

Avoid Losing Revenue By Updating Your Product Feed!

22nd September deadline to prevent feed removal

Google are updating the format of their Google Product Search feed, adding new compulsory elements and giving merchants a deadline of September 22nd 2011 to update, whilst threatening to remove the feeds of merchants who do not comply.



Google Product Search Results Page

How Will This Affect Me?

- Not complying with requirements will result in your feed being removed from results, resulting in lost revenue and traffic.
- Omitting optional attributes will result in poorer visibility.
- Ecommerce sites without feeds miss out on incremental revenue and traffic

What's Changing?

Amongst other recent changes the following feed attributes will now be compulsory from September 22nd:

- **Availability:** You must define one of four availability options
- **Google Product Category:** Products in some verticals must adhere to Google's defined product taxonomy
- **Image link:** Formerly an optional attribute, this is now compulsory
- **Variants:** Product with multiple variations (size, colour etc.) are now handled differently

Like to Know More?

Do you need help getting your feed ready for the deadline? Has your agency made you aware of the changes? Or do you just want to talk to an agency with unrivalled retail experience?

Contact James Pearson today!



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About Google Product Search

Google Product Search is a search vertical which drives incremental traffic and sales through Google's shopping results and blended natural search results. It's free to submit a feed and improves visibility beyond the standard SEO and PPC channels.