



# Set Up Products

## Adding and Managing Products

Reference Link: <https://docs.woocommerce.com/document/managing-products/>

### Adding a product

Before adding your first product, let's get familiar with how product categories, tags, and attributes work.

#### Product Categories

Product categories and tags work in much the same way as normal categories and tags you have when writing posts in WordPress. They can be created, edited, and selected at any time. This can be done when you first create a product or come back and edit it or the category/tag specifically.

#### Attributes

These can be added per product, or you can set up global attributes for the entire store to use (e.g., in layered navigation).

#### Product Types

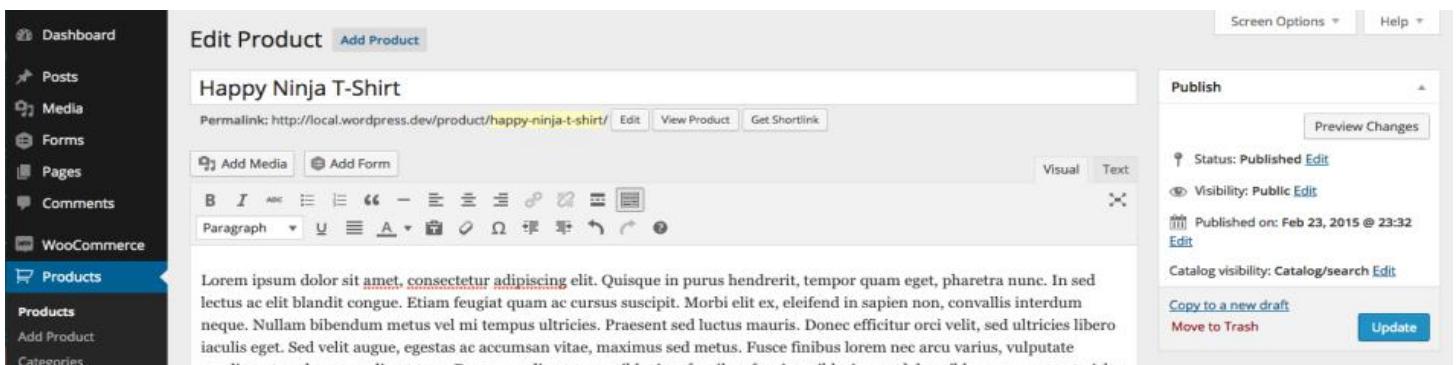
With attributes and categories set up and stock management configured, we can begin adding products. When adding a product, the first thing to decide is what type of product it is.

- [Simple](#) – covers the vast majority of any products you may sell. Simple products are shipped and have no options. For example, a book.
- [Grouped](#) – a collection of related products that can be purchased individually and only consist of simple products. For example, a set of six drinking glasses.
- [Virtual](#) – one that doesn't require shipping. For example, a service. Enabling this, disables all shipping related fields such as shipping dimensions. A virtual product will also not trigger the shipping calculator in cart and checkout.
- [Downloadable](#) – activates additional fields where you can provide a downloadable file. After a successful purchase, customers are given a downloadable file as a link in the order notification email. This is suitable for example for a digital album, PDF magazine, or photo.
- [External](#) or [Affiliate](#) – one that you list and describe on your website but is sold elsewhere.
- [Variable](#) – a product with variations, each of which may have a different SKU, price, stock option, etc. For example, a t-shirt available in different colors and/or sizes.
- Other types are often added by extensions. For example, [WooCommerce Subscriptions](#) adds new product types as does [WooCommerce Bookings](#).

# Adding a simple product

Adding a Simple product is similar to writing a post in WordPress.

1. Go to **WooCommerce > Products > Add Product**. You then have a familiar interface and should immediately feel at home.
2. Enter a product **Title** and **Description**.
3. Go to the **Product Data** panel, and select **downloadable** (digital) or **virtual** (service) if applicable.



The screenshot shows the 'Edit Product' screen in the WordPress admin area. The left sidebar has a 'Products' section selected. The main area shows a title 'Happy Ninja T-Shirt' and a rich text editor with a placeholder text about a t-shirt. On the right, there's a 'Publish' panel with status set to 'Published', visibility to 'Public', and a publish date of 'Feb 23, 2015 @ 23:32'. There are also buttons for 'Copy to a new draft' and 'Move to Trash'.

Note: Virtual products don't require shipping — an order with virtual products won't calculate shipping costs.

## Product data

The Product Data meta box is where the majority of important data is added for your products.



The screenshot shows the 'Product Data' metabox. It has a dropdown for 'Simple product' type. Below it are three sections: 'General' (with a SKU field), 'Inventory' (with 'Regular Price (\$)' set to 18), and 'Shipping' (with a 'Sale Price (\$)' field). There are also buttons for 'Schedule' and 'Virtual'.

Product data is added in this panel

## General section

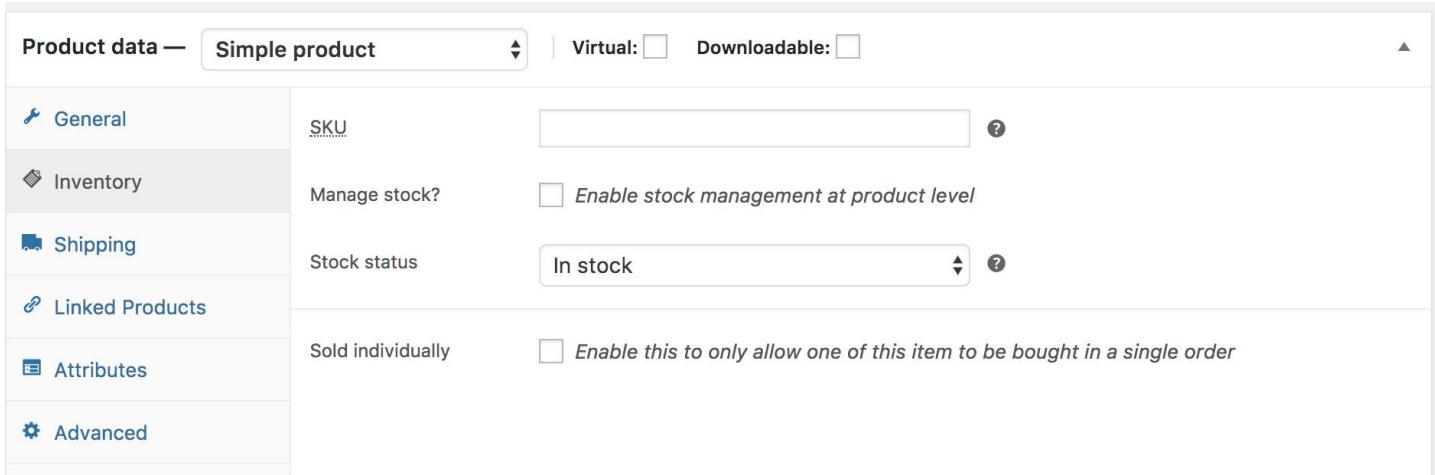
- **SKU** – Stock keep unit (SKU) tracks products. Must be unique and should be formatted so it does not match any post IDs. For example, post IDs are numbers so a SKU could be WS01. That could stand for WooShirt 01.
- **Price**
  - **Regular Price** – Item's normal/regular price.
  - **Sale Price** – Item's discounted price that can then be scheduled for certain date ranges. The sale expires at 11:59pm of the specified end date.

