Product Data Feed Audit

Ultimate Guide

Brought To You By WakeupData In Partnership With

FDIH STYRKER DANSK E-HANDEL

Table of Contents

01

Optimizing
Search Titles

Are your titles search friendly?

Giving quality titles is essential for making your product listings search engine friendly and ensuring you appear online for the right user queries. Enhancing product titles has in some cases resulted in **151%** more clicks, a **47%** increase in CTR & a **28%** reduction in CPC – Sounds pretty good right?[1].

Of course there is no single formula for all products. However, put simply, a nice optimized title should consider:

• The attributes of the Product (brand, color, size, etc)
• Readability of the Titles - with relevant keywords.
• Removal of unwanted HTML code and irrelevant info.

A lot of unoptimized webshop titles appear in a product feed like this:

'Golf polo, red, Hilfiger'

Any other relevant information (like size, color, gender) is present but included in other fields on the webshop. Adding more information into the product title dramatically increases visibility, share of voice, and CTR% thus lowering costs and improving conversion.

An optimized title might look something like this:

'Tommy Hilfiger Mens Golf polo shirt – red – xl – slim fit'

This has been combined from various attributes such as: [Webshop title] – [color field] – [size field] – [custom field] On the next page we will take a look at what the optimization of these titles can achieve.

However, don't be overwhelmed at the thought of having to manually change titles for thousands products in your feed. WakeupData can easily edit the titles in your feed using our expression engine to set up rules to optimize all your titles in a fraction of the time.
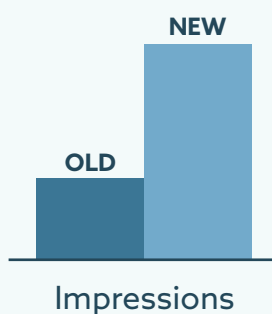
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1.   https://saas.findwatt.com/blog/case-study-optimizing-product-titles-google-shopping

This example[1] shows how adding information such as *product type, brand, model, size, gender* to the product title was able to increase the overall impressions on Google Shopping by **192.59%**.

Old Title: Faith Lethal Nude Occasion Heeled Sandals

New Title: Bridal Shoes by Faith - Lethal Nude Occasion Heeled Sandals Size 5 for Women

NEW

OLD

+192.59%

- Adding of search terms
- Automatic length optimization by adding size and gender

Impressions

In a similar example, the results shown are from Legeakademiet.dk and show how WakeupData were able to give dramatic improvements to conversions, conversion value and return on ad spend. This was achieved by optimizing their titles, descriptions and images for their Google Shopping product feed.

61,22%
More Conversions

131,25%
Conversion Value

10X
Return On Ad Spend

1. https://searchengineland.com/google-shopping-feed-optimization-speak-customers-language-write-compelling-product-titles-266170

02

Product Descriptions

Are your product descriptions descriptive?

Including the right **keywords** will push you further up the rankings and earn you valuable impressions. Use keywords which you know your audience will be looking for. If you can't compete for shorter keywords use **long-tail keywords** which have more chance of ranking you higher. Adding basic factors like **size, brand, design, age and gender** to your descriptions will greatly improve your results. Have your target audience in mind, use engaging language and check your copy for errors!

This example is laid out simply, clearly stating the color, size, fit, material and factors relevant to that specific product. Instead of using a stock description from the manufacturer's site, the listing uses engaging language alongside important info.

The results[1] from Kaufmann show how optimizing their product data (including descriptions), using WakeupData dramatically increased their Click-Through-Rate (CTR), sales percentage and overall revenue.

267%
More Clicks

71%
More Sales

44%
More Revenue

WakeupData's expression engine can optimize descriptions by setting up rules to expand and improve the data – saving you time and money in comparison to manually optimizing descriptions.

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1.   https://blog.wakeupdata.com/case-kaufmann

03

Image
Optimization

Are your images optimized for each channel?

First impressions count and the image is often the first thing a potential customer sees. Therefore, ensure all your product listing's images are:

min 800px

min 800px, max 10mb

- In **high resolution** (at least 800px in height and width and up to a 10MB file size)
- **Compelling** - interesting and engaging to help the customer understand your product.
- The main image of a product should include a **clear view** of the product on a white background - with no text or watermarks

✖ Example 1

The first product image is not optimized for selling on other channels. The brand name and logo should be **removed** and included in the title and description instead, while watermarks shouldn't be present.

Secondary images (e.g. showing the underside of the product) should not be in the same photograph but included as an accompanying image to provide further details to the customer.

