How to Use Content Importer for WordPress & WooCommerce with Excel

How to · https://wpfactory.com/docs/how-to-use-content-importer-for-wordpress-woocommerce-with-excel/

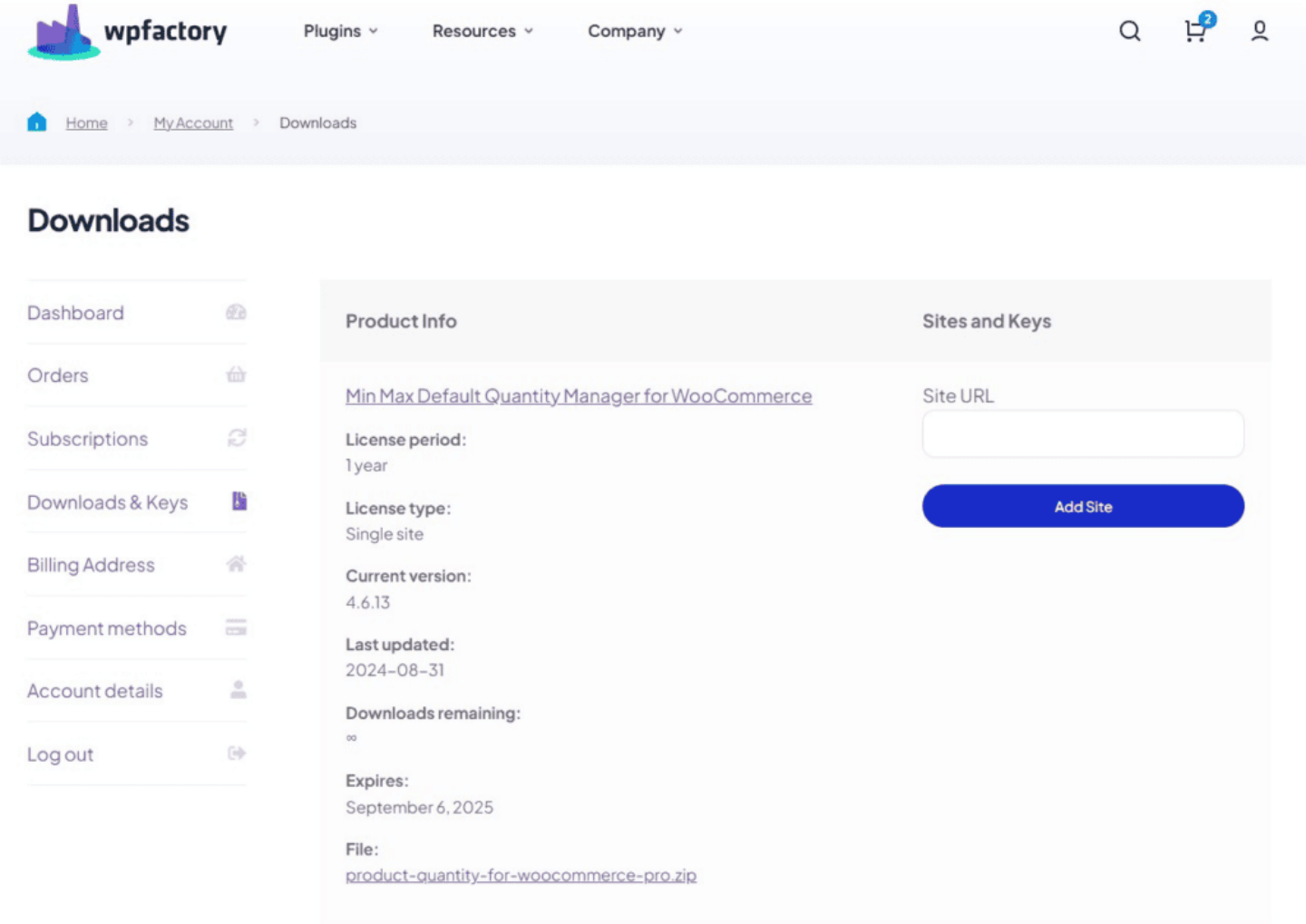
To import WordPress and WooCommerce content from Excel, use Content Importer for WordPress & WooCommerce with Excel: open **WPFactory > Content Excel Importer Pro**, choose a post type, upload an .xlsx file and drag its columns onto post fields. Other tabs delete content, import or delete categories, and hold the settings.

Content Importer imports any post type (posts, pages, WooCommerce simple and variable products, custom post types), with categories, tags and custom taxonomies, featured and gallery images, ACF and other custom fields, and Yoast SEO fields. This guide walks through every tab.



