

Google Shopping Strategies



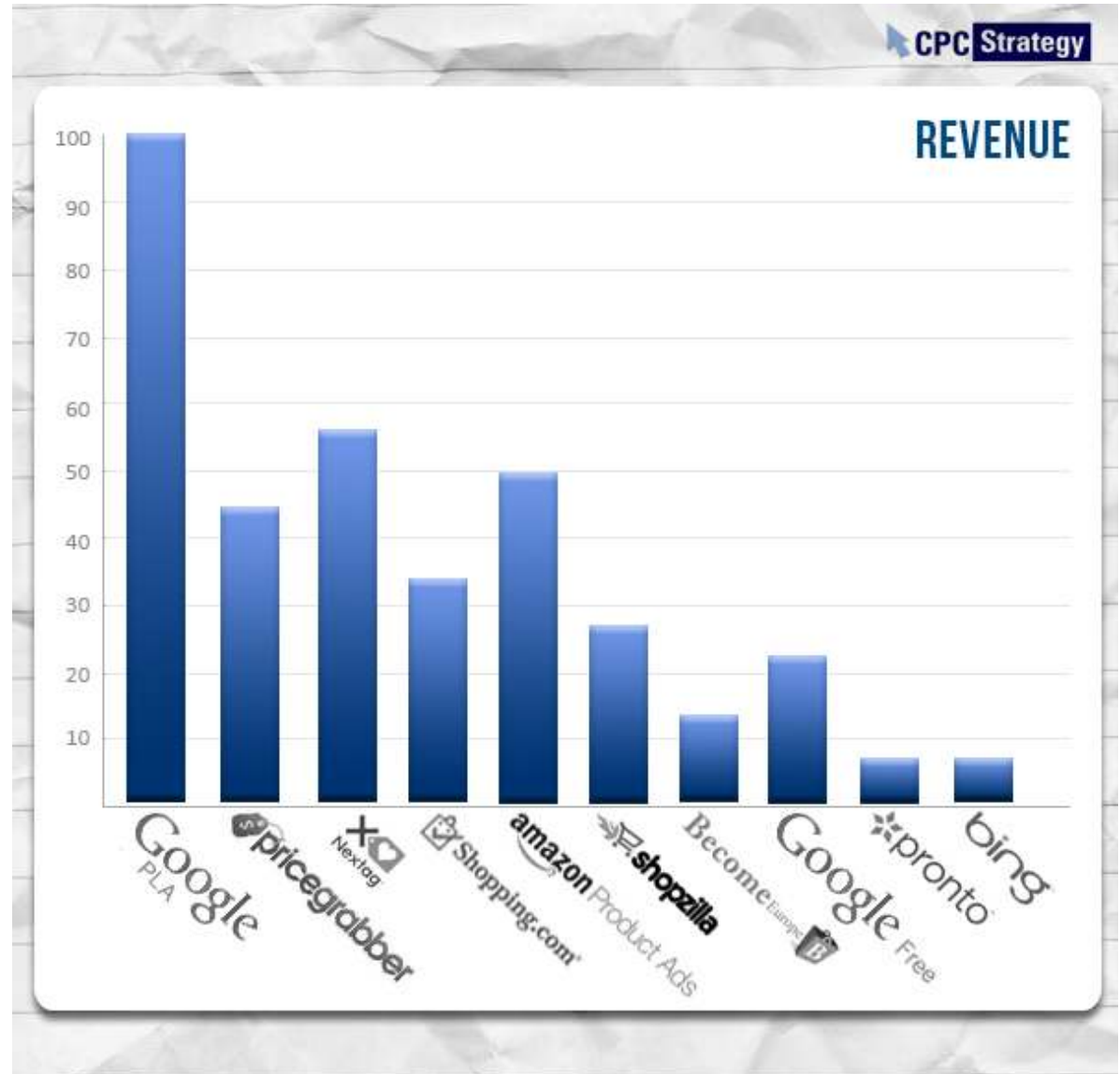
1choice4yourstore
Group SEO Coaching Program
Wednesday, March 6, 2013

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Google Shopping is the Top Dog

- Google drives the most revenue and has lowest cost of sale (COS) Source: CPCStrategy Blog, The Top Ten Comparison Shopping Engines Compared – Q4 2012



