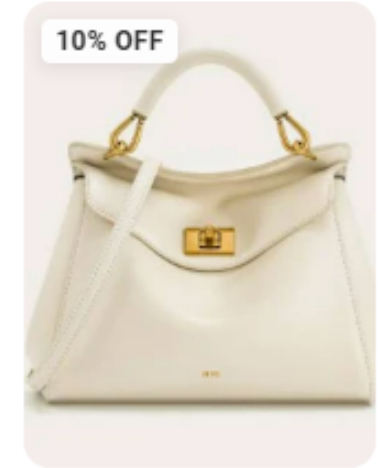
UO Urban Outfitters
Free delivery on \$50+
1.0 ★★★★★ (1)



ALDO Women's
Abriella Shoulder
Bag

\$58.00

A ALDO Shoes & more
Free delivery on \$110+



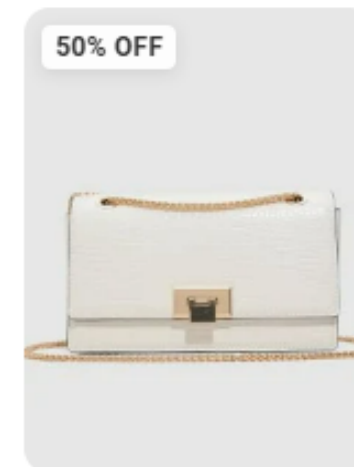
Lucia Women's
Classic Top Handle
Vegan Leather...

\$89.00 \$99

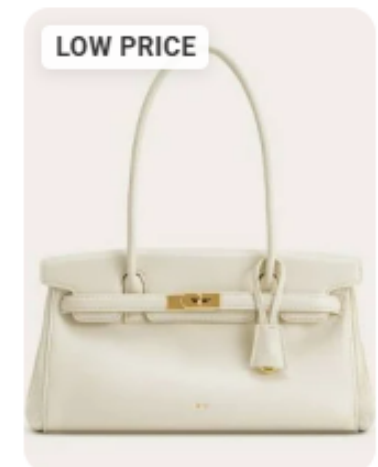
JW PEI JW PEI & more
Free delivery on \$200+
3.9 ★★★★★ (84)



Steve Madden
Women's Bnally
Asymmetrical...



ALDO Women's
Laurenceex
Shoulder Bag



jw pei Yara Shoulder
Bag
\$109.00 Usually \$139



SHOW YOUR PRODUCT FROM MULTIPLE ANGLES

Shoppers want to see what they're buying. Multiple angles create trust and reduce hesitation. Show the front, back, sides, and any important details or features.

For example, if you're selling a t-shirt, include:

- ✓ A full front view (entire product visible)
- ✓ A back view (fit and design)
- ✓ A close-up of the fabric texture or print
- ✓ A lifestyle image (someone wearing it, for context)
- ✓ Optional color variants if available

If you're selling something more technical, like electronics, show ports, buttons, size scale, and included accessories. The more clarity you provide, the fewer doubts shoppers have and fewer returns later.



AVOID COMMON IMAGE MISTAKES

- ✗ Low-quality, pixelated, or stretched images
- ✗ Busy or colored backgrounds that distract from the product
- ✗ Collages or multiple products in one image
- ✗ Text overlays, promotional badges, or watermarks
- ✗ Placeholder images (like "coming soon" graphics)
- ✗ Lifestyle-only images without at least one plain product photo



