



Configuration Guide

Google Shopping for Magento 2

Complete reference for all [Google Shopping Feed](#) settings. The module has three configuration sections for different feed types, plus settings for automation and SFTP transfer to Google Merchant Center.

Locations:

- **Magmodules** → **Google Shopping - Feed** (main product feed)
- **Magmodules** → **Google Shopping - Promo** (promotions feed)
- **Magmodules** → **Google Shopping - Inventory** (inventory feed)

Google Shopping - Feed

General

Setting	Description
Enable	Master switch for the entire module

Feed Generation Settings

Controls feed generation per store view.

Setting	Description
Enable	Enable feed generation for this store view
Filename	Custom filename for the feed (default: googleshopping.xml)

The feed table shows all configured store views with their feed URLs and generation status.

Attributes

Map your Magento attributes to Google Shopping fields. Google requires certain attributes for all products, while others are required only for specific categories (like apparel).

Product Name & Description

Setting	Description
ID	Unique product identifier. Use SKU for consistency
Title	Product name shown in ads. Must match landing page title
Description	Product description. Auto-truncated to 5000 characters, HTML stripped

Image Source

Setting	Description
Source	Which images to include: Base Image, All Images, or specific role
Main Image	When using All Images, which image is the primary one
Include Hidden Images	Include images marked as hidden in gallery

Tip: Use "All Images" to provide additional images that improve ad performance.

Unique Product Identifiers

Google requires at least two of: GTIN, Brand, and MPN for manufactured products.

Setting	Description
GTIN	EAN/UPC barcode. Required for products with manufacturer barcodes
Brand	Manufacturer or brand name
MPN	Manufacturer Part Number. Required if no GTIN available
Add Identifier Exists	Auto-add <code>identifier_exists=false</code> when requirements aren't met

Important: Set "Add Identifier Exists" to Yes. This prevents Google errors for products like custom items or vintage goods that legitimately don't have GTINs.

Product Condition

Setting	Description
Condition	Static value or attribute-based. Options: New, Refurbished, Used

Most stores can use Static: New.

Product Category

The Google Product Category maps your products to Google's taxonomy for proper classification.

Setting	Description
Default Category	Fallback Google category for all products

Override options:

- **Category level:** Catalog → Categories → Select Category → Feeds → Google Product Category
- **Product level:** Product → Google Shopping Tab → Google Shopping Product Category

Product Type

The `product_type` attribute uses your Magento category structure for bidding and reporting in Google Ads.

Setting	Description
Include Product_Type	Yes (categories), No, or Custom Attribute
Product_type Attribute	Custom attribute to use instead of categories

Non-Required Product Fields

Additional attributes that improve ad relevance, especially for apparel and accessories:

Setting	Use For
Color	Apparel, accessories, home goods
Material	Apparel, jewelry, furniture
Pattern	Apparel with patterns (striped, solid, etc.)
Size	Apparel, shoes
Size Type	Regular, Petite, Plus, etc.
Size System	US, EU, UK, etc.
Gender	Male, Female, Unisex

Product Types

Configure how different Magento product types are exported.

Configurable Products

Setting	Recommended	Description
Use Configurable/Simple Products	Only Linked Simple Products	Export variants, not the parent
Use Parent URL for Simples	Yes, with Auto-Link	Links to correct variant on product page

Setting	Recommended	Description
Use Parent Image for Simples	Only if Empty	Use parent image as fallback
Use Parent Data for Simples	Name, Description	Inherit these from parent
Use Fallback only on Non Visible Simples	Yes	Only apply parent logic for hidden variants

Why export simple products? Google Shopping shows purchasable items. Configurable parents can't be purchased directly—customers buy specific size/color variants.

Bundle Products

Setting	Recommended	Description
Use Bundle Products	Only Bundle Product	Export the bundle, not components

Bundles are sold as complete sets, so export the bundle product itself.

Grouped Products

Setting	Recommended	Description
Use Grouped Products	Only Grouped Product	Export the grouped product

Filter Options

Control which products appear in your feed.

Filter on Visibility

Setting	Description
Enable	Filter products by visibility setting
Visibility	Select which visibility levels to include

Typical: Include "Catalog" and "Catalog, Search" products only.

Filter on Status

Setting	Description
Add disabled products	Include disabled products in feed

Usually: No - only export enabled products.

Filter by Category

Setting	Description
Enable	Enable category filtering
Type of filter	Include or Exclude selected categories
Category	Select categories to include/exclude

Use this to exclude categories like "Accessories" or "Parts" that shouldn't appear in Google Shopping.

Exclude Out of Stock

Setting	Description
Enable	Exclude out-of-stock products from feed

Advanced Filters

Create custom filters using any product attribute:

Setting	Description
Enabled	Enable advanced filtering
Filter Conditions	Add attribute-based filter rules

Example: Exclude products where `google_shopping_exclude` equals "Yes".

Automation and Google Merchant SFTP Transfer

Cron (Automatic Generation)

Setting	Description
Enable	Enable automatic feed generation
Frequency	How often to regenerate: hourly, every 6 hours, daily, custom
Custom Frequency	Crontab expression for custom schedules

SFTP Transfer to Merchant Center

Upload feeds directly to Google's servers instead of using scheduled fetch.

Setting	Description
Enable	Enable SFTP transfer after generation
Username	SFTP username from Google Merchant Center
Password	SFTP password from Google Merchant Center

Find credentials in Google Merchant Center: My Business → Products → Data sources → SFTP and Google Cloud Storage

Debug

Setting	Description
Debug Mode	Enable detailed logging for troubleshooting

Logs are written to `var/log/googleshopping/`.

Google Shopping - Promo

Configure the promotions feed for Google Merchant promotions.

Setting	Description
Enable	Enable promotions feed generation

Promotions feed exports sale prices, coupon codes, and promotional offers.

Google Shopping - Inventory

Configure real-time inventory updates.

Setting	Description
Enable	Enable inventory feed generation

The inventory feed provides frequent stock level updates between full feed regenerations.

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 (current)
3	Attribute Mapping
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
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2	Google Product Categories
3	Feed Preview
4	Best Practices
5	Troubleshooting
6	Google Merchant Center Setup

