Google Shopping Product Feed: Export Products and Promote to Google

Elenor A. - 2026-10-06 - Pages and Products

In order to get your products listed in Google Shopping and upload your product data in Google Merchant Center, you will first need to create a feed to which you can submit your data. This step is required and once a new feed is registered, you can update the existing feed without having to register it again.

Your product data must meet the Google product data specification and policies. In your Google Merchant Center, use the primary feeds to add or remove product data, set language and country targeting, and set Feed Rules for your product data.

CHECKPOINTS:

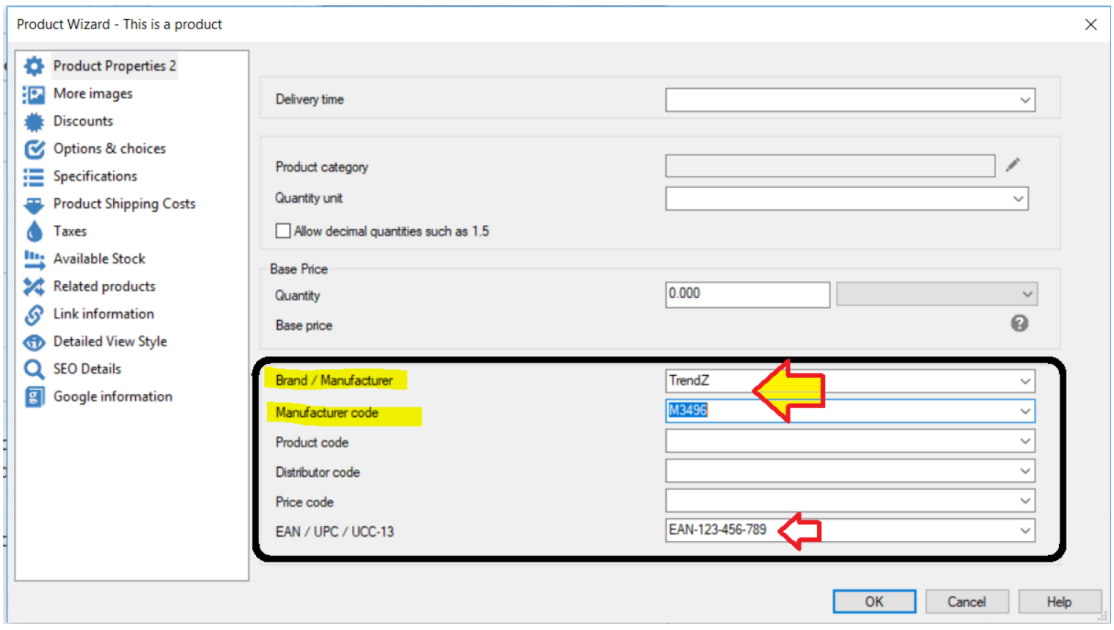
A) Ensure you have correctly added your website address and Publish URL in your shop in ShopFactory.

B) Google requires these attributes: **Brand and MPN**

In ShopFactory, product identifiers can be setup in the Product Properties dialog.

- Open your shop in ShopFactory

- You can either go to LIST OF CONTENTS or select the page on the left tree menu -> switch to LIST mode -> select a product then click "Edit Product"
Brand / MPN / SKU fields can be defined via "Edit Product" dialog -> Product Properties 2 -> then enter Brand and MPN info as shown below:



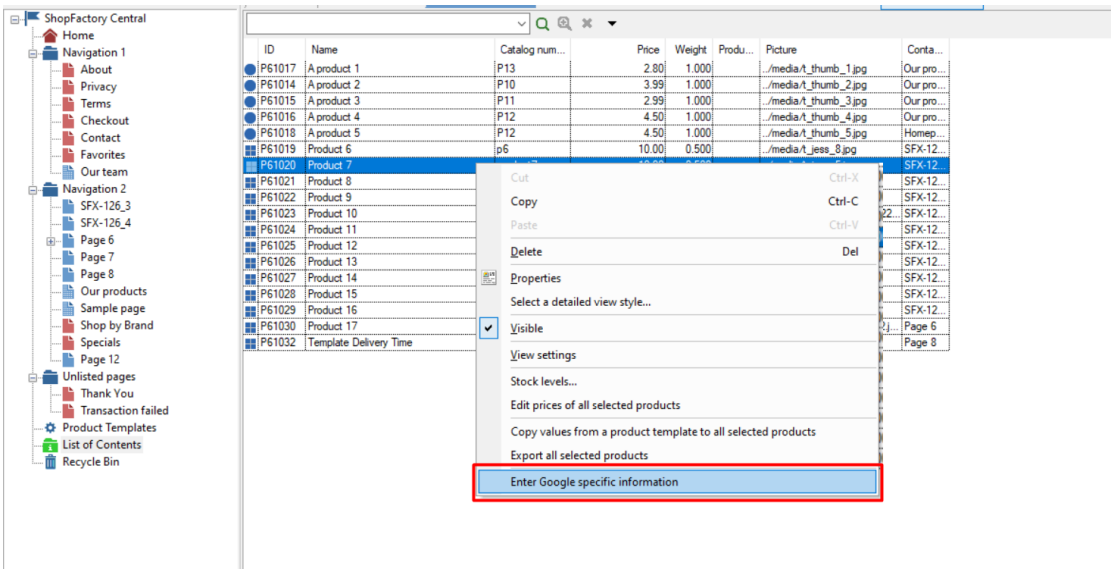
- Click OK

C) Entering Google Specific Information in your products

1. Open your shop in ShopFactory -> click on **LIST OF CONTENTS** at the left tree menu

2. Right click on the product you want to add Google information -> select "**Enter Google-specific information**"

- Make sure to add Google Specific information for each product.

