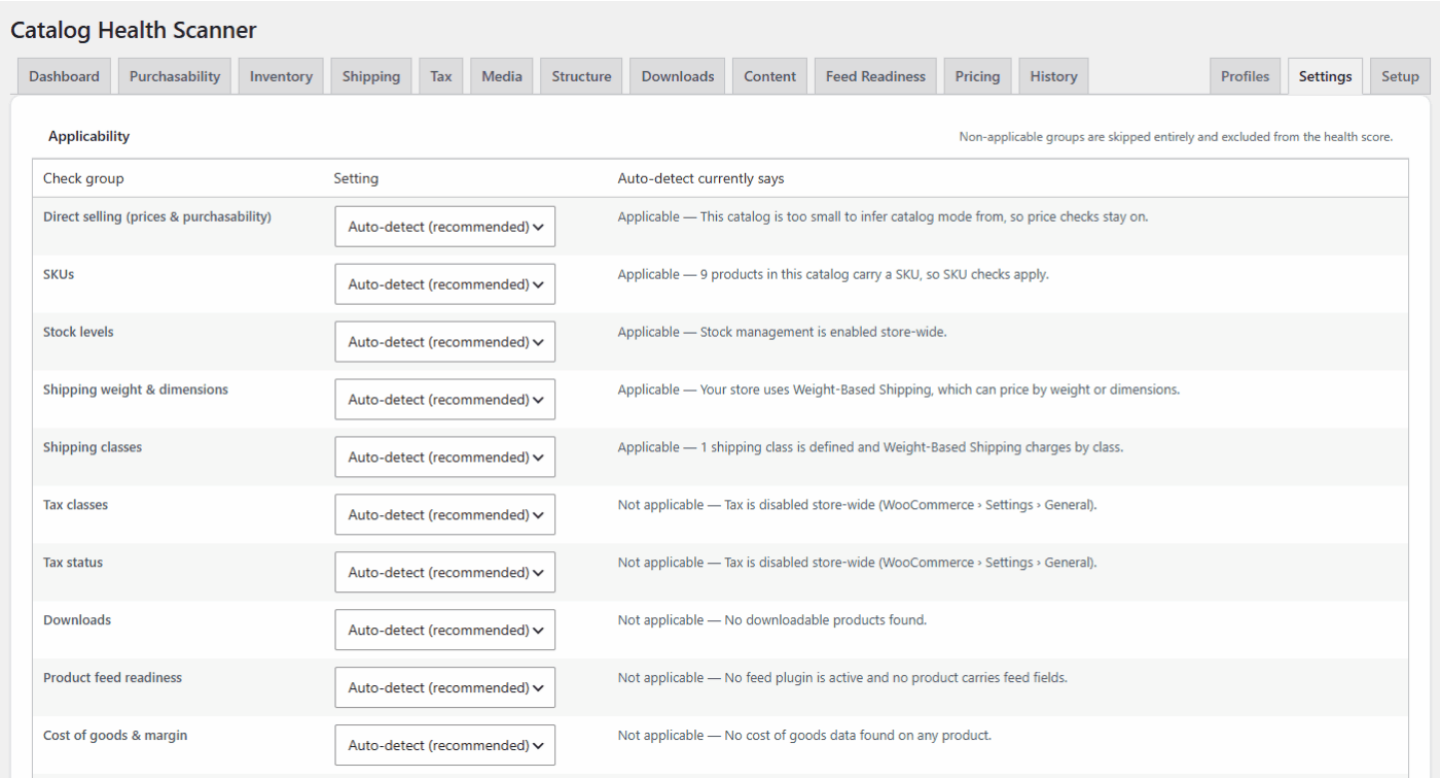
Catalog Health Scanner Settings Reference

References · https://wpfactory.com/docs/catalog-health-settings/

Every Catalog Health Scanner setting lives on one screen: **WPFactory > Catalog Health > Settings** in Catalog Health Scanner for WooCommerce Pro. This page lists each field with its label, the option key it is stored under, its type, and its default value, so you know what a setting does before you change it and what it will fall back to if you clear it.

If the shared WPFactory admin menu is not present on your site, the same screens appear under a standalone **Catalog Health** top-level menu instead. The page slug is `wpfchs-settings` either way, so the URL is `wp-admin/admin.php?page=wpfchs-settings`.



Applicability

Eight check groups can be switched on, switched off, or reported without scoring. All eight are stored in a single option, `wpfchs_applicability`, as a group key to state map. Each group defaults to `auto`, which means Catalog Health Scanner decides from your store configuration and shows you the

reason it decided that way.

