



Filters

Google Shopping for Magento 2

How to control which products appear in your feed using the [Google Shopping Feed](#) extension. Use filters to export only relevant products and improve feed quality.

Why Filter Products?

Not every product in your catalog belongs in Google Shopping:

- **Parts and accessories** without standalone value
- **Out-of-stock items** that can't be purchased
- **B2B-only products** not for consumer purchase
- **Regional products** not available everywhere
- **Test products** used for development

Filtering improves:

- Feed processing speed
- Ad relevance and performance
- Google Merchant Center approval rates

Filter Types

The extension offers several filter types:

Filter	Purpose
Visibility	Include/exclude by product visibility
Status	Include/exclude disabled products
Stock	Include/exclude out-of-stock products
Category	Include/exclude by Magento category
Advanced	Custom rules using any attribute

Visibility Filter

Control products based on their visibility setting.

Location: Magmodules → Google Shopping - Feed → Filter Options → Filter on Visibility

Options

Visibility	Include?	Typical Use
Not Visible Individually	Usually No	Child products of configurables
Catalog	Yes	Products in catalog browsing
Search	Usually Yes	Products in search results
Catalog, Search	Yes	Fully visible products

Recommended Setup

For most stores:

- Include: **Catalog** and **Catalog, Search**
- Exclude: **Not Visible Individually** and **Search** only

Note: If exporting simple products from configurables, "Not Visible Individually" products may need to be included via the Product Types settings rather than the visibility filter.

Status Filter

Control whether disabled products appear in the feed.

Location: Magmodules → Google Shopping - Feed → Filter Options → Filter on Status

Setting	Description
Add disabled products	Yes = include disabled, No = exclude

When to Include Disabled Products

Usually never. Disabled products:

- May have incomplete data
- Can't be purchased
- May cause landing page errors in Merchant Center

Stock Filter

Control out-of-stock product inclusion.

Location: Magmodules → Google Shopping - Feed → Filter Options → Exclude Out of Stock

Setting	Effect
Yes	Out-of-stock products excluded from feed
No	Out-of-stock products included with <code>availability=out of stock</code>

Considerations

Exclude out-of-stock (Recommended for most):

- Prevents clicks on unavailable products
- Reduces wasted ad spend
- Cleaner feed

Include out-of-stock:

- Useful if products return frequently
- Required for some inventory tracking setups
- Products show as unavailable in ads

Category Filter

Include or exclude products based on Magento categories.

Location: Magmodules → Google Shopping - Feed → Filter Options → Filter by Category

Configuration

Setting	Description
Enable	Turn category filtering on/off
Type of filter	Include or Exclude selected categories
Category	Multi-select category list

Include Mode

Only products in selected categories appear in feed.

Use case: You only want to advertise certain product lines.

Example:

- Select: "Clothing", "Shoes", "Accessories"
- Result: Only products in these categories export

Exclude Mode

Products in selected categories are removed from feed.

Use case: Exclude categories that shouldn't be advertised.

Example:

- Select: "Spare Parts", "B2B Products", "Clearance"
- Result: These categories are excluded, everything else exports

Category Hierarchy

Filtering respects category hierarchy:

- Selecting a parent includes/excludes all children
- Products in multiple categories: one match = included/excluded

Advanced Filters

Create custom filter rules using any product attribute.

Location: Magmodules → Google Shopping - Feed → Filter Options → Advanced Filters

Configuration

Setting	Description
Enabled	Turn advanced filtering on/off
Filter Conditions	Add attribute-based rules

Building Conditions

Each condition has:

1. **Attribute** - Which product attribute to check
2. **Operator** - How to compare (equals, not equals, contains, etc.)
3. **Value** - What to compare against

Operators

Operator	Description
is	Exact match
is not	Not exact match
contains	Value contains text
does not contain	Value doesn't contain text
is empty	Attribute has no value
is not empty	Attribute has a value
greater than	Numeric comparison
less than	Numeric comparison

Example Filters

Exclude products marked for exclusion:

```
Attribute: google_shopping_exclude
Operator: is not
Value: Yes
```

Only products with GTIN:

```
Attribute: ean
Operator: is not empty
Value: (leave empty)
```

Minimum price threshold:

```
Attribute: price
Operator: greater than
Value: 10
```

Exclude specific brand:

```
Attribute: manufacturer
Operator: is not
Value: Generic Brand
```

Multiple Conditions

When multiple conditions are set:

- All conditions must be met (AND logic)
- Product must pass every filter to be included

Filter Combinations

Filters work together. A product must pass ALL active filters:

```
Visibility Filter: Catalog, Search ✓  
Status Filter: Enabled only ✓  
Stock Filter: In stock only ✓  
Category Filter: Not in "Parts" ✓  
Advanced Filter: Price > 10 ✓  
→ Product included in feed
```

If any filter excludes the product, it won't appear:

```
Visibility Filter: Catalog, Search ✓  
Status Filter: Enabled only ✓  
Stock Filter: In stock only ✗ (out of stock)  
→ Product excluded from feed
```

Best Practices

Start Broad, Then Narrow

1. Begin with minimal filters
2. Generate feed and verify products appear
3. Add filters incrementally
4. Check feed after each change

Use Categories for Bulk Exclusions

Category filters are more efficient than advanced filters for excluding entire product lines.

Create Exclusion Attributes

For fine-grained control:

1. Create `google_shopping_exclude` (Yes/No) attribute
2. Set "Yes" on products to exclude
3. Add advanced filter: exclude where attribute = Yes

Document Your Filters

Keep notes on why each filter exists. Future you (or colleagues) will appreciate it.

Troubleshooting

Products Missing from Feed

Check in order:

1. Product enabled?
2. Product visible? (matches filter)
3. Product in stock? (if stock filter active)
4. Product in included category? (if category filter active)
5. Product passes advanced filters?

Too Many Products Excluded

- Review all active filters
- Temporarily disable filters one by one
- Check filter logic (especially advanced filters)

Debug Mode

Enable debug logging for detailed filter information:

1. Go to **Google Shopping - Feed** → **Debug**
2. Enable **Debug Mode**
3. Regenerate feed
4. Check `var/log/googleshopping/` for filter decisions

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	Attribuut Mapping
4	De producttypen
5	Filters (current)
6	SFTP Setup
7	Promotions Feed
8	Local Inventory Feed

Troubleshooting

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

Background

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

