10 Agency Secrets
to Generate More Sales
Using Google Shopping

The PPC Agency That Keeps You Ahead

PPC

We truly believe we have the best process to deliver results from PPC. Whether you are a small company or a FTSE listed company our Adwords process will work for you.

Pages

Our own Push Pages system uses tried and tested landing pages to deliver a better return from your advertising. Conversion rates of 10% will change how you think about advertising.

Social

We drive leads/sales from social platforms such as Facebook. PPC is not just from search engines like Google & Bing. Engagement on social platforms is best left to you.

Overlay

Most visitors leave without taking action. Our Push Overlay system engages with those visitors before they leave to increase the number of results from your website.

About push

- Push are a Google Partner PPC Agency established since 2007. They are focused on sending targeted traffic that converts to sales. Google shopping has changed how Adwords works for e-commerce sites and they have developed new technology & processes to deliver more profitable sales.

- Product feed management is essential and needs to be kept up to date. Using website scraping techniques they can manage shopping feeds to deliver better results from Google Shopping.

- Their own Push Analyser software produces analysis reports and automations such as bidding higher on best performing products and lower on worst performing ones. They can use product feeds to turn off items no longer in stock, include pricing & stock in adverts that change as it does on your website.

- They can advise on engaging, re-capturing and increasing loyalty to improve overall conversion rates.

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Remove wastage

+ Set the correct availability
+ Add negative keywords
+ Remove items that do not make you money

Optimise your bids

+ Use custom labels
+ Separate items that are performing
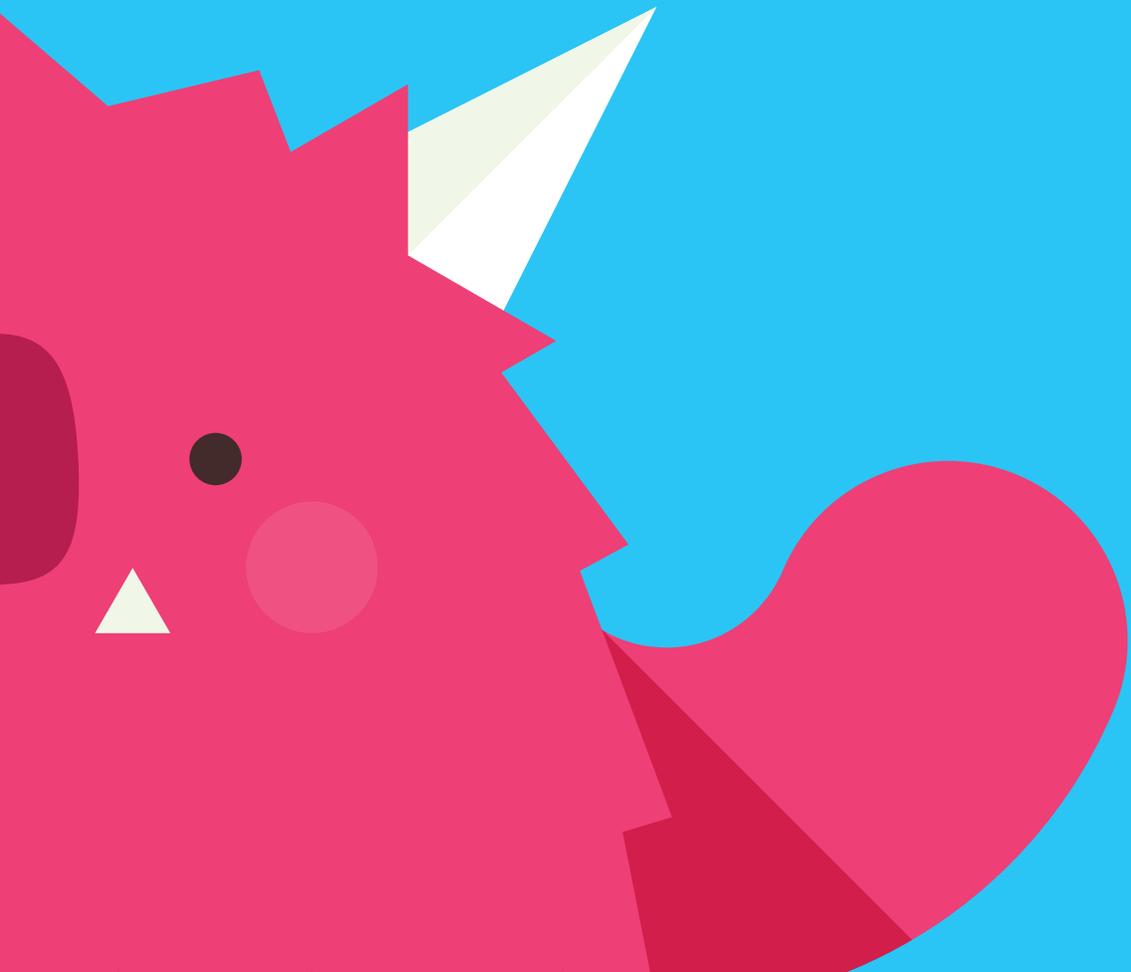+ Use the product type attribute in your feed

Increase quality of your listings

+ Restructure your item titles
+ Use promotions
+ Be selective with your images
+ Use the Google Taxonomy

contents

# Remove wastage

Set the correct availability

Stock Level

- Google will disapprove any items that have an incorrect availability. There are three accepted values - 'preorder', 'in stock or 'out of stock'.

