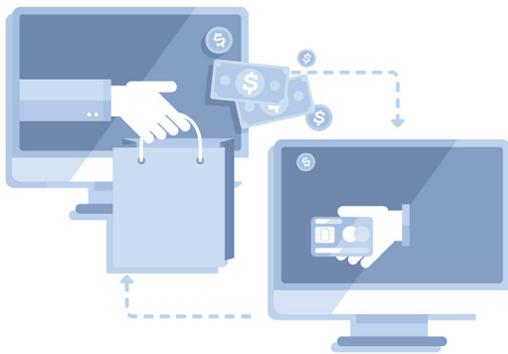


DRAMATICALLY IMPROVE
your
Google Shopping
Results with
BETTER ATTRIBUTES



Dramatically Improve Your Google Shopping Results with Better Attributes



No amount of Google Shopping strategy can compensate for a sub-par product feed.

Without a great feed, you may still be profitable, but your **opportunities will be very limited** in the hyper-competitive Shopping landscape. The key to successful product ads is in the feed itself.

Your product feed data is the digital packaging for your online products. Since online shoppers can't handle the product itself, the data (labeling) becomes even more important.

Successful Google Shopping advertisers think like their customers and ask the question: If I were buying this product, what would I want to see? What would I want to read about? When you think like the customer, building a great feed is easy.

When constructing a feed, most feed developers drift towards a "just get-it-done" or a "good enough" mindset that can limit success. Why? Because that's what everyone else is doing, and **the name of the game is having more and better data everyone else.**

Customers want great information. You want great Google Shopping performance. The answer is a dedication to data quality.

This special report will guide you through the key areas to improve data quality, if you want to **get your Shopping performance moving up and to the right.**

Titles & Descriptions



Titles are one of the first things that a searcher sees. These will be scanned quickly for relevant information to the search. Customers want assurances for product accuracy in the titles, and CSEs want relevant keywords in the titles. A balance between the two is ideal.

Use a combination of common and "long tail" keywords in your title. Descriptive words should typically be at the beginning of the title, while more general words go at the end. Make sure to avoid filler words, as this is prime real estate. **Don't include your company name** unless you're the manufacturing brand - in which case you should **always** be sure your brand name is included.

Product descriptions should include important features, concepts, benefits, uses, and more. While titles are short and concise, descriptions should contain a lot of details.

Think about the important details you couldn't fit into the title, and use those near the top of the description, since **people often scan information and move on relatively quickly**. Try to blend features with explanations in a way that helps readers feel confident and assured about the product's ability to solve their problem or otherwise fill their need.

Some of the best descriptions answer anticipated questions that may be common. Make the descriptions **readable, conversational, and informational** and they will help improve your conversion rate and build trust for your company.

Perform keyword research and mine your **search query reports** and your **site search reports** to find the keywords that customers use to find your products. Choose the highest-converting of these terms and find ways to incorporate them into your titles and descriptions.

Optional Attributes

Feed-based pay-per-click models like Google Shopping tend to be something of a foreign language to even seasoned AdWords managers. Certain functions like bidding remain constant, but feed requirements and optimizations can sometimes get tricky.

As a result, **many retailers fall into the trap of thinking that, if an attribute isn't required, it's not necessary.** They get all the required information into the feed, then upload that feed and start bidding.

What they don't know is that **Google has a quality score for feeds.** While Google has not stated exactly what goes into this quality score, they have made it quite clear that if Retailer A has a complete data set in their feed and Retailer B is only running on required attributes, Retailer A will have the higher quality score in their algorithm.

So the fact of the matter is, if you want to succeed on feed-based engines, **you should be treating those "optional" feed attributes as requirements.**

The more information you can include in your feed, the easier it is for buyers to find your product, and for the search engine bots to display your ads for every relevant search.

The optional feed attributes we've highlighted in the following pages are ones that are simple to implement, but vital to high performance for your Google Shopping campaigns.

Universal Product Code, Manufacturer Product Numbers, & Brand

If you're not submitting UPC, MPN, and Brand as part of your feed, you may not be showing up for certain search results and buying options.

These numbers are what Google Shopping use to cluster and compare products—take the example below. In this case, Google compares stores and prices based on the UPC.

Online stores shipping to Raleigh, NC
 Free shipping Refurbished / used

Sellers ▾

- Walmart
- Williams-Sonoma
- WebstaurantStore.com

Lodge Logic 12" Cast Iron Skillet
★★★★★ 132 product reviews: #1 in Cast Iron Skillets & Frying Pans
Lodge - Cast Iron - 12 inch
Lodge Logic Skillet with assist handle, 12" diameter, depth: 2". The 10.25" version of this skillet was rated as one of the two dozen essential tools in the home and kitchen (... more »)

\$19.97
+\$1.35 tax and \$4.97 shipping
Walmart
★★★★★ (170)
[Shop](#)

