



# SIMPLE GOOGLE SHOPPING

*User Guide*



## What are Google Merchant and Google Shopping?

In order to use *Simple Google Shopping*, you should be aware of what Google Merchant and Google Shopping are.

Here is some basic knowledge about Google Shopping and data feed management.

### What are Google Shopping and Google Merchant?

Google Shopping is a free Google service allowing customers to find and compare products they want to buy online. If you are an online merchant, you can submit all your products to Google Shopping and attract potential customers by allowing them to view your products more easily.

Google Merchant Center is a tool that helps you upload your store and products data to Google and so make it available for Google Shopping ads.

### How to create my Google Merchant Account?

In order to submit your products to Google Shopping, you need to create a Google Merchant Account.

Once your account is created, you'll have access to the Google Merchant interface. There you can manage all your product data feeds and plan any daily, weekly or monthly updating tasks.

### What is a products data feed?

A data feed is a file made up of a unique group of attributes that define each one of your products. This allows customers to search and find your items more easily. This file is similar to a RSS data feed but includes some specific XML tags used by Google Merchant Center or any other shopping engine.

### How to create a products data feed?

*Simple Google Shopping* and Data Feed Manager are two Magento 2 extensions that allow you to quickly configure, generate and automate several product data feeds.

# How to use Simple Google Shopping?

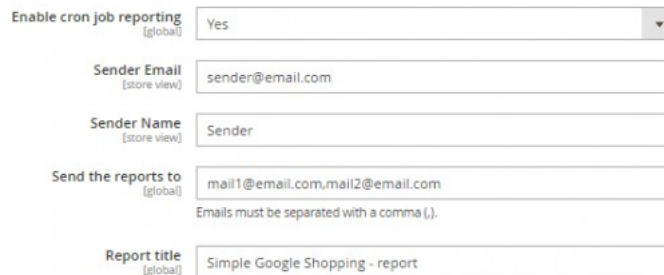
## STEP 1: Configure Simple Google Shopping in a general way

Before being able to configure your data feeds, you should configure the extension in a general way. To do so, go to:

[STORES](#) [SETTINGS](#) [CONFIGURATION](#) [WYOMIND](#) [SIMPLE GOOGLE SHOPPING](#)

### Cron job reporting

In the **Cron job reporting** tab, you can activate the cron job reporting and fill in an email address to receive the reports. You can also rename the reports as you want.



The screenshot shows a configuration form for cron job reporting. It includes the following fields:

- Enable cron job reporting** [global]: A dropdown menu set to "Yes".
- Sender Email** [store view]: A text input field containing "sender@email.com".
- Sender Name** [store view]: A text input field containing "Sender".
- Send the reports to** [global]: A text input field containing "mail1@email.com,mail2@email.com". Below this field is a note: "Emails must be separated with a comma (,)."
- Report title** [global]: A text input field containing "Simple Google Shopping - report".

### Core Settings

In the **Core Settings** tab, you'll need to configure a certain number of fields.

- **Items in preview:**  
By default there are 10 items in preview, if you want you can reduce or increase that number.
- **Items in buffer:**  
By default, products are inserted into the file on the server every 10 items but you can reduce or increase that number.
- **Items in SQL request:**  
By default, there are 1500 items in each MySQL query.
- **Number of advanced filters:**  
By default, you have 10 advanced filters. If you need more, you can at any time increase that value.
- **Use of OR/AND statements in advanced filters:**  
OR/AND statements can be used in the advanced filters simply by enabling that option.
- **Include not in menu categories:**  
You can also include the categories of products that are not in the menu.
- **Memory limit size (M):**  
The default memory limit is 1024.
- **Use canonical urls:**  
You have the choice between several options. You can choose to use the shortest category url, the longest one or the product url.

For example, if you have a "T-shirt" in 2 categories: "New arrivals" and "Shirts", the urls may be

Product Url = <http://mywebsite.com/t-shirt.html>

Shortest category url = <http://www.mywebsite.com/men/shirts/t-shirt.html>

Longest category url = <http://mywebsite.com/men/new-arrivals/t-shirt.html>

- **Enable log reporting:**  
You can also enable the log reporting.