- Advertising on any of these items with an incorrect availability will lose you money because you will be paying for clicks, for a visitor to find they can't purchase what they wanted, and then leave your website without buying.

- If you can take orders when out of stock then let people know, both on your product feed and website using the 'preorder' value.
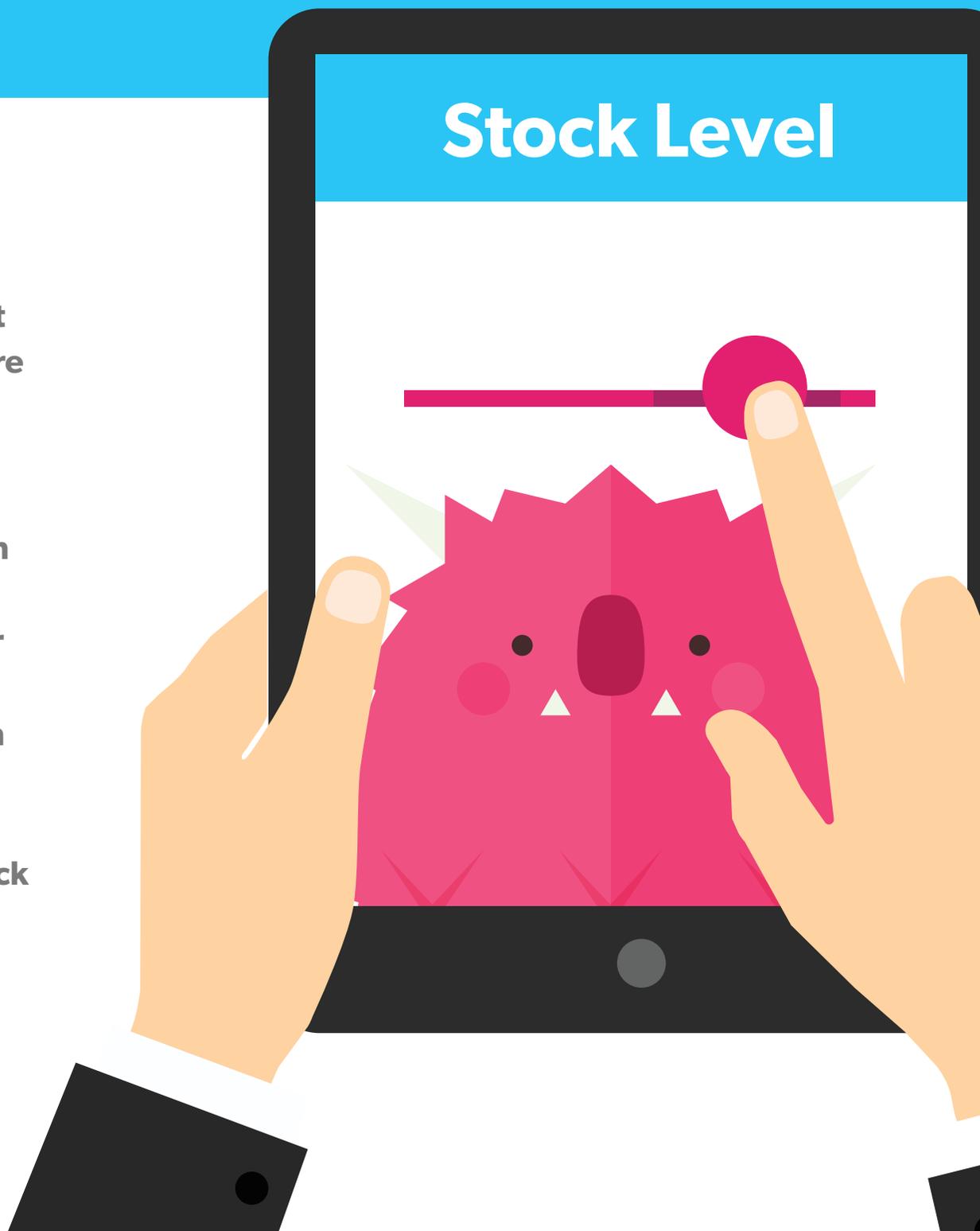
Add negative keywords
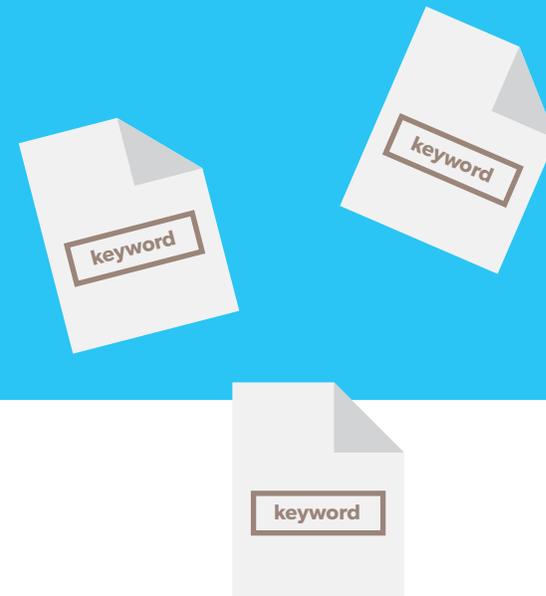
- Google Shopping uses an algorithm to match the product data in your feed to search queries. Unlike search, it does not allow you to select the keywords you want.

