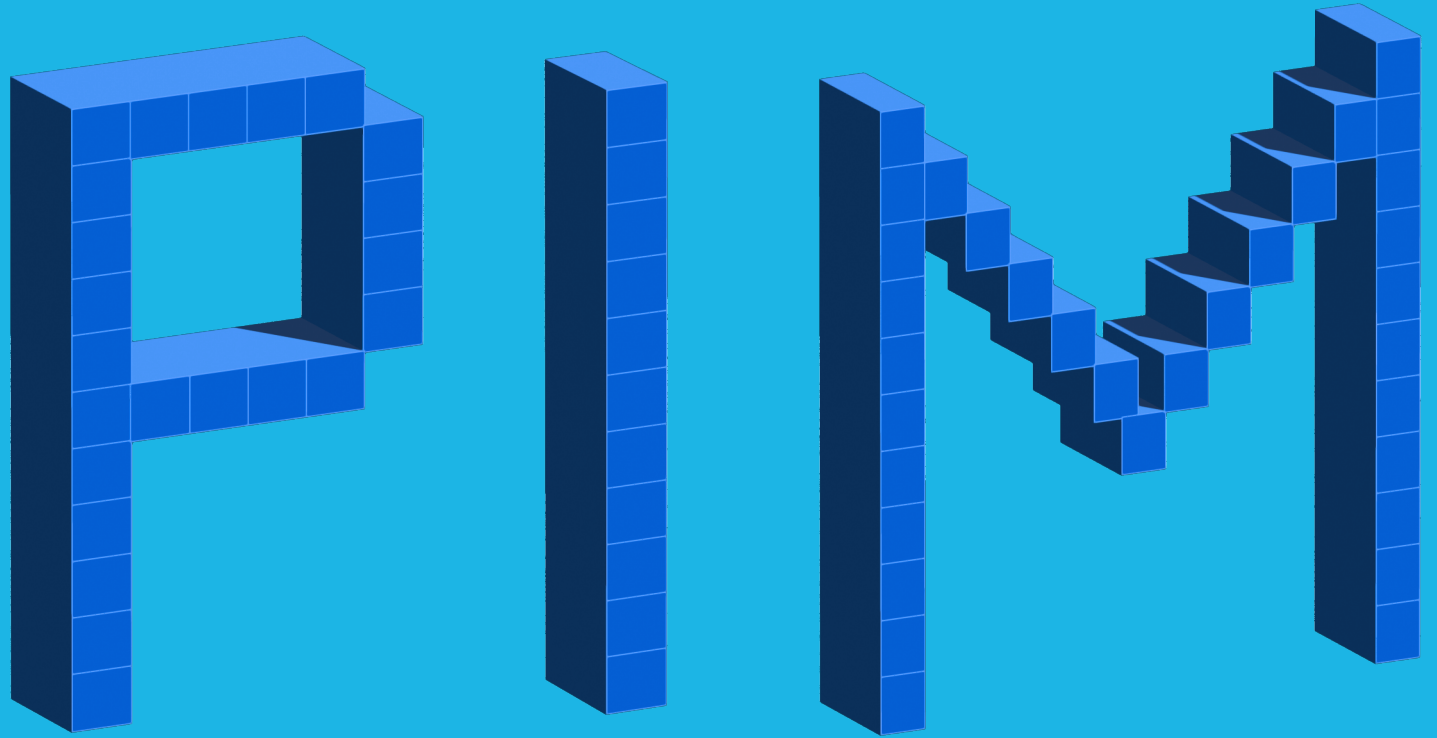




sync

INTRODUCTION TO PIM SYNC

[HTTPS://PIM-SYNC.PAGES.DEV/INTRO](https://pim-sync.pages.dev/intro)

Product Data Manager that utilizes
Google/Shopify GraphQL for Universal
Commerce Protocol Formatting

data

for Universal Commerce Protocol

isn't a P2P

product.csv moves to JSON GraphQL Data Layer

The main difference between Shopify's product.csv file and the Shopify GraphQL Catalog is how deep their data models are and what they're used for. The product.csv file format is flat and row-based, and it's mostly used for importing and exporting large amounts of product data. Each row represents a single variant, so products with more than one variant are spread out across multiple rows with repeated parent-level fields like title, vendor, type, etc. The schema is fixed, lossy, and doesn't support rich metafields, media relationships, or complex taxonomy structures.