Core setting// Advanced users //

Items in preview: 10 (GLOBAL) Default value -> 10

Items in buffer: 10 (GLOBAL) Default value -> 10

Items in SQL request: 1500 (GLOBAL) Default value -> 1500

Number of advanced filters: 10 (GLOBAL) Default value -> 10

Use of OR/AND statements in advanced filters: Yes (GLOBAL) Default value -> No

Include not in menu categories: No (GLOBAL) Default value -> No

Memory limit size (M): 1024 (GLOBAL) Default value -> 1024

Use canonical urls: Individual product urls (GLOBAL)

Enable log reporting: Yes (GLOBAL) Default value -> No

## STEP 2: Configure your data feeds with Simple Google Shopping

To create and configure your data feeds, go to:

🔗 [PRODUCTS](#) 🔗 [SIMPLE GOOGLE SHOPPING](#)

Your data feeds will be listed according to IDs. You will find the name of the file, its path as well as the link to the data feed file. You should also get a message that sums up the number of products exported, the time it took and the number of errors and warnings in your data feed.

The status of your data feed will vary according to the situation:

- **Pending:** the data feed has never been generated or the scheduled hour is passed (waiting for the execution of the cron task)
- **Success:** successful generation of the data feed, manually or automatically (the generation corresponds with a schedule)
- **Hold:** in the process of generation (latency, indeterminate status)
- **Processing:** generation progression percentage
- **Error:** the generation is stopped

You should find the date and the hour of the last generation of the data feed as well as the Store view taken into account for the data feed.

From the **Action** dropdown, you'll be able to:

- **Edit**
- **Generate**
- **Preview (10 items)**
- **Delete**

Google Shopping > Data Feeds 🔔 👤 SimpleGoogleSh...

[Create New Data Feed](#)

Filters Default View Columns

Actions 2 records found 20 per page 1 of 1

ID	Name	Filename	Path	Link	Status	Update	Store view	Action
1	Google Shopping full	GoogleShopping_full.xml	/feeds/	http://demo2.wjyomind.com/feeds/GoogleShopping_full.xml [ 2046 products exported in 4 sec., 3 errors, 5 warnings ]	SUCCESS	Apr 23, 2020 9:06:30 AM	Main Website Main Website Store Default Store View	Select Edit Generate Preview (10 items) Delete
2	Google Shopping inventory	GoogleShopping_inventory.xml	/feeds/	http://demo2.wjyomind.com/feeds/GoogleShopping_inventory.xml [ no report available ]	PENDING	Apr 23, 2020 12:09:20 AM	Main Website Main Website Store Default Store View	

Click on [to configure your data feed as you want.](#)

### The Tool Box

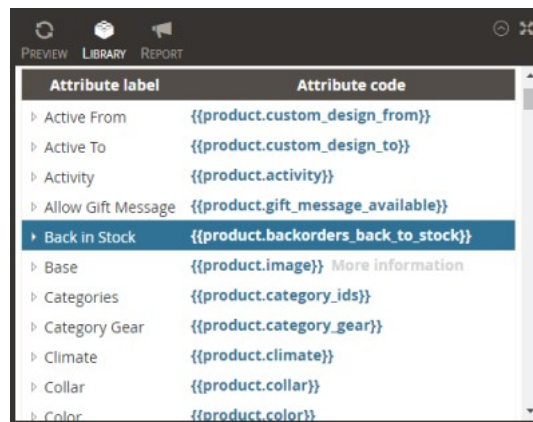
When creating a data feed, you should see a black box on the right of your screen. The *Simple Google Shopping* extension includes that tool to help you configure your feed and see what is wrong.

The toolbox is inevitably a very useful tool. This will help you to configure your data feed more quickly.

Below are the different options of the toolbox.

## Library

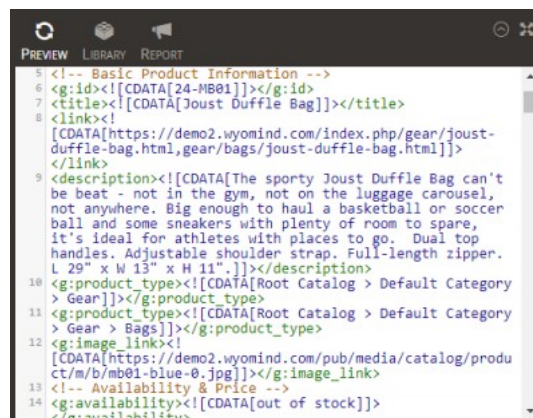
If you click on that button, a library of your store attributes will be displayed. This makes it easier to find very quickly which attribute you need to add into your pattern.



