

Attribute	Description	Examples
sku	<p>(Required) The Stock-Keeping Unit is a unique, alphanumeric identifier that is used to track inventory. A SKU can be up to 64 characters in length.</p> <p>Note: A SKU longer than 64 characters causes import to fail.</p>	sku123
store_view_code	Identifies the specific store view(s) where the product is available. If blank, the product is available at the default store view.	storeview1, english, spanish
attribute_set_code	Assigns the product to a specific attribute set or product template, according to product type. Once the product is created, the attribute set cannot be changed.	default
product_type	<p>Indicates the type of product. Values:</p> <p>simple — Tangible items that are generally sold as single units or in fixed quantities.</p> <p>grouped — A group of separate products that is sold as a set.</p>	

	<p>configurable — A product with multiple options that the customer must select before making a purchase. Inventory can be managed for each set of variations because they represent a separate product with a distinct SKU. For example, a combination of color and size for a configurable product is associated with a specific SKU in the catalog.</p> <p>virtual — A non-tangible product that does not require shipping and is not kept in inventory. Examples include courses and webinars.</p> <p>bundle — A customizable product set of simple products that are sold together.</p>	
categories	Indicates each category that is assigned to the product. Separate categories and subcategories with a forward slash. To indicate multiple category paths, separate each path with a pipe symbol.	Default Category/Gear|Default Category/Gear/Bags
product_websites	The website code of each website where the product is available. A single product can be assigned to multiple websites, or limited to one. If specifying multiple websites: separate each with a comma and without a space.	base or base,website2
name	The product name appears in all product listings, and is the name that customers use to identify the product.	International Marketing Course

description	The product description provides detailed information about the product, and can include simple HTML tags.	
short_description	The use of the short product description depends on the theme.	International Marketing Course on sale - 10% discount
weight	The weight of the individual product.	3 (The default unit can be set up. For example, in this case, it is lbs.)
product_online	<p>Determines if the product is available for sale in the store. Values:</p> <p>1 — (Yes) The product is enabled, and available for sale.</p> <p>2 — (No) The product is disabled, and is not available for sale.</p>	
tax_class_name	The name of the tax class that is associated with this product.	Taxable Goods
visibility	<p>Determines if the product is visible in the catalog, and made available for search. Values:</p> <p>Not Visible Individually — The product is not included in product listings, although it might be available as a variation of another product.</p>	

	<p>Catalog — The product appears in all catalog listings.</p> <p>Search —The product is available for search operations.</p> <p>Catalog, Search — The product is included in catalog listings and is also available for search.</p>	
price	The price that the product is offered for sale in your store.	80 (The default unit can be set up. For example, in this case, it is CA\$.)
special_price	The discounted price of the product during the specified date range.	65 (The default unit can be set up. For example, in this case, it is CA\$.)
special_price_from_date	The beginning date of the time period when the special price is in effect.	1/16/2020 (MM/DD/YYYY)
special_price_to_date	The last date of the time period when the special price is in effect.	1/28/2020 (MM/DD/YYYY)
url_key	The part of the URL that identifies the product. The default value is based on the product name.	product-name

meta_title	The meta title appears in the title bar and tab of the browser and search results lists. The meta title should be unique to the product, incorporate high-value keywords, and be less than 70 characters in length.	
meta_keywords	Meta keywords are visible only to search engines, and are ignored by some search engines. Choose high-value keywords, separated by a comma.	keyword1, keyword2, keyword3
meta_description	Meta descriptions provide a brief overview of the product for search results listings. Ideally, a meta description should be between 150-160 characters in length, although the field accepts up to 255 characters.	
base_image	<p>The relative path for the main image on the product page. Files are stored internally in an alphabetical folder structure. You can see the exact location of each image in the exported data.</p> <p>To upload a new image or write over an existing image, enter the file name, preceded by a forward slash.</p>	<p>/sample_data/m/b/mb01-blue-0.jpg</p> <p>/image.jpg</p>
base_image_label	The label that is associated with the base image.	
small_image	The file name of the small image that is used on catalog pages, preceded by a forward slash.	/image.jpg
small_image_label	The label associated with the small image.	Small Image 1, Small Image 2

