

M E D I A C O M 8 7

Export Google

Product feeds for Google Merchant Center

PrestaShop module - Compatible with PrestaShop 1.6.0.4 to 9.x

User guide - Mediacom87

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How to read this guide Names shown in quotation marks are the labels displayed in the module. The tabs are listed in the left-hand column of the configuration page. Procedures are numbered: follow them in order.

1. Overview and requirements

1.1 What the module does

Export Google builds the product feeds Google Merchant Center expects from your PrestaShop catalog. It generates one feed per country and language pair, and keeps them up to date automatically through CRON.

Prices, taxes, carriers, categories and optional attributes are configured country by country. Each country-language pair gets its own XML file and its own CRON URL.

1.2 Geographic coverage

- **71 countries:** the ones where Google Shopping is officially available.
- Each country receives the Google product taxonomy of its own locale.
- A single country can carry several languages. Examples: Belgium in French, Dutch and German; Switzerland in French, German and Italian.

Note Only countries where Google Shopping actually operates are offered. Declaring a feed for a country Google does not serve would lead to a rejection in Merchant Center.

1.3 Compatibility

Item	Supported
PrestaShop	1.6.0.4 to 9.x, ThirtyBees included
PHP	5.6 to 8.3 and later
Multistore	Yes. Configuration, feeds and CRON URLs per shop
Interface languages	18: Bulgarian, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Japanese, Polish, Portuguese, Romanian, Slovak, Spanish, Swedish

The module detects your PrestaShop version automatically and adapts its templates and its scripts.

1.4 Requirements

- A Google Merchant Center account. This module produces and publishes the feeds; setting up the Merchant Center account itself remains your responsibility.

- The currencies and carriers you plan to assign to your countries must be enabled in your PrestaShop configuration.
- The languages you need must be installed and enabled in **International > Localization > Languages**.
- A way to trigger a scheduled task: the server crontab, your hosting panel, or a webCron service.

1.5 The tabs of the module

The configuration is organised into 14 tabs.

Tab	Purpose
Countries	Target countries, then per country: language or languages, currency, carrier, taxes
Configuration	Feed content, images, file name, security, compression, export batch
Optional elements	Additional attributes sent to Google (GTIN, brand, weight, shipping costs, UTM)
Custom label attributes	Custom labels 0 to 4 for Google Ads
Categories	Including or excluding categories, mapping to the Google taxonomy
Feed	Manual generation, URL to give to Google, download, security key renewal
Cron	Ready-to-copy URLs and commands to automate the generation
Promotions	Separate feed for discount vouchers
Diagnostic	Image audit, feed quality report, database indexes
FAQ	42 questions in 9 themes, every answer visible without unfolding
Informations & support	Version, compatibility, “Contact” button
License	Registration and status of the Mediacom87 license
Security Policy	The security commitments of the module
Changelog	Version history, translated

Good to know The **Feed** and **Cron** tabs only appear once at least one country has been configured and saved. The **Custom label attributes** tab only appears if your shop has at least one product feature.

2. Installation

2.1 Installing the module

1. In your back office, open **Modules**.
2. Click **Upload a module** (or **Add a new module**, depending on your PrestaShop version).
3. Select the ZIP archive of the module, then start the upload.
4. Click **Install**.
5. Click **Configure** to open the module page.

2.2 What the installation does, and does not do

Important No native PrestaShop table is modified. The module creates its own tables.

No third party No call to a third-party service from the back office. The table library is bundled inside the module: the back office works without an Internet connection and nothing is requested from a third party.

Security An `.htaccess` file is written in the export directory of the module to forbid directory listing and block access to feeds while they are being written.

2.3 The configuration path in brief

1. **Countries** tab: tick your countries, set language, currency, carrier and taxes, then save.
2. **Configuration** tab: choose the content and the format of the feed, and turn on URL protection and compression if needed.
3. **Optional elements** tab: enable the additional attributes that are useful for your catalog.
4. **Categories** tab: exclude the categories you do not want to export and map the Google taxonomy.
5. **Feed** tab: generate a first feed and note its URL.
6. Declare that URL in Google Merchant Center as a scheduled fetch.
7. **Cron** tab: schedule the automatic generation.

3. Setting up your countries, languages, currencies and carriers

Everything starts in the **Countries** tab. As long as no country is configured, no feed can be produced.

