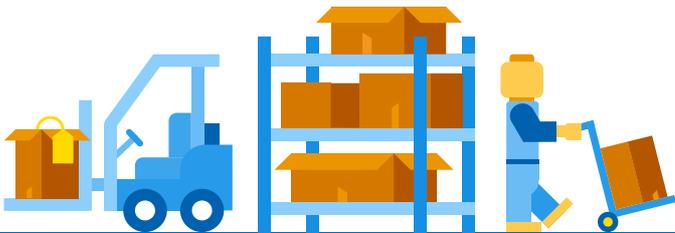


Increase your listing views by 50% via Google Shopping



Google Shopping allows buyers to search for items on Google and compare them to different sellers, increasing site visits by up to 50%*.

As a Trade Me Pro-Seller, you benefit from Trade Me advertising your listings on Google Shopping – for free!

This handy guide will help you ensure your listings have the best chance at being approved to then appear on Trade Me’s Google Shopping feed -a free way to increase sales and grow your business.

*Based on average April 2022 figures for 8,000 sellers recently added to Google Shopping.

How does Google Shopping work?

When a buyer searches for an item in Google, they can click the ‘shopping’ tab to view a range of relevant items for sale from sellers around the world. The example below shows search results for ‘BMW Wing Mirror’, with a relevant Trade Me listing displayed.



If a buyer clicks your Google Shopping ad, they’ll be taken directly to your Trade Me listing to watchlist, bid or buy.



To ensure your Trade Me listings have the best chance of being approved by Google and appear on Google Shopping, follow our recommendations to significantly increase your buyer reach.



How to get your items approved on Google Shopping:

2

Refrain from making price changes

Items on Google Shopping will display the exact same price as the one on your Trade Me listing. This ensures credibility and creates a great experience for buyers.

Issue	
	Mismatched value (page crawl) [price]
🚫	Sampled at: February 23, 2022 12:45:17 PM NZDT
	Value in feed: 90.00NZD
	Value on website: 70.00NZD

If you've recently updated the price of an item, Google will identify a mismatch in values between your listing on Trade Me and your listing on Google Shopping – resulting in a disapproval.

The best way to ensure your listing displays on Google Shopping is to avoid changing the price of your item.



1

Remove logos or promotion from images

Google Shopping requires images that are free of any logos, sale stickers or images with lots of text. In the example below, the 'Pro-Biker' logo in the top left hand corner has led to a disapproval – one of the most common reasons for disapproval.



Check the images on your Trade Me listing and ensure they are free of any additional promotion. Only upload good quality images of the product itself, and include anything extra in your description.

3

Ensure your GTIN is up to date

Google Shopping uses Global Trade Item Numbers (GTINs) to identify your listing and display it live - usually a 12-14 digit code found next to your items' barcode. Depending on what your product is or where it was made, this code might be called a UPC, EAN, JAN or ISBN. Ensure your GTIN is included in your Trade Me Listing

If you can't find your products' GTIN, contact the product manufacturer, or head to this [Google Support page](#) for more information.

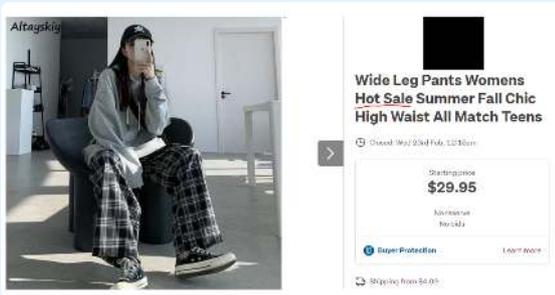


How to get your items approved on Google Shopping:

5

Keep product title short and specific

Google Shopping requires that all ads have useful and professional titles. If your Trade Me listing title includes promotional phrases like 'hot sale', 'bundle deal', or an excessive number of adjectives that mean the same thing (e.g. 'super', 'quality', or 'best'), your ad is likely to be disapproved. Check your product listing titles to make sure they're short, specific and helpful.



In the example above, the listing has a long title made up of unnecessary keywords. A short and specific phrase like "Womens High-Waisted Wide Leg Pants" would be more likely to be approved by Google Shopping. Noting that these pants are suitable for teenagers in autumn and summer could be better explained in the production description instead.

4

When uploading your image to Trade Me, you must make sure your images meet Google's standards

Google Shopping has strict image requirements in order to approve your listing – so make sure your images meet Google's criteria. Here are some common reasons listings won't display.

No image provided

- Google Shopping requires at least one image to display your listing

Image dimensions

- 100×100 pixels for auto parts
- 250×250 pixels for apparel
- 64 megapixel maximum resolution and 16MB image size maximum
- In general a good resolution to aim for is: 500×500 - 800×800 px

Image too generic

- Images can't be stock photos and must be free of copyright

An invalid or corrupt image

- The image file type must be supported e.g. png, jpg, pdf

The image uses a single colour

- Monochrome, sepia or edited photos will not be approved – this includes black and white images



At Trade Me we're committed to helping you find more efficient ways to increase your sales and grow your business.