## Inventory section

The inventory section allows you to manage stock for the product individually and define whether to allow back orders and more. It enables you to sell products and allow customers to add them to the cart to buy.

**Enable Stock Management** must be selected in [Products Inventory Settings](#); otherwise, only the 'Manage stock?' option is visible in the Product Data Inventory box.

Options when **stock management at product level is disabled**. You are responsible for updating the **Stock Status**.



The screenshot shows the 'Product Data' metabox again. It has a dropdown for 'Simple product' type. Below it are several sections: 'General', 'Inventory' (with 'Manage stock?' checked and 'Stock status' set to 'In stock'), 'Shipping', 'Linked Products', 'Attributes' (with 'Sold individually' checked), and 'Advanced'. There are also buttons for 'Virtual' and 'Downloadable'.

Options when **stock management at product level is enabled**. Enter the **Stock Quantity**, and WooCommerce auto-manages inventory and auto-updates **Stock Status** as Stock, Out of Stock or On Backorder. Select whether to **Allow Backorders**.

Product data — Simple product | Virtual:  Downloadable:

General	SKU	<input type="text"/>	<a href="#">?</a>
Inventory	Manage stock?	<input checked="" type="checkbox"/> Enable stock management at product level	<a href="#">?</a>
Shipping	Stock quantity	<input type="text"/> 0	<a href="#">?</a>
Linked Products	Allow backorders?	<input type="button" value="Do not allow"/>	<a href="#">?</a>
Attributes	Sold individually	<input type="checkbox"/> Enable this to only allow one of this item to be bought in a single order	<a href="#">?</a>
Advanced			

Ticking the **Sold Individually** checkbox limits the product to one per order.

## Shipping section

- **Weight** – Weight of the item.
- **Dimensions** – Length, width and height for the item.
- **Shipping Class** – Shipping classes are used by certain shipping methods to group similar products.

Product data — Simple product | Virtual:  Downloadable:

General	Weight (lbs)	<input type="text"/> 0	<a href="#">?</a>		
Inventory	Dimensions (in)	<input type="text"/> Length	<input type="text"/> Width	<input type="text"/> Height	<a href="#">?</a>
Shipping	Shipping class	<input type="button" value="No shipping class"/>			<a href="#">?</a>
Linked Products					
Attributes					
Advanced					

## Linked Products section

Using up-sells and cross-sells, you can cross promote your products. They can be added by searching for a particular product and selecting the product from the dropdown list:

Product Data — Simple product | Virtual:  Downloadable:

General	Up-Sells	<input type="text"/> silh	<a href="#">?</a>
Inventory	Cross-Sells	<input type="text"/> #21 - Ninja Silhouette T-Shirt	<a href="#">?</a>
Shipping			
Linked Products	Grouping	<input type="button" value="Choose a grouped product..."/>	<a href="#">?</a>
Attributes			
Advanced			

After adding, they are listed in the input field:

Product Data — Simple product | Virtual:  Downloadable:

<b>General</b>	Up-Sells	#21 – Ninja Silhouette T-Shirt	<a href="#">?</a>
<b>Inventory</b>	Cross-Sells	Search for a product...	<a href="#">?</a>
<b>Shipping</b>	Grouping	Choose a grouped product...	<a href="#">?</a>
<b>Linked Products</b>			
<b>Attributes</b>			
<b>Advanced</b>			

**Up-sells** are displayed on the product details page. These are products that you may wish to encourage users to upgrade, based on the product they are currently viewing. For example, if the user is viewing the coffee product listing page, you may want to display tea kettles on that same page as an up-sell.

### You may also like...



Happy Ninja T-Shirt

\$18.00

[Add to cart](#)



Ninja Silhouette T-Shirt

\$20.00

[Add to cart](#)

**Cross-sells** are products that are displayed with the cart and related to the user's cart contents. As an example, if the user adds a Nintendo DS to their cart, you may want to suggest they purchase a spare stylus when they arrive at the cart page.

**Grouping** – Used to make a product part of a grouped product. More info below at: [Grouped Products](#).

### Attributes section

On the Attributes tab, you can assign details to a product. You will see a select box containing global attribute sets you created (e.g., platform). More at: [Managing Product Categories, Tags and Attributes](#).

Once you have chosen an attribute from the select box, click add and apply the terms attached to that attribute (e.g., Nintendo DS) to the product. You can hide the attribute on the frontend by leaving the Visible checkbox unticked.

Custom attributes can also be applied by choosing **Custom product attribute** from the select box. These are added at the product level and won't be available in layered navigation or other products.

### Advanced section

- **Purchase note** – Enter an optional note to send the customer after they purchase the product.
- **Menu order** – Custom ordering position for this item.
- **Enable Reviews** – Enable/Disable customers reviews for this item.

## Product short description

### Product short description

Add Media

Visual Text

Paragraph **I** *I* **B** **A** **ABC** **–** **¶** **Ω** **↔** **↔** **?**

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

Add an excerpt. This typically appears next to product imagery on the listing page, and the long description appears in the Product Description tab.

Video embeds (oembed) may be used, as of version 3.1x.

## Taxonomies

On the right-hand side of the Add New Product panel, there are product categories in which you can place your product, similar to a standard WordPress post. You can also assign product tags in the same way.

