

A Quick (but Useful) Guide on  
Using Google Shopping Ads to  
Generate Sales and Revenue

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Let's begin.

## What are Google Shopping Ads?

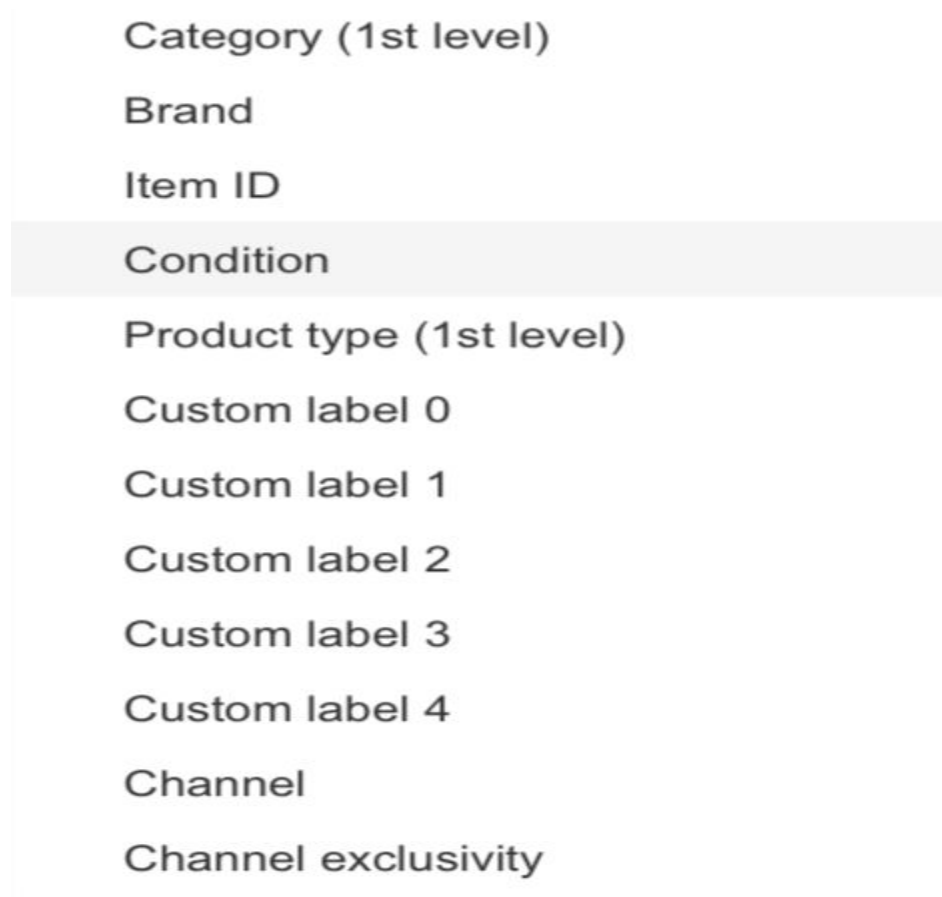
- You've probably seen Google Shopping Ads in the past. They often appear, when you search for a product in Google.
- These ads are particularly effective, because they showcase a high quality product image, as well as the price of the product in question.
- Plus, because these ads tend to appear at the top of the search listings, your products are going to appear where searchers are going to be looking the most.
- Even if you're looking to boost sales for your offline store, Google Shopping Ads can help.

## Setting up Google Shopping Ads

- Before you do anything else, you'll need to create a Google Merchant account if you do not already have one.
- Having a Google Merchant account, gives you the chance to provide Google with information related to your products.
- To set up a Google Merchant Account, visit <https://merchants.google.com>.
- Then go through the signup process. Once you're finished with the signup process, you need to create a 'Feed,' that contains the products your store supplies.
- To get that done, click on 'Feeds,' in the left hand column.
- By creating a feed, you're giving Google the information it needs to display your ads.
- Setting up your feed is not too difficult, as all you need to do is fill in a spreadsheet provided by Google.
- However, it can get a little bit complicated at times, so we recommend [that you watch this video](#) ahead of time.
- Once you've set up your Product Feed, you then need to link your AdWords account with your Google Merchant Account.
- To do that, click on 'Settings,' in the sidebar, and then select AdWords.
- Then click on 'Link Account.' If you do not have an AdWords account, you can set one up within the Merchant Centre.
- Once you've set up an AdWords account, you have the option of creating a Shopping Ads campaign from within the Merchant Centre.

