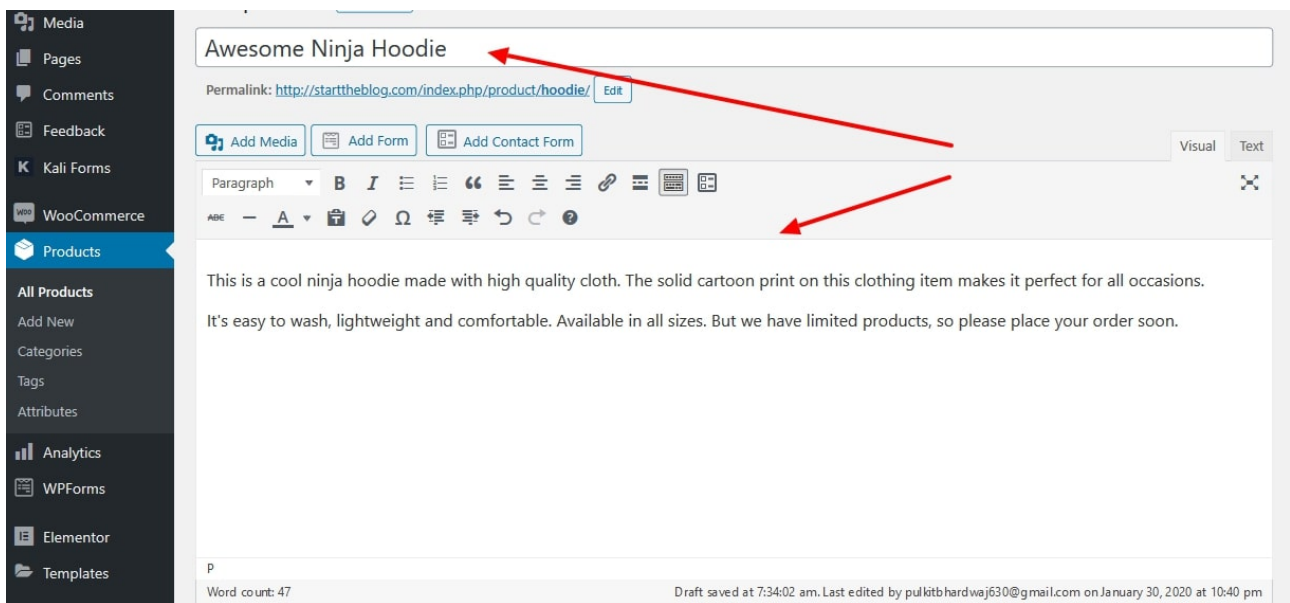


Creating a Product

Go to **WooCommerce** > Products > Add **New**.

1. Enter the Name of the product in the **Title** section
2. Next, complete the **Description** for your product.

Here you will want the description (more specifically, long description) to explain the details of the product



3. Choose **Product Type**

You can choose from four core product types, but in general you will be using Simple or Variable.

Simple product – This is the default.

Grouped product – A grouped product is usually for combining simple products — for instance, a pack of five t-shirts.

External/Affiliate product

Variable product – A product that offers multiple variations like colours, sizes, etc. For example, a t-shirt where shoppers can choose between “Small”, “Medium”, “Large”, etc.

You also get two additional options to modify those four core product types:

Virtual – This option is for selling an online digital product that doesn't require a shipment.

Downloadable – You can enable this if there's a downloadable file associated with the product. For example, an eBook or audio file.

To make this choice, you can use the drop-down and checkboxes in the **Product data** box, which appears just below the product description box.

The screenshot shows the 'Product data' section of a WooCommerce product page. On the left, a sidebar contains three tabs: 'General' (selected), 'Inventory', and 'Shipping'. The main area displays the 'Product data' box. Inside this box, the 'Product Type' dropdown menu is open, showing four options: 'Simple product' (highlighted in blue), 'Grouped product', 'External/Affiliate product', and 'Variable product'. To the right of the dropdown, there are two checkboxes: 'Virtual' and 'Downloadable', both of which are currently unchecked. Below these checkboxes, there are two empty text input fields. At the bottom right of the 'Product data' box, there is a link labeled 'Schedule'.