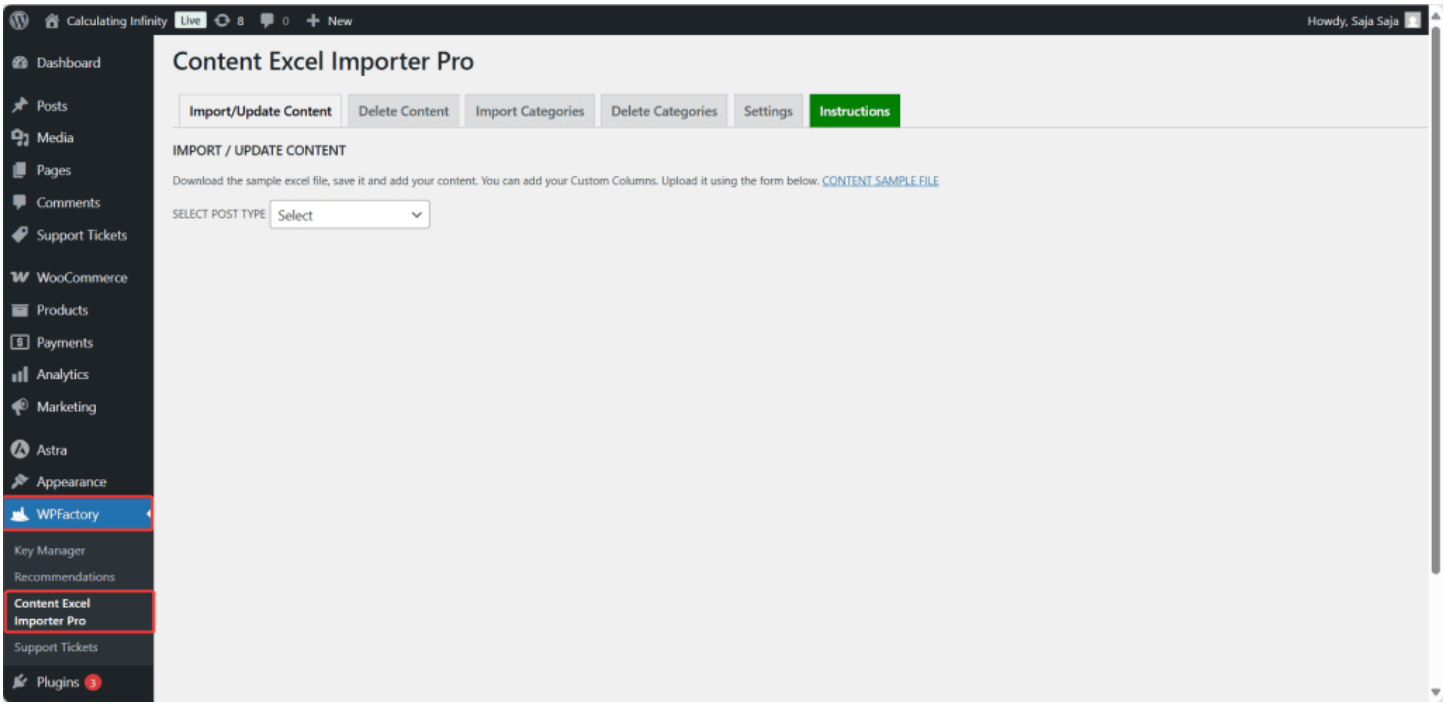
Step 1: Install the plugin

Download the plugin from your WPFactory account, upload it in **Plugins > Add New Plugin > Upload Plugin** and activate it. Full details are in Getting started with Content Importer.