3.1 Choosing the target countries

1. Open the **Countries** tab.
2. In the **Google Shopping countries to export to** list, tick the countries you want.
3. A configuration block appears for each ticked country, in the side tab column.
4. Click **Save settings**.

3.2 Setting up each country

Four settings have to be filled in for each ticked country.

Setting	What you need to know
Languages associated with the Feed	The language or languages of the feed for this country. Each language produces a separate XML feed and a separate CRON URL.
Taxes	Tax incl. or Tax excl. The setting must match what your shop displays to visitors from that country.
Currency	The currency of the feed for this country. It must be enabled in PrestaShop and match what Merchant Center expects.
Carrier	The carrier used to work out the shipping costs announced in the feed. Disabled carriers are flagged as “inactive” in the list.

3.3 Adding several languages for one country

Some countries call for feeds in several languages, Belgium for instance.

1. In the country block, find the language drop-down list.
2. Click **Add a language** to add a row.
3. Pick the language in the new drop-down list.
4. Repeat for each additional language, then save.

Note The languages offered are those installed and enabled in **International > Localization > Languages**. If a language is missing, install it in PrestaShop first.

Good habit

Check that the currency and the carrier are enabled in PrestaShop before selecting them here. A disabled currency produces inconsistent prices in the feed.

4. Choosing the exported products and mapping the Google categories

Everything happens in the **Categories** tab, which displays the full tree of your PrestaShop categories.

4.1 Including or excluding a category

1. Open the **Categories** tab.
2. In the **To be export** column, each category carries a green check mark (exported) or a red prohibition sign (excluded).
3. Click the icon to switch the category from one state to the other.

Selection rule: only products whose default category is an exported category enter the feed. A product follows its default category, not its secondary ones.

Products column The **Products** column shows the number of products associated by default with each category. A category name displayed in orange means no product is associated with it by default: it will therefore not appear in the feed.

Recommendation It is strongly recommended to use the deepest category as the default category of a product, in order to share the most relevant information.

4.2 Mapping the Google product taxonomy

The **Google categories** column appears when the **Google product category** option is enabled in the **Optional elements** tab and at least one country is configured.

1. Open the **Categories** tab.
2. Click the country flag, on the row of the category to map, to open the input field.
3. Start typing the name of the Google category: an autocomplete list appears.
4. Select the most suitable category, then confirm with the validation button.

When several countries are configured, a selector above the table switches the column display from one country to another. Each country receives the Google taxonomy of its own locale, so the mapping is done country by country.

Google's advice Use the most specific category possible. Prefer “Apparel & Accessories > Clothing > Dresses” over just “Apparel & Accessories”.

4.3 Gender and age group for clothing

If you enable the **Clothing site** option in the **Configuration** tab, two extra columns appear in the **Categories** tab: **Gender** and **Age Group**. You fill them in category by category, by clicking the displayed value.

These attributes are mandatory for clothing items in shipments to the United States, the United Kingdom, Germany, France and Japan. They are recommended for other countries and product categories.

Age group values

Value	Range
Newborn	Up to 3 months old
Infant	Between 3 and 12 months old
Toddler	Between 1 and 5 years old
Kids	Between 5 and 13 years old
Adult	Typically teens or older

4.4 Automatic exclusions

Whatever the categories, a product is kept out of the feed if:

- it is disabled in PrestaShop;
- its default category is excluded from the export, or is the shop root;
- it has no name, no description and no image;
- its price is zero or negative;
- it is out of stock and the **Export products without stock** option is off;
- it is not associated with the current shop, in multistore mode.

The **Diagnostic** tab counts these exclusions cause by cause after each generation: see chapter 11.

4.5 Excluding products one by one

Excluding a whole category to drop three products means giving up a profitable section. The **Products** tab settles that case: it takes the products you pick out of the feed, without changing anything about their visibility on the shop.

1. Open the **Products** tab.
2. Search for the product by name, reference, ID or category in the search box.
3. Click the icon on its row: a green check means exported, a red prohibition sign means excluded.

The excluded product stays active, orderable and listed in its categories. Only the feed drops it, so your organic sales are untouched. That is the whole difference with the two usual workarounds: disabling the

product or clearing “available for order” also removes it from the shop, and excluding its category takes every other product of that category with it.

Acting on a whole search. Type a term in the search box, then use **Exclude the whole search** or **Put the whole search back**. The action applies to every matching product, not only to the page displayed, and a confirmation states how many. With an empty search box it applies to the whole catalogue.

