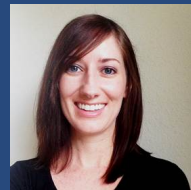




Asking the Right Questions: How to Use the Scientific Method to Succeed With Shopping Feeds



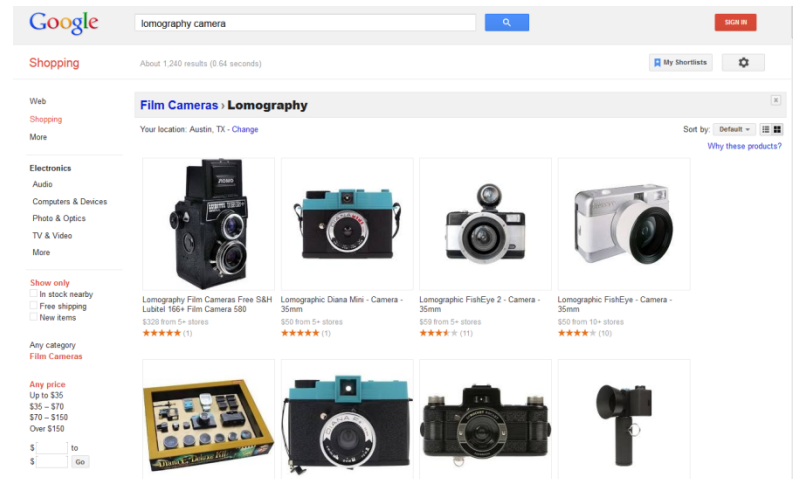
Sean O'Connor
Channel Marketing Specialist



Mia Wenske
Channel Marketing Specialist

What are Shopping Feeds?

- Also referred to as Comparison Shopping Engines
- NOT Keyword-Based
- Show based on Product Information
- Most Shopping Engines are paid and you select bids
- Must have correct product data



Who are the Players?

amazon Product Ads

Shopping.com

shopzilla

thefind

Nextag

Google

pricegrabber
Smart Shopping Anytime Anywhere

bing

Which Engines are Popular?

COMPARISON SHOPPING ENGINES:
Shifting ecommerce sales into overdrive

LADIES AND GENTLEMEN, START YOUR ENGINES!

Compare shopping engines on CSEs are growing at a record pace. Being successful on Google is critical, but it's not enough. CSEs are becoming more diverse. Allow us to provide your website with the specific products, price, shipping, shipping and tracking information to drive repeat purchases from the time you're in charge. CSEs and add a little love for your website.

WHICH ENGINES ARE THE MOST POPULAR?
Despite a diverse set of players, Google takes the pole position when it comes to CSE traffic & revenue.

TRAFFIC

REVENUE

56% Increase in overall CSE traffic in 2012

CSE TAKE OFF IN 2012
Shopping engines are growing at a record pace.

WHY ARE CSEs IMPORTANT? BECAUSE THEY WORK!

CSE Conversion Rates

Engine	Conversion Rate
Google	1.76%
PriceGrabber	1.26%
Nextag	1.26%
Shopping.com	1.26%
Amazon	1.26%
Shopzilla	1.26%
CSE	1.26%

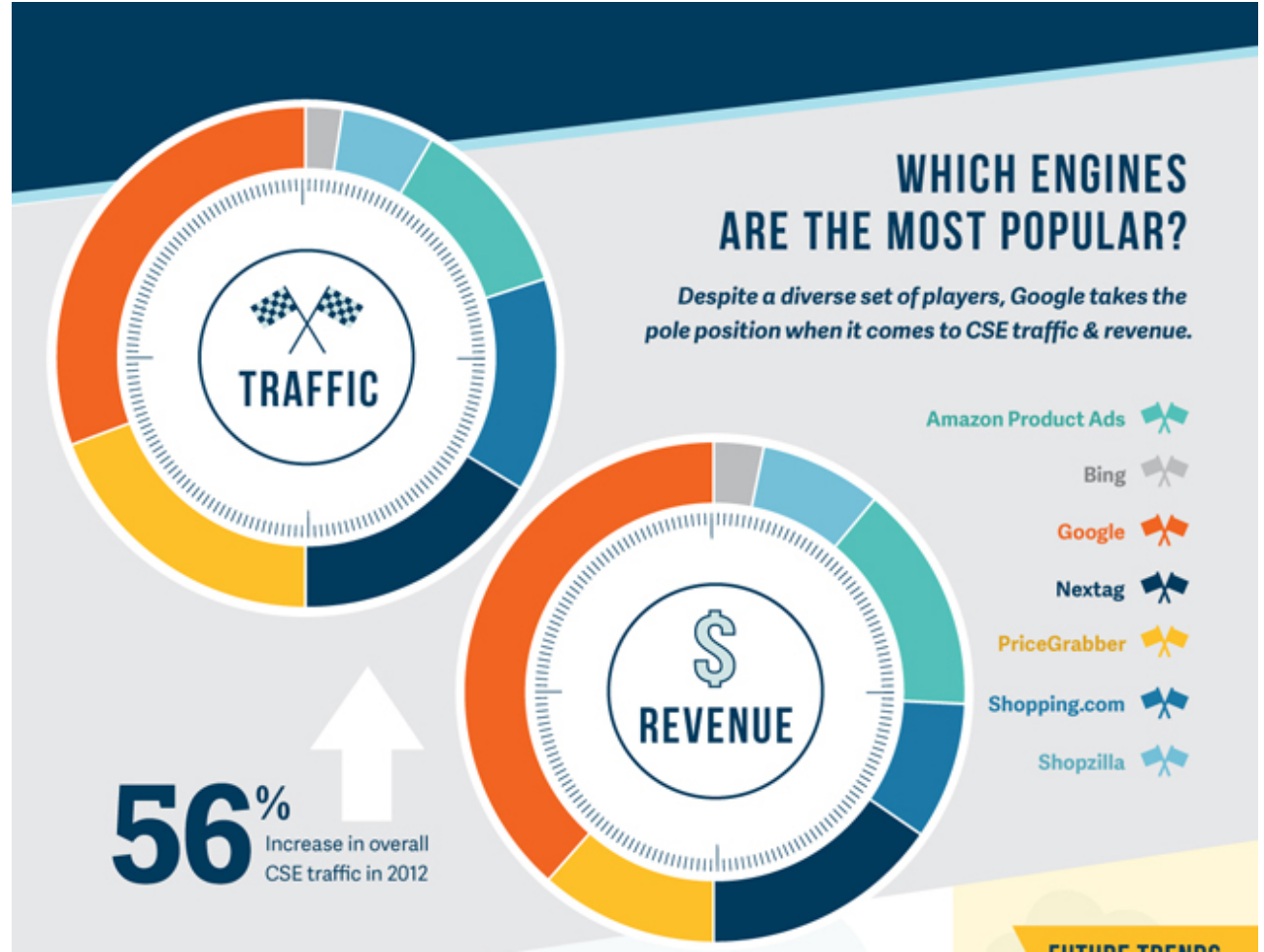
HOW TO REV UP CSE FOR YOUR BUSINESS

- Optimize your product feed
- Use all product names and descriptions
- Use high-quality product images
- Track sale promotions to stand out
- Monitor a bidding & budget strategy for Product Listing Ads
- Use CSEs to target your most valuable customers
- Track product data that best suits your brand
- Calculate the ROI of product performance regularly
- Monitor a product data to boost relevance
- Stay up-to-date on changes

Hire the experts

Let our marketing experts help you get the most out of your CSEs. We'll help you get the most out of your CSEs. We'll help you get the most out of your CSEs. We'll help you get the most out of your CSEs.

volusion



Google Product Listing Ads

Google beach towel

Web Images Maps Shopping More Search tools

About 17,700,000 results (0.27 seconds)

Ads related to beach towel

- [Unique Beach Towels - threadless.com](#)
www.threadless.com/beach-towels
Grab An Original Threadless Beach Towel Before You Hit The Water!
Shop Girly - Shop Guys - Threadless Kids - Clearance Tees
- [Lands' End® Beach Towel - Beach Towels for Adults and Kids](#)
www.landsend.com/BeachTowels
Shop Many Colors, Styles & Sizes!
Beach Totes - Kids' Swimwear - Men's Swimwear - New Arrivals In Swim
- [Designer Beach Towels - Bold, Bright & Graphic Beach Towels](#)
www.onekingslane.com/Beach_Towels
★★★★★ 411 reviews for onekingslane.com
Totally Chic For The Beach-Only \$29
One Kings Lane has 468 followers on Google+

[Amazon.com: Beach Towels: Home & Kitchen](#)
www.amazon.com › Home & Kitchen › Bath › Towels
Results 1 - 24 of 4714 - Online shopping for Beach Towels: Home & Kitchen at Amazon.com.

