

Adding and 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).

To learn more, see: [Managing Product Categories, Tags and Attributes](#)

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.

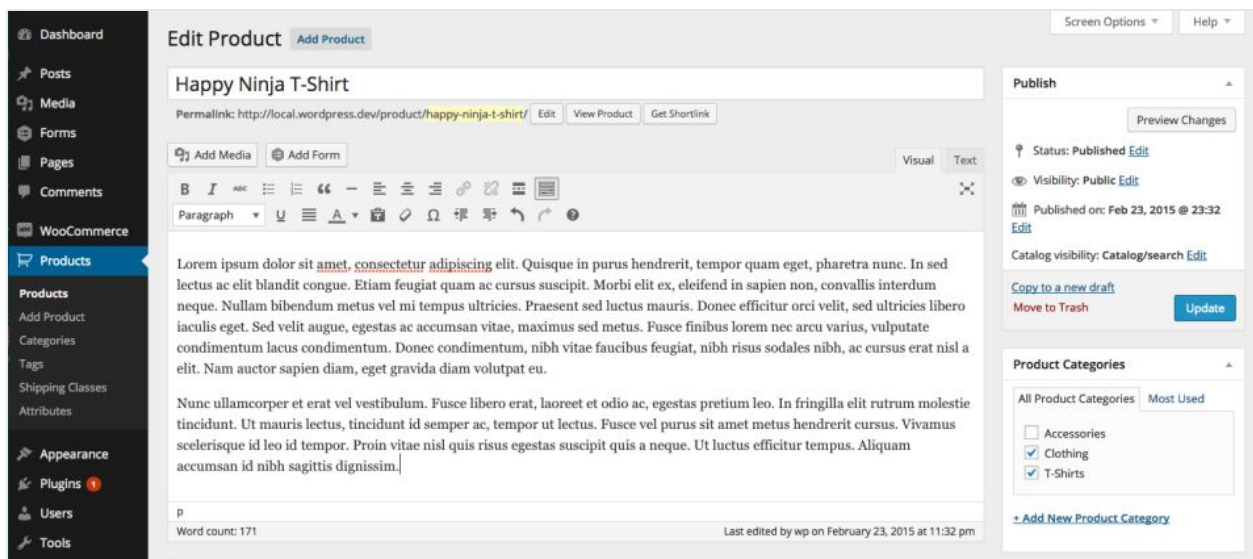
- **[Simple](#)** – covers the vast majority of any products you may sell. Simple products are shipped and have no options. For example, a book.
- **[Grouped](#)** – a collection of related products that can be purchased individually and only consist of simple products. For example, a set of six drinking 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.

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.



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.

Product data — Simple product ☐ Virtual: ☐ Downloadable: ☐

General	Regular price (£)	<input type="text" value="20"/>
Inventory	Sale price (£)	<input type="text" value="18"/> Schedule
Shipping	Tax status	<input type="text" value="Taxable"/> ?
Linked Products	Tax class	<input type="text" value="Standard"/> ?
Attributes		
Advanced		
Get more options		

General section

- 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

- Tax

- Tax status – Taxable / Shipping only / None
- Tax class – Choose which tax class should be applied

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 'Stock status' option is visible in the Product Data Inventory box.

Product data — Simple product ☐ Virtual: ☐ Downloadable: ☐

General	SKU	<input type="text"/> ?
Inventory	Manage stock?	<input type="checkbox"/> Enable stock management at product level
Shipping	Stock status	<input type="text" value="In stock"/> ?
Linked Products	Sold individually	<input type="checkbox"/> Enable this to only allow one of this item to be bought in a single order
Attributes		
Advanced		

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**.
- **Low stock threshold** – Enter a number upon which you are notified.
- Tick the **Sold Individually** box to limit the product to one per order.

