



Growing your business with free listings

Reach more customers by listing your products
for free on Google.

Overview

Opening the door to new shoppers

Reach hundreds of millions of people every day who are looking to buy products like yours. This guide is designed to give you the information you need to succeed with free listings. You can learn how and when free listings appear on Google and how to get started. You'll also get useful tips for growing your business and optimizing performance.

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01 | Grow your business with free listings

Learning the basics of free listings

Show up for shoppers

Every day, hundreds of millions of people come to Google for their shopping needs. Free listings help you **reach these shoppers when they're searching for products like yours**. At no cost to you, it's an easy way to set your products apart, promote unique features, and reach new shoppers.

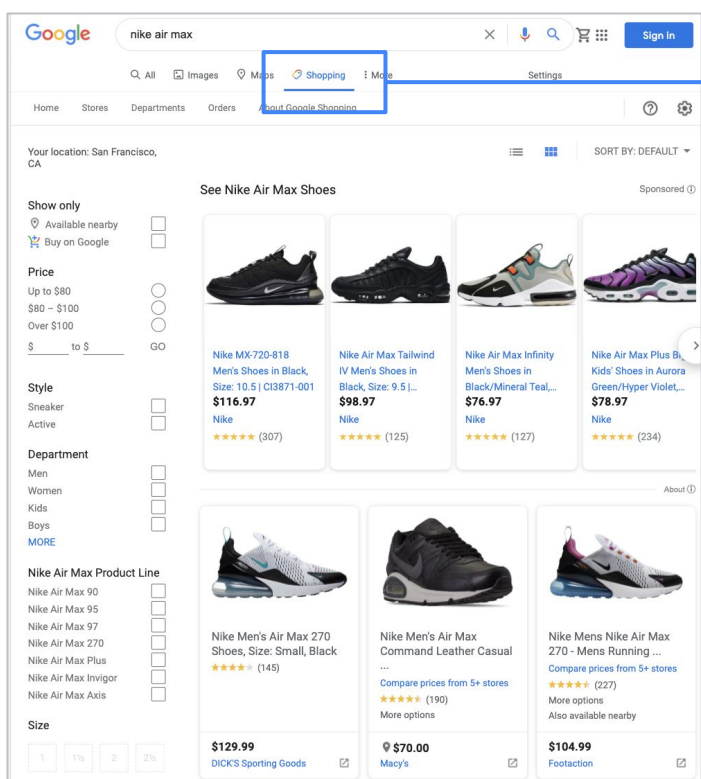
Find listings on the Shopping tab

Found at the top of Google Search is a page dedicated to helping Shoppers search and filter for the products they're looking for.

Listings that appear on the Shopping tab require rich product data and policy compliance.

Know the benefits

- Connect with customers where they search
- Differentiate your product
- Share rich, engaging listings
- Drive traffic to your website, local storefront or to Buy on Google






This is the Google Shopping tab.

Free listings appear on the Shopping tab, below Shopping ads from paid campaigns. Items listed under 'about this page' are free listings.

Free listings and other Google shopping programs

Free listings complement and **add more value** to your other Google shopping programs.

 Free listings List your products for free	 Shopping ads Advertise your products	 Buy on Google Let users buy directly on Google
<p>Add products for free: Add your products to Google for free to reach the hundreds of millions of people looking to buy products like yours.</p> <p>Reach more customers: Promote your products to reach more customers.</p> <p>Get business insights: Measure the impact of every sale, so you can show your products to the most valuable customers.</p>	<p>Boost your visibility: Show up in more prominent placements.</p> <p>Get more reach: Appear across YouTube, Google Display Network, and Gmail.</p> <p>Optimize your performance: Tools and controls automatically optimize your ads and help you get the best value.</p>	<p>Zero commission: List and sell products directly on Google properties and pay zero commission to Google..</p> <p>Customer benefits: Get instant checkout and shopping carts for customers across Google.</p> <p>Customer service: Own the customer relationship.</p> <p>Backed by the Google Guarantee.</p>

Better together

Adding your products to Google's free listings lets you reach even more customers than using Shopping ads alone. Since we introduced free listings on Google Shopping, we've seen, on average, over 50% increase in clicks and over 100% increase in impressions across free listings and ads on the Shopping tab. Small-to-medium-sized merchants have seen the largest share of increases.*

Using free listings and ads together **increased clicks by 50% and doubled impressions.**

* Google Internal Data, July 2020.

Three ways to purchase



Check out on your website

Shoppers see your products listed across different Google properties with data pulled from your product feed.

- **Share engaging listings.** Your detailed product information can appear on Google Search and other Google services.
- **Connect with customers where they are.** Reach customers when they're searching for products like yours.
- **Increase your visibility.** Drive traffic to your website for order fulfillment.



Check out at your local store

Show your products in free local listings, targeting local users who are searching for products you sell in your stores.

- **Deliver information widely.** Your free local listings might be eligible to appear on Google Search and other Google surfaces, adding wide reach to your local advertising strategy.
- **Promote your in-store inventory to local audiences.** Let local shoppers know that your store has the item they're searching for on Google.
- **Connect with customers where they are.** Reach customers when they're actively searching for a product you have in stock. They can see your product listing on Google and visit your local store to buy it.



Check out on Google

If your business is in the US, Buy on Google can allow you to sell your products directly on Google.

- **Broaden your reach.** Improve the shopping experience with a frictionless experience across multiple Google surfaces.
- **Adjust by region.** In the US, you can sell your products directly on Google.

Behind the scenes

Google automatically **syncs information about your products from your product feed**, which is a list of the products you want to promote and their product attributes. Your products are then matched with the most relevant search queries, so you get in front of the right shoppers at the right time.

Your product feed

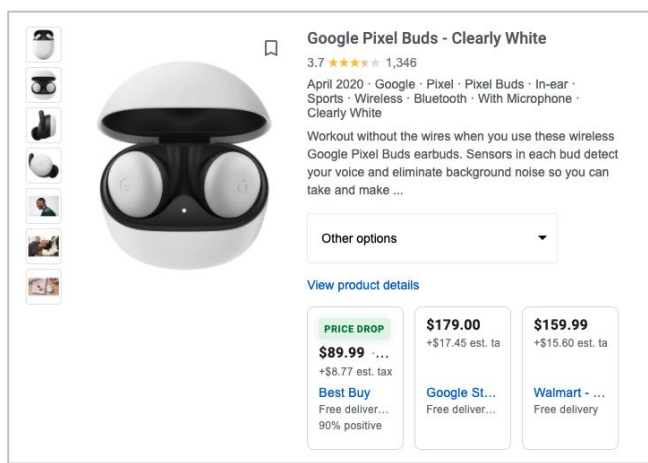
You build your product feed in Merchant Center, adding product identifiers and attributes. Google offers many integration options for automatically syncing your product feed through your e-commerce platform.

