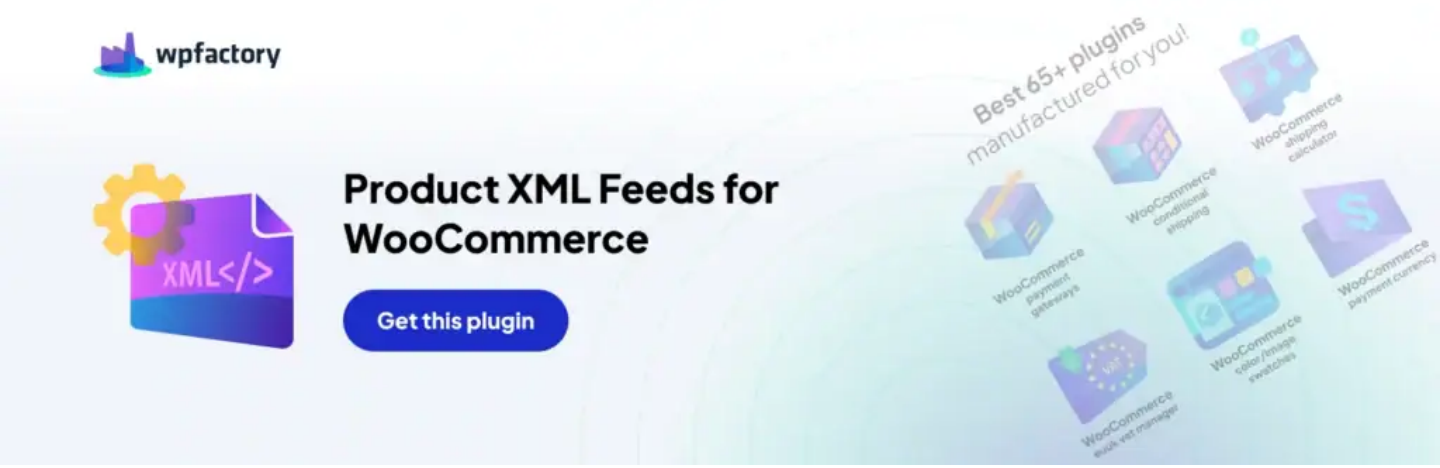
How to Create a WooCommerce Product XML Feed: Getting Started

How to · https://wpfactory.com/docs/intro-how-to-use-woocommerce-product-xml-feeds-manager/

The Product XML Feeds Manager for WooCommerce builds a WooCommerce product XML feed from your catalog, using a template of shortcodes, and rebuilds it on a schedule so channels such as Google Shopping always read current data. Its settings are at **WPFactory > Product XML Feeds** (also reachable at **WooCommerce > Settings > Product XML Feeds**).



What Product XML Feeds does

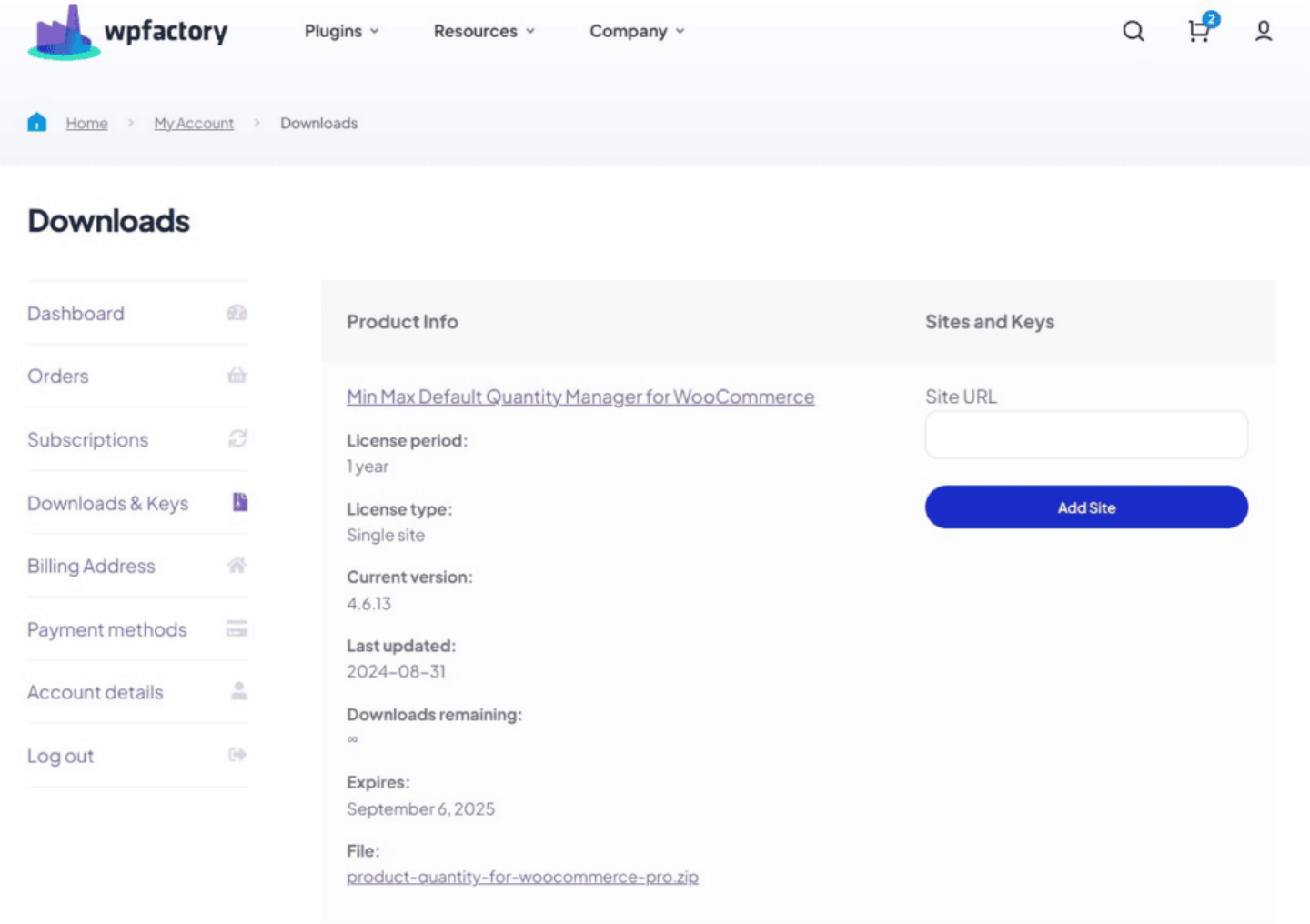
Product XML Feeds writes one file per feed (by default `products.xml` in your WordPress root) with a header, one block per product, optional blocks for variations, and a footer. You decide which tags go in each block and which products are included. The feed URL is what you give to a marketplace, comparison site or social catalog.