Product data —		Simple product	Virtual: <input type="checkbox"/>	Downloadable: <input type="checkbox"/>
General	SKU	<input type="text"/>	?	
Inventory	Manage stock?	<input checked="" type="checkbox"/>		
Shipping	Enable stock management at product level			
Linked Products	Stock quantity	20	?	
Attributes	Allow backorders?	Do not allow	?	
Advanced	Low stock threshold	0	?	
	Sold individually	<input type="checkbox"/>	Enable this to only allow one of this item to be bought in a single 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

Inventory

Shipping

Linked Products

Attributes

Advanced

Weight (lbs)

0

?

Dimensions (in)

Length

Width

Height

?

Shipping class

No shipping class

?

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

Inventory

Shipping

Linked Products

Attributes

Advanced

Up-Sells

silh

?

Cross-Sells

#21 – Ninja Silhouette T-Shirt

?

Grouping

Choose a grouped product...

?

After adding, they are listed in the input field:

Product Data —

Simple product

Virtual: ☐

Downloadable: ☐

General

Inventory

Shipping

Linked Products

Attributes

Advanced

Up-Sells

× #21 – Ninja Silhouette T-Shirt

?

Cross-Sells

Search for a product...

?


Grouping

Choose a grouped product...

?

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](#).

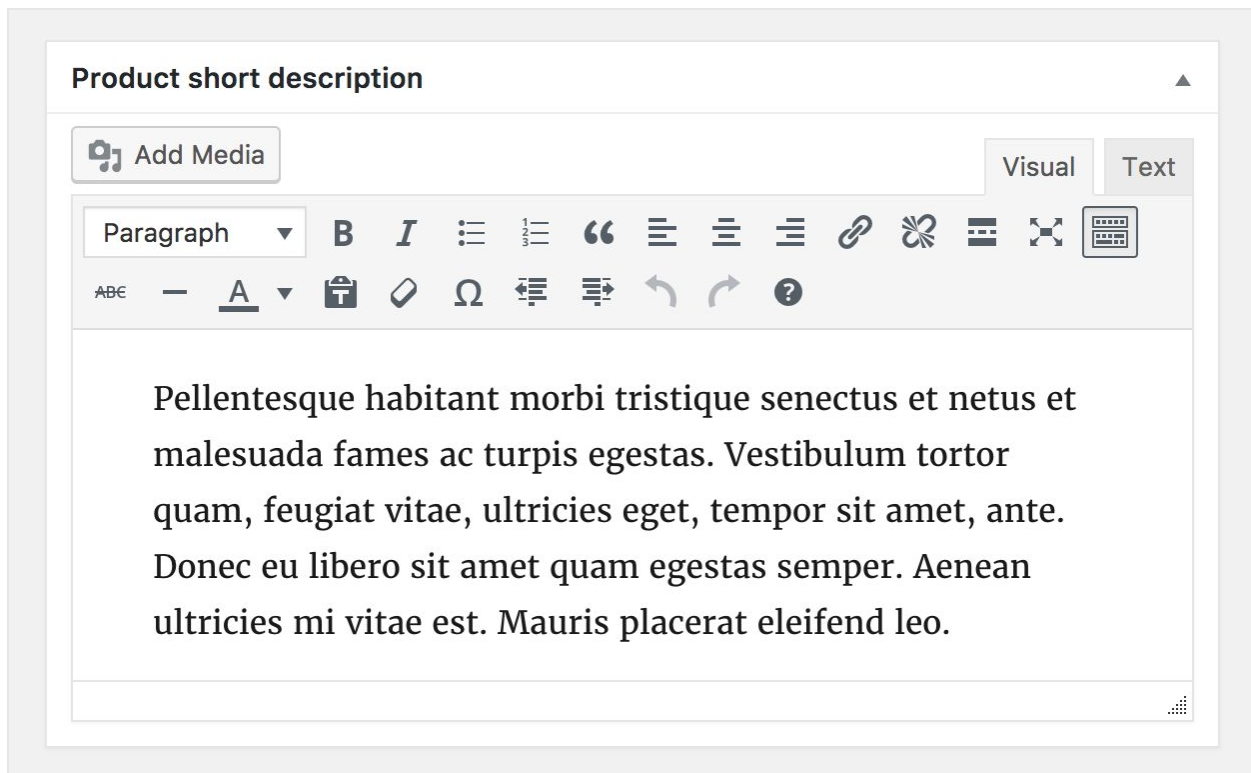
Once you have chosen an attribute from the select box, click add and apply the terms attached to that attribute (e.g., Nintendo DS) to the product. You can hide the attribute on the frontend by leaving the Visible checkbox unticked.

