magmodules



Filters

Google Shopping for Magento 2

How to control which products appear in your feed using the Google Shopping Feed extension. Use filters to export only relevant products and improve feed quality.

Why Filter Products?

Not every product in your catalog belongs in Google Shopping:

- **Parts and accessories** without standalone value
- **Out-of-stock items** that can't be purchased
- **B2B-only products** not for consumer purchase
- **Regional products** not available everywhere
- **Test products** used for development

Filtering improves:

- Feed processing speed
- Ad relevance and performance
- Google Merchant Center approval rates

Filter Types

The extension offers several filter types:

Filter	Purpose
Visibility	Include/exclude by product visibility
Status	Include/exclude disabled products
Stock	Include/exclude out-of-stock products
Category	Include/exclude by Magento category
Advanced	Custom rules using any attribute

Filter Options

Visibility Filter

Control products based on their visibility setting.

Location: Magmodules → Google Shopping - Feed → Filter Options → Filter on Visibility

Visibility filter with Catalog, Search and Catalog, Search selected

Options

Visibility	Include?	Typical Use
Not Visible Individually	Usually No	Child products of configurables
Catalog	Yes	Products in catalog browsing
Search	Usually Yes	Products in search results
Catalog, Search	Yes	Fully visible products

Recommended Setup

For most stores:

- Include: **Catalog** and **Catalog, Search**
- Exclude: **Not Visible Individually** and **Search** only

Note: If exporting simple products from configurables, "Not Visible Individually" products may need to be included via the Product Types settings rather than the visibility filter.

Status Filter

Control whether disabled products appear in the feed.

Location: Magmodules → Google Shopping - Feed → Filter Options → Filter on Status

Setting	Description
Add disabled products	Yes = include disabled, No = exclude

When to Include Disabled Products

Usually never. Disabled products:

- May have incomplete data
- Can't be purchased
- May cause landing page errors in Merchant Center

Stock Filter

Control out-of-stock product inclusion.

Location: Magmodules → Google Shopping - Feed → Filter Options → Exclude Out of Stock

Setting	Effect
Yes	Out-of-stock products excluded from feed
No	Out-of-stock products included with `availability=out of stock`

Considerations

Exclude out-of-stock (Recommended for most):

- Prevents clicks on unavailable products
- Reduces wasted ad spend
- Cleaner feed

Include out-of-stock:

- Useful if products return frequently
- Required for some inventory tracking setups
- Products show as unavailable in ads

Category Filter

Include or exclude products based on Magento categories.

Location: Magmodules → Google Shopping - Feed → Filter Options → Filter by Category

Category filter in include mode

Configuration

Setting	Description
Enable	Turn category filtering on/off
Type of filter	Include or Exclude selected categories
Category	Multi-select category list

Include Mode

Only products in selected categories appear in feed.

Use case: You only want to advertise certain product lines.

Example:

- Select: "Clothing", "Shoes", "Accessories"
- Result: Only products in these categories export

Exclude Mode

Products in selected categories are removed from feed.

Use case: Exclude categories that shouldn't be advertised.

Example:

- Select: "Spare Parts", "B2B Products", "Clearance"
- Result: These categories are excluded, everything else exports

Category Hierarchy

Filtering respects category hierarchy:

- Selecting a parent includes/excludes all children
- Products in multiple categories: one match = included/excluded

Advanced Filters

Create custom filter rules using any product attribute.

Location: Magmodules → Google Shopping - Feed → Filter Options → Advanced Filters

Configuration

Setting	Description
Enabled	Turn advanced filtering on/off
Filter Conditions	Add attribute-based rules

Building Conditions

Each row in **Filter Conditions** has four columns:

1. **Attribute** - the product attribute to check
2. **Condition** - how to compare (see the table below)

3. **Value** - what to compare against (leave empty for Empty and Not Empty)
4. **Apply To** - Simple & Parent Products, Only Simple Products or Only Parent Products

A product stays in the feed only when it meets every condition. Rows without an attribute or condition, or without a value where one is needed, are removed when you save.

Advanced Filters with a price condition

Conditions

Condition	Keeps products where the attribute
Equal	equals the value
Not equal	differs from the value
Greater than / **Greater than or equal to**	is numerically higher (or equal)
Less than / **Less than or equal to**	is numerically lower (or equal)
In	matches one of the comma-separated values
Not in	matches none of the comma-separated values
Like	matches a pattern: `%` is any text, `_` is one character
Empty	has no value
Not Empty	has a value

Tip: You do not need a filter to leave out single products. Set **Exclude for Google Shopping** to **Yes** on the product (Google Shopping tab); those products are always excluded.

Example Filters

Only products with a GTIN:

```
Attribute: ean
Condition: Not Empty
Value: (leave empty)
```

Minimum price threshold:

```
Attribute: price
Condition: Greater than
Value: 10
```

Leave out one brand:

```
Attribute: manufacturer
Condition: Not equal
Value: Generic Brand
```

Only products whose name contains "organic":

```
Attribute: name
Condition: Like
Value: %organic%
```

Multiple Conditions

When multiple conditions are set:

- All conditions must be met (AND logic)
- Product must pass every filter to be included

Filter Combinations

Filters work together. A product must pass ALL active filters:

```
Visibility Filter: Catalog, Search ✓
Status Filter: Enabled only ✓
Stock Filter: In stock only ✓
Category Filter: Not in "Parts" ✓
Advanced Filter: Price > 10 ✓
→ Product included in feed
```

If any filter excludes the product, it won't appear:

```
Visibility Filter: Catalog, Search ✓
Status Filter: Enabled only ✓
Stock Filter: In stock only ✗ (out of stock)
→ Product excluded from feed
```

Best Practices

Start Broad, Then Narrow

1. Begin with minimal filters
2. Generate feed and verify products appear
3. Add filters incrementally
4. Check feed after each change

Use Categories for Bulk Exclusions

Category filters are more efficient than advanced filters for excluding entire product lines.

Create Exclusion Attributes

For fine-grained control:

1. Create `google_shopping_exclude` (Yes/No) attribute
2. Set "Yes" on products to exclude
3. Add advanced filter: exclude where attribute = Yes

Document Your Filters

Keep notes on why each filter exists. Future you (or colleagues) will appreciate it.

Troubleshooting

Products Missing from Feed

Check in order:

1. Product enabled?
2. Product visible? (matches filter)
3. Product in stock? (if stock filter active)
4. Product in included category? (if category filter active)
5. Product passes advanced filters?

Too Many Products Excluded

- Review all active filters
- Temporarily disable filters one by one
- Check filter logic (especially advanced filters)

Debug Mode

Enable debug logging for detailed filter information:

1. Go to **Google Shopping - Feed → Debug**
2. Enable **Debug Mode**
3. Regenerate feed
4. Check `var/log/googleshopping/` for filter decisions

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 (current)**
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
5	Troubleshooting
6	Google Merchant Center Setup