The GraphQL Admin API Catalog, on the other hand, shows Shopify's full hierarchical object graph, from Product to ProductVariant to InventoryItem to Inventory Level, as well as Metafields, Publications, Markets, Collections, and Product Taxonomy Node. This lets you read and write with strong typing, including strongly typed mutations like productCreate, productVariantsBulkUpdate, and catalogCreate. In short, product.csv is an interchange format that is simplified to make it easier for humans to read large amounts of data.

The GraphQL Catalog, on the other hand, is the official, structured API layer that fully represents Shopify's real data model.

Business Drivers for AI Automated Unified Data

Feed quality and ad performance	Fewer disapproved listings, higher impression share, better ROAS
Shopify–Google commercial partnership	Higher GMV drives Shopify Payments revenue and merchant retention
ML/automated bidding signal quality	Better Performance Max and Smart Shopping outcomes
Merchant operational efficiency	Reduced time-to-channel, lower onboarding friction, lower churn
Regulatory compliance	Standardized classification supports DSA and product safety obligations
Industry standardization	GPC as the de facto cross-channel product ontology reduces ecosystem fragmentation

1

Fragmented Taxonomies Were Destroying Feed Quality and Ad Performance

Maintaining separate, incompatible category hierarchies across Shopify, Google, Amazon, and Meta introduced translation errors and miscategorizations that triggered feed disapprovals, reduced impression share, and directly damaged merchant revenue and Shopify's GMV.

2

Google's GPC Is the De Facto Standard for Paid Commerce

By adopting GPC as its internal taxonomy backbone via ProductTaxonomyNode, Shopify made Google's classification system the canonical product ontology for its entire merchant base, reducing feed submission to Google Merchant Center to a near-zero-effort passthrough.

3

Shopify's Commercial Alignment with Google

Shopify has a direct financial incentive to maximize its merchants' discoverability on Google, since higher-performing Google campaigns drive more sales through Shopify — increasing Shopify Payments revenue, subscription retention, and platform GMV.

4

Machine Learning and Automated Bidding Require Structured Signals

Google's Smart Bidding and Performance Max systems depend on precise GPC leaf-node signals to accurately predict purchase intent and conversion probability, meaning a standardized catalog directly improves the quality of automated campaign performance.

5

Regulatory and Compliance Pressure Around Product Data Accuracy

Regulations such as the EU Digital Services Act and Product Safety Regulation increasingly require standardized product classification, making a unified taxonomy a compliance risk-reduction measure for both Shopify and its merchants.

6

Reducing Merchant Cognitive Load to Accelerate Onboarding

By making ProductTaxonomyNode the single source of truth across all GPC-aligned channels, Shopify eliminates a key onboarding friction point — lowering time-to-first-sale and reducing churn for both new and existing merchants.

Shopify GraphQL → Google Taxonomy (GPC)

Shopify GraphQL Field	Shopify Object	Google Taxonomy Equivalent	Notes
product.category	TaxonomyCategory	Google Product Category (GPC) node	1:1 mapping via Shopify's unified taxonomy
product.category.id	ID (GID)	—	Shopify internal GID, not the GPC numeric ID
product.category.fullName	String	Full GPC path string (e.g., Apparel & Accessories > Clothing > Tops & Tees)	Human-readable breadcrumb path
product.category.isLeaf	Boolean	Indicates a terminal GPC node	Use true to ensure maximum feed specificity
product.category.isRoot	Boolean	Top-level GPC category	Should be false for all feed-ready products
metafield: feed_data.google_product_category_id	Metafield (type: number_integer)	GPC numeric ID (e.g., 267 for Shirts)	Fallback/explicit override when ProductTaxonomyNode is insufficient
metafield: feed_data.google_product_type	Metafield (type: single_line_text_field)	g:product_type in Google Merchant feed	Custom merchant-defined category path

