



## Filters

Google Shopping for Magento 2

How to control which products appear in your feed using the [Google Shopping Feed](#) extension. Use filters to export only relevant products and improve feed quality.

## Why Filter Products?

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Not every product in your catalog belongs in Google Shopping:

- **Parts and accessories** without standalone value
- **Out-of-stock items** that can't be purchased
- **B2B-only products** not for consumer purchase
- **Regional products** not available everywhere
- **Test products** used for development

Filtering improves:

- Feed processing speed
- Ad relevance and performance
- Google Merchant Center approval rates

## Filter Types

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The extension offers several filter types:

Filter	Purpose
<b>Visibility</b>	Include/exclude by product visibility
<b>Status</b>	Include/exclude disabled products
<b>Stock</b>	Include/exclude out-of-stock products
<b>Category</b>	Include/exclude by Magento category
<b>Advanced</b>	Custom rules using any attribute

## Visibility Filter

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Control products based on their visibility setting.

**Location:** Magmodules → Google Shopping - Feed → Filter Options → Filter on Visibility

## Options

Visibility	Include?	Typical Use
<b>Not Visible Individually</b>	Usually No	Child products of configurables
<b>Catalog</b>	Yes	Products in catalog browsing
<b>Search</b>	Usually Yes	Products in search results
<b>Catalog, Search</b>	Yes	Fully visible products

## Recommended Setup

For most stores:

- Include: **Catalog** and **Catalog, Search**
- Exclude: **Not Visible Individually** and **Search** only

**Note:** If exporting simple products from configurables, "Not Visible Individually" products may need to be included via the Product Types settings rather than the visibility filter.

## Status Filter

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Control whether disabled products appear in the feed.

**Location:** Magmodules → Google Shopping - Feed → Filter Options → Filter on Status

Setting	Description
<b>Add disabled products</b>	Yes = include disabled, No = exclude

## When to Include Disabled Products

Usually never. Disabled products:

- May have incomplete data
- Can't be purchased
- May cause landing page errors in Merchant Center

## Stock Filter

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Control out-of-stock product inclusion.

**Location:** Magmodules → Google Shopping - Feed → Filter Options → Exclude Out of Stock

Setting	Effect
Yes	Out-of-stock products excluded from feed
No	Out-of-stock products included with <code>availability=out of stock</code>

## Considerations

### Exclude out-of-stock (Recommended for most):

- Prevents clicks on unavailable products
- Reduces wasted ad spend
- Cleaner feed

### Include out-of-stock:

- Useful if products return frequently
- Required for some inventory tracking setups
- Products show as unavailable in ads

## Category Filter

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Include or exclude products based on Magento categories.

**Location:** Magmodules → Google Shopping - Feed → Filter Options → Filter by Category

## Configuration

Setting	Description
Enable	Turn category filtering on/off
Type of filter	Include or Exclude selected categories
Category	Multi-select category list

## Include Mode

Only products in selected categories appear in feed.

**Use case:** You only want to advertise certain product lines.

**Example:**

- Select: "Clothing", "Shoes", "Accessories"
- Result: Only products in these categories export

## Exclude Mode

Products in selected categories are removed from feed.

**Use case:** Exclude categories that shouldn't be advertised.

**Example:**

- Select: "Spare Parts", "B2B Products", "Clearance"
- Result: These categories are excluded, everything else exports

## Category Hierarchy

Filtering respects category hierarchy:

- Selecting a parent includes/excludes all children
- Products in multiple categories: one match = included/excluded

## Advanced Filters

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Create custom filter rules using any product attribute.