Image	Title	Item ID	Last update time	Price	Clicks	Unpa click	Condition	Availability	Country of sale	Language	Source	Program	Status
	Chromecast with Google TV - Snow	prd_7832_1	May 18, 2021 11:30:00 AM	\$49.99	32997	5921	New	In stock	US	en	Smithv2 PLA - US - Trix	Shopping ads	Disapproved or invalid
												Dynamic Remarketing	Disapproved or invalid
												Free listings	Disapproved or invalid
	Google Nest Wifi Router & Point - White & Blue - Whole-home Wi-Fi System - Covers up to 3800 sq. feet	..google_ne	May 18, 2021 2:20:00 PM	\$269.00	9233	2474	New	In stock	US	en	Smithv2 PLA - US - Trix	Shopping ads	Active
												Dynamic Remarketing	Active
												Free listings	Active
	Google Pixel 4a - Just Black - 128GB - Unlocked	..pixel_phor	May 18, 2021 2:35:00 PM	\$349.00	34560	1975	New	In stock	US	en	Smithv2 PLA - US - Trix	Shopping ads	Active
												Dynamic Remarketing	Active
												Free listings	Active
	Chromecast with Google TV (Snow)	..google_ne, google_tv_s	May 18, 2021 12:00:00 AM	¥7,600	19958	1893	New	In stock	JP	ja	Smithv2 JP - Trix	Shopping ads	Active
												Free listings	Active
	Google Pixel Buds - Wireless Bluetooth Earbuds - Clearly White	..google_pi	May 18, 2021 2:35:00 PM	\$179.00	2264	1537	New	In stock	US	en	Smithv2 PLA - US - Trix	Shopping ads	Active
												Dynamic Remarketing	Active
												Free listings	Active

Product feed dashboard and list of products in the Merchant Center

Types of free listings

Your products can appear across Google surfaces either as **enhanced listings** or **standard listings**, depending on the product data you provide. Products that are eligible for enhanced listings will also appear in content-rich formats on the Shopping tab, which may boost traffic and drive sales.

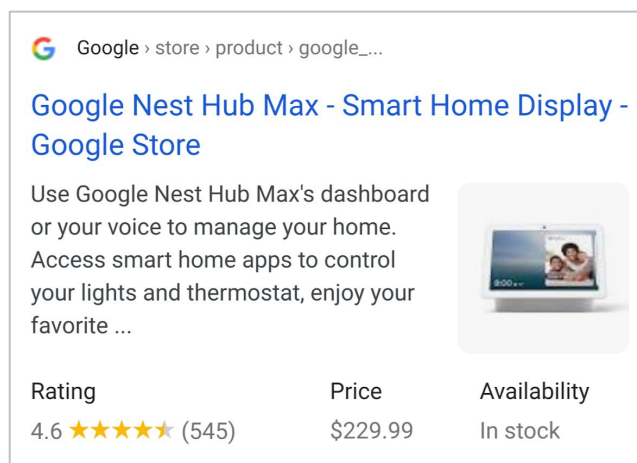


Enhanced listing: Rich product information, like photos and description from the Shopping tab

Enhanced listings

Enhanced listings are free, content-rich shopping formats that show your products on the Shopping tab and various surfaces with rich product and business details, which may **boost traffic and drive sales**.

Enhanced listings require [additional attributes](#) within the product data feed to offer more visually enhanced experiences for shoppers. Eligibility is also based on your account status and the quality of the data you provide.



Standard listing: Rich snippet product information added to a result in Google Search

Standard listings

Standard listings are free, organic shopping formats that **show your products on various surfaces across Google**, such as Google Search and Images. Standard listings are not included on the Shopping tab.

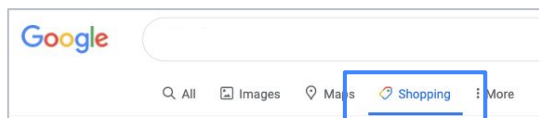
A set of [basic product attributes](#) are required for standard listings.

Where and how your free listings appear

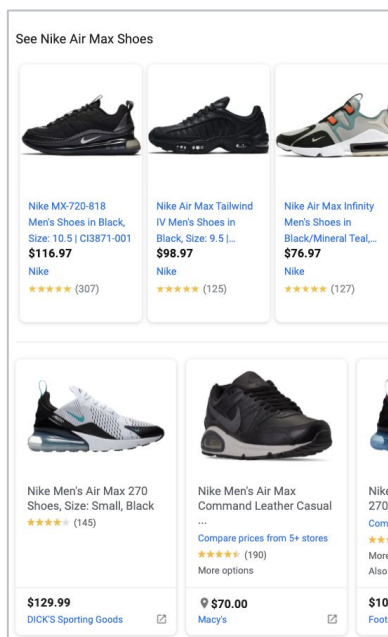
With free listings, **your products can be displayed across different Google channels**, like the Shopping tab, Google Search, Google Images, Google Maps, and Google Lens.

Free listings on the Shopping tab

Your enhanced listings can appear on the Shopping tab, offering visual experiences for shoppers who are searching for products like yours. Listings appear on the Shopping tab under the ads carousel, on both desktop and mobile.



Google Shopping tab



Shopping ads carousel

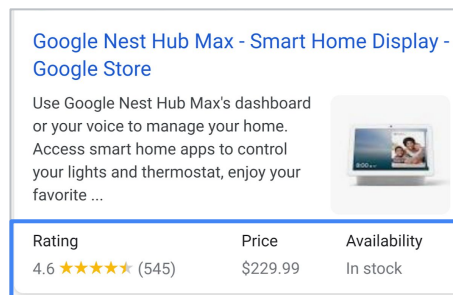
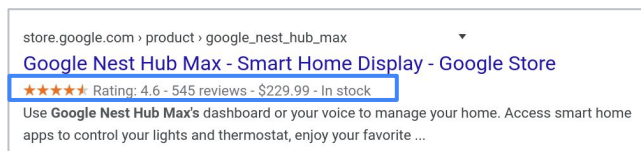
Enhanced free listings

Free listings on Google Search

Rich snippets in web results are **standard listings** that includes a few lines of text that may **supplement a search result with product information** (e.g. product reviews, price, availability) to provide users with more useful information.

Information is sourced from either:

- Your website via structured data markup
- Merchant Center [data feed](#)

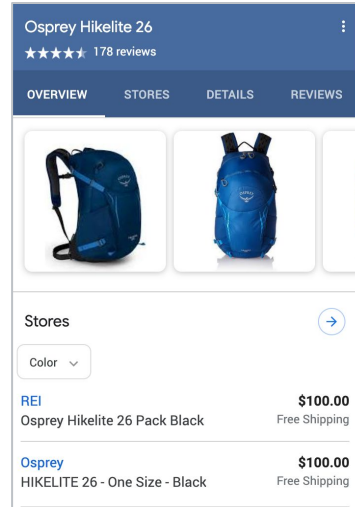


Examples of rich snippet product information

Where and how your free listings appear

Free listings on knowledge panel

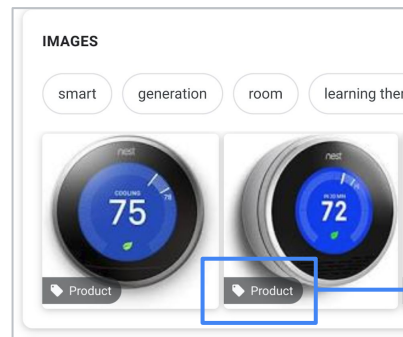
Results for searches on specific products may include a panel of product information containing product details, listings of retailers who sell that product, and product reviews. If your product data feed includes the product being searched, your listing will be eligible to appear in this experience.



Knowledge panel

Free listings on Google Images

When people look for products and brands on Google Images, they may see images labeled with the “Product” annotation, which signifies that the product in the image can be purchased.

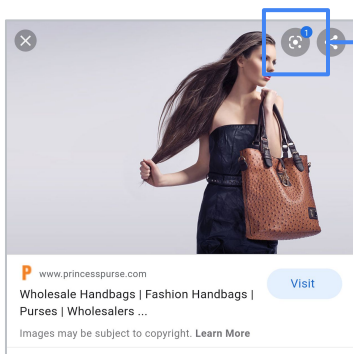


“Product” tag leads users to product pages

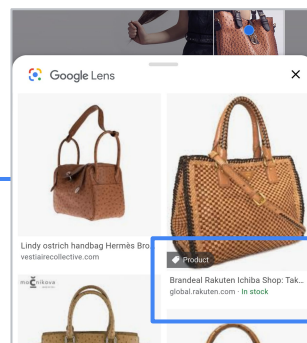
Free listings on Google Lens

People can tap on the Lens icon within an images to see a list of similar products. These results can contain “Product” annotations, and rich snippet information such as product availability.

