

# Google Shopping - Product Feeds

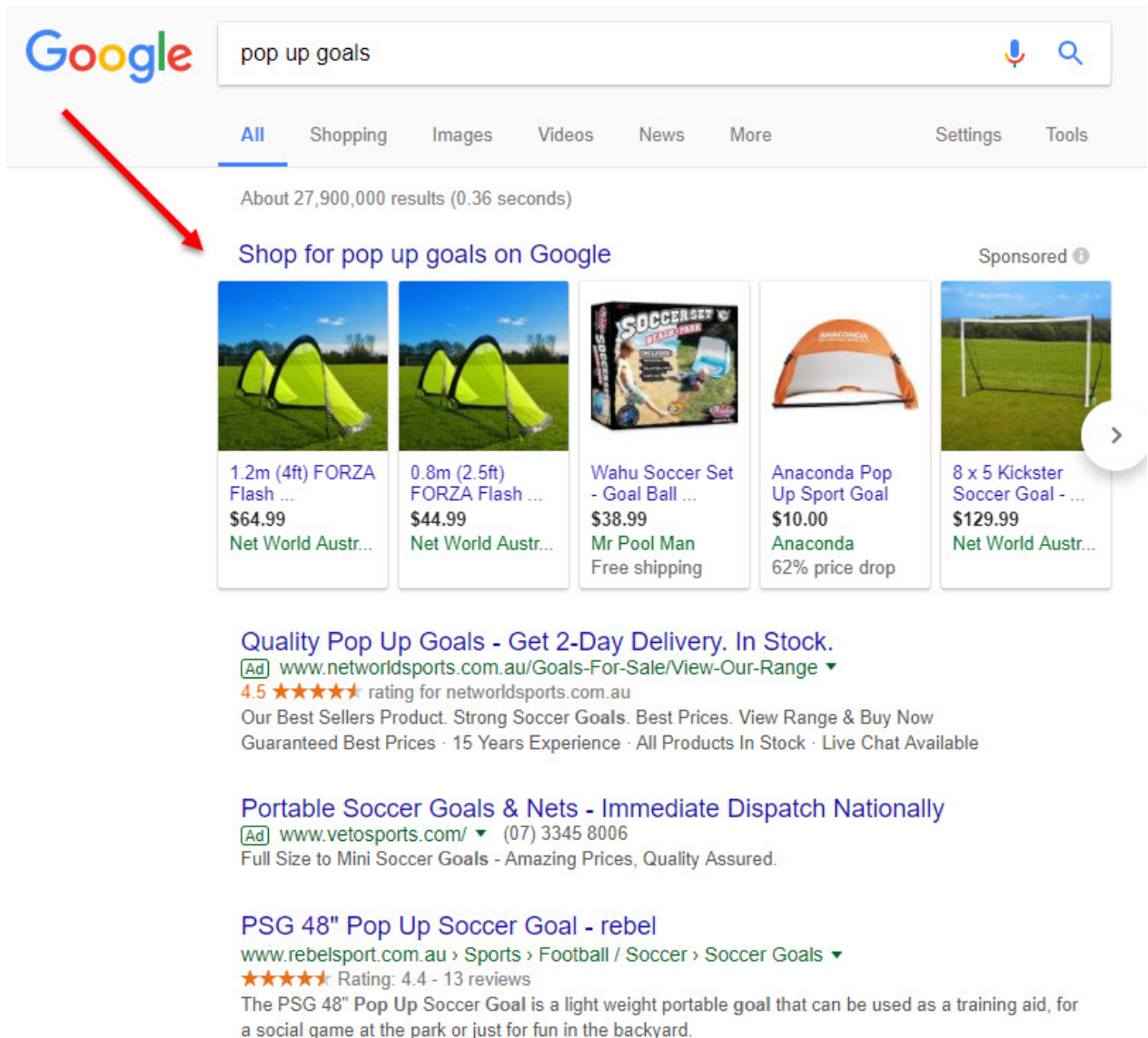
## Overview

Create [Google Shopping](#) campaigns to put your products in front of shoppers who are looking to buy. When a potential customer searches for a product, Google can display yours above the list of search results.