Group label	Group key	Auto-detect turns it on when
Inventory & stock	`inventory`	Stock management is enabled store-wide.
Shipping weight & dimensions	`shipping`	An enabled shipping method could depend on weight or dimensions. Flat rate, free shipping, local pickup, and pickup location do not count.
Tax	`tax`	Tax is enabled and at least one tax class beyond standard exists.
Downloads	`downloads`	At least one downloadable product exists.
Product feed readiness	`feed`	A known feed plugin is active, or a feed identifier field is populated on any product.
Cost of goods & margin	`cog`	Cost of goods data is present on products.
Product reviews	`reviews`	Product reviews are enabled store-wide.
FAQ / Q&A content	`faq`	Always, since question-and-answer content helps AI assistants answer buyer questions.

Each group takes one of four values:

Setting	Stored value	Behaviour
Auto-detect (recommended)	`auto`	Catalog Health Scanner decides, and re-decides after every scan and every settings save.
Applicable	`yes`	Checks run and count toward the score, whatever auto-detect thinks.
Report, but do not score	`report_only`	Checks run and issues are listed, but they leave the score untouched and cannot cap it.

Not applicable	`no`	Checks do not run at all and leave both sides of the score fraction.

Auto-detect results are cached for one hour, and the cache is cleared whenever you save settings and after every completed scan. Saving a change to any group also recalculates historic scores so the trend line stays comparable. See Applicability: why checks are skipped.

Individual checks

Label	Option key	Type	Default
Individual checks	`wpfchs_disabled_checks`	Array of check IDs	Empty, so all 70 checks are enabled

The panel shows a tick box per check, grouped by category, with a severity badge. The form posts the checks you leave ticked, and everything unticked is written to `wpfchs_disabled_checks`. A disabled check does not run in any profile and does not appear in any score.

Disabling a check silences it everywhere. To silence one check on one product, use Ignore on the issue instead. See Ignore false positives.

Thresholds

All numeric thresholds live in one grouped option row, `wpfchs_thresholds`, keyed as shown. Clearing a field restores the default rather than storing an empty value.

Label	Threshold key	Type	Default	What it controls
Minimum margin (%)	`min_margin_percent`	Decimal	0	The margin floor for `margin_below_threshold`. At 0 the check does not run at all.
Minimum image resolution (px)	`min_image_width`	Integer	500	Featured images below this width or height are flagged by `image_low_res`.

Minimum description length (characters)	`min_description_chars`	Integer	200	The thin-content floor for `description_thin`, measured on stripped text.
Long-term out of stock after (days)	`oos_age_days`	Integer	30	How long an out of stock product must sit unmodified before `out_of_stock_stale` flags it.
Grace period for new products (days)	`grace_period_days`	Integer	0 (off)	How long a newly created product is excluded from scans. Off by default, so an import you just ran is audited rather than hidden.
Fix undo window (days)	`undo_window_days`	Integer	30	How long a logged fix batch can still be undone from the History tab.
Maximum plausible weight	`max_weight`	Decimal	1000	Upper bound for `weight_implausible`, in your store weight unit. 0 removes the upper bound, leaving only zero and negative weights flagged.
Price deviation factor	`price_deviation_factor`	Decimal	8	How many times above or below the category median a price must be for `price_outside_median` to flag it. Values below 2 are treated as 2.
Image reuse threshold (products)	`image_reuse_count`	Integer	5	How many published products must share one featured image before `image_reused_across_products` flags them. Values below 2 are treated as 2.

Feed description limit (characters)	`max_feed_desc_chars`	Integer	5000	The limit for `feed_description_too_long`. 0 disables the check.

The grace period deserves a note. It is off by default on purpose: most people install Catalog Health Scanner to audit a catalog they have just imported, migrated, or bulk-edited, and those are exactly the products a grace window would hide. It also never applies to your first scan, because a store with no scan history would otherwise report a meaningless score having checked nothing. Turn it on if you publish products one at a time and want a working window before they count.

Scheduled scans and email digest

All scheduling and email fields are stored in one option, `wpfchs_schedule`, under the keys below.