Attribute label	Attribute code
Active From	{{product.custom_design_from}}
Active To	{{product.custom_design_to}}
Activity	{{product.activity}}
Allow Gift Message	{{product.gift_message_available}}
Back in Stock	{{product.backorders_back_to_stock}}
Base	{{product.image}} More information
Categories	{{product.category_ids}}
Category Gear	{{product.category_gear}}
Climate	{{product.climate}}
Collar	{{product.collar}}
Color	{{product.color}}

## Preview

When clicking on it, you'll see a preview of your data feed. It's very useful to see if the values of your attributes are correctly retrieved or if the filters you've defined are working as expected.

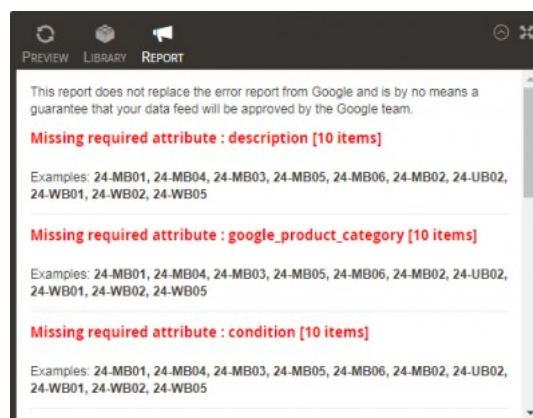


```
5 <!-- Basic Product Information -->
6 <g:id>![CDATA[24-MB01]]</g:id>
7 <title>![CDATA[Joust Duffle Bag]]</title>
8 <link>![
  [CDATA[https://demo2.wyomind.com/index.php/gear/joust-
  duffle-bag.html,gear/bags/joust-duffle-bag.html]]>
</link>
9 <description>![CDATA[The sporty Joust Duffle Bag can't
  be beat - not in the gym, not on the luggage carousel,
  not anywhere. Big enough to haul a basketball or soccer
  ball and some sneakers with plenty of room to spare,
  it's ideal for athletes with places to go. Dual top
  handles. Adjustable shoulder strap. Full-length zipper.
  L 29" x W 13" x H 11" ]]></description>
10 <g:product_type>![CDATA[Root Catalog > Default Category
  > Gear]]</g:product_type>
11 <g:product_type>![CDATA[Root Catalog > Default Category
  > Gear > Bags]]</g:product_type>
12 <g:image_link>![
  [CDATA[https://demo2.wyomind.com/pub/media/catalog/produ
  ct/m/b/mb01-blue-0.jpg]]></g:image_link>
13 <!-- Availability & Price -->
14 <g:availability>![CDATA[out of stock]]>
</g:availability>
```

## Report

You can get reports on the errors and warnings of your data feeds.

Those reports do not replace the error reports from Google and are by no means a guarantee that your data feed will be approved by the Google team. This will help you to save time by quickly identifying the main problems of your data feed and by making the necessary changes.



This report does not replace the error report from Google and is by no means a guarantee that your data feed will be approved by the Google team.

**Missing required attribute : description [10 items]**

Examples: 24-MB01, 24-MB04, 24-MB03, 24-MB05, 24-MB06, 24-MB02, 24-UB02, 24-WB01, 24-WB02, 24-WB05

**Missing required attribute : google\_product\_category [10 items]**

Examples: 24-MB01, 24-MB04, 24-MB03, 24-MB05, 24-MB06, 24-MB02, 24-UB02, 24-WB01, 24-WB02, 24-WB05

**Missing required attribute : condition [10 items]**

Examples: 24-MB01, 24-MB04, 24-MB03, 24-MB05, 24-MB06, 24-MB02, 24-UB02, 24-WB01, 24-WB02, 24-WB05

- In **orange** will be displayed the warnings such as: *Missing recommended attribute: product\_type.*
- In **red** will be displayed the error that you must correct to be able to submit your data feed: *Missing required attribute: google\_product\_category.*

Next to these errors or warnings, you should see the number of items that are concerned.

By default, the reports will give the 10 first examples ( sku ) that are concerned with each error and warning. You can change that by editing the **Items in preview** in:

🔍 STORES 🔍 SETTINGS 🔍 CONFIGURATION 🔍 WYOMIND 🔍 SIMPLE GOOGLE SHOPPING 🔍 CORE SETTINGS

The reports are also available from the action dropdown, in: 🔍 PRODUCTS 🔍 SIMPLE GOOGLE SHOPPING.