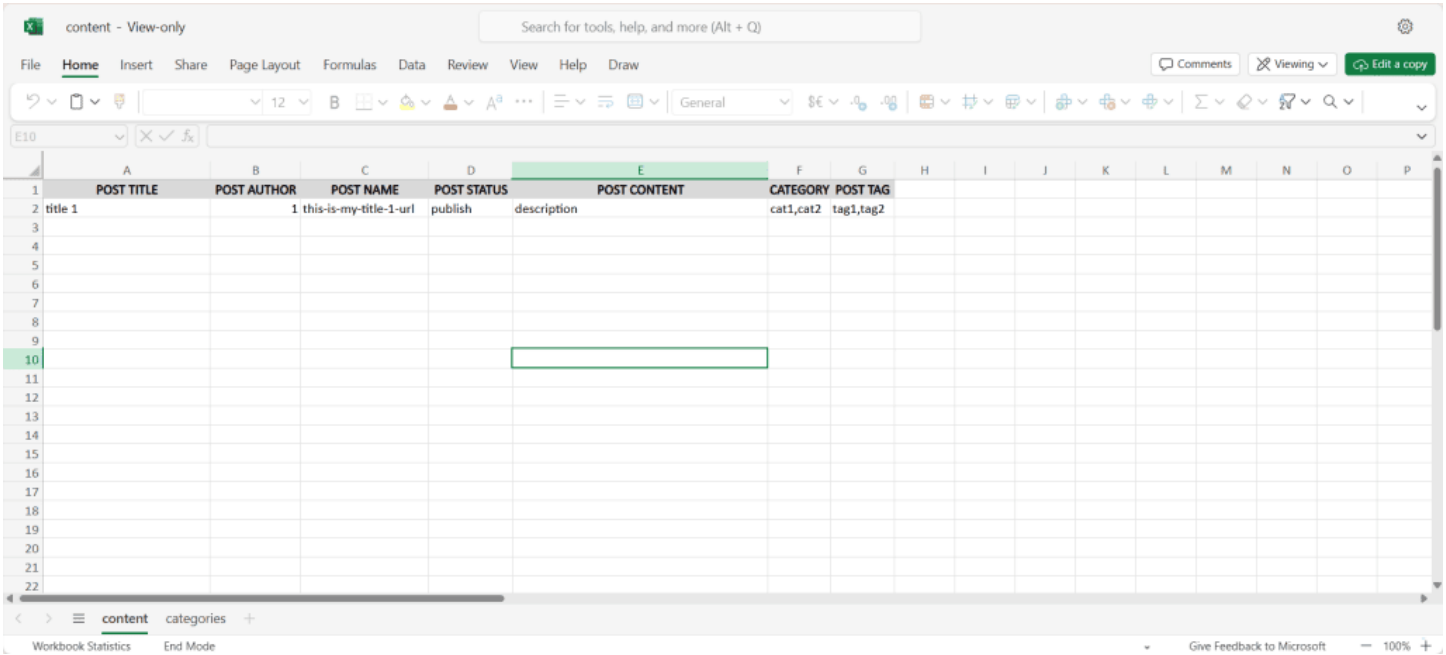
Step 2: Open the plugin

Go to **WPFactory > Content Excel Importer Pro**. Administrators have access by default; you can give one more role access in the Settings tab.



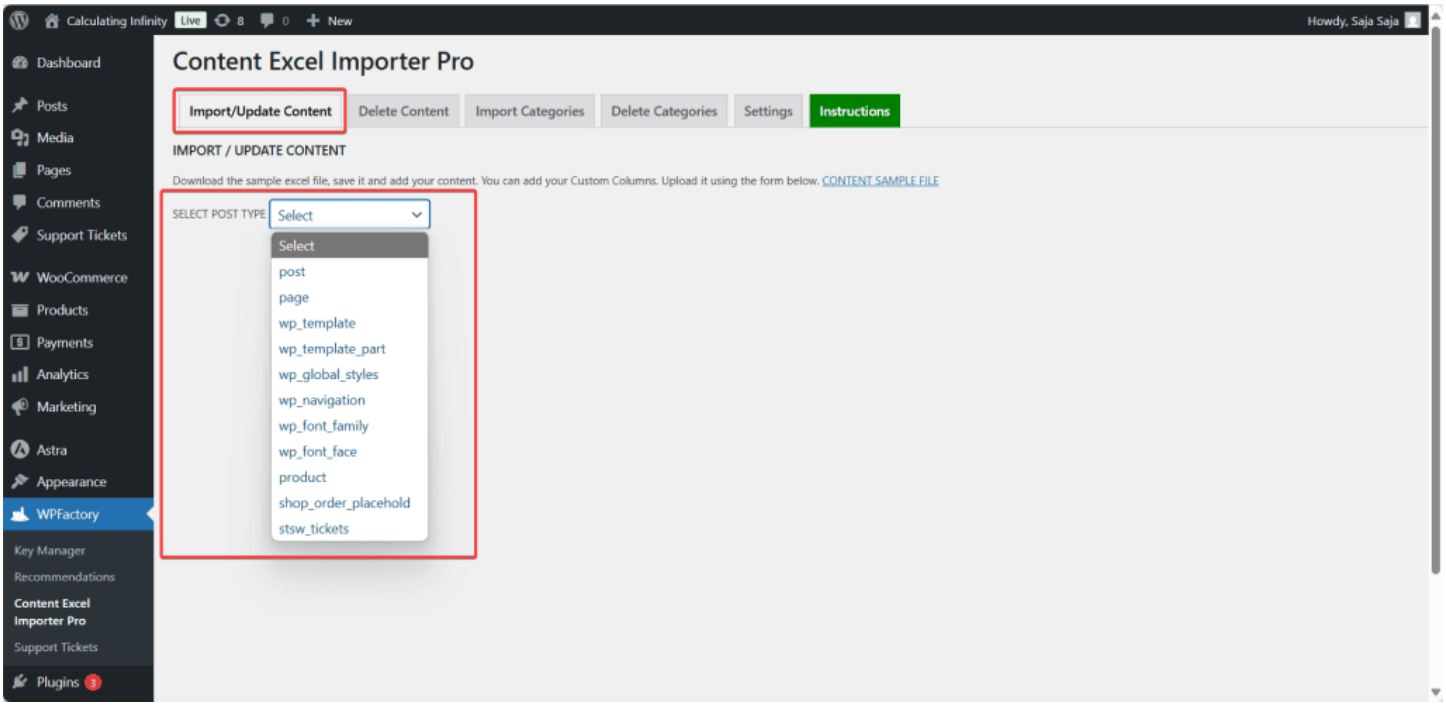
Step 3: Import or update content

Prepare your data in Excel first. Each column needs a header in row 1, and each following row is one post, page or product. The **Import/Update Content** tab links sample files (a content sample for posts and pages, simple and variable product samples, and WPML samples when WPML is active) that show the expected layout.

