

OPTIMIZE YOUR GOOGLE PRODUCT KNOWLEDGE PANELS CHECKLIST

DETAILS

Product: Weber Original Kettle 18"
MREID: kgmid/g/1b6rg_zd5

Weber Original Kettle 18"
★★★★★ 1,751 reviews

[Details](#) [Reviews](#) [Stores](#)

Shop now

\$89.00 - Weber Grill Grill
Weber Original Kettle Charcoal Grill (Black) Size 18"
Free shipping

\$89.00 - Target
Weber 18" Original Kettle Charcoal Grill #41001 Black
Free shipping

[Compare prices](#)

Original Kettle 2-4712 Charcoal Barbecue 47 in
weber.com Manufacturer

Check to the Original Kettle - a grill that was made for every backyard. For the moments created and ones soon to be made. Once the coals have extinguished, dinner is served, relax, and let the conversation ensue.

Features: Kettle Style, Portable, With Smoker

Material: Aluminum, Steel

Type: Charcoal

Width: 19 inches, 22 inches

[More details](#)

[More details](#)

User reviews

4.7
★★★★★ 1,751 reviews

Search reviews Does it light easily? Does it heat evenly? Is there good heat distribution? Is the cooking surface sufficient? Is it easy to clean?

Reviewed my 2002 18" Kettle with a 2002 model

★★★★★ 3 months ago
This is my second 18" Kettle. The first reached end of life after 11 years of service. The old grill was used extensively over those many years. In 2002 I received a 18" Kettle at a local store for about \$80. I had primarily used gas grills and it had had a nearly new gas grill at home.

Kater122 Reviewed on weber.com

[More reviews](#)

REVIEWS

Weber Original Kettle 18"
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STORES

Weber Original Kettle 18"
★★★★★ 1,751 reviews

Store	Price	Availability	Shipping
Amazon	\$89.00	In Stock	Free Shipping
Target	\$89.00	In Stock	Free Shipping
Home Depot	\$89.00	In Stock	Free Shipping
Walmart	\$89.00	In Stock	Free Shipping
Best Buy	\$89.00	In Stock	Free Shipping
Home Depot	\$89.00	In Stock	Free Shipping
Home Depot	\$89.00	In Stock	Free Shipping
Home Depot	\$89.00	In Stock	Free Shipping

Frequently Asked Questions help users with their questions

Mobile Overview

Weber Original Kettle 18"
★★★★★ 1,751 reviews

[Details](#) [Reviews](#) [Stores](#)

Videos are accessible on mobile with a single click.

W

Thank you for downloading this checklist.
Highlight your products on Google SERPs
with Knowledge Panels!

❑ Start with the Manufacturer Center or with the Merchant Center

Raggiungi i clienti su Google

Merchant Center migliora le esperienze di acquisto al di là della pubblicità. Mostra i tuoi prodotti agli acquirenti su canali a pagamento e gratuiti attivando le tue informazioni sulle piattaforme Google.



The first essential step is to be present on at least one of these two platforms. If you haven't already done so, **sign up for the [Manufacturer Center](#) if you're a manufacturer, or the [Merchant Center](#) if you're a retailer**. If you're a manufacturer who sells its products online, you can sign up for both platforms.

Even if you already have an account, be sure to curate it as much as possible and properly report all data related to your products and e-commerce. Also, remember to update this information frequently.

These two platforms are two very authoritative sources for Google. The data we enter on them, such as prices, names, and GTIN codes, can give us a big hand in enriching the Knowledge Panels of the products we sell.

❑ Leverage reviews and ratings

The screenshot displays a product review section. At the top, it shows a large rating of 4.7 with five stars (the first four are filled). Below the rating, it says '1,995 reviews'. To the right of the rating is a horizontal bar chart showing the distribution of reviews: 5 stars (approximately 60%), 4 stars (approximately 30%), 3 stars (approximately 5%), 2 stars (approximately 2%), and 1 star (approximately 2%). Below the chart are several filter buttons: 'Search reviews', 'Does it light easily?', 'Does it heat quickly?' (highlighted with a blue border), 'Is there good heat distribution?', 'Is the cooking surface sufficient?', and 'Is it easy to clean?'. Below the filters is a review snippet: 'I LOVE both my big and little Webers.' followed by five stars and '3 months ago'. The review text reads: 'I LOVE BOTH of my Webber Kettles. We bought our house in 1985 and brought our propane gas grill with us when we moved in. It died 2 years later (1987) and I bought my 1st full sized Kettle then. I loved it from day one. A couple of years later I bought my 1st table-top Weber to cook things ...'. At the bottom of the snippet, it says 'Cathie Mcm · Reviewed on weber.com'.