## Configuration

In that first tab is the main configuration of the data feed. To customize your feed, you'll find several fields to fill in.

- **Name**  
You can add a name to your data feed.
- **Filename**  
Enter a name for the file.
- **Path**  
Define the path where you want the data feed to be generated. For example:  
*/feeds/*
- **Store View**  
Define which store view is concerned.
- **Website url**  
Add your website url.
- **Title**  
Add a title to your feed.
- **Description**  
Add a description to your data feed.
- **XML pattern**  
This is probably the most important field as this is where you will configure your pattern.

### Configuration

Name	<input type="text" value="Google Shopping Full version 1"/>
Filename *	<input type="text" value="GoogleShopping_full.xml"/> <small>Name of the file that is created when the data feed is generated</small>
Path *	<input type="text" value="/feeds/"/> <small>Directory where the file is stored (related to the Magento root directory)</small>
Store View *	<input type="text" value="Default Store View"/> ▼ <small>Data from a particular store view that must be used in the data feed</small>
Website url *	<input type="text" value="http://www.example.com"/> <small>Uri of the data feed (internal use only)</small>
Title *	<input type="text" value="Full data feed"/> <small>Title of the data feed (internal use only)</small>
Description *	<input type="text" value="This is the main feed for your online product data for Google Shopping and should be submitted at least every 30 days."/>
Xml pattern *	<pre>1 &lt;!-- Basic Product Information --&gt; 2 &lt;g:id&gt;{{product.sku}}&lt;/g:id&gt; 3 &lt;title&gt;{{product.name}}&lt;/title&gt; 4 &lt;link&gt;{{parent.url   product.url}}&lt;/link&gt; 5 &lt;description&gt;{{product.description output="strip_tags(\$self)}}&lt;/description&gt;</pre>

## Categories filter

In the **Categories** tab, you will find 2 subtabs that will allow you to manage your categories.

You can filter your categories according to two different ways:

- **Exclude** all products from the selected categories.
- **Include** all products from the selected categories.

Note that if you don't select any category, all products will be exported.

For example, if you wish to include only products of the Gear category, you can configure your filters in two different ways.

First of all by ticking the **Include** option that will allow you to include all categories that you have selected.

**Category filter type**

---

Exclude all products from the selected categories.  
 Include all products from the selected categories.

**Based on**

Product categories only  
 Product and parent categories  
 Parent categories only

**Category selection and mapping**

---

Google Taxonomy source: [default] en\_US ▼

\* If you do not select any category, all products will be exported

**Default Category** [ID:2]  
 ↳ mapped as: your google product category

**Gear** [ID:3]  
 ↳ mapped as: your google product category

**Collections** [ID:7]  
 ↳ mapped as: your google product category

Or via the **Exclude** option that will exclude all categories that you have selected.

**Category filter type**

---

Exclude all products from the selected categories.  
 Include all products from the selected categories.

**Based on**

Product categories only  
 Product and parent categories  
 Parent categories only

**Category selection and mapping**

---

Google Taxonomy source: [default] en\_US ▼

\* If you do not select any category, all products will be exported

**Default Category** [ID:2]  
 ↳ mapped as: your google product category

**Gear** [ID:3]  
 ↳ mapped as: your google product category

**Collections** [ID:7]  
 ↳ mapped as: your google product category

You are able to include or exclude your categories depending on:

- **Parent categories only**  
In the case where you have a configurable product with simple variants associated. The configurable has a category assigned but not the variants.
- **Product categories only**  
If you have categories assigned to simple variants but not to the configurable product.
- **Product and parent categories**  
In the case where you have both situations.

#### Category filter type

- Exclude all products from the selected categories.
- Include all products from the selected categories.

