EightballIcon-WhiteonBlack

# LUBE JUNCTION

# DATA IMPORT

This document outlines the process for migrating LUBE JUNCTION’s product data into WooCommerce.

This document has been compiled for Eightball Media and Paper Handling Equipment as a process guide. The following pages contain:

* **Project Management**
* **Import Guide**
* **Creating Your .CSV File**

This document has been prepared by Eightball Media and should be considered commercial in confidence.  
This document is for LUBE JUNCTION’s viewing only.

## PROJECT MANAGEMENT

We want to keep everyone on the same page during this project. However, we realise key stakeholders may not always be available, or in Brisbane, for a face-to-face meeting. We also understand the investment of time and resources may not suit all parties for a weekly catch-up at Eightball’s premise.

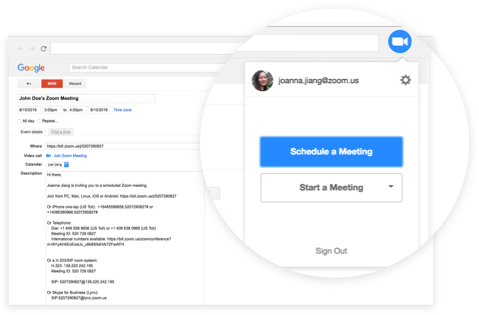
Our recommendation is to consolidate the projects communication to a platform suitable to everyone. Zoom is a unified online web-conferencing tool. It’s easy to use too, and has a gentle learning curve. If you’re even a little bit tech savvy, you’re up and running in no time.

We are all about teamwork efficiency, so being in touch via the web and seeing each other still provides the face-to-face meeting feel.

You can join a meeting using a web browser: <https://zoom.us/join>

Or download the desktop applications here: <https://zoom.us/meetings>

You can also schedule a meeting with us at any time using your calendaring system



## IMPORT

## GUIDE

This guide is to help you create and maintain your Woo-Commerce product information using a .CSV spreadsheet.

After using the website for a short period of time, you’ll find it’s easy to use and you may not need this guide any longer, but it is here as a reference.

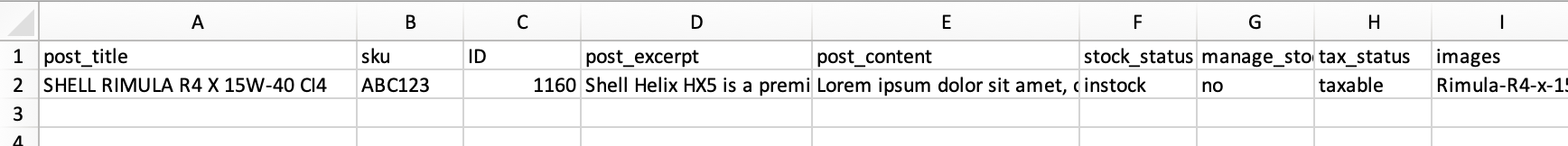
* To import data we will use a .csv spreadsheet
* Please supply the **first 10 - 15 products** for further testing
* Based on testing we will provide further instructions if needed

Eightball Media welcomes your suggestions for improving our documentation. If you have comments, send your feedback to jarelle@8bm.com.au

## CREATING

## YOUR IMPORT .CSV

There are two CSV files – one for **Parent Products** and one for their **Variation products**

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**Parent Products CSV**

When you first open the spreadsheet you will see a header row with labels for each cell.

In this document we will refer to the columns by their header label. These will appear in **bold.**

**Post Title (post\_title)**

* The post title is the name of the product and is required. Eg. *SHELL RIMULA R4 X 15W-40 CI4*
* The **Title** field is critical as it is also used as the page title
* **Title** tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing.
* Google typically displays the first 50–60 characters of a **Title** tag.
* We will automatically append ‘| LUBE JUNCTION’. If you keep your titles under 54 characters, you can expect about 90% of your titles to display properly.

**SKUs**

The **Sku** (SKU) field is used for your product Stock Keeping Unit identification code.

Each product should be entered on its own row in the spreadsheet. Each product should have its own unique **Sku** and must not match the post ID.

SKUs are a key in the website database and should not be used multiple times

Products with variable attributes e.g. Size, Colour you should:

* Enter each **Sku** on its own row
* Use a naming convention

**Post ID (post\_id)**

Unique post ID. This ID is important and is used in the *Variations* file.