4. **Product data** box

Once you've selected your product type, you'll need to fill out the rest of the details in the **Product data** box.

You can use the tabs on the left to navigate between different sections.

General tab

Under the **General** tab, you can enter the **Price** for regular and optionally a sale price.

The sale price is for when you decide to run a discount campaign.

Otherwise, shoppers will see the regular price.

The screenshot shows the 'Product data' section of a WooCommerce admin interface. At the top, there is a dropdown menu set to 'Simple product' and two checkboxes for 'Virtual' and 'Downloadable'. Below this is a sidebar with navigation links: 'General' (selected), 'Inventory', 'Shipping', 'Linked Products', 'Attributes', 'Advanced', and 'Get more options'. The main content area is divided into two sections. The top section contains 'Regular price (£)' with a text input field containing '35' and 'Sale price (£)' with a text input field containing '10'. A 'Schedule' link is next to the sale price field. The bottom section contains 'Tax status' with a dropdown menu set to 'Taxable' and 'Tax class' with a dropdown menu set to 'Standard'. Both dropdown menus have a help icon (question mark) to their right.

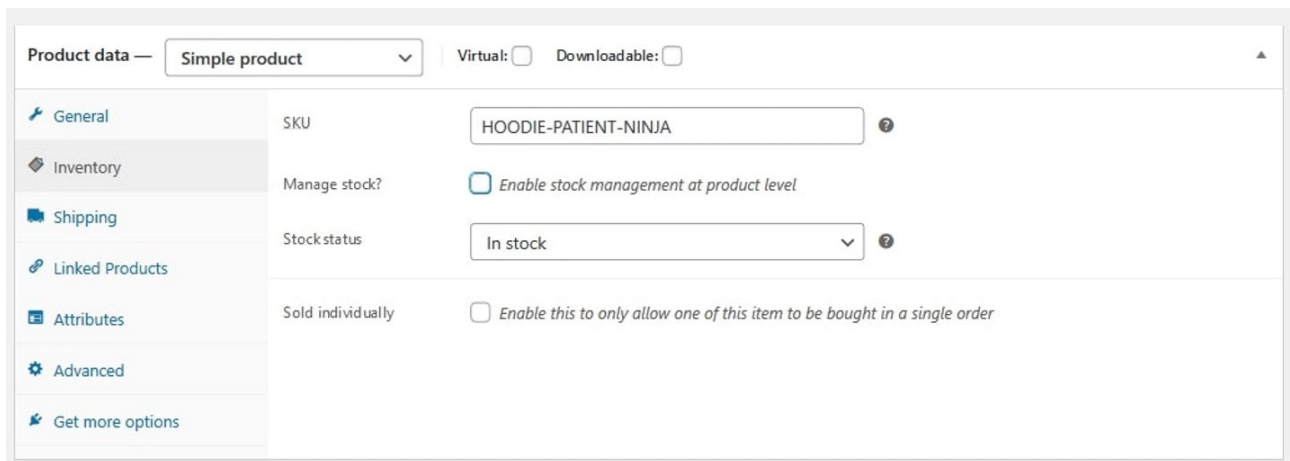
Product data — Simple product		Virtual: ☐	Downloadable: ☐
General	Regular price (£)	35	
Inventory	Sale price (£)	10	Schedule
Shipping	Tax status	Taxable	?
Linked Products	Tax class	Standard	?
Attributes			
Advanced			
Get more options			

Inventory tab

The **Inventory** tab helps you manage stock. The SKU, stock status, and other options will be there by default.

But if you don't see it, make sure to enable the stock management option by going to **WooCommerce > Settings > Products > Inventory**.

Here, SKU is a unique identification number available on every product or service. This is optional.



