

Productsup⁷

Your compact guide to the revival of free Google Shopping listings



Expanding your online discoverability on one of the biggest and most effective **ecommerce platforms** out there just got... cheaper.

The what

Google Shopping listings are now free for all types of marketers. This short guide will help you navigate and make the most of this change.

The why

Google wants more merchants to list more products on its platform. This is Google's latest move in it's an ongoing battle with Amazon marketplace.

What actions you should take

Already using Google Shopping and surfaces across Google?

Do nothing! Google will automatically apply these changes to your account.

Happy advertising!

New to this and eager to get started?

1. Create a Google Merchant Center account.
2. Opt-in for surfaces across Google during the sign-up process.
3. Create a Shopping feed and upload it to GMC.



What to expect



Increased competition

Google's ecommerce ecosystem will become more crowded, which makes it even more important to conduct proper keyword research and optimize your Shopping feed.



More valuable insights

More direct competition means more data into the performance of your products. Use this to optimize the content in your listings accordingly to stay ahead.



Prepare for flexible pricing

Sellers will start listing the same product as one another more frequently. Therefore, merchants will need to keep a closer eye on their competitors' pricing to remain competitive.



Save of marketing spend

With many product listings being free, it'll be a great time to reevaluate your marketing budget and shift products or campaigns accordingly.

Get started with Productsup

Ready to take advantage of free Google Shopping listings? Wait no more. The Productsup platform has all the tools you need to get your products listed in no time. Here's a quick look at just how smooth and simple the process really is.

1. Integrate your webshop into Productsup.
2. Automatically map incoming data according to Google's requirements with the preconfigured Google Shopping template.
3. Optimize your Shopping feed with 200+ drag and droppable editing options.
4. Schedule recurring exports to Google Merchant Center.
5. Monitor GMC errors in Productsup and get tips on how to fix them.

...and have top-notch support with you every step of the way.



Try Productsup.
Simpler, better, faster feed management.

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