User **reviews and ratings** are a powerful tool for increasing trust and social proof about the products you sell.


There are two main avenues.

Google aggregates reviews and ratings from large sites like eBay. If your products are also sold and reviewed on these large platforms, these reviews could be aggregated into the Knowledge Panels review snippet.

Also, we recommend **using structured data on your product pages to help Google properly "read" your customers' reviews and ratings.**

Using the AggregateRating markup correctly can help you show a snippet with the average rating of your product.

❑ Submit the GTIN code



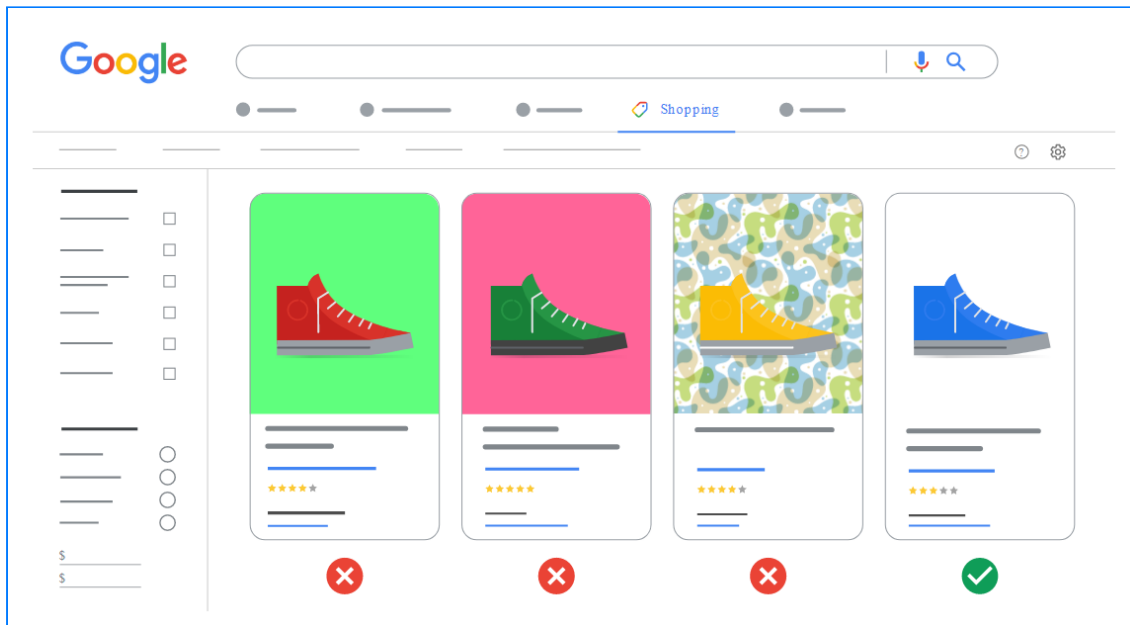
Product	Google Chromecast
title	Google Chromecast 2 - 1080p - Wi-Fi - Black
brand	Google
gtin	7894892017139
mpn	H2G2-42
condition	new

The GTIN code is a unique universal code that identifies products. In some cases, it might not be easy to get it, but when it is possible it is always worth communicating it correctly through the structured data and platforms we saw in point 1.

This code allows Google to unequivocally identify the product you are selling and correctly **associate the information related to it**. Some possible effects of this correct association may be that you appear as a reseller in the Knowledge Panel of a product, or that your Google Shopping ads and free product listings (at the moment not yet available in all countries) are shown more frequently and on more placements.

Retailers who correctly added GTIN codes to their products saw **an average 20% increase in clicks**. With [E-commerce SEO by WordLift](#), you can add GTIN codes and other Unique Product Identifiers to your product pages on WooCommerce in just a few clicks.