A photo, title, price, and your shop name will appear, meaning the customer is only a click away from you and the product you're selling.

## How does it work?

1. Commerce Vision helps get your products in front of eyeballs with a dedicated XML product feed, specifically designed for Google Shopping.
2. Google takes the data you submit in your XML feed and uses it to present shopping results when a user performs a search.
3. You pay-per-click with an associated Google AdWords account, and away you go.



The screenshot shows a Google search for "pop up goals". A red arrow points to the "Shopping" tab, which is selected. Below the search bar, it says "About 27,900,000 results (0.36 seconds)". The shopping results are displayed as a grid of product cards. Each card includes a product image, title, price, and the seller's name. Below the shopping results, there are three organic search results, each starting with an "Ad" label.

**Google Shopping Results:**

Product Image	Product Title	Price	Seller
	1.2m (4ft) FORZA Flash ...	\$64.99	Net World Austr...
	0.8m (2.5ft) FORZA Flash ...	\$44.99	Net World Austr...
	Wahu Soccer Set - Goal Ball ...	\$38.99	Mr Pool Man
	Anaconda Pop Up Sport Goal	\$10.00	Anaconda
	8 x 5 Kickster Soccer Goal - ...	\$129.99	Net World Austr...

**Organic Search Results:**

- Quality Pop Up Goals - Get 2-Day Delivery. In Stock.**  
[Ad](#) [www.networldsports.com.au/Goals-For-Sale/View-Our-Range](http://www.networldsports.com.au/Goals-For-Sale/View-Our-Range)  
4.5 ★★★★★ rating for networldsports.com.au  
Our Best Sellers Product. Strong Soccer Goals. Best Prices. View Range & Buy Now  
Guaranteed Best Prices · 15 Years Experience · All Products In Stock · Live Chat Available
- Portable Soccer Goals & Nets - Immediate Dispatch Nationally**  
[Ad](#) [www.vetosports.com/](http://www.vetosports.com/) (07) 3345 8006  
Full Size to Mini Soccer Goals - Amazing Prices, Quality Assured.
- PSG 48" Pop Up Soccer Goal - rebel**  
[www.rebelsport.com.au](http://www.rebelsport.com.au) > Sports > Football / Soccer > Soccer Goals  
★★★★★ Rating: 4.4 - 13 reviews  
The PSG 48" Pop Up Soccer Goal is a light weight portable goal that can be used as a training aid, for a social game at the park or just for fun in the backyard.

## Step-by-step guide

1. Set up your [Google Merchant account](#) (if you haven't already got one).
2. Create a Shopping campaign in Google AdWords, and [link it to your Merchant Center account](#). For more information on how to do this, see <https://support.google.com/merchants/answer/2660968>
3. [Contact Commerce Vision](#) to **request an XML feed for your product data**.
  - We will create a template to house your product feed, and create a scheduled task to update it nightly at a pre-agreed time.
  - You'll need to specify what additional data (if any) you'd like to provide to Google, apart from the [required attributes](#).
4. Submit your product feed to Google:
  - a. Login to Google **Merchant Center**.
  - b. Select the **'Products'** tab.
  - c. Go to the **'Feeds'** section.
  - d. Follow the prompts to enter the information for your product feed. You can view Google's help documentation here - <https://support.google.com/merchants/answer/7439058>.

## Additional Information

Creation of the XML product feed is classed as a minor project by Commerce Vision, and therefore attracts an implementation fee.

Minimum Version Requirements	*** **
Prerequisites	Requires a Shopping campaign in Google AdWords <a href="#">linked to your Merchant Center account</a>
Self Configurable	Yes
Business Function	Marketing
BPD Only?	Yes
B2B/B2C/Both	Both
Third Party Costs	Your pay-per-click costs with Google AdWords account.

## Related help

- [Google Tag Manager & Analytics](#)
- [Search Engine Optimisation](#)
- [Add Meta Description Tag to a Page \(old\)](#)
- [Canonical URLs](#)
- [Website Metadata & Company Name](#)
- [Page SEO Details \(Metadata\)](#)
- [Analytics](#)
- [Robots text file](#)
- [SEO Friendly URLs / Page Routes](#)
- [Google Sign In](#)