Submit your Data Feed first

- First step is to submit a data feed with your product listings
- Setup and optimization service for a **\$89 one-time fee**, and then **\$16.50/month**



Make sure to optimize your feed

- With our optimization service, we'll find a way to get (almost) any store listed in Google Shopping, BUT
- For best results, include brand, manufacturer-part-number, upc for every item (Yahoo Store doesn't tell you this)
- Include an image for every item (higher resolution is better)
- Include google-product-category

Missing data can be worked around

- Identifiers – use your store name as the brand, and 'code' field as the manufacturer-part-number
- Images – filter these items out of the feed
- Google product category – assign a default value that applies to all the products, or subscribe to our categorization service (starts at \$54 setup + \$9/month)
- Other errors – filter out the items

Set up your tax and shipping

- Make sure to check the 'Default' checkbox

- Dashboard
- Data feeds
- Products
- Data quality
- Performance
- API Dashboard
- Settings
 - General
 - FTP
 - Google Cloud Storage
 - Tax and shipping**
 - AdWords
 - Checkout
 - Trusted Stores
 - Users

Tax and shipping summary [Learn more](#)

Tax settings

Create and manage your tax settings for United States. These settings will be used to estimate the tax costs of your item listings on Google Product Search.

You will use tax rates from TDS data (based on ZIP code):

Michigan, US

[Edit your tax settings](#)

Shipping methods

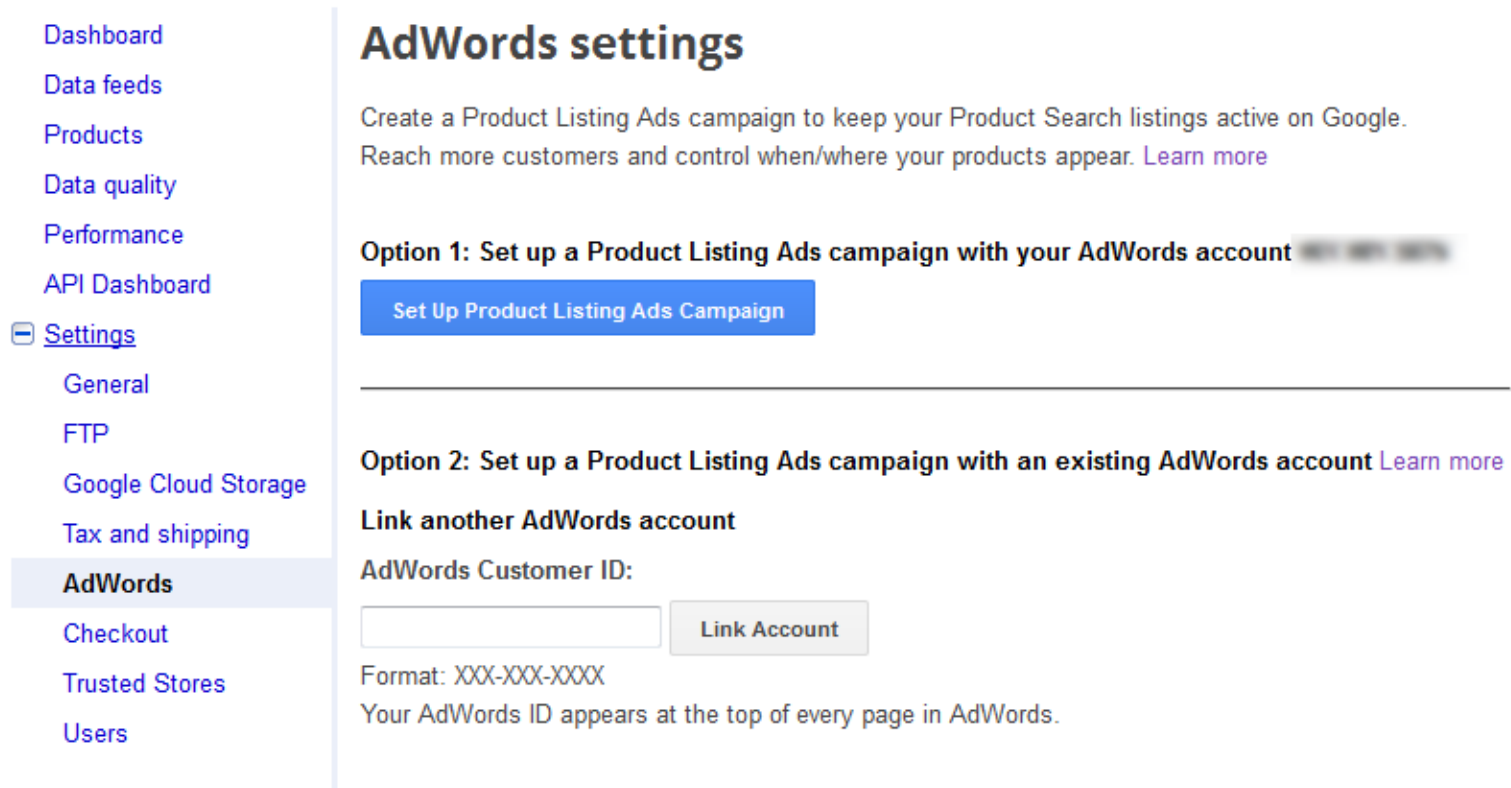
Create and manage your shipping methods. Your default method will be used to estimate the shipping costs of your item listings on Google Product Search.