The list is paginated and searched on the server: it opens with no wait, even on a catalogue of several tens of thousands of references.

Worth knowing:

- exclusions belong to the current shop, in multistore mode;
- they take effect on the next feed generation, manual or by CRON;
- a product already kept out by its category says so on its row, so you never hunt for why the feed did not change;
- nothing is modified in your PrestaShop catalogue: the module keeps these exclusions in a table of its own.

5. Feed options

Two tabs carry the feed settings: **Configuration** for the content, the images and the files; **Optional elements** for the additional attributes sent to Google.

5.1 Text content of the feed

Option	Effect
Product description	Choose the source of the description: Short description (summary), Long description, or both one after the other.
Prioritize META tags	Uses the meta title and the meta description instead of the product name and description.
Remove unwanted uppercase	Google prohibits the massive use of uppercase. Enable this option if you are experiencing this type of refusal.
Add iso code	Adds the ISO code of the export language to the product identifier, if you need to tell your feeds apart.
Export products without stock	Keeps products with zero stock in the feed.
Adult Shop	Labels items considered as adult, for all target countries.

5.2 Images

Option	Effect
Image Format	The PrestaShop format used for the image links of the feed. Google recommends submitting the largest, highest resolution image you have, up to a file size of 4 MB.
Maximum number of images per product	From 1 to 20 images per product.
Do not export the cover image	Forces the second image to become the main image at export time. Useful when your cover image carries elements unrelated to the product and causes refusals. It only applies to products with several images.

Image deadline of January 31, 2027 Google requires product images of at least 500x500 pixels and enforces this rule from January 31, 2027. Below that size, products are disapproved. The **Diagnostic** tab helps you spot the images concerned: see chapter 11.

5.3 Taxes and currencies

The Tax incl. or Tax excl. choice is made country by country in the **Countries** tab. Specific prices and active discounts are taken into account in the exported price.

Force currency in product URL

When a feed uses a currency other than the default currency of the shop, the landing page has to show the right price. The module then adds parameters to the product URL, such as `?id_currency=2&SubmitCurrency=1`.

The robots.txt trap Many shops add a rule to `robots.txt` to prevent currency variants from being indexed, such as `Disallow: /*&id_currency=`. But Google Shopping uses the same crawler as organic search: if the product page is blocked, Google cannot check the price and your products are disapproved in Merchant Center.

Setting	Behaviour
Option on	The currency parameters are added to the URL. The module puts <code>id_currency</code> first, so that a rule such as <code>Disallow: /*&id_currency=</code> , which requires the <code>&</code> prefix, no longer applies. Keep it on if your theme needs this parameter to display the right price.
Option off	The product link stays clean, with no parameter. The price and the currency come from the feed itself, which is authoritative for a country-targeted feed in Merchant Center.

Turning it off is recommended if you use a country-targeted feed and you block currency URLs in `robots.txt`. Turning it on is recommended if your theme needs the parameter to serve the right price to crawlers. In the long run, the cleanest answer remains one PrestaShop shop per country, in multistore, each with its own default currency.

5.4 File, compression and export batches

Option	Effect
File name	The prefix of the export file. The country and, where relevant, the language are added automatically.
Compress the feed (gzip)	Generates a <code>.xml.gz</code> feed, natively supported by Merchant Center. The file is several times lighter, which saves bandwidth and speeds up the fetch on large catalogs.

Protect the feed URL	Adds a secret fingerprint to the file name. See chapter 9.
Export limitation	Number of products processed per export cycle. 2000 by default. Lower this value (500 or 1000) in case of a 500 error or a timeout; raise it if your server is comfortable.

These options change the feed URL Changing the **File name**, turning **Compress the feed (gzip)** on or off, turning **Protect the feed URL** on or off: each of these actions changes the address of the feed. After such a change, regenerate your feeds then declare the new URLs in Google Merchant Center, otherwise Google will keep asking for an address that no longer exists.

The export is paginated in batches to avoid timeouts on large catalogs. The batches follow each other on their own: you have no cycle to trigger by hand.

5.5 Optional elements

The **Optional elements** tab enables the additional attributes sent to Google.