[beach towels bath home - Target](#)
www.target.com/c/beach-towels-bath-home/-/N-5xtv6
40+ items - Shop for beach towels at Target. Find beach towels.
Stripe Beach Towel Set of 2 - Blue/Green quick info Stripe Beach Towel Set ...
Stripe Beach Towel Set of 2 - Coral/Yellow quick info Stripe Beach Towel Set ...









[Beach Towels Bath Towels Bathroom Bed & Bath | Kohl's](#)
www.kohls.com/.../beach-towels-bath-towels-bathroom-bed-and-bath.jsp...
Shop the Kohl's Bed & Bath Bathroom Bath Towels Beach Towels collection today!
Expect great things when you save at Kohls.com.

[Beach Towels - Macy's](#)
www1.macys.com/shop/bed-bath/beach-towels?id=51717
Shop Beach Towels at Macy's. Buy Beach Towels at Macys.com and Get Free Shipping with \$99 Purchase.

[Beach Towels Towels Bath - Bed Bath & Beyond](#)
www.bedbathandbeyond.com › Bath › Towels
Shop for Beach Towels, Towels, Bath at Bed Bath & Beyond. Brands include Microdry, The New Yorker.

Shop for beach towel on Google

Sponsored

 Lacoste Towels Rayu... \$19.99 Macy's	 Whale Beach Towel \$20.00 Pottery Barn...	 PB Essential Beach Towel ... \$26.00 Pottery Barn	 Tribal Splash Beach Towel \$19.00 PBteen
 JCP Home Citrus Beach ...	 Echo Design Marble Swirl ...	 Anvil T340 Midweight Be ...	 Design Beach Towel Cotton ...

Shop by price

Up to \$15 \$15 - \$25 \$25 - \$40 Over \$40

Ads

[Beach Towel at Zappos®](#)
www.zappos.com/Towels
★★★★★ 21,998 seller reviews
Great Selection of Beach Towel.
Free Shipping and Free Returns!

[Beach Towels at JCPenney](#)
www.jcpenny.com/BeachTowels
Shop Selection of Beach Towels.
Free Shipping on Orders Over \$75.
Austin, TX
(512) 327-6300

[Towels for the Beach](#)
www.beachstore.com/Beach-Towels
Find a Towel & Relax on the Beach.
\$49.95 Discount Code: SUMMER49

Google Shopping Search Results

Google beach towel

Shopping About 156,000 results (0.45 seconds)

Web Your location: Austin, TX - [Change](#) Sort by: [Why these products?](#)


Shopping More


Show only In stock nearby Free shipping New items



Any category [Beach Towels](#) [Bath Towels & Washcloths](#) [Kitchen Towels](#) [Towel Racks & Holders](#) [Coolers](#) [More](#)


Any price Up to \$15 \$15 - \$25 \$25 - \$40 Over \$40 \$ to \$


Any store [Bed Bath & Beyond](#) [Target](#) [Macy's](#) [L.L.Bean](#) [Zappos.com](#) [More](#)

 [LL Bean Seaside Beach Towel Sea Turtle](#)
This bright, generously sized towel is essential for summer fun at the beach or in the backyard. Made of thick, thirsty cotton that dries quickly ... [Add to Shortlist](#) **\$29.50**
Free shipping
[L.L.Bean](#)
[9 reviews](#)

 [Vertical Rugby Stripe Beach Towel - Lands' End](#)
This perennial favorite has a fresh assortment of colors and shorter loops to resist snagging. What makes our Rugby Towel so popular? First, it ... [Add to Shortlist](#) **\$29.00**
\$40.05 with est. tax & shipping
[Lands' End](#)
[6 reviews](#)

 [Lacoste Towels Rayures Beach Towel](#)
Bright white A spectrum of vibrant stripes is framed by rich navy stripes in this preppy Rayures beach towel from Lacoste. [Add to Shortlist](#) **\$19.99**
 1 special offer
\$31.59 with est. tax & shipping
[Macy's](#)
★★★★★ [47 reviews](#)

 [Medallion 40 x 72 Beach Towel](#)
Bath Towels - Beach towel's classic medallion design pops in bright orange. Plus, the velour body towel with two-ply construction provides a great ... [Add to Shortlist](#) **\$14.99**
\$22.22 with est. tax & shipping
[Bed Bath & Beyond](#)
[10 reviews](#)

 [Nine Space For J.Crew Beach Towel](#)
Nine Space creates some of the most lush, luxurious textiles we've ever found; we couldn't resist adding them to our collection. Crafted by ... [Add to Shortlist](#) **\$76.00**
[J.Crew](#)
★★★★★ [17,037 reviews](#)

ASK

a question

RESEARCH

background information

CONSTRUCT

a hypothesis

TEST

your hypothesis (experiment)

ANALYZE

the data & draw conclusions



ASK
a question

RESEARCH
background information

CONSTRUCT
a hypothesis

TEST
your hypothesis (experiment)

ANALYZE
the data & draw conclusions

Ask a Question

- **How do I get started?**
- **What engines should I be on?**
- **What is needed – AdWords, Merchant Center, Data Feeds**
- **What is my budget?**
- **What is my target market?**
- **What are my marketing goals?**

What do I need to get started?



Google Merchant Center

Google merchant center

Dashboard

- Data feeds
- Products
- Data quality
- API Dashboard
- ⊕ Settings

We have announced changes to the Google Shopping feed specification. For accounts that are currently exempted from requiring unique product identifiers, Google Shopping will start enforcing these new requirements for unique product identifiers on July 15th, 2013 in the US, and September 16th, 2013 in all other target countries. Enforcement for all other accounts will start July 15th, 2013 for the US, France, Germany and the United Kingdom, and September 16th, 2013 for all other target countries. Non-compliant items might then be disapproved and disappear from Google Shopping. Account level exemptions for unique product identifiers won't be supported after the above mentioned dates – the 'identifier exists' attribute should be used instead. [Learn more](#)

Dashboard

You have set up a Product Listing Ads campaign. If you are submitting product listings for multiple countries, please make sure that the Product Listing Ads campaign covers all targeted countries. This ensures that all your items can continue to show up on Google Shopping. [Update targeted countries](#) or [Learn more](#)

Products overview

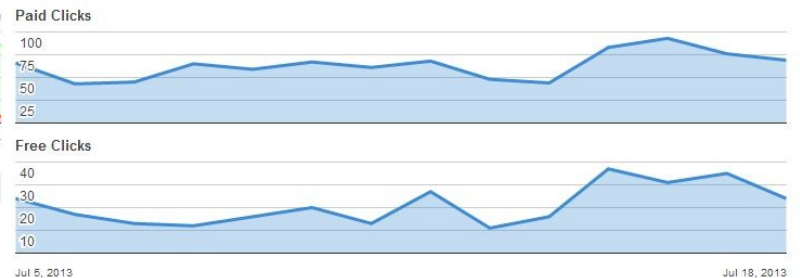


Data Feeds

Filename	Schedule	Status
_google.txt	None	1370 of 1370 items inserted (View errors)

[All data feeds »](#)

Performance



Note: Paid click data are estimates only; please refer to AdWords for current paid click data. All billing for paid clicks is based on data available in AdWords. Free clicks and paid clicks are always calculated based on Pacific Standard Time.

