Product feed health checklist

For anyone importing affiliate or merchant product feeds, and anyone sending one to Google.

Before import

- [ ] Feed URL and format (CSV, TSV or XML) confirmed
- [ ] Column mapping: ID, title, description, link, image link, availability, price
- [ ] Currency and decimal format checked
- [ ] Image URLs load over HTTPS

Google Merchant Center limits

- [ ] Every product has id, title, description, link, image_link, availability and price
- [ ] Brand set for new products
- [ ] ID up to 50 characters, title up to 150, description up to 5,000
- [ ] Images at least 500 x 500 pixels (Google enforces this from 31 January 2027)
- [ ] Availability is one of in_stock, out_of_stock, preorder or backorder

Data quality

- [ ] No duplicate product IDs
- [ ] Prices are numbers, not text
- [ ] Out-of-stock items flagged or removed
- [ ] Titles cleaned of junk: SKUs, ALL CAPS, repeated words
- [ ] Categories mapped to yours

Ongoing

- [ ] Update prices at least daily
- [ ] Alert when a feed fails or shrinks sharply
- [ ] Remove expired products and redirect their pages
- [ ] Check affiliate links still track

Sources: Google Merchant Center product data specification (support.google.com/merchants).
Checked October 2026.
Free to print and share.

Latest version and PDF
datafeed-scripts.com