Google Sheets Scheduled Product Sync

How to · https://wpfactory.com/docs/google-sheets-scheduled-product-sync/

Sync WooCommerce products from Google Sheets on a schedule

You can keep WooCommerce products in sync with a Google Sheet by publishing the sheet as a public Excel file and importing it on a schedule with WooCommerce Products Import & Export with Excel. Products Import & Export with Excel downloads the published sheet at the times you set, applies your saved column mapping, and creates or updates products automatically.

Before you start

- WooCommerce, installed and active.
- Products Import & Export with Excel updated to version 12.1.1 or later.
- A Google Sheet with product data whose columns match the import fields (for example ID or SKU, title, prices, stock).

1. Update the plugin

1. Go to **Plugins > Installed Plugins** in WordPress.
2. Find **Products Import & Export with Excel** and confirm the version is 12.1.1 or higher.
3. If an update is available, click **Update now**, then check that the site still works after updating.

2. Prepare the Google Sheet

You can start from an export of your current catalog (recommended) or from an empty sheet.

2.1 Export your existing products first

Use the **Export Products** screen to decide which products and fields become your template.

1. Go to **WPFactory > Product Import/Export > Export Products**.

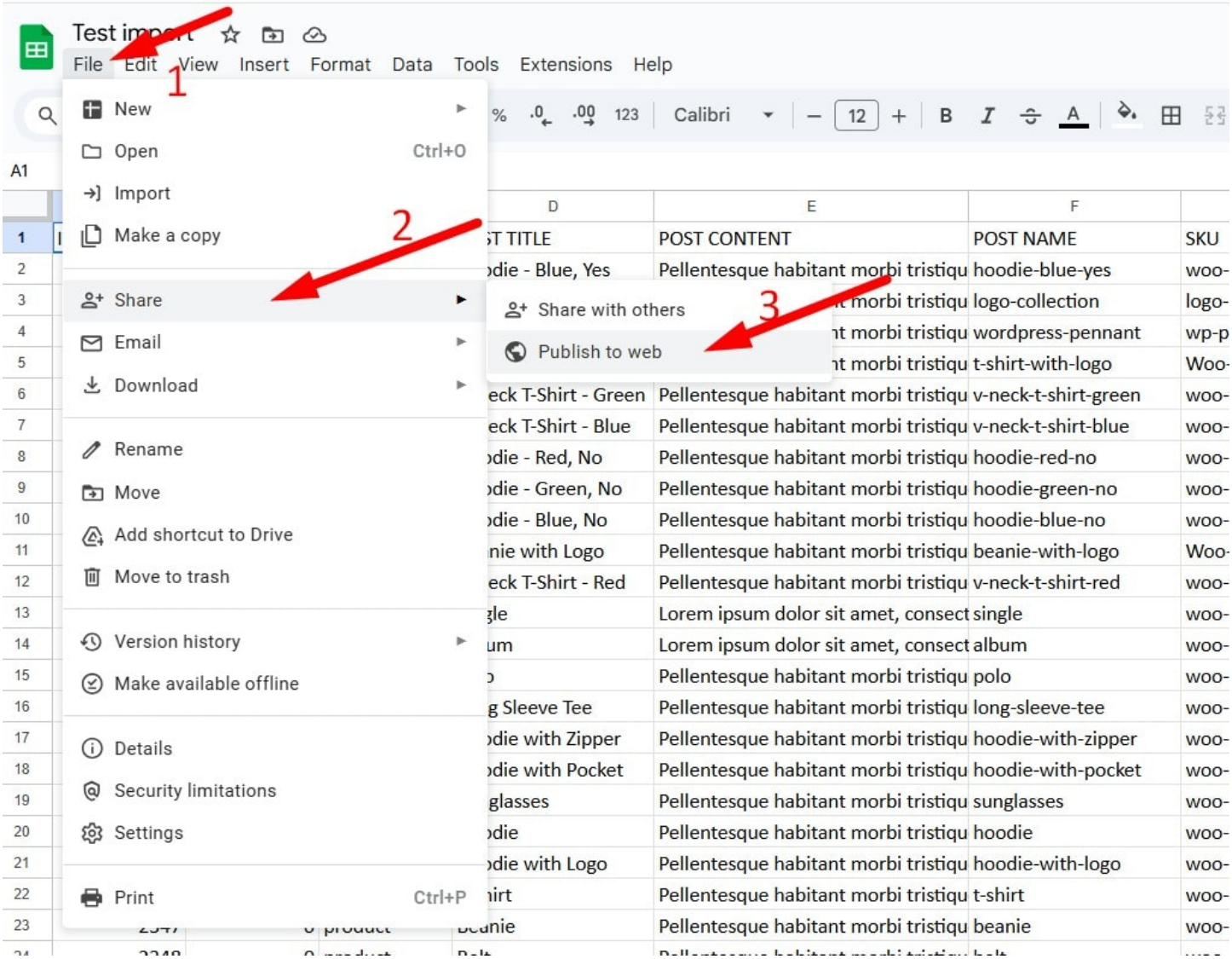
2. Optionally set filters, for example by SKU, regular price, or sale price, and limit the number of results or set the order (ASC or DESC).
3. Under **TAXONOMIES TO SHOW**, tick any taxonomies you want included, such as product categories, tags, or attributes.
4. Under **FIELDS TO SHOW**, select the exact fields you want, such as `_sku`, `_regular_price`, `_sale_price`, and `_stock`, or use **Check All**.
5. Click **Search** to generate and download the Excel file.
6. Open the downloaded file, use it as your template, then paste its contents into Google Sheets for the steps below.

