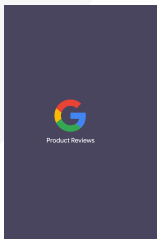
magmodules



Productbeoordelingen indienen bij Google Merchant Center

Google Product Review Feed for Magento 2

This guide walks you through submitting your product reviews to Google Merchant Center using Google Product Review Feed. Before Google displays your product ratings in Shopping results, you need to apply for the Product Ratings program and submit your feed. This is a one-time setup process.

Prerequisites

Before starting, ensure you have:

- **Minimum 50 product reviews** - Google requires at least 50 reviews to participate
- **Active Google Merchant Center account** - With your Merchant Center ID ready
- **Generated feed URL** - From your Magento store (see QUICKSTART guide)

Step 1: Apply for Product Ratings Program

Google requires approval before you can submit product reviews.

1. Go to the Product Ratings Interest Form
2. Sign in with your Google account (use the same account as Merchant Center)

Step 2: Complete the Application Form

Fill in the required information:

Field	What to Enter
Merchant Center Account ID	Your numeric Merchant Center ID
Store Homepage URL	Your store's main URL (e.g., `https://www.yourstore.com`)
First Name	Your first name
Last Name	Your last name
Email Address	Contact email for updates
Company Name	Your company name (optional for agencies)

Step 3: Confirm Eligibility

You'll need to confirm:

- You are **not** using a third-party review aggregator for this feed
- You have **50 or more reviews** available
- You collect reviews for **physical or digital products** (not services)

Note: If you use review platforms like Trustpilot, Kiyoh, or similar, those typically have their own Google integration. This feed is for native Magento reviews.

Step 4: Submit and Wait for Approval

After submitting the form:

1. Google reviews your application
2. Approval typically takes 1-2 weeks
3. You'll receive an email notification with the result

Tip: Ensure your Merchant Center account is in good standing with no policy violations.

Step 5: Upload Your Feed to Merchant Center

Once approved, add your feed URL:

1. Log in to Google Merchant Center
2. Navigate to **Growth** → **Product Reviews** (or **Marketing** → **Product Reviews**)
3. Click **Add product reviews feed**
4. Enter your feed details:

Setting	Value
Feed name	Descriptive name (e.g., "Magento Product Reviews")
Feed URL	Your generated feed URL from Magento
Fetch frequency	Daily (recommended)

5. Click **Save**

Step 6: Verify Feed Processing

After uploading:

1. Google fetches and processes your feed

2. Check **Diagnostics** for any errors or warnings
3. Initial processing may take 24-48 hours

Common Processing Issues

Issue	Solution
Invalid XML	Download feed and validate structure
Missing identifiers	Ensure GTIN/MPN mapping in Magento config
Duplicate reviews	Check for duplicate review entries
Invalid timestamps	Verify review dates are valid

Finding Your Feed URL

Your feed URL is shown in the Magento admin:

1. Go to **Stores → Configuration → Magmodules → Google Product Review Feed**
2. Scroll to **Google Product Ratings - Feeds** section
3. Copy the URL for your store view

Example URL format:

```
https://www.yourstore.com/media/google_product_review/google-product-reviews.xml
```

After Approval

Once your feed is approved and processing:

- Product ratings appear in Google Shopping within 1-2 weeks
- Ratings show as stars on your product listings
- Monitor Merchant Center for ongoing feed health

Troubleshooting Application Rejection

If your application is rejected:

1. **Not enough reviews** - Wait until you have 50+ approved reviews

2. **Policy violations** - Resolve any Merchant Center policy issues first
3. **Invalid feed** - Ensure your feed is accessible and properly formatted
4. **Duplicate submission** - Check if you already have an active Product Ratings program

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 Product Review Feed extension on magmodules.eu

All articles for Google Product Review Feed

Installation

1	Installatie met Composer (aanbevolen)
2	Installatie via de Adobe Marketplace
3	Installatie via FTP en SSH

Configuration

1	Snelstartgids
2	Hoe de productbeoordelingsfeed te configureren

Troubleshooting

1	Probleemoplossing

Background

1	Best Practices
2	**Productbeoordelingen indienen bij Google Merchant Center (current)**