*US only on desktop and mobile as standard and enhanced listings



Clicking the lens icon brings up a feed of products similar to those in the image



“Product” tag leads users to product pages
Rich snippet annotations in Lens results

* Images for visual reference only

02 | Grow your business with free listings

Getting started

Setting up in Merchant Center

In order to activate free product listings, you'll need to **complete the following setup requirements** in Merchant Center.

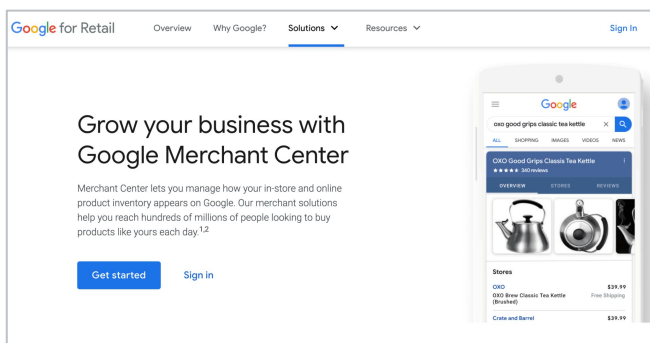
	Enhanced listings	Standard listings
<p>Claimed website</p> <p>Verify and claim your website address, so it can be linked to your ads. All products will be rejected if a URL is not verified.</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Product feed</p> <p>Upload a product feed or add “free listings” as a destination to your existing feed. You can also use structured data or manual offers.</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Minimum product data</p> <p>Attributes: ID, title, price, description, availability, link, image_link</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Additional product data</p> <p>Attributes: condition, brand, gtin, mpn, multipack, is_bundle, color, size, age_group, gender, item_group_id</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Shipping</p> <p>Set up shipping method, fees, and rates in Merchant Center or your feed.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Tax</p> <p>Set up sales tax for each place where you deliver, either in Merchant Center or your feed. Tax is mandatory for the US.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Required

Optional

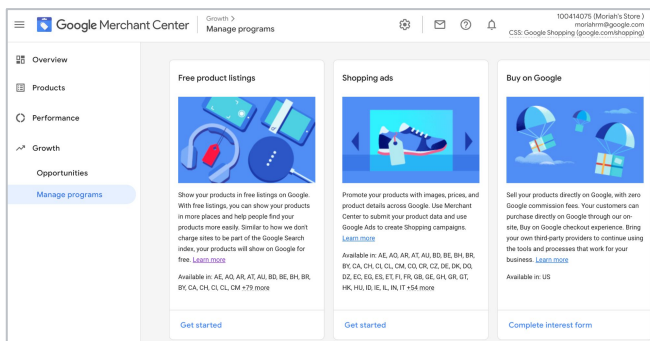
Initial setup

All merchants are eligible to use free listings, whether or not you run paid ads with Google. Here's what you need to get started.



✔ Merchant Center account

Sign in to [Merchant Center](#) or create an account. Merchant Center lets you manage how your in-store and online product inventory appears across Google.



✔ Set up free product listings

Follow the [setup flow](#) to opt into free listings. If you have already started the process, you can continue the setup by selecting **Growth** in the left navigation menu, then **Manage programs**.

EU Comparison Shopping Services

In the European Economic Area, the UK, and Switzerland, you participate in free listings through a Comparison Shopping Service (CSS). If you are using multiple CSSs to place Shopping ads, you can select only one for free listings.

You can change the CSS selected for free listings via the [CSS dashboard](#) in Merchant Center.

💡 Pro tip


If you're an advertiser running Shopping ads, you can use your existing product feed to power your free listings.

Verify and claim your website

[Verifying and claiming](#) your store's website are essential steps in setting up free listings.

When you **verify your website address**, you are proving that you have authorized ownership of the website, providing security for shoppers. In addition, only the user who verifies a website can later claim it.

1 Add your website address (URL)

1. Sign in to your [Merchant Center account](#)
2. From the navigation menu, click the tools icon 
3. Select **Business information** under "Tools"
4. Click the Website tab
5. Enter the URL for your online store **starting with http:// or https://**

2 Verify your website

Use one of these three verification methods:

1. **Add an HTML tag or upload an HTML file to your website:** Recommended if you use a third-party platform, like Shopify, or have access to your server. This method works best for most merchants.
2. **Verify with Google Tag Manager:** Recommended if you're already using Google Tag Manager on your website
3. **Verify with Google Analytics:** Recommended if you're already using Google Analytics on your website

3 Claim your website

1. In [Merchant Center](#), click the **Website** tab
2. Select "Claim website"
3. Reset your feed:
 - If you've already created a feed, you'll need to refetch it after you claim your website
 - If you use the Content API, you'll need to re-upload your feed, so it can be recrawled

Pro tip

Don't remove the HTML tag even after you've been verified, because you can lose verification and your products will be disapproved. If you've lost your website claim, use this [troubleshooting guide](#) to learn what you can do to fix it.

Set up your product feed

If you're already using Shopping ads, you can use your existing product feeds for free listings. If you're new to Merchant Center, you'll need to create a product feed. **Multiple options for how you can set up your feed** are listed below.

Once you've decided on your feed setup, the next step is to submit your data. To be eligible to use free listings, you'll need to meet the [minimum data criteria](#) and comply with [Google policies for free listings](#).

1 Integrate your Shopify account with Google

[Go to Shopify](#) to add products and complete the integration.

2 Use automated feeds to automatically add products from your website


The following attributes are required: title, price, availability, and image_link. Further, enrich the data with a supplemental feed or provide additional details via structured data markup, such as [GTIN, brand, MPN](#), size, color, and more.

3 Submit via scheduled fetch

You'll host a file on your website that contains data and schedule a regular time for Google to fetch updates. Updates are only applied to your account when the fetch occurs. This is recommended if you have a third-party ecommerce platform other than Shopify.

4 Add products directly in Merchant Center

Add product listings one at a time without creating or uploading a new feed. This is recommended for small inventories.

 = Click for more information

Pro tip

Having separate feeds for paid ads and free listings may cause your products to lose eligibility for Shopping ads.

Set up your product feed

Choosing the right approach for setting up your feed

No matter the size of your inventory, you can choose from various solutions to help get your products into Merchant Center. Whichever path you select, you want to make sure that your product information is relayed properly to customers' search results in a relevant, timely way.

Ideal for	Feed-creation method
Ecommerce platforms	Integrate with your ecommerce platform: Work with your partner to automatically sync your inventory
Websites with structured data	Automatic feeds: Crawl your websites for product information to generate your first feed
Large inventories	Scheduled fetch: Create a spreadsheet or file with your product information to upload or to be fetched regularly
Large inventories	Content APIs: Work with your developer to regularly submit your product information through the API
Large or small inventories	Upload: Keep a file on your computer that contains data, and regularly upload it to your account through secure file transfer protocol, Google Cloud Storage, or manual upload
Small inventories	Google Sheets: Enter your product information into Sheets , which will be automatically synced
Small inventories	Add products individually: Add product listings one at a time without creating or uploading a new feed

Pro tip

Once your products are submitted, it can take up to three business days for your items to be reviewed. To prevent delays, make sure your information complies with our policies.

