



# Google Merchant Center Errors

Google Shopping for Magento 2

How to deal with Google Merchant Center errors and warnings using the [Google Shopping Feed](#) extension. This guide helps you understand which issues are critical and which are just suggestions.

## Understanding Error Types

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Not everything Google reports is a critical error. Before panicking, understand what you're dealing with.

### Error Severity Levels

| Level              | Impact                             | Action Required |
|--------------------|------------------------------------|-----------------|
| <b>Errors</b>      | Products won't show in Shopping    | Must fix        |
| <b>Warnings</b>    | Products show but may underperform | Should fix      |
| <b>Suggestions</b> | Optimization opportunities         | Nice to fix     |

**Tip:** Focus on errors first. Warnings and suggestions can wait.

## Where to Find Errors

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### In Google Merchant Center

1. Log into [Merchant Center](#)
2. Go to **Products** → **Diagnostics**
3. Review the issues list

### Issue Categories

- **Item issues** - Problems with specific products
- **Feed issues** - Problems with feed file or processing
- **Account issues** - Problems with your Merchant Center setup

## Common Errors and Solutions

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### Missing Required Attributes

**Error:** "Missing required attribute: [attribute name]"

**Cause:** Product data is incomplete.

**Solution:**

1. Check which attribute is missing
2. Verify the attribute is mapped in extension config
3. Ensure products have values for that attribute
4. Regenerate the feed

**Common missing attributes:**

- `title` - Map to product name
- `description` - Map to product description
- `price` - Should auto-map
- `availability` - Should auto-map from stock

## Invalid GTIN

**Error:** "Invalid GTIN" or "Invalid value for GTIN"

**Causes:**

- Wrong number of digits
- Invalid checksum
- Using SKU instead of actual GTIN
- Spaces or dashes in value

**Solution:**

1. Verify GTINs are real (check product barcodes)
2. Remove spaces/dashes from GTIN values
3. Use a GTIN validator to check format
4. For products without GTIN, enable `identifier_exists=false`

## Missing Identifier

**Error:** "Missing required unique product identifiers"

**Cause:** Product needs GTIN or Brand+MPN but has neither.

**Solution:**

1. Add GTIN values to products
2. Or add Brand AND MPN values
3. Or enable "Activate when less than two" for `identifier_exists`

## Price Mismatch

**Error:** "Price on landing page doesn't match feed price"

**Causes:**

- Feed not regenerated after price change
- Different currency settings
- Tax included/excluded mismatch
- Price changed between feed generation and crawl

**Solution:**

1. Regenerate feed after price updates
2. Enable automated feed generation via cron
3. Check tax settings match between Magento and feed
4. For frequent price changes, increase feed generation frequency

## Availability Mismatch

**Error:** "Availability on landing page doesn't match feed"

**Cause:** Stock status changed after feed generation.

**Solution:**

1. Regenerate feed more frequently
2. Use inventory feed for real-time stock updates
3. Enable cron-based feed updates

## Image Issues

**Error:** "Image not accessible" or "Invalid image"

**Causes:**

- Image URL returns 404
- Image too small (under 100x100 pixels)
- Watermarks or promotional text on image
- Image blocked by robots.txt

**Solution:**

1. Verify image URLs are accessible

2. Use images at least 250x250 pixels
3. Remove watermarks from product images
4. Check robots.txt doesn't block image paths

## Landing Page Issues

**Error:** "Landing page not accessible" or "Soft 404"

**Causes:**

- Product URL returns error
- Product disabled in Magento
- URL rewrite issues
- Geo-blocking or IP restrictions

**Solution:**

1. Verify product URLs work in browser
2. Check products are enabled and visible
3. Rebuild URL rewrites if needed
4. Ensure Google's crawler can access your site

## Disapproved Due to Policy

**Error:** "Item disapproved due to policy violation"

**Common policy issues:**

- Misleading content
- Counterfeit products
- Dangerous products
- Inappropriate content

**Solution:**

1. Review Google's Shopping policies
2. Remove violating products from feed
3. Update product descriptions if misleading
4. Appeal if you believe the decision was wrong

## Warnings (Lower Priority)

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## Missing Recommended Attributes

**Warning:** "Missing recommended attribute: [attribute]"

**Impact:** Products may not perform as well.

### Common recommendations:

- `color` - For apparel
- `size` - For apparel
- `google_product_category` - For better categorization
- `brand` - For all products

**Action:** Add these attributes when you have time. Not urgent.

## Shipping Not Configured

**Warning:** "Shipping settings not configured"

**Solution:** Configure shipping in Merchant Center settings or add shipping attributes to feed.

## Feed Processing Errors

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### Feed File Not Found

**Error:** "Unable to fetch feed" or "Feed file not accessible"

#### Causes:

- SFTP credentials incorrect
- Feed file not generated
- File path changed

#### Solution:

1. Verify SFTP credentials in Merchant Center
2. Check feed was generated (look in configured directory)
3. Test SFTP connection manually

### Feed Processing Failed

**Error:** "Feed could not be processed"

#### Causes:

- Invalid XML format
- Encoding issues
- File too large
- Server timeout

#### **Solution:**

1. Download and validate feed XML
2. Check for special characters causing issues
3. For large catalogs, consider splitting feeds

## **Debugging Tips**

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### **Check Feed Content**

1. Generate feed via CLI: `bin/magento googleshopping:feed:create`
2. Open feed file in browser or XML editor
3. Verify affected products have correct data

### **Test Specific Products**

1. Use Feed Preview in Magento admin
2. Check product in Merchant Center's Product Details
3. Compare feed data with landing page

### **View Crawl Status**

In Merchant Center:

1. Go to **Products** → **All products**
2. Click on affected product
3. View "Item status" for detailed crawl info

## **Prevention**

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### **Regular Monitoring**

- Check Merchant Center weekly
- Set up email alerts for new issues

- Monitor disapproval trends

## Feed Best Practices

- Generate feeds daily via cron
- Keep product data up to date
- Validate GTINs before importing
- Use high-quality images

## Further Reading

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- [Google Merchant Center Help](#) - Complete error reference

## 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>        |
| 5 | <a href="#">Filters</a>              |
| 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 (current)</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> |

