



Checklist 4 - Linking GMB To Google Ads/Google Merchant Center

Project Name: _____

Date: _____

Yes No

Linking your GMB listing to Google ads and Google merchant center is one of the most strategic approaches when the goal is to convert visitors into customers. Google ads and Google merchant center create a platform for you to expand your visibility and brand awareness, as well as the control of ecommerce and Google based marketing. Linking your GMB to Google ads and Google merchant center will also allow you to create a robust oversight of your products and services. While Google ads expand your digital presence and ultimately boost your conversion and sales rates, Google Merchant center is equipped with several tied-in services that are beneficial to your business in terms of the presentation of your products in a catalog-like format thus increasing your business' visibility, integration of your products/services' public reviews with your listing, and remarketing techniques such as the integration of your Google AdWords into specific AdWords. This checklist provides a guide for linking your GMB to Google AdWords and Google merchant center.

Part 1 – Linking to Google Merchant Center (GMC)

- 1
Check that your website and GMB listing is verified.
- 2
Ensure your GMB listing adheres to Google's requirements.

Notes



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- 3 Validate your GMB listing's contact and address info.

- 4 Check that your GMB checkout process is secure.

- 5 Include details such pricing on your product posts.

- 6 Check that product data such as availability and shipping are included.

- 7 Present the product information in a format accepted by Google.

- 8 Ensure that all data required by Google merchant center has been synced.

- 9 Regularly update your feed with accurate and detailed information.

Notes



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- 10 Check that your product info on Google merchant center matches the info on your landing page.

Part 2 – Linking to Google Ads

- 11 Ensure you have a Google ads account.

- 12 Check that your GMB email is similar to that of Google ads.

- 13 Create a location extension on your Google ads account to link with your GMB.

- 14 Link your GMB feature to ads to ensure adverts display proper address.

- 15 Check that your business location is properly set up to optimize your campaigns.

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- 16 Optimize your GMB product titles and descriptions for Google ads.
- 17 Check your product status to ensure any changes on your GMB listing are synced to ads.
- 18 Consider adding unique product identifiers to optimize ads.
- 19 Add custom labels to your GMB listing products to boost sales.
- 20 Create automations in Google ads for your GMB campaigns.

Notes:

- Ensure that your information is presented in TXTs or XML files similar to those presented in Excel spreadsheets.
- Constantly check product approval status in both AdWords and GMC to confirm approval.

Notes



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•*Products with a 'Not approved' status are not synced in both AdWords and GMC.*

Notes