Install and activate

- **Free:** in **Plugins > Add New**, search for *Product XML Feed Manager for WooCommerce*, then click **Install Now** and **Activate**.

- **Pro:** download the Pro zip from your WPFactory account, upload it under **Plugins > Add New > Upload Plugin** and activate it. Pro is a complete plugin: when it is active, the free copy stops loading, so you can deactivate and delete the free version.

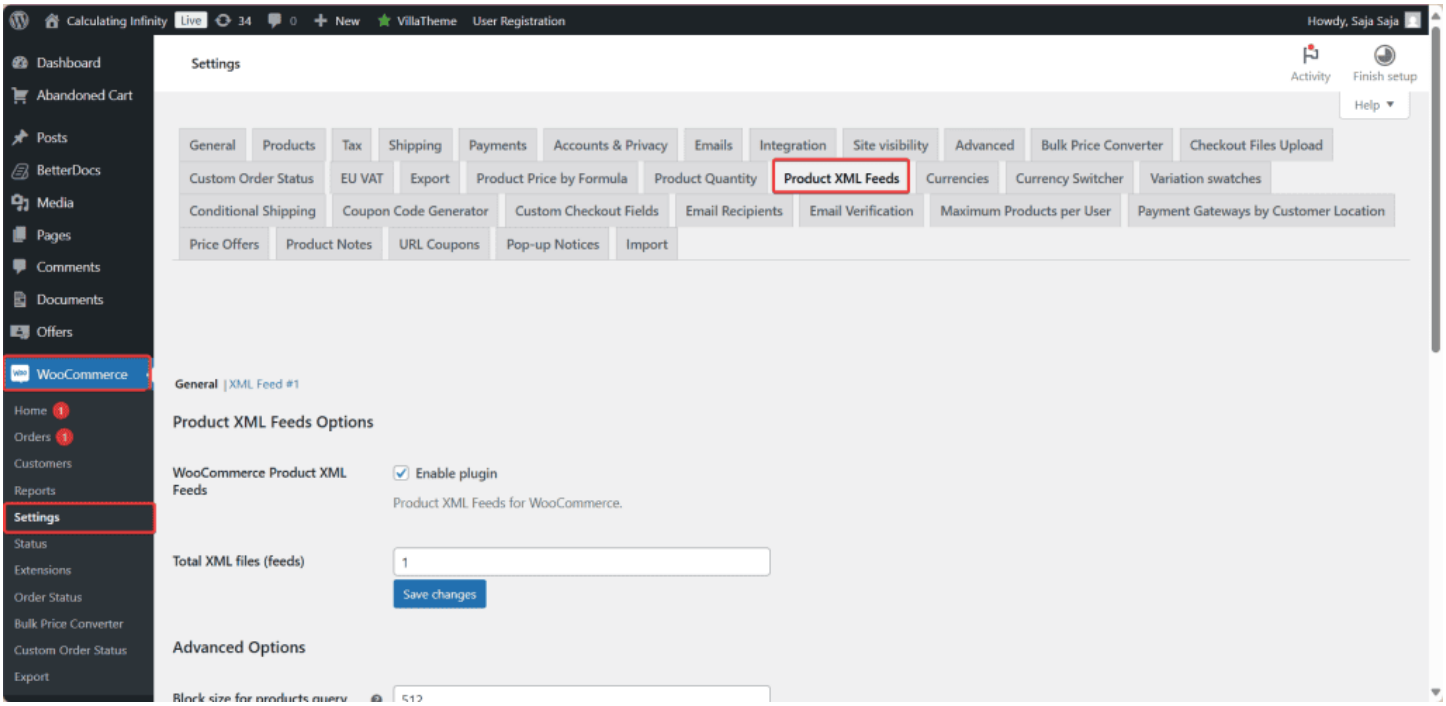
WooCommerce must be active. For step-by-step screens, see Installing Product XML Feeds Manager for WooCommerce (Free and Pro).



