



Attribute Mapping

Google Shopping for Magento 2

How to map Magento attributes to Google Shopping fields using the [Google Shopping Feed](#) extension. Proper attribute mapping ensures your products display correctly in Google Shopping ads.

Understanding Attribute Mapping

Attribute mapping connects your Magento product data to Google's required fields. Each Google Shopping attribute needs a source:

| Source Type | Description |
|-------------------|-----------------------------------|
| Magento Attribute | Use data from a product attribute |
| Static Value | Same value for all products |
| Pattern | Combine multiple attributes |

Required Attributes

Google requires these attributes for all products:

| Google Field | Recommended Source | Notes |
|--------------|--------------------|---|
| id | SKU | Must be unique, max 50 characters |
| title | Product Name | Must match landing page, max 150 characters |
| description | Description | Plain text, max 5000 characters |
| link | Product URL | Auto-generated from URL key |
| image_link | Base Image | Auto-generated from image |
| price | Price | Auto-includes currency |
| availability | Stock Status | Auto-mapped: in stock / out of stock |

Configuration Location

Magmodules → Google Shopping - Feed → Attributes

Product Identifiers

Google uses identifiers to match your products with their catalog. At least two of three are required for manufactured products.

GTIN (Global Trade Item Number)

| Setting | Description |
|-----------------------|-------------------------------|
| GTIN Attribute | Select your EAN/UPC attribute |

Format requirements:

- EAN-13: 13 digits (European)
- UPC-A: 12 digits (North American)
- Must include leading zeros
- Checksum must be valid

Brand

| Setting | Description |
|------------------------|--|
| Brand Attribute | Select your manufacturer/brand attribute |

Use the official brand name as it appears on the product or packaging.

MPN (Manufacturer Part Number)

| Setting | Description |
|----------------------|-----------------------------------|
| MPN Attribute | Select your part number attribute |

Required when GTIN is not available.

Identifier Exists

| Setting | Recommended |
|------------------------------|-------------|
| Add Identifier Exists | Yes |

When enabled, the extension automatically adds `identifier_exists=false` for products missing both GTIN and Brand+MPN. This is valid for:

- Custom-made products
- Vintage items

- Products without barcodes

Conditional Mapping

Map different attributes based on product conditions.

Use Cases

- Different title format per category
- Brand from manufacturer for some products, custom attribute for others
- Size attribute differs between product types

How It Works

Some attributes support conditional logic:

1. **Default value** - Used when no condition matches
2. **Conditions** - Rules based on category, attribute set, or attribute values
3. **Priority** - First matching condition wins

Static Values

Use the same value for all products.

Common Static Values

| Attribute | Static Value | When to Use |
|-----------|--------------|------------------------|
| Condition | New | All products are new |
| Adult | No | No adult content |
| Is Bundle | No | No pre-defined bundles |

Configuration

Select "Static" as the attribute source, then enter your value.

Category-Specific Attributes

Certain product categories require additional attributes.

Apparel & Accessories

| Attribute | Required For |
|-------------|-------------------------------|
| color | All apparel |
| size | Clothing, shoes |
| gender | All apparel |
| age_group | All apparel |
| material | Varies by product |
| pattern | Patterned items |
| size_type | Clothing with size variations |
| size_system | When using standardized sizes |

Electronics

| Attribute | Required For |
|-----------|-----------------------|
| brand | All electronics |
| gtin | Manufactured products |
| mpn | When no GTIN |

Media (Books, Music, Video)

| Attribute | Required For |
|-----------|--------------|
| isbn | Books |
| gtin | CDs, DVDs |

Image Mapping

Image Source Options

| Option | Description |
|--------|-------------|
|--------|-------------|

| | |
|----------------------|--|
| Base Image | Main product image only |
| All Images | Include additional images |
| Specific Role | Images with specific role (thumbnail, small, etc.) |

Additional Images

Google accepts up to 10 additional images. Configure:

| Setting | Description |
|------------------------------|---|
| Include Hidden Images | Include images marked as hidden |
| Main Image | When using All Images, which is primary |

Image Requirements

Google requirements:

- Minimum: 100x100 pixels
- Recommended: 250x250 pixels or larger
- No watermarks or promotional text
- Product clearly visible
- White or neutral background preferred

Price Mapping

Standard Price

The extension automatically uses Magento's price with:

- Correct currency for store view
- Tax included/excluded per store configuration

Special Prices

When a product has a special price:

- `price` shows regular price
- `sale_price` shows special price
- `sale_price_effective_date` shows validity period

Tier Prices

Tier prices are not typically included in Google Shopping feeds, as they require quantity context.

Custom Attributes

Creating Feed-Specific Attributes

For data that doesn't exist in standard attributes:

1. **Create the attribute** in Catalog → Attributes → Product
2. **Add to attribute set** used by your products
3. **Populate values** on products
4. **Map in extension** configuration

Common Custom Attributes

| Attribute | Purpose |
|---------------------------------------|---------------------------|
| google_product_category | Override default category |
| google_shopping_exclude | Exclude specific products |
| custom_label_0 through custom_label_4 | Campaign segmentation |

Validation Tips

Before Generating Feed

- All required attributes are mapped
- Mapped attributes have values on products
- GTIN format is correct (13 digits for EAN)
- Brand names are consistent

After Generating Feed

Check a sample of products in the feed XML:

- Required fields have values
- Prices are correct

- Images URLs work
- No HTML in descriptions

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 | Attribute Mapping (current) |
| 4 | Product Types |
| 5 | Filters |
| 6 | SFTP Setup |
| 7 | Promotions Feed |
| 8 | Local Inventory Feed |

Troubleshooting

| | |
|---|--|
| 1 | Google Merchant Center Errors |
| 2 | CLI Commands |
| 3 | Google Merchant API vs Feed Upload |

Background

| | |
|---|---|
| 1 | Identifier Exists Attribute |
|---|---|

| | |
|---|--|
| 2 | Google Product Categories |
| 3 | Feed Preview |
| 4 | Best Practices |
| 5 | Troubleshooting |
| 6 | Google Merchant Center Setup |

