How to generate WooCommerce Product Feed for Yandex

Feed Generation Instructions · https://rextheme.com/docs/how-to-generate-woocommerce-product-feed-for-yandex/

Product Feed Manager (PFM) supports Yandex feeds, which means you can send your WooCommerce product data in the exact format Yandex expects — without manually building XML files.

This guide explains:

- What Yandex Merchant Support is in Product Feed Manager
- Which Yandex feed requirements are supported
- How to generate and configure a Yandex-compatible product feed
- How our feed validator works and how to avoid common feed issues before feed submission

All instructions in this document are aligned with Yandex's official specification doc.

So, let's get started.

Overview of Yandex Integration with PFM

What is Yandex Merchant Support?

Yandex allows merchants to upload structured product data (called **YML — Yandex Market Language**) so products can appear in:

- Yandex Market
- Yandex Shopping results
- Other Yandex commerce placements

PFM acts as the connector between WooCommerce and Yandex. It pulls your product data, formats it according to Yandex's YML rules, and generates a ready-to-submit feed.

You don’t need to manually write XML — PFM handles that.

Supported Feed Format

Yandex requires:

- **YML (XML-based format)**

PFM generates a properly structured XML file aligned with Yandex’s requirements.

Yandex Feed Requirements

Yandex has strict formatting rules. Each product (offer) must include required fields and can include optional fields for better performance.

Required Attributes (Typical)	Optional but Recommended
id	vendor
name	description
price	barcode
categoryId	weight
picture	dimensions
url	stock availability
model	

PFM ensures:

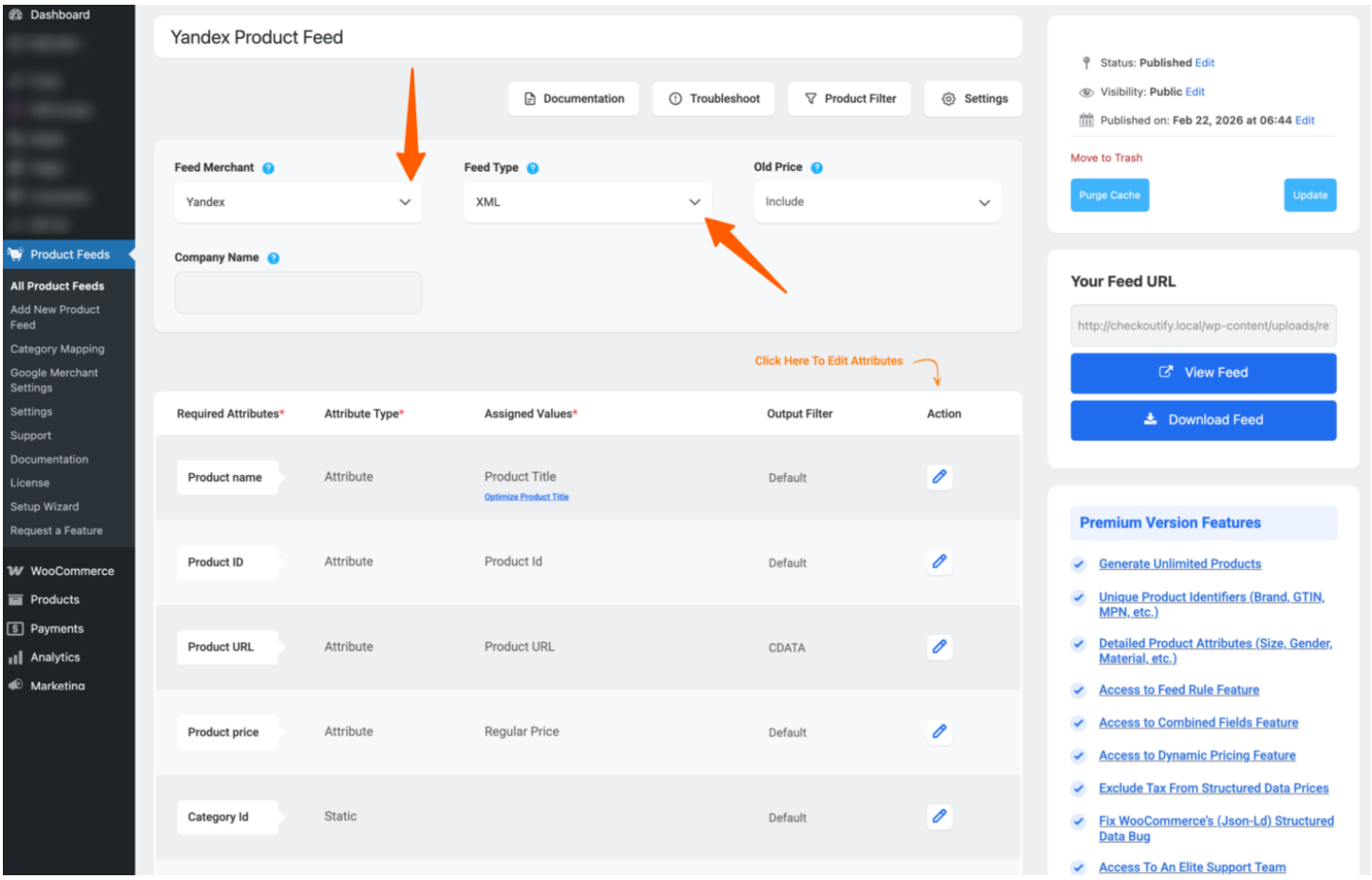
- Required attributes are pre-mapped when you select the Yandex template
- You can add extra attributes using **Add New Attribute**
- Formatting follows Yandex's structural rules

How to Create a Yandex Feed Using Product Feed Manager

Follow these steps to generate a Yandex-compatible product feed using PFM.

