

WooCommerce Google Merchant Product Feed Plugin - DRM, DSA & More

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1 Installation Guide

This is a quick guide on installation, and updating.

1.1 Plugin Installation

To install WooCommerce Product plugin you must have a working and latest version of WordPress and WooCommerce plugin already installed. For information on installing the WordPress , please see the [WordPress Codex - Installing WordPress](#). For installing the WooCommerce and configure the shop please visit the following link [WooThemes - Installing WooCommerce](#).

- Now the next step is the WooCommerce Product Feed Pro Plugin - Google, Facebook & More. In the full .ZIP archive you have downloaded from Codecanyon.net. This file is the installable .ZIP archive you can install via WordPress.

Now is time to install WooCommerce Product Feed Pro Plugin - Google, Facebook & More, please read these steps carefully.

Installing from WordPress

Follow the steps bellow to install from WordPress Admin Dashboard

- Navigate to Plugins
- Click Install Plugins and click Add New
- Click the Upload Plugin button
- Navigate the .ZIP on your computer and click Install Now
- When installation is done please click Activate to activate plugin

Installing using FTP

Follow the steps bellow to install using FTP

- Unzip the provided .ZIP file to a desired location on your computer. These extracted files will be uploaded later via FTP
- Connect to your server via FTP (Use FileZilla or any other FTP client)
- Navigate to /wp-content/plugins/ server directory
- Locate the local directory where you have unzipped the archive
- Upload local folder to remote /wp-content/plugins/
- To activate the newly installed plugin navigate to Plugins and click the Activate button within the WooCommerce Product Feed Pro Plugin - Google, Facebook & More

1.2 Plugin Updates

Update from WordPress Admin

Follow the steps bellow to update from WordPress Admin Dashboard

- Navigate to Plugins
- Find the currently installed WooCommerce Product Feed Pro Plugin - Google, Facebook & More and click Deactivate
- After deactivation click Delete to remove the old version (your saved setting will not be lost)
- Click Install Plugins and click Add New
- Click the Upload Plugin button
- Navigate the new version archive .ZIP file on your computer and click Install Now
- When installation is done please click Activate to activate plugin

Update using FTP

Follow the steps bellow to update using FTP

- Unzip the new version archive .ZIP file to a desired location on your computer. These extracted files will be uploaded later via FTP
- Connect to your server via FTP (Use FileZilla or any other FTP client)
- Navigate to /wp-content/plugins/ server directory and delete the current plugin folder
- Locate the local directory where you have unzipped the new version archive .ZIP file
- Upload local folder to remote /wp-content/plugins/

2 User Guide

After installation of plugin, login to admin panel and flush your cache storage.

2.1 How to Create Google Shopping Feed

At the back end go to **WooCommerce Shopping Feed > Google Shopping Feed**. Here you will find the following.

Note: For the google shopoing feed attributes shown below are mandatory, you must map them to your product attributes. We've already pre-filled some of then so all you have to do is check those and map the ones that are left blank or add new ones by hitting the 'Add field mapping' button.

Manage Google Shopping Feeds

- **Country:** Specify Country for feed
- **Include Product Variations:** Enable / Disable Product Variations
- **File Format:** Choose from XML, CSV, TXT & TSV

If CSV, TXT & TSV selected

- **Separated By:** Choose between | or ,
- **Cron Job / Refresh Interval:** Specify Cron Job Timings

Manage Google Shopping Feeds

Country	<div>Select Country ▼</div>
Include Product Variations	<div><input type="radio"/> Yes <input checked="" type="radio"/> No</div>
File Format	<div>XML ▼</div>
Cron Job / Refresh Interval	<div>No Refresh ▼</div>

Field Mapping

Add / Remove Custom Field or Field Mapping here. Specify the following information.

- **Google Shopping Attributes**
- **Prefix**

- **WooCommerce Value**
- **Suffix**

Field Mapping

Google Shopping Attributes	Prefix	WooCommerce Value	Suffix	Remove
Product ID (id) ▾	<input type="text"/>	Product Id ▾	<input type="text"/>	Remove
Product title (title) ▾	<input type="text"/>	Product name ▾	<input type="text"/>	Remove
Product description (description) ▾	<input type="text"/>	Product description ▾	<input type="text"/>	Remove
Product URL (link) ▾	<input type="text"/>	Link ▾	<input type="text"/>	Remove
Main image URL (image_link) ▾	<input type="text"/>	Featured image ▾	<input type="text"/>	Remove
Stock status (availability) ▾	<input type="text"/>	Availability ▾	<input type="text"/>	Remove
Price (Price) ▾	USD <input type="text"/>	Price ▾	<input type="text"/>	Remove
Google product category (google_product_category) ▾	<input type="text"/>	Category ▾	<input type="text"/>	Remove
Brand (brand) ▾	<input type="text"/>	<input type="text"/> ▾	<input type="text"/>	Remove
Gtin (gtin) ▾	<input type="text"/>	<input type="text"/> ▾	<input type="text"/>	Remove
MPN (mpn) ▾	<input type="text"/>	<input type="text"/> ▾	<input type="text"/>	Remove
Identifier exists (identifier_exists) ▾	<input type="text"/>	no <input type="text"/>	<input type="text"/>	Remove
Condition (condition) ▾	<input type="text"/>	Condition ▾	<input type="text"/>	Remove
Item group ID (item_group_id) ▾	<input type="text"/>	Item group ID ▾	<input type="text"/>	Remove

[Add Custom Field](#)
[Add Field Mapping](#)

Category Mapping

Map your categories to the categories of your selected channel. In some channles category mapping is optional and in some its mandatory.

