How to Import WooCommerce Products with Excel Using Content Importer

How to · https://wpfactory.com/docs/content-importer-import-products-excel/

To import WooCommerce products with Excel using Content Importer for WordPress & WooCommerce with Excel, go to **WPFactory > Content Excel Importer Pro > Import/Update Content**, choose `product` in SELECT POST TYPE, upload your .xlsx file, map title, prices, stock, images and attributes, then click **Upload**.

Before you start

- WooCommerce is active.
- Download the simple or variable products sample from the screen (the product samples appear when `product` is selected).
- Create global attributes (for example Color and Size) under **Products > Attributes**; each appears as a `PA ...` taxonomy field.

Steps

1. Go to **WPFactory > Content Excel Importer Pro** and open **Import/Update Content**.
2. Choose `product` in **SELECT POST TYPE**, choose your .xlsx file and click **Upload**.
3. Map `post_title` (required) and the product fields you need: SKU, REGULAR PRICE, SALE PRICE, STOCK, WEIGHT, dimensions, IMAGE, PRODUCT IMAGE GALLERY, PRODUCT CAT, PRODUCT TAG and attribute columns.
4. For simple products with attributes, tick **Create Attributes (if Any) ONLY, Not Variations**. Leave it unticked to create variations.
5. Click **Upload** and keep the page open until **JOB DONE!**.

Simple vs variable products

- **Simple product, no attributes**: one row per product.
- **Simple product with attributes**: one row per product, attribute values comma separated in each attribute cell, with **Create Attributes (if Any) ONLY** ticked.
- **Variable product**: one row per variation, all with the same title; each row holds that variation's attribute values, SKU, price and stock. Use VARIATION DESCRIPTION for per-variation text.

Product fields

Field	What to enter
SKU	Product or variation SKU.
REGULAR PRICE / SALE PRICE	Numbers. The active price is set from the sale price, or the regular price when there is no sale price.
STOCK	Blank keeps the product in stock; `0` sets it out of stock; any value turns on stock management.
WEIGHT, LENGTH, WIDTH, HEIGHT	Numbers in your store units.
VIRTUAL / DOWNLOADABLE	`yes` or `no`.
DOWNLOAD NAME / DOWNLOAD FILE	Comma separated names and file URLs, in the same order.
DOWNLOAD LIMIT / DOWNLOAD EXPIRY	Numbers (downloads and days).
UPSELL IDS / CROSSSELL IDS	Comma separated product IDs.
PRODUCT IMAGE GALLERY	Comma separated image URLs or Media Library names.
PRODUCT CAT / PRODUCT TAG / custom taxonomies	Comma separated term names; missing terms are created.

Images

- Put a full URL (ending .jpg, .jpeg, .jpe, .gif, .png or .webp) to download the image into the Media Library.
- Dropbox share links are converted to direct download links.
- Or upload images first and put the Media Library slug of the image (usually the file name without the extension) in the cell to attach it.
- An image whose name already exists in the Media Library is reused, not downloaded again.

FAQ

How do I update prices on existing products?

Keep the exact product titles in `post_title`, map the price columns and leave **Always add new content** unticked. Matching is by title, so rows with the same title update that product.

Why do new products show a price of 0?

New products get a regular price of 0 as a placeholder, then the mapped price columns overwrite it. If you did not map a price column, the product keeps 0.

Can I import product translations?

Yes, with WPML or Polylang. See How to import multilingual content with WPML or Polylang.

Can I delete products with Excel?

Yes, from the Delete Content tab. See How to bulk delete posts, products and terms with Excel.



CONTENT IMPORTER

This is part of Content Importer, a paid WPFactory plugin: every screen described here is included with your license.

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Related articles

- Content Importer Troubleshooting: Excel Import Problems
- How to Use Content Importer for WordPress & WooCommerce with Excel
- How to Bulk Import / Edit WordPress Content YOAST SEO META with Excel
- How to Import ACF and Custom Fields with Excel
- How to Import Categories and Custom Taxonomy Terms from Excel