✔ Example 2

Selecting WakeupData as your data feed management tool means we can produce optimized images for you which give the best results. This product image shows the viewer exactly what is on sale with a clear background.

Optimizing like this also means that you won't run the risk of having product listings rejected by not complying to channel specifications for product images.
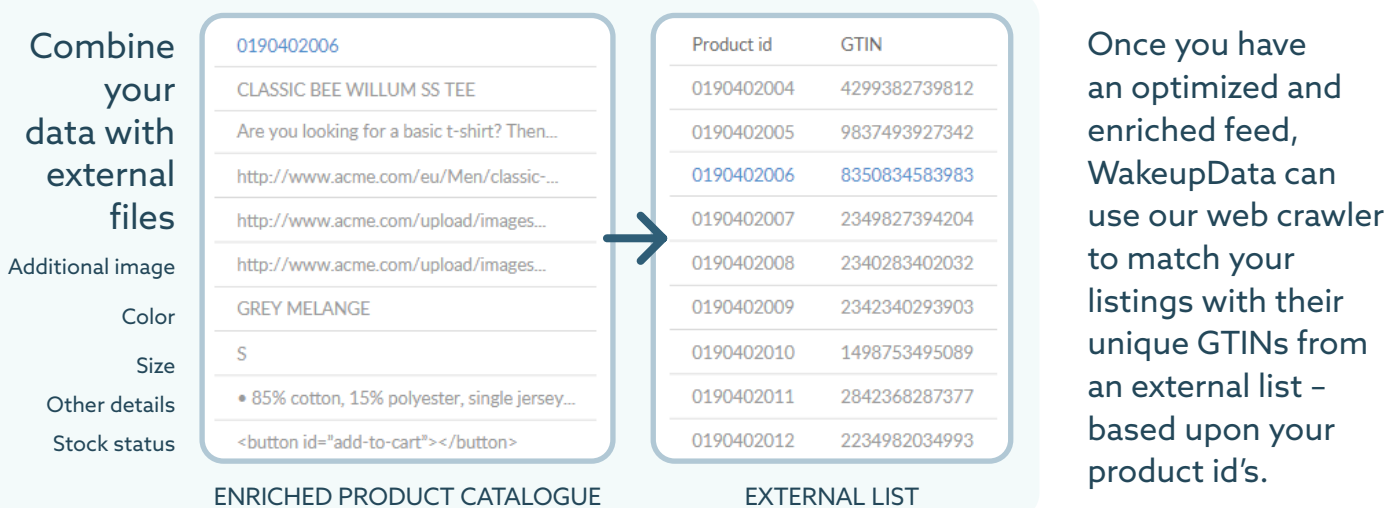
04

GTINs, UPCs & EANs

Do your products need GTINs/UPCs/EANs for each channel?

These are unique numbers for all items listed in your product feed, and for many channels is a requirement if GTINs have been assigned by the manufacturer. Even if not a requirement, including them means you can uniquely distinguish the products you are selling and help accurately match your customer's search queries with your offers. If you don't currently have these included in your feed, data feed management tools can scrape your site and merge any file containing GTIN/EANs to your existing feed.

Combine your data with external files

Additional image
Color
Size
Other details
Stock status

0190402006	
CLASSIC BEE WILLUM SS TEE	
Are you looking for a basic t-shirt? Then...	
http://www.acme.com/eu/Men/classic-...	
http://www.acme.com/upload/images...	
http://www.acme.com/upload/images...	
GREY MELANGE	
S	
• 85% cotton, 15% polyester, single jersey...	
<button id="add-to-cart"></button>	

ENRICHED PRODUCT CATALOGUE

Product id	GTIN
0190402004	4299382739812
0190402005	9837493927342
0190402006	8350834583983
0190402007	2349827394204
0190402008	2340283402032
0190402009	2342340293903
0190402010	1498753495089
0190402011	2842368287377
0190402012	2234982034993

EXTERNAL LIST

Once you have an optimized and enriched feed, WakeupData can use our web crawler to match your listings with their unique GTINs from an external list – based upon your product id's.

Why? The channels you are selling on want to create the best possible user experience for your customers. Taking the time to get these numbers means that you won't get products rejected and that anyone who views your listings will receive more relevant search results and ads.

iProspect - Example

iProspect's decided to use WakeupData, meaning all their clients benefit from our enrichment processes by matching a list of EAN/GTIN numbers to their products, updating feed data by scraping their webpages and using date based automated filtering processes.

"We recommend WakeupData to clients who wish to integrate data feeds with different platforms. WakeupData's ability to act fast, deliver high-end solutions and provide great support are some of the most important reasons we choose to work with them."