**Location:** Magmodules → Google Shopping - Feed → Filter Options → Advanced Filters

## Configuration

Setting	Description
Enabled	Turn advanced filtering on/off
Filter Conditions	Add attribute-based rules

## Building Conditions

Each condition has:

1. **Attribute** - Which product attribute to check
2. **Operator** - How to compare (equals, not equals, contains, etc.)
3. **Value** - What to compare against

## Operators

Operator	Description
<b>is</b>	Exact match
<b>is not</b>	Not exact match
<b>contains</b>	Value contains text
<b>does not contain</b>	Value doesn't contain text
<b>is empty</b>	Attribute has no value
<b>is not empty</b>	Attribute has a value
<b>greater than</b>	Numeric comparison
<b>less than</b>	Numeric comparison

## Example Filters

### Exclude products marked for exclusion:

```
Attribute: google_shopping_exclude
Operator: is not
Value: Yes
```

### Only products with GTIN:

```
Attribute: ean
Operator: is not empty
Value: (leave empty)
```

### Minimum price threshold:

```
Attribute: price
Operator: greater than
Value: 10
```

### Exclude specific brand:

```
Attribute: manufacturer
Operator: is not
Value: Generic Brand
```

## Multiple Conditions

When multiple conditions are set:

- All conditions must be met (AND logic)
- Product must pass every filter to be included

## Filter Combinations

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Filters work together. A product must pass ALL active filters:

```
Visibility Filter: Catalog, Search ✓  
Status Filter: Enabled only ✓  
Stock Filter: In stock only ✓  
Category Filter: Not in "Parts" ✓  
Advanced Filter: Price > 10 ✓  
→ Product included in feed
```

If any filter excludes the product, it won't appear:

```
Visibility Filter: Catalog, Search ✓  
Status Filter: Enabled only ✓  
Stock Filter: In stock only ✗ (out of stock)  
→ Product excluded from feed
```

## Best Practices

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### Start Broad, Then Narrow

1. Begin with minimal filters
2. Generate feed and verify products appear
3. Add filters incrementally
4. Check feed after each change

### Use Categories for Bulk Exclusions

Category filters are more efficient than advanced filters for excluding entire product lines.

### Create Exclusion Attributes

For fine-grained control:

1. Create `google_shopping_exclude` (Yes/No) attribute
2. Set "Yes" on products to exclude
3. Add advanced filter: exclude where attribute = Yes

## Document Your Filters

Keep notes on why each filter exists. Future you (or colleagues) will appreciate it.

## Troubleshooting

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### Products Missing from Feed

Check in order:

1. Product enabled?
2. Product visible? (matches filter)
3. Product in stock? (if stock filter active)
4. Product in included category? (if category filter active)
5. Product passes advanced filters?

### Too Many Products Excluded

- Review all active filters
- Temporarily disable filters one by one
- Check filter logic (especially advanced filters)

### Debug Mode

Enable debug logging for detailed filter information:

1. Go to **Google Shopping - Feed → Debug**
2. Enable **Debug Mode**
3. Regenerate feed
4. Check `var/log/googleshopping/` for filter decisions

## Need More Help?

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### 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](http://magmodules.eu)

# All articles for Google Shopping

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## Installation

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1	<a href="#">Installation using Composer (recommended)</a>
2	<a href="#">Installation using the Adobe Marketplace</a>
3	<a href="#">Install through FTP and SSH</a>
4	<a href="#">Update a Magento 2 Module using an Artifact Repository</a>

## Configuration

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1	<a href="#">Quick Start Guide</a>
2	<a href="#">Configuration Guide</a>
3	<a href="#">Attribute Mapping</a>
4	<a href="#">Product Types</a>
<b>5</b>	<b><a href="#">Filters (current)</a></b>
6	<a href="#">SFTP Setup</a>
7	<a href="#">Promotions Feed</a>
8	<a href="#">Local Inventory Feed</a>

## Troubleshooting

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1	<a href="#">Google Merchant Center Errors</a>
2	<a href="#">CLI Commands</a>
3	<a href="#">Google Merchant API vs Feed Upload</a>

## Background

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1	<a href="#">Identifier Exists Attribute</a>
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2	<a href="#">Google Product Categories</a>
3	<a href="#">Feed Preview</a>
4	<a href="#">Best Practices</a>
5	<a href="#">Troubleshooting</a>
6	<a href="#">Google Merchant Center Setup</a>

