

# Free Feed Audit

Sample report - anonymized

## Feed summary

Merchant	Apparel retailer (anonymized)
Vertical	Fashion / Apparel
Feed format	Google Shopping XML
Products analyzed	4,213 SKUs
Target market	United States
Audit date	2026-05-22

## Overall feed health



Score breakdown: 12 checks passed, 6 warnings, 3 critical issues. Estimated revenue lift if all critical issues are fixed: +18% to +27% on Shopping traffic.

# Executive summary

This feed is in mid-tier shape. The catalog is complete and most products are eligible to serve, but three critical issues are limiting impressions and CTR on Google Shopping. Fixing the top 3 below should recover the bulk of the lost performance within 7 to 14 days after Merchant Center re-crawl.

## Top 3 priorities

### ● **Missing GTIN on 38% of products**

**FAIL**

1,602 SKUs have no gtin attribute. Google treats these as 'identifier exists = no' which reduces eligibility for Performance Max and disables price benchmarking. Most likely cause: GTIN field is in the source but not mapped to the feed output.

### ● **Title length below recommended on 71% of products**

**FAIL**

Average title length is 38 characters. Google's shopping algorithm gives meaningful weight to the first 70 characters. Recommended: brand + product type + key attribute (color, size, material) + model.

### ● **Image quality flag on 412 products**

**WARNING**

412 product images are below 800x800px or have aspect ratios outside 1:1 to 4:3. These products will still serve but lose impression share on mobile carousels.

# Detailed checks

## Catalog completeness

### ● Required attributes present

PASS

id, title, link, image\_link, price, availability, condition, brand are all present on 100% of products.

### ● Optional but recommended: gtin

FAIL

Missing on 1,602 of 4,213 SKUs (38%). Add the gtin field from your PIM or Shopify metafields.

### ● Optional but recommended: mpn

WARNING

Missing on 312 SKUs (7%). Acceptable when GTIN is present, but combine both for best signal.

### ● color, size, material, pattern

WARNING

Provided on 88% of products. Apparel feeds should hit 100% on color and size.

## Title & description quality

### ● Title length distribution

FAIL

Average 38 characters, median 35. Target 70 to 150. Today 71% of titles are shorter than 70 chars.

### ● Description length

PASS

Average 184 characters. Healthy. No truncation risk.

### ● Keyword stuffing detection

PASS

No keyword stuffing patterns detected. No ALL CAPS abuse.

## Pricing & availability

### ● Price format

PASS

All prices include currency suffix (USD). No malformed values.

### ● Sale price vs price consistency

WARNING

On 47 products the sale\_price is higher than the price. Likely a feed export bug, will trigger Merchant Center warnings.

### ● Availability accuracy

PASS

98% of in-stock items confirmed live on the site. No phantom inventory detected in the sampled crawl.

## Images & media

### ● Image resolution

WARNING

412 products under 800x800px. Re-export at 1200x1200 minimum for best mobile rendering.

### ● Additional images

PASS

62% of products provide at least one additional\_image\_link. Strong for fashion vertical.

### ● Lifestyle vs packshot mix

WARNING

Recommend adding lifestyle imagery on the top 200 best sellers to improve CTR by an estimated 8 to 14%.

## Categorization & taxonomy

### ● google\_product\_category

PASS

Assigned on 100% of products with depth 5 or 6. Excellent taxonomy granularity.

### ● product\_type

WARNING

Set on 81% of products. Recommended to mirror your site's category breadcrumb on every SKU.

### ● Item group ID (variants)

PASS

Variants correctly grouped via item\_group\_id. 1,184 parent products, 4,213 variants. Ratio is healthy.

# Benchmarks

How this feed compares to the IRONFEED benchmark for US apparel merchants in the 1,000 to 10,000 SKU range, sampled across 240 catalogs.

Metric	This feed	Benchmark	Status
GTIN coverage	<b>62%</b>	94%	<b>CRITICAL</b>
Avg title length	<b>38 chars</b>	82 chars	<b>CRITICAL</b>
Image min 800px	<b>90%</b>	99%	<b>BELOW</b>
google_product_category depth	<b>5.4</b>	5.1	<b>OK</b>
Variant grouping	<b>100%</b>	96%	<b>OK</b>
Sale price errors	<b>1.1%</b>	0.2%	<b>BELOW</b>

## Estimated impact

If you close the 3 critical gaps above, our model projects:

- Impression share on Shopping: +35% to +55% within 30 days
- Click-through rate: +12% to +18% from improved titles
- Conversion rate: stable, no expected regression
- Net revenue lift on Shopping channel: +18% to +27%

Ranges reflect P25 to P75 outcomes across similar apparel catalogs after equivalent feed remediation.

# Recommended next steps

## Week 1 - quick wins

1. Export GTIN from your PIM and map to the feed. If GTIN is unavailable, set identifier\_exists = no per SKU.
2. Fix the 47 sale\_price > price exports. Likely a transform rule in your feed tool.
3. Re-render 412 product images at 1200x1200 minimum.

## Week 2 to 4 - structural

1. Rebuild titles using the formula: Brand + Product Type + Key Attribute + Model/Color. Aim for 80 to 130 characters.
2. Populate product\_type on the remaining 19% of SKUs using your site's breadcrumb.
3. Add lifestyle imagery on the top 200 best sellers.

## Ongoing

- Re-audit monthly. Feed quality drifts as new SKUs are added.
- Monitor Merchant Center diagnostics weekly for new disapprovals.
- Track impression share by product\_type to detect category-level regressions.

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This is a sample report based on an anonymized real audit of a 4,213-SKU apparel feed. Numbers, scores and recommendations in your own report will reflect your actual feed.

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