- For this reason, it is necessary to work backwards and make sure you add negative keywords for search queries that are not as relevant, or have not historically converted. Otherwise, you will lose yourself money on irrelevant clicks.

- It is highly recommended to create separate campaigns/ad groups for different product groups, because one of the benefits of doing so is that your search query reports will represent only what is triggering those products, allowing you to add negatives easier.
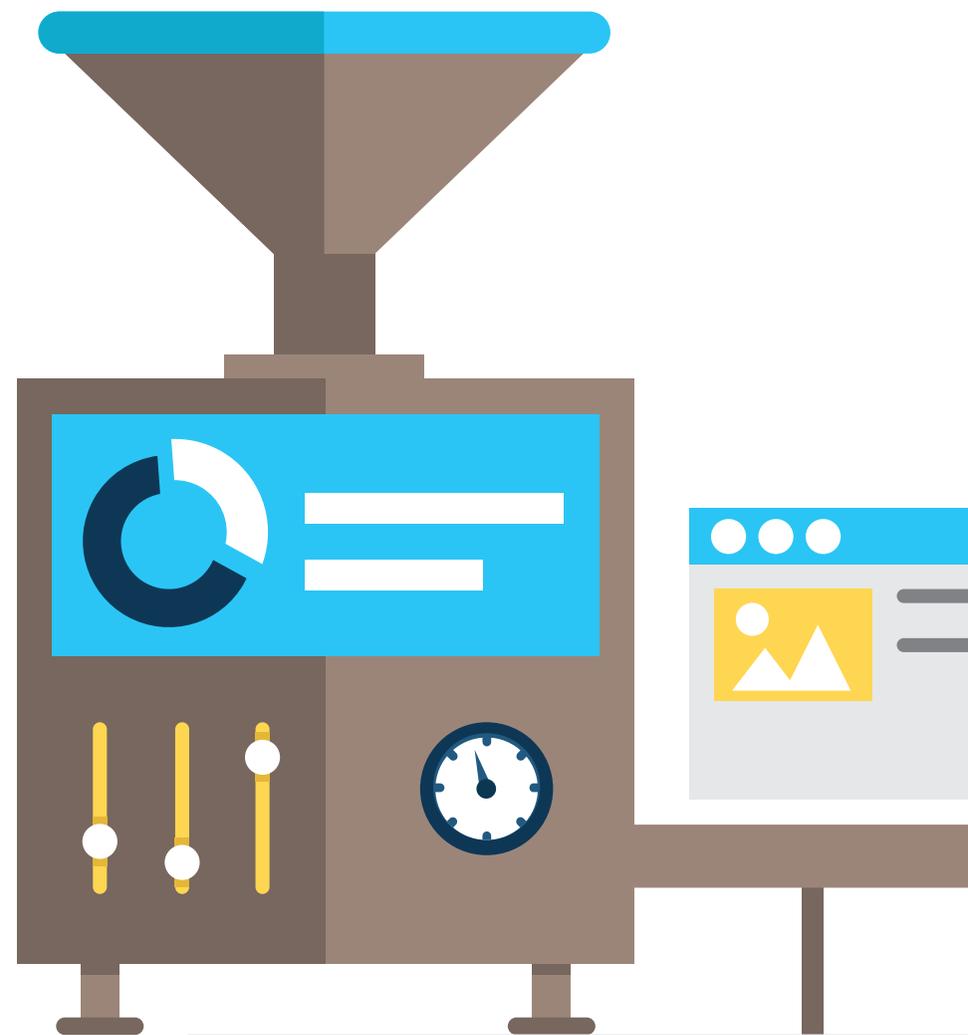
Remove items that do not make you money

■ Ultimately, some products are going to sell better than others. You can either keep targeting all of them, or instead, concentrate on those that sell the best & have the better return on advertising spend.

■ This is why transaction value tracking is important for managing Google Shopping because without it, you will not be able to calculate return on advertising spend. You could be making a great return, but never realise it.