Full Shopify Product Schema → Google Merchant Center Feed Attributes

Shopify GraphQL Field	Google Feed Attribute	Required?	Notes
product.title	g:title	Required	Max 150 chars; include key attributes (color, size, material)
product.descriptionHtml	g:description	Required	Strip HTML; max 5,000 chars
productVariant.sku	g:id	Required	Must be unique and stable across feed submissions
productVariant.price	g:price	Required	Include currency code (e.g., 89.99 USD)
productVariant.compareAtPrice	g:sale_price	Recommended	Only send when less than g:price
product.category.fullName	g:google_product_category	Required	Use full GPC path or numeric ID
metafield: feed_data.google_product_category_id	g:google_product_category	Required (alt)	Numeric GPC ID override (e.g., 267)
metafield: feed_data.google_product_type	g:product_type	Recommended	Merchant-defined category hierarchy
productVariant.selectedOptions[Color]	g:color	Required (apparel)	Raw value from variant option
productVariant.selectedOptions[Size]	g:size	Required (apparel)	Raw value from variant option
product.vendor	g:brand	Required	Maps directly
productVariant.barcode	g:gtin	Required (if available)	EAN/UPC/ISBN
productVariant.inventoryPolicy	g:availability	Required	DENY → in stock; CONTINUE → preorder
productVariant.image.url	g:image_link	Required	Must be variant-specific image URL
product.onlineStoreUrl + variant params	g:link	Required	Canonical PDP URL with variant query params
metafield: custom.material_composition	g:material	Recommended (apparel)	Custom metafield
metafield: custom.age_group	g:age_group	Required (apparel)	newborn, infant, toddler, kids, adult
metafield: custom.gender	g:gender	Required (apparel)	male, female, unisex
productVariant.weight + weightUnit	g:shipping_weight	Recommended	Used for calculated shipping in Merchant Center

Xano Products Tables

Xano Field Name	Type	Source	Notes
Xano Field Name	Type	Source	Notes
id	UUID	Xano internal UUID	Canonical UUID for data/GraphQL key management, connected to Shopify UUIDs
shopify_product_id	text	product.id (GID)	Strip gid://shopify/Product/ prefix or store raw
title	text	product.title	
description_html	text	product.descriptionHtml	
vendor	text	product.vendor	Maps to g:brand
product_type	text	product.productType	Merchant-defined type
status	enum	product.status	ACTIVE, DRAFT, ARCHIVED
tags	list<text>	product.tags	
shopify_category_full_name	text	product.category.fullName	Full GPC path string
google_product_category_id	integer	metafield: feed_data.google_product_category_id	Numeric GPC ID (e.g., 267)
google_product_type	text	metafield: feed_data.google_product_type	Merchant-defined GPC path
handle	text	product.handle	Used to construct PDP URL
created_at	timestamp	product.createdAt	
updated_at	timestamp	product.updatedAt	

Xano Metafields

Xano Field Name	Type	Metafield Namespace + Key	Google Feed Attribute
id	UUID	Xano internal UUID	Canonical UUID for data/GraphQL key management
material_composition	text	custom.material_composition	g:material
care_instructions	text	custom.care_instructions	—
age_group	text	custom.age_group	g:age_group
gender	text	custom.gender	g:gender
google_product_category_id	integer	feed_data.google_product_category_id	g:google_product_category
google_product_type	text	feed_data.google_product_type	g:product_type

