

How to Set Up Product Variations (Sizes, Colours, Designs)

If your product comes in different sizes, colours or designs, you should use **one product listing with variations** instead of creating multiple separate listings.

This keeps your shop tidy and makes buying easier.

When Should I Use Variations?

Use variations if:

- Your item comes in different sizes
- Your item comes in different colours
- Your item has different designs
- The price changes depending on the option
- Each option has its own stock quantity

Example:

Instead of:

- Ribbon Suncatcher
- Leaves Suncatcher
- Hearts Suncatcher

Create ONE listing:

Stained Glass Suncatcher

Choose Design: Ribbon | Leaves | Hearts

Step 0 – Check Parent Stock (Very Important)

Before creating variations:

1. Go to the main product (parent level).
2. Make sure **“Manage stock” is unticked**.
3. Make sure the **Stock quantity field is blank (not zero)**.

Stock must only be set inside each variation.

If stock is set at both parent and variation level, you may see strange quantity limits.

Step 1 – Change Product Type

1. Go to **Products → Add New**
2. Change **Product Type** to:

Variable Product

If it is left as “Simple Product”, variations will not work.

Step 2 – Add Your Attribute

Scroll to **Attribute and Variation**.

1. Click **Add Attribute**
2. In “Name”, type your option name
Example: Choose Colour or Size
3. In “Values”, type each option separated by the pipe symbol:

Red | Blue | Green

Small | Medium | Large

Use this symbol between each word: |

4. Tick both boxes:

✓ Visible on product page

✓ Used for variations

5. Click **Save Attribute**

Important:

If you change the attribute name after creating variations, Woo may remove your variations. Double-check the name before continuing.

Step 3 – Create the Variations

You have two options.

Option A – Automatic (Simplest)

1. From the dropdown, choose:
Create variations from all attributes
2. Click **Go**
3. Click **OK**

This will generate all variations at once.

Option B – Manual (More Controlled)

1. Leave the dropdown as **Add variation**
2. Click **Go**
3. Open the new variation row
4. From the dropdown (it will say “Any [Attribute Name]”), select the correct option
5. Enter:
 - Regular price
 - Stock quantity
 - Upload variation image (recommended)
6. Tick:
 - ✓ Enabled
 - ✓ Manage stock

Repeat for each variation.

Step 4 – Set Stock and Price

Inside EACH variation:

- Tick **Manage stock**
- Enter stock quantity
- Add the Regular price
- Set “Allow backorders” to Do not allow

When finished:

- ✓ Click **Save Variations**
- ✓ Click **Update** (top of page)

Both buttons must be clicked.

Step 5 – Test Like a Customer

After updating:

1. Sign out (or open an incognito window)
2. View the product page
3. Select each variation
4. Test different quantities
5. Add them to basket

Make sure:

- All variations show correctly
- Stock behaves properly
- You can add the correct quantity

What Customers Will See

On the product page:

- A dropdown to select the option
- The price updates automatically

In the basket:

- The chosen variation is shown clearly in text
- The variation image will display (not just the main product image)

This makes it clear to customers what they have selected.

Quick Reminder

If it changes what the customer is buying → Use Variations.

If it is an optional extra (gift wrap, engraving) → Use Add-Ons.