■ Add the column conv. value / cost to discover the true return of the products you are advertising on.
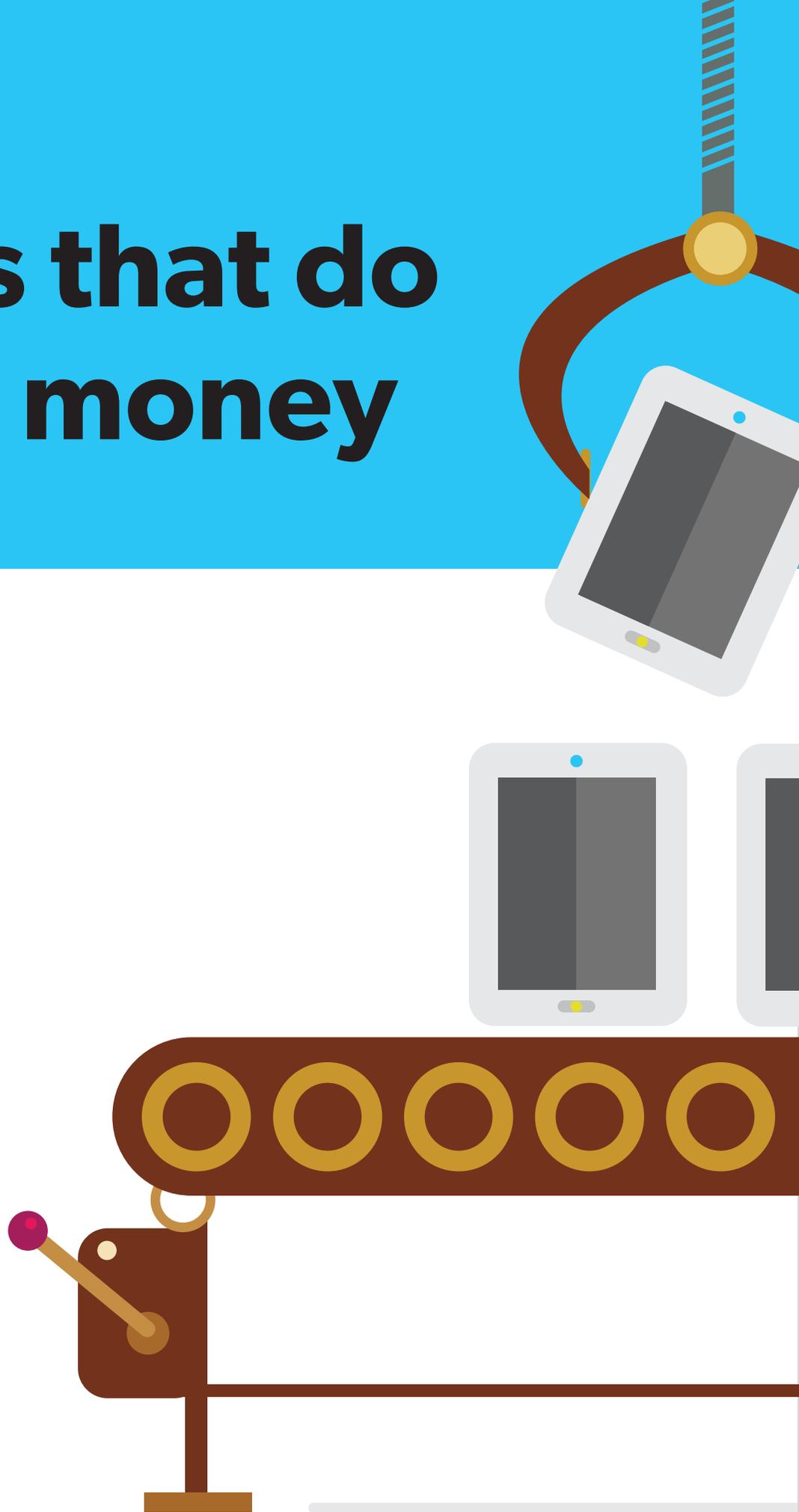
Optimise your bids

Use custom labels

- **In Google Shopping, you can subdivide your products using data from the attributes, category, brand, item ID, condition, item type and custom labels in your feed.**

- **Custom labels give you the opportunity to subdivide products in your feed using the values of your choice in the Google Shopping interface in Adwords.**

- **Custom labels also give you the ability to monitor, report and bid differently. You can have up to 5 custom labels.**