#### Based on

- Product categories only
- Product and parent categories
- Parent categories only

## Category selection and mapping

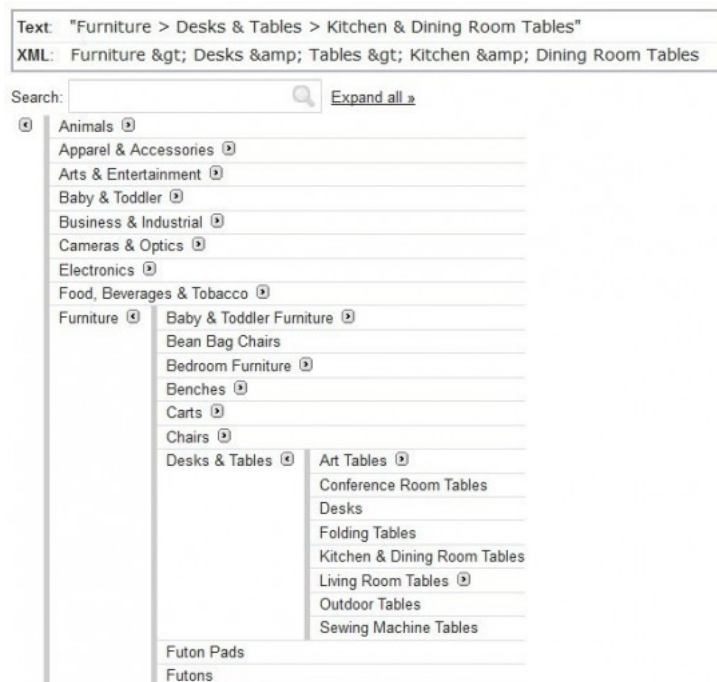
In that subtab, you can select and map your categories to Google ones. This step is very important so that Google can make a link between their product categories and yours.

### What is the category mapping?

The Google product taxonomy is a tree of categories that will help you generate values for the Google product category attribute listing all possibilities.

Categories names you are using in your Magento aren't always the same than the ones used by Google Merchant to reference your products.

This means you have to find out which Google Merchant categories have the best matching with yours, according to the Google product taxonomy.



For example, if you're selling furniture like coffee tables, you'll have a Coffee table category in your Magento admin. But Google Merchant doesn't handle this kind of category. The closest Google product category could be Kitchen & Dining Room Table.

So this should appear this way in your data feed:

```
<g:google_product_category>Furniture > Desks & Tables > Kitchen & Dining Room Tables</g:google_product_category>
```

### How to map your categories to Google ones?

Simple Google Shopping provides you with an easy way to input Google product categories that are matching yours.

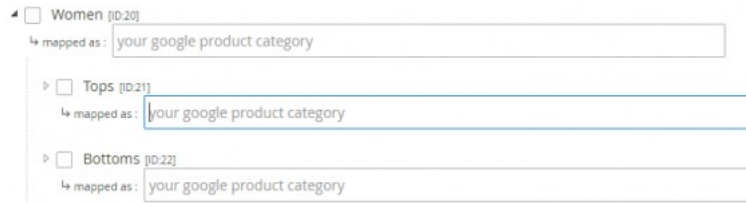
In your data feed configuration, go in the **Categories** tab. Then, in the **Category selection and mapping** section, you'll find a treeview of all your categories.

First select the Google Taxonomy source on which the category mapping is based.

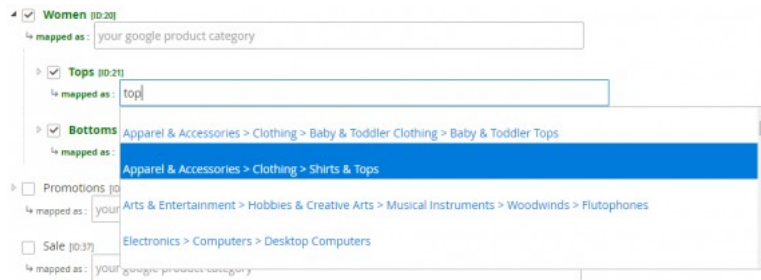
Taxonomy files for the main countries are directly included in the extension to allow you to map your categories more easily.



For each category, you have a little arrow followed by **mapped as**.



There, you'll be able to start typing a keyword in order to display a list of all categories including that keyword. You simply need to select the one you need.



If you press the **End** key of your keyboard after typing a category mapping, the value will apply to all sub-categories.

Once all your categories are mapped, you can click on the button.