2.2 Create or edit the Google Sheet

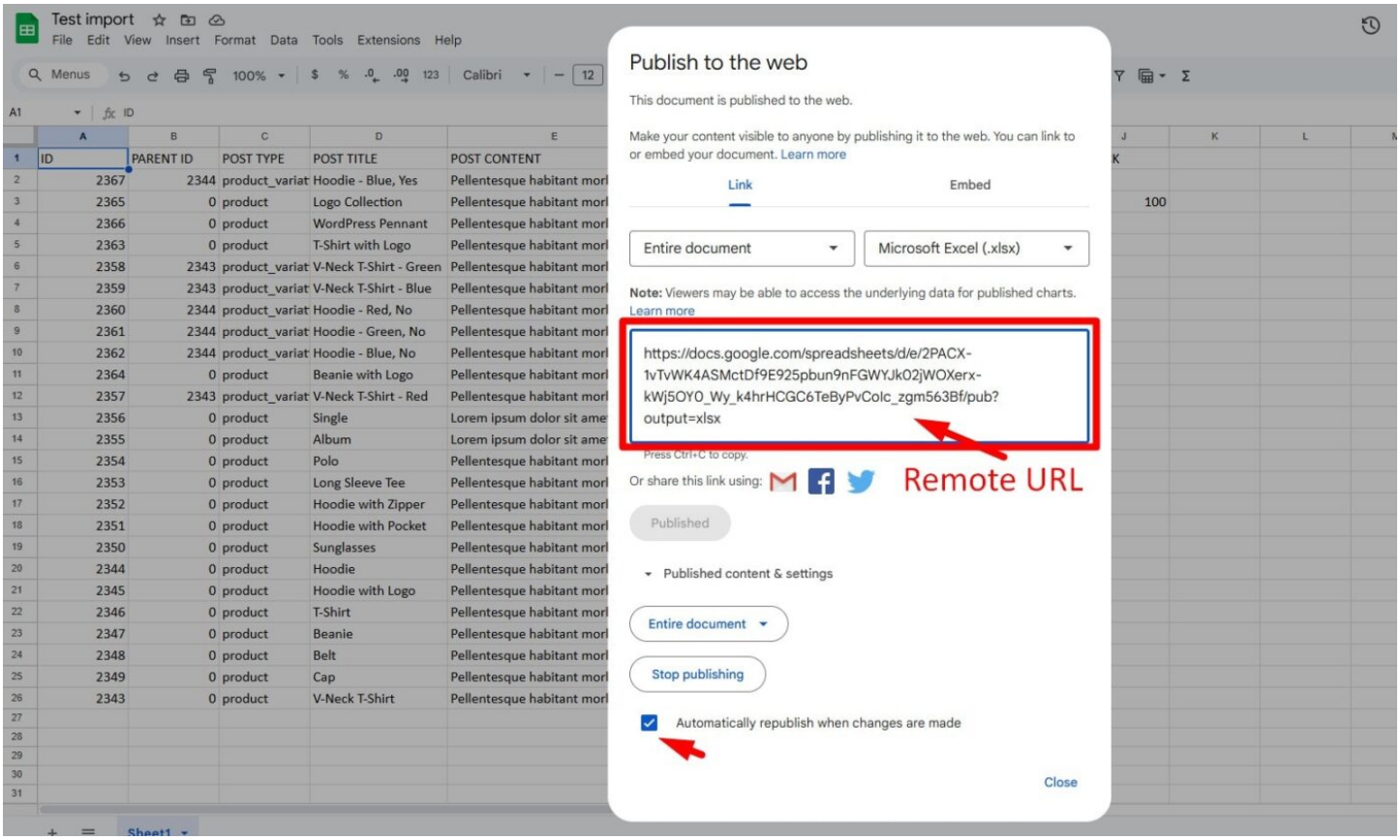
1. Make sure the first row holds the column headers you plan to map, for example `ID`, `SKU`, `POST TITLE`, `regular_price`, and `sale_price`.
2. Add or edit product rows under those headers. Match existing products by **ID** or **SKU**, whichever you will use when mapping.