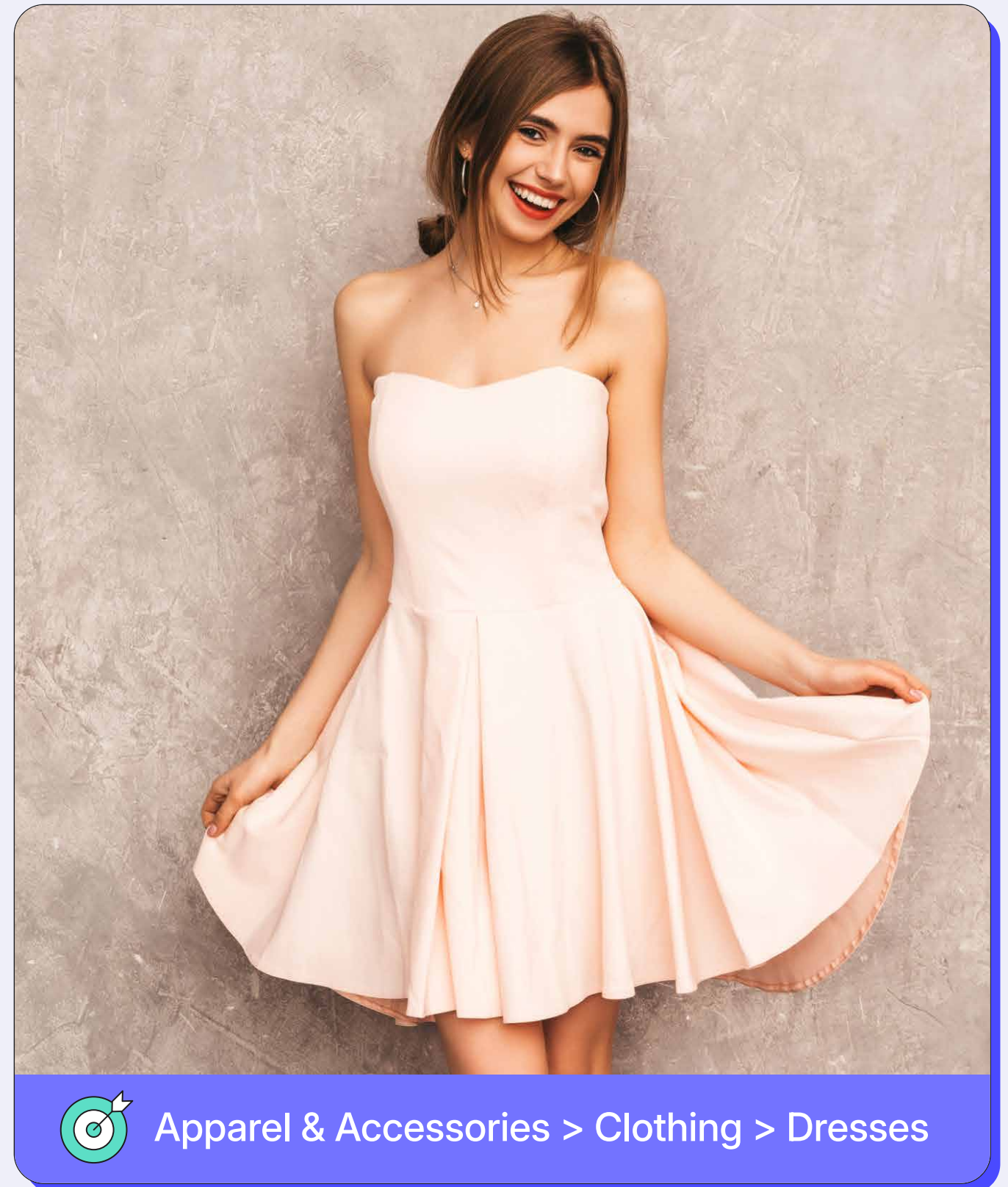
You can see how lighting impacts your product images and influences shopper intent

4. Choose the right product category to maximize visibility

Google uses its own detailed system of categorization, which is a massive taxonomy with more than **6,000 product categories**. In the early days, merchants had to manually assign a category using the `google_product_category` attribute for every single product. It worked, but it was tedious.

Now, Google has made life a lot easier. Using the data in your feed, like your title, description, and GTIN, Google can automatically assign categories to your products. This saves a ton of time, especially if you manage a large or varied catalog.

Still, automation isn't perfect. Some products could fit into more than one category, and since you can only select one category per product, accuracy matters. The more detailed you get, the better Google can connect your products with the perfect shoppers at just the right moment. And when your product category is a closer match to what a shopper is looking for, you've got a much better shot at popping up in their searches.

