magmodules



Google Merchant Center Errors

Google Shopping for Magento 2

How to deal with Google Merchant Center errors and warnings using the Google Shopping Feed extension. This guide helps you understand which issues are critical and which are just suggestions.

Understanding Error Types

Not everything Google reports is a critical error. Before panicking, understand what you're dealing with.

Error Severity Levels

Level	Impact	Action Required
Errors	Products won't show in Shopping	Must fix
Warnings	Products show but may underperform	Should fix
Suggestions	Optimization opportunities	Nice to fix

Tip: Focus on errors first. Warnings and suggestions can wait.

Where to Find Errors

In Google Merchant Center

1. Log into Merchant Center
2. Go to **Products → Diagnostics**
3. Review the issues list

Issue Categories

- **Item issues** - Problems with specific products
- **Feed issues** - Problems with feed file or processing
- **Account issues** - Problems with your Merchant Center setup

Common Errors and Solutions

Missing Required Attributes

Error: "Missing required attribute: [attribute name]"

Cause: Product data is incomplete.

Solution:

1. Check which attribute is missing
2. Verify the attribute is mapped in extension config
3. Ensure products have values for that attribute
4. Regenerate the feed

Common missing attributes:

- `title` - Map to product name
- `description` - Map to product description
- `price` - Should auto-map
- `availability` - Should auto-map from stock

Invalid GTIN

Error: "Invalid GTIN" or "Invalid value for GTIN"

Causes:

- Wrong number of digits
- Invalid checksum
- Using SKU instead of actual GTIN
- Spaces or dashes in value

Solution:

1. Verify GTINs are real (check product barcodes)
2. Remove spaces/dashes from GTIN values
3. Use a GTIN validator to check format
4. For products without GTIN, enable `identifier_exists=false`

Missing Identifier

Error: "Missing required unique product identifiers"

Cause: Product needs GTIN or Brand+MPN but has neither.

Solution:

1. Add GTIN values to products
2. Or add Brand AND MPN values
3. Or enable "Activate when less than two" for identifier_exists

Price Mismatch

Error: "Price on landing page doesn't match feed price"

Causes:

- Feed not regenerated after price change
- Different currency settings
- Tax included/excluded mismatch
- Price changed between feed generation and crawl

Solution:

1. Regenerate feed after price updates
2. Enable automated feed generation via cron
3. Check tax settings match between Magento and feed
4. For frequent price changes, increase feed generation frequency

Availability Mismatch

Error: "Availability on landing page doesn't match feed"

Cause: Stock status changed after feed generation.

Solution:

1. Regenerate feed more frequently
2. Use inventory feed for real-time stock updates
3. Enable cron-based feed updates

Image Issues

Error: "Image not accessible" or "Invalid image"

Causes:

- Image URL returns 404
- Image too small (under 100x100 pixels)
- Watermarks or promotional text on image
- Image blocked by robots.txt

Solution:

1. Verify image URLs are accessible

2. Use images at least 250x250 pixels
3. Remove watermarks from product images
4. Check robots.txt doesn't block image paths

Landing Page Issues

Error: "Landing page not accessible" or "Soft 404"

Causes:

- Product URL returns error
- Product disabled in Magento
- URL rewrite issues
- Geo-blocking or IP restrictions

Solution:

1. Verify product URLs work in browser
2. Check products are enabled and visible
3. Rebuild URL rewrites if needed
4. Ensure Google's crawler can access your site

Disapproved Due to Policy

Error: "Item disapproved due to policy violation"

Common policy issues:

- Misleading content
- Counterfeit products
- Dangerous products
- Inappropriate content

Solution:

1. Review Google's Shopping policies
2. Remove violating products from feed
3. Update product descriptions if misleading
4. Appeal if you believe the decision was wrong

Warnings (Lower Priority)

Missing Recommended Attributes

Warning: "Missing recommended attribute: [attribute]"

Impact: Products may not perform as well.

Common recommendations:

- `color` - For apparel
- `size` - For apparel
- `google_product_category` - For better categorization
- `brand` - For all products

Action: Add these attributes when you have time. Not urgent.

Shipping Not Configured

Warning: "Shipping settings not configured"

Solution: Configure shipping in Merchant Center settings or add shipping attributes to feed.

Feed Processing Errors

Feed File Not Found

Error: "Unable to fetch feed" or "Feed file not accessible"

Causes:

- SFTP credentials incorrect
- Feed file not generated
- File path changed

Solution:

1. Verify SFTP credentials in Merchant Center
2. Check feed was generated (look in configured directory)
3. Test SFTP connection manually

Feed Processing Failed

Error: "Feed could not be processed"

Causes:

- Invalid XML format
- Encoding issues
- File too large
- Server timeout

Solution:

1. Download and validate feed XML
2. Check for special characters causing issues
3. For large catalogs, consider splitting feeds

Debugging Tips

Check Feed Content

1. Generate feed via CLI: `bin/magento googleshopping:feed:create`
2. Open feed file in browser or XML editor
3. Verify affected products have correct data

Test Specific Products

1. Use Feed Preview in Magento admin
2. Check product in Merchant Center's Product Details
3. Compare feed data with landing page

View Crawl Status

In Merchant Center:

1. Go to **Products** → **All products**
2. Click on affected product
3. View "Item status" for detailed crawl info

Prevention

Regular Monitoring

- Check Merchant Center weekly
- Set up email alerts for new issues

- Monitor disapproval trends

Feed Best Practices

- Generate feeds daily via cron
- Keep product data up to date
- Validate GTINs before importing
- Use high-quality images

Further Reading

- Google Merchant Center Help - Complete error reference

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** **(current)**
3	CLI Commands

Background

1	Identifier Exists Attribute
2	Google Product Categories
3	Best Practices
4	Feed Preview
5	Troubleshooting
6	Google Merchant Center Setup