### Product Categories

All Product Categories Most Used

Accessories  
 Clothing  
 T-Shirts

[+ Add New Product Category](#)

— Parent Product Category —

Add New Product Category

### Product Tags

Add

Separate Product Tags with commas

Ninja

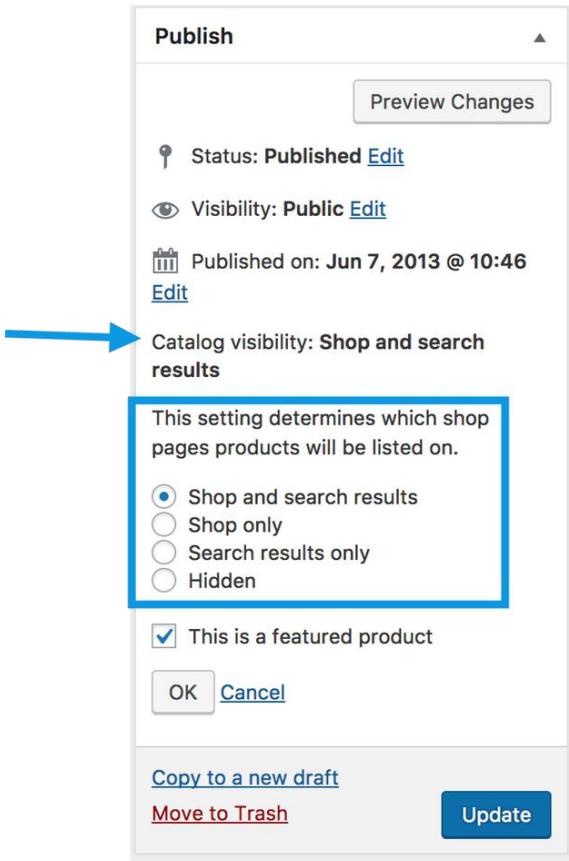
[Choose from the most used Product tags](#)

## Product images

Add a main product image and a gallery of images. More at: [Adding Product Images and Galleries](#).

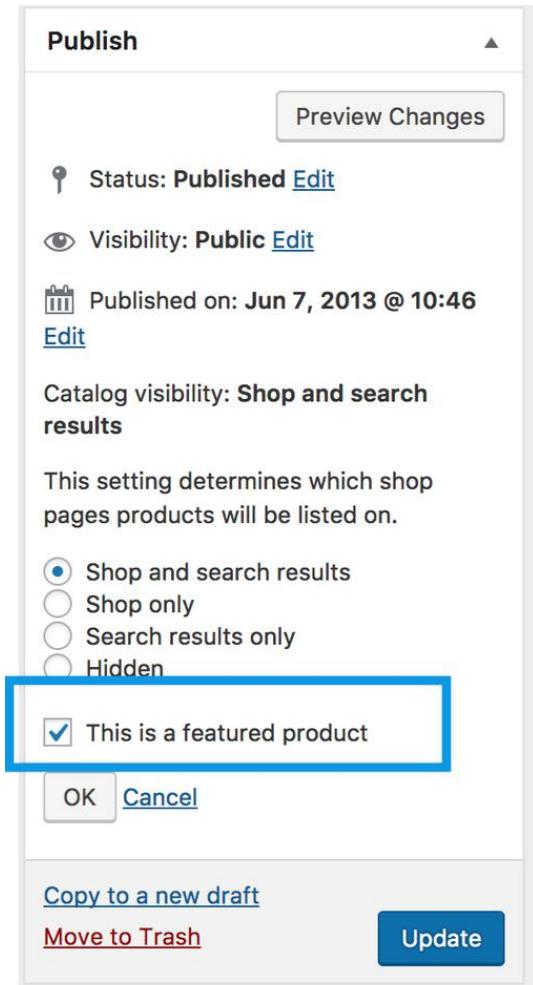
## **Setting catalog visibility and feature status**

In the Publish panel, you can set **Catalog Visibility** for your product.



- **Shop and search** – Visible everywhere, shop pages, category pages and search results.
- **Shop only** – Visible in shop pages and category pages, but not search results.
- **Search only** – Visible in search results, but not in the shop page or category pages.
- **Hidden** – Only visible on the single product page – not on any other pages.

You can also set whether the product is promoted in product categories, up-sells, related products as a **Featured Product**. For example, you could tick the Featured box on all bundles you sell.



Other ways to set as Featured are described in the below section: **Mark a product as Featured**.

## Adding a grouped product

A grouped product is created in much the same way as a Simple product. The only difference is you select **Grouped** from the Product Type drop-down.

To create your parent product select 'Grouped' from the Product Type dropdown.

The screenshot shows the 'Product Data' tab selected in the top navigation bar. A dropdown menu is open, showing 'Grouped product' as the selected option. On the left, there's a sidebar with 'Inventory', 'Linked Products', 'Attributes', and 'Advanced' sections. In the main area, there's a 'Stock status' dropdown set to 'In stock'.

### Create the Grouped product

1. Go to: **WooCommerce > Products > Add New**.
2. Enter a Title for the Grouped product, e.g., Back to School set
3. Scroll down to Product Data and select **Grouped** from the drop-down. The price and several other fields disappear. This is normal because a Grouped Product is a collection of 'child products', which is where you add this information.
4. **Publish**.

The Grouped product is still an empty group. To this Grouped product, you need to:

- Create products and add them
- Add existing child products

Having the choice to first create Simple products and add them to a Grouped product later; or first create a Grouped product and add Simple products later gives you flexibility to add Simple products to more than one Grouped product.

The screenshot shows the 'Product data' tab selected. The 'Linked Products' section is active, showing 'Up-sells', 'Cross-sells', and 'Grouped products'. A search bar says 'Search for a product...'. Below it, 'Woo Logo Hoodie (#60)' is highlighted in blue, while 'Happy Ninja Bundle (#196)' and 'Ninja Silhouette (#56)' are shown below it. The sidebar on the left includes 'Inventory', 'Linked Products', 'Attributes', and 'Advanced' sections.

### Add products to the Group

1. Go to: **WooCommerce > Products > Add New**.
2. Select the **Grouped** product you wish to add products to.
3. Scroll down to Product Data and go to **Linked Products**.
4. Select **Grouped Products**, and search for the product by typing
5. Click the products you wish to add.
6. **Update**
7. You can drag and drop to re-order the Grouped Products. Once you press **Update**, the new order will be shown on the product page.