Step 1: Select Yandex as the Merchant

1. Go to **Product Feeds → Add New Product Feed**
2. Select **Yandex** from the Merchant dropdown
3. Choose **XML (YML)** as the Feed Type

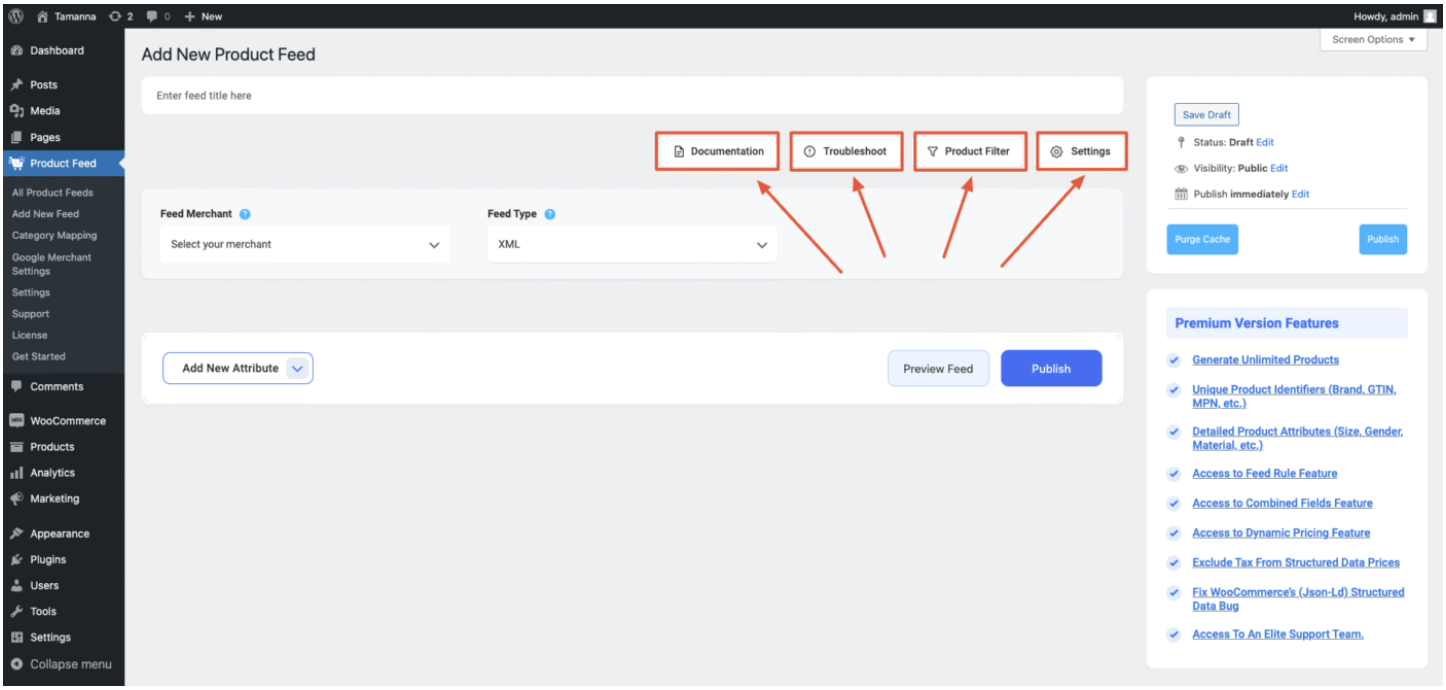


Step 2: Configure Product Attributes

1. Set a feed name. On top, you will get the option to add a title to the feed
2. PFM automatically maps common WooCommerce fields, but it's important to review and adjust mappings.
3. If you wish to add any additional attributes, you can add them by clicking the button **Add New Attribute**

Step 3: Feed Configuration

1. On the top and here, you will see that there are four options: Documentation, Troubleshoot, Products Filter, and Settings



2. First, let us configure the features in the Feed Settings. Click on the Settings button, and a drawer will open from the right side of the screen. For more in depth knowledge about the setting refer to this doc: Understanding The Basics Of Feed Settings

3. Now, close the drawer and click on the Product Filter option. A new drawer will open from the right. There, you will get features for Product Filters and Feed Rules.

- For more in-depth knowledge about **Product Filter**, refer to this doc: How To Use Feed Filter Options When Generating Feed
- For more in-depth knowledge about **Feed Rules**, refer to this doc: How to use the Feed Rule feature to manipulate attribute values

Validation & Common Errors

Starting from **Product Feed Manager version 7.4.64**, we've introduced the **Yandex Feed Validator**.

This feature helps you identify common **Yandex** feed issues **before uploading the feed to Yandex** , reducing trial and error.

What the Feed Validator Does

- Checks for missing required attributes

- Flags formatting and data issues
- Highlights fields that need attention
- Helps improve feed quality and approval chances

How to Use the Feed Validator

1. Generate the feed, and scroll down and you'll find the **Feed Validation** section
2. View the full validation report directly in the feed configuration screen

You’ll see a clear overview of:

- Suggestions for improving feed quality
- Errors that must be fixed
- Warnings that should be reviewed

FAQs

Do I need technical knowledge to create a Yandex feed?

- No. PFM handles the XML structure. You just need accurate WooCommerce product data.

What happens if a required field is missing?

- The feed may be rejected by Yandex. You can exclude incomplete products using Product Filters to keep your feed valid.

Can I use variable products?

- Yes. PFM supports variable products and outputs each variation as a separate offer, which is compatible with Yandex requirements.

Does PFM validate feeds automatically?

- PFM performs internal checks during the feed generation and reports the issue in the feed validator section.