Content Importer Troubleshooting: Excel Import Problems

Troubleshooting · https://wpfactory.com/docs/content-importer-troubleshooting/

Most Content Importer for WordPress & WooCommerce with Excel problems come from the file format, an unmapped title, or leaving the page before the job ends. Find your symptom below; all screens are under **WPFactory > Content Excel Importer Pro**.

The file uploads but no mapping screen appears

Cause: the import only processes files uploaded with the .xlsx type. CSV or .xls files are shown in the picker but not processed.

1. Open the file in Excel, LibreOffice or Google Sheets.
2. Save or download it as **Excel Workbook (.xlsx)**.
3. Upload it again.

"Title Selection is Mandatory."

Drag your title column onto `post_title`, or give it the header **POST TITLE** and use Auto Match Columns.

The import stopped part way

Cause: rows are processed one per request while the page is open, and each request loads the whole sheet. Closing the page stops the job; very large sheets or many image downloads can hit PHP memory or time limits.

1. Keep the page open until **JOB DONE!**.
2. If a **Delete Existing Import File** button appears on the tab, click it to clear the leftover file from the interrupted job.

3. Split large sheets into smaller files and remove unused columns.
4. Ask your host to raise `memory_limit` and `max_execution_time` if rows with many images fail.
5. Re-upload only the rows not yet imported. Rows with existing titles update instead of duplicating.

Images are not attached

- The URL must be reachable by your server and end in .jpg, .jpeg, .jpe, .gif, .png or .webp.
- For Dropbox, use the share link; `dl=0` is switched to `dl=1` automatically.
- For images by name, the value must match the Media Library slug of the image (usually the file name without the extension).
- For ACF image fields, the field name must be listed in **Settings > Img/Gallery ACF - custom fields**.

Wrong dates

Dates are read with PHP `strtotime`. Use `YYYY-MM-DD HH:MM`; `07/08/2025` is read as July 8. Empty dates use the import time.

The wrong item was updated

Existing items are matched by title across all post types. Rename duplicates, or tick **Always add new content even if title is the same** to create new items instead.

A custom field or ACF field is missing

Add its name in **Settings > Manually add custom field**. See How to import ACF and custom fields with Excel.

The log file link does not work

With **Enable Log File** on, the **Download Log File** link appears when the job finishes. The log files are cleared the next time the plugin page loads, so download the log before you reload or change tabs.

Uploads fail on locked-down servers

The uploaded sheet and the logs are written to the plugin folder (for example `import.xlsx` and `import_log.txt`). Make sure the web server can write to that folder.

Another role cannot see the plugin

Select the role in **Settings > Who can use the plugin beside Admin?** and save. Only one extra role can have access.



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