Google Shopping - Product Feeds
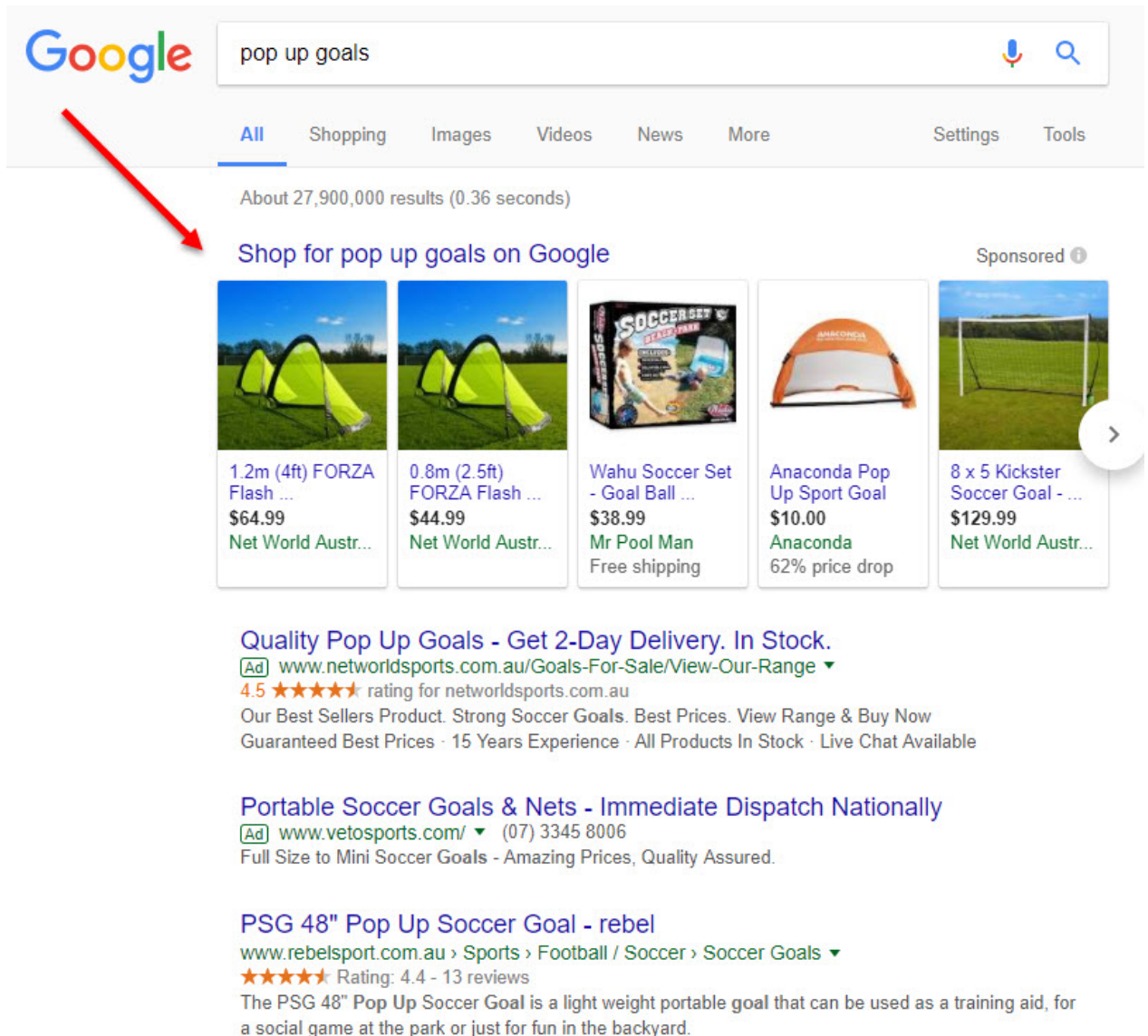
Overview

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.

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 linked to your Merchant Center account
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