magmodules



Best Practices

Google Shopping for Magento 2

Recommended configurations and optimization tips for the Google Shopping Feed extension. Follow these guidelines to improve ad performance and avoid common Google Merchant Center errors.

General Guidelines

Do's

- Always provide GTIN (EAN) when available—products with GTINs get better visibility
- Use "Only Linked Simple Products" for configurable products so shoppers see purchasable variants
- Enable "Add Identifier Exists" to handle products without GTINs correctly
- Map all required attributes: ID, Title, Description, Image, Price, Brand
- Use descriptive, unique titles that match your landing pages
- Include multiple images—ads with additional images perform better
- Set up automatic feed generation via cron

Don'ts

- Don't export configurable parent products—they can't be purchased directly
- Don't use duplicate IDs across products—each ID must be unique
- Don't leave GTIN/Brand empty for manufactured products without setting identifier_exists
- Don't use HTML in descriptions—Google strips it and it may cause errors
- Don't include out-of-stock products unless you have a strategy for them
- Don't forget to set Google Product Categories—improper categorization hurts performance

Common Scenarios

Scenario 1: Simple Product Store

Use case: Store selling simple products only (no variants).

Configuration:

Attributes:

- ID: SKU

- Title: Product Name
- Description: Description
- GTIN: Your EAN attribute
- Brand: Manufacturer
- Condition: Static - New

Product Types:

- No special configuration needed

Filter Options:

- Visibility: Catalog, Catalog/Search
- Exclude Out of Stock: Yes

Scenario 2: Fashion Store with Configurable Products

Use case: Apparel store with size/color variants.

Configuration:

Attributes:

- All standard attributes mapped
- Color: Your color attribute
- Size: Your size attribute
- Gender: Your gender attribute
- Material: Your material attribute

Product Types - Configurable Products:

- Use Configurable/Simple Products: **Only Linked Simple Products**
- Use Parent URL for Simples: **Yes, with Auto-Link**
- Use Parent Image for Simples: **Only if Empty**
- Use Parent Data for Simples: **Name, Description**
- Use Fallback only on Non Visible Simples: **Yes**

Result: Each size/color variant exports separately with proper parent data fallback, linking to the correct variant on the product page.

Scenario 3: Multi-Channel with Selective Export

Use case: Only certain products should appear in Google Shopping.

Configuration:

Create a custom attribute:

1. Create attribute `google_shopping_exclude` (Yes/No)
2. Set to "Yes" for products to exclude

Configure Advanced Filters:

- Enable: Yes
- Add condition: `google_shopping_exclude` not equal to "Yes"

Or use category filtering:

- Enable category filter
- Type: Exclude
- Select categories to exclude

Scenario 4: High-Volume Store

Use case: Large catalog with frequent updates.

Configuration:

Automation:

- Enable Cron: Yes
- Frequency: Every 6 hours (or more frequent)
- Enable SFTP Transfer: Yes (for faster updates)

Inventory Feed:

- Enable inventory feed for real-time stock updates
- This updates stock between full feed generations

Performance Tips:

- Use category filters to reduce feed size if not all products are relevant
- Consider separate feeds for different product categories

Google Merchant Center Optimization

Product Titles

Good titles improve click-through rates:

Category	Title Format
Apparel	Brand + Gender + Product Type + Attributes (Color, Size)
Electronics	Brand + Product + Model + Key Specs
Generic	Brand + Product Name + Key Attribute

Example: "Nike Men's Air Max 90 Running Shoes - White - Size 10"

Use conditional attribute mapping if you need different title formats per category.

Product Images

- **Main image:** Product on white or neutral background
- **Additional images:** Different angles, lifestyle shots, detail shots
- **Minimum size:** 100x100 pixels (250x250 recommended)
- **No watermarks, logos, or promotional text on images**

Google Product Categories

Set the most specific category possible:

Instead of	Use
Apparel	Apparel & Accessories > Clothing > Shirts & Tops > T-Shirts
Electronics	Electronics > Computers > Computer Components > Storage Devices > Hard Drives

Set default at the module level, override at category or product level for accuracy.

Feed Quality Checklist

Before going live, verify:

- All products have required attributes (ID, Title, Description, Link, Image, Price)
- GTINs are valid (13 digits for EAN, proper checksum)
- Prices match your website
- Images load correctly and meet size requirements
- Landing pages work and match product data
- Stock status is accurate
- No duplicate IDs exist

Performance Optimization

Reduce Feed Generation Time

For large catalogs:

1. **Filter aggressively** - Only include products you actually want to advertise
2. **Exclude unnecessary categories** - Parts, accessories, etc.
3. **Use cron during off-peak hours** - Less impact on site performance

Update Frequency

Feed Type	Recommended Frequency
Main Product Feed	Every 6-12 hours
Inventory Feed	Every 1-2 hours (for fast-moving inventory)
Promotions Feed	Daily or when promotions change

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
3	**Best Practices (current)**
4	Feed Preview
5	Troubleshooting
6	Google Merchant Center Setup

