

7 basic ways to quickly optimize your product feed



Productsup¹

New to product data optimization?
No problem.

The world of product data optimization is packed full of opportunities and ever changing possibilities, but you need to start somewhere.

Follow these seven basic edits to get you started

01

Fill in empty required fields

While it may sound obvious, each channel has their own unique specifications, so required data fields can easily be missed. You should first make sure that your feed has no blank fields for product-relevant attributes like product color, size, brand, etc. Then, check for channel-specific requirements (e.g. Google Shopping requires GTINs).



- Enrich your title by adding the brand
- Fill in missing values in the color column
- Add product GTINs

02

Enrich titles with key product information

Make sure your product titles contain the distinct attributes that influence a purchase decision. Not only should your title contain attributes like brand, size and color, but also more detailed product characteristics (e.g. organic, petite, stainless steel). Including detailed attributes in the title will help you avoid wasted clicks, secure more qualified leads and improve the overall shopping experience. Also note that the most relevant information should be listed in the beginning of the title.

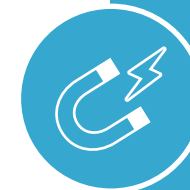


- ✗ Wayfarer Sunglasses New
- ✓ Ray-Ban Original Wayfarer Sunglasses RB2140 901 New Black Polarized

03

Remove consecutive whitespaces

Consecutive white spaces are a common problem in data fields like product title and description. In addition to using up valuable character count, they can also make your ads appear sloppy and unprofessional. Be sure to check your entire product feed for consecutive whitespaces and to remove any instance. Additionally, ensure that there are no unnecessary whitespaces at the beginning or the end of the title.

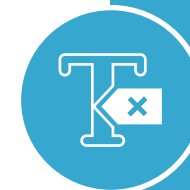


- ✗ Ray-Ban ↔ Original Wayfarer Sunglasses RB2140 901 New Black ↔ Polarized
- ✓ Ray-Ban Original Wayfarer Sunglasses RB2140 901 New Black Polarized

04

Stay within character limits

It's vital that your product titles and descriptions are within the defined character limit. For channels like Google in particular, exceeding the character limit can result in your products being rejected. To avoid this, a quick edit can be done to remove the last words that cause you to exceed the count.



- ✓ Ray-Ban Original Wayfarer Sunglasses RB2140 901 New Black Polarized Lenses, Size 50, Acetate Frame Material, Made in Italy, Suitable for Men and Women ~~who Enjoy Quality and Design~~

Examples





05

Remove duplicate words in product titles

Product titles should not contain duplicate words, but it's an easy mistake to make. Make sure that all your product titles are free of duplicate words. This will also free up space to add other relevant product attributes.



- ✗ Ray-Ban Original Wayfarer Original Sunglasses RB2140 901 New Black Polarized
- ✓ Ray-Ban Original Wayfarer Sunglasses RB2140 901 New Black Polarized

06

Clean up HTML

Sometimes code breaks during your feed import and when it does, you end up with a product description packed with html. Since your shopping channels create ads using the data in your feed, this html would, in turn, appear in your ad. This becomes illegible to the shopper, so be sure to scan your feed to ensure there is no broken HTML or cryptic character lurking in any of the product attributes.

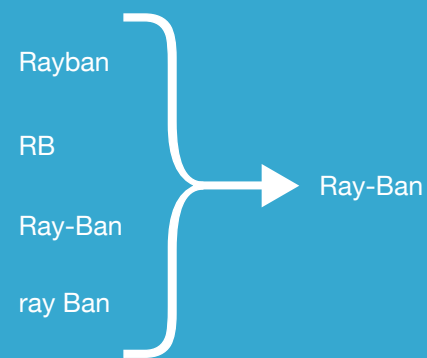


- ✗ `p>span style =line-height:1.4>`
Ray-Ban Original ``
Wayfarer `` Sunglasses
RB2140 901 New Black Polarized
- ✓ Ray-Ban Original Wayfarer Sunglasses
RB2140 901 New Black Polarized

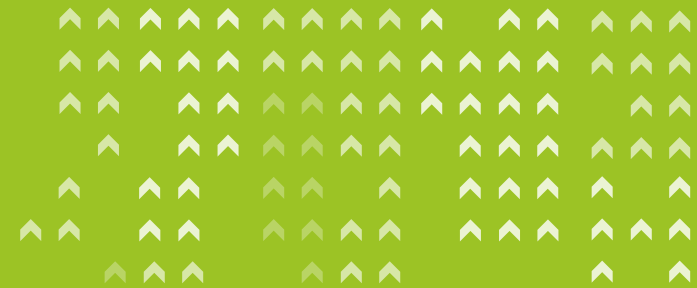
07

Standardize terms in product titles

Ensuring your product titles and descriptions include the name of the relevant brand is important, but in doing so, the brand format needs to remain consistent throughout your entire feed. Not only will this basic optimization enable your customers to search more easily and increase the quality of their shopping experience, but it will also ensures your feed is organized and allows you to easily replace existing terms within your feed.



With the right feed optimization tool, these basic data edits can be performed in bulk, in seconds and independently. Using simple drag-and-drop logic, you can edit your entire feed at the click of a button, while previewing your data changes in real time.





See why you'll love Productsup!



With Productsup, it's never been easier to create the perfect feed for any channel!

We'd love to introduce you to your new best friend in feed optimization.

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