## Adding a virtual product

When adding a Simple product, you can tick the **Virtual** checkbox box in the product type panel.

The screenshot shows the 'Product data' panel for a 'Simple product'. The 'Virtual' checkbox is located at the top right of the panel. A tooltip above it states: 'Virtual products are intangible and are not shipped.' Other fields visible include 'Regular price', 'Sale price (€)', 'Tax status', and 'Tax class'.

With Variable products this checkbox is moved to each variation.

The screenshot shows the 'Product data' panel for a 'Variable product'. The 'Virtual' checkbox is now located under the 'Enabled' section of a variation. A tooltip next to it says: 'Enable this option if a product is not shipped or there is no shipping cost.' Other fields shown include 'Regular price (€)' and 'Sale price (€)'.

Enabling this, disables all shipping related fields such as shipping dimensions. A virtual product will also not trigger the shipping calculator in cart and checkout.

## Adding a downloadable product

When adding a simple product, you can tick the **Downloadable** checkbox box in the product type panel. This adds two new fields:

- File path — Path or url to your downloadable file.
- Download limit – Limit on number of times the customer can download file. Left blank for unlimited downloads.

For maximum flexibility, downloadable products also incur a shipping cost (if, for example, you were offering both a packaged and a downloadable version of a product, this would be ideal). You can also check the Virtual box if the downloadable product is not shippable.

**Note:** If the Completed Order Email doesn't contain downloadable links, see this [Troubleshooting Guide](#).

## Adding an external/affiliate product

Select 'External/Affiliate' from the product type dropdown. This removes unnecessary tabs, such as tax and inventory, and inserts a new product URL field. This is the destination where users can purchase the product. Rather than Add to Cart buttons, they see a Read More button directing them to this URL.

## Adding a variable product

Variable products are arguably the most complex of product types. They let you define variations of a single product where each variation may have a different SKU, price or stock level.

See [Variable Product](#) for a guide on creating a product with variations.

## Duplicating a product

<input type="checkbox"/>	 Woo Ninja ID: 47   <a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Trash</a>   <a href="#">View</a>   <a href="#">Duplicate</a>	In stock	\$30.00–\$35.00	Clothing, Hoodies	<input type="checkbox"/>	<input type="checkbox"/>	2013/06/07 Published
<input type="checkbox"/>	 Ship Your Idea	In stock	\$35.00 \$30.00–\$35.00	Clothing, Hoodies	<input type="checkbox"/>	<input type="checkbox"/>	2013/06/07 Published

To save time, it's possible to use a product and duplicate it to create similar products with variations and other qualities.

Go to **WooCommerce > Products** and look through the list for a product you wish to replicate, then click **Duplicate**.

## Deleting a product

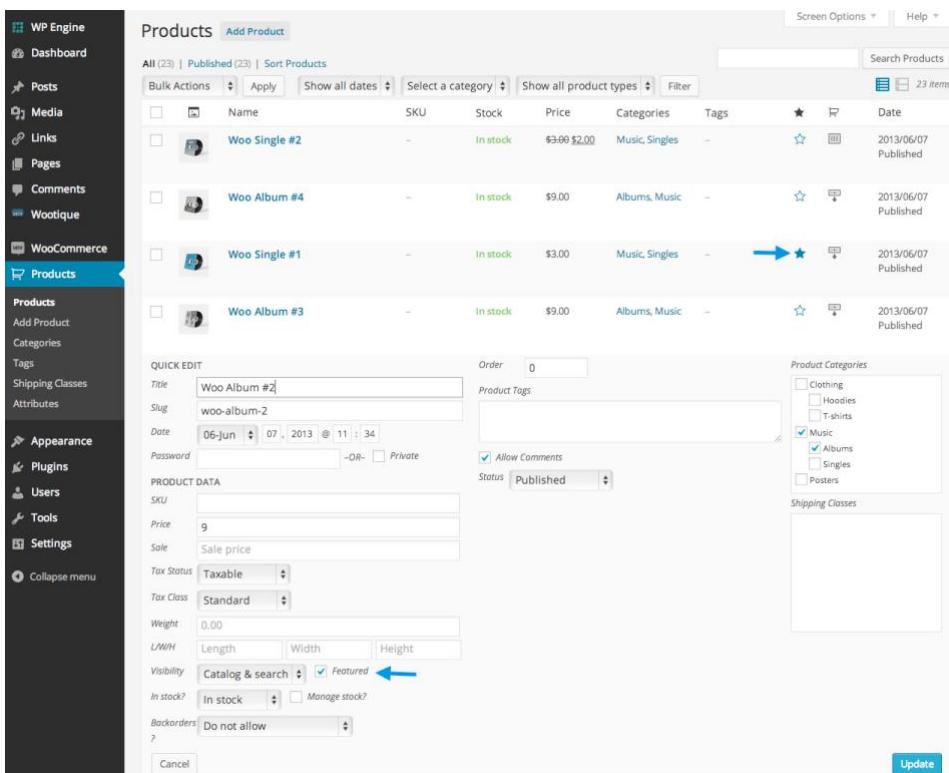
Products <a href="#">Add Product</a>							
<a href="#">All (23)</a>   <a href="#">Published (23)</a>   <a href="#">Sort Products</a>							
Bulk Actions		Apply		All dates		Select a category	
<input type="checkbox"/>	 Name	SKU	Stock	Price	Categories	Tags	  Date
<input type="checkbox"/>	 Woo Single #2	-	In stock	\$3.00 \$2.00	Music, Singles	-	  Published 2013/06/07
<input type="checkbox"/>	 Woo Album #4 <a href="#">ID: 96</a>   <a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Trash</a>   <a href="#">View</a>   <a href="#">Duplicate</a>	-	In stock	\$9.00	Albums, Music	-	  Published 2013/06/07

To delete a product:

1. **Go to: WooCommerce > Products.**
2. **Find** the product you wish to delete.
3. **Hover** in the area under the Product name and **click Trash**.

## Mark a product as Featured

To mark a product as featured, go to: **Products > Products** and select the **Star** in the featured column. Alternatively, select **Quick Edit** and then the **Featured** option.