Label	**Key in `wpfchs_schedule`**	**Type**	**Default**
Scheduled scans (Run scans automatically)	`enabled`	Checkbox (`yes` / `no`)	`no`
Frequency	`frequency`	Select: `daily`, `weekly`, `monthly`	`weekly`
Profile	`profile`	Select of any built-in or custom profile ID	`revenue_blockers`
Email digest	`digest_enabled`	Checkbox (`yes` / `no`)	`yes`, but nothing is sent until scheduled scans are on
Digest recipients	`digest_recipients`	Comma-separated email addresses	The site admin email
Immediate critical alerts	`alerts_enabled`	Checkbox (`yes` / `no`)	`no`

Alert recipients	`alert_recipients`	Comma-separated email addresses	The site admin email
Auto-fix after scheduled scans	`auto_fix_enabled`	Checkbox (`yes` / `no`)	`no`

Behaviour worth knowing:

- The digest is only sent after a *scheduled* scan, and only when that scan found issues that were not there before. A clean catalog produces silence rather than a "nothing to report" email.
- Immediate critical alerts fire after *any* completed scan, manual or scheduled, as soon as new critical issues appear, and are independent of the digest.
- Auto-fix only applies the one-click fixes, only after a scheduled scan, and runs before the digest so the email reflects the post-fix state. Every change is logged as its own batch and stays undoable.
- Recipient fields accept addresses separated by commas, semicolons, or spaces, and are normalised to a comma-separated list on save.
- Scheduling uses WP-Cron. If your site has no traffic and no system cron, scans will not start on time.

PDF report branding (white label)

Stored in `wpfchs_branding`. These fields only affect the PDF audit report cover and footer.

Label	**Key in `wpfchs_branding`**	**Type**	**Default**
Agency / brand name	`agency_name`	Text	Empty, which falls back to the store name
Logo	`logo_id`	Media library attachment ID	`0` (no logo)
Report footer line	`footer`	Text	Empty

JPEG, PNG, WebP, and GIF logos all work when the GD image library is available, and transparent areas are flattened onto white. Without GD, only JPEG logos can be rendered.

Scan scope

Label	Option key	Type	Default
Exclude product categories	`wpfchs_scan_scope`, key `exclude_cats`	Array of product category term IDs	Empty

Products in an excluded category are skipped, counted separately, and declared on the dashboard. A scan that skipped anything never auto-resolves issues, so a product you excluded is never reported as fixed. The picker lists up to 500 product categories.

Ignored issues

The ignore list is not an option: it is the set of rows in the issues table with a status of ignored. The panel at the bottom of the settings screen shows the 200 most recent, with who ignored each one and when, and lets you restore one, restore the selection, or restore every ignored issue at once. Ignored issues count as passing and never resurface until restored.

Reset and setup

Reset & re-run setup deletes the following options and sends you back to the setup wizard. Scan history, issues, and the fix log are kept: this is a settings reset, not a data wipe.

`wpfchs_applicability`, `wpfchs_disabled_checks`, `wpfchs_thresholds`, `wpfchs_schedule`, `wpfchs_scan_scope`, `wpfchs_custom_profiles`, `wpfchs_default_profile`, `wpfchs_last_profile`, `wpfchs_dismissed_recs`, `wpfchs_branding`, `wpfchs_setup_complete`.

Options set outside the settings screen

These are written by other parts of the plugin. They are listed here so you can recognise them in the database or in a migration.

Option key	Type	Default	Written by

`wpfchs_custom_profiles`	Array of profile ID to definition	Empty	Saving a custom profile on the Profiles screen.
`wpfchs_default_profile`	Profile ID	`revenue_blockers`	The Profiles screen, when you mark a profile as the default.
`wpfchs_last_profile`	Profile ID	Empty	Starting a manual scan, so the dashboard dropdown stays on your last choice.
`wpfchs_dismissed_recs`	Array of check IDs	Empty	Dismissing a plugin recommendation line under an issue group.
`wpfchs_setup_complete`	Flag	Not set	Finishing the setup wizard.
`wpfchs_activation_redirect`	Flag	Not set	Activation, to send a first-time user to the wizard.
`wpfchs_version`	Version string	Not set	The version update routine, which also creates or updates the database tables.

Related reading

- Check library: all 70 checks
- How the health score is calculated
- Scheduled scans, digest and alerts
- CSV export and PDF audit report
- Developer reference, for the filters behind these defaults

Need help?

If a setting does not behave as described here, contact Catalog Health Scanner support with the option key and the value you set.



CATALOG HEALTH SCANNER FOR WOOCOMMERCE

See every feature and the pricing on the Catalog Health Scanner for WooCommerce plugin page.

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Related articles

- What Catalog Health Scanner Does (and What It Does Not)
- Install Catalog Health Scanner and Run the Setup Wizard
- Catalog Health Scanner FAQ and Troubleshooting
- The Catalog Health Dashboard and Score
- Run Your First Catalog Scan