The way to the ideal image feed

1 Missing images

Your XML feed is missing the IMGURL tag for your products. Products are not paired with images, or image files are completely missing. As a result, they will not appear in your online store or comparison shopping engines.

2 Error 403/404/500

You do not have access to the web page where the images are stored, the web page hasn't been found or has another technical problem. The IMGURL tag doesn't include any mistakes in your XML feed, but in all cases, this means your product images will not be shown.

3 Unsupported format

The file format to which the URL refers is not supported by one of the comparison engines or does not belong to the standard image format. In the first case, this means your product images will be disapproved by the comparator, in the second case, they will not appear in your store.

TIP FIE

Before fixing these errors, you can temporarily hide products without images using the Hiding Products feature in the Feed Image Editor settings. These products will not appear in your store or comparison engines.

4 Illegal characters in URL

Product images can be rejected by the comparison engine if their URL is too long or contains characters that are not allowed by the criteria. A common problem is accents or spaces in the image name.

5 Image dimensions

If the product image is too small, the product details will not be recognized. If it does not meet the minimum dimensions set by the comparison engine, it will not appear on it.

6 Image data size

The size of the image exceeds the criteria of the comparison engines and will be rejected as a result. Besides, your store will harm the fact that images load for a long time.

7 Identical images

Some products have the same images, e. g. for clothing sizes, car parts, and intangible products. In other cases, it does not make a good impression.

8 Transparent background

The white background of product images is an unwritten standard for most advertising systems and comparison engines. If some of your images have a transparent background, they will be rejected, or the background automatically fills in and looks gritty.

9 Watermarks

If you're protecting your product images with watermarks, be aware that advertising systems like Heureka, GLAMI, and Google Shopping won't show you these products.

10 Product position, alignment and size in the image

Ideally, the products in the image should be as flat as possible and centered. Otherwise, the information value is lost, and they appear inconsistent.

11 Image quality

If your product images aren't sharp enough, contain glitches, or are otherwise blurred, they may deter customers by their poor quality.

12 Other minor mistakes

Feed Image Editor includes many filters and tools to detect other imperfections. Use them to bring your product images closer to perfection and increase your interest in your products.

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