Set up your product feed

Product attributes

Product feeds contain **product attributes**, which provide information about the products you sell. Using attributes helps Google distinguish between your products and correctly match them to a shopper's search query. This ensures that the user sees results that are relevant to what they are looking for.

The diagram illustrates how product attributes are used to filter search results. On the left, a set of filters is shown for 'Color' (Black, Blue, Pink), 'Size' (00, 0, 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, XXS, XS, S, M, L, XL, XXL, 1XL, 2XL, 3XL, 4XL), and 'Department' (Men, Women, Kids, Boys, Girls). The 'Color' filter is set to Blue, 'Size' is set to L, and 'Department' is set to Men. On the right, a Google search results page for 'large blue t-shirt' is shown. The search results are filtered to show only blue t-shirts in size L for men. Two products are displayed: 'Gildan - Ultra Cotton T-Shirt - 2000, Men's, Size: Large, Blue' for \$5.97 and 'Gildan Heavy Cotton T Shirt 5000 Royal, L / Royal / 5' for \$2.53. The filters on the left are connected to the search results by a yellow line, demonstrating how the attributes are used to filter the products.

For example, if a shopper searches for 'large blue t-shirt,' Google shows listings that best match the search criteria by looking at the data provided for the attributes **size**, **color**, and **title**. Shoppers can also use attributes to filter products in their search.

💡 Pro tip

Properly setting up your product feed and attributes can optimize free listings results for your customers, which means better results for your business.

* Images for visual reference only

Data requirements

To be eligible for free listings, you must **include the following attributes** (characteristic information) for your products. Click the links below for details about each attribute.

+ **id** [?](#)

Use a unique ID for every different product. The ID allows you and Google to distinguish each product. Use SKUs as IDs where possible.

+ **title** [?](#)

Clearly identify the product you're selling. A specific and accurate title will help us show your product to the right users.

+ **price** [?](#)

Tell users how much you're charging for your product. It must match the price and currency on your landing page.

+ **image_link** [?](#)

Include the URL for your main product image, which appears to potential customers. If you have multiple images of the product, include all other images in the **additional_image_link** attribute.

+ **availability** [?](#)

Tell users and Google whether you have a product in stock. You will need to change this attribute if the product is out of stock.

+ **link** [?](#)

Set the URL for the landing page on your website that users are sent to when they click on your product.

+ **description** [?](#)

Describe the details of your product. Include your product's most relevant features and visual attributes.

[?](#) = Click for more information

Pro tip

Product attributes – including price, availability, ratings, and brand annotations – may show in free, organically ranked listings.

Identify your products

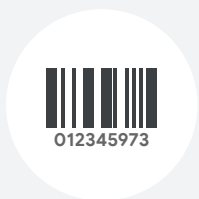
Correctly **identifying your products will help ensure your free listings are approved.**

You'll need to include unique product identifiers for all of your products — a GTIN or MPN, as well as the brand, if relevant.



Brand [?](#)

Used to indicate the product's brand name, the brand is used to help identify your product and will be shown to users.



GTIN [?](#)

A GTIN uniquely identifies your product. This specific barcode number helps us make your free listing easier for users to find.



MPN [?](#)

An alternative to GTIN, MPNs are used to uniquely identify a specific product among all products from the same manufacturer.

To make sure your enhanced listings are approved, **include a GTIN on all products.**

Not including a GTIN with a product is one of the top reasons a product is deemed ineligible for enhanced listings.

[?](#) = Click for more information

Use GTINs for product identification

Global trade item number (GTIN) is a unique identifier for commercial products that's usually associated with a barcode that's printed on retail merchandise. It makes your listing richer and **helps us connect users to your products** on Google channels.

How to use a GTIN

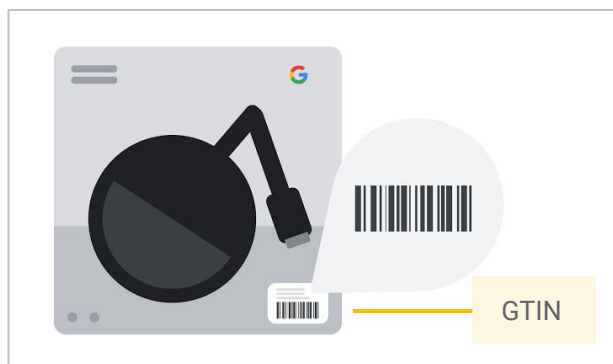
The GTIN attribute is required for all products with a GTIN assigned by the manufacturer. Our system can detect if a GTIN hasn't been provided for a product where one should exist. Use the GTIN attribute to submit any of the following IDs: UPC, EAN, JAN, ISBN, or ITF-14.

Use the correct GTIN for each product, **including variants** like different colors or sizes. Each item and variant has its own GTIN, so make sure to submit the correct value.

How to find a GTIN

When a GTIN is available, it will appear next to the barcode on your product's packaging or book cover. If you can't find the GTIN:

- Contact the product's manufacturer
- Search for it by company name in [GS1](#), the official provider of GTINs and EAN/UPC barcodes globally
- Search for GTIN in Google Shopping:
 1. Search for the product in the **Google Shopping tab**
 2. Click **View product details**
 3. Scroll down to Specifications and click **View all specifications**
 4. Scroll down the page to **Unique product identifiers**



Pro tip

If you're reviewing the GTIN on your product's packaging, download the Barcode Scanner app from Google Play. The app can scan a barcode to give you the GTIN and the GTIN type.

Use GTINs for product identification

For products without a GTIN, use brand and MPN

Some products may not have a GTIN assigned. For these products, submit these two attributes: brand and mpn.

Examples of products that **may not** have an assigned GTIN include:

- Custom-made products
- Vintage or antique products
- Replacement parts
- Books released before ISBN

However, if the product does have a GTIN assigned and you don't submit it, **the product can be disapproved or performance may be limited.**



💡 Pro tip

If the `identifier_exists` attribute is incorrectly set to “no” or “false”, and if there is evidence that a unique product identifier exists, products will not be approved.

What if my product doesn't have a GTIN or MPN?

Use the [identifier_exists attribute](#) to indicate that unique product identifiers like GTIN, MPN, and brand aren't available for your product. Only use this attribute if you are sure that your product doesn't have any unique product identifiers. **In the dress example, the GTIN and MPN attributes are left blank**, since the dress is custom made and does not have those identifiers.



title: Blue Dress Customized with Your Design – Size M

price: 32 USD

identifier_exists: no

condition: new

gtin: [blank]

mpn: [blank]

Attribute requirements by retail categories

For some retail categories, like apparel or refurbished items, additional attributes are needed to **help users identify and filter for your product**. Please review these additional categories, so you know which ones to select for better results.

Apparel

color – This information helps create accurate filters, which users can use to narrow search results.

