How to Add WooCommerce Brands to a Product XML Feed

How to · https://wpfactory.com/docs/xml-feed-woocommerce-brands/

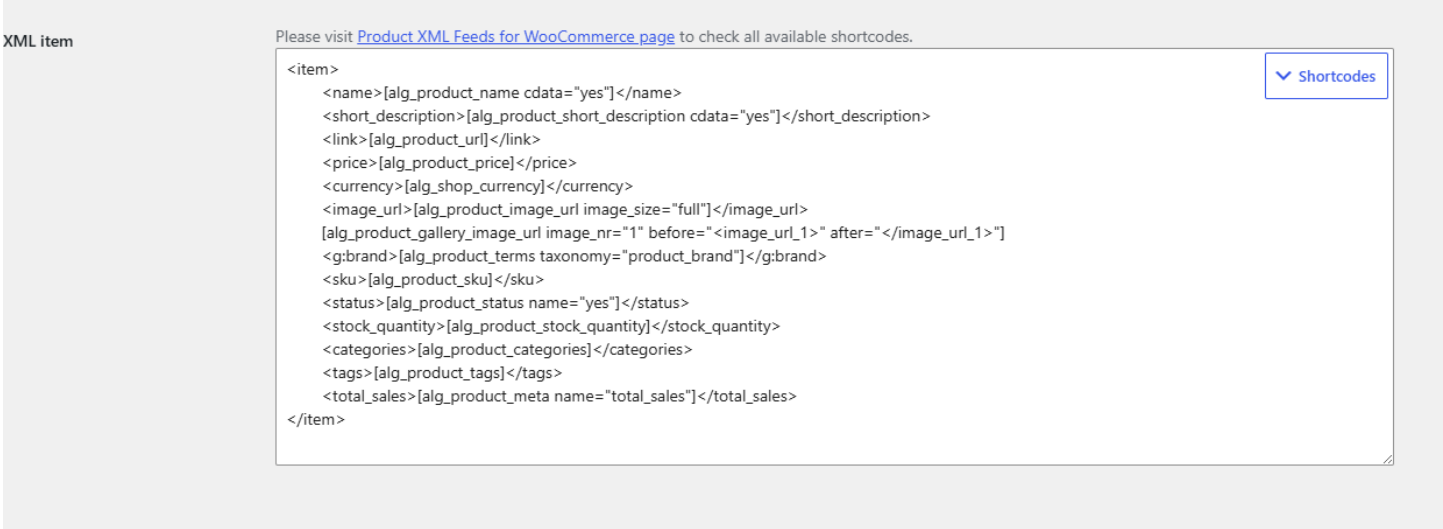
To add WooCommerce Brands to a product feed with Product XML Feeds Manager for WooCommerce, go to **WPFactory > Product XML Feeds > XML Feed #1** and put `[alg_product_terms taxonomy="product_brand"]` inside a brand tag in the **XML item** template. There is no `[alg_product_brand]` shortcode. Brand output is free; filtering the feed by brand is Pro.

Before you start

- WooCommerce Brands stores each brand as a term in the `product_brand` taxonomy. That slug is what the shortcode and the filter need.
- If you use a different brands plugin, find its taxonomy slug (for example `pwb-brand`) and use it instead of `product_brand` everywhere below.
- Assign a brand to each product under **Products > Edit product > Brands** before you generate the feed.

Output the brand in the feed

1. Go to **WPFactory > Product XML Feeds** (also reachable at **WooCommerce > Settings > Product XML Feeds**) and open the feed, for example **XML Feed #1**.
2. In **Template Options > XML item**, add a brand line. For Google Merchant Center: `<g:brand>[alg_product_terms taxonomy="product_brand"]</g:brand>`. For other channels, use the tag name they ask for, such as `<brand>`.
3. If the feed includes variations, add the same line to **Variation XML item**. A variation reads the brands of its parent product, so you do not need to set brands on variations.
4. Click **Save changes**, then **Create now**, and open the feed URL to check the result.



Useful attributes

Attribute	Default	What it does
`taxonomy`	empty	Required. The taxonomy to read, `product_brand` for WooCommerce Brands. Empty outputs nothing.
`sep`	`, ` (comma and space)	Separator when a product has more than one brand.
`orderby`	`name`	Order of several brands: `name`, `term_id`, `parent_id` or `hierarchy`.
`on_empty`	empty	Fallback text for products with no brand, for example your store name.

Example with a fallback: `<g:brand>[alg_product_terms taxonomy="product_brand" on_empty="My Store"]</g:brand>`. The other shared attributes, such as `cdata`, `find` and `replace`, are listed in the global shortcode attributes reference.

Include only certain brands (Pro)

1. In the same feed, scroll to **Extra Products Filtering Options**.
2. Enter `product_brand` in **Custom taxonomy to include**.
3. Enter the brand slugs in **Custom taxonomy slugs (comma separated)**, for example `lenovo,samsung,apple`. Use the slug shown under **Products > Brands**, not the display name.
4. Click **Save changes**, then **Create now**.

The feed then contains only products assigned to at least one of those brands. Leave both fields blank to include all products.

Troubleshooting

- **The brand tag is empty.** The product has no brand in that taxonomy, or the taxonomy slug is misspelled. Check the product's Brands box and the `taxonomy` value.
- `[alg_product_brand]` **gives no brand.** It is not a shortcode of this plugin. Use `[alg_product_terms taxonomy="product_brand"]`.
- **The feed still shows the old content.** Click **Save changes** and then **Create now**. See common issues and solutions.

For every shortcode you can use in a template, see shortcodes for generating XML fields.



PRODUCT XML FEEDS MANAGER FOR WOOCOMMERCE

Adding the brand to your feed is free. Product XML Feeds Manager for WooCommerce Pro adds the brand, stock, price and custom meta filters, extra feeds and a custom update schedule.

See what Pro unlocks →

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

Related articles

- How to Create a WooCommerce Product XML Feed: Getting Started
- General Settings for a WooCommerce Product XML Feed
- Filter Products and Schedule a Product XML Feed

- Configure a Product XML Feed: Template and Basic Options
- Advanced Options for Product XML Feeds