

WooCommerce is a standard and state-of-the-art E-Commerce platform used by millions of online shops and vendors.

Managing Product Categories, Tags and Attributes

Product categories

Product categories are the primary way to group products with similar features. You can also add subcategories if desired.

For example, if you sell clothing, you might have “t-shirts”, “hoodies” and “pants” as categories.

How to add/edit product categories

Categories are managed from the **Products > Categories** screen.

Similar to categories on your posts in WordPress, you can **add, delete, and edit** product categories.

- Add a **Name**.
- Add a **Slug** (optional); this is the URL-friendly version of the name.
- Choose a **Parent** if this is a subcategory.
- Enter a **Description** (optional); some themes display this.
- Choose the **Display type**. Decide what is shown on the category’s landing page. “Standard” uses your theme’s default. “Subcategories” will display only the subcategories. “Products” only displays products. “Both” will display subcategories and products below that.
- **Upload/Add Image** (optional); Some themes have pages where product category images are displayed, so this is a good idea.

Storefront by default displays product category images on the homepage template.

Shop by Category



Clothing (13)



Music (6)

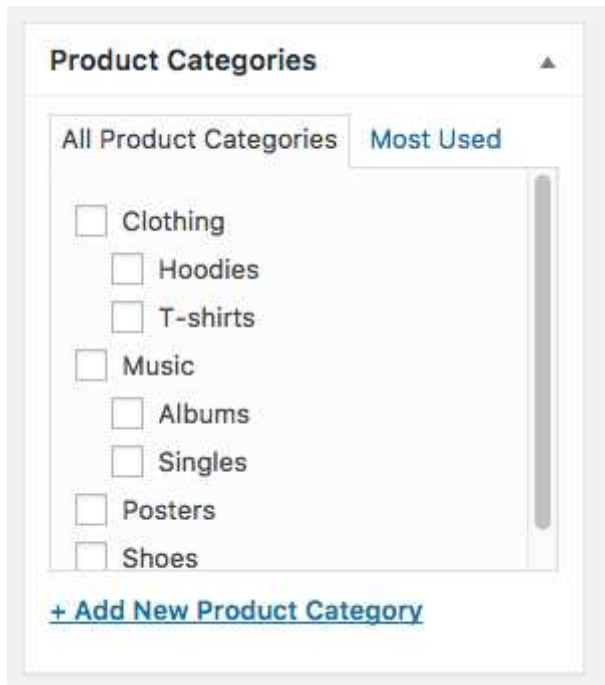


Posters (5)

Categories can also be **reordered** by dragging and dropping – this order is used by default on the front end whenever the categories are listed. This includes both widgets and the subcategory view on product pages.

When you add a new product via **Products > Add Product**, you can select this new product category from the list.

Alternatively, you can go to **Products > Add Product** directly, and select **Add New Product Category**.



The taxonomy is `product_cat`.

Product tags

What are product tags?

Product tags are another way to relate products to each other, next to product categories. Contrary to categories, there is no hierarchy in tags; so there are *no* “subtags.”

For example, if you sell clothing, and you have a lot of cat prints, you could make a tag for “cat.” Then add that tag to the menu or sidebar so cat lovers can easily find all t-shirts, hoodies, and pants with cat prints.

How to add/edit product tags

Tags can be added similarly to adding product categories and work in exactly the same way as post tags. See the [WordPress.org Codex](#) for more information.