Webflow → Collections

Webflow Field Name	Field Type	Maps (Xano/Shopify)	Notes
Name	Plain Text	products.title	Required Webflow slug field
Slug	Slug	products.handle	Derived from Shopify handle
Description	Rich Text	products.description_html	Rendered as HTML
Vendor / Brand	Plain Text	products.vendor	
Product Type	Plain Text	products.product_type	
Google Category Path	Plain Text	products.shopify_category_full_name	Full GPC breadcrumb
Google Category ID	Number	products.google_product_category_id	Numeric GPC ID
Tags	Plain Text	products.tags (joined)	Comma-separated string
Status	Option	products.status	Active, Draft, Archived
Shopify Product ID	Plain Text	products.shopify_product_id	For API cross-reference
Main Image	Image	product_variants.image_url (default variant)	
PDP URL	Link	Constructed from handle	https://store.myshopify.com/products/{handle}

Webflow CMS Collection Schema: Collection Product Variants (optional)

Webflow Field Name	Field Type	Maps (Xano/Shopify)	Notes
Name	Plain Text	sku or title + options	
SKU	Plain Text	product_variants.sku	
Price	Number	product_variants.price	
Compare At Price	Number	product_variants.compare_at_price	
Color	Plain Text	product_variants.option_color	
Size	Plain Text	product_variants.option_size	
Availability	Option	Derived from inventory_policy + inventory_quantity	In Stock, Out of Stock, Preorder
Variant Image	Image	product_variants.image_url	
GTIN / Barcode	Plain Text	product_variants.barcode	
Parent Product	Reference	products collection	Webflow multi-reference or reference field

 > PIM Sync

Upgrade to unlock all features

You are on the free plan (5 most recent products). Upgrade to get unlimited products, Webflow sync, translations, and more. All plans include a 30-day free trial.[View Plans & Subscribe](#) →

Pipeline Status

Xano

Connected

Cloudflare

Connected

Webflow

Connected

Translation Queue

0Pending

0Translated

0Reviewed

0Published



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Change Your Plan

Current plan:
PIM Sync 3D

Select a different plan below. Changes take effect immediately.

Pro — \$69/mo

Unlimited products, Webflow sync, translations, 30-day free trial

Switch to Pro →

Plus — \$325/mo

Background sync, dedicated infrastructure, priority support

Switch to Plus →

3D Enterprise — \$525/mo

Full 3D pipeline, dedicated infrastructure, priority support

Current Plan

Non-Profit — \$29/mo

500 products, 5 markets (501(c)(3) verification required)

Switch to Non-Profit →

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Edit Shopify Markets

Upgrade to Pro to unlock multi-market translations, currency conversion, and AEO — adding value to native Shopify features you already use.

Upgrade to Pro →

Multi-Market Expansion

Unlock all markets — EU, UK, Americas, and APAC. Automatic currency conversion for English-locale markets and full translation management for non-English markets. Set up each region with one click.

Translations & Alt Text

Product titles, descriptions, and image alt text are translated per locale and pushed to Shopify via the Translations API. Bi-directional sync with Webflow CMS keeps all storefronts consistent.

AEO & Google Signals

Localized content with [Google Product Category](#) taxonomy, translated alt text, and [structured product data](#) improve Answer Engine Optimization — helping AI search engines surface your products in every market.

Active Shopify Markets

International

ACTIVE

Auto-convert

United Arab Emirates, Austria, Australia, Belgium, Canada, Switzerland, Czechia, Germany, Denmark, Spain, Finland, France, United Kingdom, Hong Kong SAR, Ireland, Israel, Italy, Japan, South Korea, Malaysia · AED, EUR, AUD, CAD, CHF, CZK, DKK, GBP, HKD, ILS, JPY, KRW, MYR

United States (Primary)

ACTIVE

United States · USD

VAT / GST Rates

DE: 19%

FR: 20%

NL: 21%

IT: 22%

ES: 21%

GB: 20%

SE: 25%

PL: 23%

PT: 23%

AU: 10% GST

NZ: 15% GST

CA: 5% GST

BR: varies

https://admin.shopify.com/store/hx-stage/apps/pim-connect-6/app/mark...