The screenshot shows the 'Inventory' tab in the WooCommerce product editor. On the left is a sidebar with navigation links: General, Inventory (selected), Shipping, Linked Products, Attributes, Advanced, and Get more options. The main content area is titled 'Product data' and includes a dropdown for 'Simple product', checkboxes for 'Virtual' and 'Downloadable', and a list of inventory settings. The 'SKU' field contains 'HOODIE-PATIENT-NINJA'. The 'Manage stock?' checkbox is unchecked, with the label 'Enable stock management at product level'. The 'Stock status' dropdown is set to 'In stock'. The 'Sold individually' checkbox is also unchecked, with the label 'Enable this to only allow one of this item to be bought in a single order'.

Product data — Simple product		Virtual: ☐	Downloadable: ☐
General	SKU	HOODIE-PATIENT-NINJA	
Inventory	Manage stock?	☐ Enable stock management at product level	
Shipping	Stock status	In stock	
Linked Products	Sold individually	☐ Enable this to only allow one of this item to be bought in a single order	
Attributes			
Advanced			
Get more options			

You will notice an option saying “stock management on product level”.

If you haven't checked it, then you will have to update the stock manually.

However, if you check the box, the WooCommerce stock management system will automatically handle the product stock levels.

- Enter the number of pieces available in the stock quantity, and it will auto-update.
- Allow back orders if the product is being manufactured and will be available soon.
- The low stock threshold will notify you when the product's stock goes below the threshold.

Product data — Simple product

Virtual: ☐ Downloadable: ☐

General

Inventory

Shipping

Linked Products

Attributes

Advanced

Get more options

SKU

Manage stock?

Stock quantity

Allow backorders?

Low stock threshold

Sold individually

HOODIE-PATIENT-NINJA

☒ Enable stock management at product level

15

Do not allow

2

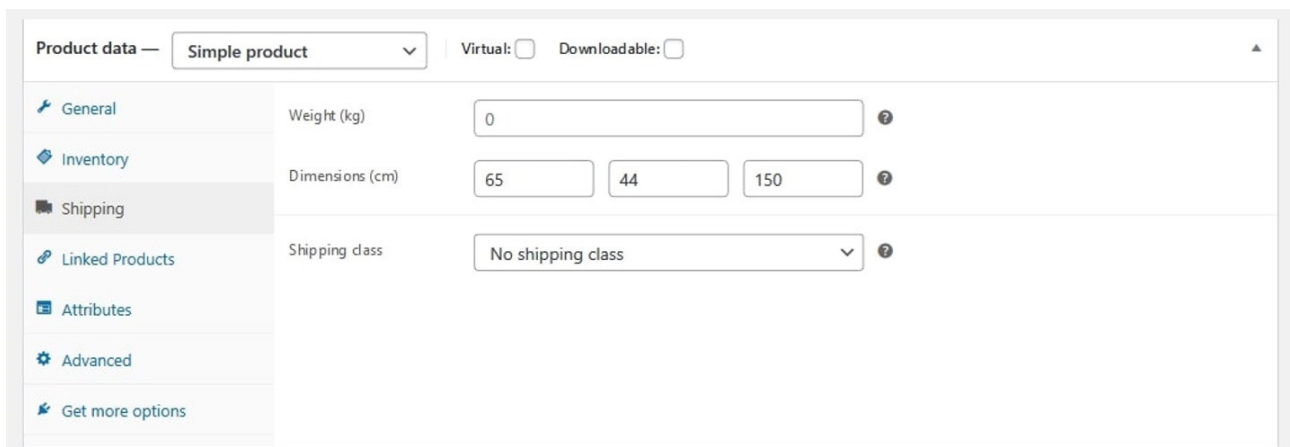
☐ Enable this to only allow one of this item to be bought in a single order

Shipping tab

The **Shipping** tab is optional, you can use it to control important details about a physical product for shipping such as the weight of the product and dimensions.

There's an option called shipping class. Shipping rates vary due to weight, service type, and other reasons. The shipping class group the products based on weight limits.