3. Publish the Google Sheet as a public XLSX URL

The scheduled import needs a public, direct XLSX link. Use the "Publish to the web" option in Google Sheets.



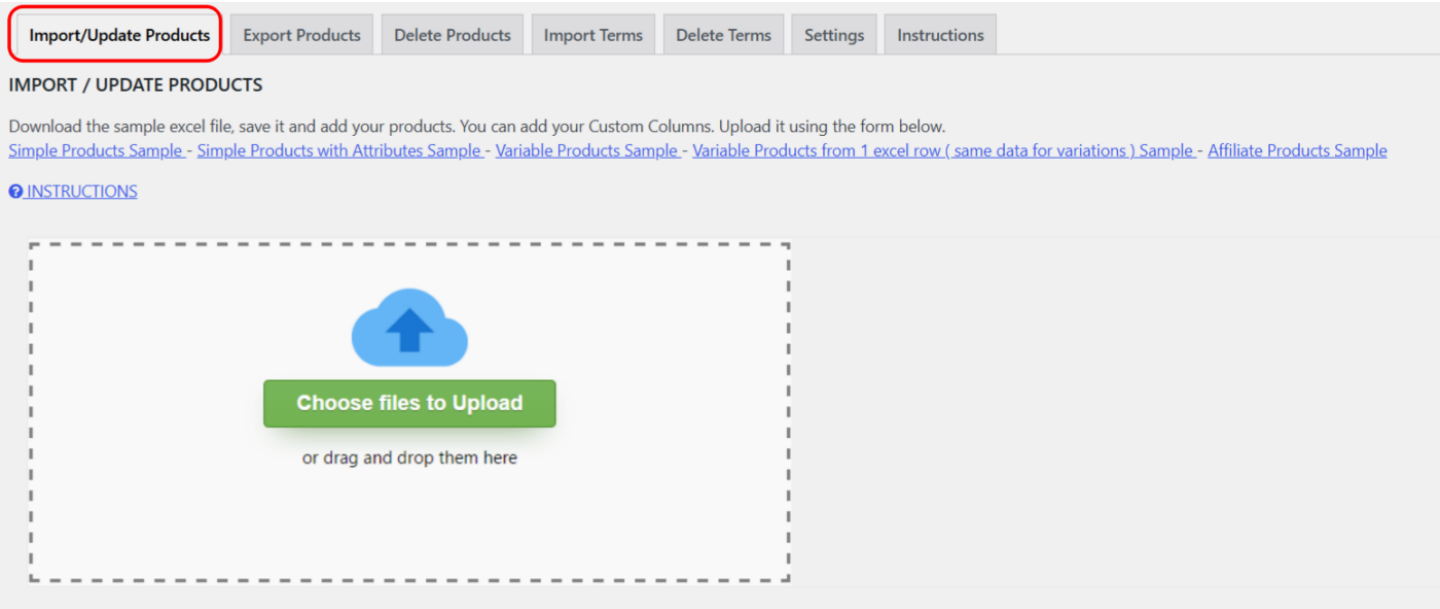
1. In Google Sheets, click **File > Share > Publish to web**.
2. In the dialog, under **Link**, choose **Entire document**, then in the format dropdown select **Microsoft Excel (.xlsx)**.
3. Click **Publish** and confirm.
4. Copy the generated link, which ends with `output=xlsx`, and keep it for the schedule step.
5. Make sure **Automatically republish when changes are made** is enabled so edits reach the next scheduled run.



4. Run one manual import first

A successful manual import must be completed before the schedule can run, because the schedule reuses the mapping you save here.