**Post Excerpt (post\_excerpt)**

Short description of the product. Displayed under the product price. HTML is recommended (see Content (descriptions) section below).

**Post Content (post\_content)**

Long description of the product. Displayed under the image gallery. HTML is recommended (see Content (descriptions) section below).

**meta:delivery\_details**

Delivery details of the product. Displayed next to the long description. HTML is recommended (see Content (descriptions) section below).

**meta:finish\_the\_job**

IDs of products in the “Finish the Job” slider

**meta:** **you\_might\_also\_like**

IDs of products in the “You Might Also Like” slider

**meta:tech\_spec**

ID of “Spec” file.

**Images**

Import images to media library. Use a pipe to separate multiple images. Enter the image URL or file name. The importer will look in wp-content/uploads/year/month where year/month are the year and month in which the import is run. The first image is the main product image and will be used for the featured image. (eg. Yarra-Sky.jpg | Ascot-Silver.jpg | Ascot-Pebble.jpg).

Please note: Images must be uploaded to the media library before the CSV can be uploaded.

**tax:product\_type**

Whether your product is Simple, Grouped, External, or Variable. **Parent products should be set to Variable.**

**tax:product\_cat**

Import a taxonomy or custom taxonomy (e.g., product category). Terms are separated by a “|”. Hierarchical category terms are separated with a “>”. (Eg. Type > Lubricants | Brands > Shell) Ensure that the spelling and parent category is correct, otherwise WordPress will create a new category.

**Variations CSV**

**parent\_sku and post\_parent**

Should match the SKU and ID of the PARENT product.

**menu\_order**

The order that you want them to appear in on the product page (eg. 1L set to 1, 2L set to 2 etc.)

**meta:attribute\_size**

Attribute title (eg. 1L)

**Stock**

Number of this item you have in stock. Can be relative to the value currently configured in the product.

**Stock Status**

The **Stock Status** will display on the front-end of the site e.g. In Stock or On Backorder

**Backorders**

Whether you’re accepting backorders.

**Manage Stock**

Whether or not you are managing stock for the product.

**Regular Price**

Normal price of your variation. Left empty for tiered pricing.

**Sale Price**

Sale price of your variation, if it’s on sale. Left empty for tiered pricing.

**Weight, length, width, height**

Complete if you are using weight-based shipping rules, or a shipping method that pulls rates from an external service. Use the same measurement unit set for your site.

**Tax status**

Use to determine whether your variation is taxable or not.

**TBC: meta:\_ignite\_level\_tier\_1\_price** and **meta:\_ignite\_level\_tier\_2\_price**

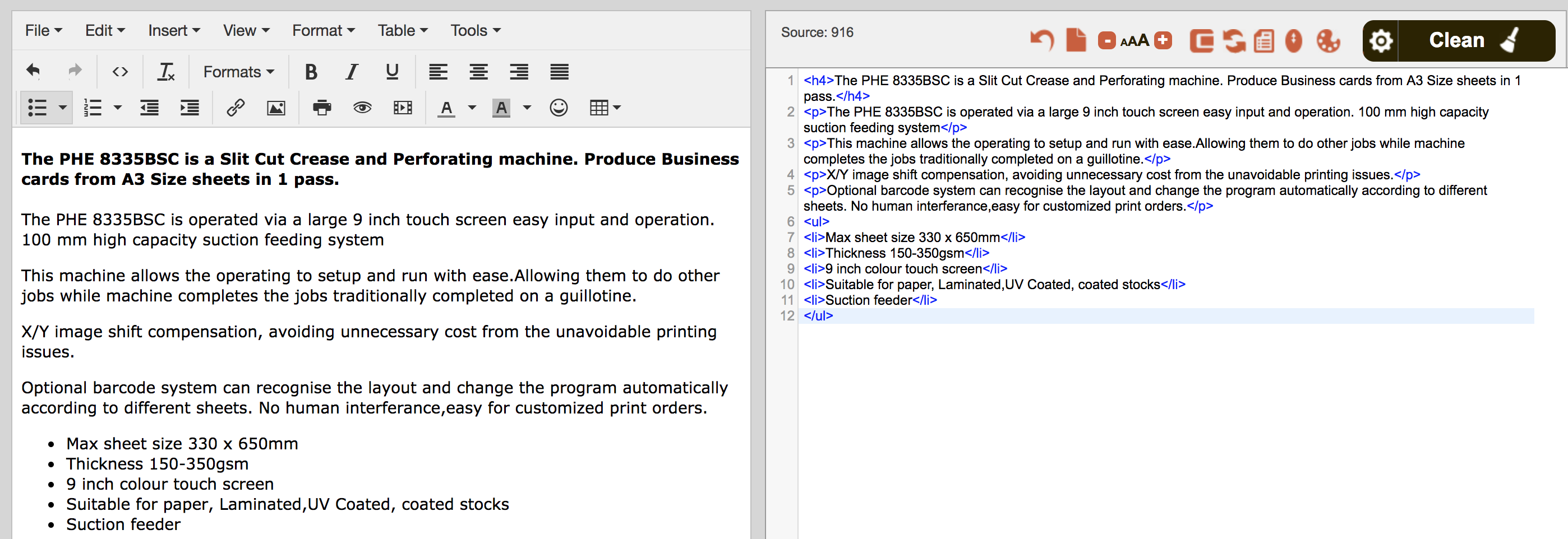
Prices for each type of user/tier. (Eg. 22.40)

