THE DEMYSTIFYING PRODUCT DATA OPTIMIZATION SERIES

Part 2/3 Best Practices in Product Data Optimization

THE 5 C'S OF AN A-CLASS PRODUCT FEED
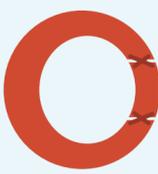
Ensure your product feed is

TIP: Know the requirements and restrictions of your shopping channels!

Current   Clean   Complete   Customized   Compelling

COMMON DATA EDITS THAT HELP ACHIEVE THIS

Remove double white spaces
before: The pink Nike   Air Max 1 are a top selling…
after: The pink Nike Air Max 1 are a top selling…

Fix and decode HTML
before: <p><span style='line-height: 1.3;'>The pink Nike Air Max are a top selling…
after: The pink Nike Air Max 1 are a top selling…

Standardize terms
e.g. "HP" replaced with "Hewlett Packard"

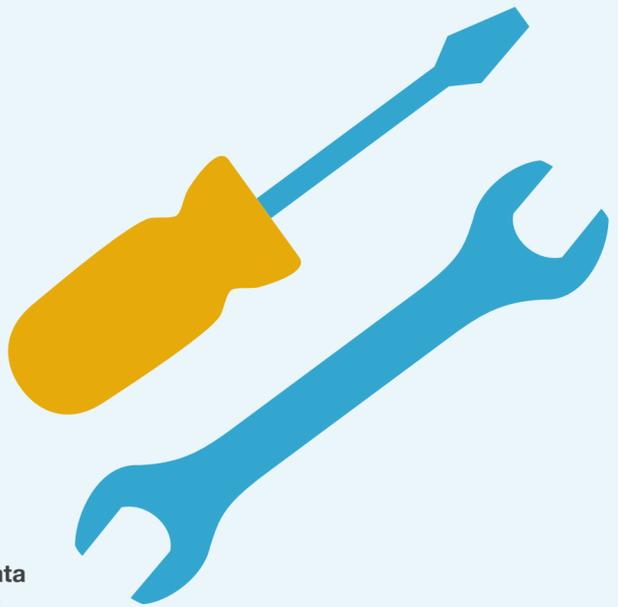**Fill empty fields with relevant information**
e.g. Image missing; brand name missing, etc

Search & replace a value
e.g. "Available" must be replaced with "In Stock"

Create new product attribute based on existing data
e.g. All red products get a sale price over Valentines Day.

ADVANCED TACTICS

Crawl the product website to extract additional information

Look at tracked keywords and adjust data accordingly

Look at keyword search volumes and adjust data accordingly
Refer to SEO, Google Trends and Google Analytics

Set up export feed based on ROI
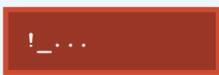Exclude those products that are not performing well

COMMON DATA FEED ERRORS

!_...	**Key product features missing in title** e.g. Colour missing
!_ErrorErrorEr	**Title length** e.g. Google sets a 70 character limit
!_Error.wrong	**Incorrect data formats** e.g. Price column: wrong: 99,95€; right: 99.95
!_ERROR	**Capital letters** wrong: NIKE AIR MAX Pink; right: Nike Air Max Pink
!_Whoops	**Product categories not granular enough** e.g. Shoes vs. Shoes > Running > Nike > Air Max
!_Error/Rorre	**Mismatched data** When the data in your feed and on your website do not match

DID YOU KNOW?

The most important column to optimize is your

Title

Test different product titles and descriptions to see what works best for you!

Product title tips

Keep within the character count limit

abc

Think like a shopper.
Use real-world search queries
e.g. "blue" instead of "azure"

List product variables from left to right, beginning with the most important
Common format of title:
Brand, Product, Colour, Gender, Size

Avoid using promotional text
e.g. promotion, coupon, special price, free shipping

Miss part 1/3: What is Product Data Optimization actually? Get it **HERE**

powered by **productsup**