How to Set Up Color, Image and Label Attributes in WooCommerce

How to · https://wpfactory.com/docs/set-attribute-admin-options/

To set up swatch attributes with Variation Swatches for WooCommerce - Color & Image Swatches, go to Products > Attributes, add a new attribute with a Name and Slug, and choose Color, Image, or Label in the Type dropdown. Then click Configure terms next to the attribute to set a color, image, or text for each term.

Before you start

- WooCommerce, active.
- Variation Swatches installed and enabled. Without it, the Type dropdown only offers the standard **Select** option.

Open the Attributes screen

1. In your WordPress dashboard, go to **Products > Attributes**.

Add a new attribute

1. Enter a clear **Name** for the attribute your customers will see, for example `Color` or `Size`.
2. Set a **Slug**, a short internal reference such as `color`. Keep it under 28 characters.
3. Optionally tick **Enable archives** if you want dedicated archive pages for each attribute value.

Choose the attribute type

The **Type** dropdown is where Variation Swatches does its work. It adds three types to the standard Select option:

Type	What each term shows	Internal type key
Select	The standard WooCommerce dropdown (no swatch)	`select`

Type	What each term shows	Internal type key
Color	A color square, filled with the color you pick per term	`alg_wc_civs_color`
Image	A thumbnail, from the image you set per term	`alg_wc_civs_image`
Label	A short text button, from the label you set per term	`alg_wc_civs_label`

Pick **Color**, **Image**, or **Label**, then click **Add attribute**.

Set the values for each term

After the attribute is saved, click **Configure terms** next to it and add your values (for example Red, Green, Blue). Each term now shows an extra field that matches the type you chose: a color picker for Color, an image uploader for Image, or a text field for Label.

Step-by-step instructions for each type:

- Adding color swatches to your products
- Adding image swatches to your products
- Adding label swatches to your products

Troubleshooting

- **Only "Select" appears in the Type dropdown:** Variation Swatches is not active. Install and enable it, then reload the Attributes screen.
- **The color, image, or label field is missing on the term page:** the attribute type is still set to Select. Edit the attribute, change Type to Color, Image, or Label, and save.



VARIATION SWATCHES

Color, image, and label attributes are free. Variation Swatches for WooCommerce - Color & Image Swatches Pro adds only-valid-combination filtering, attribute images in the product gallery, and Select2 dropdowns for large variation sets.

See what Pro unlocks →

Related articles

- How to Add Variation Attribute Images to the WooCommerce Product Gallery
- How to Add Label (Text) Swatches to WooCommerce Products
- How to Add Image Swatches to WooCommerce Products
- How to Add Color Swatches to WooCommerce Products
- How to Change the Size and Shape of WooCommerce Variation Swatches