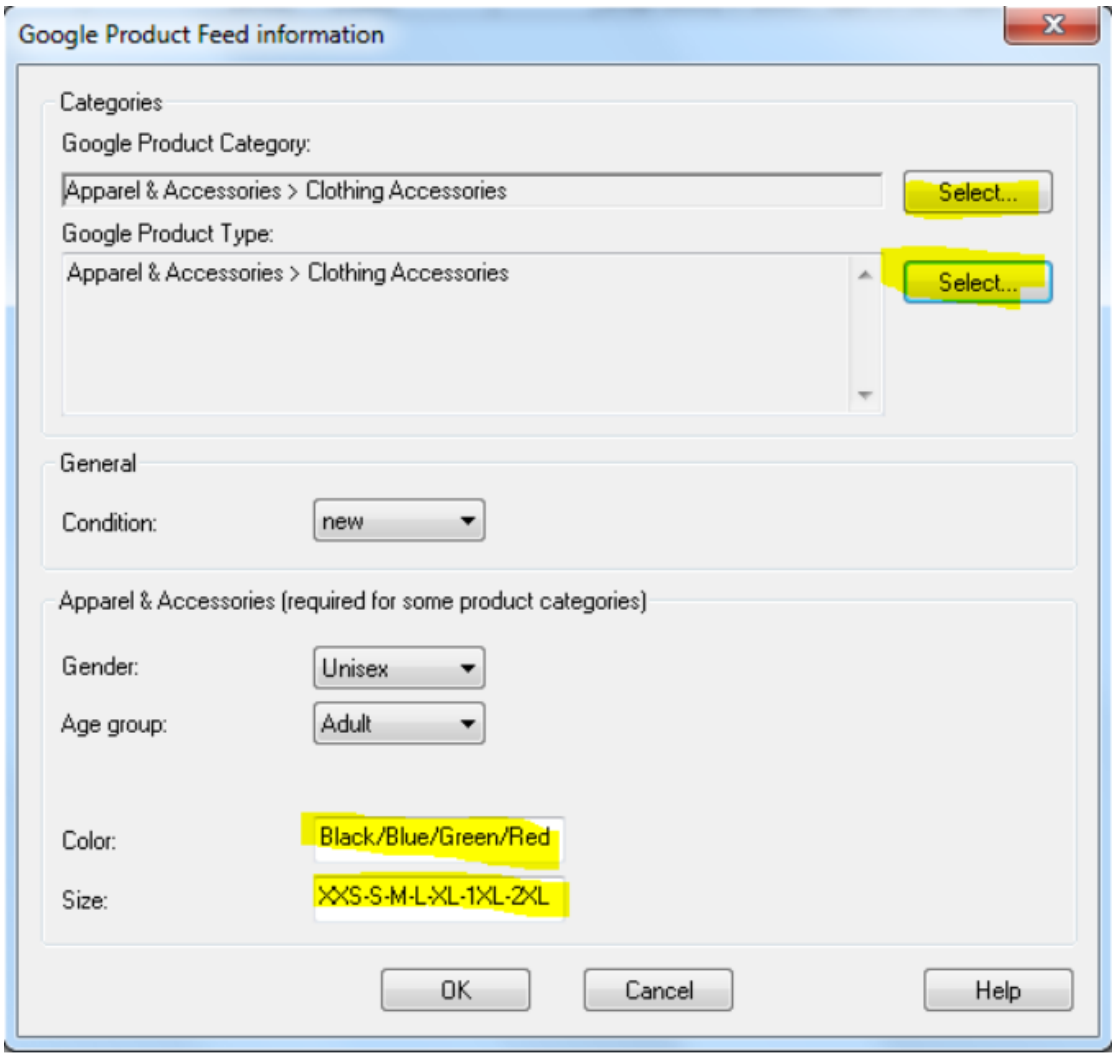


3. Fill up all the information for Google Product Feed Information

a) Define Google Product Category
b) Product Type
c) Condition set

May be required for some products –

d) Gender
e) Color
f) Size



The available fields are as follows;

Field	Example
Product category	Clothing & Accessories > Clothing > Dresses
Product Type	As above more than one type can be defined.
Condition	One of 'new', 'used' or 'refurbished'
Gender	One of 'Male', 'Female' or 'Unisex'
Age group	'Adult' or 'Kids'
Color	Black for example or for multiple values, separated by forward slash '/'
Size	The size of the item, see this article for more information.

Note that the gender, age group and color and size only needs to be entered for **clothing items** e.g. when the product category is set to 'Clothing & Accessories' or one of its sub categories. For more information about what information and in what syntax, see the link above from Google.

4. If you want to apply the same Google information to multiple products, you can copy this product into **PRODUCT TEMPLATES** page (drag the product to "Product Templates" to copy it)

You can use Product Template to Google specific information such as product category, condition or gender to multiple products.
You can simply right click on multiple products and then select “COPY VALUES FROM A PRODUCT TEMPLATE TO ALL SELECTED PRODUCTS” option

5. Add your EAN (barcode number – 13-digit code) code per product. Double click on a product and

click on MORE button -> check that the EAN is correct and not treated as 5.21879E+12

6. Export your products with Marketeer

Marketeer is a separate program that comes with ShopFactory Gold. It reads a saved shop project and writes a product file in the format a shopping portal expects, including a predefined format for Google.

Close your shop in ShopFactory first. Marketeer cannot read a project that is open in ShopFactory at the same time.

- Open Marketeer from the Windows Start menu, in the ShopFactory group.
- Select the shop project you want to export.
- Choose the products to export. To take everything, select "List of All products" and click **Move All**.
- On the next page, choose the fields to export. **Move All** is the simplest and works for the Google format.
- Under **Export Format**, choose the Google format, then click **Export**. This writes an XML file.

- When Marketeer asks where to save the file, save it inside your shop project folder, in the **Runtime** folder:
<your shop project folder>\Runtime\products.xml
Everything in the Runtime folder is published with your website, so your feed ends up online at https://www.yourdomain.com/products.xml

- Click **Finish** to close Marketeer.
- Open your shop in ShopFactory and publish it. Use **Publish All** the first time, so the new file is uploaded.
- Check the address in your browser: https://www.yourdomain.com/products.xml should show the file. Google can only fetch it if it opens without a login.

Whenever you change prices, stock or product details, export again to the same file name and publish again. The file is a snapshot; it does not update itself.

7. Let Merchant Center fetch the feed every day

Instead of uploading the file by hand each time, point Merchant Center at the address and let it collect the file on a schedule.

- Sign in to Google Merchant Center.
- Go to **Data sources**, then **Add product source**, and choose **Add products from a file**.
- Choose the scheduled fetch option and enter the address of your feed: https://www.yourdomain.com/products.xml. The address must start with http:// or https:// and point straight at the file.
- Click **Edit schedule** and set how often Google should collect it. The default is every 24 hours, which suits a shop that is republished daily. Pick a time shortly after you normally publish.
- Save. Google fetches the file on that schedule and reports any product errors under the data source.

If your feed sits behind a password, use **Add authentication information** to give Google the login. A feed file must be smaller than 4 GB.

Shipping and tax for Google Shopping are set in Merchant Center itself, under your business settings, not in ShopFactory.