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Sync All to EU

Push Images to Shopify

Pull 3D from Shopify → R2

Upload 3D File

Upload a GLB, USDZ, STL, OBJ, or 3MF file from your computer. PIM Sync stores it on Cloudflare R2 and links it to the product.

3D File

Choose File No file chosen

Product

— Select a product —

Alt Text

3D model description

Upload to R2

	Product	SKU	Price	Images	3D	Alt Text	Status
	OMEN Gaming Laptop 17, Windows 11 Home, 17.3", AMD Ryzen™ 7, 16GB RAM, 1TB SSD, NVIDIA® GeForce RTX™ 4070, QHD, Shadow black	A2AD3UA#ABA	\$1799.99	5	—	0/5	ACTIVE
	Victus Gaming Laptop 16, Windows 11 Home, 16.1", Intel® Core™ i7, 16GB RAM, 1TB SSD, NVIDIA® GeForce RTX™ 4050, FHD, Mica silver	A59FQUA#ABA	\$1349.99	5	—	0/5	DRAFT
	HyperX Best Friend's Day Bundle – Cloud III Wireless, QuadCast 2 S & Vision S Webcam	Bundle_77Z45AA_9A273AA_75X30AA	\$329.99	2	—	0/2	ACTIVE
	HyperX Cloud II - Gaming Headset	4P5M0AA	\$49.99	5	—	1/5	ACTIVE

Edit Shopify Markets

Upgrade to Pro to unlock multi-market translations, currency conversion, and AEO — adding value to native Shopify features you already use.

Upgrade to Pro →

Unlock all markets — EU, UK, Americas, and APAC. Automatic currency conversion for English-locales markets and full translation management for non-English markets. Set up each region with one click.

Product titles, descriptions, and image alt text are translated per locale and pushed to Shopify via the Translations API. Bi-directional sync with Webflow CMS keeps all storefronts consistent.

Localized content with [Google Product Category](#) taxonomy, translated alt text, and [structured product data](#) improve Answer Engine Optimization — helping AI search engines surface your products in every market.

DE: 19%
FR: 20%
NL: 21%
IT: 22%
ES: 21%
GB: 20%
SE: 25%
PL: 23%
PT: 23%
AU: 10% GST
NZ: 15% GST
CA: 5% GST
BR: varies

International

ACTIVE Auto-convert

United Arab Emirates, Austria, Australia, Belgium, Canada, Switzerland, Czechia, Germany, Denmark, Spain, Finland, France, United Kingdom, Hong Kong SAR, Ireland, Israel, Italy, Japan, South Korea, Malaysia · AED, EUR, AUD, CAD, CHF, CZK, DKK, GBP, HKD, ILS, JPY, KRW, MYR

United States (Primary)

ACTIVE

United States · USD

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Setup New Markets

Create Shopify Markets with automatic currency conversion enabled. English-locale markets only need currency conversion. Non-English markets also get translations.

European Union

DE, FR, NL, ES, IT, PT, PL, SE

8 locales, EUR/PLN/SEK, auto-conversion + translations

Active

United Kingdom

GB

GBP auto-conversion, no translation needed

Active

Americas

CA, BR

CAD/BRL auto-conversion, fr-CA and pt-BR translations

Active

Asia Pacific

AU, NZ

AUD/NZD auto-conversion, no translation needed

Active

Enabled Shop Locales

Locales currently enabled on your Shopify store via shopLocales. These are live and visible to customers.

Locale	ISO Code	Status
English	en	Primary Published

PIM Sync Locales

Locales managed by PIM Sync for translations and currency conversion.

