

## Stand Alone Product CSV Column List & Definitions

Column Name	Definition	Acceptable Values
sku	product sku; unique identifier for product	text and/or numbers, no special characters (commonly contains dashes)
status	determines if the product displays on the website	0 (no) or 1 (yes)
featured	display the product on home page of website	0 (no) or 1 (yes)
include_in_search_results	displays product in search results and category pages	0 (no) or 1 (yes)
nm	name of product that shows on website	any text
ds	description of product that shows on website	any text; can include HTML
orderby	position of product in category and search results	number (if blank, products sort alphabetically)
product_categories_vir	id(s) of product category for product	product category id(s); multiple ids separated by semi colons (ex: category1;category2;category3)
products_vir	sku(s) of suggested product(s)	product sku(s); multiple skus separated by semi colons (ex: sku1;sku2;sku2)
searchfield1	Value displays on the product detail page next to the label 'Category'. Leave blank to not display.	any text
searchfield5	Value displays on the product detail page next to the label 'Brand'. Leave blank to not display.	any text
parent_child_type	"stand-alone" for stand-alone products	the text "stand-alone"
pic	normal picture for product that shows on product detail page	name of image (example_n.jpg) 125 pixels wide
thumb	thumbnail picture for product that shows in search results and categories	name of image (example_t.jpg) 400 pixels wide
lg_pic	large picture for product that shows on product detail page when you click the 'View Larger' link	name of image (example_l.jpg) 600 pixels wide
search_terms	text field the search looks at, but does not display values on the site. Example would be different spelling of product name, competitor item numbers, etc. Separate values by comma.	any text