Element	Detail
GTIN code [gtin]	International barcodes. You choose the PrestaShop variable that carries them: EAN13, UPC, ISBN, MPN, product reference or supplier reference. A product sent without a unique product code is difficult to classify and may be excluded from certain Shopping programs.
Custom product ID	Replaces the product identifier with another variable. Handle with care: this identifier must be unique and must never change.
Brand [brand]	The brand of the product. Google asks for at least two attributes among brand, mpn and gtin.
Manufacturer reference [mpn]	The manufacturer product number.
Weight	The weight of the product at shipping, useful if you have defined a shipping rule based on weight.
Shipping Costs	A per-product shipping estimate. It overrides the global shipping settings you defined in Merchant Center.
Use minimum quantity for prices	Enable it if some of your products have a minimum purchase quantity and your product page displays the price matching that quantity.
Purchase price [cost_of_goods_sold]	Used for gross profit reporting in Google. A transformation rate can be set so that you do not send the real purchase price: 1 for the exact price, 0.9 for a 10% decrease, 1.1 for a 10% increase.

	An option falls back on the purchase price of the product when the one of the combination is zero.
Product category [product_type]	Your own category tree, such as “Home > Women > Dresses”.
Google product category [google_product_category]	Enables the Google taxonomy mapping column in the Categories tab.
Analytics Tagging	Adds UTM parameters to every product URL, for tracking in Google Analytics or an equivalent tool. You enter <code>utm_campaign</code> , <code>utm_source</code> and <code>utm_medium</code> .

5.6 Combinations and clothing items

The **Export combinations of products** option, in the **Configuration** tab, exports combinations as separate products. Google defines variants as a group of identical products that only differ by color, material, pattern or size. For each of these axes, you designate the matching PrestaShop attribute.

The **Clothing site** option adds the settings specific to apparel. If color, size, material or pattern are carried by features rather than by attributes, you designate them here as well.

5.7 Attributes expected by Google

Attribute	Source in the module
<code>id</code>	Product identifier, or custom identifier
<code>title</code>	Product name, or meta title if the option is on
<code>description</code>	Short or long description, depending on your setting
<code>link</code>	URL of the product on your shop
<code>image_link</code>	Cover image, in the chosen format
<code>availability</code>	Based on the stock status
<code>price</code>	Product price, with the applicable taxes

Strongly recommended attributes: `brand`, `gtin`, `mpn`, `google_product_category`, `condition`. For clothing items, also required in France, Germany, the United Kingdom, the United States and Japan: `gender`, `age_group`, `color`, `size`.

The feed follows the RSS 2.0 specification with the Google Shopping extensions.

6. Custom labels for Google Ads

Custom labels, `custom_label_0` to `custom_label_4`, group your products in Google Ads campaigns by criteria of your own choosing. Google Ads then uses them as segmentation axes.

6.1 Setting up the labels

1. Open the **Custom label attributes** tab.
2. For each of the five slots, **Custom label attributes 0** to **4**, select the PrestaShop product feature that should feed it.
3. Click **Save settings**.

Note This tab only appears if your shop has at least one product feature. Create your features first in **Catalog > Features**, then fill them in on your products.

6.2 Segmentation examples

Label	Possible values
Season	Spring, Summer, Autumn, Winter
Margin	High, Medium, Low
Clearance	Yes, No
Best seller	Yes, No

6.3 The URL for social networks

Besides product features, each slot can receive the **URL for social networks** value. This is a simplified URL, meant to feed the links of your ads on Facebook or other networks.

7. Generating your feeds and declaring the URLs in Merchant Center

7.1 Generating a feed from the back office

1. Make sure at least one country is configured and saved, with its language, its currency and its carrier.
2. Open the **Feed** tab.
3. Find the row of the country and language pair you want.
4. Click **Generate**.
5. Wait for the processing to finish. The **Last update date** and the **URL to provide to Google Merchant Center** then appear on the row.

Note If the message “Validate the configuration for this country before you can generate its feed.” appears instead of the button, go back to the **Countries** tab and save the configuration of that country.

7.2 The feed table

Column	Content
Country	The target country
Language	The language of the feed
Generate	Starts an immediate generation
Last update date	Timestamp of the last file produced
URL to provide to Google Merchant Center	The address to declare in Merchant Center
Download	Fetches the file from the back office, for inspection

7.3 Where the file is written

The file is written at the root of the shop or in the export directory of the module. Its name is made of the prefix you chose, followed by the country and, in multilingual mode, the language.

- Single language: `prefix_country.xml`
- Multilingual: `prefix_country-language.xml`

With gzip compression on, the extension becomes `.xml.gz`. With URL protection on, a secret fingerprint is added to the name.