Category Mapping

Map your gategories to the categories of your selected channel. In some channles category mapping is optional and in some its mandatory.

YOUR CATEGORY	GOOGLE SHOPPING CATEGORY
Uncategorized(0)	1 - Animals & Pet Supplies
Clothing(12)	2 - Animals & Pet Supplies > Pet Supplies
--Hoodies(6)	<input type="text"/>
--T-shirts(6)	<input type="text"/>
Music(7)	5 - Animals & Pet Supplies > Pet Supplies > Dog Supplies
--Albums(4)	6 - Animals & Pet Supplies > Pet Supplies > Fish Supplies
--Singles(3)	5087 - Animals & Pet Supplies > Pet Supplies > Pet Playpens
Posters(5)	3237 - Animals & Pet Supplies > Live Animals

Once Information provided you can **Update, Generate and Export & Download** the feed.

2.2 How to Create Google Merchant Promotion Feed

At the back end go to **WooCommerce Shopping Feed > Google Merchant Promotion Feed**. Here you will find the following.

Note: For the google shopping feed attributes shown below are mandatory, you must map them to your product attributes. We've already pre-filled some of them so all you have to do is check those and map the ones that are left blank or add new ones by hitting the 'Add field mapping' button.

Manage Google Shopping Feeds

- **Country:** Specify Country for feed
- **Include Product Variations:** Enable / Disable Product Variations
- **File Format:** Choose from XML, CSV, TXT & TSV

If CSV, TXT & TSV selected

- **Separated By:** Choose between | or ,
- **Cron Job / Refresh Interval:** Specify Cron Job Timings

Manage Google Shopping Feeds

Country	<div>Select Country ▼</div>
Include Product Variations	<div><input type="radio"/> Yes <input checked="" type="radio"/> No</div>
File Format	<div>XML ▼</div>
Cron Job / Refresh Interval	<div>No Refresh ▼</div>

Field Mapping

Add / Remove Custom Field or Field Mapping here. Specify the following information.

- **Google Shopping Attributes**
- **Prefix**
- **WooCommerce Value**

- **Suffix**

Field Mapping

Google Marchant Promotions Feed Attributes	Prefix	WooCommerce Value	Suffix	Remove
Promotion ID (promotion_id) ▼	<input type="text"/>	Product Id ▼	<input type="text"/>	Remove
Product Applicability (product_applicability) ▼	<input type="text"/>	Availability ▼	<input type="text"/>	Remove
Offer Type (offer_type) ▼	<input type="text"/>	Product Type ▼	<input type="text"/>	Remove
Long Title (long_title) ▼	<input type="text"/>	Product name ▼	<input type="text"/>	Remove
Promotion Effective Dates (promotion_effective_dates) ▼	<input type="text"/>	Publication date ▼	<input type="text"/>	Remove
Redemption Channel (redemption_channel) ▼	<input type="text"/>	SKU ▼	<input type="text"/>	Remove

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Once Information provided you can **Update, Generate and Export & Download** the feed.

2.3 How to Create Google Remarketing Promotions Feed

At the back end go to **WooCommerce Shopping Feed > Google Remarketing Promotion Feed**. Here you will find the following.

Note: For the google shopoing feed attributes shown below are mandatory, you must map them to your product attributes. We've already pre-filled some of then so all you have to do is check those and map the ones that are left blank or add new ones by hitting the 'Add field mapping' button.

Manage Google Shopping Feeds

- **Country:** Specify Country for feed
- **Include Product Variations:** Enable / Disable Product Variations
- **File Format:** Choose from XML, CSV, TXT & TSV

If CSV, TXT & TSV selected

- **Separated By:** Choose between | or ,
- **Cron Job / Refresh Interval:** Specify Cron Job Timings

Manage Google Shopping Feeds

Country

Select Country ▼

Include Product Variations

☐ Yes
☒ No

File Format

XML ▼

Cron Job / Refresh Interval

No Refresh ▼

Field Mapping

Add / Remove Custom Field or Field Mapping here. Specify the following information.

- Google Shopping Attributes
- Prefix
- WooCommerce Value
- Suffix

Field Mapping

Google Remarketing - DRM Attributes	Prefix	WooCommerce Value	Suffix	Remove
ID (ID) ▼	<input type="text"/>	Product Id ▼	<input type="text"/>	Remove
Item title (item_title) ▼	<input type="text"/>	Product name ▼	<input type="text"/>	Remove
Final URL (final_url) ▼	<input type="text"/>	Link ▼	<input type="text"/>	Remove

[Add Custom Field](#)
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Once Information provided you can **Update**, **Generate and Export** & **Download** the feed.

