

Ecwid2Woo Product Sync

Ecwid2Woo Product Sync is a professional WordPress plugin that provides seamless synchronization between your Ecwid store and WooCommerce. With a modern, user-friendly interface and robust batch processing capabilities, it's the ideal solution for migrating from Ecwid to WooCommerce or maintaining synchronized product catalogs across both platforms.



Key Features



Professional Admin Interface

- Modern, Responsive Design – Clean, intuitive interface that works perfectly on all devices
- Real-time Progress Tracking – Animated progress bars and live status updates
- Visual Connection Testing – One-click API connection verification with instant feedback
- Comprehensive Logging – Color-coded logs with detailed operation tracking
- Smart Navigation – Seamless transitions between different sync options



Multiple Sync Options

- Full Sync – Complete catalog migration with preview capabilities
- Category Sync – Independent category import with hierarchy management
- Selective Product Sync – Choose specific products for targeted import/updates
- Batch Processing – Smart chunking prevents server timeouts on large catalogs



Complete Data Synchronization

- Product Information – Names, SKUs, descriptions, prices, stock levels, dimensions, weight
- Category Hierarchies – Full parent-child relationships preserved
- Product Variations – Complete support for variable products with all option combinations
- Image Management – Featured images, galleries, and variation-specific images
- Inventory Data – Stock status, quantities, and unlimited stock settings



Advanced Technical Features

- AJAX-Powered Processing – Non-blocking operations with real-time feedback
- Memory Optimization – Efficient handling of large product catalogs
- Smart Duplicate Prevention – Uses Ecwid IDs and SKU matching to avoid duplicates
- Auto-Recovery Systems – Handles API timeouts and connection issues gracefully
- WordPress Standards Compliant – Follows all WordPress coding and security best practices



Reliability & Safety

- Stop Sync Control – Immediate cancellation capability for all operations
 - Comprehensive Error Handling – Detailed error reporting and recovery mechanisms
 - Safe Re-syncing – Idempotent operations prevent data corruption
 - Debug Integration – Works seamlessly with WordPress debug logging
-



Requirements

Minimum Requirements

- WordPress: 5.0 or higher
- WooCommerce: 3.0 or higher
- PHP: 7.2 or higher (8.0+ recommended)
- MySQL: 5.6 or MariaDB 10.0
- Ecwid Store: Active store with API access

Recommended Environment

- WordPress: 6.0+
 - WooCommerce: 7.0+
 - PHP: 8.0+
 - Server Memory: 512MB+ for large catalogs
 - Reliable Internet: Stable connection for API operations
-



Installation

Via WordPress Admin (Recommended)

1. Navigate to Plugins → Add New in your WordPress admin
2. Click Upload Plugin and select the plugin ZIP file
3. Click Install Now and then Activate

Manual Installation

1. Download and unzip the plugin
2. Upload the **ecwid2woo-product-sync** folder to **/wp-content/plugins/**
3. Activate the plugin through the Plugins menu in WordPress

Post-Installation Setup

1. Go to Ecwid2Woo Sync → Settings in your admin menu
2. Enter your Ecwid Store ID and API Secret Token
3. Click Save Settings and test your connection
4. You're ready to start syncing!



Getting Your Ecwid API Credentials

Step-by-Step Guide

1. Access Ecwid Control Panel
 - Log into your Ecwid account
 - Navigate to Apps → My Apps → API
2. Locate Your Store ID
 - Your Store ID is displayed at the top of the API page
 - Copy this number (it's typically 8-9 digits)
3. Generate API Token
 - Click Create new token or Generate Secret Token
 - Ensure the token has these permissions:
 - ☒ Read catalog
 - ☒ Read store profile
 - ☒ Read products
 - ☒ Read categories

- Copy the generated token immediately (it won't be shown again)

4. Enter Credentials

- Paste both values into the plugin settings
- Click Save Settings and Test Connection

Usage Guide

Settings Page

Location: Ecwid2Woo Sync → Settings

- Configure your Ecwid API credentials
- Test connection with visual feedback
- Access quick navigation to all sync options
- Monitor connection status with real-time indicators

Full Sync

Location: Ecwid2Woo Sync → Full Sync

Perfect for: Complete store migrations or comprehensive updates

Features:

- Automatic Preview – See exactly what will be synced before starting
- Two-Phase Process – Categories first, then products
- Real-time Progress – Visual progress tracking with detailed logs
- Stop Control – Cancel operation at any time
- Smart Batching – Processes data in optimized chunks

How to Use:

1. Page automatically loads preview on visit
2. Review categories and products to be synced

3. Click Start Full Sync to begin
4. Monitor progress and logs in real-time
5. Use STOP SYNC if needed

Category Sync

Location: Ecwid2Woo Sync → Category Sync

Perfect for: Setting up category structure before product import

Features:

- Category Preview – See all categories before importing
- Hierarchy Preservation – Maintains parent-child relationships
- Hierarchy Fix Tool – Resolves any structural issues
- Independent Operation – Sync categories without touching products

How to Use:

