

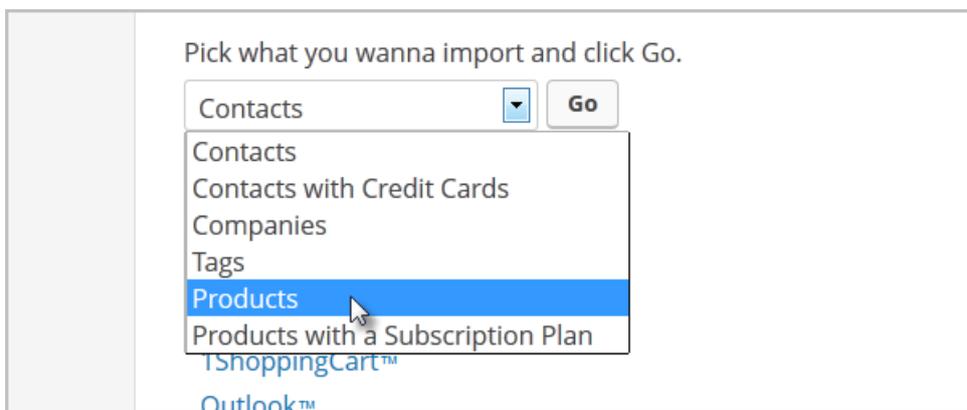
# Import Products

This article applies to:

Before you can sell products through Keap, you need to add the products you offer to Keap. If you have a lot of products, it is faster to add them using the product import tool. If you are transitioning to Keap from another system, you should be able to export your current product lists from that system and save them in .csv file format.

**Products vs. Subscriptions:** If you sell both products and products with subscription plans, you will need to divide them into two separate lists and import them separately. The subscription import includes additional fields for recurring billing. The Keap import tool will create product records and import product details. After the import, you will still need to edit the product records to add images, digital files, product options, assign them to categories, etc.

1. Go to **Admin > Import Data** in the main navigation menu.
2. Select **Products** as the import type and click on the **Go** button.



3. Click on **Browse** and select the product file (in .csv format) from your computer.
4. Click **Next**.
5. Match the Product Fields in your spreadsheet to the following available Keap fields:
  - **Product Name**
  - **Product Price**
  - **Taxable** (Yes or No)
  - **Charge Shipping** (Yes or No)
  - **Status** (Active or Inactive)
  - **Product Short Description:** This shows up on the Shopping Cart, Order Forms, and on invoices / receipts.
  - (Optional) **Product Description:** This is a long description that shows up when the product is displayed

in the Keap Storefront.

- (Optional) **Sku**: This is optional. It stands for Stock Keeping Unit and may correlate with an external inventory management system.
- (Optional) **Weight**: This is used to calculate weight-based shipping.
- (Optional) **Cost per Unit**: This is used to track profit margins.
- (Optional) **Hide in Store** (Yes or No): This is used to hide products from the Keap Storefront.
- (Optional) **Subscription Only** (Yes or No): This must match up with a column on your import spreadsheet that denotes whether a product is sold by subscription plan only, or not.

6. Click **Next**

7. (Optional) **Match Field Values**: this step will only show up if you are importing fields that have more than one possible value.

8. Click **Next**.

9. Click on the **Previous** and **Next** arrows to preview the import before the final step.

 A final review before we import

Look at the preview below to make sure everything looks okay.

It's a good idea to review several of the records you're importing to make sure your fields are matched correctly. If you see something that looks a little off, you can [click here to change how you matched your fields](#).

◀ Previewing 1 of 1 ▶

Product Name	Sku
Golf Clubs	

10. Click **Done**.

11. To view your products, go to **E-Commerce > Products**

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