NORTE DIGITAL

Google Shopping feed audit

Sample report using a fictional catalogue

The audit compared one Merchant Center feed with a store reference for the same products, prices and availability.

6	7	0
Unique products	Initial findings	Findings after retest

Findings by product

Product	Evidence in the original feed	Change tested
A01	GTIN **4006381333932** failed the checksum.	Used the GTIN confirmed in the sample source.
A02	Feed price €29.90. Store price €24.90.	Matched the feed to the €24.90 store price.
A03	Feed showed in stock. Store showed out of stock.	Matched the store availability.
A04	Image URL was missing.	Added the image URL from the catalogue.
A05	Decimal comma in the amount **27,00 EUR**.	Normalised the amount to 27.00 EUR.
A06	The same product ID appeared on two rows.	Removed the duplicate row.

Both rows for A06 were flagged, giving seven findings across six product IDs.

How to verify changes

Apply confirmed changes at the feed source and keep a copy of the original export. After syncing, re-export the feed and check the affected IDs in Merchant Center.

The sample retest returned zero findings for the checks shown. Merchant Center approval is determined separately by Google.

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