For instance, in a shipping class, you can group products weighing 15 ounces together and use a particular shipment service. Then you can arrange heavier ones and ship them with priority mail, etc.



The screenshot shows the 'Shipping' tab selected in a product management interface. The top bar indicates 'Product data' with a dropdown set to 'Simple product', and checkboxes for 'Virtual' and 'Downloadable'. The left sidebar lists navigation options: General, Inventory, Shipping (selected), Linked Products, Attributes, Advanced, and Get more options. The main content area for the Shipping tab includes:

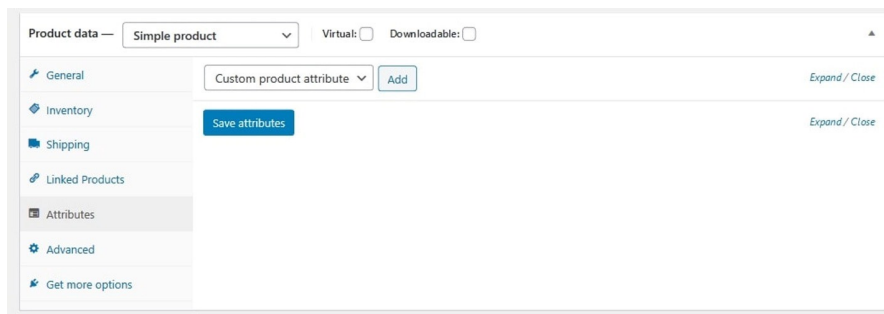
- Weight (kg):** A text input field containing '0'.
- Dimensions (cm):** Three text input fields containing '65', '44', and '150'.
- Shipping class:** A dropdown menu set to 'No shipping class'.

Attributes tab

Attributes are descriptors for a product, letting customers know key facts about a product's size or colour which customers can pick when selecting a product available in various option, for example a Hoodie available in Small, Medium, Large.

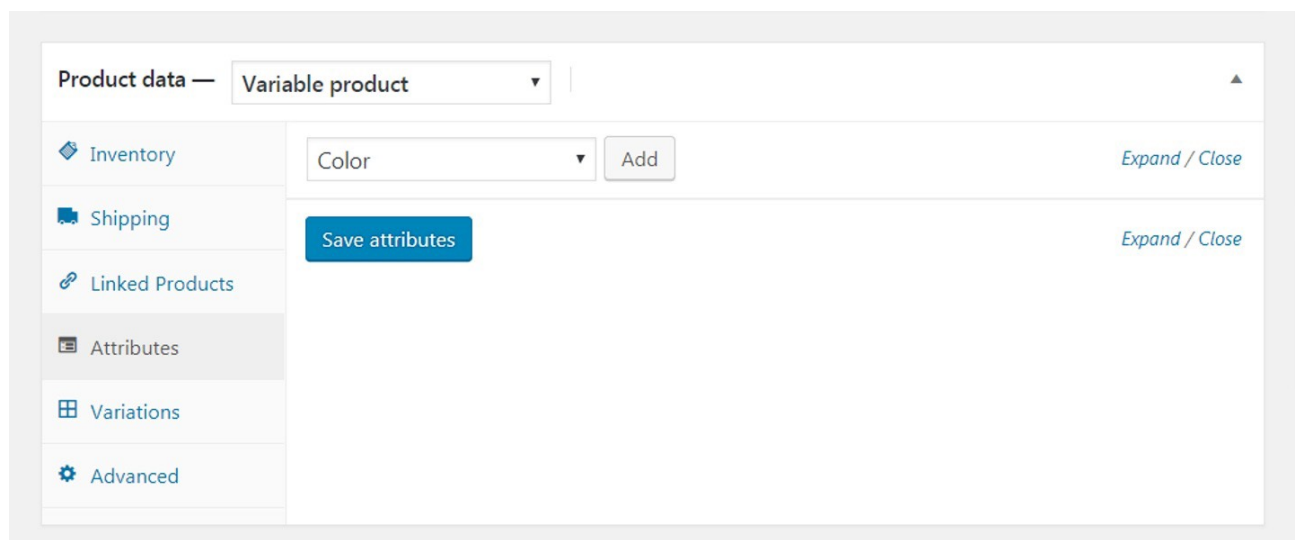
You need to create the Attributes first before adding them to a Product, this is covered at the end of this document under the title "**Creating Product Attributes**"

Once you have them set up your Attributes you can continue with adding them to your Product.