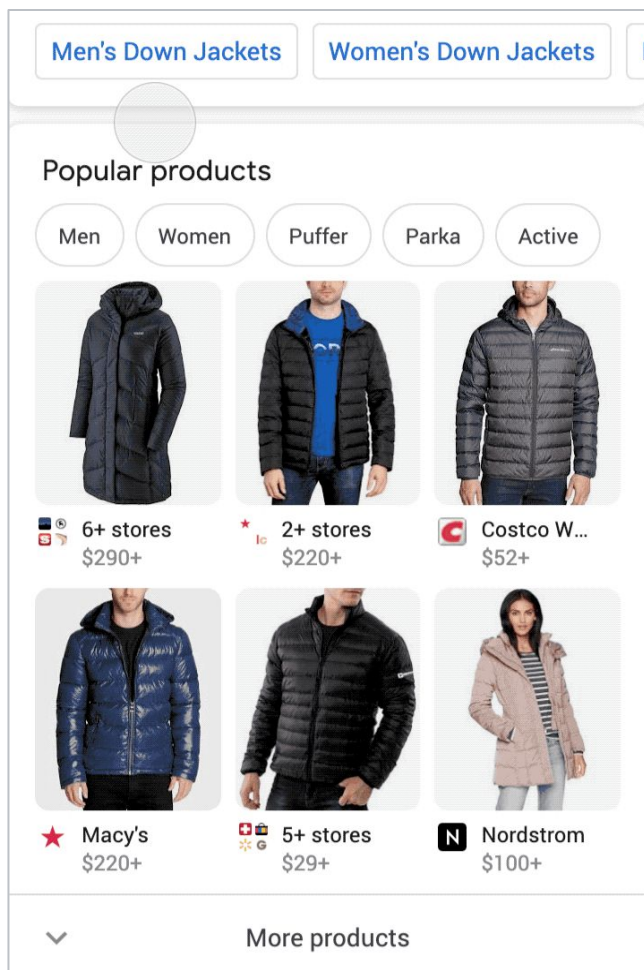
size – Use the size attribute to describe the size of your product, which can appear in results that are filtered by size.

age_group – Use this attribute to set the age group that your product is designed for, which can appear in filtered results.

gender – Specify the gender your product is designed for. With this information, users can accurately filter products by gender.

Refurbished

condition – Tell users about the condition of the product you're selling. We use this information to refine search results.



Retail shoppers can filter their search using the gender attribute.

Attribute requirements by retail categories

Multipack or bundles

[multipack](#) – Indicate identical products grouped together for sale as one item to distinguish multipacks, bundles, and other products.

[is_bundle](#) – For main products that you’ve grouped with different products and sold together as a package for a single price.

Variants

[item_group_id](#) – Identify products with variants that only differ from one another by product details like size, color, material, and so on.

Shipping and tax

[shipping](#) – Use this attribute when shipping settings for your item are not defined in Merchant Center or to override settings.

[tax](#) – Use this attribute when you need to override the tax settings that you set up in Merchant Center.



Chromecast with Google TV - 4K - Sky

★★★★★ (6,855)

- The entertainment you love - all in one place
- Do more on your TV with the voice remote
- No switching apps - just watching
- Get personal recommendations
- From the small screen to the TV

[View all highlights](#)

Color: Sky

“Color” is a product variant.

Website requirements for free listings

Beyond the feed itself, **ensuring shoppers have a seamless experience** is important for the success of free listings performance. You want to make sure that shoppers can easily discover critical seller information from your website, helping to ensure a quality user experience for the shopper.

Contact information

At least two of the these three required pieces of [contact information details](#) – not including the contact us form – should be available on a specific contact us page or on the main page: email address, phone number, and physical address.

Payment information

Display all acceptable payment methods before checkout. Ideally, have a separate page that lists all accepted payment methods that's accessible from the main page.

Pro tip

Meeting Merchant Center website requirements can prevent account suspensions and onboarding delays.

Google focuses on these requirements, so shoppers have the best possible user experience.

Return policy and refunds

Be sure to include return and refund policies that are accessible from the main page and which clearly state how you handle these actions, including all requirements and timelines. It's fine if the merchant doesn't accept returns and refunds, but this should be clearly stated.

Website requirements for free listings

Billing terms and conditions

State all [conditions of payment and shipping](#) from prepurchase to delivery. Include this in the terms of service, shipping, and returns-and-refund section of your site.

Secure and complete checkout

To ensure that shoppers can easily access products and have a seamless checkout experience, you'll need a secure checkout process that's protected with a valid SSL certificate. With SSL, your URL begins with https:// to indicate that data passed between server and browser remains private.

Additional policy requirements

Make sure that your business complies with the [website requirements](#), as well as the additional [Google Shopping ads policies](#).

Unsupported content

Include only supported products in your product data. Learn more about the content that is not supported on the [Merchant Center](#).

Policies for free listings

Maintain a positive and informative experience for consumers. Avoid content or behavior that violates these policies. Learn more about following these policies on the [Merchant Center](#).

Policies for Shopping ads

Shopping ads have [additional policies](#) for advertising across Google. The requirements cover four broad areas:

- **Prohibited content:** Content you're not allowed to promote
- **Prohibited practices:** Things you can't do
- **Restricted content:** Content with limitations
- **Editorial and technical:** Quality standards for your site

03 | Grow your business with free listings

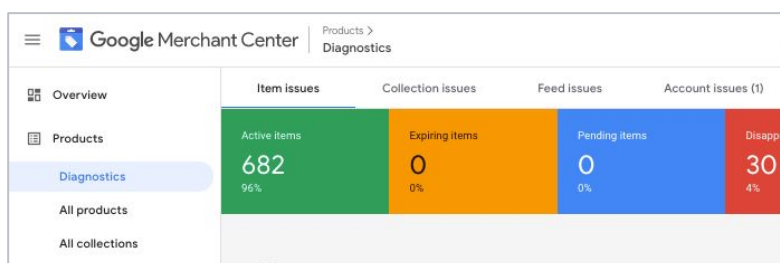
Addressing common issues

Diagnostics page in Merchant Center

The [Diagnostics](#) page gives you **insight into the health of your product data** so it's easier to identify and resolve issues. It displays product eligibility issues and product data warnings, and provides insight into account setup, data quality, and policy violations.

To view the Diagnostics page

1. Sign in to [Merchant Center](#)
2. Select **Products** from the navigational menu, then select **Diagnostics**
3. The **Diagnostics** page features four tabs:
 - Item issues
 - Collection issues
 - Feed issues
 - Account issues



The **Item issues** tab contains issues that impact individual items, from feed processing to data quality to policy violations. There are two types of issues you may find: **errors and warnings**.

⚠ Too many values [size] ?
⚠ Missing value [color] ?
⚠ Missing value [size] ?
⚠ Missing value [gender] ?
⚠ Too many values [description] ?

Warnings: These items are at risk, served less frequently, and should be updated.

Issue
❌ Unavailable mobile landing page ?
❌ Unavailable desktop landing page ?
❌ Limited performance due to missing value [gtin] ?
❌ Missing value [price] ?
❌ Currency must be the same regardless of sale location ?

Errors: These items don't meet minimum requirements and won't be displayed.

Troubleshoot issues for free listings

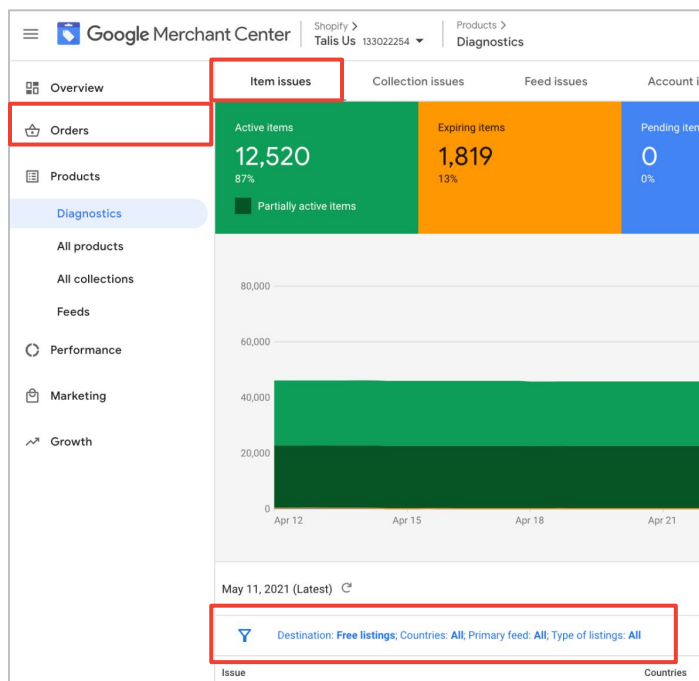
You may be asking questions like: Why are my products ineligible for free listings? How do I turn partially active items into active items? It's **easy to address common issues** once you familiarize yourself with the terms and requirements.