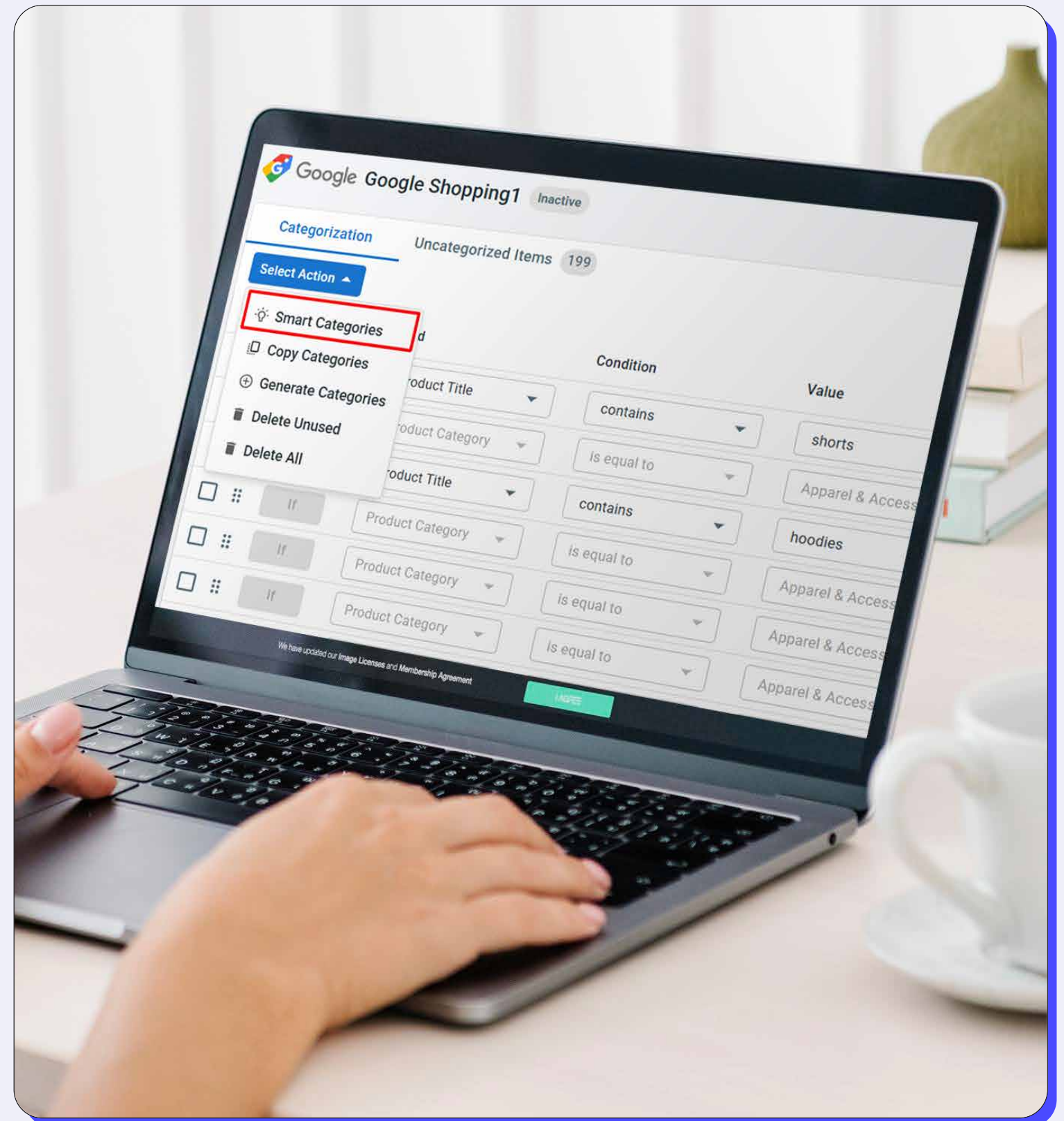


If you're just starting out, scrolling through thousands of categories can feel overwhelming. Fortunately, some **feed management tools** like **LitCommerce** can do that heavy lifting for you. Their built-in categorization feature helps you quickly find the perfect match without manually digging through Google's entire taxonomy. Even better, [LitCommerce's AI auto-categorization](#) feature can handle this step for you, automatically assigning the most relevant category for each product in your feed.

This does two big things:

- ◆ It saves you hours of manual work (no more endless spreadsheets or guessing).
- ◆ It improves accuracy across large catalogs with multiple product types.