You need to ensure the **Product Type** is set to **Variable Product** before continuing.

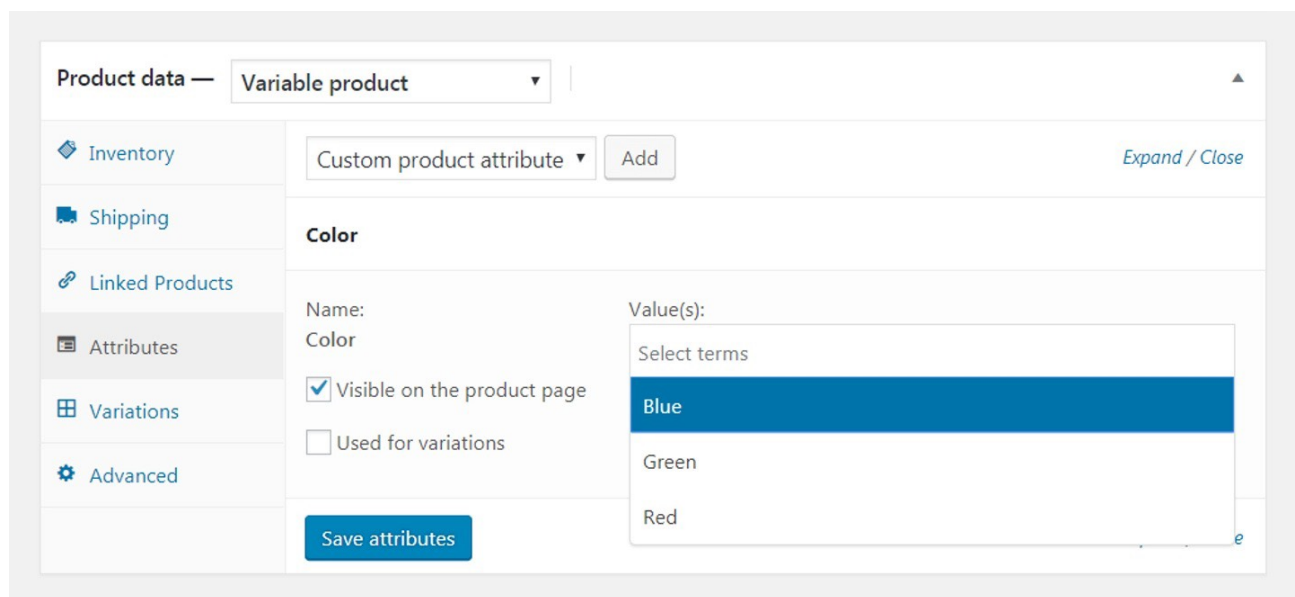
Then open up the **Attributes** tab, select one of the attributes you created from the drop down and select **Add**:



Now, you can select whatever attributes describe the product you're currently editing.

Select the Value(s) menu, and your choices will appear.

You can select more than one option – for example, if an item comes in both blue and red.



The screenshot shows the 'Product data' section of a WooCommerce product editor, specifically the 'Attributes' tab. The product is a 'Variable product'. On the left sidebar, the 'Attributes' tab is selected. The main area shows a 'Custom product attribute' dropdown with an 'Add' button and an 'Expand / Close' link. Below this, the attribute is named 'Color'. The 'Name' field contains 'Color'. The 'Value(s)' field is a dropdown menu that is open, showing 'Select terms' at the top, followed by 'Blue' (which is highlighted in blue), 'Green', and 'Red'. There are two checkboxes: 'Visible on the product page' which is checked, and 'Used for variations' which is unchecked. At the bottom of the attribute section is a blue 'Save attributes' button.