📍 \$35.95 nearby at Williams-Sonoma

Store	Rating	Shipping/Tax	Total Price	Shop
Sur La Table	★★★★★ seller rating	+\$2.73 tax and \$7.50 shipping	\$43.18	Shop
Macy's	★★★★★ (141)	+\$2.36 tax and \$9.95 shipping	\$47.30	Shop
Austin Kayak	★★★★★ (10,137) + Show all 2	Free shipping, No tax	\$24.96	Shop
Bloomingdale's	★★★★★ seller rating	+\$3.04 tax and \$8.00 shipping	\$48.04	Shop
ChefsFirst	28 ratings	No tax +\$17.61 shipping	\$56.60	Shop
PeachSuite Hotel Supply	★★★★★ (218)	+\$1.98 tax and \$16.64 shipping	\$47.92	Shop
Foodservice Superstore	No rating	+\$1.72 tax and \$13.31 shipping	\$40.47	Shop

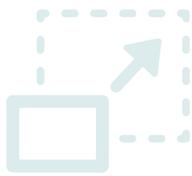
[View all 99 online stores >](#) 1 - 10 of 99 < >

And while many retailers may shy away from being directly compared with competitors, there's an important advantage that many smaller retailers give up if they're not included in these comparison pages.

On Google Shopping, sales tax and shipping are factored in the "total cost" column. This means that retailers who don't charge sales tax have a distinct advantage when it comes to pricing.

Consider the seller "Austin Kayak" in the example above. They go the extra step and highlight the fact that they offer free shipping and no tax. But even if they hadn't, they win the comparison in the "total price" column.

This is a competitive advantage you can't afford to miss. UPCs, MPNs, and brands are vital feed attributes you should be including in every feed.



This feed attribute is another one that is both simple and effective, but also overlooked by many retailers when they're building their feeds.

In our experience, most people procrastinate on adding this feed attribute because they think the information has to be very complex, detailed, and universal. Don't worry—this is not the case. There's a quick rule of thumb for determining what you need to include this feed attribute, and that is this:

How do people filter your product category?

Filters are a major part of the comparison shopping experience, and help shoppers find the items they need. For many products, the size is key for shoppers to filter and find the products they really need.

Consider the examples below. Each product category has a different set of dimensions that is important to its buyers.

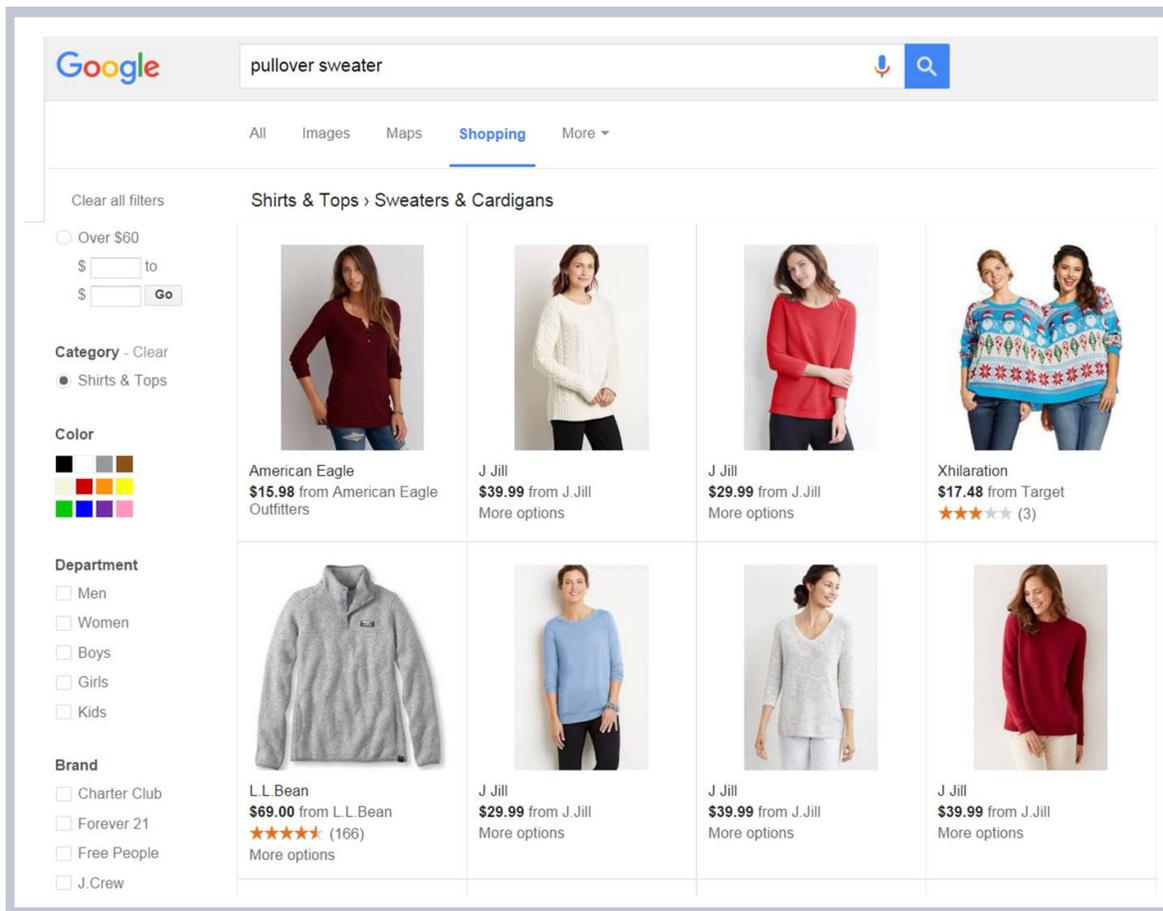
Width	Capacity	Width
<input type="checkbox"/> Under 8 inch <input type="checkbox"/> 8 – 10 inch <input type="checkbox"/> 10 – 12 inch <input type="checkbox"/> Over 12 inch	<input type="checkbox"/> Under 5.5 cubic foot <input type="checkbox"/> 5.5 – 10 cubic foot <input type="checkbox"/> 10 – 18 cubic foot <input type="checkbox"/> 18 – 26 cubic foot <input type="checkbox"/> Over 26 cubic foot	<input type="checkbox"/> Under 24 inch <input type="checkbox"/> 24 – 30 inch <input type="checkbox"/> 30 – 36 inch <input type="checkbox"/> 36 – 48 inch <input type="checkbox"/> 48 – 60 inch <input type="checkbox"/> Over 60 inch

