

SCALE ROAS AGENCY

Product Feed Optimization Guide

GOOGLE SHOPPING

"Your feed is the foundation. If your feed is mediocre, your campaigns amplify mediocrity."

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SECTION 01

Product Titles — The #1 Lever

Your title is the single most impactful element in your product feed. Get this wrong and nothing else matters.

TITLE FORMULA

[Brand] + [Product Type] + [Key Attribute 1] + [Key Attribute 2] + [Size/Color]

✓ GOOD TITLES

✓ Nike Air Max 90 Running Shoes — Men's — Black/White — Size 10

✓ Ergobaby Omni 360 Baby Carrier — Cool Air Mesh — Grey

✓ BabyBjörn Travel Crib — Easy Go — Anthracite

✗ BAD TITLES

✗ Product 123 - Blue

✗ AMAZING BABY CARRIER BEST SELLER!!!

✗ Baby Carrier

Title Rules

- Max 150 characters — Google truncates at ~70 characters in Shopping results
- Most important keywords first — front-load brand and product type
- No ALL CAPS, no promotional language ("best", "amazing", "sale")
- Include size, color, material, and gender when applicable
- Match what users actually search for — think like a buyer, not a seller

Pro tip: Check your Google Search Terms report. If users search "nike black running shoes men size 10" and your title is "Running Shoe - BK", you are leaving money on the table.

Product Descriptions

Descriptions feed Google's algorithm context about your product. They influence matching, not just the listing appearance.

Description Requirements

- **500–5,000 characters** recommended — more detail gives Google more context for matching
- **First 160 characters appear in search** — front-load key product information
- Include materials, dimensions, use cases, and compatibility info
- No HTML tags in the description field
- No promotional text: "buy now", "best price", "free shipping", "limited offer"
- No competitor names or comparisons

✓ GOOD DESCRIPTION

The Ergobaby Omni 360 Baby Carrier supports all carry positions from newborn (3.2 kg) to toddler (20 kg). Cool Air Mesh fabric provides breathability in warm climates. Lumbar support waist belt distributes weight evenly. Machine washable. Dimensions: 15 × 33 × 40 cm.

✗ BAD DESCRIPTION

BEST BABY CARRIER ON THE MARKET!!! Buy now and get FREE SHIPPING! Better than Brand X. Amazing quality. You won't regret it! Order today for the best price online!!!!

Key insight: Google uses your description to understand what your product is and match it to search queries. A vague description means Google shows your product for vague queries. A specific description means you show up for specific, high-intent queries.

First 160 Characters — What to Include

MUST HAVE

Brand name, product type, primary material or key feature, size or weight

NICE TO HAVE

Use case, compatibility, target audience, included accessories

INCLUDE LATER

NEVER INCLUDE

Full dimensions, care instructions,
warranty info, certifications

Promotional claims, competitor names,
HTML tags, shipping/return info

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Product Images

Images drive click-through rate. A bad image means zero clicks, no matter how good your price or title is.

Image Requirements

MINIMUM SIZE

800 × 800 px

Recommended: 1200 × 1200+

BACKGROUND

White or neutral background for the main image (image_link)

PRODUCT FILL

Product should fill 75–90% of the image frame

ADDITIONAL IMAGES

Lifestyle shots allowed for additional_image_link (up to 10)

✓ ALLOWED

✓ Clean white background, product centered

✓ High resolution (1200×1200+)

✓ Product fills 75-90% of frame

✓ Lifestyle images as additional images

✗ NOT ALLOWED

✗ Text overlays or promotional banners

✗ Watermarks or logos on the image

✗ "SALE" or "-30%" badges

✗ Generic or placeholder images

Common Image Disapprovals

- **Image too small** — below 800×800 minimum requirement
- **Promotional overlay detected** — any text, badge, or banner on the image
- **Generic/placeholder image** — stock photo or "no image available" placeholder
- **Watermark detected** — especially supplier watermarks. This is a major red flag for Google and a fast track to account review

Warning: Supplier images with watermarks are one of the fastest ways to get flagged by Google. If you use supplier images, remove all watermarks before uploading. Google's image detection is aggressive.