**Content (descriptions)**

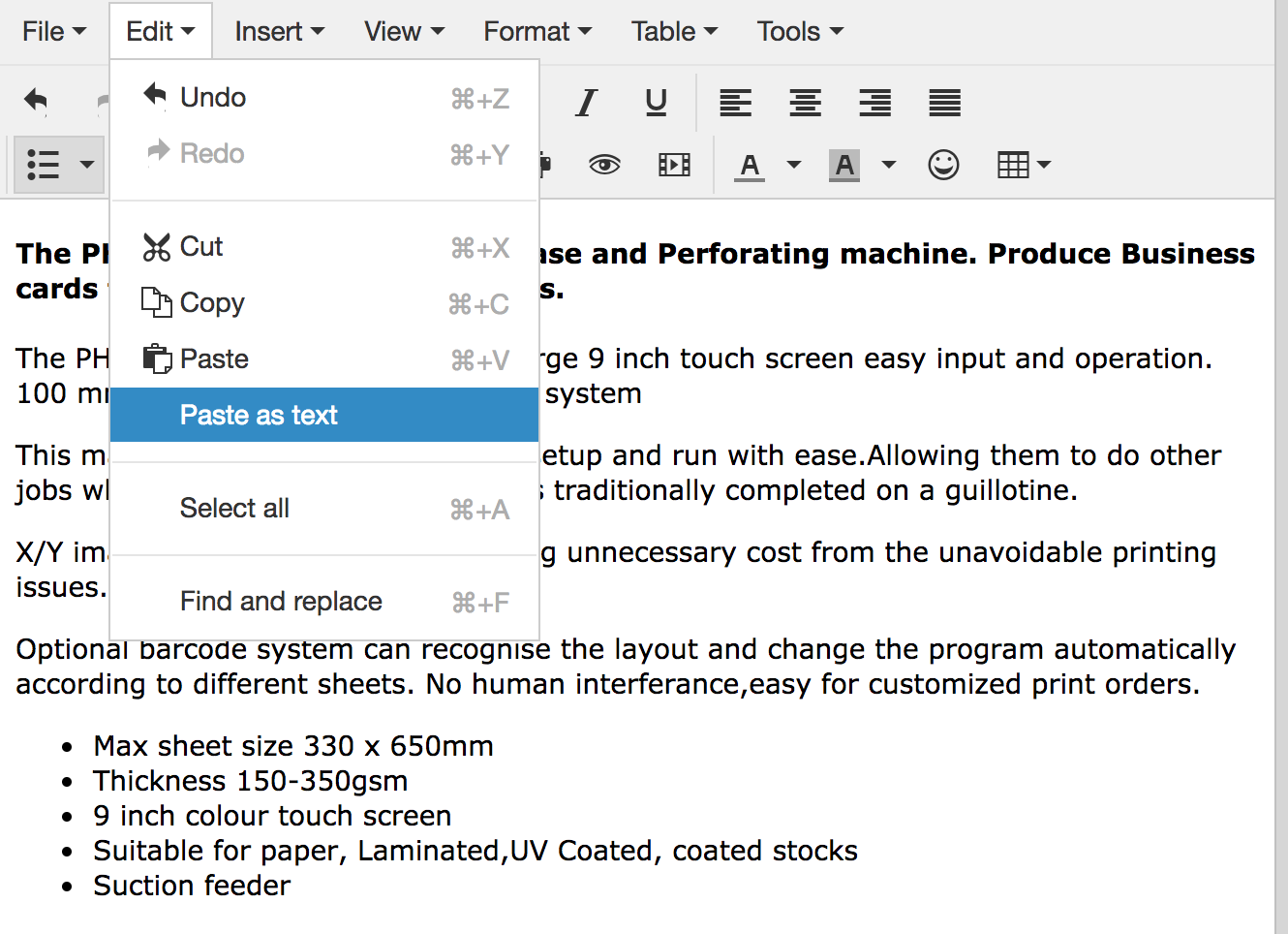
For the **Content** product descriptions column, we recommend using an online Text to HTML editor