Here are a few guide lines for choosing the most appropriate category:

- **Use the category that best describes your item.** To do this, first determine the primary function of the products you are submitting. For specific items like MP3 Players, select the MP3 Players category. While some MP3 players can also serve different functions, like those that contain a clock, they are primarily MP3 Players.
- **Use only one category.** For some products, more than one category might be relevant. For example, an adapter to allow an MP3 player to be used in a car could be in both categories *Motor Vehicles > Audio & Video* and *Electronics > Audio > Audio Accessories > MP3 Player Accessories*. In such cases, choose the category that seems the most appropriate to you, but don't include more than one.
- **Use the most specific category possible.** Being specific will help improve your data quality and in turn ensure that offers are presented in the right category. When viewing the taxonomy, try to navigate to the most specific category that still covers all the products being submitted. For instance, if you are submitting MP3 player chargers use the category MP3 Player Chargers . Conversely, if you are submitting multiple types of chargers use the category Chargers.

#### How to include the Google category to the XML template?

Finally, so that the Google category is retrieved in your data feed, you must add the following attribute to the XML template:

```
<g:google_product_category>{{product.google_product_category}}</g:google_product_category>
```

Please note that this attribute is different from Product Type. <g:product\_type> is for the categories that you have defined independently in your Magento back-office. You can easily fill this XML section using {{object.categories}}

#### How to add a taxonomy file?

With *Simple Google Shopping*, you have the possibility to change the file on which the category mapping is based.

Taxonomy files for the main countries are directly included to allow you to map your categories more easily. You can also add a new taxonomy file.

Save that file and paste it in:

📁 MAGENTO 2 ROOT DIRECTORY 📁 APP 📁 CODE 📁 WYOMIND 📁 SIMPLE GOOGLE SHOPPING 📁 DATA 📁 GOOGLE 📁 TAXONOMIES

Don't forget to apply the permissions 644 to the file.

You'll then be able to choose that specific taxonomy from your data feed configuration.

Category selection and mapping

Google Taxonomy source: [(default) en\_US]   
 [(default) en\_US]   
 [de\_DE]   
 [en\_AU]   
 [en\_CA]   
 [en\_GB]   
 [en\_IE]   
 [en\_IN]   
 [en\_NL]   
 [en\_NZ]   
 [en\_SG]   
 [en\_US]   
 [es\_ES]   
 [fr\_FR]   
 [it\_IT]   
 [ja\_JP]   
 [pt\_PT]   
 [ru\_RU]   
 [zh\_CN]   
 [zh\_TW]

\* If you do not select any category

- Default Category** [en\_CA]   
 mapped as: Sport es\_ES
- Sale** [en\_US]   
 mapped as: your google product category
- What's New** [en\_US]   
 mapped as: your google product category
- Collections** [en\_US]   
 mapped as: your google product category
- Gear** [en\_US]   
 mapped as: your google product category
- Training** [en\_US]   
 mapped as: your google product category
- Men** [en\_US]   
 mapped as: your google product category
- Women** [en\_US]   
 mapped as: your google product category
- Promotions** [en\_US]   
 mapped as: your google product category

## Filters

*Simple Google Shopping* for Magento 2 also allows you to filter your products on several levels according to their attribute sets or their visibility for example.

### Product Type

First of all, you can choose to include products to your feed according to their type. For example, only include simple, virtual and downloadable products.

Product Type Select all

- Simple**
- Configurable
- Bundle
- Grouped
- Virtual**
- Downloadable**

### Attribute Set

You have the choice to include several attribute sets. In our case, we've decided to include only the Default and Gear attribute sets.

Attribute Set Select all

- Bag
- Bottom
- Default**
- Downloadable
- Gear**
- Sprite Stasis Ball
- Sprite Yoga Strap
- Top

### Product Visibility

Then, choose the products that will be included to the feed between the products that are not visible individually, products from the Catalog, the Search results, or both.

- Not Visible Individually
- Catalog
- Search
- Catalog, Search

## Advanced Filters

In the **Advanced filters**, you can go further by setting more personalized filters. For example, we wanted to include only products which price is higher than 0, and which SKU is not null.

Advanced filters

<input checked="" type="checkbox"/>	Price	>	0
<input checked="" type="checkbox"/>	SKU	is not null	
<input type="checkbox"/>	Active From	=	
<input type="checkbox"/>	Active From	=	
<input type="checkbox"/>	Active From	=	
<input type="checkbox"/>	Active From	=	

Here again, you have the possibility to configure your advanced filters according to several options.