- **Some examples of custom labels that work well are price buckets, products in clearance or bestsellers.**
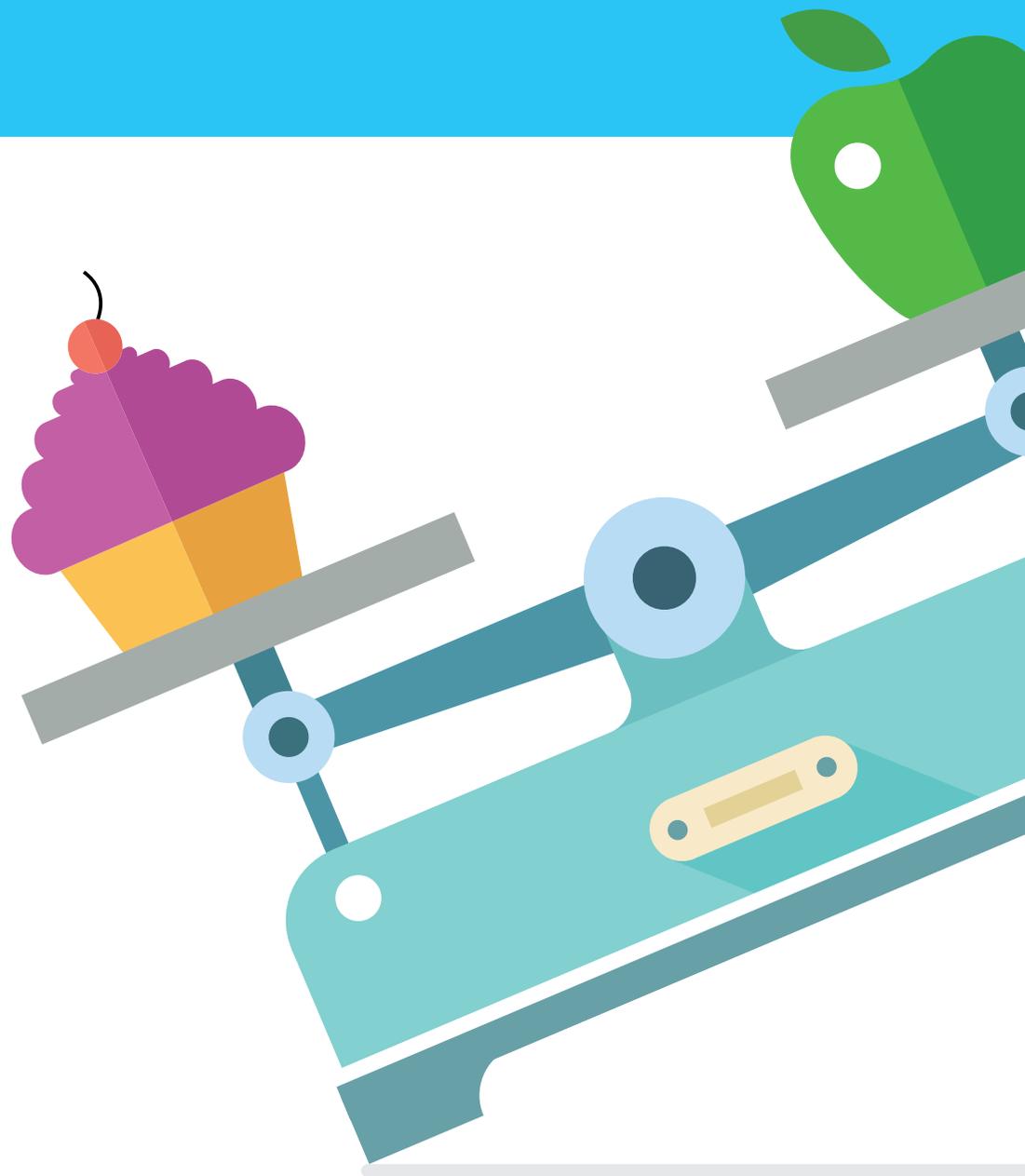
Separate items that are performing

- If you target all your products in a single campaign with a set budget, you may not give each the best opportunity to show, as they will likely fight to get a share of the budget.

- The products that get searched for the most will then spend your budget, and those that do not, but may have had a higher chance to convert will not be shown as much.

- By separating products that work well, or spend the most into their own campaigns, you will give each product more opportunity to show. This will also give you the power to better manage your campaigns because you will be able to adjust bids without affecting the performance of other products.
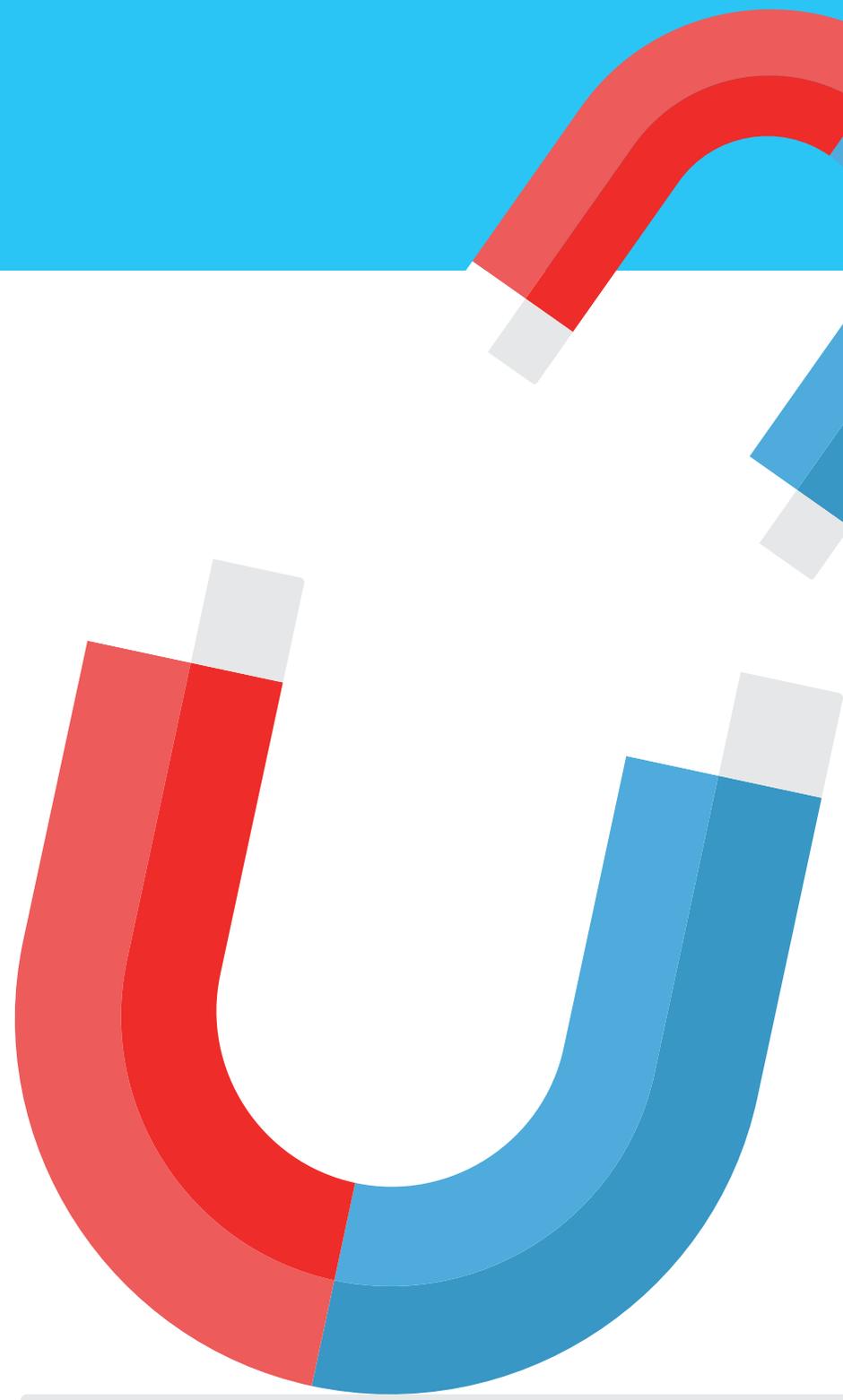
Use the product type attribute in your feed

