magmodules




# Google Product Categories

Google Shopping for Magento 2

How to properly categorize products for the Google Shopping Feed extension. Correct categorization improves ad relevance and helps your products appear in the right searches.

## Why Categories Matter

Google Product Categories tell Google what type of product you're selling. Proper categorization:

- Improves ad targeting and relevance
- Helps products appear in the correct search results
- Aligns with Google Ads bidding strategies
- Reduces disapprovals in Google Merchant Center

## Category Requirements

### Use Predefined Categories Only

Google only accepts categories from their official taxonomy. You can submit either:

- The category ID (e.g., `2271`)
- The full path (e.g., `Apparel & Accessories > Clothing > Shirts & Tops`)

### Be as Specific as Possible

Always use the most specific category that describes your product:

| Instead of | Use |
|---|---|
| Electronics | Electronics > Audio > MP3 Players |
| Apparel | Apparel & Accessories > Clothing > Shirts & Tops > T-Shirts |
| Home & Garden | Home & Garden > Kitchen & Dining > Cookware > Pots & Pans |

### One Category Per Product

Select the single category that best describes your product's primary function. If a product has multiple uses, choose the most relevant one.

**Example:** An MP3 player with a built-in clock should use the MP3 player category, not clock or electronics.

## Configuration Options

### Default Category

Set a default Google Product Category at module level:

**Location:** Magmodules → Google Shopping - Feed → Attributes → Google Product Category

This category applies to all products unless overridden.

Default Google Product Category and product type settings

### Category-Level Override

Override the default for specific Magento categories:

**Location:** Catalog → Categories → [Select Category] → Google Shopping tab

Products in this category will use the specified Google Product Category instead of the default.

Google Shopping fields on a Magento category

### Product-Level Override

For individual products needing a different category:

1. Create a product attribute for Google Product Category
2. Map this attribute in the extension configuration
3. Set the value per product as needed

Google Shopping fields on a product

## Finding the Right Category

### Google's Category Taxonomy

Google provides a complete list of categories:

- English: `https://www.google.com/basepages/producttype/taxonomy-with-ids.en-US.txt`

### Tips for Selection

1. **Search for your product type** - Look for the most specific match
2. **Check competitor listings** - See what categories similar products use
3. **When unsure, go broader** - A correct broader category is better than an incorrect specific one

## Product Type vs Google Product Category

These are different attributes:

| Attribute | Purpose |
|---|---|
| **Google Product Category** | Google's predefined taxonomy (required for some categories) |
| **Product Type** | Your own category structure (optional, for your reference) |

You can use both. Product Type lets you submit your own categorization alongside Google's official categories.

## Common Mistakes

### Using Outdated Categories

Google updated their taxonomy in August 2011. Categories from before this date are no longer valid.

**Solution:** Use current categories. Google translates old categories automatically, but using current ones ensures accuracy.

### Being Too Generic

Generic categories like "Electronics" or "Clothing" reduce ad relevance.

**Solution:** Drill down to the most specific subcategory that fits your product.

### Inconsistent Categorization

Different products of the same type using different categories confuses Google's algorithms.

**Solution:** Create a mapping strategy and apply it consistently across your catalog.

## Need More Help?

**Documentation:**

- All Help Articles - Complete documentation overview

**Support:**

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the Google Shopping extension on magmodules.eu

# All articles for Google Shopping

## Installation

| | |
|---|---|
| 1 | Installation using Composer (recommended) |
| 2 | Installation using the Adobe Marketplace |
| 3 | Install through FTP and SSH |
| 4 | Update a Magento 2 Module using an Artifact Repository |

## Configuration

| | |
|---|---|
| 1 | Quick Start Guide |
| 2 | Configuration Guide |
| 3 | Product Types |
| 4 | Attribute Mapping |
| 5 | Filters |
| 6 | SFTP Setup |
| 7 | Promotions Feed |
| 8 | Local Inventory Feed |
| 9 | Loyalty Program Feed |

## Troubleshooting

| | |
|---|---|
| 1 | Google Merchant API vs Feed Upload |
| 2 | Google Merchant Center Errors |
| 3 | CLI Commands |

## Background

| | |
|---|---|
| 1 | Identifier Exists Attribute |
| **2** | **Google Product Categories (current)** |
| 3 | Best Practices |
| 4 | Feed Preview |
| 5 | Troubleshooting |
| 6 | Google Merchant Center Setup |