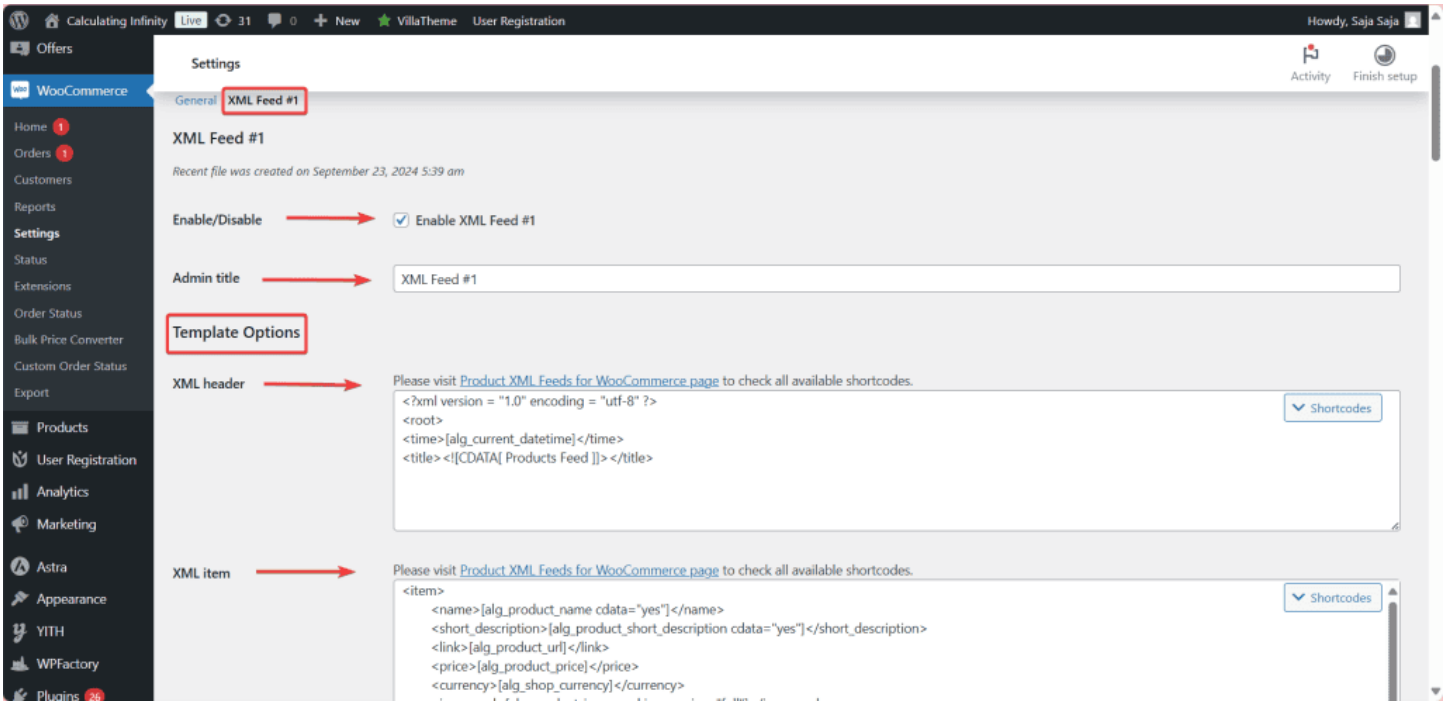
First setup: create your first feed

The defaults already produce a working feed. These steps get you from activation to a live feed URL.

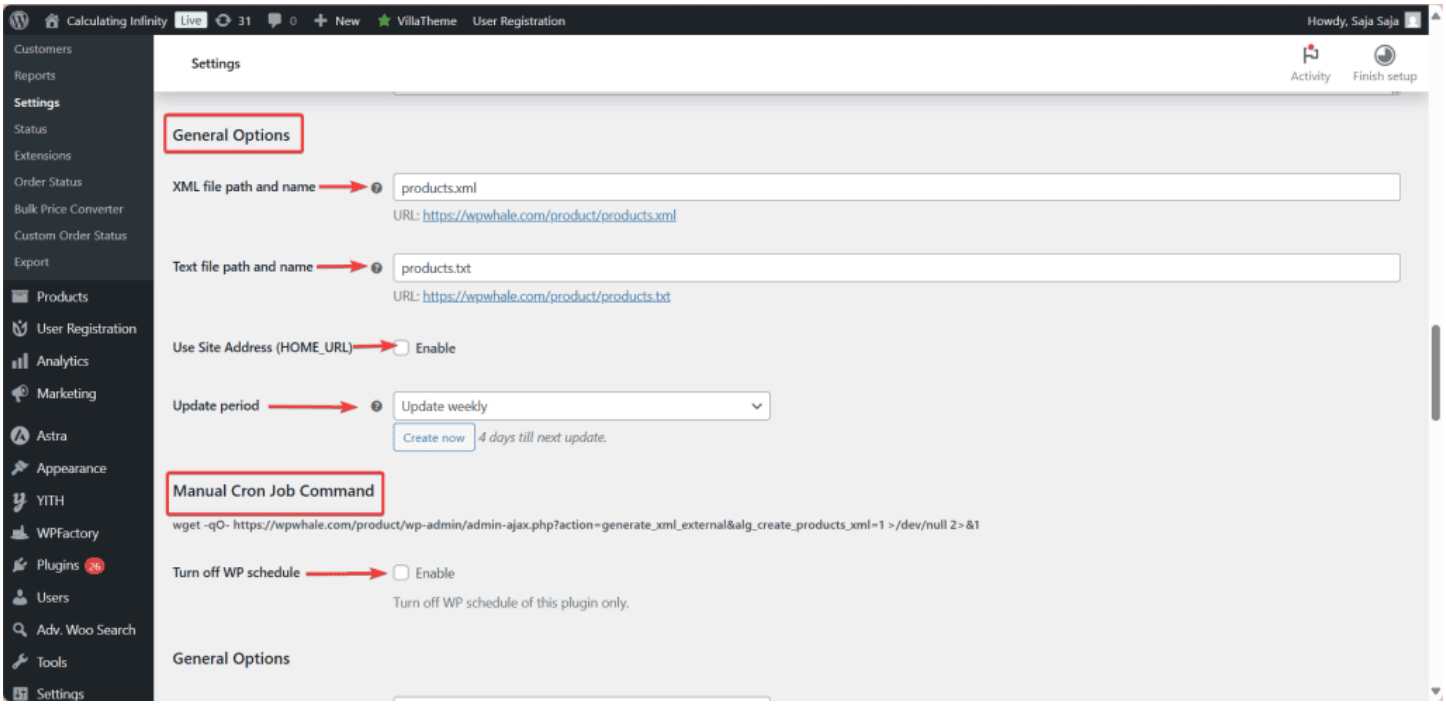
1. Go to **WPFactory > Product XML Feeds** (also reachable at **WooCommerce > Settings > Product XML Feeds**). The **General** section opens first.