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 customer reviews for this item.

Product short description



The screenshot shows a web-based editor for the 'Product short description'. At the top, there's a title bar 'Product short description' with an upward arrow. Below it is a toolbar with an 'Add Media' button. The editor has two tabs: 'Visual' (selected) and 'Text'. The 'Visual' tab contains a rich text editor with a dropdown menu set to 'Paragraph', and various formatting icons for bold, italic, bulleted list, numbered list, quote, indent, outdent, link, unlink, table, table border, and a grid icon. Below the toolbar is a text area containing the placeholder text: '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.' At the bottom right of the text area is a small grid icon.

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

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](#)

Adding Product Images and Galleries

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

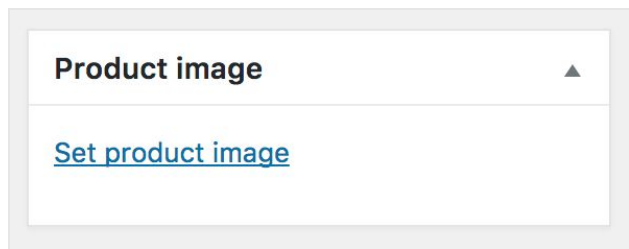
Adding product images and galleries are options available on the right-hand side when adding or editing a product in your store from **WooCommerce > Products**.

The screenshot displays the 'Edit product' interface in WooCommerce. The main content area shows the product title 'Ship Your Idea' and a rich text editor with placeholder text. The right-hand sidebar contains several sections: 'Publish' (Status: Published, Visibility: Public, Published on: Jun 7, 2013 @ 10:46), 'Product categories', 'Product tags', and 'Product image'. The 'Product image' section features a large image of a black t-shirt with a skull and crossbones design, with a caption 'Click the image to edit or update' and a 'Remove product image' link. Below this is the 'Product gallery' section, which shows a grid of four smaller images of the same t-shirt in different colors (green, light green, black, and dark blue). A link 'Add product gallery images' is at the bottom of the gallery. The bottom of the sidebar also shows a 'Product short description' section with a rich text editor.

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.

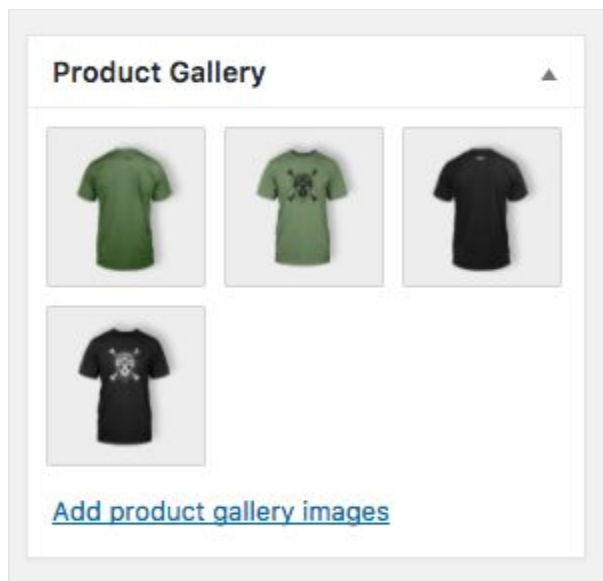
Adding, removing and editing a product image is done in the same way as featured images for posts and pages.

