



Quick Start Guide

Google Shopping for Magento 2

Get your [Google Shopping Feed](#) up and running in minutes. This guide covers the essential configuration to generate your first feed and submit it to Google Merchant Center.

Prerequisites

Before you begin:

- Google Merchant Center account
- Admin access to Magento
- Products with GTIN/EAN codes (recommended for better visibility)
- Cron configured and running in Magento

Step 1: Enable the Module

1. Go to **Magmodules** → **Google Shopping - Feed** → **General**
2. Set **Enable** to **Yes**
3. Click **Save Config**

Step 2: Configure Feed Generation

1. Go to **Feed Generation Settings**
2. Set **Enable** to **Yes** for each store view you want to generate a feed for
3. Optionally customize the **Filename** (default works fine)
4. Click **Save Config**

Step 3: Map Your Attributes

Go to **Attributes** section and configure at minimum:

Attribute	Recommended Mapping
ID	SKU
Title	Product Name
Description	Description or Short Description
Image Source	All Images

Attribute	Recommended Mapping
GTIN	Your EAN/barcode attribute
Brand	Manufacturer or brand attribute
Condition	Static: New (for most stores)

Tip: Set **Add Identifier Exists** to **Yes** - this automatically adds `identifier_exists=false` for products without GTIN/MPN.

Step 4: Configure Product Types

Go to **Product Types** section:

For Configurable Products (recommended):

- Use Configurable/Simple Products: **Only Linked Simple Products**
- Use Parent URL for Simples: **Yes, with Auto-Link**
- Use Parent Image for Simples: **Only if Empty**

This exports the actual variants that customers can purchase.

Step 5: Generate Your First Feed

Option A: Manual Generation

1. In **Feed Generation Settings**, find the feed table
2. Click **Generate** for your store view
3. Wait for completion, then click the feed URL to verify

Option B: Enable Automatic Generation

1. Go to **Automation and Google Merchant SFTP Transfer**
2. Set **Enable** (Cron) to **Yes**
3. Set **Frequency** (e.g., Every 6 hours)
4. Click **Save Config**

Step 6: Submit to Google Merchant Center

1. Log in to [Google Merchant Center](#)

2. Go to **Products → Feeds → Add primary feed**
3. Enter your feed details:
 - **Target country:** Your target market
 - **Language:** Match your store view language
 - **Feed name:** Give it a recognizable name
4. Choose **Scheduled fetch** and enter your feed URL
5. Or use SFTP transfer (see configuration guide for setup)

Verification Checklist

- Feed generates without errors
- Feed URL is accessible (test in browser)
- Products appear with images and prices
- GTIN/brand information is populated
- Google Merchant Center shows no critical errors

Next: Optional Features

Once your main feed is working:

- **Inventory Feed** - Real-time stock updates (Google Shopping - Inventory)
- **Promotions Feed** - Sale prices and promotions (Google Shopping - Promo)
- **SFTP Transfer** - Automatic upload to Google Merchant Center

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 (current)
2	Configuration Guide
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