❑ Use quality images for your products



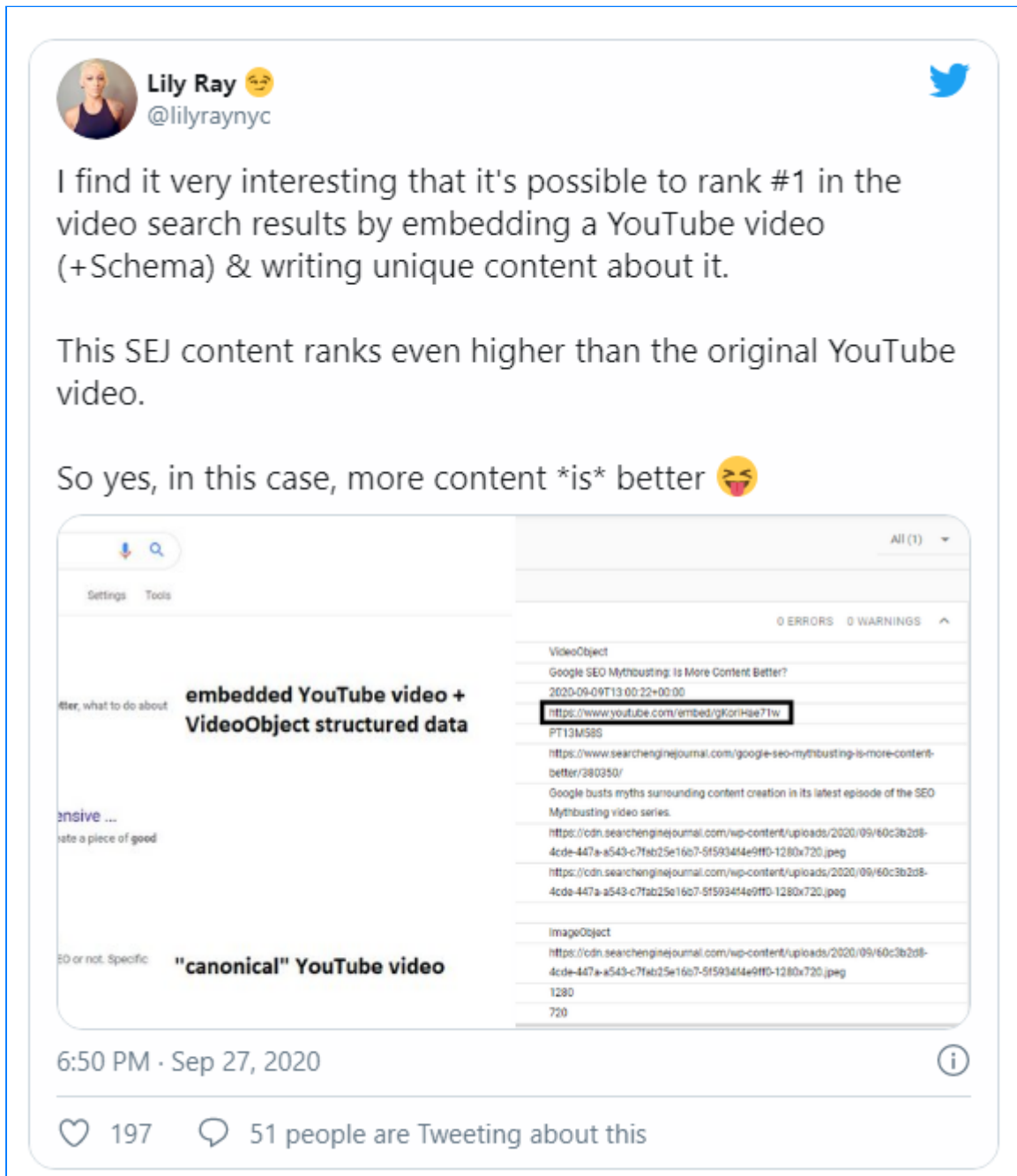
If you want your product images to appear on Google's placements and Knowledge Panels, you'll need to follow the guidelines it dictates.

Some of them are simple technical specifications, such as the minimum resolution of 100x100 pixels (250x250 on apparel products), but there are also principles you should take into account to have good product photos in general.

You can find these requirements in this [merchant center's guide](#).

Again, applying structured data correctly will be crucial.

❑ Publish articles based on YouTube videos



The image shows a tweet from Lily Ray (@lilyraynyc) dated September 27, 2020, at 6:50 PM. The tweet discusses the effectiveness of embedding YouTube videos with VideoObject structured data. It includes a screenshot of a Google search results page for the article "Google SEO Mythbusting: Is More Content Better?". The screenshot shows the article's title, a video player, and the structured data markup. The VideoObject schema is highlighted, showing the video ID and the canonical URL. The tweet also shows engagement metrics: 197 likes and 51 people are tweeting about this.

Lily Ray 🙄
@lilyraynyc

I find it very interesting that it's possible to rank #1 in the video search results by embedding a YouTube video (+Schema) & writing unique content about it.

This SEJ content ranks even higher than the original YouTube video.