Locale	Market	Currency	Mode
English (US)	Primary	USD	Currency auto-convert
English (Canada)	Americas	CAD	Currency auto-convert
English (UK)	UK	GBP	Currency auto-convert
English (Australia)	APAC	AUD	Currency auto-convert
English (New Zealand)	APAC	NZD	Currency auto-convert



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Webflow Integration

Connection

Webflow API Token

..... (token saved – paste new token to update)

► How to get your API token

Site

gameblank

CMS Collection

Products

Update Connection

Sync Status

Total synced: 0

Pending: 0

Last sync: Never

Quick Setup

Add missing collections (Variants, Categories) and fields (3D models, tags, etc.) to your existing setup.

Initialize Collections

Sync Architecture by Plan

Pro \$69/mo

Inline Chunked Sync

Browser-based sync. Select batch size (100–1,000) and process chunks sequentially.

Speed: 120 API calls/min
Timeout: 10 min/chunk

Plus \$325/mo

Background Async Sync

Dedicated infrastructure. Click once, close browser — sync continues server-side with parallelized writes.

Speed: Priority queue

3D \$525/mo

Async + Full 3D Pipeline

Everything in Plus. Bidirectional 3D sync across R2, Shopify, and Webflow CMS.

Storage: Cloudflare R2
CDN

3D models: **Not included**
STL/OBJ/3MF: **Not included**

3D models: **Not included**
STL/OBJ/3MF: **Not included**

[View 3D demo →](#)

Format	Shopify MODEL_3D	Webflow / Headless	Max File Size	CORS
GLB / GLTF	Accepted	model-viewer embed	Shopify: 500 MB R2: 5 GB	Shopify: Open (*) R2: Bucket-scoped
USDZ	Accepted	model-viewer embed	Shopify: 500 MB R2: 5 GB	Shopify: Open (*) R2: Bucket-scoped
STL	Rejected by API	Three.js iframe	R2: 5 GB	R2: Bucket-scoped
OBJ	Rejected by API	Three.js iframe	R2: 5 GB	R2: Bucket-scoped
3MF	Rejected by API	Download link	R2: 5 GB	R2: Bucket-scoped

PIM Sync R2 — all 5 formats hosted on Cloudflare R2 with per-bucket CORS rules. Only whitelisted origins can fetch files. STL/OBJ render in a sandboxed iframe (Three.js r147) — the viewer fetches from R2 so browsers never make cross-origin requests to your bucket. 250 media limit on

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Queue Summary

0

Pending

0

Translated

0

Reviewed

0

Published

Translation Items

No translations in queue yet. Go to a product detail page and click "Translate Alt Text" or use "Sync to EU/EMEA" to queue translations.

How It Works

Shopify Translations API

Translations are pushed directly to Shopify via the GraphQL translationsRegister mutation.

Translated Fields

Product title, description, and image alt text.

Currency Handling

English markets (US, CA, UK, AU, NZ) use Shopify's automatic currency conversion — no translations needed.

Translation Languages

DE, FR, NL, ES, IT, PT, PL, SV, fr-CA, pt-BR

Currency-Only Markets

en-US (USD), en-CA (CAD), en-GB (GBP), en-AU (AUD), en-NZ (NZD)

https://admin.shopify.com/store/hx-stage/apps/pim-sync-hxdev/app/translations

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hx-stage.myshopify.com

No active plan

Preferences

Source Language

English (US)

The language of your Shopify product data (titles, descriptions, alt text). Translations to EU/EMEA market languages will use this as the source.

Price Rounding

.99 (e.g. €49.99)

Save Settings

Target Languages & Markets

When you sync products, translations and currency-converted prices will be generated for these markets automatically. English-locale markets (US, CA, UK, AU, NZ) use Shopify's currency automation — no translation needed.