Product Listing Ads - AdWords

Search
All online campaigns
Volusion PLAs

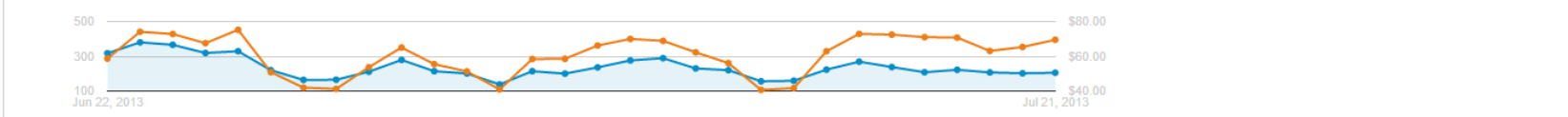
All online campaigns Last 30 days
Jun 22, 2013 - Jul 21, 2013

[Campaigns eligible to use Conversion Optimizer \(1\) View](#)

Campaigns Ad groups Settings Ads Keywords Ad extensions Auto targets Dimensions

All but deleted campaigns Segment Filter Columns Search

Clicks vs Cost



+ New campaign Edit Details Automate Labels

	Campaign	Campaign type	Campaign subtype	Budget	Status	Enhanced	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through conv.	Labels
	Volusion PLAs	Search Network only	Product Listing Ads	\$65.00/day	Eligible	Enhanced	7,057	253,840	2.78%	\$0.26	\$1,818.86	0.0	118	\$15.41	1.67%	0	--
	Total - all but deleted campaigns						7,057	253,840	2.78%	\$0.26	\$1,818.86	0.0	118	\$15.41	1.67%	0	
	Total - Search						7,057	253,840	2.78%	\$0.26	\$1,818.86	0.0	118	\$15.41	1.67%	0	
	Total - Display Network						0	0	0.00%	\$0.00	\$0.00	0.0	0	\$0.00	0.00%	0	
	Total - all campaigns			\$65.00/day			7,057	253,840	2.78%	\$0.26	\$1,818.86	0.0	118	\$15.41	1.67%	0	

Show rows: 30 1 - 1 of 1

Data Feed

id	title	link	price	description	condition	gtin	mpn	image_link	google_product	product_type	availability	shipping	tax	online_shipping	excluded	color	size	sale_price	adwords	adwords	adult
1sick	Matzuo Si	http://www	2.99	Matzuo Si	New		1sick	http://www	Sporting C	Fishing	In Stock	US:::0		y	1	n/a	n/a	0.89	price 0 to 14.99		FAL
mat5/0wii	Matzuo W	http://www	3.19	Matzuo W	New		mat5/0wii	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.65	price 0 to 14.99		FAL
gypsw175	Gypsy Lur	http://www	19.99	Welded R	New		gypsw175	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	9.49	price 0 to 14.99		FAL
gypsw350	Gypsy Lur	http://www	19.99	Welded R	New		gypsw350	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	10.99	price 0 to 14.99		FAL
culgobyok	Culprit Gr	http://www	3.99	Culprit Gr	New		culgobyok	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.89	price 0 to 14.99		FAL
culgobybr	Culprit Gr	http://www	3.99	Culprit Gr	New		culgobybr	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.99	price 0 to 14.99		FAL
culgobyby	Culprit Gr	http://www	3.99	Culprit Gr	New		culgobyby	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.99	price 0 to 14.99		FAL
culgobybr	Culprit Gr	http://www	3.99	Culprit Gr	New		culgobybr	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.99	price 0 to 14.99		FAL
culgobyne	Culprit Gr	http://www	3.99	Culprit Gr	New		culgobyne	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.79	price 0 to 14.99		FAL
culpfrogcl	Culprit Fr	http://www	3.99	Culprit Fr	New		culpfrogcl	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.99	price 0 to 14.99		FAL
culplizchil	Culprit Ta	http://www	3.99	Culprit Ta	New		culplizchil	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.89	price 0 to 14.99		FAL
culplizgob	Culprit Ta	http://www	3.99	Culprit Ta	New		culplizgob	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.89	price 0 to 14.99		FAL
culplizgrn	Culprit Ta	http://www	3.99	Culprit Ta	New		culplizgrn	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.99	price 0 to 14.99		FAL
culplizjun	Culprit Ta	http://www	3.99	Culprit Ta	New		culplizjun	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.99	price 0 to 14.99		FAL
culplizred	Culprit Ta	http://www	3.99	Culprit Ta	New		culplizred	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.99	price 0 to 14.99		FAL
crekstrtg	Creek Chu	http://www	8.99	Creek Chu	New		crekstrtg	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	4.5	price 0 to 14.99		FAL
crekstrgr	Creek Chu	http://www	8.99	Creek Chu	New		crekstrgr	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	4.5	price 0 to 14.99		FAL
hedfclr	Heddon Si	http://www	7.99	Heddon Si	New		hedfclr	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	3.75	price 0 to 14.99		FAL
yozshpbsl	Yo-Zuri Liv	http://www	11.99	Yo-Zuri Liv	New		yozshpbsl	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	3.75	price 0 to 14.99		FAL
yozzsb	Yo-Zuri Liv	http://www	11.99	Yo-Zuri Liv	New		yozzsb	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	4.49	price 0 to 14.99		FAL
lbbg20x9	6 Pocket L	http://www	13.75	6 Pocket L	New		lbbg20x9	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	5.75	price 0 to 14.99		FAL
lbbg20x7	6 Pocket L	http://www	12.75	6 Pocket L	New		lbbg20x7	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	4.99	price 0 to 14.99		FAL
bbyslpmk	Bobby Gar	http://www	3.69	Bobby Gar	New		bbyslpmk	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	1.59	price 0 to 14.99		FAL
bbyslrb	Bobby Grl	http://www	3.69	Bobby Grl	New		bbyslrb	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	1.59	price 0 to 14.99		FAL
culbetcha	Culprit W	http://www	3.99	Culprit W	New		culbetcha	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.99	price 0 to 14.99		FAL
culbetGRr	Culprit W	http://www	3.99	Culprit W	New		culbetGRr	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.99	price 0 to 14.99		FAL
culbetwhl	Culprit W	http://www	3.99	Culprit W	New		culbetwhl	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.89	price 0 to 14.99		FAL
culbettex	Culprit W	http://www	3.99	Culprit W	New		culbettex	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	1.19	price 0 to 14.99		FAL
culbetchr	Culprit W	http://www	3.99	Culprit W	New		culbetchr	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.99	price 0 to 14.99		FAL
culwolpm	Culprit W	http://www	3.99	Culprit W	New		culwolpm	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	0.79	price 0 to 14.99		FAL
xcalblgd	Xcalibur R	http://www	8.99	Xcalibur R	New		xcalblgd	http://www	Sporting C	Fishing	In Stock			y	1	n/a	n/a	3.99	price 0 to 14.99		FAL
gyp3flpk	Gypsy Lur	http://www	5.99	Gypsy Lur	New		gyp3flpk	http://www	Sporting C	Fishing	In Stock	US:::0		y	1	n/a	n/a	4.98	price 0 to 14.99		FAL
gyp3flsar	Gypsy Lur	http://www	5.99	Gypsy Lur	New		gyp3flsar	http://www	Sporting C	Fishing	In Stock	US:::0		y	1	n/a	n/a	4.98	price 0 to 14.99		FAL
gyp3flblr	Gypsy Lur	http://www	5.99	Gypsy Lur	New		gyp3flblr	http://www	Sporting C	Fishing	In Stock	US:::0		y	1	n/a	n/a	4.98	price 0 to 14.99		FAL



What are you Researching?