So yes, in this case, more content **is** better 😏

6:50 PM · Sep 27, 2020

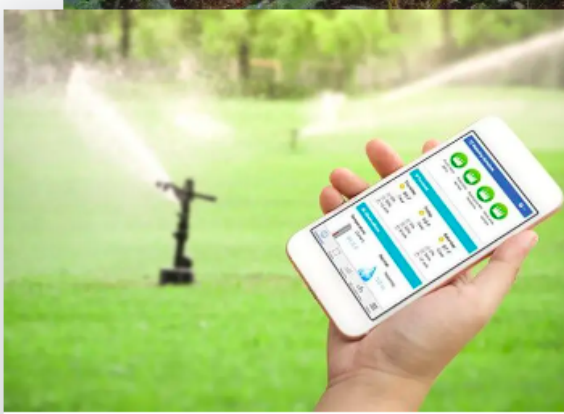
197 51 people are Tweeting about this

You can gain additional visibility for your products in Google Panels by **creating articles based on YouTube videos and using VideoObject markup**. These articles often rank higher than canonical video, as long as the new content adds value to the video.

Also, remember to mark the product you are talking about in the article's structured data. [With E-commerce SEO by WordLift](#), you can do this with **Context Cards**, getting three results in one go:

- **enrich the markup schema** of the page with the product
- add a link to the product page

- improve the User Experience on the page with a beautiful Product Card



ts a drink, and you don't want to just hop
d while you're away on vacation.

ication in the peak of summer, but being l
er if you focused on drought-tolerant plai
watering per week. Even so, hot temperat
ointment when you come home. You can
r plants while you are on vacation.

Smart Sprinkler — Smart Irrigation System

£89.00
~~£134~~ | 34 OFF

Smart irrigation controllers include an online portal that you can access on your computer, your **smartphone** or tablet, allowing you to easily adjust your **irrigation** from anywhere.

Unlike traditional **irrigation** controllers that operate on a preset programmed schedule, **irrigation** controllers monitor weather, soil conditions, evaporation and plant water use to adjust the **watering** schedule to actual conditions of the site.

□ Structured data... and, again, structured data

DETAILS

Product: Weber Original Kettle 18"
MREID: kgmid=/g/11b6rg_zd5

Weber Original Kettle 18"
★★★★☆ 1,791 reviews

Details Reviews Stores

Shop now

\$89.00 - Weber Grill US
Weber Grills Original Kettle Charcoal Grill | Black | Size 18" Free shipping

\$89.00 - Target
Weber 18" Original Kettle Charcoal Grill 441001 Black Free shipping

→ Compare prices

Original Kettle E-4710 Charcoal Barbecue 47 cm
weber.com - Manufacturer

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Material: Aluminum, Steel
Type: Charcoal
Width: 19 inches, 22 inches

→ More details

→ More details

REVIEWS

4.7
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Search user reviews

Does it light easily?

Show all reviews Does it light easily? Does it heat quickly? Is there good heat distribution?

Is the cooking surface sufficient? Is it easy to clean?

Simple is best
★★★★☆ 7 years ago
...around! Easy to use. Light and easily movable. Ease of Use So... More
NorthHaven - Reviewed on viewpoints.com

STORES

Sold by	Product info	Details & Special offers	Item price	Total price
Weber Grill US	Weber Grills Original Kettle Charcoal Grill Black Size 18"	Free shipping	\$89.00	(\$ 89.00) View Site
Home Depot	Weber 18 in. Original Kettle Charcoal Grill in Black	Free shipping	\$89.00	(\$ 89.00) View Site
Ace Hardware	Weber 18in Weber Original Kettle Charcoal Grill, Black, Charcoal 18 in. Grill Black	+ \$74.00 shipping	\$89.00	(\$ 163.00) View Site
Walmart - ASD/Phd	Weber Original Kettle 18 inch Black Charcoal Grill, Size 18", 18 in W, 22 in D, 18.5 in H	Free shipping	\$89.00	(\$ 89.00) View Site

Mobile Overview

Weber Original Kettle 18"
★★★★☆ 1,791 reviews

Overview Stores Reviews Videos

Stores

Weber Grill US \$89.00

W

Direct link to the product page on the Manufacturer website

Frequently Asked Questions help users sift through reviews.

Videos are accessible on mobile with a single click.

Structured data helps Google get information about your products and brand, allows it to rank your content, and is critical for creating entities associated with your business and establishing relationships with and between them. For example, you can link a product to its accessories and show this correlation in Google's SERPs.

SEO of the future will be increasingly based on these semantic connections.

The more accurately your e-commerce communicates this information, the more visibility it will have on search engine pages.

How do you take care of structured data on a website?

There are several ways to do this. Relying on a tool like [WordLift](#) is one of the easiest and most effective.

**Do you want a hand implementing and optimizing
structured data on your e-commerce?**

Our technology and our team can help you!

DISCOVER OUR WOOCOMMERCE PLUGIN

TALK TO OUR EXPERTS