Feed Validator for Facebook Catalog

Feed Validation · https://rextheme.com/docs/feed-validator-for-facebook-catalog/

Starting from **Product Feed Manager** **- version 7.4.59**, we've introduced a new feature: **Feed Validator for Facebook Catalog**.

This feature helps you quickly identify common issues in your **Facebook Catalog** feed before uploading it to **Facebook**. Instead of trial and error, you get a clear validation report that shows what's missing, what needs attention, and how to improve your feed.

What the Feed Validator Does

The Feed Validator checks your **Facebook Catalog** feed against Facebook's basic requirements and best practices. It looks for:

- Missing required attributes
- Empty or invalid values
- Common issues that can cause disapproval
- Optional improvements that can boost feed quality

All results are shown directly inside the Product Feed Manager feed editor.

How To Use The Feed Validator In PFM

1. Go to **Product Feed Manager → All Product Feeds**
2. Edit your **Facebook Catalog** feed
3. Scroll down to the **Feed Validation** section
4. You'll see the already generated Feed validation report which automatically generated when you generate the feed
5. You can also click the **Validate Feed** button to refresh the report

The validation report will look similar to the screen recording below:

Embedded media: https://rextheme.com/wp-content/uploads/2025/12/Edit-Product-Feed-Google-Feed-‹-PFM-—-WordPress.webm

Understanding the Validation Report

Each row in the report represents an issue found in your feed. The table is designed to be easy to read and action-focused.

1. Severity Levels

Each issue is marked with a severity level:

- **Errors** – Must be fixed. These issues can cause product disapproval in the **Facebook Catalog**.
- **Warnings** – Recommended to fix. These may affect visibility or performance.
- **Suggestions** – Optional suggestions to improve feed quality.

Start by fixing **Errors**, then move on to **Warnings**.

2. Product

Shows which product the issue applies to. This helps you understand whether the problem affects specific products or the entire feed.

3. Attribute

Displays the attribute involved, for example: `gtin`, `brand`, `image_link`

This tells you exactly which data needs to be reviewed or mapped correctly.

4. Rule

Indicates the **Facebook** rule related to the issue. This helps explain why the attribute is required or recommended.

5. Issue Description

A simple explanation of what’s wrong, such as:

- GTIN or Brand is missing
- Product Category is empty
- Additional images are not provided

No technical language — just a clear reason.

6. Raw Value

Shows the actual value being sent in the feed. If nothing is being sent, it will show as `empty`.

Common Issues You May See

The Feed Validator often detects issues like:

- Missing **GTIN**, **Brand**, or **MPN**
- Missing or insufficient product images
- Price or availability issues
- Optional attributes that are not included but recommended

These are the same issues **Facebook** usually reports, now visible before upload.

How to Fix Validation Issues

Most issues can be fixed directly from your feed configuration:

- Edit attribute mapping using the **pencil icon**
- Add static values or use feed rules feature if product data is missing
- Adjust WooCommerce product data where needed

After making changes, regenerate the feed again and click **Validate Feed** again to recheck your feed.

Why Use Feed Validation

Using Feed Validation helps you:

- Reduce product disapprovals and get faster approval in **Facebook**

- Improve feed quality and performance
- Spend less time debugging feed errors

It lets you fix problems early before **Facebook** flags them.

Recommended Workflow

1. Set up your **Facebook Catalog** feed
2. Run **Feed Validation**
3. Fix all **Errors**
4. Review **Warnings** for improvements
5. Re-validate the feed
6. Upload the feed to **Facebook**

The **Feed Validator for Facebook Catalog** makes feed setup simpler and more predictable. You can see exactly what needs fixing, why it matters, and how to improve your feed without leaving the WordPress site.