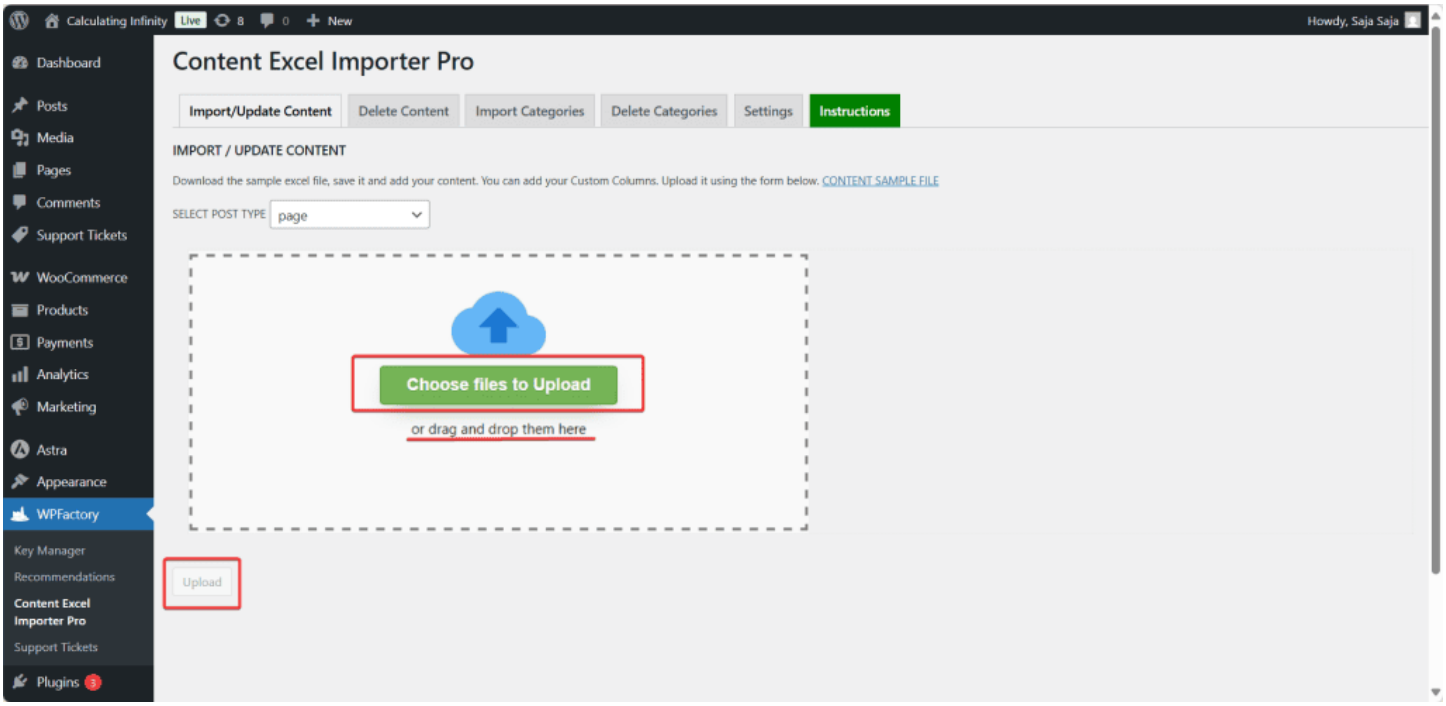


1. Open the **Import/Update Content** tab.

2. In **SELECT POST TYPE**, choose the content type, for example `post`, `page`, `product` or a custom post type.



1. Choose your .xlsx file and click **Upload**.
2. On the DATA MAPPING screen, drag each Excel column onto a field (post_title, post_content, image, taxonomies, custom fields and so on), or tick **Auto Match Columns**.
3. Tick **Always add new content even if title is the same** if you do not want existing titles updated.
4. Click **Upload** and keep the page open until **JOB DONE!** appears.



A row whose title matches an existing post is updated; a new title creates a new item. Step-by-step guides: How to import WordPress posts from Excel and How to import WooCommerce products with Excel.