Default	Name	Method	Region	Currency	Delivery speed
<input checked="" type="checkbox"/>	Free Ground Shipping	Flat rate	United States	USD	3 business days

[Create new method](#)

Link Merchant account to Adwords

- Use the blue button from parent account



The screenshot shows the 'AdWords settings' page. On the left is a navigation menu with items like Dashboard, Data feeds, Products, Data quality, Performance, API Dashboard, Settings (expanded), General, FTP, Google Cloud Storage, Tax and shipping, AdWords (highlighted), Checkout, Trusted Stores, and Users. The main content area is titled 'AdWords settings' and contains the following text: 'Create a Product Listing Ads campaign to keep your Product Search listings active on Google. Reach more customers and control when/where your products appear. [Learn more](#)'. Below this, there are two options: 'Option 1: Set up a Product Listing Ads campaign with your AdWords account' with a blue button labeled 'Set Up Product Listing Ads Campaign', and 'Option 2: Set up a Product Listing Ads campaign with an existing AdWords account' with a 'Learn more' link. Under 'Option 2', there is a section 'Link another AdWords account' with a text input field for 'AdWords Customer ID:' and a 'Link Account' button. Below the input field, it says 'Format: XXX-XXX-XXXX' and 'Your AdWords ID appears at the top of every page in AdWords.'

Set a bid and daily budget

- As low as \$0.01 per click and \$0.01/day

Dashboard
Data feeds
Products
Data quality
Performance
API Dashboard

[-] Settings

- General
- FTP
- Google Cloud Storage
- Tax and shipping
- AdWords**
- Checkout
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- Users

Product Listing Ads Campaign Quick Signup

1 Create Basic Campaign 2 Customize Bid & Budget 3 Billing

We'll create a basic Product Listing Ads Campaign for all of your products with the following settings [Learn more](#)

You can change these settings on the next page.

Campaign name

Target countries

<input type="checkbox"/> Australia	<input type="checkbox"/> Germany	<input type="checkbox"/> Switzerland
<input type="checkbox"/> Brazil	<input type="checkbox"/> Italy	<input type="checkbox"/> United Kingdom
<input type="checkbox"/> Canada	<input type="checkbox"/> Japan	<input checked="" type="checkbox"/> United States
<input type="checkbox"/> Czech Republic	<input type="checkbox"/> Netherlands	
<input type="checkbox"/> France	<input type="checkbox"/> Spain	

(default selection is based on your product feeds)

Bid **\$0.10** (default value, does not guarantee traffic)

Budget **\$10.00** per day

[Create AdWords Campaign and Continue](#) [Cancel](#)

Monitor your campaign results

- You can track the progress of the campaign via your Merchant account, or view full details in Adwords.