So don't worry about including exact dimensions for every aspect of every product. Just know what **your shoppers need to know about your product**, and include the size information that is important to them.



This attribute may seem too simple to be included, but many retailers don't realize the importance of optimizing this feed attribute. But you do need to make sure you have the color attribute completed for as many products as possible.

The reason for this is that it's a primary filtering option for many types of products. Again, the more ways your customers can find you, the better. If you don't include a color in your feed, some customers may overlook your product when they simplify their shopping process with filters.



So when you add color attributes, be sure to **make the colors as basic as possible**. "Sea foam" is useless as an attribute in your feed, even if it's the color name on your website. People filter by the most basic colors available, so keep it simple in your feed.

Material



Much like Color and Size, Material is another key attribute that shoppers can use to filter for the product they want. For some products (like the one displayed below), material is a primary factor in the purchase decision, so you want to make sure your product gets in front of the buyers who are looking for the product you sell.

You also face not showing up on a filtered search, if you don't have a material attribute set for your products. This means that shoppers who make a general search (like "dishware sets") and then filter for the specifications they want could miss seeing your product altogether.

As with the color attribute, you'll want to keep the material attribute as simple as possible. Filters only look for the most basic, common breakdowns for these specifications, so you'll only waste your time coming up with complicated materials like "90% organic cotton blend," when shoppers only need "cotton."

If you're not sure how you should describe your product's material, try doing a Google Shopping for your product and see what competing products and specifications exist.



Material

- Aluminum
- Stainless Steel
- Cast Iron
- Carbon Steel
- Copper



Material

- Bamboo
- Cotton
- Egyptian Cotton
- Flannel
- Jersey
- Microfiber
- Polyester
- Satin



Material

- Porcelain
- Ceramic
- Melamine

Custom Labels



Another attribute you'll want to add to your Google Shopping feed is "Custom Labels." This is an invaluable feature that allows you to segment products by key attributes that are important to you, like high margin, dropshipped products, bestsellers, clearance—you name it.

All you need to do is add the column into your feed, with a value of "custom label" (up to five, numbered 0-4). You alone can define what each custom label means to your business, just make sure you keep it consistent. You will be using these custom labels primarily to tailor bids in your Google Shopping campaigns, so be sure you keep good documentation on the definitions for these labels.

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

What to do Next:

REQUEST YOUR GOOGLE SHOPPING DIAGNOSTIC REVIEW

If you want more help in uncovering your top optimization opportunities in Google Shopping, I invite you to take advantage of our free Google Shopping Diagnostic Checkup and have

one of our experts take a look at your campaigns to uncover quick-win opportunities and identify wasted spend.

This isn't theory—this is real, actionable advice specific to your campaigns from an expert analyst.

www.ROIRevolution.com/shopping

Contact us to schedule your complimentary Google Shopping Diagnostic Review. Here's what to expect:

► Step 01: Schedule

Once we receive your request, expect a call from one of our Retail Digital Marketing Consultants within one business day. We'll coordinate the best time for your review, and then send a calendar invite with the GoToMeeting details.

► Step 02: Attend the Virtual Meeting

We'll get right down to business. If you are interested in having us look at your feed as well, be sure to mention it to your Retail Digital Marketing Consultant, and we'd be happy to discuss this with you.

► Step 03: Walk Away with Actionable Advice

Our reviews are designed to give you actionable advice for your unique account that you can start applying right away to cut spend and increase profits!

Schedule Your Google Shopping Review Today!

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Robust Technology. Responsive Experts.

We are ecommerce marketing experts. We manage over \$150 Million in ad spend yearly for our 260+ clients, operating out of 7 different countries.

Our unique approach puts our proprietary software suite in the hands of dedicated account teams whose singular focus is delivering remarkable results for our clients.



Dedicated to Achieving Client Success Through:

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- Reaching and expanding your audience through Facebook Ads management.
- Driving additional customers and sales through Amazon Marketplace management.
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