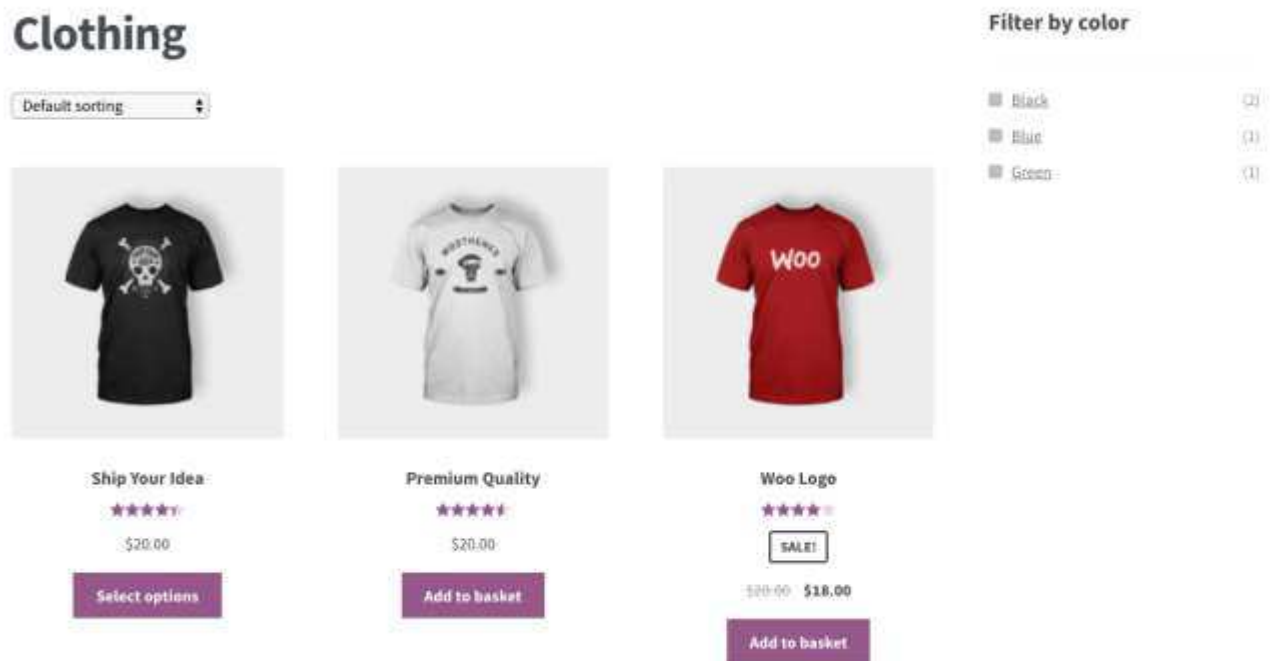
The taxonomy is `product_tag`.

Product attributes

What are product attributes?

A third and important way to group products is to use attributes. There are two uses of this data type that are relevant for WooCommerce:

- First is via WooCommerce widgets. “WooCommerce Layered Nav” works based on attributes. If you add this widget to your sidebar, customers can filter products in your store based on the attribute.



- Second is via variable products. To create a variable product, an attribute must first be defined for the product. These attributes can then be used to make a distinction between different variations. More info at: [Variable Products](#).

For example, if you're selling clothing, two logical attributes are “color” and “size”, so people can search across categories for a color that fits their style and type and clothing available in their size.

How to add/edit product attributes

Set global attributes

Go to **Products > Attributes** to add, edit, and remove attributes.

Here you can quickly and easily add attributes and their terms.

- Add a **Name**.
- Add a **Slug**; (optional); this is the URL-friendly version of the name.
- **Enable Archives** if desired. If enabled, you can view a page with all products having this attribute. For example, if you have this enabled, and “black” is one of the options under

“color”, you can add `http://yourstore.com/pa_color/black/` to your menu to only display black clothing – pa stands for “product attribute.”

- Choose the **Type**. This is used for products. If you want to have the same attribute values for your whole store, choose “Select.” On the individual product, you can then select attributes. If you choose “Text”, you can type new values to the attributes.
- Select a **Default sort order**. Choose between “Name”, “Name (Numeric)”, “Term ID” or “Custom ordering” where you decide by dragging and dropping the terms in the list when configuring the terms (see below). “Name (Numeric)” is relevant if the values are numbers. If you select “Name”, it sorts alphabetically with 1 and 10 preceding 2. If you select “Name (Numeric)” it sorts based on numerical value.

Numbers	numbers	Select	Name	1, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 2, 20, 21, 22, 3, 4, 5, 6, 7, 8, 9	
Numbers	numbers	Select	Name (numeric)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22	

Select **Add Attribute**.

The attribute is added in the table on the right, but without values.

Select the **gear icon** to add attribute values. You’ll see “Configure terms” when you hover over it.

Name	Slug	Type	Order by	Terms	
color	color	Select (Public)	Custom ordering	Black, Blue, Green	
size	size	Select	Custom ordering	–	
Edit Delete					

Next **Add New “Attribute name”**, where “Attribute name” automatically takes the name you gave the attribute in the previous step.

Add as many values as you wish. If you selected “Custom ordering” for the attribute, reordering your values can be done here.

Add global attributes to product

Add the created attributes to your products.

Go to: **Products > Add Product** (or edit an existing one).

Select the **Attributes** tab in the Product Data. There you can choose any of the attributes that you've created in the dropdown menu.

Select **Add**.

If you selected an attribute of the "Select" type, you can add all terms you added previously.

