EcomEye

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FREE GUIDE

Write a Google Shopping title and keep it off your store

Google says shoppers usually notice only the first 70 characters of a title, or fewer. Say what you sell there, and leave your store title short.

Four products, each with its two titles

Store title	SEO title (Google)
Linen Blend Wide-Leg Pants	**Women's Wide-Leg Linen Blend Pants - High Waist Linen Trousers - Loose** Fit Summer Pants - Elastic Waist Trousers with Pockets
Hanging Sock Drying Rack	**Hanging Sock Drying Rack with 20 Clips - Stainless Steel Clothes** Drying Hanger - Foldable Laundry Rack - Windproof Underwear Hanger
Rechargeable Headlamp	**Rechargeable LED Headlamp 1000 Lumens - Motion Sensor Head Torch** - USB-C Running Headlight - Water Resistant Camping Head Lamp
Packing Cubes, Set of 6	**Packing Cubes Set of 6 - Nylon Suitcase Organizers - Travel Luggage** Organizer Bags with Mesh Top - Carry-On Cubes with Laundry Bag

Examples with invented products. Bold fits in the first 70 characters.

Write yours

1. **First phrase:** the most common name for the product plus its strongest fact.
2. **Then 3 to 5 more phrases, with " - " between them.** Each is a search a shopper would type: a name for the product plus one fact, material, function or use.
3. **Up to 150 characters in all.** Google advises using all 150, with the most important in the first 70.
4. **Only words and facts that are on your page too,** in its title, text or specs.
5. **In the language of the page.** Read the first 70 again in every language you sell in.

⚠ Google disapproves products that break its title requirements

- Name the product on your page and the variant's details, such as its color or size.
- Leave out the price, sale, shipping, delivery date, other time-related information, your store's name, capitals for emphasis and gimmicky symbols.

Send it to Google

- [ ] **Put the title in the product's SEO title.** Your store's product title stays as it is.

  Where: Shopify › Products › the product › Search engine listing › Page title

- [ ] **Let Google use the SEO title.** Select Search engine product titles and save.

  Where: Google & YouTube app › Settings › Product feed › Additional settings to sync with Google Merchant Center › Product titles and descriptions › Product titles

- [ ] **Check a few variants in Merchant Center.** Each title names its own color or size. If one doesn't, edit the title there. Use your page's color name: with another one, Google says, your account "may be disapproved".

View full research here:
ecom-eye.com/research/google-shopping-title

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No guarantee of approval, clicks or sales. Based on Google's and Shopify's pages, read on 25 Nov 2026.