Atomic write Each export is written to a temporary file, then moved into place in a single operation once finished. Google therefore always downloads either the complete old feed or the complete new one, never a truncated file, even if it comes by during a generation.

7.4 Declaring the URL in Google Merchant Center

1. Sign in to your Google Merchant Center account.
2. Open **Products > Feeds** and click the button to add a feed.
3. Select the target country and language.
4. Choose **Scheduled fetch** as the input method.
5. Paste the URL shown in the **Feed** tab of the module.
6. Set the fetch frequency and time.

Google will then download your file automatically at the time you set. Make sure your CRON runs before that time.

7.5 How often to update

Google recommends updating at least once a day. If your catalog moves often, prices or stock levels, increase the pace.

Catalog size	Indicative pace
Fewer than 5,000 products	2 to 4 times a day without difficulty
From 5,000 to 50,000 products	1 to 2 times a day
More than 50,000 products	Once a day, during off-peak hours

7.6 Processing times on the Google side

- **Processing**: a new feed is usually processed within a few hours, sometimes up to 3 business days.
- **Review**: a recent account may go through a deeper initial review, up to a few weeks.
- **Updates**: once the feed is established, updates are usually taken into account within a few hours.

The processing status can be checked in Merchant Center, under **Products > Diagnostics**.

7.7 Declaring the feed on other platforms

The feed follows the Google Merchant Center specification, and that same specification is accepted as an RSS 2.0 data source by Meta (Facebook and Instagram), Pinterest, TikTok and Snapchat: the file the module publishes can be declared on those platforms as it is. TikTok can also import a Google Merchant

Center catalogue directly, but only when that catalogue is fed by scheduled fetch, which is exactly how this module publishes. Microsoft Advertising uses its own file format and offers an import from Merchant Center instead.

Careful Each platform keeps its own requirements (field length limits, product categories, mandatory attributes). The file is accepted, but rejected products must be checked on each platform.

8. Automating with CRON

The **Generate** button and the CRON produce exactly the same XML file. Only the trigger differs. For a live shop, CRON is the recommended method.

8.1 Getting the CRON URL

1. Open the **Cron** tab.
2. Find the panel of the country and language pair you want: there is one panel per feed.
3. Choose the tab matching your method: WebCron, curl, wget, PHP or cPanel / Plesk.
4. Click the **Copy to clipboard** button to put the URL or the command in your clipboard.

8.2 The five methods offered

Method	Use
WebCron	You simply paste the URL into an external webCron service. No server access required.
curl	One line to add to the server crontab, via SSH or through the hosting panel.
wget	An alternative to curl, same principle.
PHP	For hosts that only allow PHP-based cron jobs. If <code>php</code> is not in your PATH, use the full path.
cPanel / Plesk	A step-by-step procedure for these two panels, with the command to paste.

8.3 Understanding a CRON expression

A cron expression consists of 5 fields, followed by the command to execute: minute (0 to 59), hour (0 to 23), day of month (1 to 31), month (1 to 12), day of week (0 to 7).

Expression	Meaning
<code>0 4 * * *</code>	Every day at 4:00 AM
<code>0 */6 * * *</code>	Every 6 hours
<code>0 3,15 * * *</code>	Twice a day at 3:00 AM and 3:00 PM
<code>30 2 * * 1</code>	Every Monday at 2:30 AM

8.4 Recommendations

- Schedule at least one export per day, a few minutes before the retrieval time defined in Google Merchant Center.
- On a large catalog, prefer off-peak hours, for example between 2:00 AM and 6:00 AM.
- Beyond 50,000 products, the export can take several minutes: check that the `max_execution_time` of your server is sufficient.

Careful The CRON URL contains a secret key. Do not publish it and do not share it. If you renew the security key (chapter 9), the CRON URLs change: you will have to update your scheduled tasks.

9. Securing your feeds

9.1 Why protect the feed URL

By default, the feed file name is built from the name you configured and the country code. Its URL is therefore predictable. Anyone knowing your shop address can download the file and get your whole catalog with references, prices and stock levels.

The **Feed** tab displays a “Your feed URL is public” warning as long as protection is off.

9.2 Turning protection on

1. Open the **Configuration** tab.
2. Turn on the **Protect the feed URL** option.
3. Click **Save settings**.
4. Go back to the **Feed** tab and regenerate each feed.
5. Note the new URLs and declare them in Google Merchant Center.