The screenshot shows the WordPress admin interface with the 'Products' menu selected. On the left, there's a sidebar with various menu items like Posts, Media, Links, Pages, Comments, Wootique, and WooCommerce. The main content area displays a list of products: 'Woo Single #2', 'Woo Album #4', 'Woo Single #1', and 'Woo Album #3'. For each product, columns show Name, SKU, Stock, Price, Categories, Tags, and a date. Below the list, there's a 'QUICK EDIT' form for the 'Woo Album #1' product. The 'QUICK EDIT' form includes fields for Title (Woo Album #2), Slug (woo-album-2), Date (06-Jun 07, 2013), Password, Product Tags, Order (0), Allow Comments (checked), Status (Published), and Product Categories (Clothing, Hoodies, T-shirts, Music, Albums, Singles, Posters). At the bottom of the 'QUICK EDIT' form, there's a 'Visibility' dropdown set to 'Catalog & search' with a checked 'Featured' option. A blue arrow points to this 'Featured' checkbox.

Setting A Featured Product

# Filter or sort products

## Filtering products

Use the **Filter** function to get a product count, view products by type, or see which products are On Backorder or Out of Stock.

The screenshot shows the WooCommerce Products dashboard. At the top, there are buttons for 'Add New', 'Import', and 'Export'. Below that, a navigation bar includes 'All (27) | Published (27) | Trash (4) | Sorting'. A row of buttons for 'Bulk Actions', 'Apply', 'Select a category', 'Filter by product type', 'Filter by stock status', and 'Filter' is shown. A blue arrow points from the text 'Select a Category, Product Type and/or Stock Status, or any combination of the three.' to the 'Filter by stock status' button.

1. Go to: **WooCommerce > Products**.
2. Select a **Category**, **Product Type** and/or **Stock Status**, or any **combination** of the three.
3. Click **Filter**.

## Sorting products

Sorting is different than Filtering, in that you can drag and drop products to re-order them.

The screenshot shows the WooCommerce Products dashboard. At the top, there are buttons for 'Add New', 'Import', and 'Export'. Below that, a navigation bar includes 'All (27) | Published (27) | Trash (4) | Sorting'. A blue arrow points from the text 'Select a Category, Product Type and/or Stock Status, or any combination of the three.' to the 'Sorting' link in the navigation bar. A row of buttons for 'Bulk Actions', 'Apply', 'Select a category', 'Filter by product type', 'Filter by stock status', and 'Filter' is shown.

1. Go to: **WooCommerce > Products**.
2. Select **Sorting**.
3. Select a **Category**, **Product Type** and/or **Stock Status**, or any **combination** of the three.
4. Click **Filter**.

You can now drag and drop products in an order to your liking.

The screenshot shows the WooCommerce Products dashboard with a list of products. The top navigation bar includes 'All (27) | Published (27) | Trash (4) | Sorting'. The main area shows a table with columns: Name, SKU, Stock, Price, Categories, Tags, and Date. One product, 'Happy Ninja', is listed with the following details: Name (Happy Ninja), SKU (none), Stock (In stock), Price (\$16.82), Categories (Clothing, T-shirts), Tags (none), and Date (Published 2013/06/07). A blue arrow points from the text 'You can now drag and drop products in an order to your liking.' to the 'Sorting' link in the navigation bar.

## Product ID

A WooCommerce Product ID is sometimes needed when using shortcodes, widgets and links.

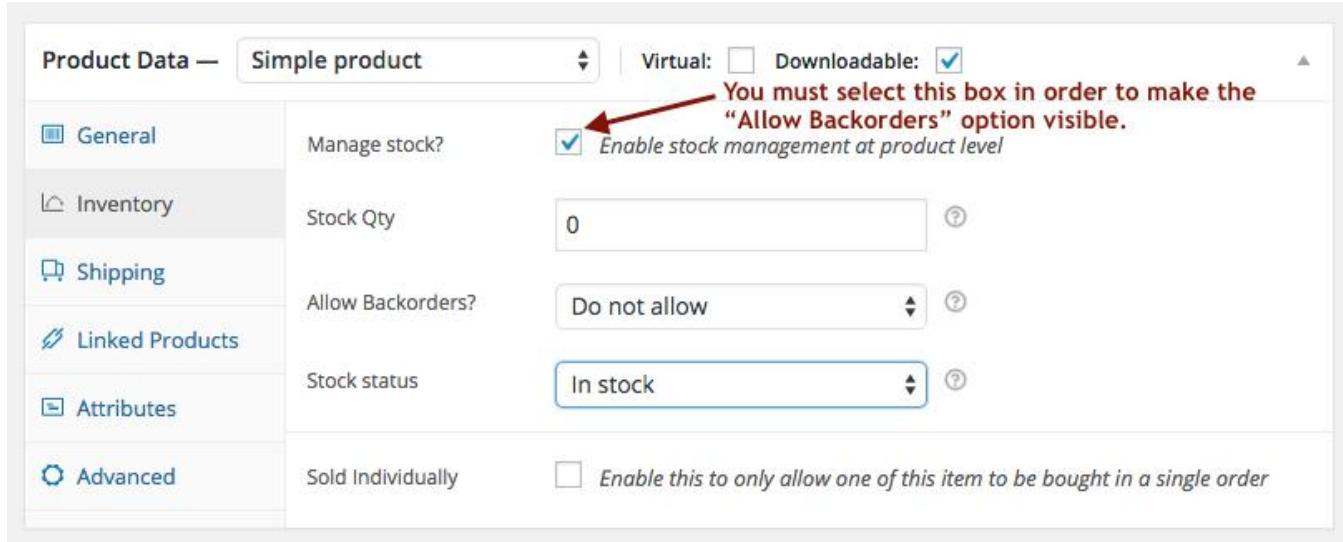
To find the ID, go to **Products** and hover over the product you need the ID for. The product ID number is displayed.



The screenshot shows the WooCommerce product edit screen for "Woo Single #2". At the top, there's a small thumbnail image of a product, followed by the title "Woo Single #2". Below the title are links: "ID: 99 | Edit | Quick Edit | Trash | View | Duplicate".

## Allow backorders

Select whether to allow **Backorders** from the dropdown, if you are managing stock on a product. Use [Advanced Notifications](#) (separate purchase) to help notify someone other than the shop admin if backorders are placed.



The screenshot shows the "Product Data" tab for a "Simple product". Under the "General" section, there is a checkbox labeled "Manage stock?". A red arrow points to this checkbox with the text "You must select this box in order to make the 'Allow Backorders' option visible." Below it, the "Stock Qty" field contains "0". In the "Inventory" section, the "Allow Backorders?" dropdown is set to "Do not allow". Under "Attributes", the "Stock status" is set to "In stock". In the "Advanced" section, the "Sold Individually" checkbox is unchecked.