Product Galleries

Add images to the Product Gallery

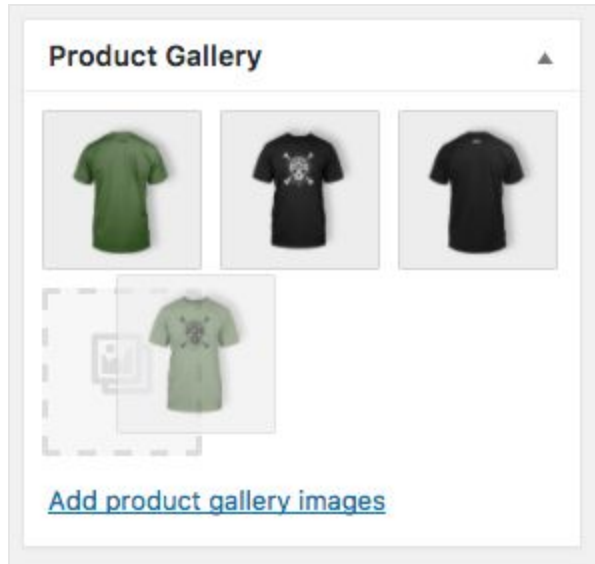
Product galleries display all images attached to a product through the Product Gallery meta box.

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



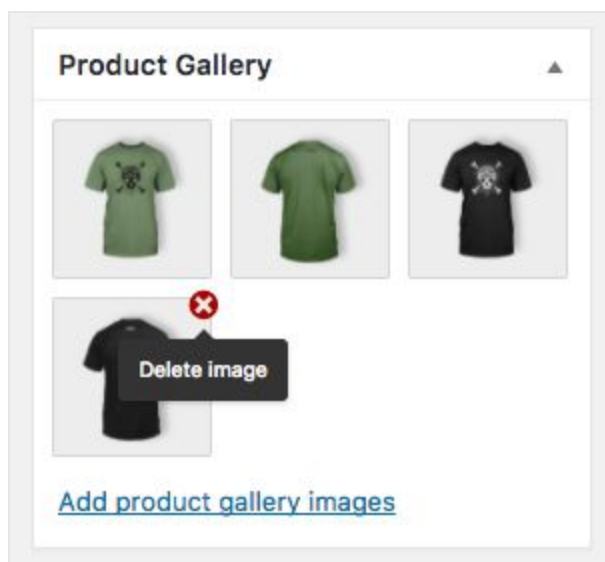
Reorder images in the product gallery

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



Remove images from the product gallery

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



Adding a virtual product

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

Product data — Simple product

Virtual: ☐ Downloadable: ☐

Virtual products are intangible and are not shipped.

General

Regular price (\$)

Inventory

Sale price (\$)

Shipping

[Schedule](#)

Linked Products

Tax status

Taxable

Attributes

Tax class

Standard

Advanced

With **Variable** products this checkbox is moved to each variation.

Product data — Variable product

Default Form Values: ? Black

Add variation

Go

2 variations ([Expand](#) / [Close](#))

#41 Black

SKU

☐ Enabled: ☐ Downloadable: ☐ Virtual: ☐ Manage stock?

Regular price (\$)

35

Stock status

In stock

Enable this option if a product is not shipped or there is no shipping cost

[Schedule](#)

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:

