magmodules



Categoriseer Google-producten

Google Shopping for Magento 2

How to properly categorize products for the Google Shopping Feed extension. Correct categorization improves ad relevance and helps your products appear in the right searches.

Why Categories Matter

Google Product Categories tell Google what type of product you're selling. Proper categorization:

- Improves ad targeting and relevance
- Helps products appear in the correct search results
- Aligns with Google Ads bidding strategies
- Reduces disapprovals in Google Merchant Center

Category Requirements

Use Predefined Categories Only

Google only accepts categories from their official taxonomy. You can submit either:

- The category ID (e.g., `2271`)
- The full path (e.g., `Apparel & Accessories > Clothing > Shirts & Tops`)

Be as Specific as Possible

Always use the most specific category that describes your product:

Instead of	Use
Electronics	Electronics > Audio > MP3 Players
Apparel	Apparel & Accessories > Clothing > Shirts & Tops > T-Shirts
Home & Garden	Home & Garden > Kitchen & Dining > Cookware > Pots & Pans

One Category Per Product

Select the single category that best describes your product's primary function. If a product has multiple uses, choose the most relevant one.

Example: An MP3 player with a built-in clock should use the MP3 player category, not clock or electronics.

Configuration Options

Default Category

Set a default Google Product Category at module level:

Location: Magmodules → Google Shopping - Feed → Attributes → Google Product Category

This category applies to all products unless overridden.

Default Google Product Category and product type settings

Category-Level Override

Override the default for specific Magento categories:

Location: Catalog → Categories → [Select Category] → Google Shopping tab

Products in this category will use the specified Google Product Category instead of the default.

Google Shopping fields on a Magento category

Product-Level Override

For individual products needing a different category:

1. Create a product attribute for Google Product Category
2. Map this attribute in the extension configuration
3. Set the value per product as needed

Google Shopping fields on a product

Finding the Right Category

Google's Category Taxonomy

Google provides a complete list of categories:

- English: `https://www.google.com/basepages/producttype/taxonomy-with-ids.en-US.txt`

Tips for Selection

1. **Search for your product type** - Look for the most specific match
2. **Check competitor listings** - See what categories similar products use
3. **When unsure, go broader** - A correct broader category is better than an incorrect specific one

Product Type vs Google Product Category

These are different attributes:

Attribute	Purpose
Google Product Category	Google's predefined taxonomy (required for some categories)
Product Type	Your own category structure (optional, for your reference)

You can use both. Product Type lets you submit your own categorization alongside Google's official categories.

Common Mistakes

Using Outdated Categories

Google updated their taxonomy in August 2011. Categories from before this date are no longer valid.

Solution: Use current categories. Google translates old categories automatically, but using current ones ensures accuracy.

Being Too Generic

Generic categories like "Electronics" or "Clothing" reduce ad relevance.

Solution: Drill down to the most specific subcategory that fits your product.

Inconsistent Categorization

Different products of the same type using different categories confuses Google's algorithms.

Solution: Create a mapping strategy and apply it consistently across your catalog.

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	Installatie met Composer (aanbevolen)
2	Installatie via de Adobe Marketplace
3	Installatie via FTP en SSH
4	Werk een Magento 2-module bij met een artifact repository

Configuration

1	Snelstartgids
2	Configureer de extensie
3	De producttypen
4	Attribuut Mapping
5	Filters
6	SFTP Setup
7	Promotions Feed
8	Local Inventory Feed
9	Loyalty Program Feed

Troubleshooting

1	Google Merchant API vs Direct Feed Submission in Magento 2
2	Fouten in Google Merchant Feed
3	Genereer een feed via de CLI

Background

1	Identifier Exists Attribute
2	**Categoriseer Google-producten (current)**
3	Best Practices
4	Feed Preview
5	Probleemoplossing
6	Instellen van Google Merchant