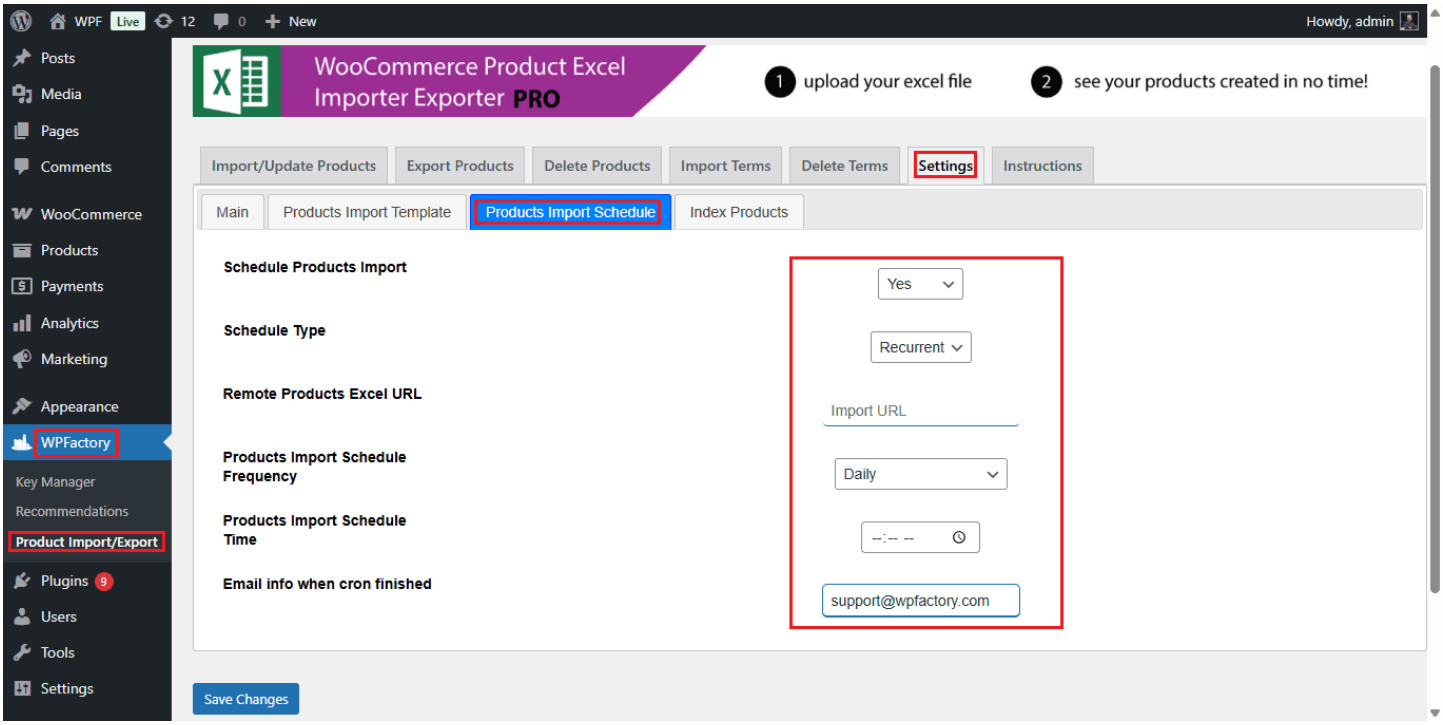
1. Go to **WPFactory > Product Import/Export > Import/Update Products**.
2. Upload your Excel file, map the columns to the product fields, and tick **Save Mapping for later use** before you run the import.



5. Configure the scheduled import

Once the manual import and saved mapping are in place, set up the schedule.

1. Go to **WPFactory > Product Import/Export > Settings > Products Import Schedule**.
2. Set **Schedule Products Import** to **Yes**.
3. Choose the **Schedule Type**: **One Time** for a single run, or **Recurrent** for regular updates.
4. Enter the **Remote Products Excel URL** using the published Google Sheets XLSX link from step 3.
5. Set the date and time and, for recurrent imports, the frequency (for example once every 1 hour, once every 12 hours, or daily).
6. Optionally set an email address so the plugin emails a report when the run finishes.
7. Save changes.



Products Import & Export with Excel now downloads the XLSX version of your Google Sheet at the times you set, applies the saved mapping, and creates or updates products.

6. Update data later

- Edit product data directly in the Google Sheet: prices, stock, titles, and so on.
- Keep the column names and order the same so the saved mapping stays valid.
- On the next scheduled run, the changes are imported and a report email is sent when the process completes.

Notes and best practices

- Test on a staging site before enabling a recurrent import on a live store.
- Keep a recent database backup before large imports.
- Match products by **ID** or **SKU** to avoid creating duplicates.



PRODUCTS IMPORT & EXPORT WITH EXCEL

Scheduled Google Sheets sync is one of many ways WooCommerce Products Import & Export with Excel keeps your catalog current. It also imports simple, variable, external, and subscription products, product images and galleries, custom fields, and taxonomy terms.

See everything it can do →

Related articles

- How to Import Affiliate and External Products with Excel
- How to Export WooCommerce Products to Excel with Filters
- How to Delete WooCommerce Products in Bulk with Excel
- How to Bulk Import WooCommerce Product Translations with Excel for WPML
- Import WooCommerce Products with Custom Fields and ACF