You'll also want to make sure that both **Visible on the product page** and **Used for variations** are checked.

Then select the **Save attributes** button.

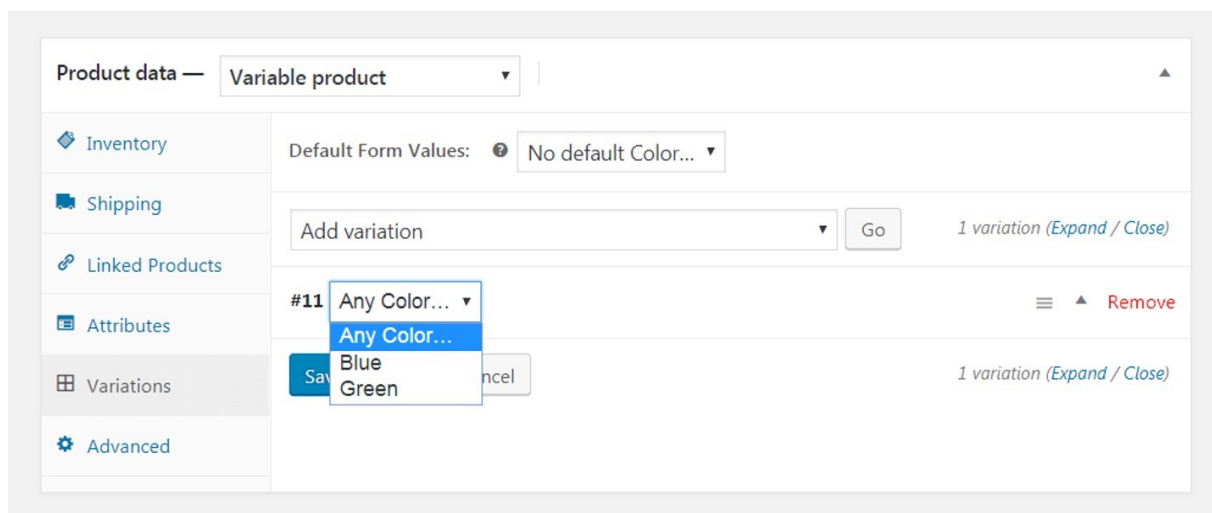
If needed, you can go on to add more attributes to the product.

Variations

Next, select the **Variations** tab.

As long as you've set up at least one attribute, you'll get the option to Add variation:

Select **Go**, and you will see a new drop-down menu where you can select an attribute (such as a particular colour):



The screenshot shows the 'Product data' section of a WooCommerce product page, specifically the 'Variations' tab. The 'Product data' dropdown is set to 'Variable product'. On the left sidebar, the 'Variations' tab is selected. The main area shows 'Default Form Values' as 'No default Color...'. Below this, there is an 'Add variation' dropdown and a 'Go' button. To the right of the 'Go' button, it says '1 variation (Expand / Close)'. Below the 'Add variation' dropdown, a new variation is being added, labeled '#11'. A dropdown menu is open for this variation, showing options: 'Any Color...', 'Any Color...', 'Blue', and 'Green'. The 'Blue' option is currently selected. To the right of the dropdown, there are 'Save' and 'Cancel' buttons. Further right, there is a 'Remove' button. Below the variation list, it says '1 variation (Expand / Close)'.

Choose the attribute you want, then customise the rest of the settings underneath as needed.

The only required field is the **Price** for the variation, but you can also set the item's stock status (required if you are using stock control), weight, dimensions etc.

This enables you to add different information for each variation.

