How to Add Products in WooCommerce

E-commerce & Online Stores · https://thewebops.com/help-center/e-commerce-online-stores/how-to-add-products-in-woocommerce/

1) Add a Simple Product

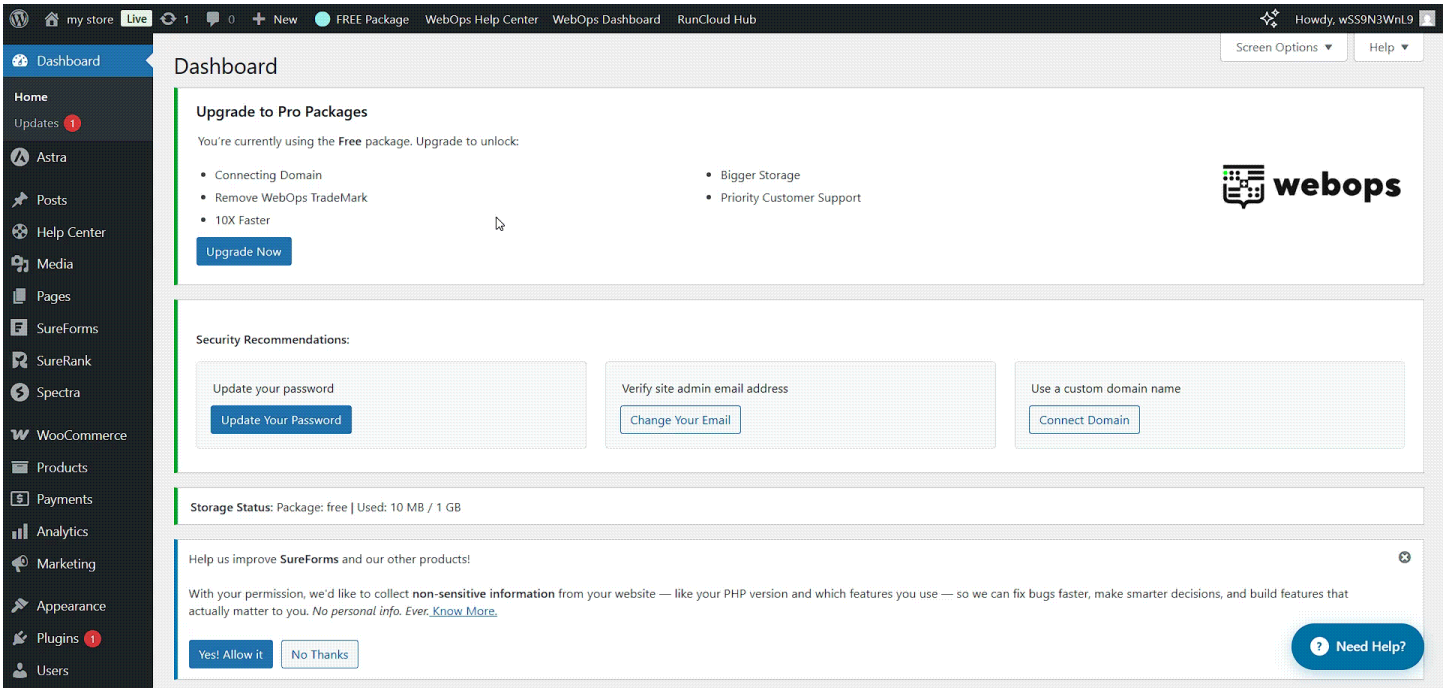
1. Go to **WordPress Dashboard → Products → Add New**
2. Enter product details:
   - **Title**: Product name (e.g., "Classic T-Shirt")
   - **Description**: Main product description (appears on product page)
   - **Short Description**: Appears near the product title and price
3. Set product **categories** and **tags** in the right sidebar (helps organize products)
4. Upload **Product Image** (main image) and optional **Product Gallery** images

Product Data → Simple Product

In the **Product Data** box:

- **General**: Set **Regular Price** (and optional Sale Price)
- **Inventory**: Manage stock (SKU, stock quantity, stock status)
- **Shipping**: Add weight, dimensions, shipping class
- **Linked Products**: Upsells & Cross-sells (optional)
- **Attributes**: Add product info like material or brand (optional for simple products)

Click **Publish** or **Update** to update or to make the product live.



2) Add a Variable Product

Use variable products when an item has **options** (size, color, style) with different stock or prices.