- Google have their own generic categories to choose from in their taxonomy to organise your products in their catalogue using the 'Google product category' attribute, but they also have an attribute so you can categorise your products by your own classifications, which is 'product type'.

- This attribute should be used because it will help you to organise your products better on Google Shopping and enable you to identify & manage them in a way you better understand.

Increase quality of your listings

Restructure your item titles

- Google's algorithm scans from left to right, so you should always include the most important information such as brand & colour first.

- This will affect your ad rank, because if Google is able to pick up that you have a product in your feed that fits a search query well, then it will show your items before your competitors. If you don't do this, then you could still show, but have a lower ad rank.

- You should consider changing the descriptive text in your titles, on your feed, to suit what would be searched for more if relevant. For example, not everyone will search for a violet jumper, but more might search a purple one.
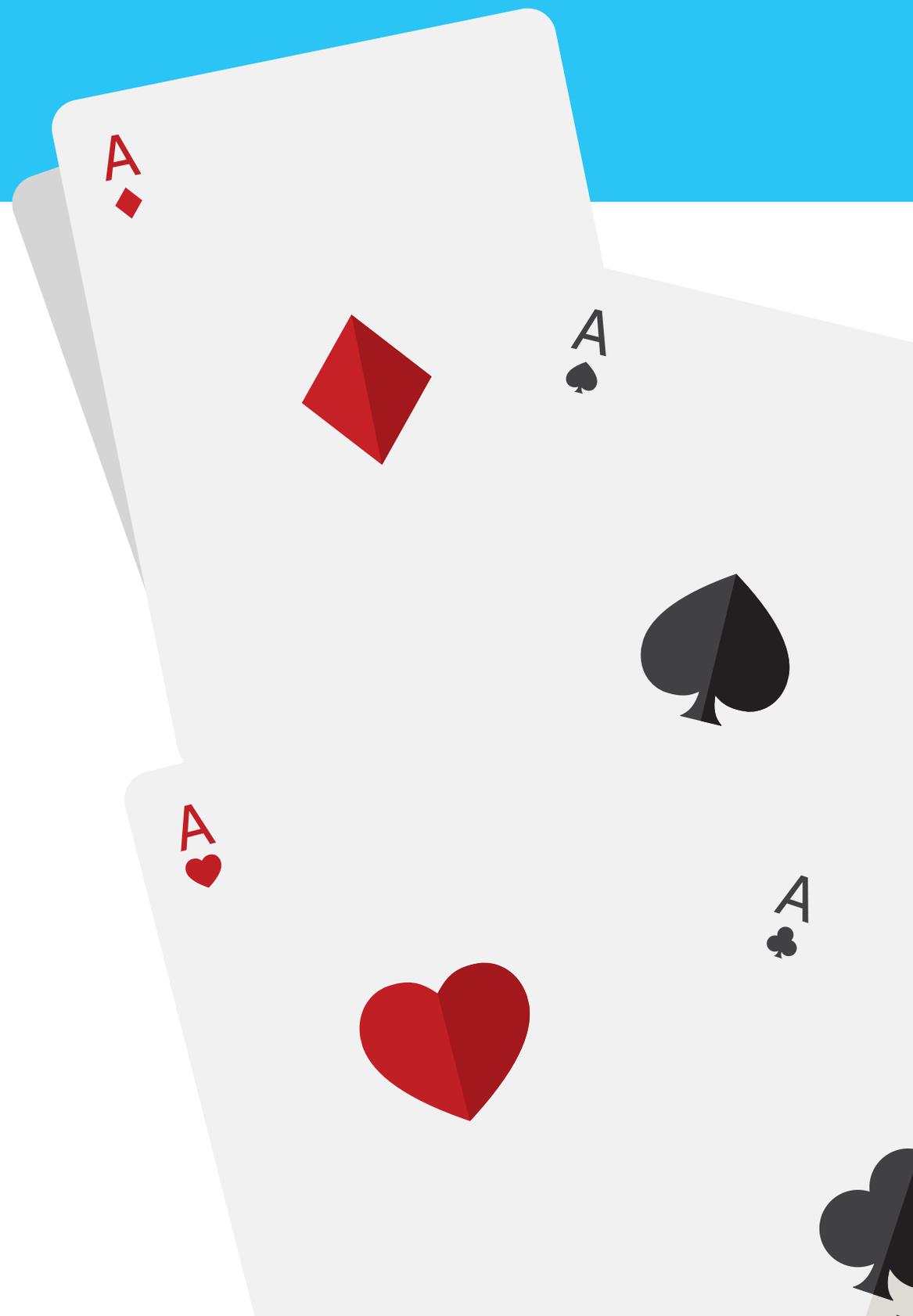
Use promotions

