Store Migration Settings and Excel Column Reference

References · https://wpfactory.com/docs/store-migration-excel-column-reference/

This reference lists the settings and the Excel fields used by All In One WooCommerce Migration: Import & Export to Excel. Settings are in **WPFactory > Store Migration > Settings**; fields appear on each import mapping screen after you upload an .xlsx file.

Settings

Label	Option ID	Type	Default	Free/Pro
Import/Export Product Custom Fields	`eshopMigrationWooCommerceProproductCustomFields`	Select (Select.., Yes, No)	Empty (custom fields off)	Pro (paid plugin)

With **Yes**, product import and export list the non-underscore meta keys found on your existing products (ACF fields, for example). When Yoast SEO is active, `_yoast_wpseo_title`, `_yoast_wpseo_metadesc` and `_yoast_wpseo_focuskw` are added. If no custom fields show, create a test product with a title, publish it, and reload the screen.

How Auto Match Columns works

Auto match compares each Excel header with the field name in upper case, with underscores shown as spaces and a leading underscore removed. So `post_title` matches **POST TITLE**, `_sku` matches **SKU** and `_regular_price` matches **REGULAR PRICE**. Headers must match exactly, including spaces.

Product fields

Excel header for auto match	Field	Notes
ID	`ID`	For updates only.
POST TITLE	`post_title`	Product name; used to find existing products.
POST AUTHOR	`post_author`	User ID.
POST NAME	`post_name`	Shown as URL/SLUG.
POST STATUS	`post_status`	`publish` if empty.
POST CONTENT / POST EXCERPT	`post_content`, `post_excerpt`	HTML allowed; script tags are removed.
SKU, WEIGHT, LENGTH, WIDTH, HEIGHT	`_sku`, `_weight`, `_length`, `_width`, `_height`	
REGULAR PRICE / SALE PRICE	`_regular_price`, `_sale_price`	Numbers only.
STOCK / STOCK STATUS	`_stock`, `_stock_status`	`0` or `outofstock` sets out of stock.
VARIATION DESCRIPTION	`_variation_description`	Variable products.
DOWNLOADABLE, DOWNLOAD NAME, DOWNLOAD FILE, DOWNLOAD LIMIT, DOWNLOAD EXPIRY	`_downloadable`, `download_name`, `download_file`, `_download_limit`, `_download_expiry`	Names and files comma separated, in the same order.
VIRTUAL, PURCHASE NOTE, SOLD INDIVIDUALLY, BACKORDERS, FEATURED	`_virtual`, `_purchase_note`, `_sold_individually`, `_backorders`, `_featured`	Use WooCommerce values such as `yes` / `no`.
UPSELL IDS / CROSSSELL IDS	`_upsell_ids`, `_crosssell_ids`	Comma separated product IDs.
TAX STATUS / TAX CLASS	`_tax_status`, `_tax_class`	

Excel header for auto match	Field	Notes
MENU ORDER	`menu_order`	
PRODUCT URL / BUTTON TEXT	`_product_url`, `_button_text`	External/Affiliate products.
SUBSCRIPTION PRICE, PERIOD INTERVAL, PERIOD, LENGTH, SIGN UP FEE, TRIAL LENGTH, TRIAL PERIOD, LIMIT, ONE TIME SHIPPING	`_subscription_*`	WooCommerce Subscriptions products.
IMAGE / IMAGE GALLERY	`image`, `_product_image_gallery`	URL or Media Library name; gallery comma separated.
PRODUCT CAT, PRODUCT TAG, PA COLOR ...	Taxonomy names	Comma separated terms; missing terms are created.

Order fields

`order_date`, `order_pay_date`, `order_status`, `product_ids`, `quantities`, `first_name`, `last_name`, `company`, `email`, `phone`, `address_1`, `address_2`, `city`, `state`, `postcode`, `country`, `shipping_method`, `shipping_amount`, `payment_method`, `coupon_code`. Details: How to import WooCommerce orders from Excel.

Customer, coupon and review fields

Import	Fields
Customers	EMAIL, USERNAME, PASSWORD, URL - WEBSITE, plus user meta keys from your admin profile.

Import	Fields
Coupons	`coupon_code`, `coupon_amount`, `coupon_description`, `status`, `author`, `discount_type`, `individual_use`, `product_ids`, `exclude_product_ids`, `usage_limit`, `expiry_date`, `apply_before_tax`, `free_shipping`
Reviews	`comment_post_ID` (product ID or title), `comment_approved`, `comment_author`, `comment_author_email`, `comment_author_url`, `comment_content`, `comment_type`, `comment_parent`, `user_id`, `comment_author_IP`, `comment_agent`, `comment_date`, `rating`
Terms (fixed columns)	A name, B description, C slug, D parent, E YITH value, F YITH tooltip

Developers

Version 3.0.2 has no public filters or actions for customizing imports or exports.



STORE MIGRATION

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Need a hand? Our team answers every ticket on the Store Migration support forum.

Related articles

- Store Migration Troubleshooting: Excel Import and Export Problems
- How to Migrate WooCommerce Products and Orders to Another Store with Excel
- Getting Started with Store Migration for WooCommerce
- How to Import and Export WooCommerce Subscriptions with Excel

- How to Import WooCommerce Customers, Coupons and Reviews with Excel