EcomEye

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FREE CHECKLIST

Filled in but still missing: 9 product data checks

You filled in gender, color or size, and Merchant Center still says it's missing. A value only arrives when it sits where your sales channel reads it.

Where Google & YouTube reads each fact

Fact	Where the channel reads it by default
Age group, gender	The channel's own Google fields.
Color, size	Variant options named Color and Size, in English.
Brand	The Vendor field.
Anything else	A custom metafield, a category metafield or an option in another language may not be sent until you pick it as the source.

Your 9 checks

- [ ] **Open Channel mapping and look at the coverage.** It shows where each field gets its value and how many products have one. Start with Age group, Gender, Color and Size.

  Where: Shopify › Settings › Sales channels › Google & YouTube › Channel mapping

- [ ] **Point low fields at the place where your values already are.** Or bulk-edit the gaps.

  Where: Channel mapping › Edit mappings

- [ ] **Map Color and Size when the channel doesn't read your option names.** A Dutch store can keep "Kleur" and "Maat". Low coverage? Point them at your values, such as a color metafield.

  Where: Channel mapping › Edit mappings

- [ ] **Keep each product fact in one place, and point each channel at it.** Facebook & Instagram has Channel mapping too.

  Where: Shopify › Settings › Sales channels › Facebook & Instagram › Channel mapping

- [ ] **Fill age group, gender and color on apparel and accessories.** Plus size on clothing and shoes. Use "adult" unless it's only for children, "unisex" when it's for everyone.

- [ ] **Add a size system to clothing and shoes.** And a size type when the cut is plus, petite, tall, big or maternity.

- [ ] **Put the real brand in Vendor.** That's where Google asks Shopify stores to add it. Never a placeholder like "N/A", "Generic" or "No brand".

  Where: Shopify › Products › your product › Vendor

- [ ] **Use an AI that sets the Google product category accurately for each product.** Google assigns one itself, and a wrong one adds warnings like "missing gender".

- [ ] **Check Merchant Center after the next sync.** Google's errors and warnings are different from Shopify's.

  Where: Merchant Center › Products › Needs attention

Safe to leave for later: product highlights, product detail, and condition on new products. Material and pattern only matter when your variants differ by them.

Which products need these fields

Product type	Age group	Gender	Color	Size
Clothing and shoes, also kids' and baby	Required	Required	Required	Required
Jewelry, sunglasses, belts, hats, handbags, wallets	Required	Required	Required	If variants differ
Keychains, lanyards, watch bands	Optional	Optional	Required	If variants differ
Other products, like backpacks, home, gadgets, beauty, pet, toys	If variants differ	If variants differ	If variants differ	If variants differ

Required means for free listings in every country, and for Shopping ads targeting Brazil, France, Germany, Japan, the UK or the US. If variants differ: fill it when your variants differ by that field.

View full research here:
ecom-eye.com/research/product-data-google

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No guarantee of approval. Based on Shopify's and Google's help pages, as read on 16 Nov 2026.