That said, don't rely on automation alone. Always double-check your top-performing listings by doing a few keyword searches yourself. Confirm that your product shows up under the right results and category. You only get to choose one, so make it count.



5. Segment products strategically with custom labels

When you want to organize and target your Google Shopping campaigns more precisely, **custom labels** are your secret weapon.

You can add up to five custom labels (custom_label_0 through custom_label_4) to your product feed. These labels don't affect your product's visibility or eligibility, but they give you the power to **segment your campaigns** based on your own business logic.

They're optional, but once you start using them, you'll wonder how you ever managed without them.

Custom labels make campaign management faster, smarter, and more profitable. They let you:

- ◆ Group similar products together for **better campaign control**.
- ◆ Adjust bids based on **profitability, seasonality, or performance**.
- ◆ Test strategies (e.g., higher bids for high-margin or best-selling products).

Custom label	Your definition	Your choice of possible values
custom_label_0	Season	Winter, Spring, Summer, Fall
custom_label_1	SellingRate	BestSeller, LowSeller
custom_label_2	Clearance	Clearance
custom_label_3	Margin	LowMargin, HighMargin
custom_label_4	ReleaseYear	1900 to 2100

Example of custom labels used in Google Shopping



Recommended ways to segment your products

Here are common and highly effective ways to use custom labels:

SALES OR PROMOTIONS

Mark discounted or promotional products to bid more aggressively or feature them in special ad sets.

EXAMPLE:

- ◆ `custom_label_0: sale`
- ◆ `custom_label_0: clearance`
- ◆ `custom_label_0: 20_percent_off`

USE CASE:

Run a dedicated "Sale Items" Shopping campaign to capture deal-seeking shoppers.

PRICE POINT

Group your products by price range to tailor bidding or messaging for different spending levels.

EXAMPLE:

- ◆ `custom_label_1: under_25`
- ◆ `custom_label_1: 25_to_50`
- ◆ `custom_label_1: 50_to_100`
- ◆ `custom_label_1: over_100`

USE CASE:

You can choose to bid more on higher-value products with stronger profit margins.

PROFIT MARGIN

Segment products based on profitability so you don't overspend on low-margin items.

EXAMPLE:

- ◆ `custom_label_2: high_margin`
- ◆ `custom_label_2: medium_margin`
- ◆ `custom_label_2: low_margin`

USE CASE:

Increase bids for high-margin products, reduce for low-margin ones.

PERFORMANCE

Use your analytics to categorize products based on past performance (best sellers or slow movers).

EXAMPLE:

- ◆ `custom_label_3: best_seller`
- ◆ `custom_label_3: low_performer`
- ◆ `custom_label_3: new_launch`

USE CASE:

Create a separate campaign for top performers with higher bids and more visibility.

SEASONALITY

Tag products based on the season they sell best.

EXAMPLE:

- ◆ `custom_label_4: winter`
- ◆ `custom_label_4: spring`
- ◆ `custom_label_4: summer`
- ◆ `custom_label_4: fall`

USE CASE:

Automatically activate or pause campaigns by season for consistent, relevant targeting.



When done right, custom labels give you precision control over how your ads perform, helping you bid smarter, optimize faster, and scale your campaigns with intent-driven insights