Ruth Marbæk Barrit
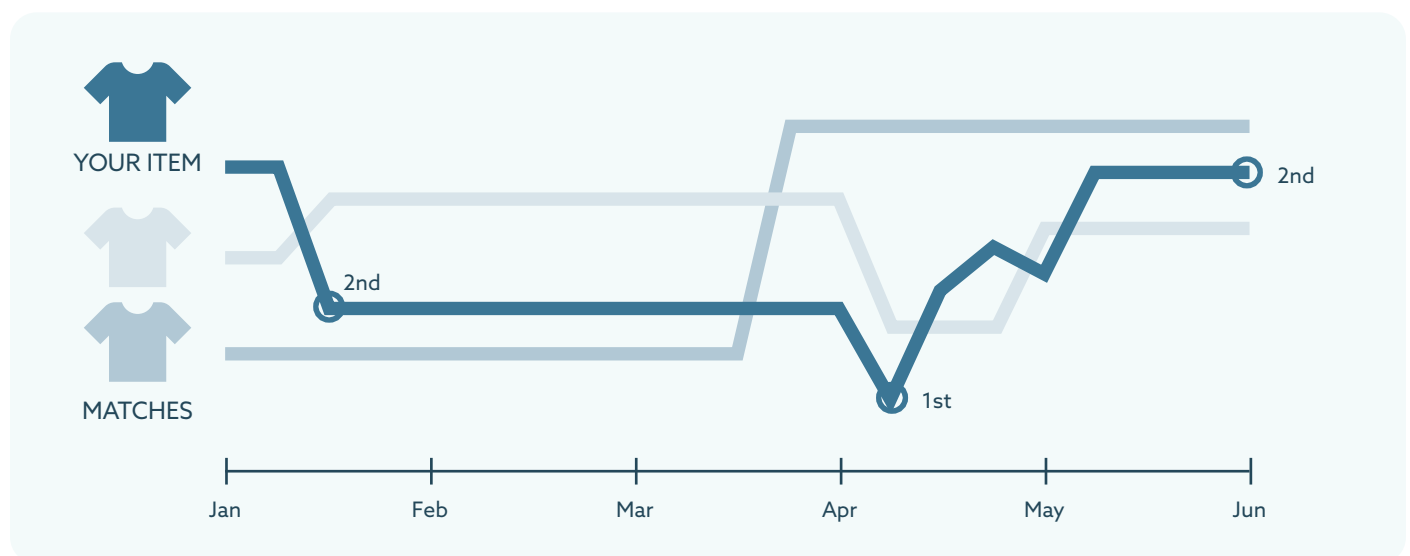iProspect head of PPC

05

Price Monitoring

Are your prices really competitive?

Price is usually the deciding factor when it comes to purchasing online. If your product isn't selling well, it's probably because it isn't priced correctly. Submit an amount and currency that matches the price on your landing page. Make sure your price is correctly formatted and regularly updated if you are running special offers, discounts or sale items at certain times of the year.

Data feed management tools can set up **regular scheduling** for updating changes to your pricing and get you started with **price tracking** to monitor your competitors too.

The Recon service from WakeupData allows you to make informed decisions based on your needs, providing you with **stock information, product specifications and sales trends**. You can get the best out of your up-to-date product information with Recon's immense comparison capabilities. Simply select your competitors, match items, setup your desired schedule and get access to unlimited amount of product data.
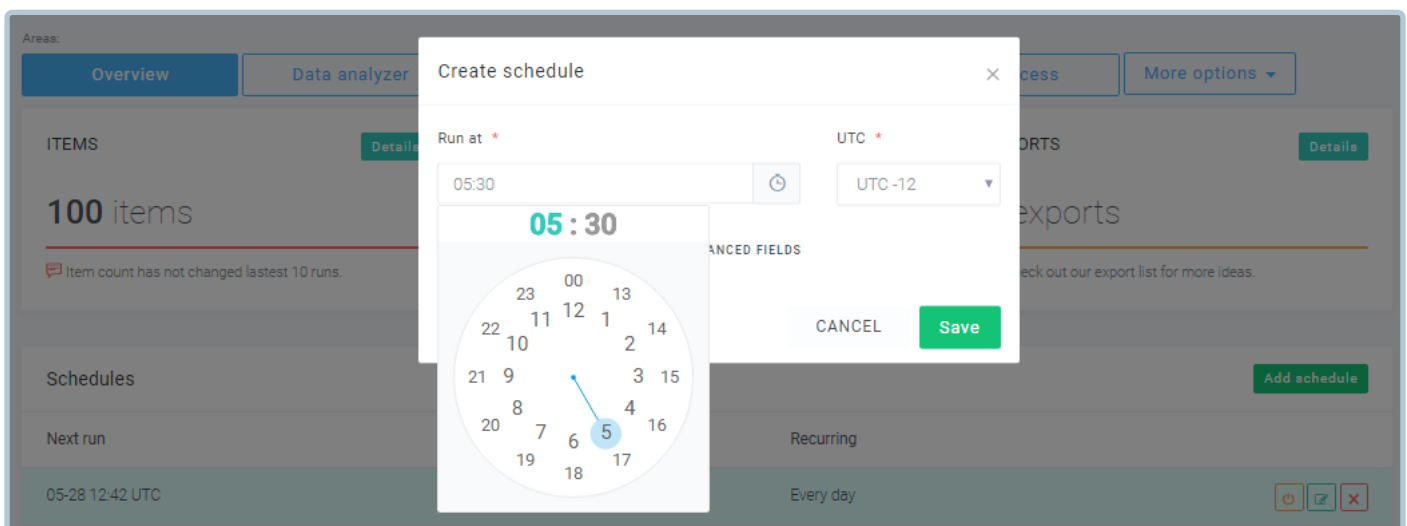
06

