

Google Shopping - Product Feeds

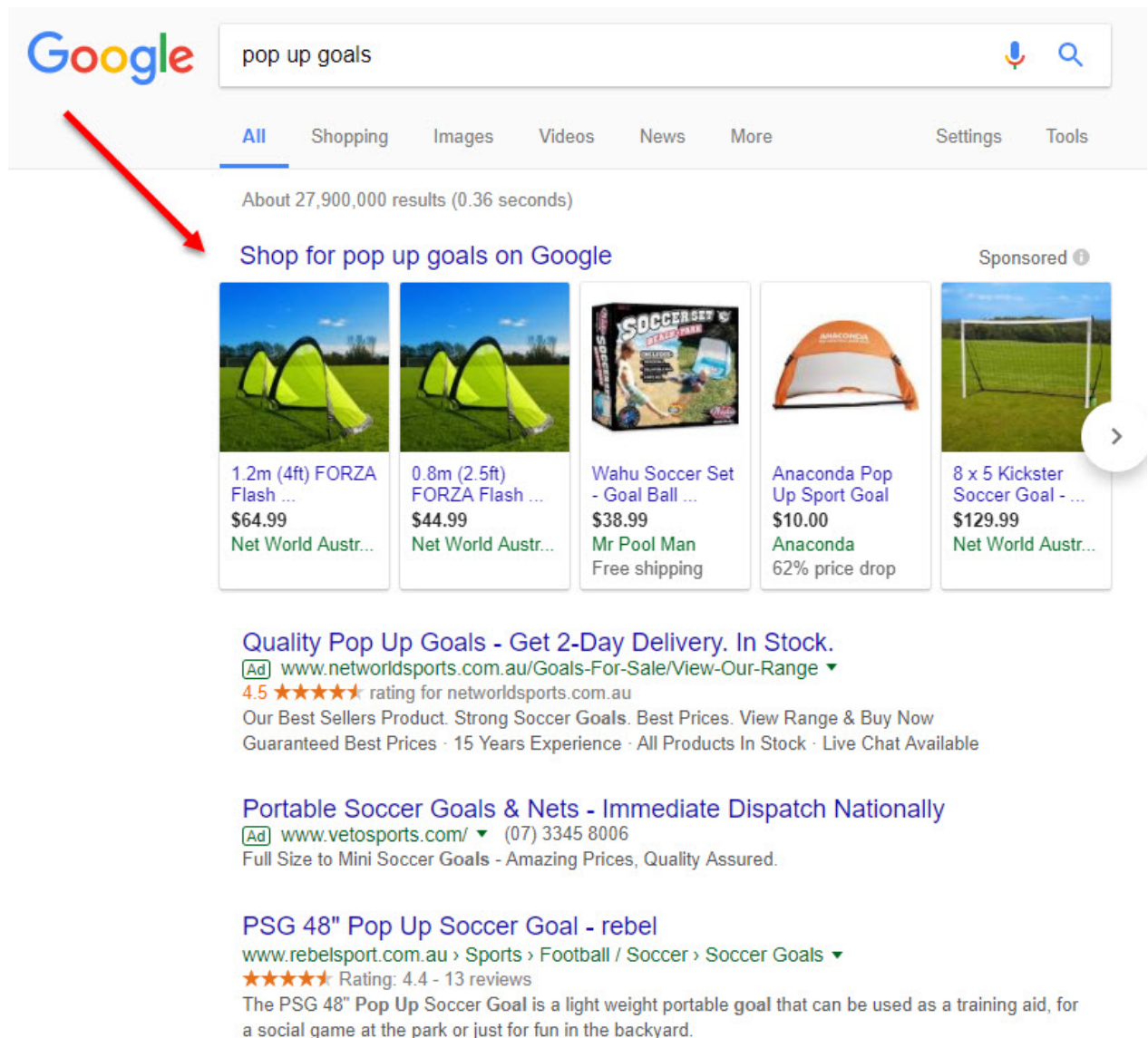
Overview

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". The search bar is at the top with the Google logo on the left and a microphone icon on the right. Below the search bar, the "All" tab is selected, with other tabs like "Shopping", "Images", "Videos", "News", and "More" visible. The search results show "About 27,900,000 results (0.36 seconds)". A red arrow points to the "Shopping" tab. Below the tabs, the heading "Shop for pop up goals on Google" is displayed. The shopping results are presented as a grid of product cards. Each card includes a product image, a title, a price, and the seller's name. The products shown are: 1.2m (4ft) FORZA Flash ... for \$64.99 by Net World Austr..., 0.8m (2.5ft) FORZA Flash ... for \$44.99 by Net World Austr..., Wahu Soccer Set - Goal Ball ... for \$38.99 by Mr Pool Man, Anaconda Pop Up Sport Goal for \$10.00 by Anaconda (62% price drop), and 8 x 5 Kickster Soccer Goal - ... for \$129.99 by Net World Austr... Below the shopping results, there are three organic search results. The first is "Quality Pop Up Goals - Get 2-Day Delivery. In Stock." from www.networldsports.com.au, with a 4.5-star rating. The second is "Portable Soccer Goals & Nets - Immediate Dispatch Nationally" from www.vetosports.com.au. The third is "PSG 48" Pop Up Soccer Goal - rebel" from www.rebelsport.com.au, with a 4.4-star rating.

Google

pop up goals

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About 27,900,000 results (0.36 seconds)

Shop for pop up goals on Google

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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...

Quality Pop Up Goals - Get 2-Day Delivery. In Stock.
Ad 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.au/ ▼ (07) 3345 8006
Full Size to Mini Soccer Goals - Amazing Prices, Quality Assured.

PSG 48" Pop Up Soccer Goal - rebel
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 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](#)