Step 4: Delete content

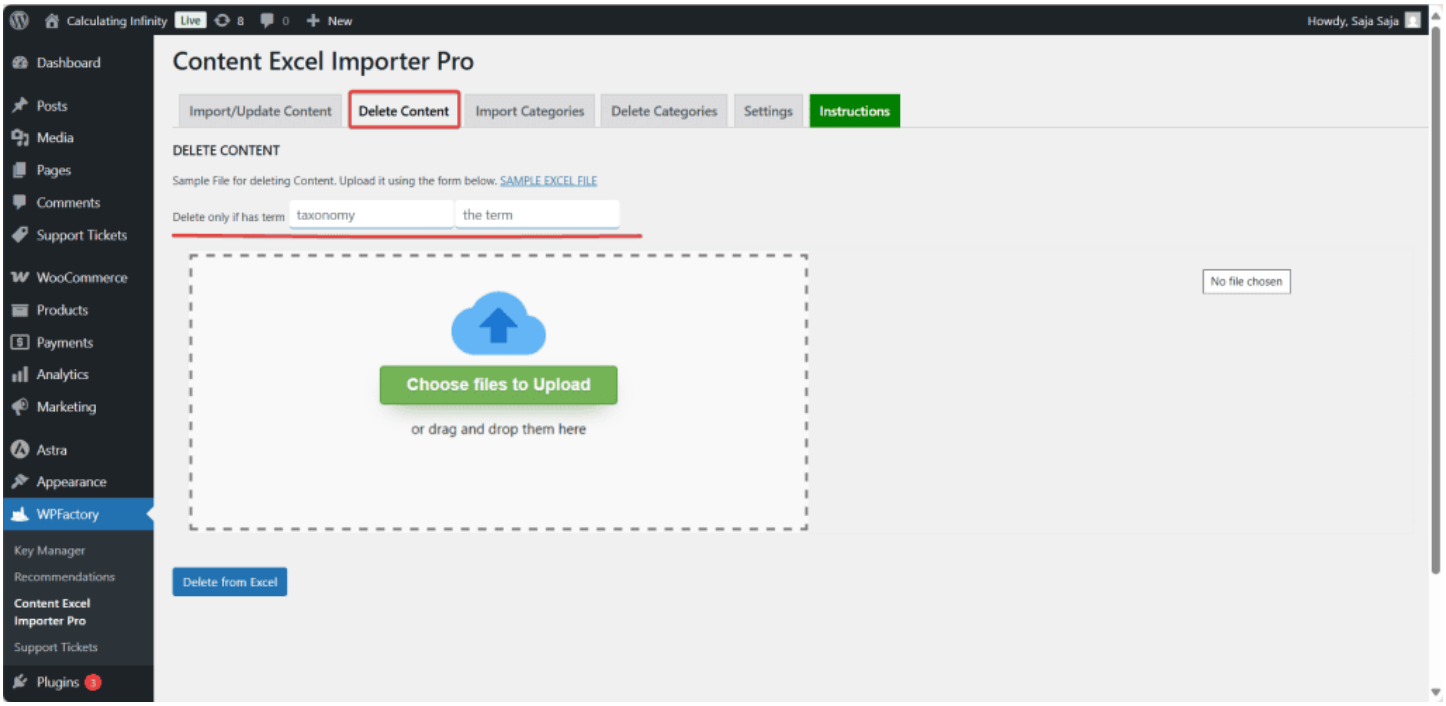
The **Delete Content** tab removes posts listed in an Excel file. Column A holds the title (or the ID, or the slug of a standard post); column B set to `yes` deletes permanently, anything else moves the item to the Trash.

Delete only if has term adds a condition with two boxes:

- **Taxonomy**: the classification, for example `category`, `post_tag` or a custom taxonomy.
- **The term**: the term inside that taxonomy, for example `news`.