2. Check that **WooCommerce Product XML Feeds** (**Enable plugin**) is ticked. It is on by default. Leave **Total XML files (feeds)** at `1`.
3. Open the **XML Feed #1** section and make sure **Enable/Disable** is ticked (default on). Give the feed an **Admin title** if you like.
4. Review the **Template Options**. The default **XML item** already outputs name, short description, link, price, currency, image, SKU, status, stock quantity, categories, tags and total sales for each product. Change the tag names to match your channel's specification.



5. Under **General Options**, note the **XML file path and name** (default `products.xml`). The URL of your feed is shown right below the field.
6. Under **Products Filtering Options**, narrow the feed if you need to with **Products to include**, **Categories to include** or **Tags to include**. Leave them empty to include every published product.
7. Click **Save changes**, then click **Create now** next to **Update period** to build the file straight away.
8. Open the feed URL to check the output, then submit that URL to your marketplace.

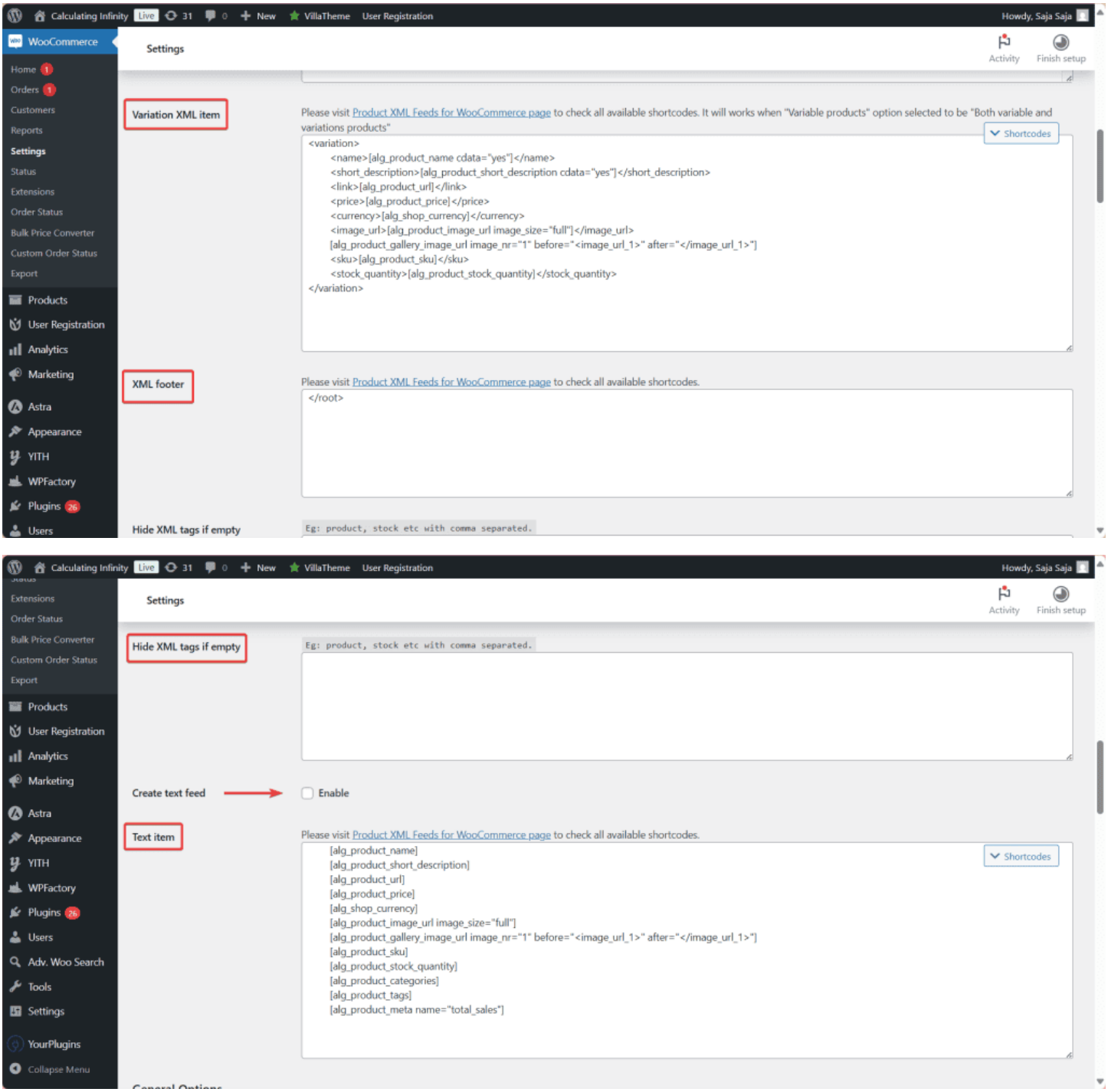


More detail on this step: Generate Your Feed and Find Its URL.

