Content Importer Settings and Field Mapping Reference

References · https://wpfactory.com/docs/content-importer-settings-field-reference/

This reference lists every setting and mapping field in Content Importer for WordPress & WooCommerce with Excel. Settings are in **WPFactory > Content Excel Importer Pro > Settings**; fields appear on the Import/Update Content mapping screen after you upload an .xlsx file.

Settings

Label	Option ID	Type	Default	Free/Pro
Img/Gallery ACF - custom fields	`cexlPro_acf_gal`	Text, comma separated	Empty	Pro (paid plugin)
Manually add custom field	`cexlPro_ExtraFields`	Text, comma separated	Empty	Pro (paid plugin)
Who can use the plugin beside Admin?	`cexlPro_usr_access`	Role select	Select Role... (none)	Pro (paid plugin)
Enable Log File	`cexlProLogFile`	Checkbox	Off	Pro (paid plugin)

Access uses the `cexlPro` capability, added to Administrators on activation and to the role you choose. Only one extra role can be selected; changing it removes access from the previous role.

Mapping options

Option	Field name	Default	Effect

Auto Match Columns	`automatch_columns`	Off	Fills fields whose name matches an Excel header (field name in upper case, underscores as spaces, leading underscore removed).
Always add new content even if title is the same	`add_always_new`	Off	Creates a new item for every row instead of updating a matching title.
Create Attributes (if Any) ONLY, Not Variations	`product_type`	Off	Products only: attributes without variations.

Post fields (all post types)

Field	Auto match header	Notes
`post_title`	POST TITLE	Required.
`post_author`	POST AUTHOR	User ID.
`post_date`	POST DATE	Empty uses current time.
`post_name` (shown as url)	POST NAME	Slug.
`post_status`	POST STATUS	`publish` when not mapped.
`post_parent`	POST PARENT	Parent ID.
`post_content` / `post_excerpt`	POST CONTENT / POST EXCERPT	HTML allowed.
`image`	IMAGE	Featured image URL or name.
Taxonomies	For example CATEGORY, POST TAG, PRODUCT CAT	Comma separated names.

Product fields

`_sku`, `_regular_price`, `_sale_price`, `_weight`, `_stock`, `_stock_status`, `_width`, `_length`, `_height`, `_virtual`, `_product_image_gallery`, `_downloadable`, `download_name`, `download_file`, `_download_limit`, `_download_expiry`, `_upsell_ids`, `_crosssell_ids`, and `_variation_description` for variable products.

Details: How to import WooCommerce products with Excel.

Other files

Tab	Columns
Delete Content	A title, ID or slug; B `yes` to delete permanently
Import Categories	A name, B description, C slug, D parent, E YITH color value
Delete Categories	A term name

Developers

Version 6.0.2 has no public filters or actions for customizing imports.



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- How to Use Content Importer for WordPress & WooCommerce with Excel
- How to Import Multilingual Content with WPML or Polylang from Excel
- How to Import ACF and Custom Fields with Excel
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