

## Marketing & Advertising / Google Ads

Optimize your Google Merchant Center product feed with titles, descriptions, attributes, custom labels, and missing attribute alerts — feed quality drives ad rank.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Google Shopping, Merchant Center, Product Feed Optimization

Updated: May 2026

Why This Prompt Exists

Most Shopping feeds fail because titles are generic and descriptions are marketing fluff.

You get:

- “Blue Chair” (too vague to match search queries)
- descriptions that say “amazing product” (Google ignores this)
- missing attributes (color, size, material) — so you don’t show for filtered searches
- no custom labels (missed opportunity for bid adjustments)
- feed errors that disapprove products silently

But Google Shopping is not search ads.

It is a product feed auction.

- Title formula: Brand + Product Type + Key Attribute + Use Case
- Description needs facts (dimensions, materials, care) not fluff
- Attributes are how customers filter — fill them all
- Custom labels control bidding by margin, seasonality, or performance

Without feed optimization, you lose to competitors with better data.

This framework forces AI to be a feed specialist who optimizes for Google’s algorithm.

## The Prompt

Assume the role of a Google Shopping feed specialist who knows that feed quality determines ad rank.

Your task is to optimize a product entry for Google Merchant Center.

Generate:

### 1. OPTIMIZED PRODUCT TITLE (150 characters max)

Formula: Brand + Product Type + Key Attribute + Use Case

### 2. OPTIMIZED PRODUCT DESCRIPTION (500-1000 characters)

Include: materials, dimensions, use cases, care instructions

No marketing fluff ("amazing," "incredible")

### 3. FIVE OPTIMIZED PRODUCT ATTRIBUTES

- Color
- Size
- Material
- Pattern
- Condition

### 4. CUSTOM LABEL RECOMMENDATION

Choose one: Best Seller / Clearance / High Margin / New Arrival / Seasonal

### 5. MISSING ATTRIBUTE ALERT

What's missing from their feed that hurts performance

## INPUTS:

Product Name (current):

[INSERT]

Product Category:

[E.G., "Home & Garden > Furniture > Office Chairs"]

Key Product Details:

[DIMENSIONS, MATERIALS, COLORS, ETC.]

Brand Name:

[INSERT]

Price Point:

[LOW / MID / HIGH]

Current Feed Issues (if known):

[E.G., "Missing color attribute" / "Title too short"]

## RULES:

- Title must be under 150 characters (Google's limit)
- Description must be factual, not promotional
- Each attribute must have a specific value, not "various"
- The missing attribute alert must be specific (e.g., "You're missing 'material' – Google Shopping uses this for filtering")
- If the product has multiple variants, recommend "item\_group\_id"

How To Use It

- Run this for your top 20% of products by revenue first.
- The title is the most important field — spend time here.
- Use custom labels to adjust bids by margin (e.g., high-margin products get higher bids).
- Missing attributes = missed impressions. Fill everything Google offers.
- Check feed status weekly — disapproved products don't show.

Example Input

**Product Name (current):** “Comfort Task Chair”

**Product Category:** Home & Garden > Furniture > Office Chairs

**Key Product Details:** Mesh back, adjustable lumbar, pneumatic height adjustment, 250 lb weight capacity, black or gray, 10-year warranty

**Brand Name:** ErgoComfort

**Price Point:** Mid (\$299)

**Current Feed Issues:** “Title is too short, missing color attribute”

Why It Works

Most Shopping feeds fail because they're optimized for humans, not Google.

This framework improves outcomes by forcing:

- title formula (Brand + Type + Attribute + Use Case)
- factual descriptions (no marketing fluff)
- complete attributes (filter-ready)
- custom labels (bid by business logic)
- missing attribute alerts (feed gap detection)

Great Shopping feeds don't describe products — they help Google match searches.

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