thumbnail_image	The file names of any thumbnail image to appear in the gallery on the product page, preceded by a forward slash.	/image.jpg
thumbnail_image_label	The label associated with any thumbnail images.	Thumbnail 1, Thumbnail 2
created_at	Indicates the date when the product was created. The date is automatically generated when the product is created, but can be edited later.	1/16/2020 (MM/DD/YYYY)
updated_at	Indicates the date when the product was last updated.	1/26/2020 (MM/DD/YYYY)
new_from_date	Specifies the “from” date for new product listings, and determines if the product is featured as a new product.	1/16/2020 (MM/DD/YYYY)
new_to_date	Specifies the “to” date for new product listings, and determines if the product is featured as a new product.	1/30/2020 (MM/DD/YYYY)
display_product_options_in	If the product has multiple options, determines where they appear on the product page. Values: Product Info Column / Block after Info Column	
map_price	The minimum advertised price of the product. (Appears only if MAP is enabled.)	60 (The default unit can be set up. For example, in this case, it is CA\$.)

msrp_price	The manufacturer's suggested retail price for the product. (Appears only if MAP is enabled.)	80 (The default unit can be set up. For example, in this case, it is CA\$.)
map_enabled	<p>Determines if Minimum Advertised Price is enabled in the configuration. Values:</p> <p>1 — (Yes) MAP is enabled.</p> <p>0 (or blank) — (No) MAP is not enabled.</p>	
gift_message_available	<p>Determines if a gift message can be included with the product purchase. Values:</p> <p>1 — (Yes) The option to include a gift message is presented to the customer.</p> <p>0 (or blank) — (No) The option to include a gift message is not presented to the customer.</p>	
custom_design	Lists the available themes that can be applied to the product page.	

custom_design_from	Specifies the beginning date when the selected theme is applied to the product page.	1/16/2020 (MM/DD/YYYY)
custom_design_to	Specifies the end date when the selected theme is applied to the product page.	4/16/2020 (MM/DD/YYYY)
custom_layout_update	Additional XML code that is applied as a layout update to the product page.	
page_layout	<p>Determines the page layout of the product page. Values:</p> <p>No layout updates — No change is made to the page layout.</p> <p>1 column — Applies a one-column layout to the product page.</p> <p>2 columns with left bar — Applies a two-column layout with a left sidebar to the product page.</p> <p>2 columns with right bar — Applies a two-column layout with a right sidebar to the product page.</p>	

	<p>3 columns — Applies a three-column layout to the product page.</p> <p>empty — Applies a blank layout to the product page.</p>	
product_options_container	<p>If the product has multiple options, determines where they appear on the product page. Values: Product Info Column / Block after Info Column</p>	
msrp_display_actual_price_type	<p>Determines where the actual price of a product is visible to the customer. Values:</p> <p>In Cart — Displays the actual product price in the shopping cart.</p> <p>Before Order Confirmation — Displays the actual product price at the end of the checkout process, just before the order is confirmed.</p> <p>On Gesture — Displays the actual product price in a popup when the customer clicks the <i>Click for price</i> or <i>What's this?</i> link.</p>	
country_of_manufacture	<p>Identifies the country where the product was manufactured.</p>	Canada

additional_attributes	Additional attributes created for the product.	has_options=0, required_options=0color=Black,has_options=0, required_options=0, size_general=XS
qty	The quantity of the product that is currently in stock.	45
out_of_stock_qty	The stock level that determines the product to be out of stock.	44
use_config_min_qty	<p>Determines if the default value from the configuration is used, and corresponds to the Use Config Settings checkbox. Values:</p> <p>1 — (Yes) The default configuration setting is used for the value of this attribute.</p> <p>0 (or blank) — (No) The default configuration can be overridden for the value of this attribute.</p>	
is_qty_decimal	<p>Determines if the qty attribute has a decimal value. Values:</p> <p>1 — (Yes) The value of the qty attribute is a decimal value.</p>	

	<p>0 (or blank) — (No) The value of the qty attribute is a whole number (integer).</p>	
allow_backorders	<p>Determines if your store allows backorders, and how they are managed.</p>	
use_config_backorders	<p>Determines if the default configuration setting for backorders is used, and corresponds to the state of the Use Config Settings checkbox. Values:</p> <p>1 — (Yes) The value of the qty attribute is a decimal value.</p> <p>0 (or blank) — (No) The value of the qty attribute is a whole number (integer).</p>	
min_cart_qty	<p>Specifies the minimum quantity of the item that can be purchased in a single order.</p>	
use_config_min_sale_qty	<p>Determines if the default configuration setting for minimum quantity is used, and corresponds to the state of the Use Config Settings checkbox. Values:</p> <p>1 — (Yes) The value of the qty attribute is a decimal value.</p>	