1. Go to **Products → Add New**
2. Enter product title, description, categories, tags, and images (as the simple product)
3. In the **Product Data** box, select **Variable Product** from the dropdown

Step A: Create Attributes

- Go to **Product Data → Attributes**
- Add new attribute (e.g., Size, Color)
- Enter values separated by "|" (e.g., Small | Medium | Large)
- Check **Used for variations**
- Save attributes

Step B: Create Variations

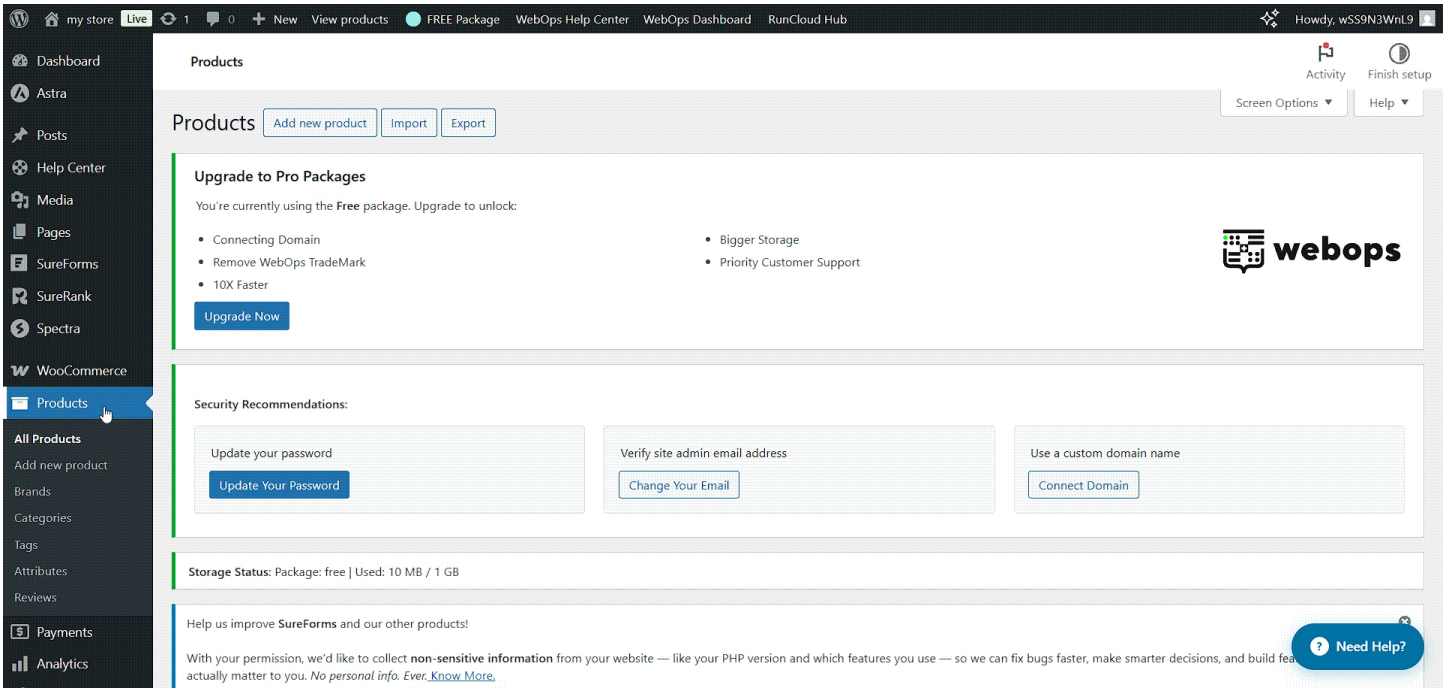
- Go to **Product Data → Variations**
- From the dropdown, choose **Add variation → Create variations from all attributes**
- WooCommerce generates all combinations (e.g., Small-Red, Medium-Red, Large-Red, etc.)

For each variation:

- Set **Regular Price** (required) and Sale Price (optional)
- Manage **Stock** (optional per variation)
- Add **Variation Image** if needed
- Set **Shipping details** if different per variation

Step C: Save & Publish

- Click **Save Changes**
- Click **Publish** or **Update** to update or to make the product live.



3) Common Troubleshooting & Tips

- **Variations not showing?** Make sure attributes are marked as "Used for variations."
- **Price missing?** Each variation needs its own price.
- **Image confusion?** Assign variation images so customers see the correct option selected.

4) Short FAQs

Q: Can I convert a Simple Product to a Variable Product later?

A: Yes. Change the Product Data dropdown to Variable Product and set up attributes/variations.

Q: Do I need separate products for colors and sizes?

A: No. Use a Variable Product to manage them under one listing.

Q: Can I bulk-edit prices for variations?

A: Yes. Use the "Bulk actions" menu in the Variations tab.