04

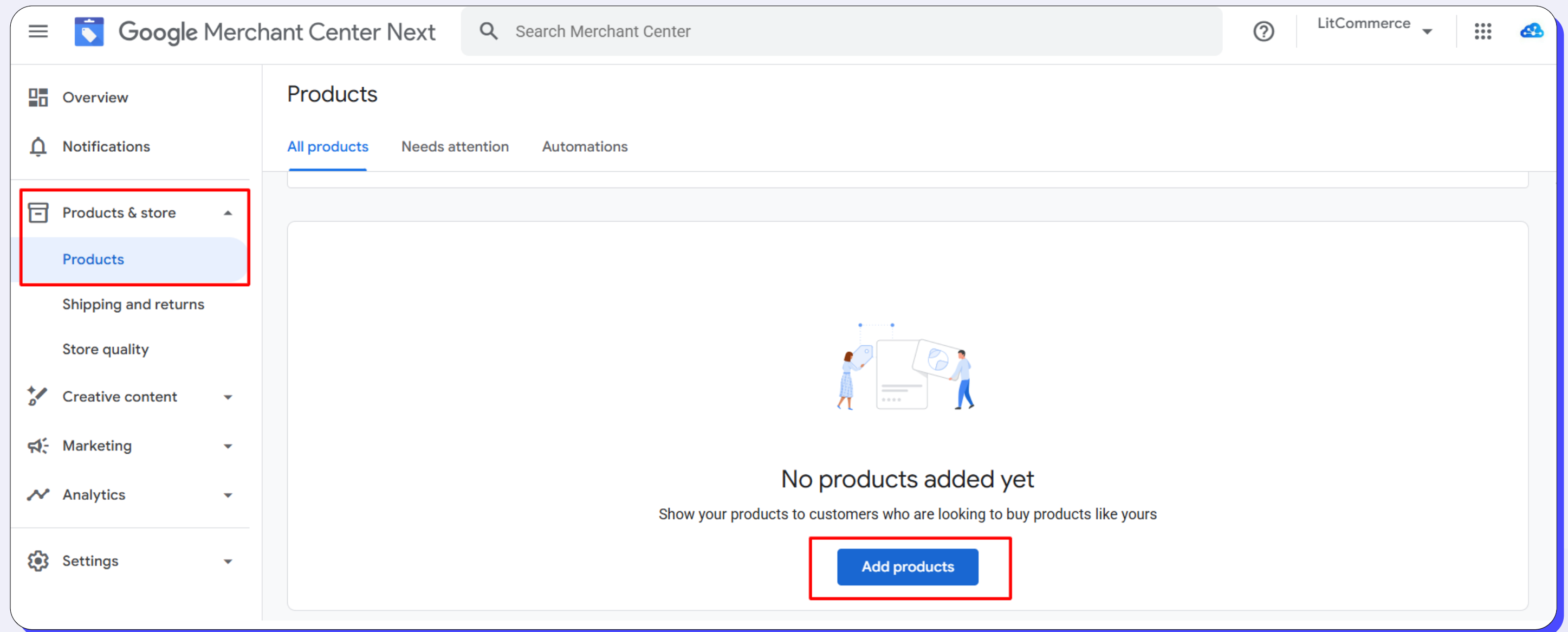
Go Live: Upload Schedule & Connect Your Feed

You've done the hard part of building and optimizing your product feed. Now it's time to get your feed going live. This is where your products move from your catalog into Google's ecosystem and ready to appear in Shopping ads, Performance Max campaigns, and free product listings.

Getting your feed live involves two simple steps: uploading it to **Google Merchant Center** and connecting your **Google Ads** account. Once those are in sync, Google can start pulling your product data directly into your campaigns.

1. Optimize product title for Google algorithm & user intent

Head to your **Google Merchant Center** dashboard and navigate to **Products** → **Add products**



From there, choose your **feed input method**:

- ◆ A scheduled feed from your third-party tool
- ◆ Google Sheets
- ◆ Automated Content API connection


Depending on your setup:

- ◆ **Scheduled Fetch:** Enter your file URL and how often Google should pull updates (daily, weekly, or monthly).
- ◆ **Google Sheets:** Upload your file or link to your live sheet.
- ◆ **Content API:** Google automatically pulls product data directly from your connected ecommerce platform or feed management tool.

Select how to add products


Add products from a file

Create a file that contains all your product details (title, description, price, and more). This method may require some technical knowledge.

 Automatically updates

Use Google Sheets

Add your product details (title, description, price, and more) using a Google Sheets spreadsheet.

 Automatically updates

☒ Enter a link to your file
This only needs to be set up once. Your products on Merchant Center will automatically update with your file.

Then select your **target country** and **language**, name your feed, and hit **Create Feed**.

Your products will show in **United States**  in **English**  for all marketing methods 

Once your feed is submitted, head to **Diagnostics** to check for issues.

Google will flag any missing attributes, formatting errors, or disapproved items. Resolve those before launching your campaigns to ensure faster approval and better performance.

2. Connect Google Merchant Center to Google Ads

After your feed is live and approved, let's connect **Merchant Center** to **Google Ads**. This link allows your products to show up in paid placements and smart campaigns.