English Markets (currency auto-conversion)

English (US)
Primary · USD

English (Canada)
Americas · CAD

English (UK)
UK · GBP

English (Australia)
APAC · AUD

English (New Zealand)
APAC · NZD

Translation Markets (content + currency)

German (Germany)
EU · EUR

French (France)
EU · EUR

French (Canada)
Americas · CAD

Dutch (Netherlands)
EU · EUR

Spanish (Spain)
EU · EUR

Italian (Italy)
EU · EUR

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Omnibus Compliance

EU UK Americas APAC

EU Market Overview

1
Total Variants

1
Compliant

0
Non-Compliant

0
Expiring Soon

Market Variants

Locale	Price	Omnibus Price	Valid Through	Translation	Status
de-DE	EUR 202.39	EUR 202.39	5/23/2026	pending	Compliant

Price Change Log

Every price update, discount, FX sync, and manual override is recorded. Omnibus price auto-computes as the lowest price in the prior 30 days.

No price changes recorded yet for EU market.

About Omnibus Directive

EU Omnibus Directive

Requires displaying the lowest price from the prior 30 days when showing a discount. Non-compliance can result in fines up to 4% of annual turnover.

What Gets Logged

Every price change is recorded with: price, currency, VAT/GST rate, tax amount, price incl. tax, discount amount, and source.

Auto-Computed Fields

Omnibus price = lowest price in the last 30 days. Updated automatically on every price change, FX sync, or discount.

VAT/GST Rates

Standard VAT/GST rates for all 27 EU member states, UK, AU, NZ, CA, JP, SG, and KR. Rates sourced from the EU Commission and updated quarterly.

Tracked Sources

catalog_sync

 Initial market variant creation

fx_sync

 FX rate refresh, no price change

fx_update

 FX rate caused price change

manual_override

 Manual price or omnibus edit

https://admin.shopify.com/store/hx-stage/apps/pim-sync-hxdev/app/compliance



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Target Languages & Markets

When you sync products, translations and currency-converted prices will be generated for these markets automatically. English-locale markets (US, CA, UK, AU, NZ) use Shopify's currency automation — no translation needed.

English Markets (currency auto-conversion)

English (US) Primary · USD	English (Canada) Americas · CAD
English (UK) UK · GBP	English (Australia) APAC · AUD
English (New Zealand) APAC · NZD	

Translation Markets (content + currency)

German (Germany) EU · EUR	French (France) EU · EUR
French (Canada) Americas · CAD	Dutch (Netherlands) EU · EUR
Spanish (Spain) EU · EUR	Italian (Italy) EU · EUR
Portuguese (Portugal) EU · EUR	Portuguese (Brazil) Americas · BRL
Polish (Poland) EU · PLN	Swedish (Sweden) EU · SEK



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Test Harness — Categories, Tags & AEO

Sync Validation

Validate that your Webflow CMS data meets Google Merchant Center feed requirements and AEO structured data standards. Tests read from your live Webflow CMS collections — run after syncing.

Google Categories

Validates GPC taxonomy alignment: leaf nodes, numeric IDs, product coverage, root-level checks.

Tags

Validates tag collection: deduplication, product counts, orphan detection, diversity.

AEO (Answer Engine)

Validates structured data for AI search: descriptions, categories, canonical URLs, GTIN, apparel attributes, variant availability.

Run All Tests

Run all test suites: Categories, Tags, and AEO.

Google Merchant Center Feed Checklist

Feed Attribute	CMS Field	Required	Source
g:title	Name	Yes	product.title
g:description	Description	Yes	product.descriptionHtml
g:id	SKU	Yes	variant.sku
g:price	Price	Yes	variant.price
g:google_product_category	Google Product Category	Yes	product.category.fullName
g:google_product_category (ID)	GPC ID	Alt	feed_data.google_product_category_id
g:product_type	Google Product Type	Rec	feed_data.google_product_type
g:brand	Vendor	Yes	product.vendor
g:gtin	Barcode	If avail	variant.barcode
g:mpn	MPN	If no GTIN	custom.mpn or variant.sku fallback
g:availability	Availability	Yes	variant.inventoryPolicy
g:image_link	Main Image / Image	Yes	product.featuredMedia / variant.image
g:link	Link	Yes	product.onlineStoreUrl
g:material	Material	If Apparel	custom.material composition