The screenshot shows the 'Product Data' tab for a 'Simple product'. The left sidebar has tabs for General, Inventory, Shipping, Linked Products, Attributes (selected), and Advanced. The main content area has a dropdown menu for 'Custom product attribute' with an 'Add' button. Below this, the attribute name is 'size' and it is marked as 'Visible on the product page'. A list of values is shown: 'Large', 'Medium', and 'Small'. A 'Save attributes' button is at the bottom.

If you selected an attribute of **Test** type, you can add terms separated with a pipe ("|"). These terms are added to your global attributes once saved.

The screenshot shows the 'Product Data' section of a WooCommerce product page. The 'Simple product' dropdown is selected. The 'Attributes' tab is active in the left sidebar. In the main area, a 'Custom product attribute' dropdown is set to 'Custom product attribute', with an 'Add' button next to it. Below this, the attribute type is set to 'Text'. The 'Name' field contains 'Text', and the 'Value(s)' field contains '"|" separate terms'. A checkbox labeled 'Visible on the product page' is checked. At the bottom, there is a 'Save attributes' button and an 'Expand / Close' link.

Product Data — Simple product Virtual: ☐ Downloadable: ☐

General Custom product attribute Add Expand / Close

Inventory

Shipping

Linked Products

Attributes

Advanced

Text

Name: Value(s):

Text "| " separate terms

☒ Visible on the product page

Save attributes Expand / Close

Add custom attributes

Alternatively, add an attribute you only want to use for one product. This would only be ideal if you have a product with unique variations.

Go to: **Product > Add Product**.

Select the **Attributes** tab.

Select **Custom product attribute** in the dropdown and follow the above steps.

VARIABLE PRODUCTS

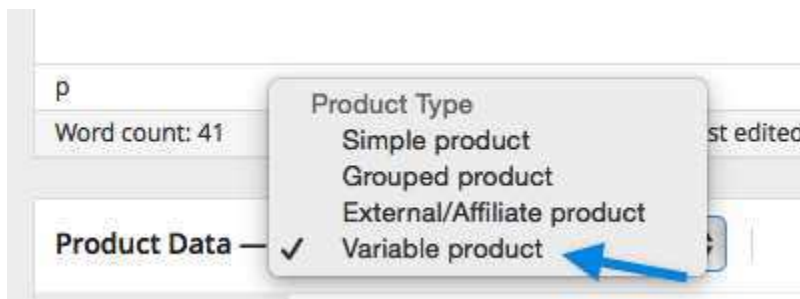
Variable products are a product type in WooCommerce that lets you offer a set of variations on a product, with control over prices, stock, image and more for each variation. They can be used for a product like a shirt, where you can offer a large, medium and small and in different colors.

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.



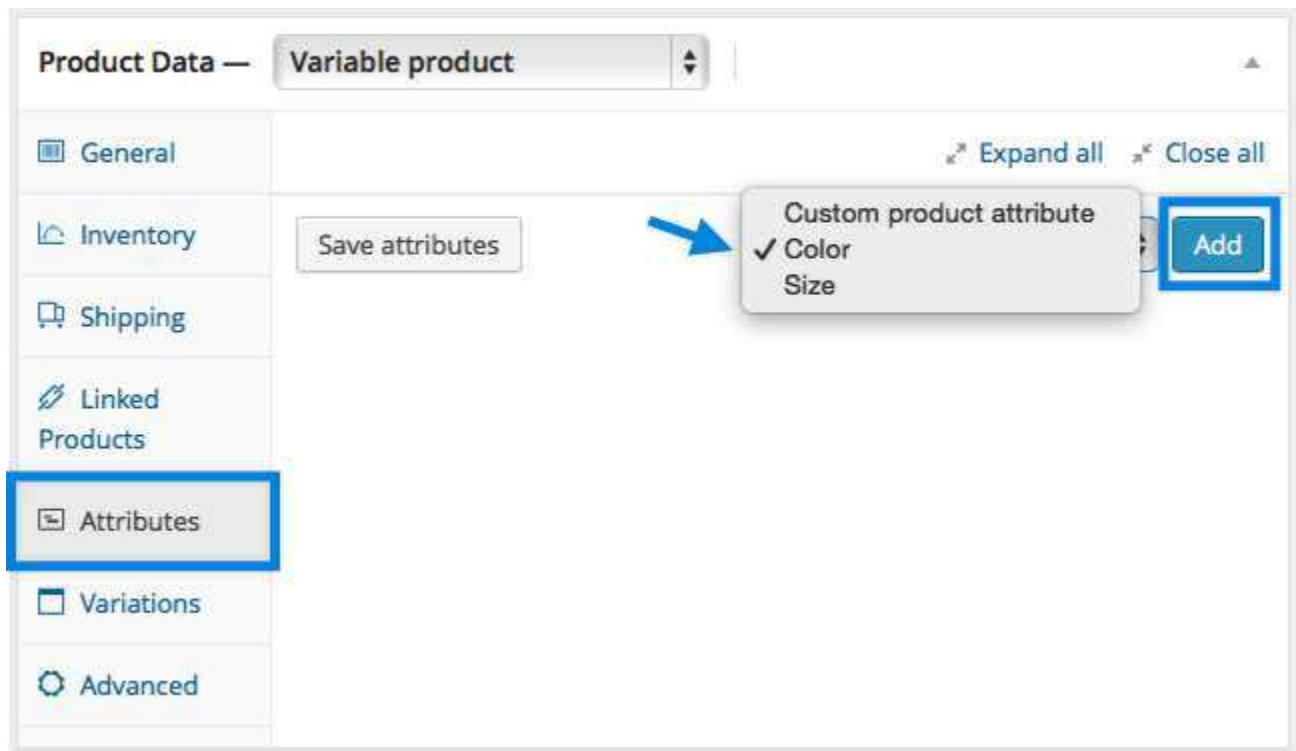
Step 2. Add attributes to use for variations