### LIKE / NOT LIKE

name like %shirt: will include all products which name ends with 'shirt'.

name like Apple%: will include all products which name starts with 'Apple'.

name like %women%: will include all products which name contains the 'women' character string.

name not like %shirt: won't include any product which name ends with 'shirt'.

name not like Apple%: won't include any product which name starts with 'Apple'.

name not like %women%: won't include any product which name contains the 'women' character string.

<input checked="" type="checkbox"/>	Name	like	%women%
-------------------------------------	------	------	---------

### IS NULL / IS NOT NULL

is null: the value is null. Eg: Special price is null: will include all products that don't have special prices.

is not null: the value is not null. Eg: SKU is not null: will include all products which SKU is not null.

<input checked="" type="checkbox"/>	Special Price	is null
-------------------------------------	---------------	---------

### IN / NOT IN

Size in S L: will include only products from these 2 sizes.

Size not in S L: will include all products which size is not S or L.

<input checked="" type="checkbox"/>	Size	in	<ul style="list-style-type: none"> <li>XS</li> <li>S</li> <li>M</li> <li>L</li> <li>XL</li> </ul>
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You can activate the AND/OR statement in the Core Settings from: [STORES](#) [SETTINGS](#) [CONFIGURATION](#) [WYOMIND](#) [SIMPLE GOOGLE SHOPPING](#).

## Cron Schedule

*Simple Google Shopping* for Magento 2 provides you with a fully configurable schedule in the **Cron Schedule** tab of each data feed pattern configuration.

You just have to tick the days and hours when you want your data feed to be generated.

Settings

Days of the week	Hours of the day			
<input checked="" type="checkbox"/> Monday	<input type="checkbox"/> 00:00 AM	<input type="checkbox"/> 00:30 AM	<input type="checkbox"/> 00:00 PM	<input type="checkbox"/> 00:30 PM
	<input type="checkbox"/> 01:00 AM	<input type="checkbox"/> 01:30 AM	<input type="checkbox"/> 01:00 PM	<input type="checkbox"/> 01:30 PM
<input checked="" type="checkbox"/> Tuesday	<input type="checkbox"/> 02:00 AM	<input type="checkbox"/> 02:30 AM	<input type="checkbox"/> 02:00 PM	<input type="checkbox"/> 02:30 PM
	<input type="checkbox"/> 03:00 AM	<input type="checkbox"/> 03:30 AM	<input type="checkbox"/> 03:00 PM	<input type="checkbox"/> 03:30 PM
<input checked="" type="checkbox"/> Wednesday	<input checked="" type="checkbox"/> 04:00 AM	<input type="checkbox"/> 04:30 AM	<input checked="" type="checkbox"/> 04:00 PM	<input type="checkbox"/> 04:30 PM
	<input type="checkbox"/> 05:00 AM	<input type="checkbox"/> 05:30 AM	<input type="checkbox"/> 05:00 PM	<input type="checkbox"/> 05:30 PM
<input checked="" type="checkbox"/> Thursday	<input type="checkbox"/> 06:00 AM	<input type="checkbox"/> 06:30 AM	<input type="checkbox"/> 06:00 PM	<input type="checkbox"/> 06:30 PM
	<input type="checkbox"/> 07:00 AM	<input type="checkbox"/> 07:30 AM	<input type="checkbox"/> 07:00 PM	<input type="checkbox"/> 07:30 PM
<input checked="" type="checkbox"/> Friday	<input type="checkbox"/> 08:00 AM	<input type="checkbox"/> 08:30 AM	<input type="checkbox"/> 08:00 PM	<input type="checkbox"/> 08:30 PM
	<input type="checkbox"/> 09:00 AM	<input type="checkbox"/> 09:30 AM	<input type="checkbox"/> 09:00 PM	<input type="checkbox"/> 09:30 PM
<input checked="" type="checkbox"/> Saturday	<input type="checkbox"/> 10:00 AM	<input type="checkbox"/> 10:30 AM	<input checked="" type="checkbox"/> 10:00 PM	<input type="checkbox"/> 10:30 PM
	<input type="checkbox"/> 11:00 AM	<input type="checkbox"/> 11:30 AM	<input type="checkbox"/> 11:00 PM	<input type="checkbox"/> 11:30 PM

## Note

In that section, you can use the **Note** field to add any information you can find useful. This is an internal note.

Note

## Action History

In the **Action History** tab, you can find a history of your previous generations and configurations.