The screenshot shows the 'Variations' tab in the WooCommerce product editor. On the left is a sidebar with navigation links: Shipping, Linked Products, Attributes, Variations (selected), and Advanced. The main area is titled 'Add variation' with a 'Go' button and a count '1 variation (Expand / Close)'. Below this, a dropdown menu shows '#11 Blue'. The variation details include a placeholder image icon, an SKU field, and checkboxes for 'Enabled' (checked), 'Downloadable', 'Virtual', and 'Manage stock?'. Pricing fields for 'Regular price (£)' and 'Sale price (£)' are shown, with a 'Schedule' link next to the sale price. The 'Stock status' is set to 'In stock'. At the bottom, there are fields for 'Weight (kg)' and 'Dimensions (LxWxH) (cm)', which is further divided into 'Length', 'Width', and 'Height' sub-fields. Each of the last three fields has a help icon.

For example, you might want to set distinct prices for the same item made from different colours or enter unique dimensions for a product that comes in various sizes.

You can also make each variation's price and associated details identical – it's completely up to you.

Save your changes when you're done.

Then, select **Go** again to create your next variation.

You can select a new attribute here (such as a different colour), and customise its information as described above.

This process can be repeated to add as many variations as you need.

Product data — Variable product

Inventory

Shipping

Linked Products

Attributes

Variations

Advanced

Default Form Values: ⓘ No default Color... ▾

Add variation ▾

Go

3 variations (Expand / Close)

#13 Any Color... ▾

#12 Green ▾

#11 Blue ▾

Save changes

Cancel

3 variations (Expand / Close)

Just don't forget to save your changes to each variation, and to the product as a whole when you're done.

Advanced tab

The **Advanced** tab is optional and can be used for adding a purchase note that appears after placing an order.

Product data — Simple product

Virtual: ☐ Downloadable: ☐

General

Inventory

Shipping

Linked Products

Attributes

Advanced

Get more options

Purchase note

Thank you, we hope you visit again :)

Menu order

0

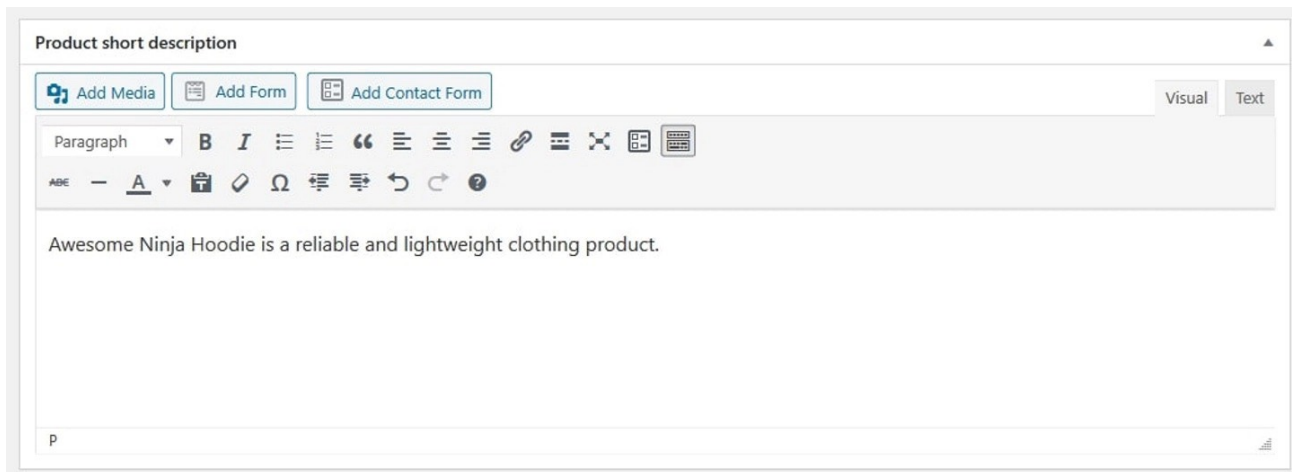
Enable reviews

☒

5. Short Description

The short description usually appears at a prominent spot on your single product page. The longer description that you entered above will usually display further down.

Ideal the short description to be 2-3 sentences, giving an overview of the product to entice the visitor to read more on the page and your long description at the bottom.