	<p>0 (or blank) — (No) The value of the qty attribute is a whole number (integer).</p>	
max_cart_qty	<p>Specifies the maximum quantity of the product that can be purchased in a single order.</p>	
use_config_max_sale_qty	<p>Determines if the default configuration setting for maximum quantity is used, and corresponds to the state of the Use Config Settings checkbox. Values:</p> <p>1 — (Yes) The value of the qty attribute is a decimal value.</p> <p>0 (or blank) — (No) The value of the qty attribute is a whole number (integer).</p>	
is_in_stock	<p>Indicates if the product is in stock.</p>	
notify_on_stock_below	<p>Specifies the stock level that triggers an <i>out of stock</i> notification.</p>	
use_config_notify_stock_qty	<p>Determines if the default configuration setting is used to trigger stock level notification, and corresponds to the state of the Use Config Settings checkbox. Values:</p>	

	<p>1 — (Yes) The value of the qty attribute is a decimal value.</p> <p>0 (or blank) — (No) The value of the qty attribute is a whole number (integer).</p>	
manage_stock	<p>Determines if inventory control is used to manage the product. Values:</p> <p>1 — (Yes) Activates full inventory control to manage stock levels of the product.</p> <p>0 (or blank) — (No) The system does not keep track of the number of items that are currently in stock.</p>	
use_config_manage_stock	<p>Determines if the default configuration setting for managing stock is used, and corresponds to the state of the Use Config Settings checkbox. Values:</p> <p>1 — (Yes) The value of the qty attribute is a decimal value.</p> <p>0 (or blank)—(No) The value of the qty attribute is a whole number (integer).</p>	

use_config_qty_increments	<p>Determines if the default configuration setting for quantity increments is used, and corresponds to the state of the Use Config Settings checkbox. Values:</p> <p>1 — (Yes) The value of the qty attribute is a decimal value.</p> <p>0 (or blank) — (No) The value of the qty attribute is a whole number (integer).</p>	
qty_increments	<p>Determines if the product is sold in quantity increments. Options: Yes / No</p>	
use_config_enable_qty_inc	<p>Determines if the default configuration setting to enable quantity increments is used, and corresponds to the state of the Use Config Settings checkbox. Values:</p> <p>1 — (Yes) The value of the qty attribute is a decimal value.</p> <p>0 (or blank) — (No) The value of the qty attribute is a whole number (integer).</p>	
enable_qty_increments	<p>Determines if quantity increments are enabled for the product.</p>	

is_decimal_divided	Determines if parts of the product can be shipped separately. Options: Yes / No	
website_id	For installations with multiple websites, identifies a specific website where the product is available. If blank, the product is available in all websites.	
related_skus	Lists the sku of each product that has been identified as a Related Product.	24-SKU,23-SKU,22-SKU,21-SKU
related_position	Determines the position (sort order) of the SKUs that are listed as Related Products in the related_skus column.	1,2,3,4
crosssell_skus	Lists the sku of each product that has been identified as a Cross-sell.	24-SKU,23-SKU,22-SKU,21-SKU
crosssell_position	Determines the position (sort order) of the SKUs that are listed as Cross-sell Products in the crosssell_skus column.	1,2,3,4
upsell_skus	Lists the sku of each product that has been identified as an Up-sell.	24-SKU,23-SKU,22-SKU,21-SKU
upsell_position	Determines the position (sort order) of the SKUs that are listed as Up-sell Products in the upsell_skus column.	1,2,3,4

additional_images	The file names of any additional image to be associated with the product, preceded by a forward slash.	/image.jpg
additional_image_labels	The labels associated with any additional images.	Label 1, Label 2
custom_options	Specifies the properties and values assigned to each custom option.	name=Color, type=drop_down,required=1, price= price_type=fixed,sku=, option_title=Black name=Col or,type=drop_down, required=1,price=, price_type=fixed,sku=, option_title=White