<https://html-online.com/editor/>

* Input descriptions in a Word-like editor
* Copy the auto-generated HTML into the spreadsheet
* See following pages for detailed steps

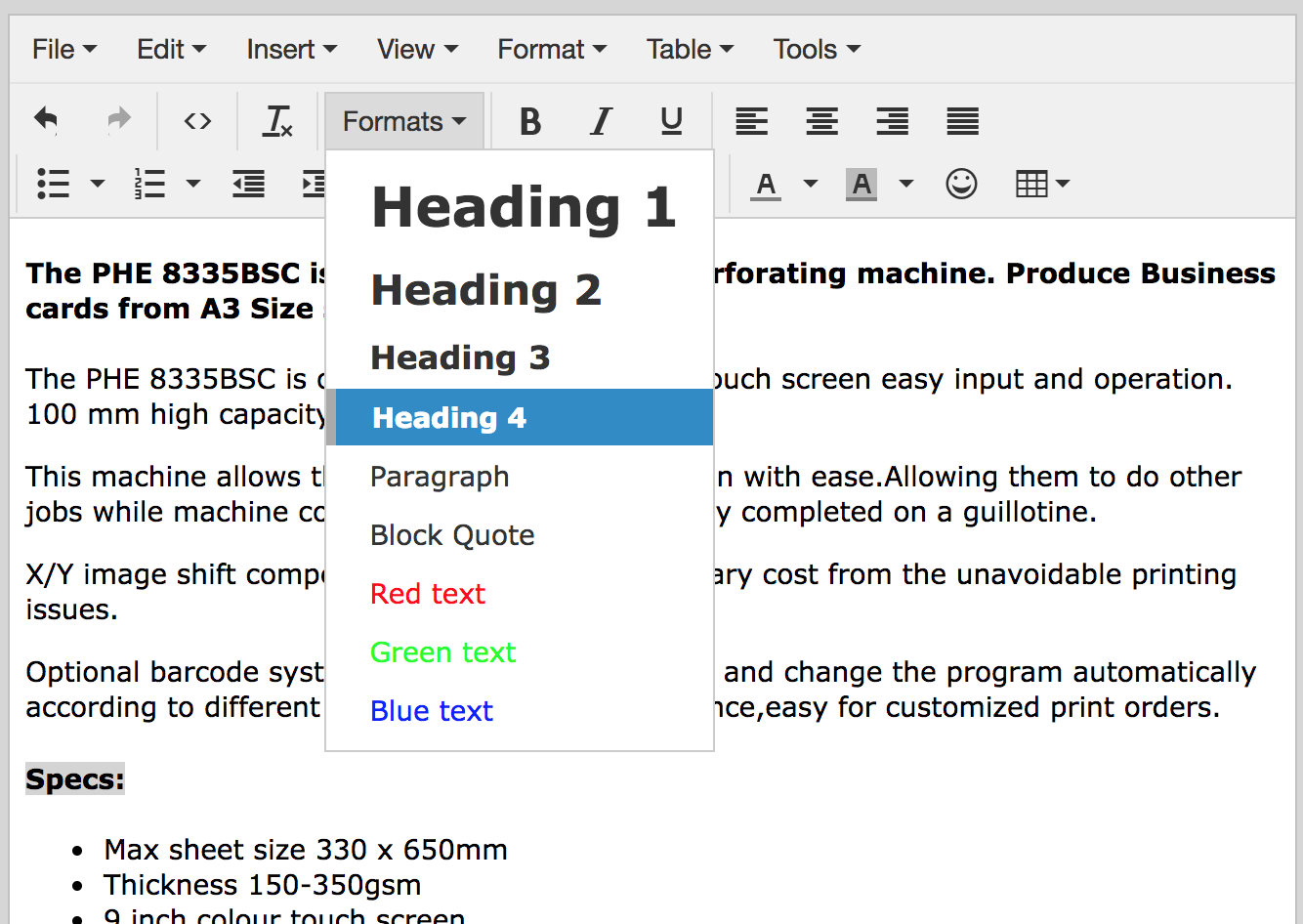


* In the left panel, copy in or create your own product descriptions
* If copying from Word or another design file, use **Edit > Paste as text** to clear any unwanted document markup or styling