Main features

Feed templates built with shortcodes

Each feed has an **XML header**, **XML item**, **Variation XML item** and **XML footer**, filled with shortcodes such as `[alg_product_price]`. In **Hide XML tags if empty**, list tag names separated by commas (for example `stock_quantity`) and those tags are left out when they have no value. See Configure a Product XML Feed: Template and Basic Options.

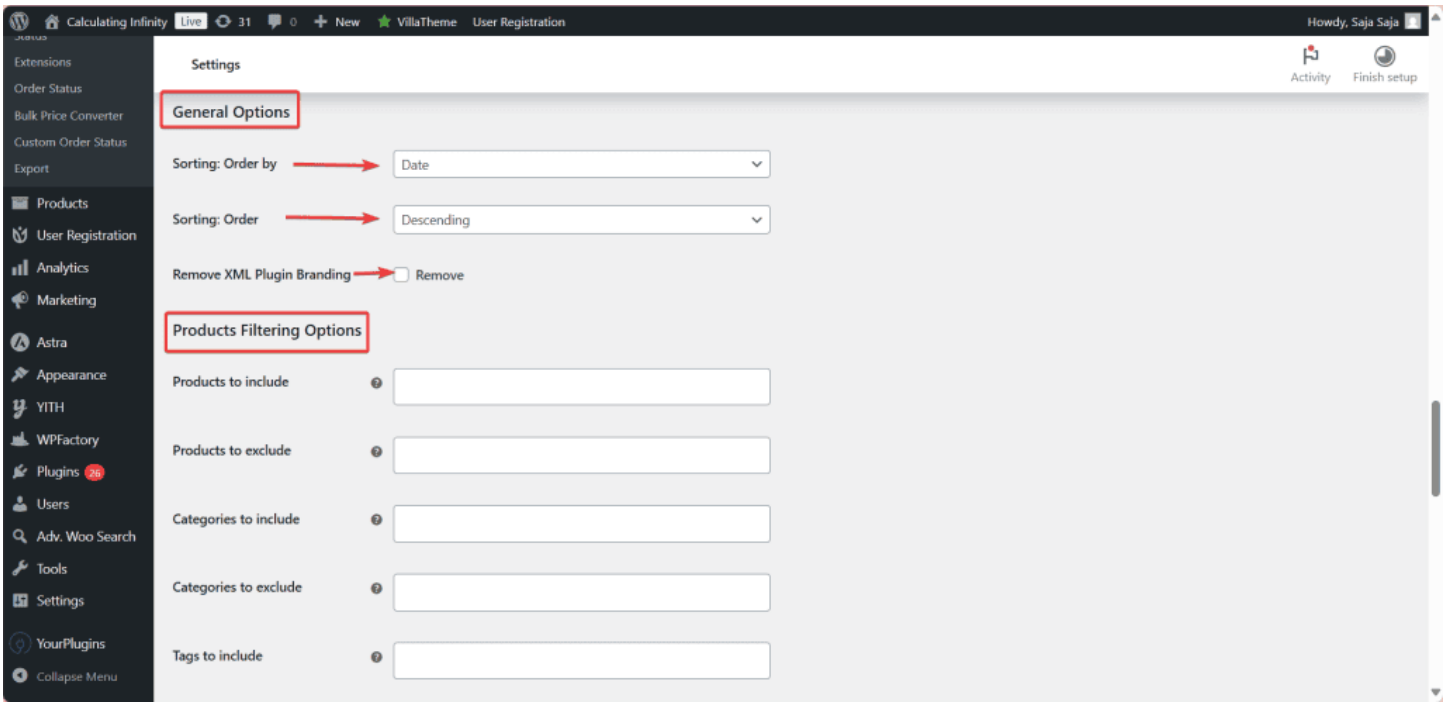


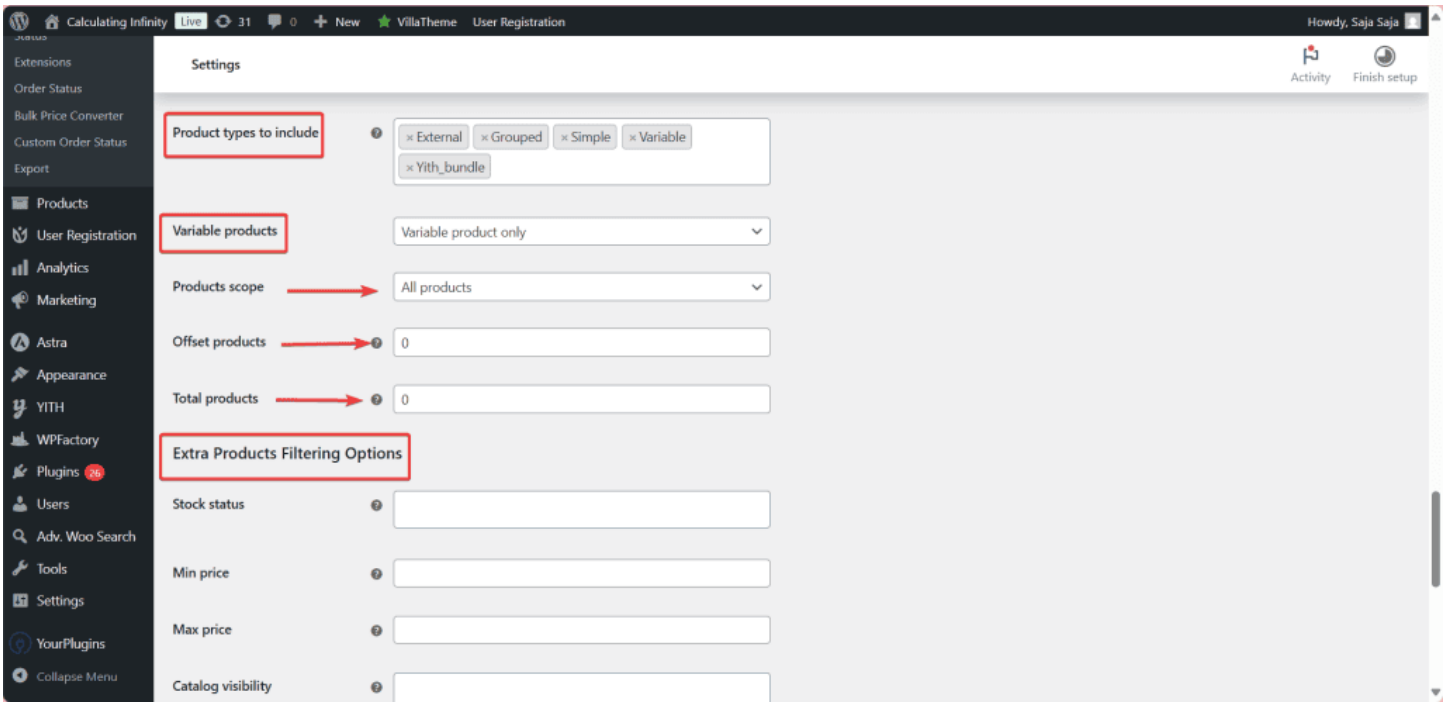
Shortcodes for every product field

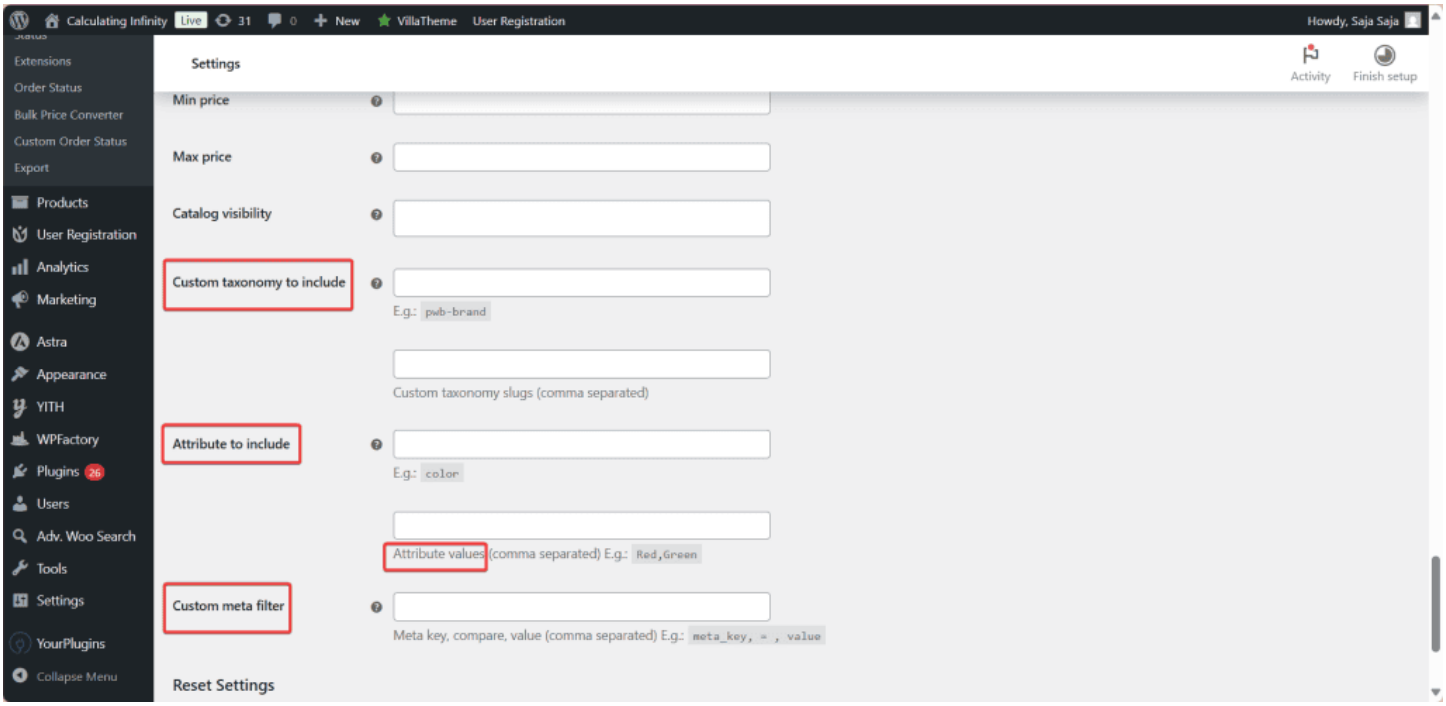
All shortcodes ship in the free version, including stock, attributes, meta, terms and number formatting. See the Shortcodes Guide for Product XML Feeds and the Global Shortcode Attributes Reference for attributes such as `before`, `after`, `cdata` and `on_empty`.

