

Product Importer Fields

vTitle	The name or title of the product.
vSeoTitle	The corresponding SEO (search engine friendly) title for the product.
vSku	The unique item number or product code.
fPrice	The price at which you are selling this product.
fListPrice	The recommended retail price for the product.
iUseinventory	Check this box to use the stock control feature and track your inventory.
iBackorder	This allows you to purchase a product even if the product is out of stock.
ilInventory	Set the number of items you have in stock.
iOnorder	If an item is backordered and you are using stock control, you can tell the system how many you have on order.
tmDuedate	If items are “on order”, you can put their expected due date.
vShipCode	If using postage codes, this will populate with the values set in the postage builder for shipping codes. The default value is “0”.
flItemWeight	The weight of the item, used to calculate postage by weight.
vShipNotes	A short line of text to describe the postage details. For example, “Dispatched in 2-3 Days” or “Sent Immediately”. This gives your customers more information about the product and its availability.
iFreeShip	If checked, this product has no associated postage costs.
iVendorid_FK	(Registered Supplier ID) To attach a supplier to your product, you must first have the supplier details set up in your Supplier builder. If you add a logo to the supplier record, the logo will show up on this product’s page.
vImage (1,2,3)	Three possible images for the product, commonly used as (1)Thumbnail, (2)Product Page and (3) Large Detail Image.
vDownloadablefile	Allows a downloadable file to be offered, for example an instructional PDF, sound clip, readme text file etc.
vMetaTitle	The actual title of the page, visible in the browser title bar.
tMetaDescription	Used “behind the scenes” for search engines. This should be a keyword heavy description relative to the product’s content and description.
tKeywords	A list of keywords used to describe the product to search engines, separated by commas. For example: keyword1, keyword2, keyword3 etc.
Taxable	Check this box to have the current VAT / Tax settings applied to this product.

iSale	If checked, the system will note that this product has a sale price.
iCartButton	If this product is only available for enquiries or not available for sale, Uncheck.
tShortDescription	If using descriptions on the site, this is a brief description of the product which will show next to the thumbnail image.
tContent	If using descriptions on the site, this is a more comprehensive description of the product which appears on the main product page.