- **What to Avoid**
- **Feed Requirements**
 - **Unique policies on each feed**
 - **Prepare the product data to meet those specifications**
 - **Merchant Center Requirements**



What are you Researching?

- Tracking
- How is it created, why is it used?
 - Google Analytics
 - ROI tracking in Volusion
 - Marketing > ROI Tracking
 - www.url.com/?click=###
 - <http://www.url.com/ProductDetails.asp?ProductCode=Code&Click=123>

Merchant Center Requirements

- Claiming and verifying your store's URL

Recommended method **Alternate methods**

- HTML file upload**
Upload an HTML file to your site.
- HTML tag**
Add a meta tag to your site's home page.

1. Copy the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

```
<meta name="google-site-verification" content="ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789";ZmhLlxDFG0" />
```

[Show me an example](#)

2. Click **Verify** below.

To stay verified, don't remove the meta tag, even after verification succeeds.

- Domain name provider**
Sign in to your domain name provider.
- Google Tag Manager**
Use your Google Tag Manager account.

VERIFY Not now

Verifying Your Store's Domain Under Marketing > SEO

Search Engine Optimization

Meta Info

Enter meta tag information to help search engines index and reference content on your site.

Default Values

Home Page

About Us

Affiliate Info

Bulk Discounts

Catalog Subscribe

Category Index

Deal of the Day

Email a Friend

Gift Certificate

Gift Certificate: Send

Help

Help: Answer

KB Results

Login

Login: Send Pass

Mailing List

Photo Details

Product Index

Meta Tag Title ?

Meta Tag Description ?

Meta Tag Keywords ?

Meta Tags Override ?

Override Meta Information with Custom HTML

Globally Appended Meta Tags: ?

`<meta name="google-site-verification" content="ABCDEFHIJK-LMNOPQRS123456789" />`

Tax and Shipping Requirements



- Dashboard
- Data feeds
- Products
- Data quality
- API Dashboard
- [-] **Settings**
 - General
 - FTP
 - Google Cloud Storage
 - Tax and shipping**
 - AdWords
 - Trusted Stores
 - Users

Tax and shipping summary [Learn more](#)

Tax settings

Create and manage your tax settings for United States. These settings will be used to estimate the tax costs of your item listings on Google Shopping.

You will specify sales tax by state:

Illinois, US	8.3%	Washington, US	7.8%
--------------	------	----------------	------

[Edit your tax settings](#)

Shipping methods

Create and manage your shipping methods. Your default method will be used to estimate the shipping costs of your item listings on Google Shopping.

Default	Name	Method	Region	Currency	Delivery speed
<input checked="" type="checkbox"/>	Fedex Ground	FedEx > Ground	United States	USD	7 business days

[Create new method](#)

Creating the Product Feed

- Product Names
- Condition
- Product Images
- SKU
- Product Pricing
- Product Descriptions
- Manufacturer
- And More

Required Attributes*

Attribute Name	Coverage
Product Name	100.00%
Condition	100.00%
Stock Availability	100.00%
Current Price	100.00%
Product URL	100.00%
Unique Merchant SKU	100.00%
Image URL	100.00%

* These are the required attributes for your listings to appear within our network. If your items are missing any of these requirements, they will be rejected.

Recommended Attributes**

Attribute Name	Coverage
Stock Description	0.00%
Manufacturer	100.00%
Shipping Rate	100.00%
Coupon Code Description	0.00%
MPN/ISBN	100.00%
Category Name	100.00%
Product Description	100.00%
Coupon Code	0.00%
Original Price	0.00%
UPC	7.27%

** These attributes are recommended to assist in improving categorization of your items. Including these attributes may also result in higher visibility & conversion to sale within our network.

Bad Product Data

light bulb

+ Add

Delete

Share

View Live

Basic Info

* Name  light bulb

* Code  pc12/34bulb

* Price  4.00

* Weight  1

Description 
HTML Editor
light bulb



Good Product Data

Incandescent Light Bulb - 60 Watt 120 Volt Clear Long Life Bulb

+ Add

Delete

Share

View Live

Basic Info

* Name

* Code

* Price

* Weight



Description
[HTML Editor](#)

Specifications:
Wattage: 60W
Voltage: 120 Volts
Dimensions: 6" Height x 3.25" Width x 3.25" Depth

What to Avoid – Placeholder Product Images

Shopping

Page 2 of about 7,780 results (0.27 seconds)

Web

Your location: Austin, TX - Change

Sort by: Default

Shopping

More

Show only

- In stock nearby
- Free shipping
- New items

Any category

- Lacrosse
- Lacrosse Protective Gear
- Duffel Bags
- Backpacks
- Vehicle Cargo Racks
- More

Any price

- Up to \$25
- \$25 – \$40
- \$40 – \$60
- Over \$60

\$ to
\$ Go

Any brand

- Brine Lacrosse
- STX
- Warrior Wear
- Harrow
- Adidas
- More

Any store

- dickssportinggoods.com
- sportstop.com
- LacrosseMonkey.com
- Lax.com
- HockeyGiant.com
- More



Nike Team Training Women's Lax Lacrosse Stick Bag Black/silver
\$17.95 at eBay



Brine Womens Complete Lacrosse Stick bag Pink
\$29.99 at Lax.com



Brine Jet Pack T1 Lacrosse Backpack Equipment Bag Forest
\$64.95 at sportstop.com



Lacrosse Stick Bag
\$48.60 at Mansion Lacrosse



Warrior Black Hole S1 Bag Orange/Silver
\$59.99 at Eastbay



STX Solstice 43" Lacrosse Equipment Bag
\$40 from 2 stores



Brine Lacrosse Classic Stick Bag, Pink, 44"
\$24.99 at Perani's Hockey World



STX Women's Journey Lacrosse Backpack
\$49.99 at dickssportinggoods.com



STX Lacrosse Bag - STX Baron Goggle Bag Pink
\$32.99 at Lacrosse.com



Harrow Blitz 4000 Lacrosse Equipment Bag - Maroon-Silver
\$81.99 at Q Webstores.com



Debeer Flutter Stick Bag Black
\$30 from 5+ stores
1 special offer
More style options



Warrior Jet Pack S1 Lacrosse Backpack - Black
\$64.95 at eBay



Champion Sports XLB Lacrosse Bag, Price/EA
\$24 from 10+ stores



TurtleLax Lacrosse Backpack Forest Green
\$59.99 at Lax.com



Harrow Blitz 4000 Lacrosse Equipment Bag - Forest-Silver
\$81.99 at Q Webstores.com

Ineffective Product Images

Google

Shopping About 202,000 results (0.43 seconds)

Web Your location: United States - [Change](#) Sort by: [Why these products?](#)









Shopping More

Show only
 In stock nearby
 Free shipping
 New items

Any category
Billiard Tables
Lighting Fixtures
Ceiling Light Fixtures
Chandeliers
Bar Stools
More

Any price
Up to \$800
\$800 – \$1,500
\$1,500 – \$3,000
Over \$3,000
\$ to
\$

Any brand
Imperial
Dmi Sports
Escalade Sports
Connelly
Imperial International
More