AdWords settings

Campaigns

2/16/13 - 2/22/13 (Eastern Time)

AdWords Customer ID:

[Deactivate](#)

Last 7 days

Campaign	Target countries	Clicks	Impr.	CTR	Avg. CPC	Cost	Bid (per click)	Budget (per day)	
● My Product Listing Ads Advanced: Manage in AdWords		0	0	0%	\$0.00	\$0.00	\$ 0.01	\$ 0.01	Update


Only Product Listing Ads campaigns created in Merchant Center are listed here. You may have other AdWords campaigns running.

Check your keyword costs

- Use the Dimensions → Search Terms Report

● Enabled Type: Search Network only - Product listing ads [Edit](#) Budget: \$20.00/day [Edit](#) Targeting: All devices [Edit](#) United States [Edit](#)

Ad groups Settings Ads Keywords Ad extensions Auto targets **Dimensions**

View **Search terms** ▼ Filter ▼ Columns ▼ 

Search terms	Match type [?]	↓ Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost [?]	Avg. Pos. [?]
notebook paper	Exact	5	19	26.32%	\$0.03	\$0.17	0
notebook computer	Exact	5	24	20.83%	\$0.07	\$0.34	0

Add Negative Keywords

- Add negative keywords for irrelevant clicks

The screenshot displays the Google Ads interface. At the top, the 'Keywords' tab is highlighted with a yellow circle. Below the navigation bar, there are filters for 'All enabled keywords', 'Segment', 'Filter', and 'Columns'. A '+ Add keywords' button is visible. The main table shows columns for 'Keyword', 'Ad group', 'Status', 'Max. CPC', 'Clicks', 'Impr.', 'CTR', 'Avg. CPC', 'Cost', 'Avg. Pos.', and 'Dest. URL'. A 'Total - all campaign' row is present. Below the table, the 'Negative keywords' section is highlighted with a yellow circle. It includes 'Add', 'Edit', 'Delete', and 'Download' buttons. A table shows one negative keyword: 'notebook paper' under 'Ad Group #1'. To the right, the 'Campaign level' section shows 'Keywords | Keyword lists' and a 'Download' button. Below it, a message states: 'There are no campaign level negative keywords.'

Keyword	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Dest. URL
Total - all campaign										