- There are a few ways to differentiate your offering from other competition on Google Shopping. The main is price, but promotions are another big influence.

- You can add promotions per campaign in Google Shopping, which appear, underneath your listings when hovered over.

- If you do not have a discount or promotion to offer, then showcase your unique selling points as a business instead - anything that you feel will separate your business from the competition.

Be selective with your images

- **Google do not allow watermarks, promotional elements or any obstructive content in images for Shopping. If you have images that go against this policy, then eventually your your merchant center account will get suspended.**

- **Also, if you sell bundles, then your images must show an image of a bundle.**

- **It is best practice to use high quality images. This is not only because Google does not like low quality images, but because your potential customers are likely to respond better to a high resolution & clean image. You are then likely to have a better click through rate, and this can lead to a better conversion rate.**

Use the Google Taxonomy

- Google uses the value you provide from its taxonomy tree to categories the products in your feed in the most appropriate places in its shopping catalogue.

- By providing Google with a classification that best suits your product, you will make it much easier for customers to find your products because you will appear under the right category.

- Helping potential customers find your ads easier will improve how often your products are seen and your ability to turn your Google Shopping listings into sales.

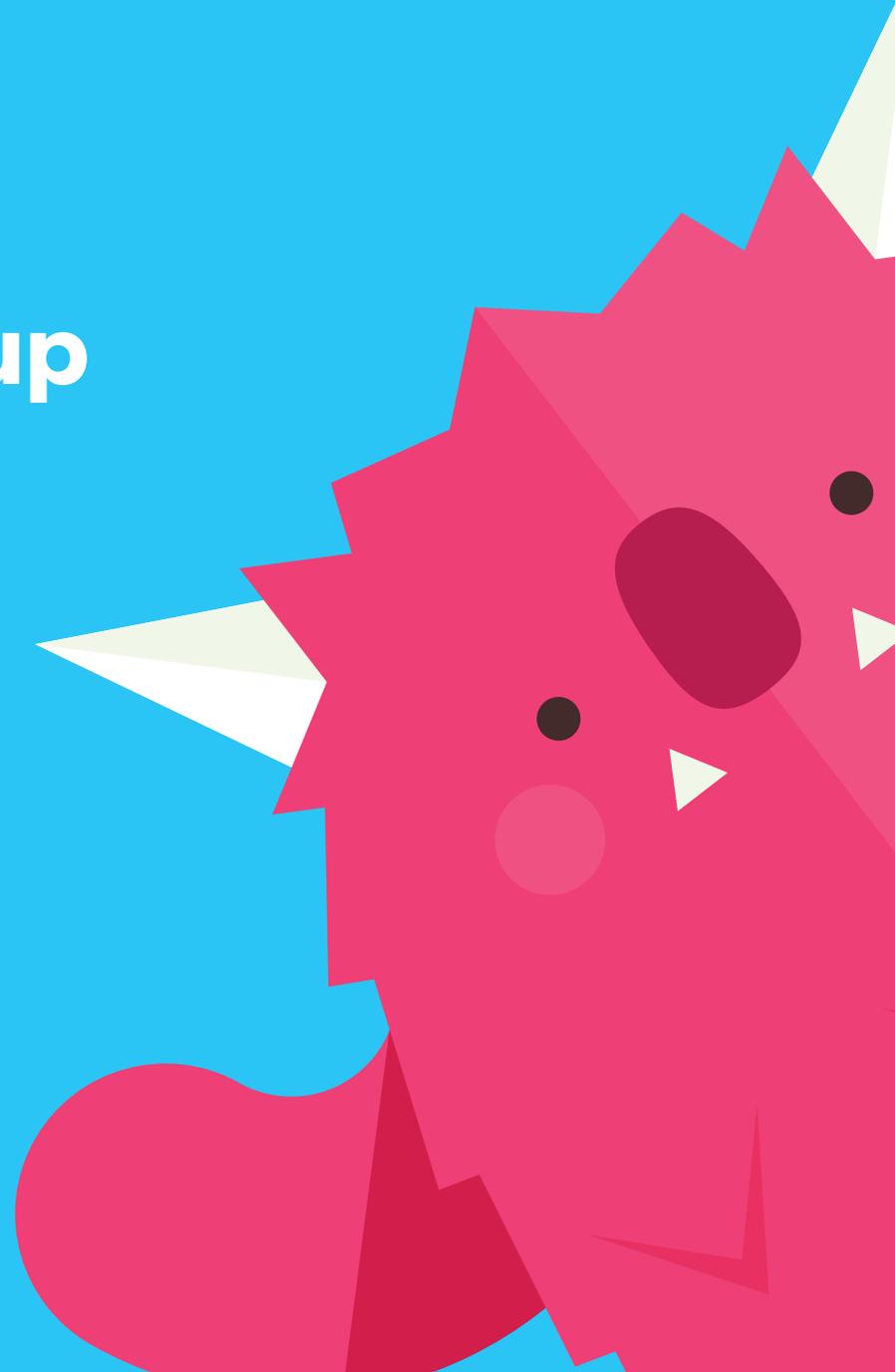# Further leveraging traffic from Google Shopping