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

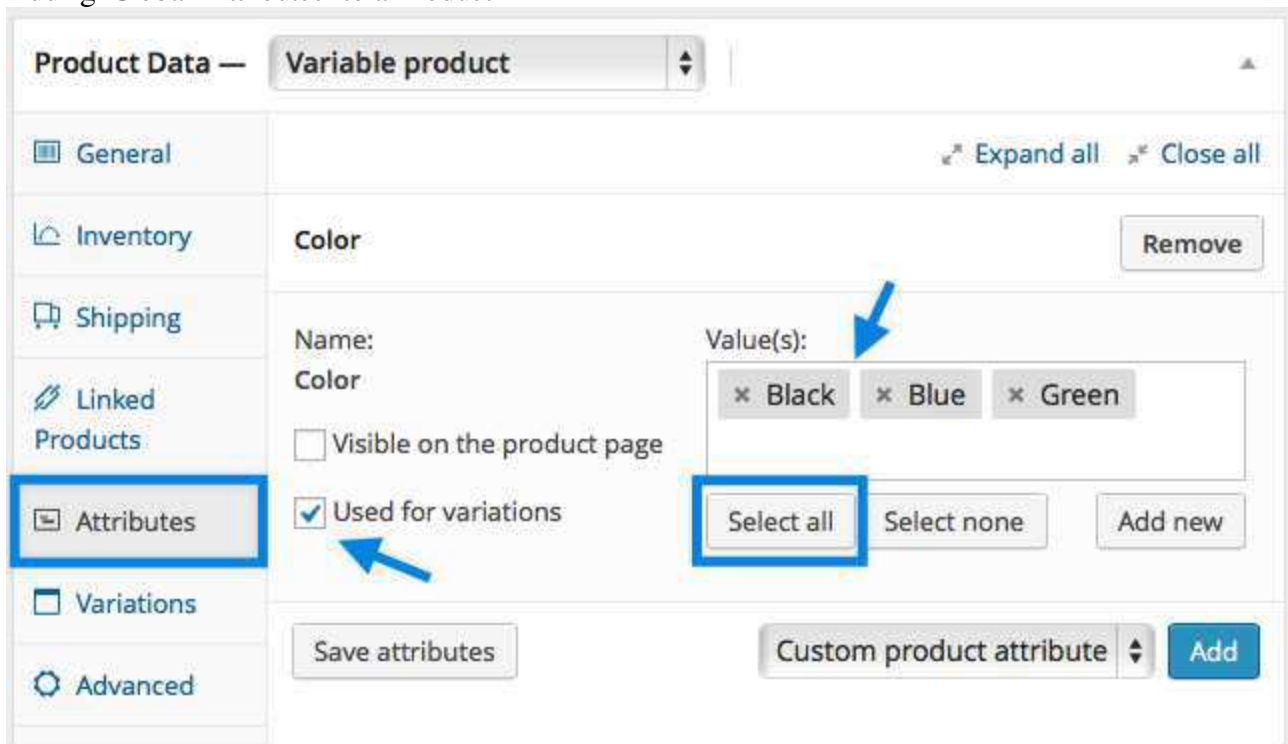
Global attributes

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

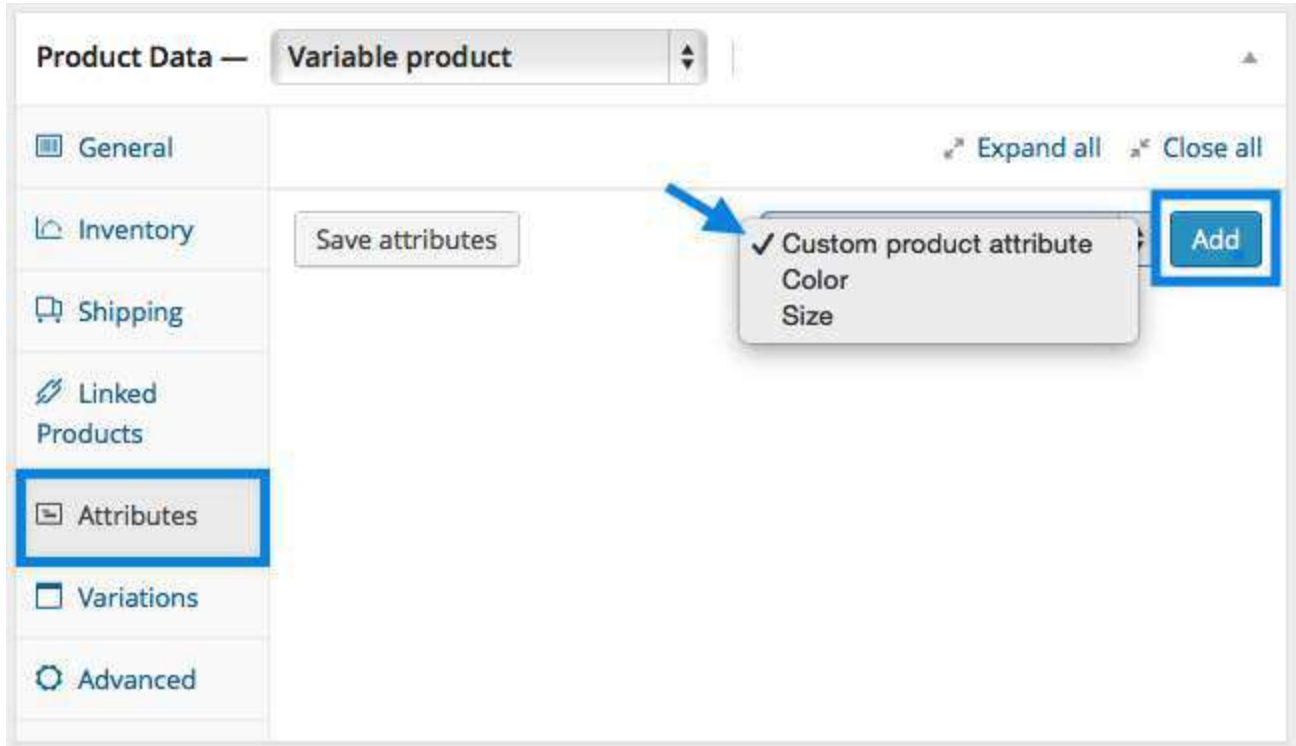


Setting Up Global Attributes

Custom attributes specific to product

If adding new attributes specific to this product:

1. Select **Custom product attribute**, and **Add**.



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.

The image shows the configuration form for a custom product attribute named 'Size'. The 'Name' field contains 'Size' and the 'Value(s)' field contains 'small | medium | large'. The 'Used for variations' checkbox is checked and highlighted with a blue box. The 'Save attributes' button is highlighted with a blue box. The 'Remove' button is visible in the top right corner. The 'Visible on the product page' checkbox is unchecked.