Update
Your Feed

How often do you update your feed?

Not updating frequently means data on your listings isn't accurate, leading to penalties from the channel you are selling on. Automation software from data feed management tools means you simply select regular times to update feeds, instead of spending hours manually updating.

You can stay ahead of your competitors by also implementing strategies like price monitoring, currency converter and weather data to ensure your feeds are targeted to certain audiences at the right time. Plan ahead with sales, offers and discounts on your product feed listings for calendar dates like national holidays and retail events which are in line with your sales goals.

It is important to time your import **schedule** and sync it with any changes you perform at the source of your data. With the WakeupData platform you can create a schedule to run automatically – so you always have the most up-to-date product data info being sent to your channels.

Within the same platform you can also use options like weather data to plan ahead and target certain audiences at certain times depending on the **weather condition**.

Currency converter uses the latest rates from European Central Bank to enable you to provide the same high level of service to your customers across your sales channels, regardless of the country.

07

The Right Category

Are your products under the right category?

Placing products in specific product categories is designed to help your channel know exactly what that specific product is and therefore help your potential customers find their way to your specific product.

The more information that you can give your chosen channel to help them classify your product and match it up to search queries the better. Using the same categories for many of your products will limit your visibility, so invest some time in proper categorization and watch your conversions increase.

Third party tools can use manual and automatic matching in order to match each product type in your feed to the most appropriate channel subcategory, in seconds.
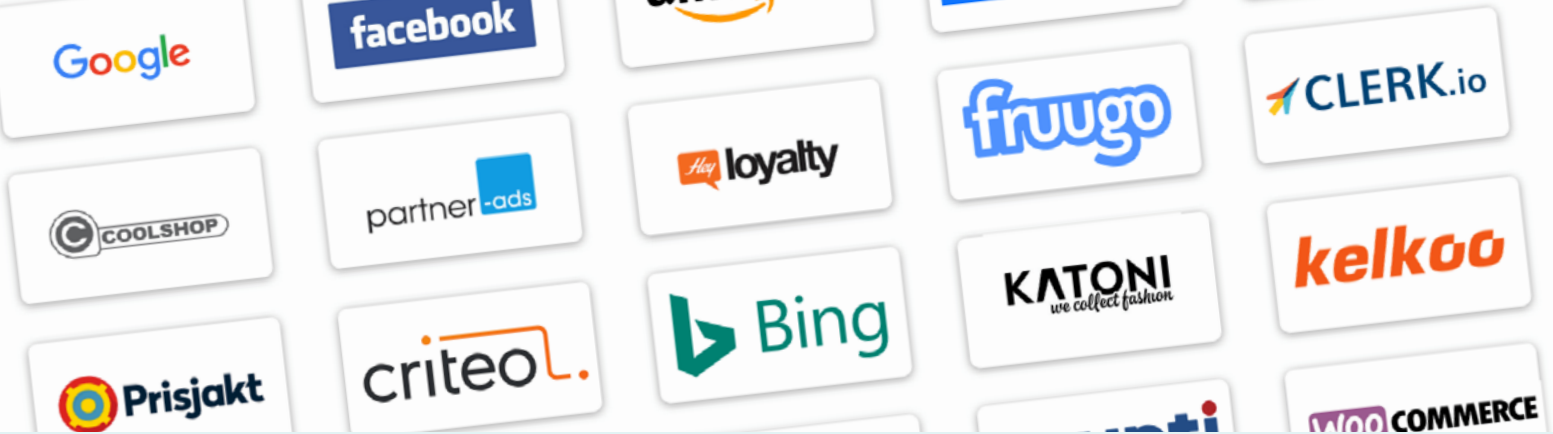
Why is it important? Implementing categorization means your chosen channel can:

*   Identify quicker if your products are a good match for specific search queries.
*   Thereby increasing your likelihood of appearing in the right search queries means CTRs will improve.
*   By having better CTRs your product ads will have improved chances when competing with similar competitor products.

08

The Right Channel

Have you chosen the right channel for your products?

When considering which channel you want to sell from, consider the "four Ps" of business (**product, promotion, price and placement**). Do some research on the industry norms for your products, competitor placements and, most importantly, your audience. Think about their age range, demographics, location and habits.

Read customer reviews of different channel options, think about the strengths, weaknesses and how these could be related to your products specifically. If you are just starting out, optimize your existing channels with top quality data before setting up new channel integrations.

WakeupData offer a wide range of channels suited to different businesses and markets and can advice you on your choice.

If you have a certain channel in mind with which you would like to integrate which isn't listed, we can set you up in no time.

Our system uses templates to automatically generate an export that is pre-filled and ready to push out, with the chance to add more content.

You can connect with all these channels and more in just a few minutes.

09
Expressions

Use expressions to improve content

As we've seen in the '**titles**', '**descriptions**' and '**images**' section of this guide, making use of expressions is an effective means of rapid product data feed optimization because it lets you to match many characters using just one rule.

You can use expressions for multiple functions like finding and replacing duplicate words, removing spaces, generating new content from existing product info or setting up custom URLs with tracking info – in fact there are **over 100 different functions** available with WakeupData's expression engine to optimize your feeds.

Select a feed management tools give you the ability to set up these expressions and improve content. Better content makes you more relevant and being relevant helps products sell more. Simple!

Classic Bee Willum SS Tee

0173628461-23460895873459

Are you looking for a basic t-shirt? Then you should take a closer look at the Acme CLASSIC BEE WILLUM SS TEE. Drawing on the Scandi-cool look, this t-shirt offers a simple and clean look, easy to style with most items from the wardrobe.

- 85% cotton, 15% polyester, single jersey
- Regular fit

Blue, S

ADD TO CART

→ Acme Classic Bee Willum T-shirt, blue, small for men
  BRAND · TITLE FUNCTION · TEXT COMBINATION · DATA FROM URL

→ Cotton/Polyester
  REFORMATTING

→ In Stock
  BASIC CONDITIONS

With WakeupData's powerful expression engine, you can generate new content by designing or combining pieces from already existing product information. Examples:

- Add **color**, **material** or other **key data** from product information.
- Calculate **discount percentages** or **values**
- Calculate important **margins** between cost, sales and other prices
- Create **custom URLs** with tracking information or other tags
- Update, translate and **create content** based on predefined rules

"Silvan doubled their Click-Through Rate (CTR) by using WakeupData's expression engine to create a new, optimized feed – we were able to provide them with top quality product data by carefully selecting relevant attributes which we knew ranked highly for their clients."

10

Assess, Measure, Act

Complete your Product Data Feed Audit

Now you have an oversight of some of the factors to consider when auditing your product feed. You can improve your product titles, descriptions, categories, product images and more. What's next? At this point you may be thinking that you are ready to go, our final recommendation however is to first test your product feed through our audit tool.

Tested fields overview and related results divided by potential improvements.

Field	Tests executed	Rejection prone	Conversion improvements	Visibility improvements	Other improvements	
Unique product id (id)	4	1	0	0	0	Go to details
Product title (title)	8	0	0	30	0	Go to details
Product description (description)	7	0	0	7	1	Go to details
Product link (link)	7	0	0	0	0	Go to details
Primary image link (image_link)	6	0	23	0	0	Go to details
Availability (availability)	1	0	0	0	0	Go to details
Product price (price)	1	0	0	0	0	Go to details

By sending your feed url to our feed marketing experts, we can give you a complete breakdown of your product data feed. We will analyze multiple factors, running hundreds of feed tests to assess how exactly your Google Shopping feed listings can be improved and how you can take action.

1. https://www.wakeupdata.com/product-feed-audit

WakeupData

Feed Marketing Solutions For Everyone

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