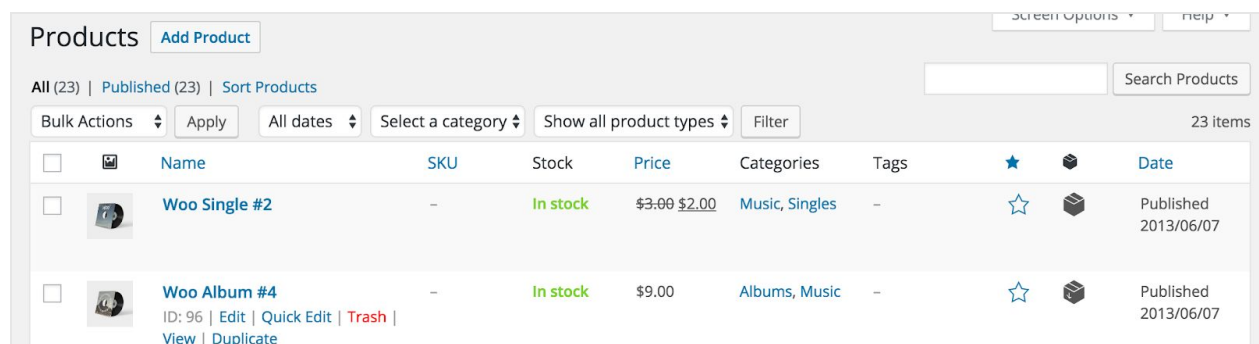
- File path — Path or url to your downloadable file.
- Download limit – Limit on number of times the customer can download file.
Left blank for unlimited downloads.

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.







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.

Deleting a product



The screenshot shows the WooCommerce 'Products' management page. At the top, there's a 'Products' header with an 'Add Product' button. Below it, filters for 'All (23)', 'Published (23)', and 'Sort Products' are visible. A search bar and 'Search Products' button are on the right. A table of products is displayed with columns: Name, SKU, Stock, Price, Categories, Tags, and Date. Two products are listed: 'Woo Single #2' and 'Woo Album #4'. The 'Woo Album #4' row includes links for 'ID: 96', 'Edit', 'Quick Edit', 'Trash', 'View', and 'Duplicate'.

	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 ID: 96 Edit Quick Edit Trash View Duplicate	-	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 for WooCommerce. The left sidebar contains navigation menus for WP Engine, Dashboard, Posts, Media, Links, Pages, Comments, Wootique, WooCommerce, and Products. The main content area is titled 'Products' and shows a list of products. The 'Woo Single #1' product is highlighted with a blue arrow pointing to its star icon in the 'Featured' column. Below the product list, the 'QUICK EDIT' modal is open for 'Woo Album #2'. In the 'Visibility' section, the 'Featured' checkbox is checked, and a blue arrow points to it. Other sections include 'PRODUCT DATA' (SKU, Price, Sale, Tax Status, Tax Class, Weight, L/W/H, In stock?, Backorders?), 'Product Tags', 'Status' (Published), 'Product Categories' (Music, Albums, Singles, Posters), and 'Shipping Classes'. The 'Update' button is at the bottom right.

	Name	SKU	Stock	Price	Categories	Tags	★		Date
<input type="checkbox"/>	Woo Single #2	-	In stock	\$3.00 \$2.00	Music, Singles	-	☆		2013/06/07 Published
<input type="checkbox"/>	Woo Album #4	-	In stock	\$9.00	Albums, Music	-	☆		2013/06/07 Published
<input type="checkbox"/>	Woo Single #1	-	In stock	\$3.00	Music, Singles	-	★		2013/06/07 Published
<input type="checkbox"/>	Woo Album #3	-	In stock	\$9.00	Albums, Music	-	☆		2013/06/07 Published

QUICK EDIT

Title: Woo Album #2
Slug: woo-album-2
Date: 06-Jun 07, 2013 @ 11:34
Password: -OR- Private
Order: 0
Product Tags:
Status: Published
Allow Comments: ☒
Product Categories: ☐ Clothing, ☐ Hoodies, ☐ T-shirts, ☒ Music, ☒ Albums, ☐ Singles, ☐ Posters
Shipping Classes:
PRODUCT DATA
SKU:
Price: 9
Sale: Sale price
Tax Status: Taxable
Tax Class: Standard
Weight: 0.00
L/W/H: Length, Width, Height
Visibility: Catalog & search, ☒ Featured
In stock? In stock, ☐ Manage stock?
Backorders? Do not allow
Cancel Update