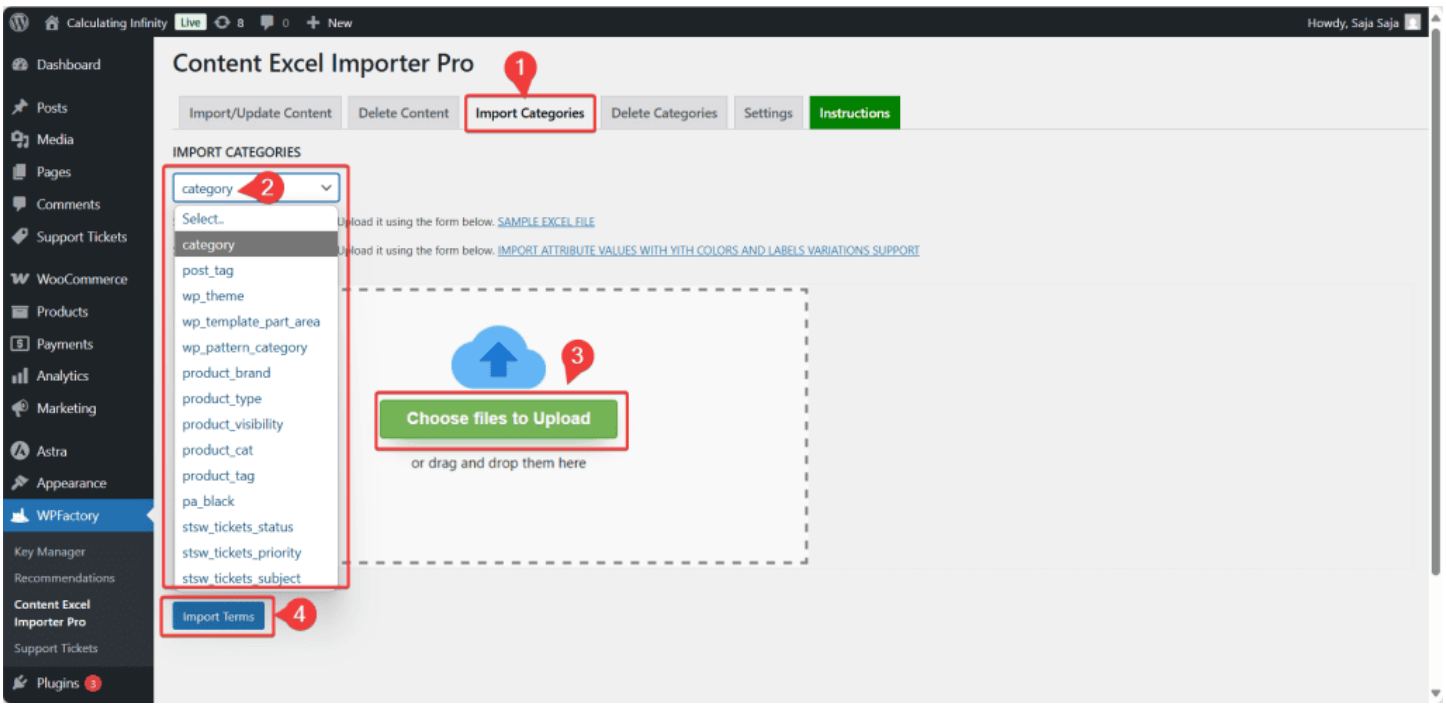
> Taxonomy = category
>
> Term = news

With this example, a listed item is deleted only if it is in the category news. Choose the Excel file, click **Delete from Excel** and confirm. More in How to bulk delete posts, products and terms with Excel.



