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It's not easy to achieve top ratings in any competitive venture. Just to get a peek at your destiny, you have to go through tons of obstacles. This is especially true if you're operating an e-commerce business and you want to get to the most popular search results page in comparison shopping engines of often-used sites like Yahoo!, Google, and Bing, so what do you have to do?

First, gather all of your product information and dump them in a spreadsheet so that you can modify and improve them. This is going to yield a big spreadsheet, so you might as well get it over with now and start optimizing. There are numerous tips online on what you should do during product feed optimization, so here's a list of things you must avoid:

Don't make use of direct-to-search engine applications

Certain comparison shopping engines, like Yahoo! for instance, have direct-to-search engine tools that will automatically take product data from your web site to be included in their database. This will result in unstreamlined data, which can drive your rankings down. It is often better to manually edit and improve your product feed prior to presenting it to a search engine.

Never cram keywords

Keywords are crucial to the search engine world. When someone searches for a specific keyword, the search engine they're using will search the database for keyword matches. However, this does not mean that you should just put too many keywords into product descriptions; That's just morally inappropriate, you're cheating the system, and the authorities will eventually find you, and you'll have to face harsh punishment.

Don't do overhyping.

Utilizing what you might perceive as tempting words like "LOWEST PRICES EVER" will only infuriate comparison shopping engine users and will in no way entice them. When optimizing your XML product feed, it is safer to just stay true to the details of your product; of course, you must know how to subtly market your product without seeming like a hard-sell.

Always tell what is true

There are companies who think that they can cheat by placing very low prices on their product info just to get customers to click through. Your Bing product feed must truthfully reflect the prices shown on your web site and, to an extent, the prices that you're going to charge clients once they decide to purchase. You have to establish a relationship with your potential customers, and this can only be done only by stating the truth.

If your eyes are already glazing over and you're still not finished streamlining your Google product feed, you can just opt to find a product feed optimization expert to take care of all of the optimizing for you. For more info, you can check out searchengineland.com/how-to-optimize-feeds-to-maximize-your-exposure-in-shopping-engine-results-18505.

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<http://www.articleside.com/seo-articles/how-to-remember-not-to-do-bad-product-feed.htm> - Article

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