



INDITION COMMERCE

Google Merchant V5

Setup Guide

Prepare the catalogue and connect scheduled fetching

V5 · October 5 2026



© 2026 Indition Corp. All rights reserved. Indition™ and the Indition logo are trademarks of Indition Corp. All other product names, logos, and brands are the property of their respective owners.

Prepare the storefront

Use a V5 storefront intended for public shopping. In Shop, confirm that it has an active default URL, an assigned frontend store and the environment configuration needed to serve that URL. The storefront should appear in the feed settings selector.

Confirm the correct price level and currency, then check the product pages and images from a browser without a staff login. Feed authentication protects the XML file; it does not make protected product pages publicly accessible.

Google requires the storefront website to be verified and claimed for its Merchant Center account. Follow [Google's website verification guidance](#).

Prepare products for inclusion

1. Mark the products you want to supply for Google export using the existing product export option.
2. Use product status Active or Active Sellable and enable the SKUs you intend to include.
3. Assign the products to the storefront's store.
4. Review the existing **default SKU only** Google feed setting. If enabled, only each product's default enabled SKU is selected.
5. Provide a title, description, public gallery image, working product URL and a regular price greater than 1.
6. Check that price, currency and stock availability agree with the storefront.

The selection rules match the existing manual Google export. The automatic feed adds storefront store scope and skips items that lack required output data.

Enable and publish the Shop feed

1. Open **Shop** → **Google Merchant Feed**, or use `/admin/Shop/admin/googleMerchantFeed/index` on your site.
2. Select the intended **Storefront URL**.
3. Switch **Enable automatic Google Merchant feed** to YES.
4. Click **Auto-generate username & password**, or enter your own values. A manual username may contain letters, numbers, dots, underscores and hyphens. A password must contain 16 to 72 bytes.
5. Use the show and copy controls to save the new credentials securely before submitting the form.
6. Click **Save & refresh feed**.
7. Check the generation time, exported count and any skipped items or errors. Copy the displayed **Feed URL** exactly.

Generated credentials become active when saved. After saving, the password cannot be displayed again. A blank password on a later save retains the current password.

Confirm the generation schedule

Open **Admin** → **Scheduled Jobs** → **Shop** → **Google Merchant Feed**. New installations default to daily generation at **02:00 server time**. Confirm the schedule is active and the server's job runner is operating. Check the execution log after a run.

The server clock governs this schedule. Choose Google's fetch time after the expected successful generation, allowing time for the build to finish.

Connect Merchant Center

In Merchant Center, open **Settings** → **Data sources** and add a product source. Choose **Add products from a file**, then supply the hosted feed URL. Under authentication, enter the saved feed username and password. Configure a daily fetch after the Shop generation time and save the source.

For the current Google controls, see [scheduled data source updates](#) and [adding products from a file](#). Configure shipping and returns in Merchant Center, then review the source's processing results and product issues.

Check the first fetch

- Confirm Google retrieved XML rather than a login page or an error response.
- Review exported and skipped counts in Shop and the generation log.
- Check Merchant Center's processing results; address its data and policy issues there.
- Check public product-page and image access. Google's [product crawl guidance](#) describes crawler access and broken URLs.
- After catalogue corrections, run **Save & refresh feed**, then request or await the next Google fetch.

A successful Shop build does not confirm that Google has downloaded or approved the products. Treat those as separate checks.