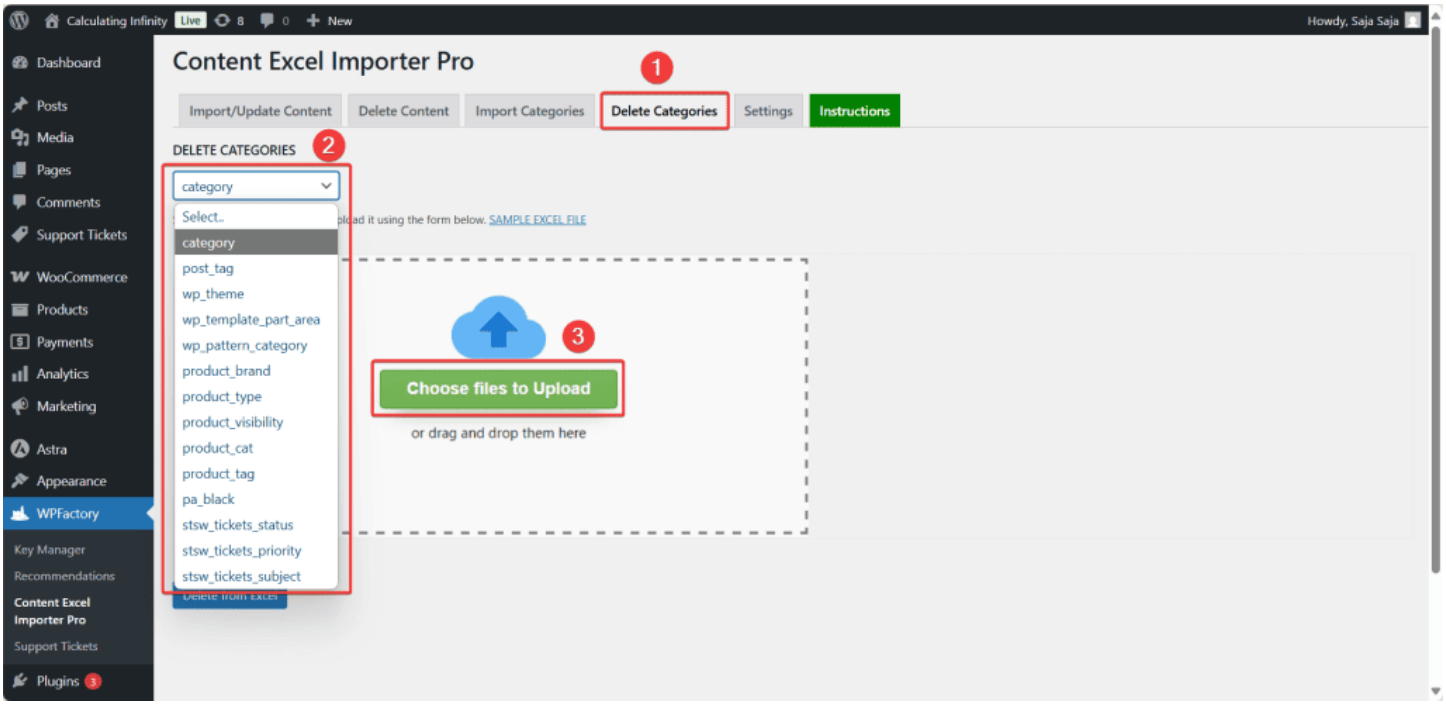
Step 5: Import categories

The **Import Categories** tab creates terms in any taxonomy you select (post categories, product categories, tags, attributes or custom taxonomies). Use fixed columns: A term name, B description (HTML allowed), C slug, D parent term. A missing parent is created first. See How to import categories and custom taxonomy terms from Excel.



Step 6: Delete categories

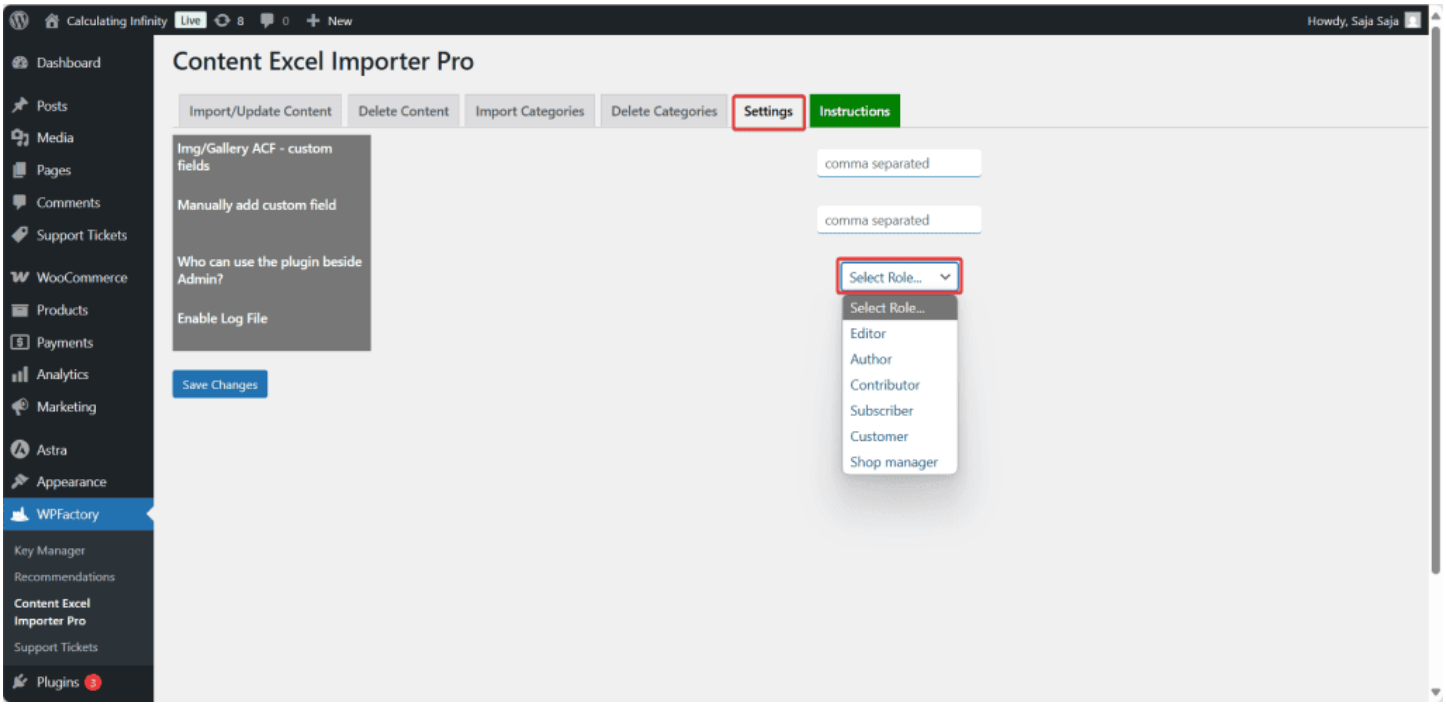
The **Delete Categories** tab works like Delete Content, but for terms: select the taxonomy, upload a file with term names in column A, and confirm.