Understanding terminology

Active items are fully approved products that are eligible to appear in both standard and free listings.

Partially active items are fully approved products that are currently eligible to appear in only standard free listings.

By default, the Diagnostics page displays Shopping ads data. Set the Destination filter to "Free listings".



Locating issues information

Follow these steps to generate detailed information on product issues **sorted by severity**:



1. Click the **Item issues** tab
2. Set **Destination** filter to "Free listings"
3. Set **Type of listings** filter to "Enhanced listings"
4. **View examples** of affected items
5. To learn more about the issues you'd like to resolve, hover over the (?)

Issue	Countries	Affected items
Limited performance due to missing value [gtin] ?	Australia, + 4 more	12 View examples

Troubleshoot item issues for free listings

Reasons for ineligibility

To troubleshoot enhanced free listings ineligibility, it's important to understand whether the issue is at the account or item level.

Item issues	Collection issues	Feed issues	Account issues (1)
Other account issues			
All countries	 Account isn't eligible for enhanced free listings 		

1 Start with account issues first

If you've received a warning indicating that your account is ineligible for enhanced listings, note that this applies to the entire account and all associated products.

2 Address item issues

If specific products are ineligible for free enhanced listings, these can be addressed on a product-by-product basis. Review the item issues tab in **Diagnostics**.

Resolving individual item issues

To learn more about a specific item issue, hover over the issue and click the **Learn more** link, which directs you to relevant Help Center articles.

1. See the affected products
2. Update the values and attributes for those products
3. Resubmit your product data by:
 - a. Uploading a feed (ex: supplemental feed)
 - b. Submitting through the Content API
 - c. Importing content from an ecommerce platform
4. Check that you've fixed the issue by making sure it's no longer listed on the Diagnostics page (it may take some time for changes to be reflected).

Troubleshoot item issues for free listings

Common item-level issues affecting eligibility for enhanced listings

These eligibility issues have easy fixes for getting your items approved. Learn more about each one at the links below.

GTIN and identifiers

Missing or not consistently using unique product identifiers such as GTIN, brand, and MPN. See [best practices](#).

Images

Common blockers include image overlays, non-white backgrounds, or images that are too small. Upload a new image.

Price mismatch

A product's price in your product data does not match the price on your landing page.

Expired feed

Refresh within 30 days. If you fail to do so, your data will become obsolete.

Missing shipping details


Not providing shipping details for your products.

Missing product attributes

Missing any of the enhanced product feed requirements. [Review the requirements](#) for your products and ensure your products have the necessary attributes in your feed.

Availability mismatch

A product's availability in your product data does not match your landing page. Consider turning on [automatic item updates](#).

 = Click for more information

Troubleshoot item issues for free listings

Product details page

To see all issues and all attribute values regarding a single product, visit the product's **product details** page. You may also discover more detailed data regarding feed errors on this page.

To navigate to this page, click on an affected item in the **Diagnostics** page or the **All products** page.

Hover over (!) issues icons to reveal issues information and links to relevant articles.

Downloading lists of affected items

You can download different reports to see your affected items, issues, and the reasons for disapprovals.

- 1 Download a list (.csv) of all affected items for all issues: Click the download icon next to the filter button – beneath the graph and above the list of issues.
- 2 Download a list (.csv) of all affected items for a particular issue: Find the issue in the Issue column, then click the download icon at the end of the row.
- 3 See a list of up to 50 products with the same issue: Under the Issue column, click View examples in the Affected items column.

Issue	Countries	Affected items	% affected	% affected past clicks
Unavailable mobile landing page	United States	428,788 View examples	15.5%	

Enhanced free listings requirements checklist

You can influence your eligibility by providing Google with high-quality info that ensures customers will have a positive user experience.



Claimed website

[Verify and claim your website address](#), so it can be linked to your ads. All products will be rejected if a URL is not verified.



Product feed

Upload a product feed or add “free listings” as a destination to your existing feed. You can also use structured data or manual offers.



Required product data

Include all required attributes in your feed: id, title, link, image_link, price, description, availability, gtin, brand, mpn, condition, color, size, age_group, gender, item_group_id, multipack, is_bundle



Shipping

Set up shipping method, fees, and rates in Merchant Center or your feed.



Tax

Set up sales tax for each place where you deliver, either in Merchant Center or your feed. Tax is mandatory for the US.



Policies

Meet all policies for free listings and Shopping ads.



Website requirements



Meet all website policies.

Pro tip

You can link your Merchant Center account with a third-party platform such as Shopify or PayPal, or, if your platform isn't yet supported, you can opt in to Google Customer Reviews.

Website policy issues affecting eligibility

Google is committed to creating a positive and safe user experience while showing accurate results. In order to participate in Shopping ads or free listings, every advertiser should **meet all website and policy conditions** in addition to data requirements.

Item issues	Collection issues	Feed issues	Account issues (1)
Other account issues			
All countries	 Account isn't eligible for enhanced free listings 		

If you've received a warning indicating that your account is ineligible for free enhanced listings on Google, please note that this applies to the entire account and all associated products.

Return and refund policy

To ensure a transparent shopping experience, you must clearly [state how refunds and returns are handled](#) on your website, including all requirements and timelines. If you do not allow returns or refunds, this must be clearly stated.

Make sure shoppers can easily find the return and refund policy on your website before checkout.

Pro tip

Add return and refund policy information to the footer of your website so shoppers can find it easily.

Include these policy details

- Terms of return: requirements and timeline
- Condition of returned items: new with tags, unworn
- Reason for return: damaged or wrong product, customer dissatisfaction
- Process for return: how to initiate a return and contact customer service
- Terms of refund: duration, payment details
- Contact methods (include at least two): physical address, email address, phone number

Website policy issues affecting eligibility

Insufficient contact information

You must provide [clear contact information](#) on your site, so shoppers can find help in case they experience issues. Make sure that you can easily find both the contact details and Terms & Conditions on your website before checkout. Contact details must include at least two of the following: physical address, email address, or phone number.

Pro tip

Add contact information to the footer of your website so shoppers can find it easily.

Insufficient payment information

In order to provide necessary information for the shopper, you must state the methods of [payment](#) accepted and the full expense that a user will bear before and after purchase.

Make sure that before checkout your site clearly lists all payment methods accepted and the user's full expense before and after purchase. Also ensure that at least one conventional payment method is available (i.e., credit card, debit card, invoicing, or payment on delivery).

Incomplete checkout process

To provide a relevant shopping experience, it must be possible for all users to complete a purchase of a physical product and get the product shipped to a physical address. Generally, merchants aren't allowed to require personal information (such as a passport) to purchase, although restrictions vary per country.

Test your [checkout process](#), until payment, to confirm that users are able to complete a purchase of a physical product and get that product shipped to a physical address.

