

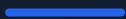


Karel

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DIY feed audit

What to check in 15 minutes. A practical checklist. Score at the end.





Before you start

What you need

- Access to Google Merchant Center (merchants.google.com)
- Primary feed (XML, CSV, or Sheet) or e-shop URL
- 15 minutes of focused time
- Coffee (optional)

Before you begin

Take a screenshot of today's GMC Diagnostics tab. After the fix, you will see the delta. Without a baseline, you will not see whether the work helped.

How the checklist works

15 items across 3 sections: GMC Diagnostics, title quality, attributes. For each item you check done or not done. At the end you count the checks and decide what next based on the score.

Most e-shop owners do not realize they have a weak feed. They see some performance in Shopping, see the occasional conversion, and do not assume there could be a problem in the data. In audits I see e-shops where a weak feed pushed CPC up 30% and conversions down 40%, and the owner had no idea.



GMC Diagnostics check

[] 1.1 — 0 DISAPPROVED PRODUCTS AT ITEM LEVEL

No product in the account may be rejected. Disapproved = does not show in Shopping, but spend continues in other campaigns.

Where to find it: Merchant Center → Products → Diagnostics → Item issues tab → filter Severity = Disapproved.

What to do if not met: Download the CSV (Download button top right), sort by Issue type. Start with issues that affect the most products. Fix in the primary feed, not the supplemental one.

[] 1.2 — 0 WARNINGS AT ACCOUNT LEVEL

Account-level warnings (missing shipping settings, returns policy, unverified domain) block the entire feed, not just individual products.

Where to find it: Merchant Center → Products → Diagnostics → Account issues tab.

What to do if not met: Open the individual issues, click More info. Usually it is filling in shipping or returns policy in Settings → Shipping and Returns.

[] 1.3 — NO "LIMITED PERFORMANCE" MESSAGE

The message Limited performance due to missing attribute [X] means that Shopping shows you less because it is missing a signal.

Where to find it: Merchant Center → Products → Diagnostics → Item issues → search the message for the word Limited .

What to do if not met: If more than 10% of products have any Limited warning, you have a problem. Fill in the missing attribute (gtin, GPC, color, size, gender, age_group) in the primary feed or via supplemental.

[] 1.4 — NO "MISSING REQUIRED FIELD" ERROR

Required field error = product removed from the account until you fix it.

Where to find it: Merchant Center → Products → Diagnostics → Item issues → sort by Severity (Critical on top).

What to do if not met: Identify the missing attribute (most often id , title , price , availability , link , image_link). Fill in the primary feed. Re-fetch within 24 hours.

[] 1.5 — PRIMARY FEED UPDATES AT LEAST ONCE A DAY

Slow updates mean that price and availability in the feed do not match reality in the e-shop. A customer clicks, sees a different state, abandons the cart.

Where to find it: Merchant Center → Products → Feeds → click your primary feed → Schedule tab.

What to do if not met: Set Fetch schedule to Daily or more often. For a dynamic catalog (daily price changes), I recommend 2 to 4 times a day.



Title quality check

[] 2.1 — TITLE CONTAINS BRAND AS THE FIRST WORD (WHERE RELEVANT)

For known brands (Adidas, Vichy, Lenovo) brand-first catches brand search and builds credibility. For private labels and no-name brands, start with the product.

Where to find it: Download the primary feed as CSV. Open the `title` column. Take 20 random rows and check whether the first word matches the value in the `brand` column.

What to do if not met: Rewrite the titles in the primary feed or via supplemental feed. Pattern: `<brand> <product> <attributes> <size> .`

[] 2.2 — TITLE IS 70 TO 150 CHARACTERS (NOT 30)

The "30 characters" recommendation is from 2018. Google Shopping and SERPs today display 70 to 100 characters, and AI matching needs longer context to place you in the right purchase context.

Where to find it: In CSV or Sheet, count title length. Excel formula: `=LEN(A2)` . Filter for values under 70 or over 150.

What to do if not met: Under 70 characters usually means missing brand or key attributes. Add material, size, variant. Over 150 characters, remove marketing phrases (super, great, premium).

[] 2.3 — TITLE CONTAINS VARIANT, SIZE, AND MATERIAL

Specificity filters out irrelevant queries. Shopping filters work on numbers and concrete attributes, not on generic terms.

Where to find it: Randomly select 10 titles. For each, check: is there a size in numbers (90×200 cm, 50 ml, US 10)? Material (cotton, leather, aluminum)? Variant (color, style)?

What to do if not met: Add attributes from the primary feed (color, size, material) directly into the title. Without them, in Shopping you lose to the competition that has them.

[] 2.4 — NO CAPS LOCK WHOLE WORD

TOMMY HILFIGER , EPIDERMIC FILLER — the algorithm recognizes these as the same word, but it lowers CTR. The customer sees shouting and scrolls past.