The screenshot shows a web editor interface for a 'Product short description'. At the top, there are three buttons: 'Add Media', 'Add Form', and 'Add Contact Form'. To the right of these buttons are two tabs, 'Visual' and 'Text', with 'Visual' currently selected. Below the buttons is a rich text toolbar containing various icons for text formatting (bold, italic, underline, strikethrough), alignment (left, center, right, justified), indentation, bulleted and numbered lists, link and unlink, table, and other editing functions. The main text area contains the sentence: 'Awesome Ninja Hoodie is a reliable and lightweight clothing product.' At the bottom of the editor, there is a small status bar showing a 'p' icon, indicating the current paragraph format.

6. Product Category

Select the category/s for the product to go into.

7. Product Image

Add the main image of the product.

This will be the largest image on the single product page and will also appear on the catalog page.

You can upload this from your computer or use an image already uploaded.

Image/File Size

You want to make sure your images aren't too large in size so they don't cause the page to slow down.

If you aim for around 1024px, ideally no more than 1500px and try to keep the file size under 150kb.

You can use online sites like tinypng.com to optimise and reduce the file size automatically for you.

There is more details on image sizes and optimising images on your website Admin main page.

8. Product Gallery

You can add extra images that appear in the gallery on the single product page below your main product image.

9. Finishing and Saving

Once you are happy with the product simply select **Publish** to make it live on your website.

You can also save a Product in **Draft** status to come back to it later before publishing.

Creating Product Attributes

Attributes are used with Variable Products to let customer select options for a product that is available in different formats, such as Size or Colour.

To add an Attribute to a product you need first need to create them.

Set up attributes for your WooCommerce products

1. To start go to **Products > Attributes** section

Attributes

Add new attribute

Attributes let you define extra product data, such as size or colour. You can use these attributes in the shop sidebar using the "layered nav" widgets.

Name

Name for the attribute (shown on the front-end).

Slug

Unique slug/reference for the attribute; must be no more than 28 characters.

☐ Enable Archives?

Enable this if you want this attribute to have product archives in your store.

Default sort order

Custom ordering ▾

Determines the sort order of the terms on the frontend shop product pages. If using custom ordering, you can drag and drop the terms in this attribute.

Add attribute

Name	Slug	Order by	Terms
No attributes currently exist.			

Here, you can add a new attribute.

For instance, let's say you sell clothes in a variety of colours. You would name your attribute "Colour".

Once you select the **Add attribute** button, your new attribute will appear in the menu to the right:

Attributes

Help ▾

Add new attribute

Attributes let you define extra product data, such as size or colour. You can use these attributes in the shop sidebar using the "layered nav" widgets.

Name

Name for the attribute (shown on the front-end).

Slug

Unique slug/reference for the attribute; must be no more than 28 characters.

☐ Enable Archives?

Enable this if you want this attribute to have product archives in your store.

Name	Slug	Order by	Terms
Color	color	Custom ordering	– Configure terms

2. Configure terms

Select the **Configure Terms** link, below right of the Attribute title.

On this screen, you can add a new entry for each version of the attribute – here this means each colour you sell clothing in.

For example, add “Green” in the Title field and then select the button "**Add new Colour**"

Product Color

Screen Options ▾ Help ▾

Attribute terms can be assigned to products and variations.

Note: Deleting a term will remove it from all products and variations to which it has been assigned. Recreating a term will not automatically assign it back to products.

Add new Color

Name

Green

The name is how it appears on your site.

Slug

green

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Description

The description is not prominent by default; however, some themes may show it.

Add new Color

Bulk Actions ▾ Apply

☐ Name

Description

Slug

Count

No "Color" found

☐ Name

Description

Slug

Count

Bulk Actions ▾ Apply

You can continue to add as many colours as you need, one at a time.

You can include a description for each if you'd like, but this isn't necessary and will only be seen by you.

When you're done setting up your first attribute, you can go back and add as many others as you need.

For clothing you probably will also add sizes as individual attributes.

You can always come back here later to make additional changes as well.

Once you have completed all the Attributes you need you can create a Variable Product and select the required attribute/s.