Feed Validator for Google Shopping

Feed Validation · https://rextheme.com/docs/feed-validator-for-google-shopping/

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

This feature helps you quickly identify common issues in your Google Shopping feed before uploading it to Google Merchant Center. 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 Google Shopping feed against Google'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 **Google Shopping** 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 Google Merchant Center.
- **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`, `google_product_category`, `image_link`

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

4. Rule

Indicates the Google Shopping 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
- Google 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**
- Empty **Google Product Category**
- Missing or insufficient product images
- Price or availability issues
- Optional attributes that are not included but recommended

These are the same issues Google Merchant Center 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 Google Merchant Center
- Improve feed quality and performance
- Spend less time debugging feed errors

It lets you fix problems early before Google flags them.

Recommended Workflow

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

The **Feed Validator for Google Shopping** 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.