To allow backorders, the Stock status must be set to **In Stock** even though the Stock Quantity is 0 or less.

# Adding Product Images and Galleries

Reference Link: <https://docs.woocommerce.com/document/adding-product-images-and-galleries/>

Images are measured and set in pixels, for example: 800 x 800 pixels. Note that the first number is width and the second is height.

We recommend organizing your images in a folder offline and keeping a backup in case you need them in the future or mistakenly alter one and wish to revert to the original.

## Types of images

WooCommerce uses three types of Product Images for different locations and purposes:

- **Single Product Image** is the largest image and refers to the main/featured image on your individual product details page.
- **Catalog Images** are medium-sized images appearing in product loops, such as the Shop page, Product Category pages, Related products, Up-sells, and Cross-sells.
- **Product thumbnails** are the smallest images used in the Cart, Widgets, and (optional) Gallery thumbnails underneath the Single Product Image.

## Adding Product Images and Galleries

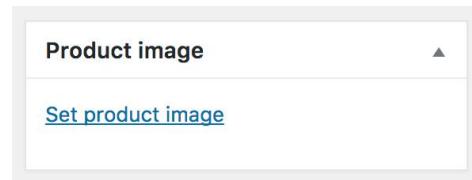
Adding product images and galleries are options available on the right-hand side when adding or editing a product in your store from **WooCommerce > Products**.

The screenshot shows the WordPress admin interface for editing a product. On the left, there's a sidebar with tabs like General, Inventory, Shipping, etc. The main area has sections for 'Ship Your Idea' (with a rich text editor), 'Product data' (with dropdowns for Tax status and Tax class), and 'Product short description' (with a rich text editor). On the right, there's a 'Publish' section with status set to 'Published'. Below it is a 'Product categories' section and a 'Product tags' section. The most prominent feature is the 'Product image' section, which displays a thumbnail of a black t-shirt with a skull and crossbones. Below the thumbnail are links to 'Click the image to edit or update' and 'Remove product image'. There's also a 'Product gallery' section showing smaller versions of the same t-shirt image.

## Product image

The **Product Image** is the main image for your product and is reused in different sizes across your store.

Select **Set Product Image**.



Select an existing image in your Media Library or Upload a new one.



**Remove and Edit** the product image if you'd like to change it, as needed.

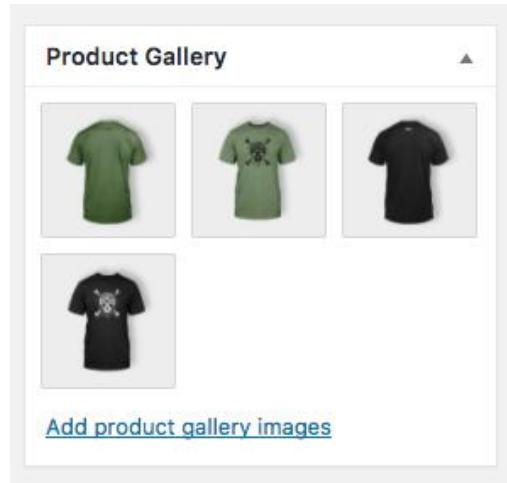
Adding, removing and editing a product image is done in the same way as featured images for posts and pages.

## Product galleries

### Add images to product gallery

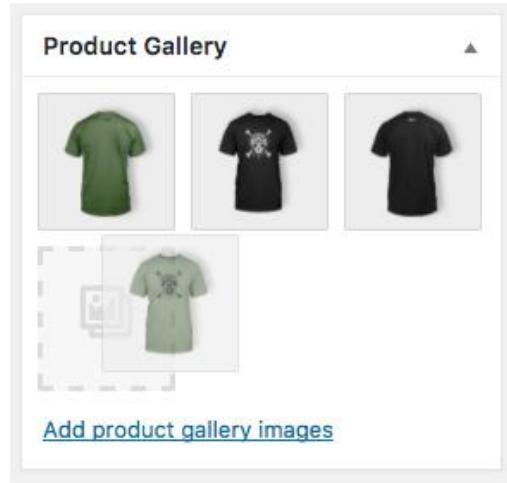
Product galleries display all images attached to a product through the Product Gallery meta box.

Create a **Product Gallery** using the same method as adding a Product Image, but using the Product Gallery meta box.



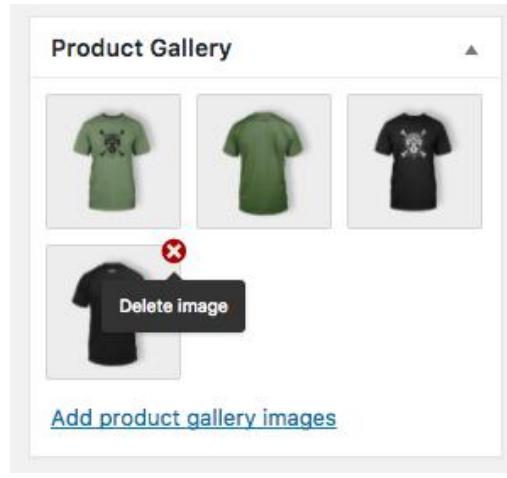
### Reorder images in product gallery

Images in the product gallery can be re-ordered easily via drag and drop. Simply re-order your images by moving them around.



### Remove images from product gallery

To remove an image from the product gallery, hover over the image and click on the red “x.”



## Customer view

Once a product image and gallery have been added, customers can see them in your store.

The product page displays a large main image of a black t-shirt with a skull and crossbones graphic. To the right, the product title "Ship Your Idea" is shown in bold, followed by a star rating of 3 stars and "(3 customer reviews)". The price is listed as \$20.00. A detailed product description follows: "Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo." Below the description is a color selection dropdown labeled "color" with the option "Choose an option". At the bottom, there is a quantity selector set to "1" and an "Add to basket" button.

It's also possible to **Zoom** and see a closeup of the image by hovering over it.

A zoomed-in view of the t-shirt image from the previous screenshot. A magnifying glass icon with a plus sign (+) is positioned in the top right corner of the image area. The rest of the product details (title, rating, price, description, color options, and quantity selector) are visible below the image.

Or customers can click the Magnifying Glass+ option in the upper right corner.