2.4 How to Create Google DSA Feed

At the back end go to **WooCommerce Shopping Feed > Google DSA Feed**. Here you will find the following.

Note: For the google shopoing feed attributes shown below are mandatory, you must map them to your product attributes. We've already pre-filled some of then so all you

have to do is check those and map the ones that are left blank or add new ones by hitting the 'Add field mapping' button.

Manage Google Shopping Feeds

- **Country:** Specify Country for feed
- **Include Product Variations:** Enable / Disable Product Variations
- **File Format:** Choose from XML, CSV, TXT & TSV

If CSV, TXT & TSV selected

- **Separated By:** Choose between | or ,
- **Cron Job / Refresh Interval:** Specify Cron Job Timings

Manage Google Shopping Feeds

Country

Select Country ▼

Include Product Variations

☐ Yes ☒ No

File Format

XML ▼

Cron Job / Refresh Interval

No Refresh ▼

Field Mapping

Add / Remove Custom Field or Field Mapping here. Specify the following information.

- **Google Shopping Attributes**
- **Prefix**
- **WooCommerce Value**
- **Suffix**

Field Mapping

Google - DSA Attributes	Prefix	WooCommerce Value	Suffix	Remove
Page URL (page_url) ▼	<input type="text"/>	Link ▼	<input type="text"/>	Remove
Custom Label (custom_label) ▼	<input type="text"/>	Product name ▼	<input type="text"/>	Remove

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Once Information provided you can **Update, Generate and Export & Download** the feed.

2.5 How to Create Google Local Products Feed

At the back end go to **WooCommerce Shopping Feed > Google Local Products Feed**. Here you will find the following.

Note: For the google shopoing feed attributes shown below are mandatory, you must map them to your product attributes. We've already pre-filled some of then so all you have to do is check those and map the ones that are left blank or add new ones by hitting the 'Add field mapping' button.

Manage Google Shopping Feeds

- **Country:** Specify Country for feed
- **Include Product Variations:** Enable / Disable Product Variations
- **File Format:** Choose from XML, CSV, TXT & TSV

If CSV, TXT & TSV selected

- **Separated By:** Choose between | or ,
- **Cron Job / Refresh Interval:** Specify Cron Job Timings

Manage Google Shopping Feeds

Country

Select Country ▼

Include Product Variations

☐ Yes
☒ No

File Format

XML ▼

Cron Job / Refresh Interval

No Refresh ▼

Field Mapping

Add / Remove Custom Field or Field Mapping here. Specify the following information.

- Google Shopping Attributes
- Prefix
- WooCommerce Value
- Suffix

Field Mapping

Google Local Products Attributes	Prefix	WooCommerce Value	Suffix	Remove
Item ID (item_id) ▼	<input type="text"/>	Product Id ▼	<input type="text"/>	Remove
Title (title) ▼	<input type="text"/>	Product name ▼	<input type="text"/>	Remove

[Add Custom Field](#)
[Add Field Mapping](#)

[Update](#)
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Once Information provided you can **Update, Generate and Export & Download** the feed.

2.6 How to Create Google Local Products Inventory Feed

At the back end go to **WooCommerce Shopping Feed > Google Local Products Inventory Feed**. Here you will find the following.

Note: For the google shopoing feed attributes shown below are mandatory, you must map them to your product attributes. We've already pre-filled some of then so all you

have to do is check those and map the ones that are left blank or add new ones by hitting the 'Add field mapping' button.

Manage Google Shopping Feeds

- **Country:** Specify Country for feed
- **Include Product Variations:** Enable / Disable Product Variations
- **File Format:** Choose from XML, CSV, TXT & TSV

If CSV, TXT & TSV selected

- **Separated By:** Choose between | or ,
- **Cron Job / Refresh Interval:** Specify Cron Job Timings

Manage Google Shopping Feeds

Country

Select Country ▼

Include Product Variations

☐ Yes ☒ No

File Format

XML ▼

Cron Job / Refresh Interval

No Refresh ▼

Field Mapping

Add / Remove Custom Field or Field Mapping here. Specify the following information.

- **Google Shopping Attributes**
- **Prefix**
- **WooCommerce Value**
- **Suffix**

Field Mapping

Google Local Products Inventory Attributes	Prefix	WooCommerce Value	Suffix	Remove
Item ID (item_id) ▾	<input type="text"/>	Product Id ▾	<input type="text"/>	Remove
Store Code (store_code) ▾	<input type="text"/>	SKU ▾	<input type="text"/>	Remove
Quantity (quantity) ▾	<input type="text"/>	Quantity [Stock] ▾	<input type="text"/>	Remove
Price (price) ▾	<input type="text"/>	Price ▾	<input type="text"/>	Remove

[Add Custom Field](#)[Add Field Mapping](#)[Update](#)[Generate and Export Feed](#)[Download Feed](#)

Once Information provided you can **Update, Generate and Export & Download** the feed.