Getting Started: Install and Run Your First Product Import

Getting Started · https://wpfactory.com/docs/getting-started-product-import-export/

Getting started with product import and export in Excel

To import WooCommerce products from an Excel file, install WooCommerce Products Import & Export with Excel, open its admin screen, and run your first import with one of the bundled sample files. This guide walks you through activation, where the plugin lives in the admin, and a first import from start to finish.

Before you start

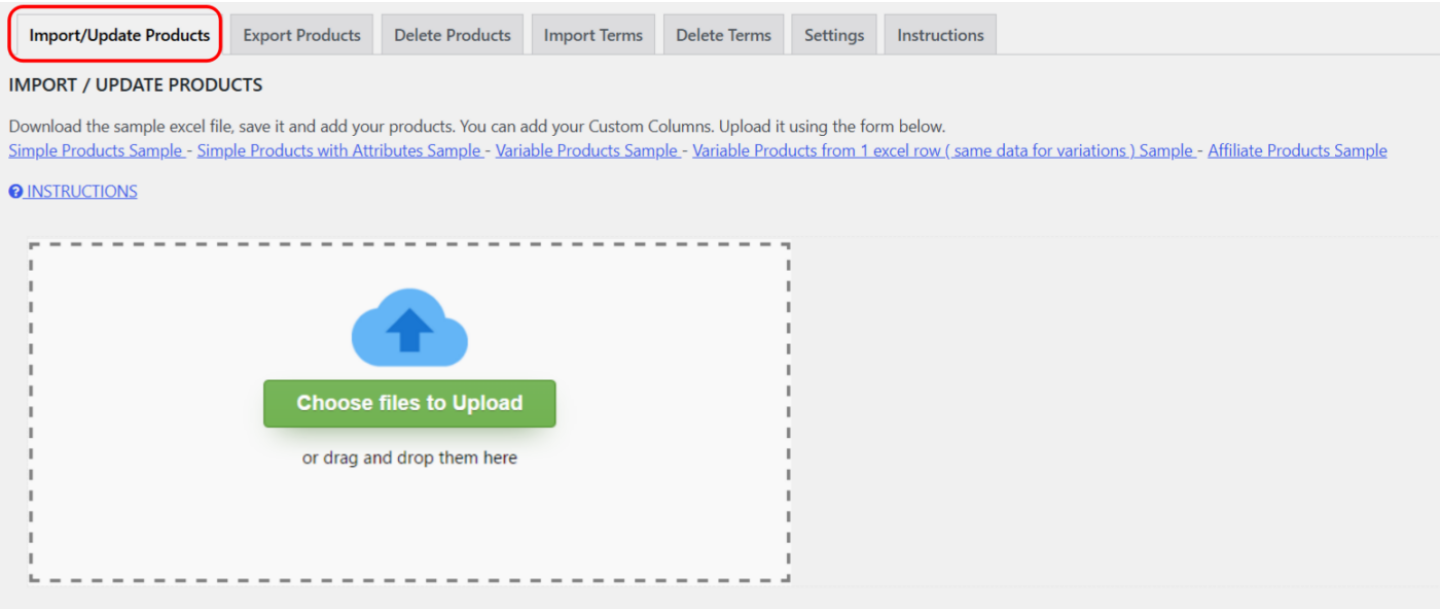
- WooCommerce, installed and active.
- Products Import & Export with Excel, installed and activated with your license key.
- PHP 8.1 or later (the plugin requires it).

Activate the plugin

1. Upload and activate the plugin from **Plugins > Add New**, or install it through your account download.
2. After activation, enter your license key when prompted so updates and the full feature set are enabled.

Find the plugin screen

Everything happens on a single admin screen. Go to **WPFactory > Product Import/Export** in the WordPress admin menu. You can also reach it from the **Settings** link next to the plugin on the **Plugins** page. Products Import & Export with Excel is a WordPress admin screen, not a tab inside WooCommerce settings.



The seven tabs

The screen is organized into tabs across the top:

Tab	What it does
Import/Update Products	The default tab. Upload an Excel file, map columns to product fields, and create or update products.
Export Products	Filter your catalog, choose fields, and download products as Excel.
Delete Products	Remove products in bulk using an Excel file of IDs or titles.
Import Terms	Import category, tag, attribute, and brand terms from Excel.
Delete Terms	Remove taxonomy terms in bulk from Excel.
Settings	Global options, import template, import schedule, and product indexing.
Instructions	Built-in help, the documentation download, and a walkthrough video.

Run your first import

1. On **Import/Update Products**, download one of the sample Excel files linked at the top of the screen so your columns match what the plugin expects.

2. Click the upload control and choose your Excel file. The plugin reads the columns and shows them as draggable buttons.
3. Drag each Excel column onto the matching product field on the left, or tick **Auto Match Columns** to let the plugin line them up by name.
4. If you plan to reuse this layout later (for templates or scheduled imports), tick **Save Mapping for later use**.
5. Click **Upload**. The import runs in batches over AJAX and reports progress on screen.

> **Note:** imports and updates match on the field you choose. For a first run, importing by product title is simplest; for repeatable updates, match by ID or SKU to avoid duplicates.

Who can use the plugin

By default only administrators can run imports and exports. You can grant access to one additional role under **WPFactory > Product Import/Export > Settings > Main > Who can use the plugin beside Admin?**.

Where to go next

Once your first import works, explore the full mapping options in the Products Import & Export with Excel import screen, set up an export template, or schedule recurring imports. See everything the plugin can do.



PRODUCTS IMPORT & EXPORT WITH EXCEL

See every feature and the pricing on the Products Import & Export with Excel plugin page.

View plugin →

Related articles

- Product Import and Export Settings Reference
- How to Import Affiliate and External Products with Excel
- Products Import & Export with Excel: Developer Hooks and Filters Reference
- How to Bulk Import WooCommerce Product Translations with Excel for WPML
- Import WooCommerce Products with Custom Fields and ACF