And a **Lightbox** pops up so customers can see a highlighted closeup of the image against a dark background and, if there is one, view the Gallery as a slideshow.

# Variable Product

Reference Link: <https://docs.woocommerce.com/document/variable-product/>

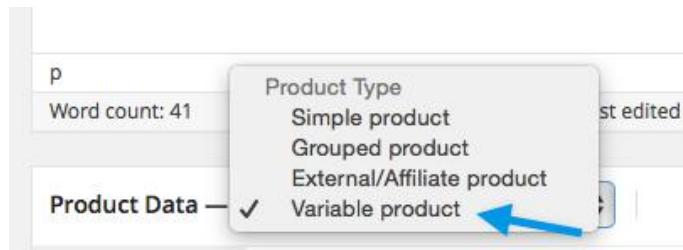
**Variable products** are a product type in WooCommerce that lets you offer a set of variations on a product, with control over prices, stock, image and more for each variation. They can be used for a product like a shirt, where you can offer a large, medium and small and in different colors.

## Adding a variable product

### Step 1. Set the product type

To add a variable product, create a new product or edit an existing one.

1. Go to: WooCommerce > Products.
2. Select the Add Product button or Edit an existing product. The Product Data displays.
3. Select Variable product from the Product Data dropdown.



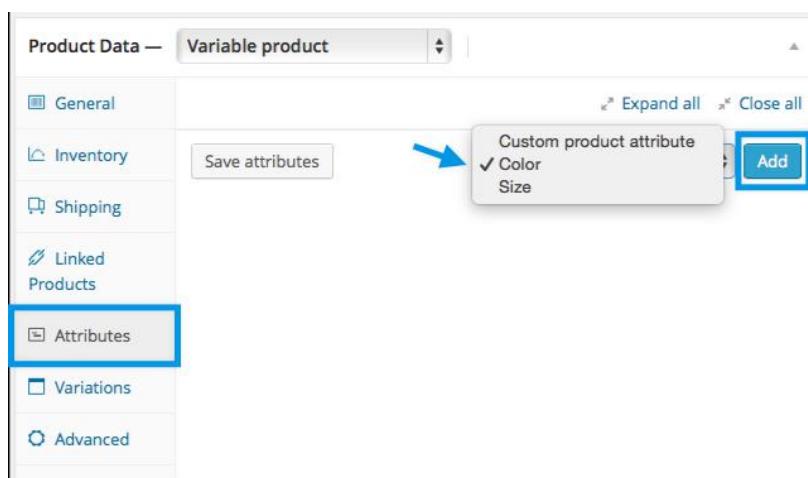
### Step 2. Add attributes to use for variations

In the **Attributes** section, add attributes before creating variations — use [global attributes](#) that are site wide or define custom ones specific to a product.

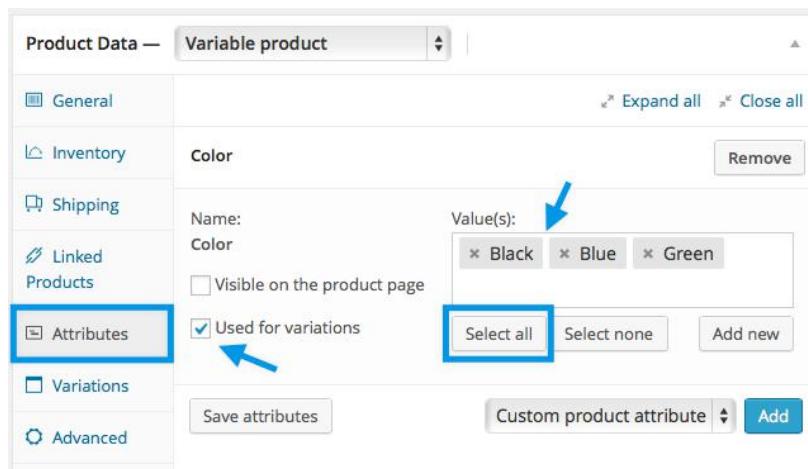
#### Global attributes

To use a *global attribute*:

1. Select one from the dropdown and Add.
2. Choose Select all to add all attributes to the variable product (if applicable).
3. Tick the Used for variations checkbox to tell WooCommerce it's for your variations.



Adding Global Attributes to a Product Setting



Up Global Attributes

## Custom attributes specific to product

If adding new attributes specific to this product:

1. Select Custom product attribute, and Add.

The screenshot shows the 'Product Data' meta box for a 'Variable product'. The left sidebar has sections like General, Inventory, Shipping, Linked Products, Attributes (which is selected and highlighted with a blue border), Variations, and Advanced. In the main area, there's a 'Save attributes' button and a dropdown menu. The dropdown menu shows 'Custom product attribute' checked, and below it are 'Color' and 'Size'. A blue arrow points to the 'Add' button in the dropdown menu.

### Adding Custom Attributes to a Product

2. Name the attribute (e.g. **Size**),
3. Set values separated by a vertical pipe (e.g., **small | medium | large**)
4. Enable the **Used for variations** checkbox.

This screenshot shows the configuration for the 'Size' attribute. It has a 'Name:' field containing 'Size' and a 'Value(s):' field containing 'small | medium | large'. There is a checkbox labeled 'Visible on the product page' which is unchecked. Below these fields is a checked checkbox labeled 'Used for variations'. At the bottom are 'Save attributes' and 'Custom product attribute' buttons, with a blue arrow pointing to the 'Save attributes' button.

5. Save attributes.

## Step 3. Add variations

To add a variation, go to **Variations** section in the **Product Data** meta box.

### Manually Adding a Variation

1. Select Add variation from the dropdown menu, and click **Go**

The screenshot shows the 'Product Data' meta box for a 'Variable product'. The left sidebar has sections like General, Inventory, Shipping, Linked Products, Attributes, and Variations (which is selected and highlighted with a blue border). In the main area, there's a 'Save attributes' button and a 'Custom product attribute' dropdown. Below these is a 'Variations' section with an 'Add variation' dropdown menu, which is highlighted with a red box. To the right of the dropdown is a 'Go' button.

2. Select attributes for your variation. To change additional data, click the triangle icon to expand the variation.

This screenshot shows the 'Add variation' screen. It displays a variation row with the identifier '#1' and two dropdown menus: 'Any Color...' and 'Any Size...', both of which are highlighted with a red box. To the right of the dropdowns is a 'remove' button. At the bottom of the variation row are 'Save Changes' and 'Cancel' buttons. Above the variation row, there are 'Default Form Values: [?]' and 'No default Color...' and 'No default Size...' buttons. The left sidebar shows the 'Variations' section selected.

