



## Setup & Best Practices Checklist

Setup Google Merchant Account

Link Google Tools & Platforms

Adwords  
Analytics  
Webmaster Tools

Negative Keyword List

Tag Product Links

Setup Product Feed

Title  
Description  
Link  
Mobile Page (Optional)  
Price  
Image Link  
Condition  
Category & Type  
Global Trade Item Numbers (UPC, EAN, ISBN, etc...)  
Manufacturer Part Number (SKU)  
Brand

Segment Campaigns By Product

Segment Mobile Campaigns From Desktop

**Note:** For more background information on each item, make sure to check out Episode #165 of the podcast at [buildmyonlinestore.com](http://buildmyonlinestore.com)