The module then adds to the file name a secret fingerprint derived from your security key, which makes the URL impossible to guess.

Do not skip step 5 Turning this option on or off changes the feed URL. If you do not declare the new URL, Google will keep asking for an address that no longer exists and will report a data source error.

9.3 What protection does not change

The file remains a public static file, served by your web server at full speed and without authentication. Only its name becomes unknown. Google fetches the URL you declared, exactly as before: protection does not get in the way of Google reading the feed.

9.4 Renewing the security key

If a feed URL has been shared by mistake, or if you suspect a leak, renew the key.

1. Open the **Feed** tab.
2. Scroll down to the **Feed security** panel.
3. Click **Renew the security key** and confirm.
4. Regenerate all your feeds.
5. Update the URLs in Google Merchant Center, product feeds as well as promotions feeds.
6. Update your CRON tasks with the new URLs.

Immediate effect Renewing deletes every generated file and immediately invalidates the old URLs, product feeds as well as promotions feeds, along with the CRON URLs. Plan to carry straight on with steps 4 to 6.

9.5 The other protections of the module

- An `.htaccess` file written in the export directory: no directory listing, no access to feeds while they are being written.
- Atomic write: no truncated feed can ever be served, even during a generation.
- Download from the back office authenticated by a constant-time key comparison.
- No call to a third-party service from the back office.

9.6 Gzip compression

The **Compress the feed (gzip)** option, in the **Configuration** tab, generates a `.xml.gz` feed. This format is natively supported by Google Merchant Center. The file is several times lighter: bandwidth is saved and the fetch is faster on large catalogs.

Note Turning compression on or off also changes the feed URL. Regenerate then re-declare your URLs in Merchant Center after that change.

10. The promotions feed

10.1 Sale prices and discount vouchers are two different things

Two notions are often mixed up.

Case	Where it happens
Sale prices, that is to say your struck-through prices	They already travel in the product feed. The module sends the sale price and its validity dates, and Google displays the struck-through price. Nothing to configure.
Discount vouchers, such as “20% off with the code SUMMER”	They call for a separate promotions feed, which Merchant Center expects to be declared under Promotions .

10.2 Prerequisites on the Google side

Two conditions

1. You must first request access to the **Merchant Promotions** program in Google Merchant Center. Google validates the request manually, and each promotion is then reviewed before being displayed.
2. Your code must work for every visitor. Google actually tests your codes: a code that does not work for every visitor gets the promotion disapproved and can penalise your account.

10.3 Enabling and filling the feed

1. Create your discount vouchers in **Catalog > Cart rules** if you have not done so already.
2. Open the **Promotions** tab of the module.
3. Turn on **Enable the promotions feed**.
4. In the table, tick the **Export** column for each cart rule to publish.
5. Fill in the **Public title** (60 characters max) column.
6. Click **Save settings**.

10.4 The audited cart rules

Each cart rule is audited before being offered. Those Google cannot announce safely are blocked, with their reason displayed in red under “Cannot be exported”.

Blocking reason	Meaning
Reserved for one customer	The rule is tied to a named customer, so visitors coming from Google cannot use it
Expired	Its end date has passed
Limited to some products	Google announces an offer valid on the order, not on a selection
Discount on a specific product	Same reason
Excluded for this country	The rule does not apply to the country of the feed
Currency conversion impossible	The amount cannot be expressed in the currency of the feed
No discount Google can express	The discount type has no Google equivalent
Missing title	Google requires a public label

Other rules can be published, but come with an orange warning: “No code: automatic offer”, “Few uses left”, “Limited to some customer groups”, “Limited to some carriers”, “Cannot be combined”, “Country restriction”, “Free shipping will not be announced”, “Amount excluding tax”, “Partial use allowed”, “Title will be truncated”.

10.5 The recognised offer types

- Percentage off
- Amount off
- Free shipping
- Free gift

The minimum purchase amount and the validity dates are taken from the cart rule.

10.6 The public title

The internal name of a cart rule is rarely suitable for shoppers. The **Public title** column lets you write the sentence shoppers will read, for example “20% off your order with the code SUMMER”. The field is capped at 60 characters, as Google requires.

