

Focus on the foundations

Ensure the foundational GMC feed attributes are of high quality, focus on fixing the basics now:

INFORM

Title	Description	GTIN
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ENGAGE

High Quality Image	Additional Images	Lifestyle Image
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HIGHLIGHT

Free Shipping	Shipping Speed	Return Policy
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SHOW

Sale Price	Product Type	Product Review	Product Highlights
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▼ [GTIN]

Populate GTIN wherever a valid manufacturer barcode exists, as it is one of Google’s most trusted identifiers for product matching, knowledge consolidation, and Shopping visibility.

▼ [image_link]

▼ [lifestyle_image_link]

▼ [additional_image_link]

Use image_link for the clean, high-res hero image, additional_image_link for alternate angles and detail shots, and lifestyle_image_link for in-context usage imagery to support richer AI-led product discovery and conversion.

▼ [title]

▼ [description]

▼ [product_type]

Use a clear title structure of Brand + Product Type + Key Attributes (such as colour, size, material, or quantity), supported by a richer description covering features, benefits, and use cases, while product_type should follow your full taxonomy path to strengthen relevance and UCP matching.

▼ [product_reviews]

▼ [product_highlights]

Use product_reviews to provide authentic social proof through ratings and customer feedback, while product_highlights should summarise 4–6 key features, USPs, and decision-driving benefits to strengthen trust and product understanding.

▼ [sale_price]

▼ [shipping]

▼ [return_policy_label]

These attributes should work together to present a transparent final offer, helping Google surface accurate price, delivery, and return expectations that improve conversion confidence.