

7-STEP AD ACCOUNT HEALTH CHECK

Step 6 - Feed Quality

If you run an eCommerce business, read on. Product feeds are for shopping campaigns only, so lead generation businesses can skip step six.

Feed quality is how you tell Google what it needs to know about the products you have for sale. Think of Google as your sales representative or your marketing manager; it needs to know as much as possible about what it's selling to understand who, where, and when to pitch the sale (and what to say).

Are you giving Google all the information it needs to maximize its use of the algorithms?

Use this checklist to follow along with [the video](#) and make sure everything in your account checks out.

○ Find Your Shopping Campaign

Login to [your Google Ads Account](#) and find the little arrow on the left side of the screen that pulls out the dark grey menu. Click "Shopping Campaigns" at the top. Then, close that menu. Now, find your main shopping campaign in the list and click on it.



PRO TIP: If you aren't sure which shopping campaign is your main one, try filtering by "Enabled" campaigns and then look through the "Budget" column to find the highest one.

○ Choose One Product to Review

Click on the "Product groups" tab on the light grey menu on the left side. Now click on "Products." When the list of products appears, find a product you want to review and click on its title. Then, click "see more attributes."

○ Ensure the Title Is Explicative

The product title on this page in Google Ads does not need to match the name of the product as it appears on your online store. In fact, in an ideal world, more words will have been added here by your ad manager. Keywords and descriptions explain to Google what the product is, what it looks like, and what it's used for. If the title isn't as specific as possible, talk to your ad manager about getting more specific.

○ Ensure the Category Is Deep

We commonly see products stored in top-level categories, but this is not ideal. If your ad manager chose a deeper category that has several levels of specificity (“Wallets & Money Clips,” for example, rather than “Apparel & Accessories”) then you are taking advantage of this attribute as a way to direct Google on how to sell this item on your behalf.

○ Ensure Every Attribute Is Filled Out

Do you see any blank fields? If your ad manager skipped over any, this is a red flag (with the exception of the “Custom Label” field). Talk to them about using every attribute in the product feed, because this is the best way to give Google what it needs to know about what you sell.



PRO TIP: The “Custom Label” field paramount in situations where scaling your campaigns (by increasing ad spend) is your goal. We would recommend looking into it even earlier than that, as soon as you are ready to fine-tune and optimize.

GTIN stands for global trade item number. Your products might already have these, in which case, approach your ad manager about adding them into the product feed asap. If you are selling unique products that you own, you might not have a GTIN registered for your product just yet. (In this case, your ad manager should be advising you to start the process of getting those created, registered, and added into the feed.)

They cost around \$99 to purchase and register a new GTIN, but it will help increase the data Google has on the product in the long run. This is because Google will have a history of everybody who has ever purchased it in the past, every site it’s been associated with, etc.

We found that adding the GTIN can turn a failing campaign around into a profitable campaign quickly.