



Best Practices

Google Product Review Feed for Magento 2

These are the recommended ways to configure [Google Product Review Feed](#) based on what we've seen work well. The key to success with Google Product Reviews is having proper product identifiers (especially GTINs) and maintaining a consistent feed. This guide covers attribute mapping, configurable product handling, and feed maintenance.

Recommended configurations and patterns for Google Product Review Feed.

General Guidelines

Do's

- Always map your GTIN attribute - it's the most reliable identifier
- Use "Post Fulfillment" if you send review request emails
- Keep feeds updated with daily cron generation
- Verify your feed before submitting to Google
- Monitor Google Merchant Center for feed errors

Don'ts

- Don't submit feeds with no product identifiers
- Don't set cron frequency too high without need
- Don't ignore Google Merchant Center warnings
- Don't mix collection methods inconsistently

Product Identifier Priority

Google needs to match your reviews to products in their catalog. The priority order:

1. **GTIN** (EAN/UPC/ISBN) - Most reliable, always preferred
2. **MPN + Brand** - Good fallback when no GTIN
3. **SKU + Brand** - Last resort, less reliable matching

Recommendation: Invest time in populating GTINs for your products. This significantly improves review matching rates.

Checking GTIN Coverage

Before generating your feed, check how many products have GTINs:

```
-- Quick check for GTIN attribute coverage
SELECT COUNT(*) as total,
       SUM(CASE WHEN value IS NOT NULL AND value != '' THEN 1 ELSE 0 END) as with_gtin
FROM catalog_product_entity_varchar
WHERE attribute_id = (SELECT attribute_id FROM eav_attribute WHERE attribute_code = 'ean');
```

Target: Aim for 80%+ GTIN coverage for best results.

Configurable Product Handling

For stores with configurable products (size, color variants), choose the right linking strategy:

Option 1: Use Connected Product (Default)

Best when:

- Reviews are submitted on simple product pages
- You want reviews specific to variants
- GTINs are on simple products

Option 2: Force Parent Product

Best when:

- Reviews are for the overall product, not specific variants
- GTINs are only on configurable products
- You want to aggregate reviews at parent level

Option 3: Link to Parent and All Simple

Best when:

- You want maximum review coverage
- Same review applies to all variants
- Building initial review volume

Tip: Start with "Use connected product" and only change if you notice matching issues.

Feed Generation Frequency

Store Size	Reviews/Week	Recommended Frequency
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Small (<100 reviews total)	1-5	Daily
Medium (100-1000 reviews)	5-20	Daily
Large (1000+ reviews)	20+	Every 6 hours

Tip: Daily generation is sufficient for most stores. More frequent updates don't improve Google matching - they just use more server resources.

Multi-Store Setup

For stores with multiple store views:

Same catalog, different languages:

- Generate separate feeds per store view
- Use descriptive filenames (`reviews-en.xml` , `reviews-nl.xml`)
- Same GTIN mapping across all views

Different catalogs per store:

- Configure each store independently
- May need different attribute mappings
- Submit separate feeds to Merchant Center

Review Quality

Google may reject feeds with low-quality reviews. Ensure:

- Reviews have actual content (not just ratings)
- No spam or fake reviews
- Proper moderation before approval

Tip: Only approved reviews in Magento are included in the feed.

Feed Validation

Before submitting to Google:

1. Check feed structure:

- Download the generated XML
- Validate against Google's schema
- Check for XML errors

2. **Verify content:**

- Reviews have content
- Products have identifiers
- Timestamps are valid

3. **Test submission:**

- Use Google Merchant Center's feed testing tool
- Review any warnings or errors

Common Mistakes

Mistake: No GTIN attribute mapped

Why it's wrong: Google can't match reviews to products reliably.

Correct approach: Always map GTIN, even if not all products have values.

Mistake: Wrong Collection Method

Why it's wrong: Misrepresents how reviews are gathered, may violate Google policies.

Correct approach: Select the method that accurately describes your review collection process.

Mistake: Too frequent cron generation

Why it's wrong: Wastes server resources without benefit. Reviews don't change that frequently.

Correct approach: Daily generation is sufficient unless you receive 50+ reviews per day.

Mistake: Not checking Merchant Center for errors

Why it's wrong: Feed might be rejected or reviews not appearing, and you won't know.

Correct approach: Regularly check Merchant Center's diagnostics for feed status.

Performance Considerations

The feed generation process:

- Reads all approved reviews
- Joins product data for identifiers
- Writes XML file to `pub/media` directory

For very large review sets (10,000+):

- Generation may take several minutes
- Consider running via CLI during off-peak hours
- Monitor disk space for feed files

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 Product Review Feed extension on magmodules.eu

All articles for Google Product Review Feed

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH

Configuration

1	Quick Start Guide
2	Configuration Guide

Troubleshooting

1	Troubleshooting
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Background

1	Best Practices (current)
2	Submit Product Reviews to Google Merchant Center

