Attribute	Description	Examples
sku	(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. **Note:** A SKU longer than 64 characters causes import to fail.	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	Indicates the type of product. **Values:**	

simple — Tangible items that are generally sold as single units or in fixed quantities.

grouped — A group of separate products that is sold as a set.

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.

virtual — A non-tangible product that does not require shipping and is not kept in inventory. Examples include courses and webinars.

bundle — A customizable product set of simple products that are sold together.

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 (lbs - The default unit can be set up in configuration. For example, in this case, it is lbs.)
product_online	Determines if the product is available for sale in the store. **Values:** **1** — (Yes) The product is enabled, and available for sale. **2** — (No) The product is disabled, and is not available for sale.	
tax_class_name	The name of the tax class that is associated with this product. (ie. Taxable Goods / None)	Taxable Goods
url_key	The part of the URL that identifies the product. The default value is based on the product name.	product-name

visibility	Determines if the product is visible in the catalog, and made available for search. **Values:** **Not Visible Individually** — The product is not included in product listings, although it might be available as a variation of another product. **Catalog** — The product appears in all catalog listings. **Search** —The product is available for search operations. **Catalog, Search** — The product is included in catalog listings and is also available for search.	
price	The price that the product is offered for sale in your store.	80 (CAD - The default unit can be set up in Configuration. For example, in this case, it is CA$.)

special_price	The discounted price of the product during the specified date range.	65 (CAD - The default unit can be set up in Configuration. 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)
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	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. To upload a new image or write over an existing image, enter the file name, preceded by a forward slash.	/sample_data/-01.jpg /image.jpg
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)
gift_message_available	Determines if a gift message can be included with the product purchase. **Values:** **1** — (Yes) The option to include a gift message is presented to the customer. **0** (or blank) — (No) The option to include a gift message is not presented to the customer.	
country_of_manufacture	Identifies the country where the product was manufactured.	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
min_cart_qty	Specifies the minimum quantity of the item that can be purchased in a single order.	
max_cart_qty	Specifies the maximum quantity of the product that can be purchased in a single order.	
is_in_stock	Indicates if the product is in stock.	
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=Color, type=drop_down,required=1, price=,price_type=fixed,sku=, option_title=White