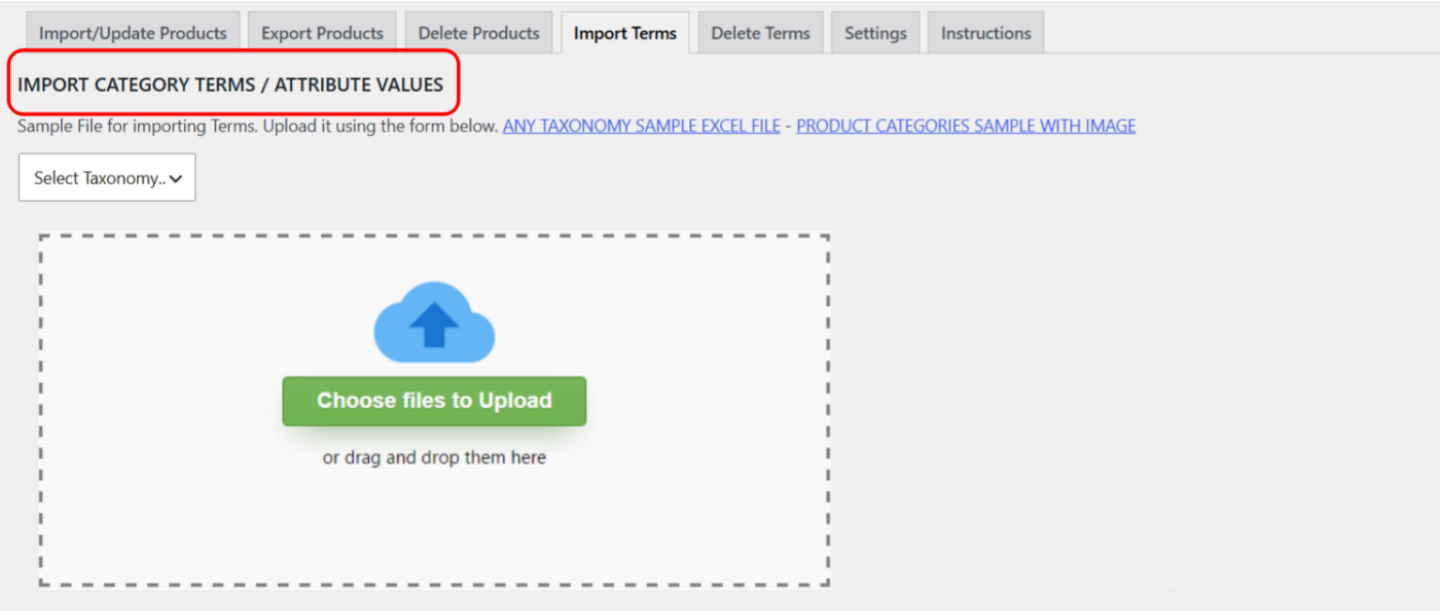
How to Import Category Terms, Attributes, and Brands with Excel

How to · https://wpfactory.com/docs/import-product-terms-attributes-brands-with-excel/

To create WooCommerce taxonomy terms in bulk, use the Import Terms screen in WooCommerce Products Import & Export with Excel. You can import product categories (with images and hierarchy), attribute values, variation swatch data, and brand terms, all from a single Excel file. This is separate from importing products: you build the terms first, then assign them to products later.

Open the Import Terms screen

Go to **WPFactory > Product Import/Export > Import Terms**. Select the taxonomy you want to import into from the **Select Taxonomy** dropdown, for example `product_cat` for categories or a product attribute taxonomy.



Build the Excel file

Each row is one term. The plugin reads these columns in order:

Column	Meaning

A	Term name.
B	Description.
C	Slug (optional; generated from the name if blank).
D	Parent term name, to build a hierarchy.
E	Image (for `product_cat`, the category image; for supported swatch and brand taxonomies, the swatch value or brand image).
F	Swatch tooltip or brand banner (for supported plugins).
G	Brand banner link (for supported brand plugins).

Sample files are linked at the top of the screen: **ANY TAXONOMY SAMPLE EXCEL FILE** and **PRODUCT CATEGORIES SAMPLE WITH IMAGE**. Additional sample files appear automatically when a supported swatch or brand plugin is active.

Import category terms with images

1. Select `product_cat` as the taxonomy.
2. List each category in column A, an optional description in B, an optional slug in C, and a parent category name in D for subcategories.
3. Put an image name or URL in column E to set the category image. Image names must already exist in your Media Library; URLs (including Dropbox public links) are downloaded on import.
4. Click **Import Terms**.

Import attribute values and swatches

Select a product attribute taxonomy to import its values. When a supported variation swatches plugin is active, extra selectors appear so you can import swatch data:

- **Swatch type**: Color, Image, or Button.
- **Image attach method**: Upload or Uploaded ID.