Step 7: Settings

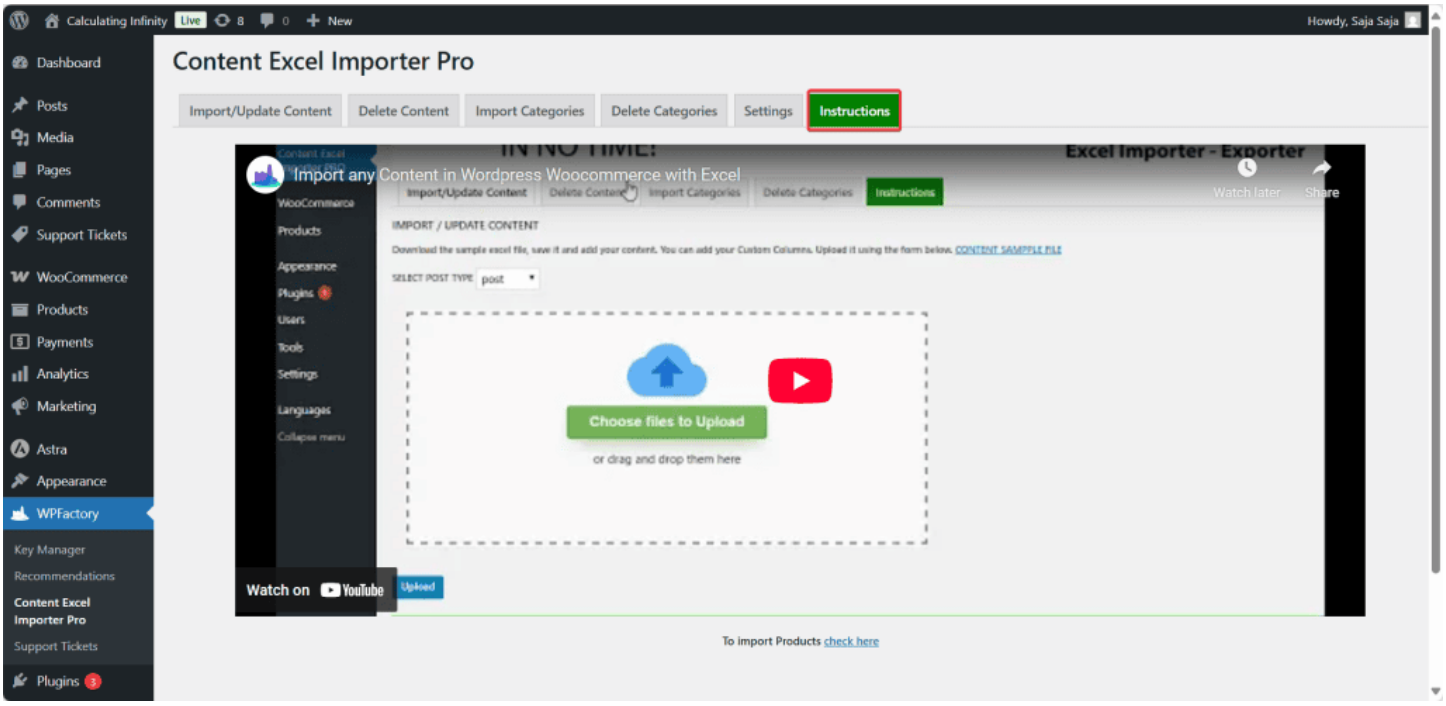
- **Img/Gallery ACF - custom fields**: comma separated names of ACF image or gallery fields. Values mapped to these fields are treated as image URLs or Media Library names and imported as attachments.
- **Manually add custom field**: comma separated meta keys to add to the mapping screen, for fields that do not exist on any post yet.
- **Who can use the plugin beside Admin?**: pick one role that also gets access to the plugin.
- **Enable Log File**: records each import or delete action in a log you can download when the job finishes.

Defaults and option IDs are in Content Importer settings and field mapping reference.



Step 8: Instructions

The **Instructions** tab shows a video walkthrough and a link to a product import video. You can also watch it on YouTube.



FAQ

Do I need WooCommerce to use Content Importer?

No. Posts, pages and custom post types import without WooCommerce. WooCommerce is only needed when you import the `product` post type.

Can I import a CSV file?

No. Save the sheet as .xlsx: the import only processes files uploaded as Excel Workbook (.xlsx).

How does the plugin decide between create and update?

By title. If an item with the same title exists, it is updated, unless you tick **Always add new content even if title is the same**.

Can I import Yoast SEO titles and descriptions?

Yes, when Yoast SEO is active the Yoast title, meta description and focus keyword appear as fields. See How to bulk import and edit Yoast SEO meta with Excel.



CONTENT IMPORTER

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Related articles

- Content Importer Troubleshooting: Excel Import Problems
- How to Import Multilingual Content with WPML or Polylang from Excel
- How to Import ACF and Custom Fields with Excel