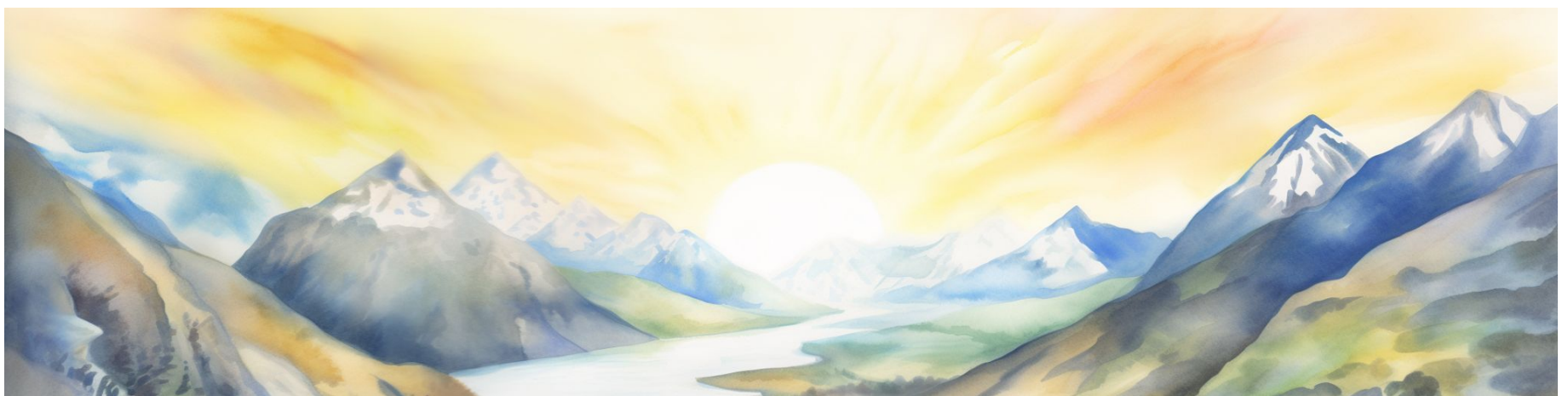


Automatically Optimize Shopping Product Data Using ChatGPT & Python

For Large Google Ads Catalogs

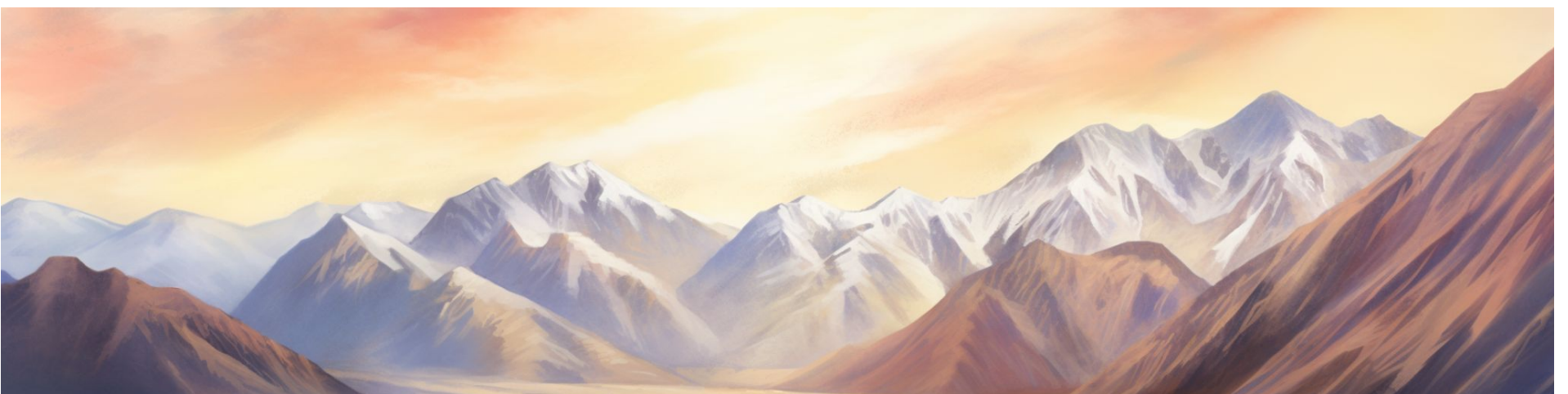
Peter B. Ferrigan

August 2023



Benefits

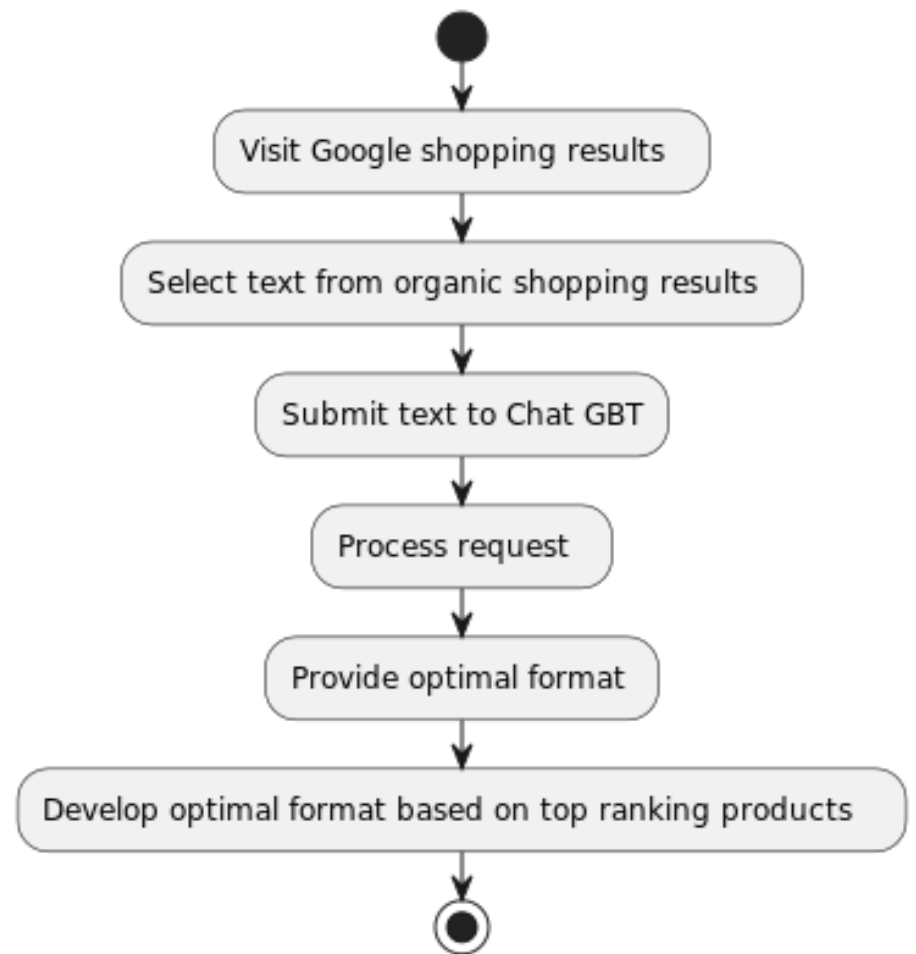
- ROI gains in Google Ads through proper feed optimization.
- Avoid the time-intensive task of manual catalog updates.
- Develop category-specific formats for each product type.



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1: Determine Optimal Data Format

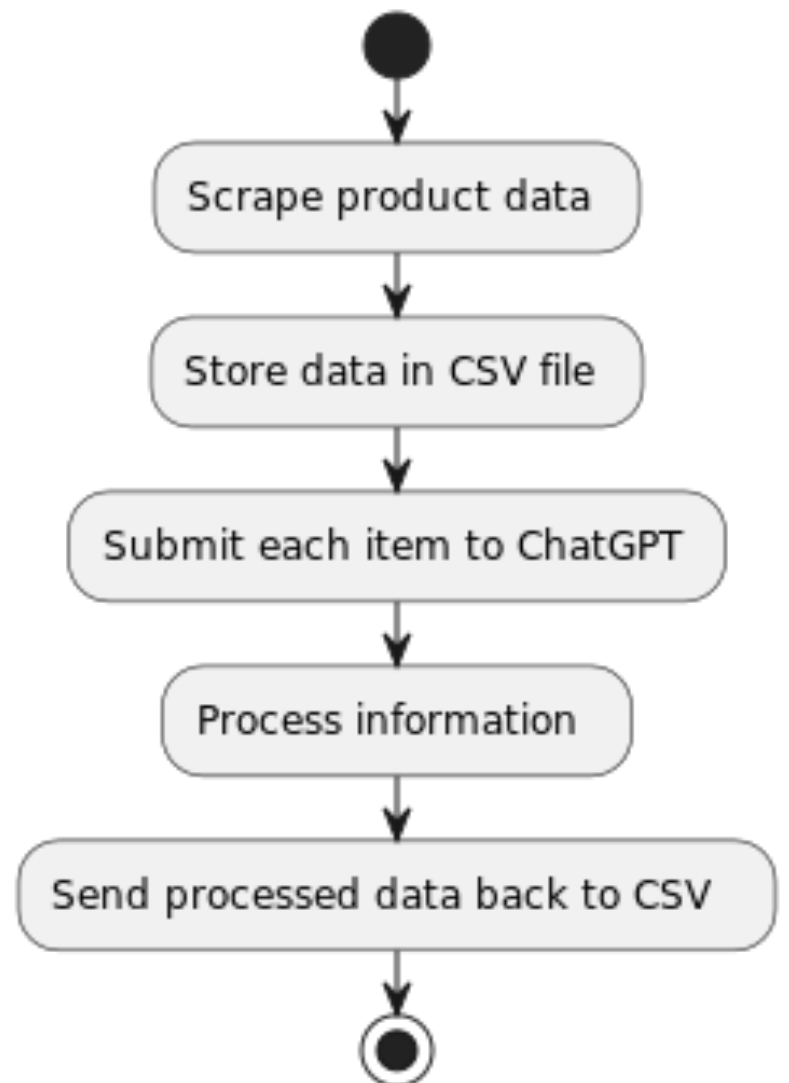
- Begin with the top organic ranking products.
- Extract text from organic ranking results.
- Based on top-ranking products - ask ChatGPT to determine the best-in-class format.



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2: Pull & Process Product Data with ChatGPT

- Pull PDP data with BeautifulSoup.
- Submit to ChatGPT with Python along with desired format.
- Store results in CSV.



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3: Verify All Claims

- Everything, especially claims, must double-checked before publishing.
- Ensure ChatGPT did not hallucinate claims such as “#1” or “Bestselling”.



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Notes

- Python script for pulling data can also be used to grab multiple images for populating the additional_image_link attribute.

Thank you!



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