magmodules



Instellen van Google Merchant

Google Shopping for Magento 2

How to set up your Google Merchant Center account and connect it to your Google Shopping Feed from Magento. This guide walks you through the Google side of the setup.

Overview

Before your products can appear in Google Shopping, you need:

1. A Google Merchant Center account
2. Verified and claimed website
3. A product feed connected to your account

This guide covers all three steps.

Step 1: Create Google Merchant Center Account

New Account

1. Go to Google Merchant Center
2. Sign in with your Google account
3. Click **Get started**
4. Enter your business information:
   - Business name
   - Country
   - Time zone
5. Accept the Terms of Service

Business Information

Fill in your business details:

Field	Description
Business name	Your legal business name
Website URL	Your store URL (must match feed links)
Business address	Physical address for shipping origin
Phone number	Customer service contact

Tip: Use the exact URL format your store uses. If your store is `https://www.example.com`, don't enter `https://example.com`.

Step 2: Verify and Claim Your Website

Google needs to confirm you own the website before accepting product data.

Verification Methods

Method	Best For
HTML file upload	Most reliable, recommended
HTML tag	Quick setup
Google Analytics	If GA already installed
Google Tag Manager	If GTM already installed

HTML File Upload (Recommended)

1. In Merchant Center, go to **Settings** → **Business information** → **Website**
2. Click **Verify and claim**
3. Download the HTML verification file
4. Upload to your Magento root directory (`pub/` folder)
5. Verify the file is accessible: `https://yourstore.com/google[code].html`
6. Click **Verify** in Merchant Center

After Verification

Once verified, click **Claim** to associate the website with your account. Only one Merchant Center account can claim a website.

Step 3: Add Your Product Feed

Navigate to Feeds

1. Go to **Products** → **Feeds**
2. Click **Add primary feed** (the blue + button)

Feed Settings

Step 1: Target country and language

Setting	Description
Country of sale	Where you ship to
Language	Must match your feed language
Destinations	Keep all selected (Shopping ads, Free listings, etc.)

Step 2: Feed name and input method

Setting	Recommended
Feed name	Descriptive name (e.g., "Magento Main Store")
Input method	Scheduled fetch

Scheduled Fetch Setup

This tells Google where to find your feed and when to check for updates.

Setting	Value
File URL	Your Magento feed URL (from extension config)
Fetch frequency	Daily (recommended)
Fetch time	After your Magento cron generates the feed
Username/Password	Leave empty (not needed)

Finding Your Feed URL

In Magento Admin:

1. Go to **Magmodules → Google Shopping - Feed → Feed Generation Settings**
2. Look at the **Feed URL** column in the feed table
3. Copy the full URL

Example: `https://yourstore.com/googleshopping/feed/index/store_id/1`

Tip: Test the URL in your browser first. You should see XML content.

Feed table with the feed URL per store view

Step 4: Verify Feed Processing

After adding your feed:

1. Google will fetch the feed immediately
2. Processing takes minutes to hours depending on size
3. Check **Products → Diagnostics** for issues

Feed Status

Status	Meaning
Processing	Google is reading your feed
Processed	Feed imported, check for errors
Error	Feed couldn't be fetched or parsed

Initial Results

Give Google 24-48 hours to fully process your products. Check:

- **Products → All products** - Your products should appear here
- **Products → Diagnostics** - Review any errors or warnings
- **Performance** - Traffic data (after products are approved)

Alternative: SFTP Upload

Instead of scheduled fetch, you can push feeds directly to Google via SFTP.

Advantages of SFTP

- More reliable for large feeds
- Faster processing
- Works even if feed URL is behind firewall

SFTP Setup

1. In Merchant Center, go to **Settings → SFTP**
2. Click **Create SFTP account** or view existing credentials
3. Note the username and generated password

4. Configure in Magento extension (see SFTP_SETUP.md)

Multi-Store Setup

If you have multiple store views or websites:

Separate Feeds Per Country

Create one feed per target country/language combination:

Store View	Target Country	Feed
English (UK)	United Kingdom	Feed 1
German	Germany	Feed 2
French	France	Feed 3

In Merchant Center

Add each feed separately:

1. **Products → Feeds → Add primary feed**
2. Select appropriate country/language
3. Enter corresponding feed URL from Magento

Common Issues

Feed Not Fetching

Symptoms: Feed shows "Error" or never updates.

Check:

1. Feed URL is accessible publicly (no password, no IP restrictions)
2. URL returns valid XML (test in browser)
3. Server doesn't block Google's crawler
4. No `robots.txt` blocking the feed path

Website Not Verified

Symptoms: Can't add feeds, verification fails.

Check:

1. HTML file is in correct location (`pub/` folder in Magento)
2. File is accessible via browser
3. No redirects on the verification URL
4. Website URL matches exactly (www vs non-www)

Products Not Appearing

Symptoms: Feed processed but products not in "All products".

Common causes:

1. Feed has errors (check Diagnostics)
2. Products disapproved for policy violations
3. Missing required attributes
4. Processing still in progress (wait 24-48 hours)

Account Settings to Review

Shipping Settings

Configure shipping in **Settings → Shipping and returns**:

- Set delivery times
- Configure shipping costs
- Required for Shopping ads

Tax Settings

For US sellers, configure tax in **Settings → Tax**:

- Set tax nexus states
- Or enable automatic tax calculation

Return Policy

Add return policy in **Settings → Shipping and returns**:

- Return window
- Return cost (free vs paid)

- Required for many countries

Further Reading

- Google Merchant Center Help - Official documentation
- Feed specification - Required and optional attributes

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
3	Best Practices
4	Feed Preview
5	Probleemoplossing
6	**Instellen van Google Merchant (current)**