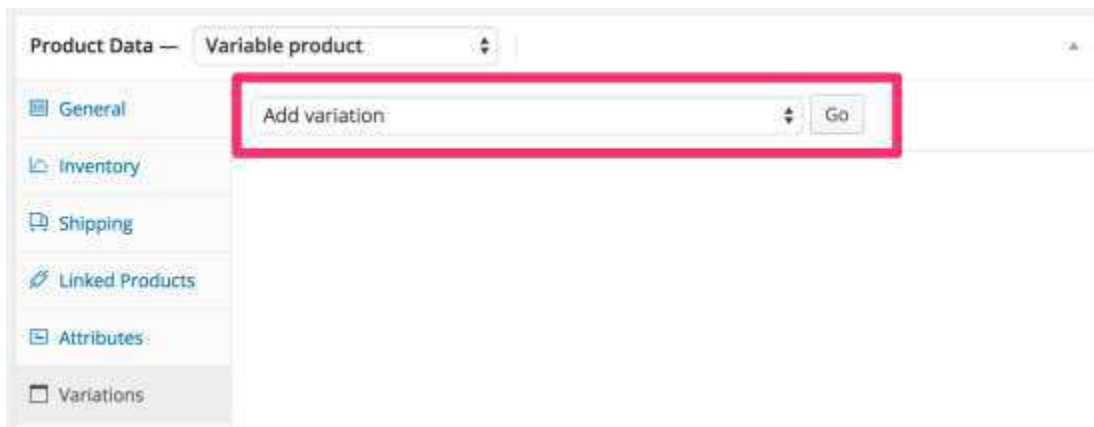
1. Click **Save attributes**.

Step 3. Add variations

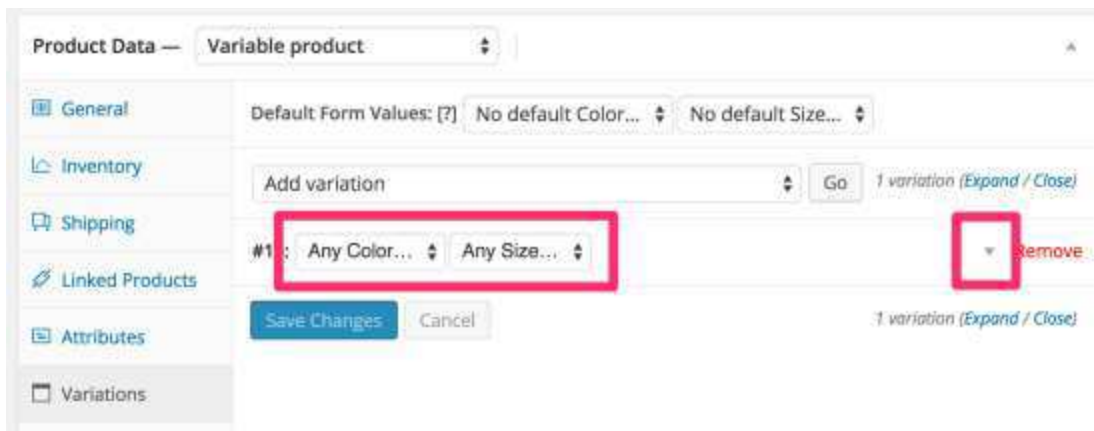
To add a variation, go to **Variations** section in the **Product Data** meta box.

Manually Adding a Variation

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



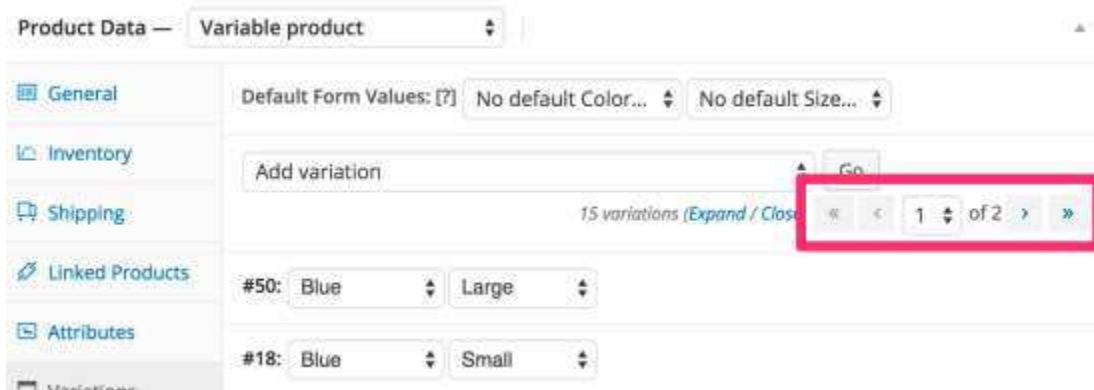
1. **Select** attributes for your variation. To change additional data, click the triangle icon to expand the variation.



1. **Edit** any available data. The only required field is **Regular Price**.
2. **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 is a sidebar with tabs: General, Inventory, Shipping, Linked Products, Attributes, and Variations. The 'General' tab is active. Under 'Default Form Values', there are two dropdowns: 'No default Color...' and 'No default Size...'. Below this is an 'Add variation' input field with a 'Go' button. A summary line indicates '15 variations (Expand / Close)'. A navigation bar is highlighted with a red box, showing '1 of 2' with arrows for navigation. Below the navigation bar, two variations are listed: '#50: Blue' and 'Large', and '#18: Blue' and 'Small'.