			
Medal Sports 7ft Brookfield Billiard Table w/ BONUS Table Tennis Top \$99.99 at Kmart	Harvil 7 Foot Pool Table with Table Tennis Top \$300 from 5+ stores	Triumph Sports 84 in. Billiard Table with Table Tennis Top \$353 from 5+ stores	Fat Cat 64-0146 7' Tucson Billiard Table \$400 from 20+ stores
			
Minnesota Fats MFT200 7' Fairfax Billiards Table \$449 from 20+ stores	Antique Pool Table \$500.00 at blujay free marketplace	Blue Wave NG1023 7 Foot Pool Table with Table Tennis \$599 from 10+ stores	Halex Billiards: 8 ft Kirkwood Pool Table \$599.99 at Fingerhut

Product Price



Kartell 4852 Louis Ghost Chair

\$410 [online](#)

[Write a review](#)

[Add to Shortlist](#)

KARTELL Louis Ghost Chair Philippe Starck A comfortable armchair in transparent and colored polycarbonate in the Louis XV style, it is the quintessence of baroque revisited to dazzle, excite and captivate. Louis Ghost is the most daring example in the world of injected ... [more »](#)

[Online stores](#) [Related items](#) [Reviews](#) [Details](#)

Online stores shipping to [Austin, TX](#)

Free shipping Refurbished / used

Sponsored ⓘ

Sellers ▾	Seller Rating	Details	Base Price	Total Price	
hive	★★★★★ (61)	No tax	\$410.00 \$12.00 shipping	\$422.00	Shop »
YLighting	★★★★★ (518)	Free shipping, No tax	\$410.00	\$410.00	Shop »
AllModern Trusted Store	★★★★★ (1,268)	No tax	\$410.00 \$10.46 shipping	\$420.46	Shop »
LBC Modern	No rating	Free shipping, No tax	\$820.00	\$820.00	Shop »
Lightopia	1 rating	Free shipping, No tax	\$390.00	\$390.00	Shop »
Stardust Modern Design + Show all 2	5 ratings	Free shipping, No tax	\$410.00	\$410.00	Shop »
Mod Livin	No rating	Free shipping, No tax	\$410.00	\$410.00	Shop »

Product Categorization

Shopping

Page 2 of about 94,200 results (0.40 seconds)

Web

Your location: Austin, TX - [Change](#)

Sort by: [Default](#) 

Shopping

More

Show only

- In stock nearby
- Free shipping
- New items

Any category

- Ski Bags
- Ski & Snowboard Goggles
- Snowboard Bags
- Boating
- Backpacks
- More

Any price

- Up to \$60
- \$60 - \$100
- Over \$100

\$ to \$

Any brand

- K2
- Volk
- Atomic
- High Sierra
- Dakine
- More

Any store

- Kohl's
- Sports Authority
- eBags
- Shoebuy.com
- Wayfair
- More



Athalon Platinum Molded Wheeling Double Ski Bag 165cm
\$178 from 10+ stores



Sierra Sports Sierra Logo Ski Bag
\$21 from 2 stores



Athalon Ski Bag
\$90.99 at Kohl's



K2 Deluxe Double Ski Bag Green 180-200cm
\$49 from 3 stores



High Sierra Single Fully Padded Adjustable Ski Bag
\$95 from 5+ stores



HIGH SIERRA S4115 Double Ski Bag, Black/black
\$34.99 at Sports Authority



Fischer XL Ski Bag w/ wheels
\$149.95 at Boulder Nordic Sport



Oakley O Ski Box Wheeled Ski Bag 2013
\$190 from 2 stores



Dakine Campus 33L Pack - S13: Dakine Ski Bag
\$38.50 at o2 Gear Shop



Athalon Wheeling Double Ski Bag
\$170.00 at St Bernard Sports



High Sierra - Deluxe Single Ski Bag - Diamond Plaid
\$87.99 at Gearx.com



Marker LTD Marker Wheel Double Padded Ski Bag Charcoal/Black
\$159.95 at SnowShack



Line Ski Bag 195
\$89.95 at Alpine Sporting Goods



Athalon Wheeling Padded Double Ski Bag
\$103.95 at Suitcase.com



High Sierra Single Padded Adjustable Ski Bag
\$94.95 at Sierra Trading Post

Product Categorization

Shopping

Page 2 of about 94,200 results (0.40 seconds)

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Athalon Ski Bag
\$90.99 at Kohl's



K2 Deluxe Double Ski Bag Green 180-200cm
\$42 from 3 stores



High Sierra Single Fully Padded Adjustable Ski Bag
\$85 from 5+ stores



HIGH SIERRA S4115 Double Ski Bag, Black/black
\$34.99 at Sports Authority



Fischer XL Ski Bag w/ wheels
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\$103.95 at Suitcase.com



High Sierra Single Padded Adjustable Ski Bag
\$94.95 at Sierra Trading Post

Other Optimization to Consider

- **Product Code formatting**
- **User Friendly Product Names**
- **Relevant Product Categorization**
- **Alternate Images**
- **Proper tagging of deals**
- **Consistency in Specifications**



Construct Your Hypothesis

Level	IF....	THEN...
Beginner	I do Shopping Feeds	My store will get increased traffic and sales.
Beginner	We double our budget	We will double our sales.
Advanced	I update my product images	My ROI will increase.
Advanced	I add negative keywords to my account	My click through rate will improve.
Advanced	I'm on 2 more engines	My store will make more money

ASK

a question

RESEARCH

background information

CONSTRUCT

a hypothesis

TEST

your hypothesis (experiment)

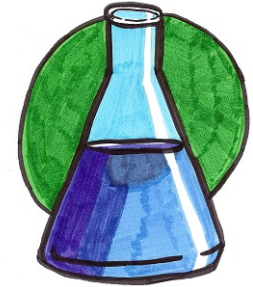
ANALYZE

the data & draw conclusions



Test Your Hypothesis

- Record your Benchmark
- Set up test
- Submit a fresh, updated product data feed daily
- Check Data Quality in Merchant Center
- Fix issues in product data feed for disapproved products
- Collect data by running shopping feeds for at least 2 weeks



Merchant Center – Checking Data Quality

Google merchant center

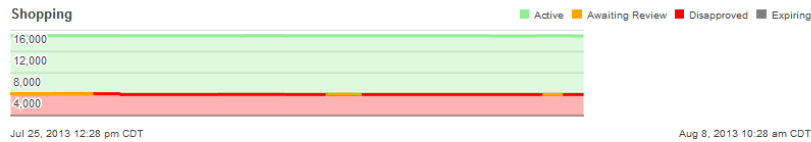
- Dashboard
- Data feeds
- Products
- Data quality
- API Dashboard
- Settings

We have announced changes to the Google Shopping feed specification. For accounts that are currently exempted from requiring unique product identifiers, Google Shopping will start enforcing these new requirements for unique product identifiers on July 15th, 2013 in the US, and September 16th, 2013 in all other target countries. Enforcement for all other accounts will start July 15th, 2013 for the US, France, Germany and the United Kingdom, and September 16th, 2013 for all other target countries. Non-compliant items might then be disapproved and disappear from Google Shopping. Account level exemptions for unique product identifiers won't be supported after the above mentioned dates – the 'identifier exists' attribute should be used instead. [Learn more](#)

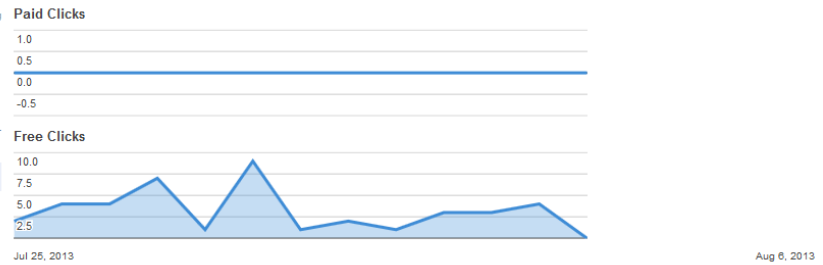
Dashboard

You have set up a Product Listing Ads campaign. If you are submitting product listings for multiple countries, please make sure that the Product Listing Ads campaign covers all targeted countries. This ensures that all your items can continue to show up on Google Shopping. [Update targeted countries](#) or [Learn more](#)

Products overview



Performance



Note: Paid click data are estimates only; please refer to AdWords for current paid click data. All billing for paid clicks is based on data available in AdWords. Free clicks and paid clicks are always calculated based on Pacific Standard Time.