Multilingual The title is stored per language, one per language of your feeds: the same promotion can read “20% off your order with the code SUMMER” in the French feed and “20% Rabatt auf Ihre Bestellung mit dem Code SUMMER” in the German one. The tab only offers the languages of your configured feeds. A language left empty falls back on the cart rule name, which PrestaShop already translates, and the field shows that name as its placeholder. A promotion with neither a title nor a cart rule name in the language of a feed is left out of that feed, because Google requires a public label.

10.7 Generating and declaring the promotions feeds

The **Generated promotions feeds** panel lists one feed per country and per language, each with its own URL.

1. Click **Generate** on the row you want to refresh that feed right away.
2. Note the URL displayed.
3. In Google Merchant Center, declare that URL under **Promotions**, separately from your product feeds.

The promotions feed needs no CRON of its own: it is rebuilt together with the product feed of the same country and language, and each time you save the **Promotions** tab. It follows the same security and compression settings as your product feeds.

The file is always published Even with no promotion at all, the file is published: it is a valid document with no entry. Deleting the file would turn a URL declared for scheduled fetch into a 404, which Merchant Center reports as a data source error.

Stopping a promotion Removing a promotion from the feed does not stop it at Google: an approved promotion runs until its end date. To stop one earlier, end it from the **Promotions** page of Merchant Center.

11. The Diagnostic tab

The **Diagnostic** tab brings together three analyses.

11.1 Product image audit

Google requires product images of at least **500x500 pixels** and enforces this rule from **January 31, 2027**. Below that size, products are disapproved.

1. Open the **Diagnostic** tab.
2. In the **Product image audit** panel, click **Analyze my product images**.
3. Read the results table, then the list of examples.
4. On a large catalog, the audit works on a sample: run it again to continue the analysis.

Note The audit measures the original file you uploaded, not the thumbnails generated by your theme, because that original file is the one Google fetches.

Indicator	What it counts
Last analysis	Date of the audit
Products analyzed	Number analyzed out of the total, with a mention of the sample where relevant
Images below 500x500	The images to fix first
Products without cover image	These products cannot be exported
Missing or unreadable image files	Files absent or corrupted on the server
Compliant images	No action needed

11.2 Feed quality report

After each generation, the module records why products were kept out of the feed, and which exported products are at risk of being disapproved. The report is presented feed by feed, with its date.

Cause	What to do
Excluded: empty description	Fill in the short or long description, or the meta description.
Excluded: no image	Add at least one image to the product.

Excluded: empty title	Fill in the product name, or its meta title if you prioritize META tags.
Excluded: default category is the shop root	Set a real default category, other than the shop root.
At risk: no brand	Assign a manufacturer: Google requires the brand as soon as the product has one.

Each cause comes with up to 50 examples of the products concerned, with their identifier and their name, so you can fix them directly in the catalog.

Note If no report appears, generate a feed first: the report is produced at the end of the generation. The “generation incomplete” mention flags an export that did not finish.

11.3 Database index check

Missing indexes can severely slow down the export on large catalogs, beyond 250,000 products for example. The **Database index check (performance)** panel lists the recommended indexes, whether they are present, and why they matter.

1. Open the **Diagnostic** tab and scroll down to that panel.
2. Look for the rows marked with a red sign: the index is missing.
3. Click **Create index** to add it. The matching SQL statement is displayed under the button.

Careful Always run this kind of structure change during a low traffic period, and make sure you have a database backup.

12. Solving common problems

12.1 The generation fails or returns a 500 error

This usually happens on large catalogs, when the server runs short of time or memory.

1. Lower the **Export limitation** value in the **Configuration** tab: try 500 or 1000.
2. Ask your host to raise `max_execution_time`, 300 or more being recommended.
3. Ask them to raise `memory_limit`, 256M or more being recommended.
4. Prefer the CRON method over the back office button: CRON calls are generally less constrained.
5. Check the database indexes in the **Diagnostic** tab.

12.2 The date and the URL do not update after the generation

1. Check that the export directory is writable (chmod 755 or 775).
2. Make sure the XML file is not locked by another process.
3. Check that the server has enough disk space.
4. Open your browser console (F12, Console tab) and look for a JavaScript error.

12.3 Products are missing from the feed

Go back to the list of automatic exclusions in chapter 4.4, then open the **Diagnostic** tab: it counts the exclusions of the last generation, cause by cause, which shows which rule removed your products.

Think of the **Products** tab too: the product may have been excluded one by one, see chapter 4.5.