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 'Default Form Values' section. Two dropdown menus are highlighted with a red box: 'No default Color...' and 'No default Size...'. Below them is the 'Add variation' input field and the 'Go' 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.

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

Product data — Variable product

General

Default Form Values: Black

Inventory

Set Status - In stock [Go](#)

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

Shipping

Linked Products

#41 Black

Attributes

#42 Blue

Variations

[Save changes](#) [Cancel](#) 2 variations ([Expand](#) / [Close](#))

Advanced

Shipping

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

Linked products

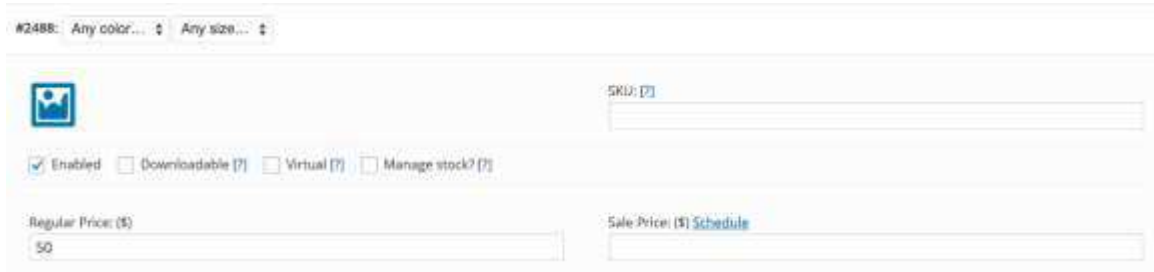
- **Upsells**
- **Cross-sells**
- **Grouped**

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.

A screenshot of the WooCommerce product edit form. At the top, there are dropdown menus for 'Any color...' and 'Any size...'. Below these is a 'SKU' field. There are checkboxes for 'Enabled', 'Downloadable', 'Virtual', and 'Manage stock'. At the bottom, there are 'Regular Price' and 'Sale Price' fields, both containing the value '50'. A 'Save' button is visible on the right side of the form.

Duplicating a variable product

To save time, you can make a copy of a product and its variations to create similar ones. More at: [Duplicating a Product](#).

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.

A screenshot of the WooCommerce bulk edit interface. The 'Product Data' dropdown is set to 'Variable product'. Under the 'Inventory' tab, the 'Set regular prices' option is selected in the dropdown menu. A 'Go' button is next to it. The text 'variation (Expand / Close)' is visible on the right.

Linking possible variations

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

A screenshot of the WooCommerce bulk edit interface. The 'Product Data' dropdown is set to 'Variable product'. Under the 'General' tab, the 'Create variations from all attributes' option is selected in the dropdown menu. A 'Go' button is next to it.

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.



Ship Your Idea

★★★★★ (3 customer reviews)

£21.00

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.

Color

Black



Clear

😊 In stock

1

Add to cart

SKU: N/A

Categories: [Clothing](#), [T-shirts](#)

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.



Ship Your Idea

\$18.69

[SELECT OPTIONS](#)