Data Feeds

Filename	Schedule	Status
	None	14897 of 14897 items inserted (View errors)

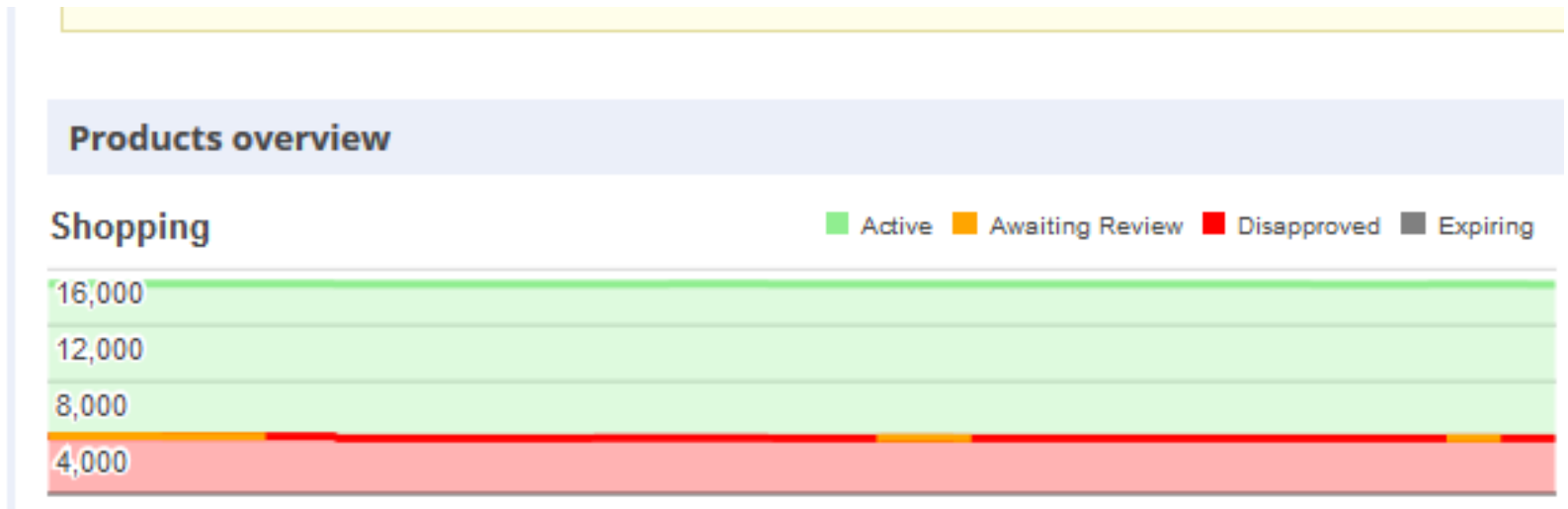
[All data feeds >](#)

Data quality

Last data snapshot: Aug 8, 2013 1:11 am CDT
Information for United States

Error type	Percentage	Count
Price mismatch		18
Capitalized titles	1%	152
Broken images	25%	3,709
Crawl errors	<1%	1
Short Descriptions	2%	283

Merchant Center – Checking Data Quality



Merchant Center – Checking Data Quality

Google merchant center

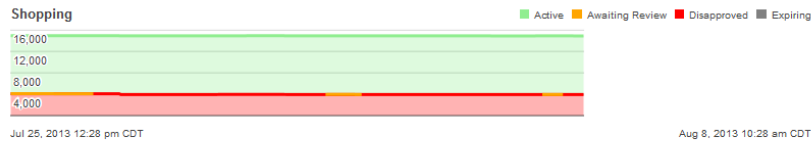
- Dashboard
- Data feeds
- Products
- Data quality
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- Settings

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Products overview

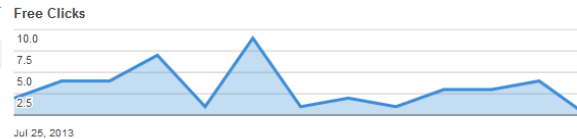


Data Feeds

Filename	Schedule	Status
	None	14897 of 14897 items inserted (View errors)

[All data feeds >](#)

Performance



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Merchant Center – Checking Data Quality

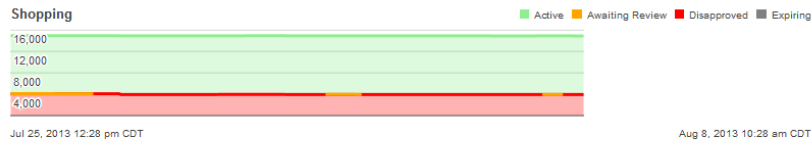
We have announced changes to the Google Shopping feed specification. For accounts that are currently exempted from requiring unique product identifiers, Google Shopping will start enforcing these new requirements for unique product identifiers on July 15th, 2013 in the US, and September 16th, 2013 in all other target countries. Enforcement for all other accounts will start July 15th, 2013 for the US, France, Germany and the United Kingdom, and September 16th, 2013 for all other target countries. Non-compliant items might then be disapproved and disappear from Google Shopping. Account level exemptions for unique product identifiers won't be supported after the above mentioned dates – the 'identifier exists' attribute should be used instead. [Learn more](#)

- Dashboard
- Data feeds
- Products
- Data quality
- API Dashboard
- Settings

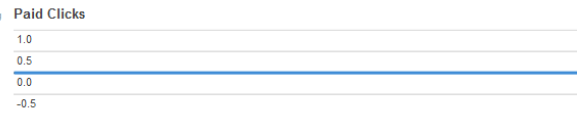
Dashboard

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Products overview



Performance



Jul 25, 2013 Aug 6, 2013

Note: Paid click data are estimates only; please refer to AdWords for current paid click data. All billing for paid clicks is based on data available in AdWords. Free clicks and cost data are also estimated based on Pacific Standard Time.

Data Feeds

Filename	Schedule	Status
	None	14897 of 14897 items inserted (View errors)

[All data feeds >](#)

Data quality

Last data snapshot: Aug 8, 2013 1:11 am CDT
Information for United States

Error type	Percentage	Count
Price mismatch		18
Capitalized titles	1%	152
Broken images	25%	3,709
Crawl errors	<1%	1
Short Descriptions	2%	283

Common Google Error – Product Images

Target Country: United States

Data quality

Maintaining high quality of your data is critical for items to continue appearing in Google Shopping results. Below, you'll find a sample of issues, meant to help you identify problems that you should fix. Note that this list isn't exhaustive nor refreshed in real time (there may be a lag between you fixing an issue and it disappearing from this list). [Learn more](#)

Last data snapshot: Jul 14, 2013 11:11 pm PDT

⚠ Suggested Optimizations: Items will appear despite these issues, but may show up more prominently if addressed.