Negative keyword	Ad group
notebook paper	Ad Group #1

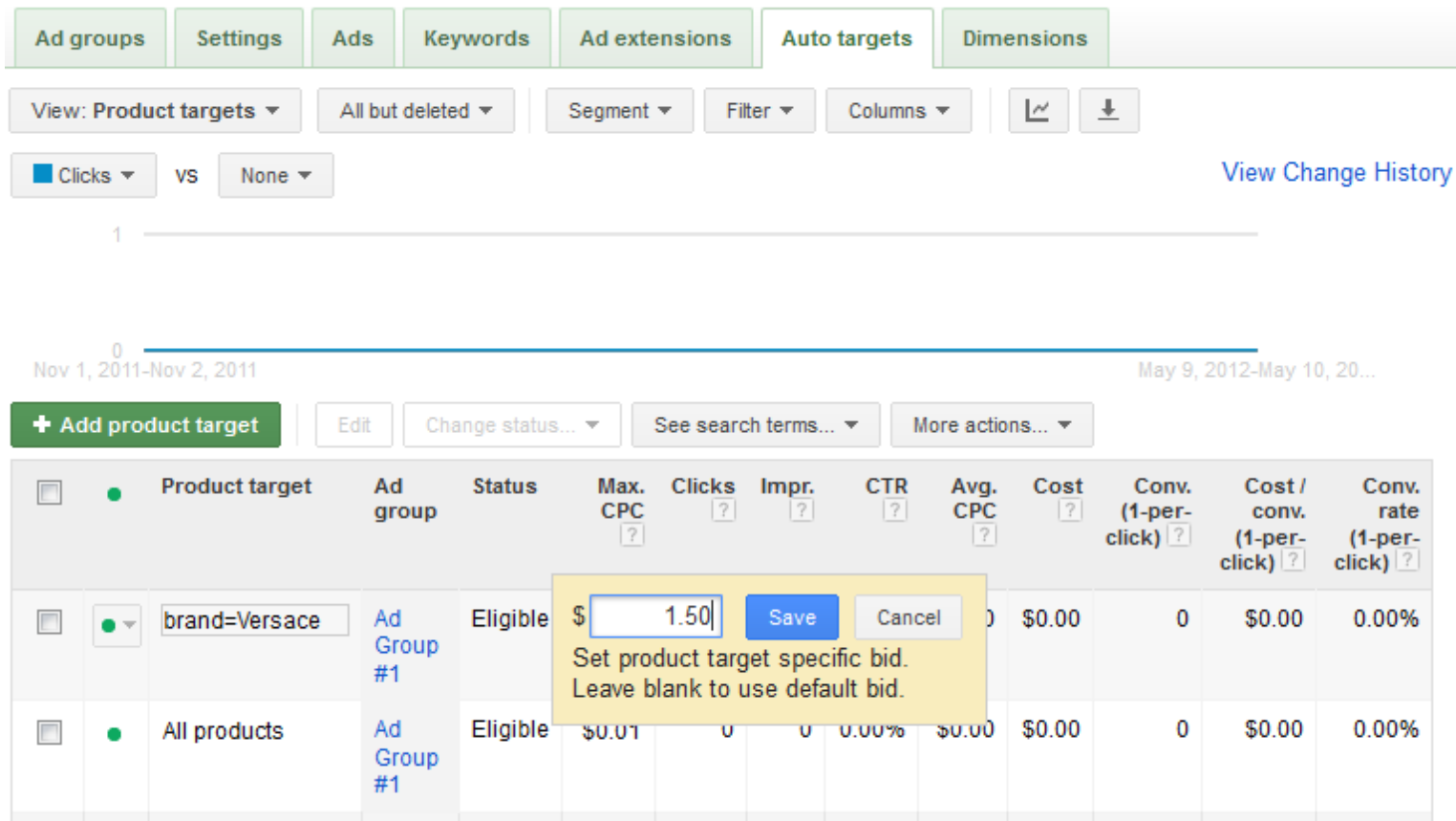
Show rows: 50 1 - 1 of 1

Campaign level Keywords | Keyword lists

Negative keyword
There are no campaign level negative keywords.

Add more Product Targets

- product_type, brand, condition, adwords label, adwords grouping



Ad groups Settings Ads Keywords Ad extensions Auto targets Dimensions

View: Product targets All but deleted Segment Filter Columns

Clicks vs None View Change History

Nov 1, 2011-Nov 2, 2011 May 9, 2012-May 10, 20...

+ Add product target Edit Change status... See search terms... More actions...

Product target	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
<input type="checkbox"/> ● brand=Versace	Ad Group #1	Eligible	\$ 1.50	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%
<input type="checkbox"/> ● All products	Ad Group #1	Eligible	\$0.01	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%

Set product target specific bid. Leave blank to use default bid.

Easy optimization: Bid by Price Range

- Easy way to set up efficient bidding strategy
- Look on our Optimization page for instructions or \$20 for setup service

Price Range	Bid
\$0.01 to \$10.00	\$0.01
\$10.00 to \$100.00	\$0.25
\$100 and up	\$0.50

Schedule your ads

- Pause/activate, or adjust bids by day of week and time. Under the Campaign Settings tab.

Ad schedule ×

Edit days and times below. When you're happy with the schedule, click "Save." To bid more or less during particular time periods, switch to the bid adjustment mode. (You can always switch back.)

Reset to all days and hours

Mode: **Basic** | [Bid adjustment](#) ?

Clock: **12 hour** | [24 hour](#)

Day	Time period	Midnight	4:00 AM	8:00 AM	Noon	4:00 PM	8:00 PM
Monday	Running all day	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Tuesday	Running all day	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Wednesday	Running all day	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Thursday	Running all day	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Friday	Running all day	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Saturday	Paused all day	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗
Sunday	Paused all day	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗	✗✗✗✗

Track your traffic with analytics

- Add Google Analytics to your site
- Our data feeds already add tracking codes to product URLs

Check our Support site for tips

- For more tips, search on our Support site for “PLA optimization”
- Google Commerce Blog and CPC Strategy Blog provide free information and guides.

Schedule weekly time to monitor campaigns

- **Most Important Tip:** Schedule some time every week to check your campaign and make adjustments. Campaigns can get stale quickly.

Thank you!

