



Google Merchant

THE BEST CHOICE FOR SHOPS



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Google Merchant is a service that allows you to present specific wares from your shop in a quick, clear way. The ad is displayed on the first page of the search results, but unlike traditional browser ads, it shows a photograph of the product, a short description, and the price.

About 147,000,000 results (0.45 seconds)

Shop Samsung Galaxy - johnlewis.com

Ad www.johnlewis.com/Samsung-Galaxy ▼
2 year Guarantee Included At No Extra Cost. Shop John Lewis Now.
Types: Galaxy Tab S, Galaxy Tab A, Galaxy Tab 4

90% Off Samsung Galaxy - Bidwizeu.com

Ad www.bidwizeu.com/ ▼
Last Galaxy S6 Was Sold for £27.04 Start Bidding on Bidwiz today!
New iPads For Cheap - Huge Discount On a PS4

Samsung Galaxy - tescomobile.com

Ad www.tescomobile.com/Galaxy ▼
The phone you want at a price you will love. Shop the Galaxy now!
Samsung Galaxy S5 Neo - Tesco Mobile MatchMaker - Anytime Upgrade - Perks

Smartphones - Android Phones with 4G LTE ... - Samsung

www.samsung.com/uk/consumer/mobile-devices/smartphones/ ▼
Explore Samsung's Android smartphones, including the new Galaxy S6 & S6 edge. With QHD resolution screens, powerful cameras, longer lasting battery ...
[Galaxy S6](#) - [Galaxy A5](#) - [Galaxy S6 edge](#) - [Galaxy S5](#)

Galaxy Tab - Samsung

www.samsung.com/uk/consumer/mobile-devices/tablets/ ▼
See the full list of Samsung tablets with WiFi & 3G or 4G options. All tablets are ...
[Galaxy Tab A](#): The new, everyday, everything tablet. Find out more ...

Shop for samsung galaxy on Google

Sponsored ⓘ

 Samsung Galaxy Core ... PLN549.00 Samsung	 Samsung GALAXY Core PLN499.00 RTV Euro AGD	 Samsung Galaxy Tab S2 PLN1,599.00 Samsung	 Samsung SM-G318 PLN279.00 Media Expert
 Samsung Galaxy A3 SM- PLN779.00 RTV Euro AGD	 Samsung Galaxy A5 SM- PLN1,099.00 RTV Euro AGD	 Samsung Galaxy J5 PLN8.99 T-Mobile	 Smartfon SAMSUNG PLN429.00 Stefan Sp. z o.o.

Ads

Samsung Galaxy

www.samsung.com/GALAXY ▼
Zobacz Rewelacyjną Serię Smartfonów

In order to start promoting your products with Google Merchant, you must meet several requirements. First of all, not every website can use this system for promotion - it can only be used by shops. Some platforms, such as Presta Shop or Sote, allow free access to XML file configuration for products intended or Google Merchant. As a last resort, such a file may also be prepared manually, although this is not an optimal solution.

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Google provides access to very precise guidelines regarding the product file of this service. Depending on the trade, it must meet certain criteria and take into account the so called obligatory attributes, including:

- Product ID - a unique number allowing for the product to be located in the entire shop database,
- Product title - required product name; it's worth mentioning its distinct features here, e.g. black IKEA chair,
- Product description - a description, as recommended by Google, should be between 500 and 1000 character, but descriptions of up to 5,000 characters are acceptable. It should cover the most important features of the product, e.g. size, colour, material. The description may be copied from the website without worrying about content duplicates,
- link. Or the product url,
- link to picture,
- price,
- availability,
- state - clarifying whether the product is new, used, restored, etc.

as well as recommended attributes, the lack of which won't prevent the product from appearing in Google Merchant, but it may influence the frequency of certain products appearing, such as the Google product category.

Summary of requirements regarding attributes :

https://support.google.com/merchants/answer/1344057?hl=pl&ref_topic=3404778

The product file is entered into the account, where it undergoes an obligatory AdWords system verification. The waiting period before the file is approved depends on the amount of products on the website and can take even a couple of days - which is why Google Merchant campaigns should be planned in advance.

Why should shops use Google Merchant ?

1. You gain the ability to promote specific products in the world's most popular web browser.
2. CPC-model settlements, so payment is charged only for clicks.
3. Conversion increase - after clicking the ad, the client is taken directly to the product page.
4. Ad accuracy - you can reach viewers searching for specific products, eager to make a quick purchase.