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Create headings or sub-headings

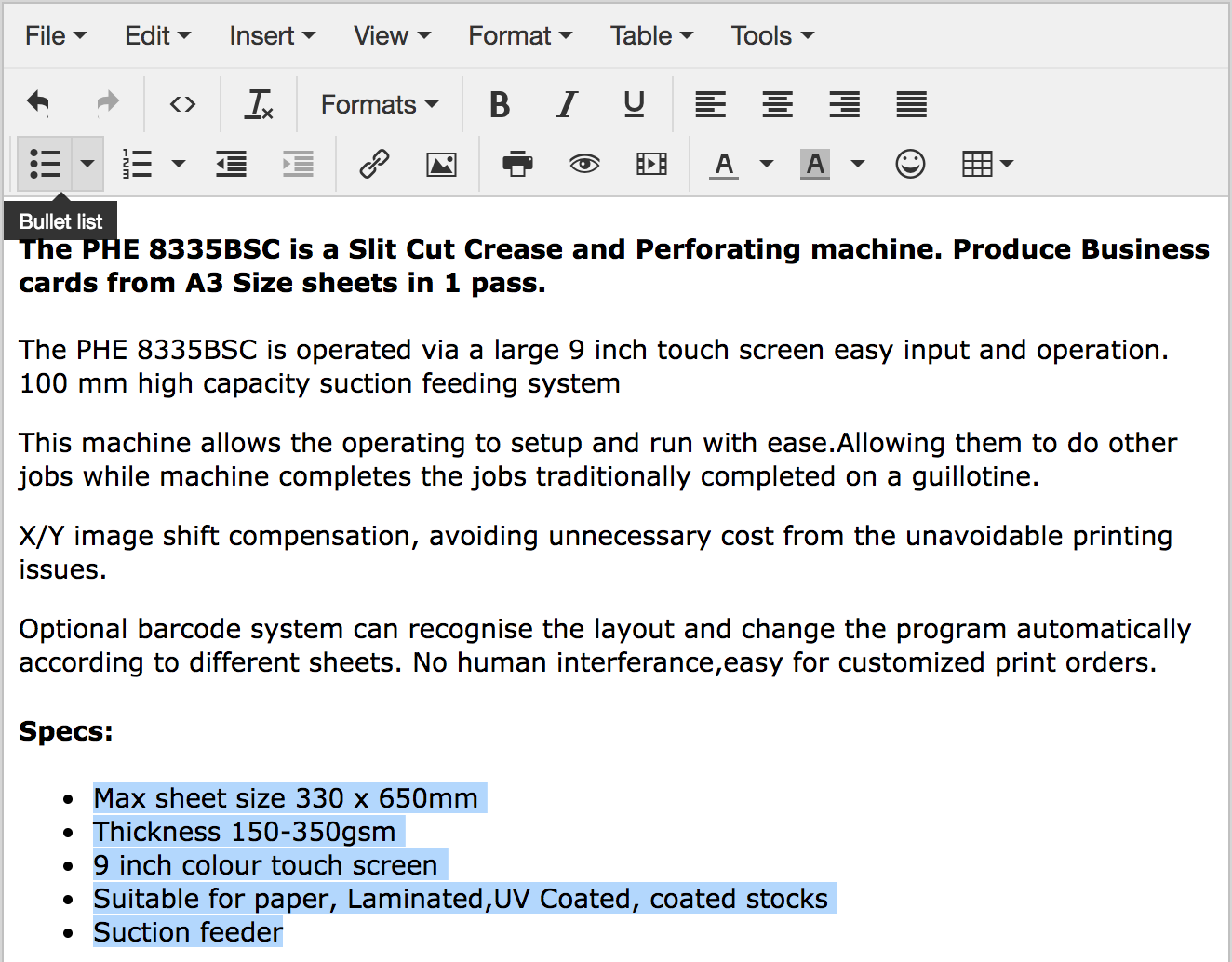
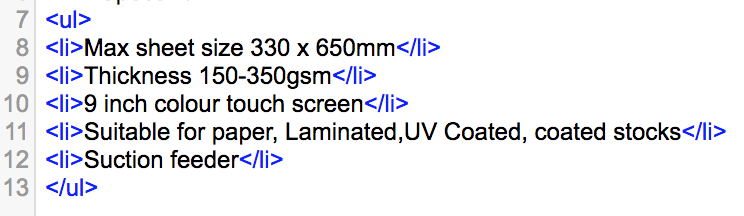
* Select the text you want to make a heading or sub-heading
* Click on **Format > Heading 4**
* We will style Heading 4 in WooCommerce as a description heading style