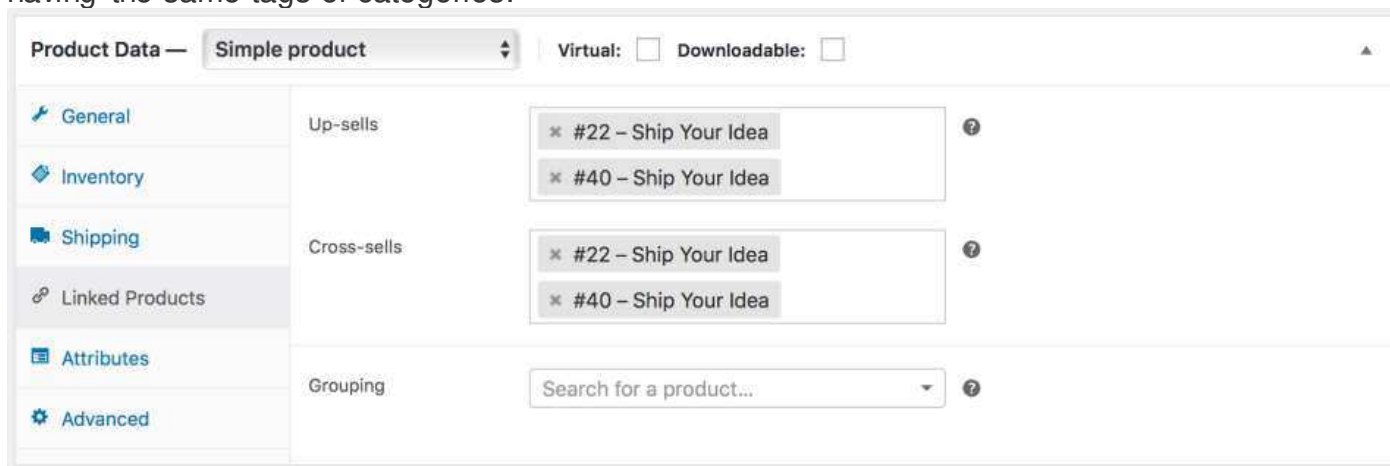
Ship Your Idea

\$28.04 – \$32.71

[SELECT OPTIONS](#)

Set up Related Products, Up-Sells and Cross-Sells

Products can be **Related** to each other in three ways: Up-Sells, Cross-Sells or by having the same tags or categories.



The screenshot shows the 'Product Data' panel for a 'Simple product'. The left sidebar contains tabs: General, Inventory, Shipping, Linked Products (selected), Attributes, and Advanced. The main area is divided into three sections: 'Up-sells' with two product entries ('#22 - Ship Your Idea' and '#40 - Ship Your Idea'), 'Cross-sells' with the same two product entries, and 'Grouping' with a search bar labeled 'Search for a product...'. Each section has a help icon (question mark) to its right.

To add an up-sell or cross-sell to a product:

1. Go to **WooCommerce > Products** and select the product on which you'd like to show an up-sell or cross-sell.
2. Scroll down to the **Product Data** panel.
3. Select the **Linked Products** tab in the left menu.
4. Add the product you wish to link to by searching for it.
5. **Update**.

Note: related products, up-sells and cross-sells are all sorted randomly.

Up-Sells

Up-sells are products that you recommend instead of the currently viewed product.

They are typically products that are more profitable or better quality or more expensive. Depending on your theme template, these products display on the single product page underneath the product's description.

- Up-sells (user defined) show on the product page.



Ninja Silhouette

(5 customer reviews)

★★★★☆

\$35.00

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.

1

Add to cart

Categories: [Clothing](#), [Hoodies](#).

Description >

Additional Information

Reviews (5)

Product Description

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.

You may also like...



Woo Logo

★★★★☆

\$35.00

Add to cart



Patient Ninja

★★★★★

\$35.00

Add to cart

Product Up-Sells

Cross-Sells

Cross-sells are products that you promote in the cart, based on the current product.

They are typically complementary items. For example, if you are selling a laptop, cross-sells might be a protective case or stickers or a special adapter. Or if you're selling a ninja t-shirt, they could be a ninja hoodie and ninja socks.

Depending on your theme template, they display on the cart page underneath the cart products table with a thumbnail image.

- Cross-sells (user defined) show on the cart page.

Cart

	Ninja Silhouette	\$35.00	1	\$35.00
Coupon code		Apply Coupon		Update Cart

You may be interested in...



Woo Logo

★★★★★

\$35.00

[Add to cart](#)



Patient Ninja

★★★★★

\$35.00

[Add to cart](#)

Cart Totals

Cart Subtotal	\$35.00
Shipping and Handling	Free Shipping Calculate Shipping
Order Total	\$35.00

[Proceed to Checkout →](#)

Cross Sells

Related Products

Related Products is a section on some templates that pulls products from your store that share the same tags or categories as the current product.

These products cannot be specified in the admin, but can be influenced by grouping similar products in the same category or by using the same tags.

- Related products (automatic) also show on the product page.



Patient Ninja

(3 customer reviews)

★★★★★

\$35.00

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.

1

Add to cart

Categories: [Clothing](#), [Hoodies](#).

Description

Additional Information

Reviews (3)

Product Description

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.

Related Products



Ship Your Idea

★★★★★

\$20.00

Select options



Ship Your Idea

★★★★★

SALE!

~~\$35.00~~ \$30.00-\$35.00

Select options

Related Products

Customization

We have documentation that shows you how to [change the number of related products output](#) or [remove the related posts](#).

Note: We are unable to provide support for customizations under our [Support Policy](#). If you are unfamiliar with code/templates and resolving potential conflicts, select a [WooExpert or Developer](#) for assistance.