Potential checkout issues

- Using an unsupported business model (services, subscriptions, quotes only, B2B only)
- Missing purchase confirmation after completing the checkout process with an estimated date of delivery
- Missing a functioning online payment method (credit card, PayPal, etc.), or experiencing technical issues with online payment method
- Requiring collection of personal information (passport, ID, documentation, etc.) in violation of country restrictions

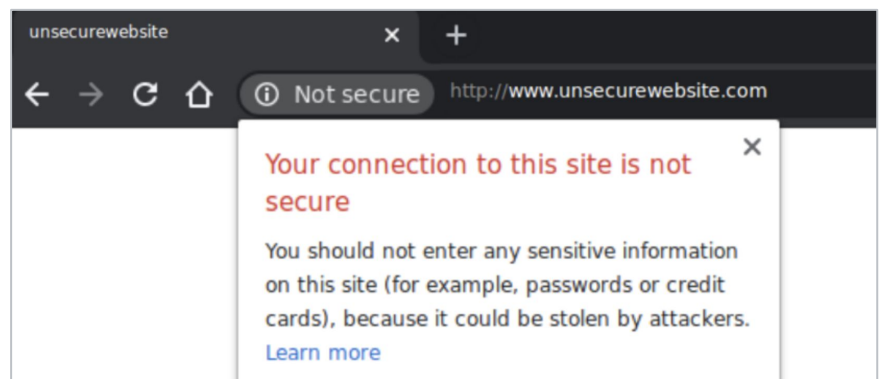
Website policy issues affecting eligibility

Checkout is not secure

It's important to [protect personal information](#) for our users, so you must provide secure web pages (https://) when users are requested to provide any financial or personal user data. In practice, this means that any login page or any part of the checkout process must be secured with an SSL certificate.

Check that your web pages are secure by testing your checkout flow with one of the following methods:

- For most merchants, at the start of the URL bar, click the information icon
- For [Google Developers](#), Google Chrome has started marking nonsecure pages containing password and credit card input fields as “Not secure” in the URL bar



Destination URL is down



In order to provide a relevant shopping experience, all landing pages corresponding to products submitted to Shopping ads and free listings [must be accessible](#) to anyone shopping in any location.

Use [GeoPeeker](#) to check that a random sample of product landing pages can be seen everywhere. Your landing page should not lead to a website under construction or an error page (e.g., a 405 error).

If your [landing page is not working](#), pause your item until your site is fully functioning. Or link your item to a different part of your site that is functioning. In general, make sure all pages are working correctly: use a true landing page (not a file or an email), avoid design elements that may not properly work for mobile (such as Flash), and ensure all tabs correctly redirect to your domain.

Requesting support for violation issues

There are times when a policy violation may come up on the Diagnostics page related to issues, as outlined earlier. Here are a few ways to **find support for resolving violations**.

<ul style="list-style-type: none"> Overview Products Diagnostics 	Item issues	Feed issues	Account issues (3)
	Policy account issues		
	Chile	 Account suspended due to policy violation: return and refund policy 	REQUEST REVIEW
	Other account issues		

1 Request a review of the violation

After fixing an issue, you can request a review of the account directly in Merchant Center.

1. Navigate to the **Diagnostics** page
2. Select the **Account issues** tab
3. Next to the notification, click “Request review”

2 Reach out to our support team

If you’re still having issues in Merchant Center, you can contact our support team via phone, email, or chat in the Merchant Center Help Center. Or you can contact support directly through your Merchant Center account:

 > Help Center and Support > Contact Us

Pro tip

Before you request a review, make sure you have resolved all account issues for your selected country. If there are unresolved issues, you won’t be able to request another review for at least seven days.

04 | Grow your business with free listings

Optimize listing performance

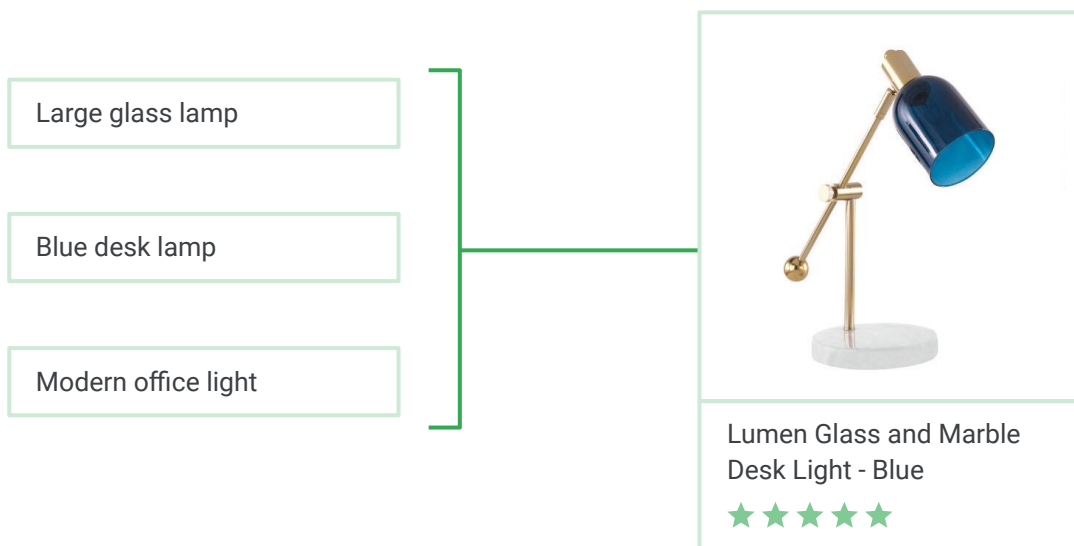
How to optimize for free listings

As a retailer, you can **influence the performance of free listings** on the Shopping tab in several ways, such as providing plenty of quality feed and attribute data, ensuring your landing pages offer a good user experience, and using Google Customer Reviews.

Optimize with additional feed and attribute data

[Optimizing feed data](#) may improve performance. Use all relevant attributes for your feed, not just the ones that are required, to include additional, useful information about your products.

For example, attributes like size and color are optional if you're not selling clothing. However, this information may still be helpful to include for other product categories. You can also utilize the description attribute to list details like the product's material, pattern, texture, technical specifications, or special features.



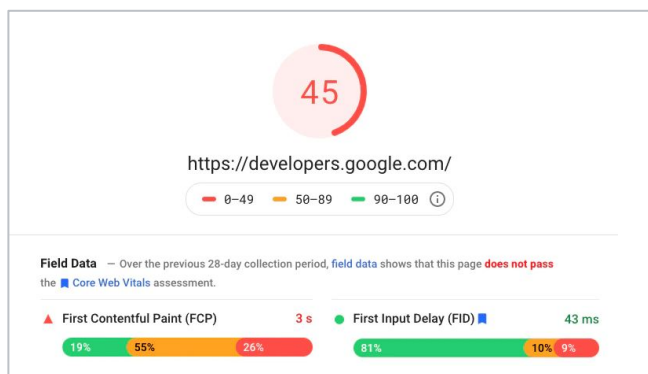
Pro tip

Utilize the description attribute to list details like the product's material, pattern, texture, technical specifications, or special features.

How to optimize for free listings

Review landing page speed and experience

To improve performance beyond feeds, make sure your website landing pages offer a good user experience for shoppers visiting your online store. We factor that into the algorithm that runs free listings.



