magmodules

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 name and description attributes

Product Identifiers

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

GTIN, Brand, MPN and Add Identifier Exists

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

Text attributes such as Title, Description, GTIN, Brand, MPN, Color, Material, Pattern, Size, Size Type, Size System and Gender can be built from more than one Magento attribute. Select **Conditional Fields** or **Multiple Fields** in the attribute dropdown and a text field appears below it.

Description set to Conditional Fields with an if/else rule

Conditional Fields

Write an if/else rule with a question mark and a colon:

```
 ?  :
```

If the first attribute has a value, the part after `?` is used; otherwise the part after `:`. Both parts can combine attributes and text:

```
 ?  : <a href="https://www.magmodules.eu/catalog/product/view/id/72/s/magento2-google-shopping-feed/" titl
```

Use attribute codes between double curly braces. The rule needs exactly one `?` and one `:`, otherwise it is ignored.

Multiple Fields

Enter attribute codes separated by commas. The feed uses the first attribute that has a value:

```
description,short_description,name
```

Use the attribute codes in lowercase, as they appear under **Stores → Attributes → Product**.

Static Values

Use the same value for all products.

Product condition as a static value or from an attribute

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, main image and hidden images

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

Map extra attributes to your own feed fields under **Additional Configuration → Extra Fields**:

Additional Configuration with extra fields, shipping prices, UTM, tax and weight

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	Product Types
4	**Attribute Mapping (current)**
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
5	Troubleshooting
6	Google Merchant Center Setup