- However, it is better to set up a campaign through Google AdWords.
- [You can head over to this webpage](#), and Google will walk you through the process of setting up a 'Shopping Campaign.'
- When there, just click on the 'Guide Me' button. In any case, for those that want a quick overview, let's just briefly look at the process of setting up Shopping Ads.
- Login to your AdWords account and then click on '+Campaign.'
- Then select the 'Shopping,' option. Give your campaign a name.
- Then select the country for your campaign.
- **Important:** Make sure the country matches the country you used in your Product Feed.
- Then select the 'Networks,' you want your products to appear on.
- You then need to decide on a location for your campaign.
- Once you've done with deciding on a location, you'll need to focus on the bidding options.
- Pick a small amount, that is under \$10 or so, and test the waters.
- Once you have some results, say after a week, you can then decide if you want to increase campaign spend, or if you need to make some campaign changes.
- Leave the delivery method as it is for now.
- **Note:** Shopping Ads do not allow for you to pick keywords when advertising products.
- Shopping Ads work, by taking the products in your Product Feed, and then showing them using Google's own keyword data.
- So essentially, you're advertising based on products.
- Because Google has great data on the kinds of keywords people type in when searching for products like yours, your products will appear for the relevant keyword.
- However, if you really want to, you can add negative keywords to a campaign, to stop your products from appearing in relation to certain keywords.
- Such keywords might include those that have low buyer intent.
- Additionally, if you want to create campaigns for specified products, adjust the 'Advanced Shopping settings,' on the page where you initially set up your Shopping Ads campaign.
- This can be a good idea if you want to have tight control over the Shopping ads shown for each of your products.

- You'll notice that there is a section called 'Inventory filter.'
- This is where you can select the products that are going to be advertised, in your campaign. You can select products.



- As you might have guessed, this information is going to be pulled from your Product Feed.
- You may have also noticed an option called, 'Campaign priority.'
- This is helpful if you're running multiple campaigns, that advertise the same product.
- You can use this feature to give priority to certain products, so that they receive a higher bid, and therefore more exposure.
- You'll get an explanation from Google, in relation to the campaign Priority feature.
- Once done, click on Save and Continue. You'll then be taken to this page.
- Here you need to name the Ad Group, and add some promotional text, if need be (more on this later).

## Strategies to maximize revenue when using Shopping Ads.

- If your ads aren't bringing you the best results, consider adjusting the bids you have chosen.
- AdWords is based on a bidding system, meaning that whoever pays the most, or is willing to pay the most for an ad, generally receives the most exposure.
- So if you find that your ad is not generating any clicks, then think about raising the bid for your ad.
- When it comes to bidding for ads, it helps to know the lifetime value of a customer.
- When you know that, you have more freedom to bid higher amounts, as you can be sure that you'll be able to recover the cost.
- As well as that, if your ad is not generating a lot of clicks, then you may want to give it a new image.
- If you want to change the image for your ad, you'll need to take a look at changing the image that is being sourced from your Product Feed.
- Images can have a massive impact in terms of whether someone clicks on your ads or not.
- If you're used to advertising on Facebook, then you'll know this to be true.
- Take a look at some of the other product images that appear when searching a keyword related to your product.
- If there are any that stand out, question what makes them look so appealing and what can be borrowed and implemented into your own campaigns.
- **Retargeting** is another great strategy you can use to maximize revenue when using Shopping Ads.
- With retargeting, what you're looking to do, is trigger a tracking pixel when someone visits your site, and then show them ads using other Google Ad products.
- Such Ad products might include YouTube Ads and Google Display Ads. Ideally, you'll want to create ads for specific products.
- So if someone clicks on a shopping ad, and looks at a particular pair of boots.
- You may also want to put some thought into optimizing your product descriptions.
- If you can ensure that the name of your product, accurately describes what is on offer, you'll be able to encourage some more clicks.

- Copy always matters and similar to what you'd expect with a normal AdWords ad, changing the words you use, can improve conversions.
- It's also a good idea to mention any promotions that you might be running.
- We touched on this earlier, when we were going through the process of setting up ads.
- Mentioning such benefits in the promotions section, can have a big impact on how people perceive your ad.
- After all, even if other companies do provide free shipping, the person viewing this ad doesn't know until they click on the other ad.
- But if you explicitly mention that you provide free shipping, in the ad, you have an advantage over other companies, right from the get go.
- Another thing we touched on earlier, that is worth revisiting, is the exclusion of certain keywords.
- To exclude keywords that are not benefiting your campaign, choose your campaign on the 'All Campaigns,' page.
- Then, click on 'Keywords.'
- Once there, use enter in any keywords that you want to exclude.
- You'll notice that there is the option to exclude keywords based, at 'Ad Group level,' and 'Campaign Level.'
- Your method for excluding keywords here, will depend on how you went about setting up your campaign in the first place.
- But what if you don't know what keywords to exclude? On the very same page, there is a link to a page known as 'Search Terms.'
- When you click on this button, you'll be able to see all the search terms that people have used, in order to come across your advertised products.
- This data is valuable for two reasons.
- Firstly, it can be used to inspire some negative keywords, of which you want to exclude.
- Secondly, you can analyze the keywords used, in order to find your products, and see if they provide any insight into how you can improve your product descriptions.