Column E then carries the swatch value (a color, an image URL, or an image ID) and column F carries the tooltip.

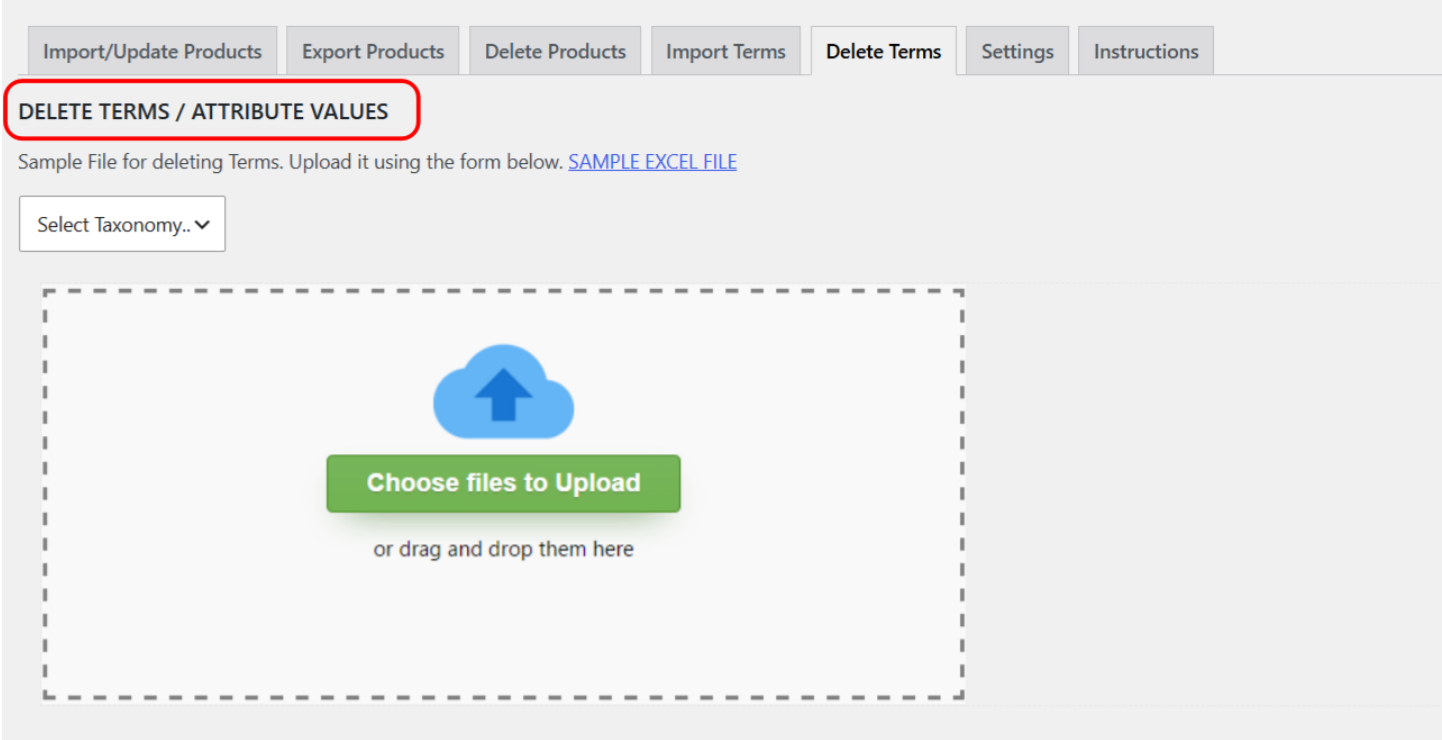
Import brand terms

When a supported brands plugin is active, select its brand taxonomy. Column E sets the brand image, column F the brand banner, and column G the brand banner link.

> **Note:** swatch and brand fields are written only when the matching plugin (a supported variation swatches or brands plugin) is active. Category images and basic term data always import.

Delete terms

To remove terms in bulk, use **WPFactory > Product Import/Export > Delete Terms**: select the taxonomy, upload an Excel file listing the terms, and click **Delete from Excel**.



Building your category and attribute structure first makes product imports cleaner. WooCommerce Products Import & Export with Excel handles both terms and products from Excel.

See everything it can do →

Related articles

- How to Import WooCommerce Products and Assign Category Terms with Excel
- How to Import WooCommerce Products with a Comma in an Attribute Term Value
- How to Import WooCommerce Subscriptions with Excel
- How to Import Affiliate and External Products with Excel
- How to Bulk Import WooCommerce Product Translations with Excel for WPML