magmodules



SFTP Setup

Google Shopping for Magento 2

How to configure automatic SFTP uploads to Google Merchant Center using the Google Shopping Feed extension.

SFTP transfer ensures your product data reaches Google faster than scheduled fetch.

Why Use SFTP?

Method	How It Works	Update Speed
Scheduled Fetch	Google downloads from your URL	Up to 24 hours
SFTP Upload	You push to Google's servers	Near-immediate

SFTP is recommended for:

- Large catalogs (faster processing)
- Frequent inventory changes
- Time-sensitive promotions
- Stores requiring faster updates

Getting SFTP Credentials

Step 1: Access Google Merchant Center

1. Log in to Google Merchant Center
2. Click the **Settings** icon (gear)
3. Select **SFTP and Google Cloud Storage**

Step 2: Generate Credentials

In the SFTP section:

1. Click **Generate** to create SFTP credentials
2. Note your **Username** (format: `{merchant_id}@{merchant_id}.sftp.googleproductfeed.com`)
3. Set and save your **Password**

Important: Save your password immediately—Google won't show it again.

Step 3: Note Connection Details

Setting	Value

Host	`sftp.googleproductfeed.com`
Port	`19321`
Username	Your generated username
Password	Your set password

Configuring the Extension

Enable SFTP Transfer

Location: Magmodules → Google Shopping - Feed → Automation and Google Merchant SFTP Transfer

Setting	Value
Enable SFTP	Yes
Username	Your SFTP username from Merchant Center
Password	Your SFTP password

SFTP transfer enabled with the Merchant Center username

Test the Connection

After saving:

1. Generate a feed manually or via CLI
2. Check if the file was uploaded to Merchant Center
3. Verify in **Products → Data sources** that the feed was received

Automation Setup

Enable Cron Generation

For automatic uploads, enable cron-based feed generation:

Setting	Recommended
Enable Cron	Yes
Frequency	Every 6 hours (adjust based on catalog changes)

With both cron and SFTP enabled:

1. Cron generates fresh feed on schedule
2. Extension automatically uploads via SFTP
3. Google processes the new data

Recommended Frequencies

Catalog Type	Feed Frequency	Inventory Frequency
Small (< 1,000 products)	Every 12 hours	Every 6 hours
Medium (1,000 - 10,000)	Every 6 hours	Every 2-4 hours
Large (> 10,000)	Every 6 hours	Every 1-2 hours
Fast-moving inventory	Every 4 hours	Every hour

Troubleshooting

Connection Failed

Symptoms: SFTP upload fails, connection errors in logs.

Check:

1. **Credentials correct?** Copy-paste from Merchant Center to avoid typos
2. **Password expired?** Regenerate in Merchant Center if needed
3. **Firewall blocking?** Ensure outbound connections to `sftp.googleproductfeed.com:19321` are allowed

Authentication Error

Symptoms: "Authentication failed" in logs.

Solutions:

1. Regenerate credentials in Merchant Center
2. Update credentials in Magento
3. Test connection again

Upload Succeeds but Feed Not Processing

Symptoms: File uploads but Merchant Center shows no update.

Check:

1. **Filename matches?** Merchant Center expects specific filename
2. **Feed format valid?** Check for XML errors
3. **Feed registered?** Ensure data source is configured in Merchant Center

Testing SFTP Manually

Test connection outside Magento:

```
# Using sftp command
sftp -P 19321 username@sftp.googleproductfeed.com

# Using lftp
lftp -u username -p 19321 sftp://sftp.googleproductfeed.com
```

Google Merchant Center Setup

Register Your Feed

After first successful upload:

1. Go to **Products → Data sources**
2. Click **Add data source**
3. Select **SFTP**
4. Enter the filename your extension uses
5. Set processing schedule (or leave as "Process as soon as possible")

Monitor Feed Status

Check feed health regularly:

1. **Products → Diagnostics** - View errors and warnings
2. **Products → Data sources** - See last processing time
3. **Products → All products** - Verify product count

Security Considerations

Password Storage

SFTP credentials are stored encrypted in Magento's configuration. Access is limited to admin users with configuration permissions.

Firewall Rules

If your server has strict outbound rules, allow:

- **Host:** `sftp.googleproductfeed.com`
- **Port:** `19321`
- **Protocol:** SFTP (SSH-based)

Credential Rotation

Periodically rotate SFTP passwords:

1. Generate new credentials in Merchant Center
2. Update in Magento configuration
3. Test upload works with new credentials

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 (current)**
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