12.4 The CRON URL returns a blank page or an error

1. Open the CRON URL directly in your browser: the error message, if any, will point at the cause.
2. Check that the security key contained in the URL matches the one generated by the module.
Reinstalling the module resets the key.
3. If you use a webCron service, make sure your server accepts the matching incoming HTTP requests.
4. Check that `mod_rewrite` (Apache) or its equivalent (Nginx) is active for friendly URLs.

12.5 The feed prices do not match the shop prices

Common cause	What to check
Tax setting	The tax included or excluded choice, for each country, must match what your shop displays to visitors from that country.

Currency	The currency assigned to the country must be the one Google Merchant Center expects.
Specific prices and discounts	The module exports the current price, active discounts and specific prices included.
Group prices	The exported price is the one visible to the “Visitor” customer group.

Once corrected, regenerate the feed and wait for Google to fetch it again.

12.6 My products are disapproved in Merchant Center

Reported issue	Where to look
Missing GTIN or barcode	Fill in the EAN13 or UPC field on your products, then enable GTIN code in the Optional elements tab.
Price mismatch between the feed and the site	Check the currency and tax settings, then regenerate the feed after each price change.
Image too small, or carrying a watermark	Use large enough images and avoid embedded promotional text. Run the image audit in the Diagnostic tab.
Missing or generic description	Write unique, descriptive descriptions of at least 50 characters.
Excessive upercase	Enable Remove unwanted upercase in the Configuration tab.
Product page not reachable	Check that the product is active and the URL reachable. Review redirects and 404 errors. If you block currency parameters in <code>robots.txt</code> , read chapter 5.3 again.

12.7 Checking that a feed is valid

1. Download the feed from the **Feed** tab, using the **Download** button.
2. Open it in a text editor or in a browser to check the XML structure.
3. In Google Merchant Center, open **Products > Feeds**, click your feed, then the processing tab to read the errors and warnings.

12.8 Some module texts are not translated

Translate them from **International > Translations**, choosing “Installed modules translations” then this module. The feed content itself always comes from your product data, in the language configured for the country.

13. License and support

13.1 The module works without a license

Important Feed generation, CRON, the promotions feed and the diagnostics all work without a license. Registering yours unlocks update notifications and priority support.

The Mediacom87 license is free for any customer of a module purchased on Addons or PrestatoolBox.

Feature	Without a license	With an active license
Google Shopping XML feed export	Yes	Yes
Multi-country and multi-language	Yes	Yes
CRON automation	Yes	Yes
Google taxonomy mapping and combinations export	Yes	Yes
Promotions feed and diagnostics	Yes	Yes
Automatic update notifications	No	Yes
Major version upgrade notifications	No	Yes
Priority support	No	Yes

13.2 Requesting a license

1. Open the **License** tab.
2. In the **Request a new license** block, fill in your email address, the purchase platform, the order reference and the domain of your shop.
3. Click **Submit license request**.

Mediacom87 validates your order manually. The license activates within a few business days.

13.3 Registering an existing key

If a key has already been sent to you, or if you are migrating your shop from another domain, enter it in the **I already have a license key** block, then click **Validate this key**.

If the key is registered on another domain, the module offers a **Domain mismatch - request migration** form: give the new domain and the reason, for example a shop redesign, a domain change or new hosting. Mediacom87 validates the request manually.

13.4 Following the license status

The **License status** block displays the current status, the key, the plan, the expiry date, the domain on file and the date of the last check against the server. The **Check now** button forces an immediate check.

The possible statuses are: active, pending validation by Mediacom87, rejected, revoked, expired, invalid, or not registered. In case of a rejection, the reason is displayed.

13.5 Updates

The module checks by itself whether a new version is available and displays a banner at the top of its configuration page when there is one. This check requires an active license.

The **Changelog** tab retraces the version history, translated into the language of your back office.

13.6 Contacting support

Open the **Informations & support** tab, then click **Contact**.

On versions sold directly, the button opens a form in a modal window: you give your reply email address and your message. A summary of your installation, computed server-side, is attached automatically to the message, which is sent through the mail system of the shop. On versions purchased on Addons, the button points to the marketplace form.

Scope of support Support covers the module. Setting up Google Merchant Center itself, the review of your products and approval decisions are Google's responsibility.

13.7 Built-in help

Two tabs answer most questions without leaving the back office:

- **FAQ:** 42 questions in 9 themes, every answer visible without unfolding.
- **Security Policy:** the security commitments of the module.