magmodules



Feed Preview

Google Shopping for Magento 2

How to preview and validate your feed before submitting to Google Merchant Center using the Google Shopping Feed extension. Catch errors early and ensure your products are correctly formatted.

Accessing the Feed

Feed URL

After enabling feed generation for a store view, the feed URL appears in the Feed Generation Settings table:

Location: Magmodules → Google Shopping - Feed → Feed Generation Settings

The table shows:

- Store view name
- Feed URL (click to view/download)
- Last generation time
- Number of products

Feed table with the feed URL per store view

Direct Access

Feed files are stored in:

```
var/export/googleshopping/
```

Default filename pattern: `googleshopping_{store_id}.xml`

Previewing Feed Content

View in Browser

Open the feed URL directly in your browser to see the raw XML. Most browsers format XML for readability.

Quick checks:

- Feed loads without errors
- Products are present
- Required attributes have values

Download and Inspect

For large feeds, download the file and open in a text editor or XML viewer:

```
# View first 100 lines
head -100 var/export/googleshopping/googleshopping_1.xml

# Search for specific SKU
grep "SKU123" var/export/googleshopping/googleshopping_1.xml

# Count products in feed
grep -c "<item>" var/export/googleshopping/googleshopping_1.xml
```

Product Lookup

Finding a Specific Product

To check if a product is in the feed and how it's formatted:

1. **Get the product ID or SKU** from the Magento admin
2. **Search in the feed file:**

```
# Search by SKU
grep -A 50 "SKU123" var/export/googleshopping/googleshopping_1.xml

# Search by product ID
grep -A 50 "<g:id>123</g:id>" var/export/googleshopping/googleshopping_1.xml
```

Checking Product Data

For each product, verify:

Attribute	Check
`g:id`	Unique identifier present
`g:title`	Matches product name
`g:description`	Has content, no HTML
`g:link`	URL is accessible
`g:image_link`	Image loads correctly
`g:price`	Correct price with currency

Attribute	Check
`g:availability`	Matches stock status
`g:brand`	Brand name present
`g:gtin`	Valid EAN/UPC if mapped

Why Is a Product Missing?

If a product doesn't appear in the feed, check these filters:

1. Product Status

- Product must be **Enabled**
- Check: Catalog → Products → Status column

2. Visibility

- Must match filter settings
- Common issue: "Not Visible Individually" products filtered out
- Check: Filter Options → Visibility settings

3. Stock Status

- If "Exclude Out of Stock" is enabled, product must be in stock
- Check: Product → Quantity and Stock Status

4. Category Filter

- If category filter is active, product must be in an included category
- Check: Filter Options → Category settings

5. Advanced Filters

- Custom filter conditions may exclude the product
- Check: Filter Options → Advanced Filters

Debug Mode

Enable detailed logging to see why products are excluded:

1. Go to **Google Shopping - Feed → Debug**
2. Set **Debug Mode** to **Yes**
3. Save and regenerate feed
4. Check `var/log/googleshopping/` for details

Debug & Logging settings

Validating Before Upload

Manual Validation

Before submitting to Google, check:

- Feed loads without XML errors
- Product count matches expectations
- Required attributes have values (id, title, description, link, image_link, price, availability)
- Prices match your website
- Image URLs are accessible
- Landing page URLs work

Google Merchant Center Validation

Google provides feed diagnostics after upload:

1. Upload feed to Merchant Center (manually or via SFTP)
2. Go to **Products → Diagnostics**
3. Review errors and warnings
4. Fix issues in Magento configuration
5. Regenerate and re-upload

Common Validation Errors

Error	Cause	Fix
Invalid GTIN	Wrong format or checksum	Verify EAN is 13 digits with valid checksum
Missing identifier	No GTIN/Brand/MPN	Enable "Add Identifier Exists" or map attributes
Price mismatch	Feed price ≠ website price	Check tax settings and price configuration
Image too small	Image under 100x100px	Use larger product images

Error	Cause	Fix
Landing page error	URL returns 404	Check URL key and product visibility

Regenerating the Feed

From Admin

Click the **Generate** button in the feed table to regenerate immediately.

Via CLI

```
# Single store view
bin/magento googleshopping:feed:create --store-id=1

# All store views
bin/magento googleshopping:feed:create
```

CLI output shows progress and any errors during generation.

Via Cron

If cron is enabled, feeds regenerate automatically on schedule. Check `cron_schedule` table for execution status.

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