* Headings will be wrapped in <h4> HTML Tags in the panel to the right

Bullet lists

* Select the text you want to make a bullet list
* Click on the Bullet or Numbered List icons
* We can style the bullets to be a custom symbol, like a ✓

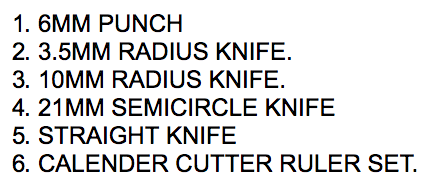
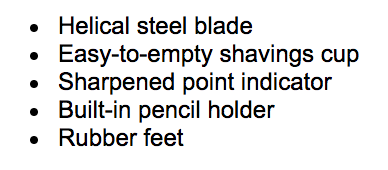
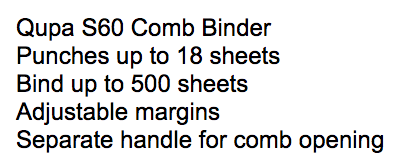
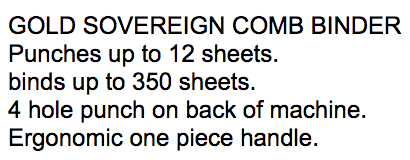
 

* Lists will be wrapped in <ul> or <ol> HTML Tags in the panel to the right

Content tips

* You can still use **bold** or *italics* but consistency is key
* We strongly recommend running your descriptions through a separate spell check
* Don’t over-style your descriptions as it makes them less readable
* Be consistent across all product
  + Do bullet lists end in a full stop or not?
  + Should lists be ALL CAPS or Title Case

Examples of inconsistency from current site



**Image Filename Tips**

You want Google to know what the image is about without even looking at it, so use your keyword in the image file name. Filenames are case sensitive in the database, so be consistent to avoid broken links.

Rather than S7901005880M.jpg use S7901005880M- Yarra-Sky-Comforter-700-x-500.jpg

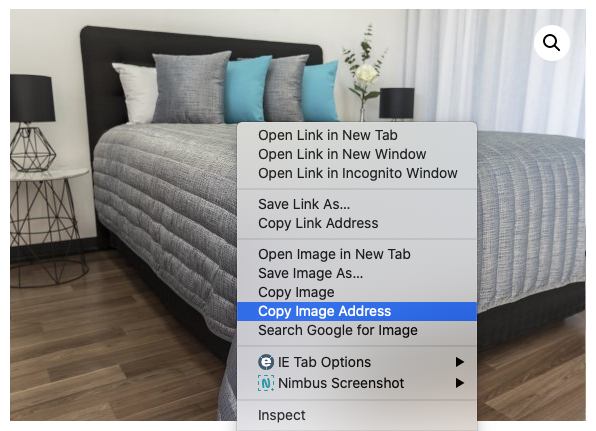
You then have the opportunity to rank in Google images for the order code as well as the product type.

* Use hyphens to separate words (not underlines)

**Image URL**

You can either copy in a link to an image on the current LUBE JUNCTION website or use: /filename.type

To grab an image URL from the current site, right click on an image and select ‘Copy Image Address’



Wordpress will either import an image from your current website, or select the correct image from the folder of images you supply.

* If your product has multiple images, separate them by a pipe ‘|’ (Shift + \), no spaces

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# Thank you

# for choosing

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