Product filtering

Include or exclude products, categories and tags, choose how **Variable products** appear, limit by **Products scope** (on sale or featured), and set **Offset products** and **Total products** (`0` includes all). Stock, price, visibility, attribute, taxonomy and meta filters are Pro. See Filter Products and Schedule a Product XML Feed.





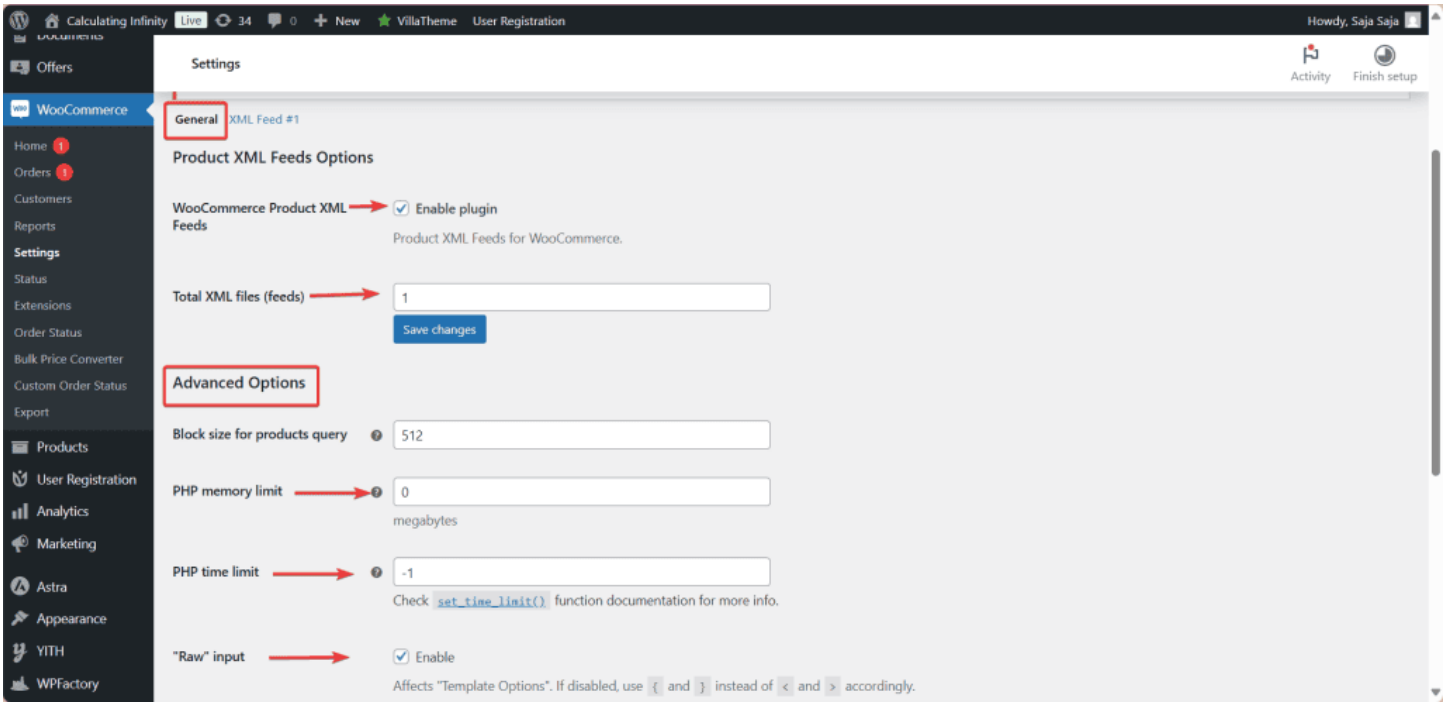


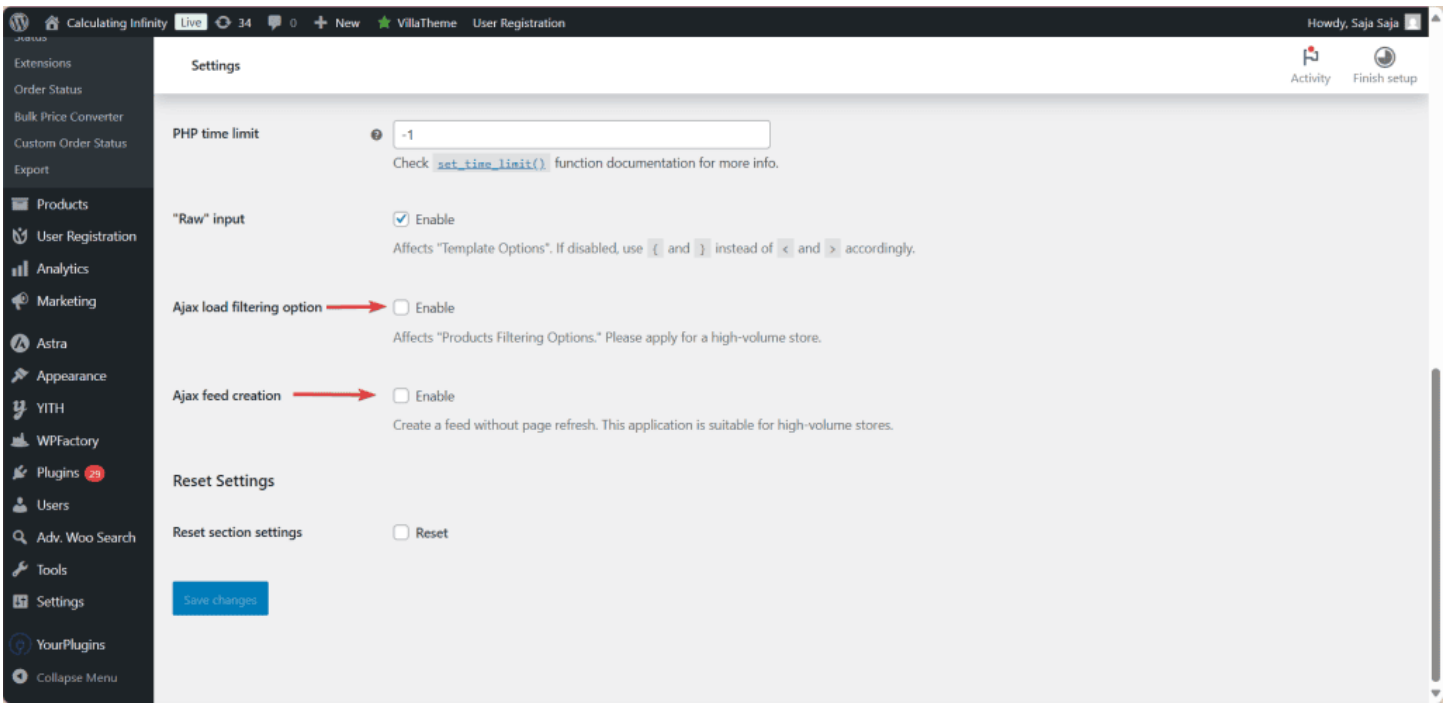
Automatic updates and server cron

Every enabled feed is rebuilt weekly through WP-Cron. Pro lets you pick another **Update period**, and each feed shows a **Manual Cron Job Command** you can run from your server, with **Turn off WP schedule** to stop the WordPress schedule. See Schedule Automatic Feed Updates and Use a Manual Cron Job and Protect Your Feed URL with the Security Key.

Large-store options

The **Advanced Options** in the General section set **Block size for products query** (default `512`), **PHP memory limit** (`0` keeps the server value), **PHP time limit** (`-1` keeps the server value), **"Raw" input** (on by default), **Ajax load filtering option** and **Ajax feed creation**. See Advanced Options for Product XML Feeds.





Currency conversion

Shortcode attributes such as `convert_currency_from` and `convert_currency_to` convert prices using European Central Bank rates, or a fixed `exchange_rate`. See Convert Currency in Your Product Feed.

Multiple feeds and text feeds (Pro)

Pro removes the one-feed limit on **Total XML files (feeds)**, so you can run a separate feed per channel, and adds **Create text feed** for a plain-text file next to the XML. See Create Multiple XML Feeds.

Free vs Pro

Feature	Free	Pro
Number of feeds (**Total XML files (feeds)**)	1	Unlimited
Templates, all shortcodes, global shortcode attributes	Yes	Yes
Product, category and tag include/exclude, Variable products, Products scope, offset and total	Yes	Yes
Automatic rebuild	Weekly (fixed)	Every minute, hourly, twice daily, daily or weekly
Manual Cron Job Command, Turn off WP schedule, Create now	Yes	Yes
Create text feed	No	Yes
Product types to include	No	Yes