Search [Reset Filter](#) 63 records found

20 per page < 1 of 4 >

ID	Version ID	Origin	Username	Action	Details	Date
						From <input type="text"/>
						To <input type="text"/>
131	9	Backend	james	Update	1 update(s) <a href="#">More details</a>	Apr 27, 2020, 2:10:40 PM
130	8	CLI	aurelie	Generate	-	Apr 25, 2020, 9:32:33 AM
128	8	Backend	bob	Generate	-	Apr 22, 2020, 9:17:33 AM
125	8	Backend	james	Update	1 update(s) <a href="#">More details</a>	Apr 22, 2020, 8:24:31 AM

You'll find:

- **ID**  
It is the ID of the history line.
- **Version ID**  
It is the ID of the data feed configuration version.
- **Origin**  
The origin of the action can be: **Backend / Cron / CLI / API**
- **Username**  
It is the name of the user behind the action.
- **Action**  
The available actions are: **create / generate / update / delete**
- **Details**  
If you click on **More details**, you can see the detail of the data feed update from a grid.

9	3	Backend	bob	Update	2 update(s) <a href="#">Less details</a>	Mar 9, 2020, 1:19:09 PM
---	---	---------	-----	--------	--	-------------------------

Field	Original	Current
simplegoogleshopping_xmlitempattern	<!-- Basic Product Information -->	<!-- Basic Product Information [...]
simplegoogleshopping_attributes	[]	["0":"checked& [...]

If you click on a line of the above grid, you can check the detail in a popup.

- **Date**  
 It is the date of the modification.

### STEP 3: Generate and download the data feeds

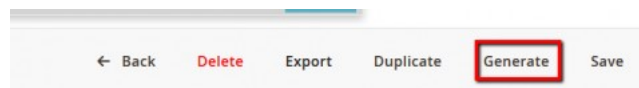
Generate the data feeds manually

Simple Google Shopping allows you to generate the data feeds manually or automatically.

#### Manually

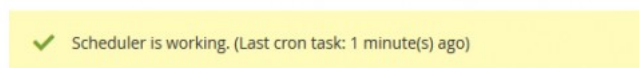
You can generate your data feeds manually from the action dropdown of the data feeds grid.

You also have the possibility to do it from the configuration panel by clicking on .



#### With the cron tasks

In order to automatically generate the data feeds through the cron tasks, you must first make sure that the main cron task is enabled on your server.



If not, you should see a warning message in Simple Google Shopping.

✖ Last cron task is older than one hour. Please check your settings and your configuration!

Then, you need to select a least one day and one time frame from the **Cron schedule** tab for each data feed that must be updated.

### Generate the data feeds through CLI

You can easily use the **Command Line Interface** to generate the data feeds.

To generate all the data feeds:

```
bin/magento wyomind:simplegoogleshopping:generate
```

To generate one data feed from a given id:

```
bin/magento wyomind:simplegoogleshopping:generate int DATA_FEED_ID
```

To generate several data feeds from a given list of ids:

```
bin/magento wyomind:simplegoogleshopping:generate int DATA_FEED_ID [, int DATA_FEED_ID] [, int DATA_FEED_ID]...
```

To list all data feeds including status, name, last update:

```
bin/magento wyomind:simplegoogleshopping:List
```

### Download the generated data feed

When a data feed is ready to be downloaded, the link is displayed in both, the data feed grid and the data feed page at the top of the page. To download the data feed, select **Save link as** after a right-click on the link. You should also find the file in your ftp client if the directory where the data feed is stored is not publicly accessible.

ID	Filename	Path	Link	Status	Update	Store	Action
1	GoogleShopping_Full.xml	/feedur	<a href="http://test2.wyomind.com/feedur/googleshopping_full.xml">http://test2.wyomind.com/feedur/googleshopping_full.xml</a> [2040 prod]	SUCCESS	Jul 10, 2018, 8:30:05 AM	Main Website Main Website Store	Download Save link as... Copy link address
2	GoogleShopping_inventory.xml	/feedur	<a href="http://test2.wyomind.com/feedur/googleshopping_inventory.xml">http://test2.wyomind.com/feedur/googleshopping_inventory.xml</a> [no report available]	PENDING	Jun 12, 2018, 1:22:33 AM	Main Website Main Website Store	Download

Note that the random parameter at the end of the url avoids caching issues when you download the data feed from your Magento