[Learn more »](#)

Image problems (366 items)

Some of your items have problems related to images links. These might be because of broken image URLs that do work properly or because of missing 'image link' values or because the submitted image URLs are blocked by robots.txt.

366 items

5% of total

Broken images

Example

- [Patchouli stick 20 pk](#)
- [Amethyst Angel Pendant](#)
- [Pumpkin Spice incense stick](#)
- [Bayberry Anna Riva stick](#)
- [Wicca, Solitary Practitioner](#)

Image link

- [Open](#)
- [Open](#)
- [Open](#)
- [Open](#)
- [Open](#)

Short Descriptions (23 items)

Some of your items contain short descriptions. We recommend that you submit descriptions with at least 15 characters.

23 items

<1% of total

Example

- [1oz Violet](#)
- [Magic Happens](#)
- [4dr Attraction oil](#)
- [Creativity soy](#)
- [Pentagram 3x](#)

Description

- 1oz Violet
- Magic Happens
- Attraction oil
- Creativity soy
- Pentagram 3x

Length

- 10 chars
- 13 chars
- 14 chars
- 14 chars
- 12 chars

Testing Reminders

- **Monitor performance of the campaign**
- **Monitor Feed, Google Merchant Center, and AdWords account for any errors**
- **Fix any issues ASAP**
- **Upload fresh feeds daily**
- **Run your test for an appropriate amount of time**

ASK

a question

RESEARCH

background information

CONSTRUCT

a hypothesis

TEST

your hypothesis (experiment)

ANALYZE

the data & draw conclusions



Analyze the Data and Retest the Hypothesis as Necessary

- What data? How you analyze it? And where?
 - Google Analytics
 - Volusion ROI Tracking

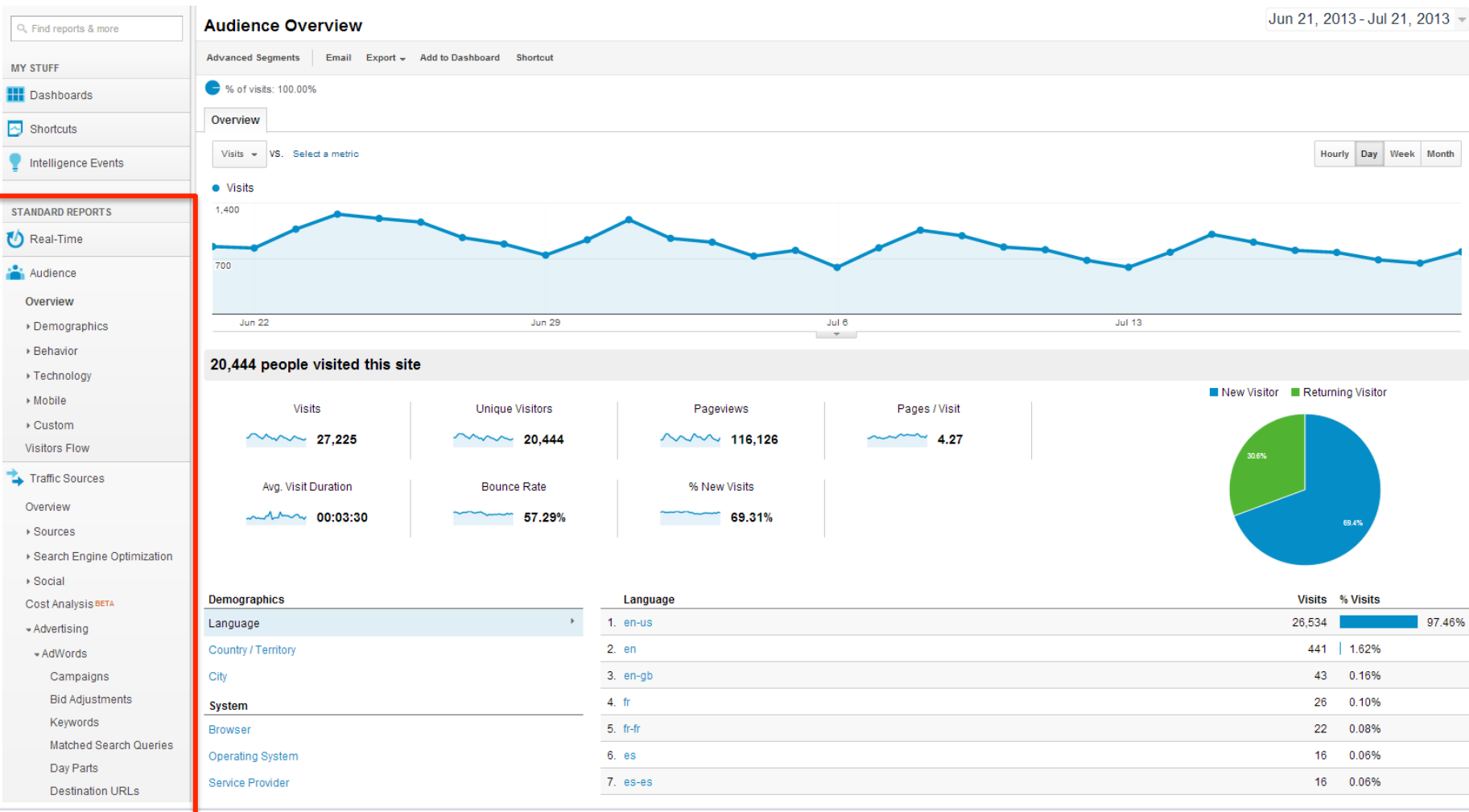
All ROI Reports

All Campaigns
07/09/2013 through 08/08/2013, grouped by Past 30 Days

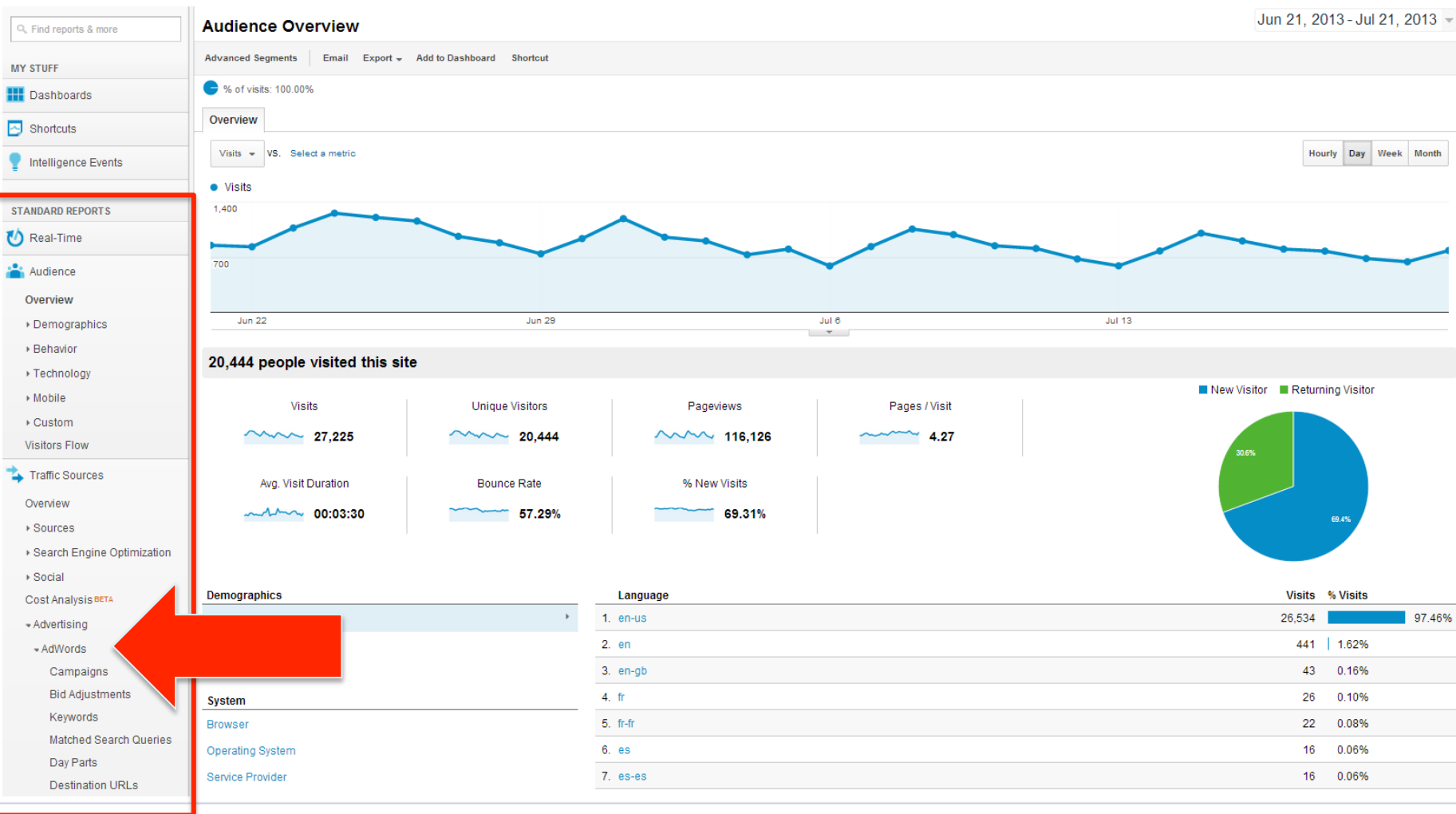
Affiliate Record	Customer Record	Group	Campaign	Track
		<input type="text"/>	Other	
		<input type="text"/>	No Referrer	
Feeds				
951	951	<input type="text"/>	Google Shopping	http://?/Click
952	952	<input type="text"/>	Bing Shopping	http://?/Click