Extra Products Filtering Options: stock status, min and max price, catalog visibility, custom taxonomy, attribute, custom meta	No	Yes

FAQ

Where is my feed file and what is its URL?

By default the first feed is saved as `products.xml` in your WordPress root, so its URL is your site address followed by `/products.xml`. The exact URL is printed under **XML file path and name** in the **XML Feed #1** section. Additional Pro feeds default to `products_2.xml`, `products_3.xml` and so on.

Is the default template ready for Google Shopping?

No. The default template uses generic tags (`<root>` , `<item>` , `<name>` , `<price>` and so on). Rename the tags and add the fields your channel requires, using the shortcodes listed in the Shortcodes for Generating XML Fields article.

Does the free version update the feed automatically?

Yes. Each enabled feed is rebuilt weekly. Changing the **Update period** is Pro. You can also click **Create now** at any time, or run the **Manual Cron Job Command** from your server.

I see "Plugin doesn't have access to" under Use Site Address. What does it mean?

Product XML Feeds cannot write to the folder where the feed is saved. Ask your host to make that folder writable, then click **Create now** again. For other problems, see Common Issues and Solutions for Product XML Feeds.

My store is large and feed creation times out. What should I change?

In the General section, lower **Block size for products query**, raise **PHP memory limit** and **PHP time limit**, and enable **Ajax feed creation** so the file is built in the background with a progress bar.



PRODUCT XML FEEDS MANAGER FOR WOOCOMMERCE

The free version gives you a complete, automatically updated feed. Product XML Feeds Manager for WooCommerce Pro adds unlimited feeds, a flexible update schedule, text feeds and advanced product filters.

See what Pro unlocks →

Need a hand? Our team answers every ticket on the Product XML Feeds support forum.

Related articles

- How to Add WooCommerce Brands to a Product XML Feed
- General Settings for a WooCommerce Product XML Feed
- Product XML Feeds: Developer Hooks and Filters Reference
- Configuring WooCommerce Product XML Feed #1