Example of page load data

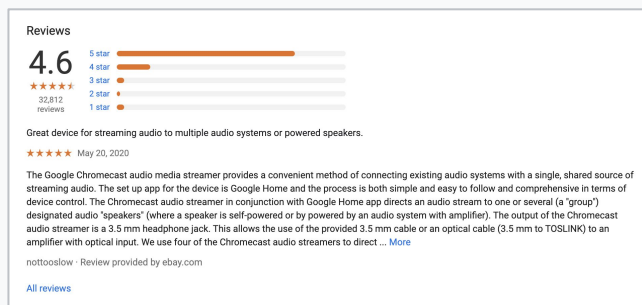
You can assess the quality of your website's user experience by measuring metrics like these:

- **Bounce rate:** Assess if users are leaving your site instead of proceeding to browse or make a purchase
- **Page load time:** The speed at which the site loads, which, if too slow, could cause users to leave your site
- Other metrics and reporting tools outlined in the [Chrome User Experience Report](#)

Use Google Customer Reviews

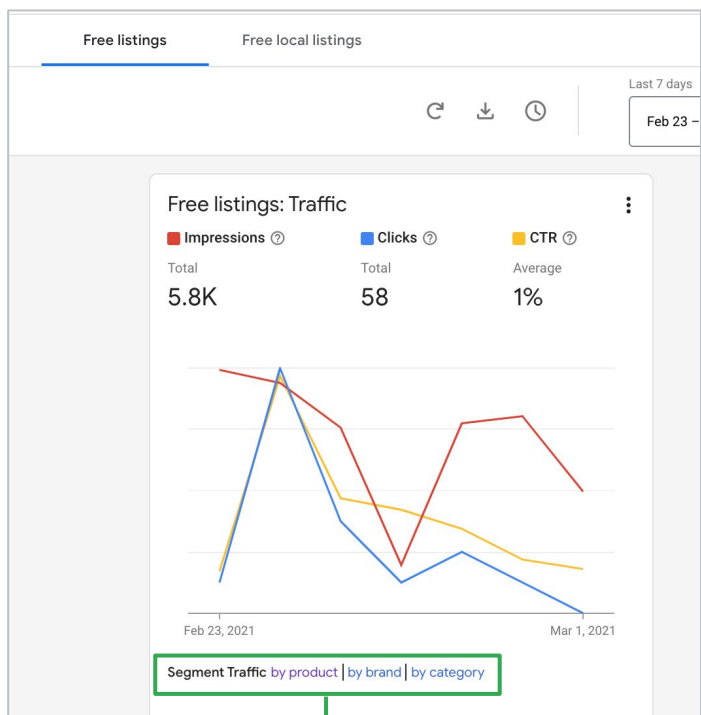
You can also use [Google Customer Reviews](#) to highlight the quality of your store to shoppers.

The program is a free service that enables Google to collect valuable feedback from customers who've made a purchase on your site.



Gain improved business insights

Once you're set up, you can **track your free listings performance via Merchant Center** and analytics. Increased visibility and understanding of data help amplify marketing reporting and tracking. More specific data on your product, brand, and category performance helps guide more accurate optimization and inventory planning.



Merchants can segment traffic from free listings in Merchant Center by product, brand, and category, getting further granularity in click reporting.

Merchant Center

Traffic from free listings will automatically show in Merchant Center. Two new tabs have been added to the Performance Dashboard in Merchant Center: "Free listings" and "Free local listings".

You can gauge performance further by clicking "by product", "by category", and "by brand" at the bottom of the report next to the Segment Traffic prompt.

You can also utilize **Report Editor** to view performance metrics side by side across paid and free shopping activity. With Report Editor, you can create custom [reports](#) and [dashboards](#) to better assess your performance.

Category (1st level)	Clicks			
	↓ Shopping Ads	Surfaces across Google	Local surfaces across Google	Shopping Actions
Home & Garden	6.94M	79.53K	997	0
Health & Beauty	4.6M	17.07K	849	0

Create custom reports and dashboards with Report Editor.

* Images for visual reference only

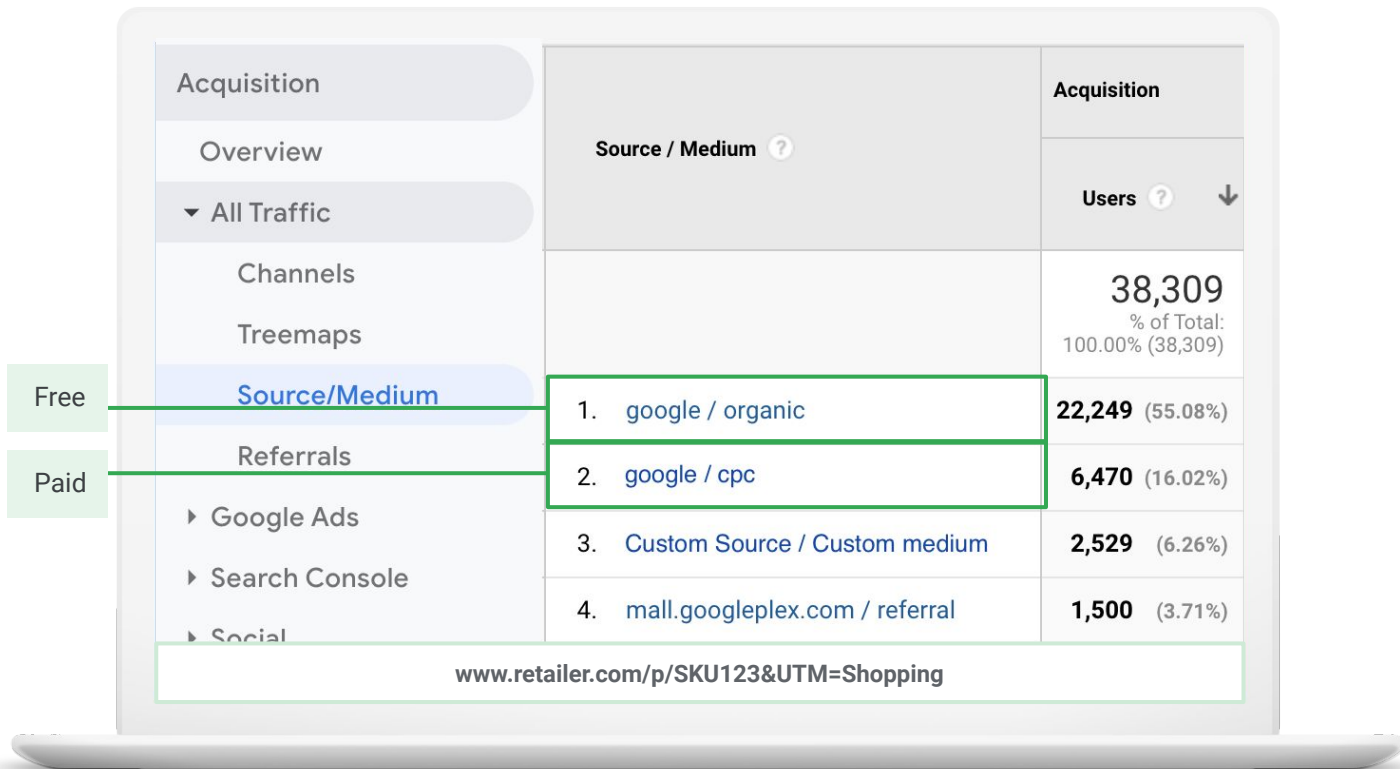
Gain improved business insights

Google Analytics

You can view the split between Google Ads and free listings traffic via Google Analytics or other third-party tools.

- **Option 1:** Use Google Ads for tracking clicks
- **Option 2:** Use separate URLs in Merchant Center feeds by using the [ads_redirect](#), [mobile_link](#), and [canonical_link](#) attributes

If you're an advertiser, this implementation also allows you to verify that the split between Google Ads traffic and traffic from free listings is reported accurately. You can find detailed instructions and best practices for web analytics tools in our [Help Center](#).



You can see separate tracking for ads and free clicks in Google Analytics and other third-party tools with free clicks aggregated with other organic traffic, such as blue links on Google Search.

Thank you

We hope this content provided you with resources and next steps to grow your business with free listings.

Our team is always looking for ways to develop better education materials for you. Please take a few minutes to tell us how we did.

[Share your feedback](#)