Where to find it: In the CSV, search for titles with more than 3 consecutive uppercase letters. Excel: `=IF(EXACT(A2, UPPER(A2)), "ALLCAPS", "OK")` per individual words.

What to do if not met: Fix the capitalization. Only proper names (Pandora, Shimano) and acronyms (SMS, IPS, HD) get uppercase letters.

[] 2.5 — NO [X] OR «X» PLACEHOLDER LEAKAGE

Placeholders happen when a template from the e-shop fails to fill in a value. I see it in every third audit. Example: Bike helmet [SIZE] black .

Where to find it: In the CSV, search the regex `\[.*\]` or `«..*»` . Excel: `=IF(ISNUMBER(SEARCH("[", A2))), "LEAK", "OK")` .

What to do if not met: Identify the source. It is usually a bug in the export plugin (Shoptet, WooCommerce). Either fix it in the e-shop, or overwrite the title via supplemental feed.



Attributes check

[] 3.1 — GOOGLE_PRODUCT_CATEGORY AS TEXT PATH, NOT NUMERIC ID

GPC must be a full text path (Apparel & Accessories > Clothing > Outerwear > Coats & Jackets), not a numeric ID (1604). Google accepts numeric ID, but it is unreadable for audit and debug.

Where to find it: In the CSV, open the `google_product_category` column. If you see numbers, you have an ID. If you see a path with > , you have text.

What to do if not met: Convert to text path. Target depth 3 or more levels (Apparel & Accessories > Clothing > Outerwear). The first level tells the algorithm nothing.

[] 3.2 — PRODUCT_HIGHLIGHT AT LEAST 3 ITEMS

Bullets show up in the Shopping ad under the photo and lift CTR. The most underused attribute in feeds.

Where to find it: In the CSV, open the `product_highlight` column. Values are separated by \n (line break) or ; . Count the bullets per product.

What to do if not met: Add 3 to 6 short bullets (each up to 150 characters) with concrete benefits. Example: Membrane 10,000 mm waterproofness , Removable hood with fur , Suitable down to -15 °C .

[] 3.3 — MATERIAL FILLED IN (WHERE IT MATTERS)

For Apparel, furniture, jewelry, cosmetics, material is a required signal for AI Overviews matching ("cotton t-shirt", "wooden table", "silver bracelet").

Where to find it: In the CSV, `material` column. Count empty values in Apparel and Furniture categories.

What to do if not met: Fill in concretely. Not "fabric", but "100% cotton" or "polyester 80%, elastane 20%". For jewelry, purity (silver 925, gold 585).

[] 3.4 — AGE_GROUP AND GENDER (WHERE IT MATTERS, DO NOT GUESS DEFAULTS)

Per the [official GMC spec](#), required for Apparel & Accessories in Free listings globally; for Shopping ads only when targeting BR/FR/DE/JP/UK/US. In other markets strongly recommended (Google does not block the product but significantly limits its display). If you do not have a value, leave it empty. A default unisex or adult without basis throws off targeting.

Where to find it: In the CSV, `age_group` and `gender` columns. Count fill rate in Apparel.

What to do if not met: Fill in by reality. `age_group` values: newborn, infant, toddler, kids, adult.
`gender` values: male, female, unisex. If you really do not know, leave empty rather than guess.

[] 3.5 — **CONDITION EXPLICIT (NEW, REFURBISHED, USED)**

The default `new` is used if the attribute is missing, but for used, refurbished, or demo products this can cause disapproval after a user report.

Where to find it: In the CSV, `condition` column. If it is empty across the board, GMC uses the default `new` .

What to do if not met: Fill in explicitly. For a mixed catalog (new + used), this attribute is critical. Without it GMC cannot filter used for Used product feeds.



Count the checks

Score interpretation

Count the number of checked items. Maximum 15.

13 to 15 checked — Solid foundation The feed is in good shape. AI tools (LLM-based enrichment) will help you further improve titles and description for AI Overviews matching. Goal: move from 95% performance to 100%.

8 to 12 checked — Gaps, audit recommended Feed is mid-quality. A free audit on 50 products will show you exactly where it hurts most and what to fix first. Most e-shops fall here.

0 to 7 checked — Critical, start immediately The feed is losing significant performance in Shopping against the competition. CPC needlessly high, CTR low, conversions scattered. Start with a free audit on 50 products, based on the results we decide the strategy for the whole catalog.

What next

Upload 50 products from the primary feed to test. Within 24 hours you get a supplemental feed with fixed titles, GPC, description, and recommended attributes. You see on your own products how big a difference it makes. No registration, no card.

Test 50 products free

Enrich feed free →

→ karelhuk.cz/en/enrich-product-feed-google-ads