Visits ?	Revenue ?	Transactions ?	Average Value ?	Ecommerce Conversion Rate ?	Per Visit Value ?
3,562	\$9,402.09	50	\$188.04	1.40%	\$2.64
% of Total: 21.14% (16,851)	% of Total: 21.04% (\$44,678.64)	% of Total: 20.16% (248)	Site Avg: \$180.16 (4.38%)	Site Avg: 1.47% (-4.62%)	Site Avg: \$2.65 (-0.45%)

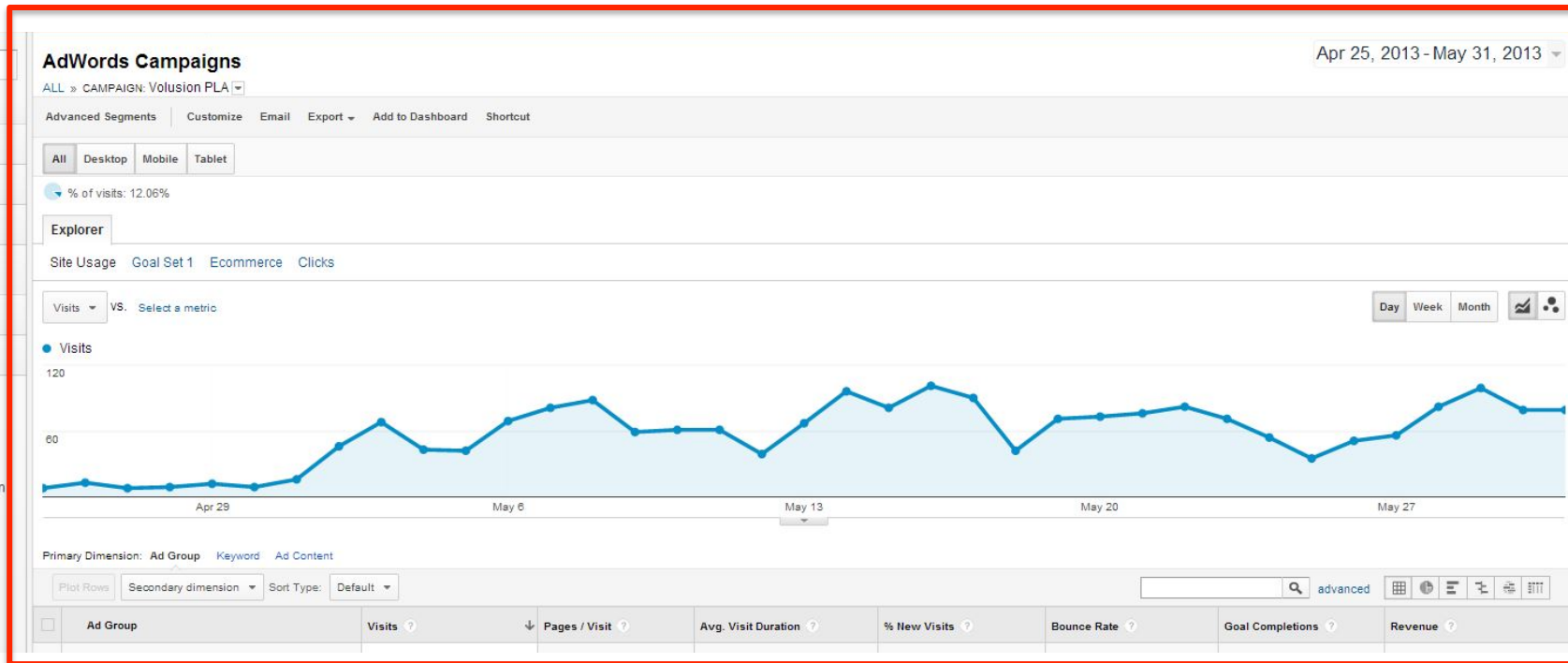
Google Analytics



Google Analytics



Google Analytics



Volusion Dashboard

volusion® Orders Customers Inventory Marketing Design Reports Settings Storefront | Publish

Reporting
ROI Tracking
Affiliate Stats
Search Terms

Dashboard

Orders View Orders

July 8 - August 6

Week Month 3 Months

Top 5 Products

Top 5 Categories

Video Tutorials

- Building Your Store
- Managing Your Store
- Expanding Your Store
- List Top Videos

Resources

- Release Notes
- Knowledge Base
- Training Videos
- My Volusion

Ecommerce Authority

- Volusion Releases Best-in-Class Amazon Integration
- Volusion Releases Exciting New Template Enhancements
- Volusion Custom Design Showcase: Round 6
- An Introduction to the Power of Typography

Get Help

Creating an ROI Tracking Link

New/Inactive Campaigns

Group Title

Campaign Name

Days To Track

Feeds										
6433	6433	<input type="text" value="Feeds"/>	Google Shopping	http://www. [redacted] .com	/?Click=6433	07/25/2013	07/25/2013	1.90%	5322	101
6436	6436	<input type="text" value="Feeds"/>	Shopping.com	http://www. [redacted] .com	/?Click=6436	07/25/2013	07/17/2013	0.57%	3692	21
6437	6437	<input type="text" value="Feeds"/>	shopzilla	http://www. [redacted] .com	/?Click=6437	07/25/2013	07/25/2013	0.92%	3048	28
6439	6439	<input type="text" value="Feeds"/>	NexTag	http://www. [redacted] .com	/?Click=6439	07/25/2013	07/09/2013	0.46%	1725	8

Was Your Hypothesis Correct?

- What conclusions can we draw from the data provided?
- Do not try to overanalyze the results
- How does your data influence future tests?