3. Edit any available data. The only required field is **Regular Price**.
4. Save Changes.

# Editing Many Variations

If you have more than 10 variations, use the buttons to navigate forward and backward through the list. Each time you navigate to a new set of variations, the previous set are saved. This ensures that all data is saved.

The screenshot shows the 'Product Data' section for a 'Variable product'. On the left, there's a sidebar with tabs: General, Inventory, Shipping, Linked Products, Attributes, and Advanced. Under 'General', there are dropdowns for 'Default Form Values' (set to 'No default Color...' and 'No default Size...'). Below this is an 'Add variation' button and a message '15 variations (Expand / Close)'. At the bottom right of the variation list, there are navigation buttons: '<' and '>' for page navigation, and '1 of 2' indicating the current page.

## Setting Defaults

We recommend setting defaults you prefer on variations. In the example, we have no defaults set, so users can pick any color and size right away from the product page.

This screenshot shows the 'Product Data' section with the 'General' tab selected. The 'Default Form Values' dropdowns are highlighted with a red box. Both dropdowns are currently set to 'No default Color...' and 'No default Size...'. There is also an 'Add variation' button.

If you want a certain variation already selected when a user visits the product page, you can set those. This also enables the Add to Cart button to appear automatically on variable product pages.

You can only set defaults after at least one variation has been created.

## Variation Data

Each variation may be assigned.

### General:

- **Enabled** – Enable or disable the variation.
- **Downloadable** – If this a downloadable variation.
- **Virtual** – If this product isn't physical or shipped, shipping settings are removed.
- **Regular Price** (required) – Set the price for this variation.
- **Sale Price** (optional) – Set a price for this variation when on sale.
- **Tax status** — Taxable, shipping only, none.
- **Tax class** – Tax class for this variation. Useful if you are offering variations spanning different tax bands.
- **Downloadable Files** – Shows if **Downloadable** is selected. Add file(s) for customers to download.
- **Download Limit** – Shows if **Downloadable** is selected. Set how many times a customer can download the file(s). Leave blank for unlimited.
- **Download Expiry** – Shows if **Downloadable** is selected. Set the number of days before a download expires after purchase.

### Inventory:

- **SKU** – If you use SKUs, set the SKU or leave blank to use the product's SKU.
- **Manage Stock?** – Manage stock at the variation level.
- **Stock Quantity** – Shows if Manage Stock is selected. Input the quantity. Stock for the specific variation, or left blank to use the product's stock settings.
- **Allow Backorders** – Choose how to handle backorders.
- **Stock Status** – Set the status of your variation's stock.
- **Sold Individually?** – Allow only one to be sold in an order. (This is setting is used for the product itself. You cannot set a specific variation to only be sold once per order.)

**Set Stock Status** can be applied to all variations at once to **In stock** or **Out of stock**. Bulk-update under **Variations**.

The screenshot shows the 'Set Stock Status' interface for a variable product. On the left, a sidebar lists categories: General, Inventory, Shipping, Linked Products, Attributes, Variations, and Advanced. The 'Variations' category is selected. At the top, it says 'Default Form Values: Black'. Below that, a search bar contains 'Set Status - In stock' with a 'Go' button. A link '2 variations (Expand / Close)' is shown. Under 'Variations', there are two entries: '#41 Black' and '#42 Blue'. At the bottom right are 'Save changes' and 'Cancel' buttons, with another '2 variations (Expand / Close)' link.

## Shipping

- **Weight** – Weight for the variation, or leave blank to use the product's weight.
- **Dimensions** – Height, width and length for the variation, or leave blank to use the product's dimensions.
- **Shipping class** – Shipping class can affect shipping. Set this if it differs from the product.

## Linked products

- **Upsells**
- **Cross-sells**
- **Grouped**

If the SKU, weight, dimensions and stock fields are not set, then it inherits values assigned to the variable product. **Price fields must be set per variation**.

## Add an image for the variation

1. **Expand** the variation.
2. **Click** the blue image placeholder (screenshot).
3. **Select** the image you wish to use.
4. **Save**.

The screenshot shows the variation image settings. It includes fields for 'SKU' (with a placeholder '[?]' and a text input field), 'Enabled' (checkbox checked), 'Downloadable' (checkbox unchecked), 'Virtual' (checkbox unchecked), 'Manage stock?' (checkbox unchecked), 'Regular Price' (\$50), and 'Sale Price' (with a 'Schedule' link). There is also a 'Any color...' and 'Any size...' dropdown at the top left.

## Bulk editing

You can bulk-edit variations by selecting the specific piece of data you want from the dropdown. In this example, I want to edit prices for all variations.

The screenshot shows the bulk editing interface for regular prices. The 'Inventory' section is selected in the sidebar. A search bar contains 'Set regular prices' with a 'Go' button. A link 'variation (Expand / Close)' is shown. The 'General' and 'Inventory' sections are visible above the search bar.

## Linking possible variations

You can select **Create variations from all attributes** to have WooCommerce create every possible combination of variations.



If your example had two attributes – color (with values blue and green) and size (with values large and small), it creates the following variations:

- Large Blue
- Large Green
- Small Blue
- Small Green

If you later add additional attributes, it may require the variables to be redefined for the variation combinations to work correctly.

## What customers see

On the frontend, when viewing a variable product, the user is presented with dropdown boxes to select variation options. Selecting options will reveal information about the variation, including available stock and price.

The image contains two side-by-side screenshots of a WooCommerce product page. The left screenshot shows a black t-shirt with a skull and crossbones graphic. The title is 'Ship Your Idea', it has 3 customer reviews, and the price is £21.00. Below the product image is a color selection dropdown set to 'Black' with a 'Clear' button, and a status message 'In stock'. There are two small thumbnail images below the main image. The right screenshot shows a black hoodie with the same skull graphic. The title is 'Ship Your Idea', the price is \$18.69, and it features a 'Sale!' badge. Below the product image is a 'SELECT OPTIONS' button.

If the user tries to click the greyed out add to cart button before choosing an attribute, a message will appear asking them to create some attributes. In the product archive page, Add to Cart does not display because a variation must first be chosen before adding to cart on the product page.