Most visitors will not purchase the first time they visit your website. Therefore, the following strategies are important:
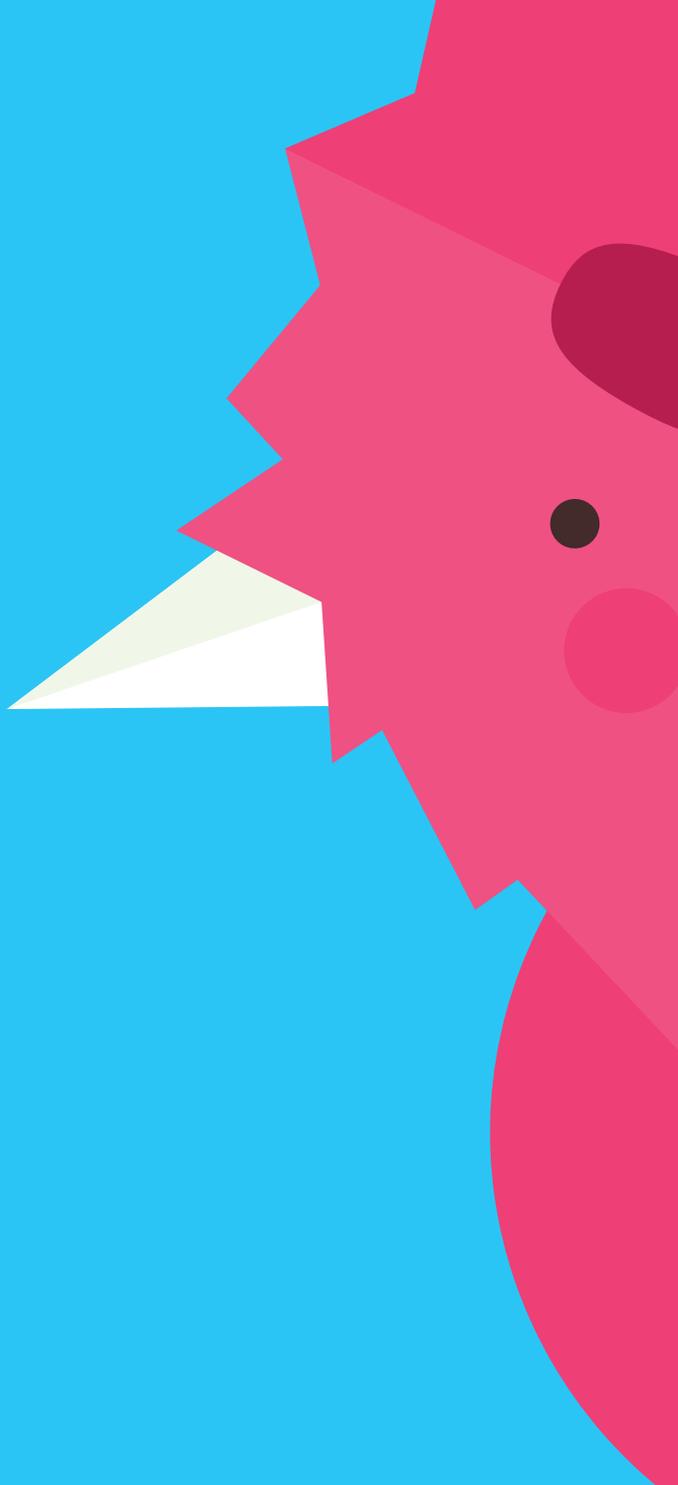
- **Dynamic Remarketing Banners –** These will show your potential customers the products they viewed on your website across the web, e.g. on Facebook, after they leave.

- **Exit Overlays –** Try to stop customers leaving, by reinforcing your USPs or by showcasing a promotion that will expire when they try to navigate away.

- **Recommendation Engines –** Can help you to show popular products or those your visitors last viewed when they later return to your website in widgets. These change according to individual behavior.

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