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SECTION 04

Required Attributes

Missing attributes = disapproved products = wasted potential. Every field you skip is impressions you lose.

ATTRIBUTE	STATUS	DESCRIPTION
id	Required	Unique identifier per product. Must remain consistent across feed updates.
title	Required	Product title following the formula. Max 150 characters.
description	Required	Product description. 500–5,000 characters recommended.
link	Required	Direct URL to the product landing page.
image_link	Required	Main product image URL. Min 800×800px.
price	Required	Product price with currency. Must match landing page exactly.
availability	Required	in_stock / out_of_stock / preorder
brand	Required	Brand name of the product.
condition	Required	new / refurbished / used

Products with GTIN get up to 20% more impressions than products without.

ATTRIBUTE	STATUS	DESCRIPTION
gtin	Strongly Rec.	UPC / EAN / ISBN. +20% impressions. Critical for visibility.
mpn	Strongly Rec.	Manufacturer Part Number. Required if no GTIN available.
google_product_category	Strongly Rec.	Google's taxonomy. Helps correct matching and bidding.

ATTRIBUTE	STATUS	DESCRIPTION
product_type	Strongly Rec.	Your own categorization for campaign segmentation.
additional_image_link	Strongly Rec.	Up to 10 additional images. Lifestyle shots allowed here.
sale_price	Strongly Rec.	Sale price + sale_price_effective_date for strikethrough pricing.
shipping	Strongly Rec.	Weight, dimensions, shipping cost or free shipping.
color, size, material, pattern, gender, age_group	Strongly Rec.	Required for apparel. Strongly recommended for all categories.

Common Feed Mistakes

These are the 10 mistakes we see on almost every account we audit. Each one costs you money.

- 1 Price mismatch between feed and landing page**
Instant disapproval. Google crawls your site and compares. Even a 0.01 difference triggers it.
- 2 Sending out-of-stock products**
Wasted clicks, wasted budget. Users land on a dead page. Your conversion rate tanks.
- 3 Missing GTINs**
20% less visibility. Google can't match your product to its catalog. You lose impressions silently.
- 4 Generic titles ("Product 123")**
Google doesn't know what the product is. It can't match it to relevant queries. Zero visibility.
- 5 Supplier images with watermarks**
Major red flag. Google's image review catches these. Account-level risk for repeated offenses.
- 6 Wrong google_product_category mapping**
Affects which queries trigger your products. Wrong category = wrong audience = wasted spend.
- 7 Missing size/color for apparel**
Required attributes for apparel. Missing them = disapproved products in Merchant Center.
- 8 Duplicate products with different URLs**
Confuses Google's product matching. Your products compete against themselves.
- 9 Promotional language in titles/descriptions**
"Best price", "free shipping", "buy now" = policy violation. Clean it out.
- 10 Not updating feed frequently enough**
Feed should update at least daily. Stale data = price mismatches = disapprovals.

Reality check: Most accounts we audit have 4+ of these issues active at the same time. Fix the feed before touching campaign settings.

Feed Optimization Checklist

Print this page. Go through your feed. Check every box. No shortcuts.

- All product titles follow the formula: **[Brand] + [Type] + [Attributes]**
- Descriptions are **500+ characters** with key features, materials, dimensions
- Main images are **1200×1200+** on white background
- No watermarks or overlays on any image
- All prices match landing pages **exactly**
- Out-of-stock products excluded from feed
- GTINs added for all products that have them
- Google product category mapped correctly for every product
- Color, size, material attributes filled for all applicable products
- Feed updates **at least once daily**
- Sale prices use **sale_price** attribute (not modified price field)
- Shipping info included (weight + cost or free shipping)
- Custom labels used for **margin tier segmentation**
- No promotional text in titles or descriptions
- All landing page URLs are live and **mobile-friendly**

A clean feed is not optimization. It is the minimum. Everything above this is where the real gains happen.

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Need help fixing your feed?

Send me your Merchant Center URL. I'll record a free 5-minute Loom audit showing you exactly what's broken and what to fix first.

[Message on WhatsApp](#)

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