

Google Base and Google Checkout for SEO and PPC

This brief outlines ways to use Google Base and other Google shopping features to attain better visibility in organic search results.

1. Google Base

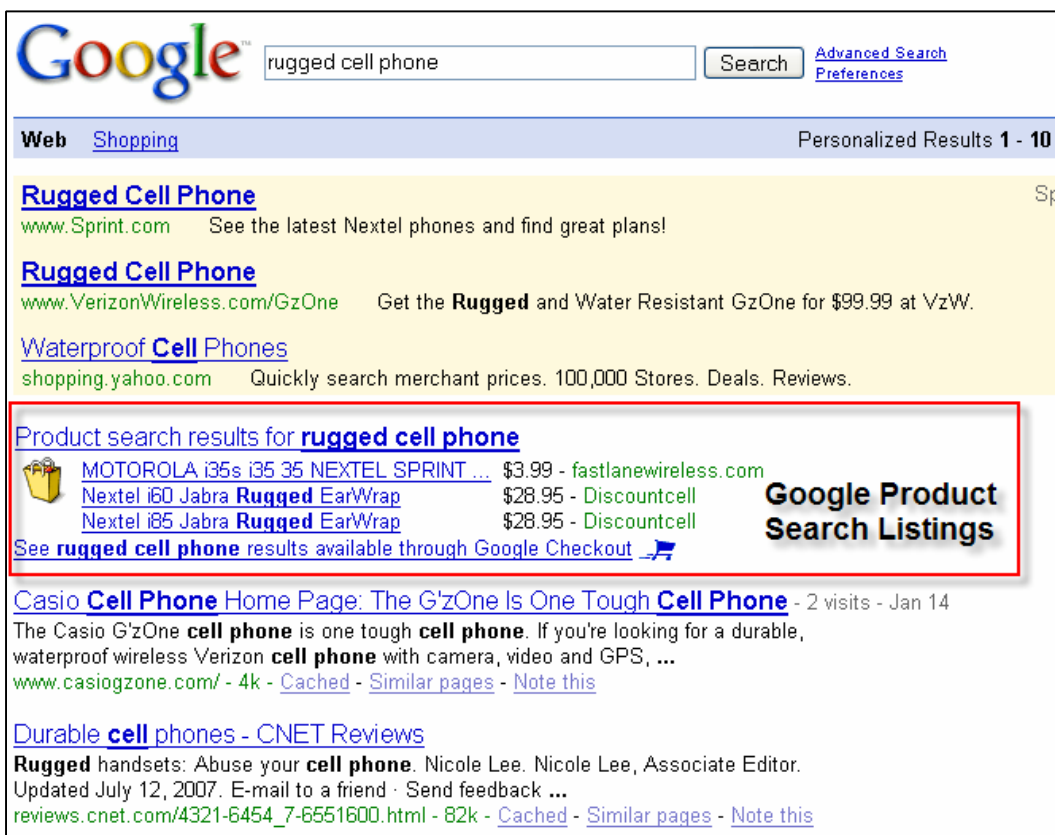
Google Base is Google's service allowing you to submit products for sale. These products can then be found in a typical web search or by using Google Product Search (formerly Froogle).

Further information on Google Base, visit <http://base.google.com/support/bin/answer.py?hl=en&answer=59260#types>.

Product submissions through Google Base are free.

When available, Google will feature Product Search Listings first in their search results. Depending on your competition and how you submit your listing, it is possible to capture top listing for your product on the 1st page of results. For example, the category of "tough mobile phone" had only 17 entries in a category that had 470,000 potential listings.

Google only presents 3 line items from Product Search in the web search results. They select the top 3 results sorted on relevance to the search terms, so it's important to include your keywords in the product description when you submit your product in Google Base.



The screenshot shows a Google search for "rugged cell phone". The search results include several organic links and a highlighted section for "Product search results for rugged cell phone". This section lists three items:

Product	Price	Source
MOTOROLA i35s i35 35 NEXTEL SPRINT ...	\$3.99	fastlanewireless.com
Nextel i60 Jabra Rugged EarWrap	\$28.95	Discountcell
Nextel i85 Jabra Rugged EarWrap	\$28.95	Discountcell

To the right of this list is a "Google Product Search Listings" label. Below the highlighted section are organic search results for "Casio Cell Phone Home Page" and "Durable cell phones - CNET Reviews".

2. Google Checkout

When you manage Google Adwords and Google Checkout under the same account, Google will attach a Google checkout label on your PPC listings, making those listings stand out on the page when they appear.



Google claims that using Google Checkout increases click throughs on PPC ads by 10%.

Sponsored Links

[Cell Phone Accessories](#)
80% Off Limited Time Clearance Sale
Extra 7% Disc. Coupon Code: CELL7
www.CellPhoneShop.net

[Official MetroPCS® Site](#)
Shop Mobile Phones at MetroPCS®.
Free Shipping & No Signed Contract.
www.MetroPCS.com
San Francisco-Oakland-San Jose, CA

[N95 Unlocked Cell Phone](#)
Unlocked N95 Quad Band **Phone**
N95 \$549, N73 \$349, N95 8GB \$735
www.GsmHotDeals.com

[Cell Phones](#)
The newest cell phones
For any carrier.
www.become.com

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