

CHECKLIST: YOUR GOOGLE SHOPPING FEED

Merchant Center, product data and the Belgian rules, sorted before you go live

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Go through this list before you start a Shopping or Performance Max campaign, and every quarter after that. Checked against Google and the FPS Economy on 27 September 2026.

1. MERCHANT CENTER

- ☐ The account is on an email address at your own company. Only admins can add people, and users with standard access cannot link a Google Ads account ^[1].
- ☐ Your website is verified and claimed, through your e-commerce platform, email, an HTML tag, Google Tag Manager or Google Analytics ^[2].
- ☐ Shipping costs are set in the account or per product; for Belgium they are required ^[3].
- ☐ Your return policy is set under Shipping and returns ^[4].
- ☐ Products come in through schema.org, a connection with your platform, a file, Google Sheets or the API ^[5]. No plugin still uses the Content API for Shopping, which was shut down on 18 August 2026 ^[6].
- ☐ Google Ads is linked ^[7].

2. PRODUCT DATA

The product attributes that are most often missing or wrong	
ATTRIBUTE	WHAT GOOGLE ASKS FOR
Title [title]	1 to 150 characters, the most important first: users usually only notice the first 70 characters ^[8]
Description [description]	Up to 5,000 characters, product information only; no promotional text or links to your store ^[9]
Image [image_link]	From 31 January 2027 at least 500 x 500 pixels, about 1,500 x 1,500 recommended ^[10]
Price [price]	Including VAT, the same as the price on your product page and at checkout ^[11]
Brand [brand]	Required for new products, except films, books and music recordings ^[9]
GTIN [gtin]	Required if the product has a known GTIN; if in doubt, leave it empty rather than guess ^{[9], [12]}
MPN [mpn]	Only if the manufacturer did not assign a GTIN ^[9]
Condition [condition]	Required for used or refurbished products ^[9]

ATTRIBUTE	WHAT GOOGLE ASKS FOR
Certification [certification]	For products with an EU energy label, a reference to the EPREL database ^[9]
☐	No images with promotional text, watermarks, overlays or logos: those are disapproved ^[13] .
☐	No made-up GTINs, and not the same GTIN for all variants ^[12] .
☐	Your own store name is not listed as the brand for products from another brand.

3. BELGIAN RULES

- ☐ The price in the feed and on the site both include VAT. A price mismatch can lead to disapproval and even suspension of your account ^[14].
- ☐ Each language has its own data source ^[15], with landing pages and checkout in the same language ^[16].
- ☐ Language and feed label were chosen correctly at creation: you cannot change them afterwards, and a campaign selects only one feed label ^[17].
- ☐ For an announced discount, the previous price is the lowest price from the preceding 30 days, per sales channel. For products that have been on the market for less than 30 days, 7 days applies ^[18].

4. A HEALTHY FEED

- ☐ The feed refreshes automatically at least daily: products expire 30 days after their last update ^[19].

5. TITLES AND IMAGES

- ☐ Titles follow a fixed formula. Fashion: brand, product type, gender, colour, size. Electronics: brand, model, product type, main specification. Home and garden: product type, material, dimensions, brand.
- ☐ French-language titles use the words French-speaking Belgians search for, not a literal translation.
- ☐ Product photos are on a plain white or transparent background ^[10].

6. BEFORE YOU GO LIVE

- ☐ No disapproved products left in Merchant Center.
- ☐ Your conversion value is measured, and you know whether it includes VAT.
- ☐ Your break-even ROAS has been worked out per margin group, and a list of negative keywords is ready.

SOURCES

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6. Content API for Shopping: Get started [Deprecated] [Google for Developers, 6 July 2026]
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<https://support.google.com/merchants/answer/6324415?hl=en>
9. Product data specification [Google Merchant Center Help]
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12. GTIN [gtin] [Google Merchant Center Help]
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16. Supported languages and currencies [Google Merchant Center Help]
<https://support.google.com/merchants/answer/160637?hl=en>
17. Use feed labels to advertise products from specific product data sources [Google Merchant Center Help]
<https://support.google.com/merchants/answer/14994087?hl=en>
18. Prijsverminderingen [FPS Economy (FOD Economie), 26 September 2025]
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19. Expiration date [expiration_date] [Google Merchant Center Help]
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izoard.be/en/services/google-ads-agency/free-audit/