- 1 In Merchant Center, navigate to the **Settings** in the left-hand navigation pane.
- 2 Choose **Access and services**.
- 3 Go to **Apps and services**.
- 4 Under "Google services", click **Add service**.
- 5 A pop-up window will appear. Select the Google Ads account you wish to link.
- 6 Click **Link** to finalize the connection between your Google Ads account and Business Manager.
- 7 If your goal is solely to link your Google Ads account to your Merchant Center, select **Link to Merchant Center Only** and then click **Link**.

Once connected, your product data flows directly into Google Ads, where you can create **Shopping campaigns** or **Performance Max** campaigns powered by your feed.

Remember to use the **same Google email** for both your Merchant Center and Google Ads accounts. This avoids common integration issues and keeps your performance data synced perfectly across platforms.

With your feed live, verified, and connected, you've officially launched your Google Shopping foundation. From here, it's all about optimizing campaigns, tracking performance, and scaling your success.

05

Google Shopping Feed Setup Final Checklist

- ☐ Add optional attributes like `sale_price`, `product_highlight`, and `product_detail` to boost visibility and click-through rates.
- ☐ Include product ratings and reviews to build trust and increase conversions in competitive listings.
- ☐ Add the `additional_image_link` attribute to show more product angles and improve shopper engagement.
- ☐ Check shipping and tax settings under Merchant Center to ensure accurate regional display and compliance.
- ☐ Verify your landing page URLs to make sure they're active, mobile-friendly, and match product data exactly.
- ☐ Monitor Diagnostics in Merchant Center weekly to catch and fix feed errors early before they impact visibility.
- ☐ Review disapproved items in the Diagnostics tab and correct attribute mismatches or policy violations promptly.
- ☐ Enable automatic item updates to let Google adjust your feed data when small price or availability changes occur.
- ☐ Review Google's policy center regularly to stay compliant with the latest Shopping and advertising requirements.
- ☐ Test your listings on Google Search and Shopping Tab to confirm titles, images, and pricing display as expected.
- ☐ Link Google Analytics or GA4 to track conversions and see which products drive the most revenue.
- ☐ Set feed fetch schedules (daily or hourly for fast-moving catalogs) to keep product data fresh and consistent.
- ☐ Use Merchant Promotions to attach limited-time offers directly to your listings for better CTRs.
- ☐ Enable automatic item disapprovals alerts via email to stay informed of urgent feed issues.
- ☐ Keep backup copies of your feed files or settings in case you need to restore or troubleshoot later.

Let's Start Setting Up Your First Feed!

As you step into Google Shopping, remember that success here is all about creating a system that works for you. The best results come from a blend of precision, optimization, and continuous learning. Follow the practices you've learned: craft accurate data, monitor performance regularly, and make adjustments as Google's algorithms and policies evolve.

Stay proactive. A great feed today can underperform tomorrow if it's not maintained. Keep refining your titles, testing new custom labels, reviewing diagnostics, and optimizing campaigns for changing trends. Treat your feed like a living asset. One that grows more efficient with every update and insight you apply.

Your next steps are clear: verify your feed, monitor it in Merchant Center, and connect it to smart campaigns that amplify your reach. Use analytics to track which products bring the best returns, and don't hesitate to experiment with new attributes or automation tools. Small tweaks often lead to big gains.

Most importantly, stay compliant and data-accurate, as in Google Shopping, trust and consistency drive long-term performance.

With the tools, insights, and strategies in this guide, you're now ready to build, optimize, and scale a high-performing Shopping feed that gets your products seen and sold. So go ahead, take your feed live, keep improving, and let your products claim their front-row seat on Google.

Your audience is already searching. Now it's time they find you.



Kevin Nguyen
CEO of LitCommerce

The background is a solid blue color. It features several decorative elements: a large, faint, light blue circle in the top left corner; a series of concentric, semi-transparent light blue circles in the bottom right corner; and several small, semi-transparent squares in various shades of blue and teal scattered across the page. The text "Thanks for Reading" is centered in the middle of the image. "Thanks" is in a teal color, and "for Reading" is in white.

Thanks
for Reading