1. Click Reload Ecwid Categories to preview
2. Review the category list and hierarchy
3. Click Start Category Sync to import
4. Use Fix Category Hierarchy if needed after sync

Selective Product Sync

Location: Ecwid2Woo Sync → Product Sync

Perfect for: Targeted imports, testing, or specific product updates

Features:

- Product Selection Interface – Choose exactly which products to sync
- Bulk Selection Tools – Select all or none with one click

- Variation Support – Handles complex variable products
- Individual Progress Tracking – Monitor each selected product

How to Use:

1. Click Reload Products to load available products
2. Select individual products or use Select All/None
3. Click Import Selected Products to begin
4. Monitor individual product progress

Placeholders Management

Location: Ecwid2Woo Sync → Placeholders

Purpose: Review and manage temporary placeholder items created during sync

- View placeholder categories created for missing parents
- Clean up temporary items after hierarchy fixes
- Monitor sync-related administrative data

Advanced Features

Variation Processing

- Automatic Attribute Creation – Missing WooCommerce attributes auto-generated
- Smart Combination Mapping – Ecwid options become WooCommerce variations
- Batch Processing – Large variation sets processed in optimized chunks
- Variation-Specific Data – Individual SKUs, prices, stock, and images

Error Handling

- Graceful Degradation – Continues processing even if individual items fail
- Detailed Error Reporting – Clear explanations of any issues encountered
- Automatic Recovery – Handles temporary API issues and timeouts
- Debug Integration – Works with WordPress WP_DEBUG for troubleshooting

User Experience

- Responsive Design – Works perfectly on desktop, tablet, and mobile
- Visual Feedback – Loading animations, progress indicators, and status messages
- Intuitive Navigation – Clear pathways between different sync options
- Accessibility – Follows WordPress accessibility guidelines

Important Notes

Before First Sync

- Backup Your Database – Always backup before running large operations
- Test Connection – Verify API credentials work correctly
- Review Preview Data – Check what will be synced before starting
- Consider Staging – Test on staging site first for large catalogs

Performance Tips

- Optimal Timing – Run syncs during low-traffic periods
- Monitor Progress – Keep browser tab active during sync operations
- Server Resources – Ensure adequate PHP memory and execution time

- Network Stability – Stable internet connection recommended for large syncs

Data Handling

- Duplicate Prevention – Plugin intelligently matches existing items
 - Safe Re-syncing – Running sync multiple times updates rather than duplicates
 - Ecwid ID Storage – Items tagged with Ecwid IDs for future matching
 - Non-Destructive – Only creates/updates items, never deletes existing data
-

Troubleshooting

Common Issues

Connection Test Fails

- Verify Store ID and API Token are correct
- Check API token permissions include read access
- Ensure Ecwid store is active and accessible

Sync Stops Unexpectedly

- Check server PHP memory and execution time limits
- Verify stable internet connection
- Review WordPress debug logs for specific errors
- Try syncing smaller batches via Selective Sync

Images Not Importing

- Check server has adequate disk space
- Verify PHP file upload limits
- Ensure WordPress media upload permissions are correct

Categories Missing Hierarchy

- Use the Fix Category Hierarchy tool after category sync
- Check for circular references in Ecwid category structure
- Verify parent categories were successfully imported

Debug Mode

Enable WordPress debug mode for detailed troubleshooting:

```
// Add to wp-config.php
define('WP_DEBUG', true);
define('WP_DEBUG_LOG', true);
define('WP_DEBUG_DISPLAY', false);
```

Check debug logs at `/wp-content/debug.log` for detailed error information.

Support & Development

Community Support

- WordPress.org Support Forum – For general questions and community help
- Plugin Reviews – Share your experience and help others

Professional Support

- Priority Support – Available through [Metrotechs.io](https://metrotechs.io)
- Custom Development – Tailored solutions for specific requirements
- Enterprise Solutions – Large-scale implementations and customizations

Contributing

- GitHub Repository – Contribute code improvements and bug fixes
- Feature Requests – Suggest new functionality

- Bug Reports – Help improve reliability and compatibility
-



License & Legal

Dual Licensing Model

Plugin Code: Licensed under GNU General Public License v2.0 or later

- Free to Use – Core plugin functionality always free
- Modify & Extend – Full source code available for customization
- Redistribute – Share with others under same license terms

Brand & Trademark: “Ecwid2Woo Product Sync” is a trademark of Metrotechs

- Protected Brand – Name, logo, and brand identity are trademarked
- Commercial Services – Business services available under separate terms
- Quality Assurance – Trademark ensures authentic software and support

Business Services

While the plugin is free and open source, professional services are available:

- Premium Support – Priority technical assistance and troubleshooting
- Custom Development – Tailored features and integrations
- Migration Services – Professional store migration assistance
- Enterprise Solutions – Large-scale implementations and custom licensing
- Training & Consulting – Expert guidance and best practices

Privacy & Data Handling

- Minimal Data Collection – Only processes product and category data

- No Personal Data – Does not handle customer or order information
- Local Storage Only – All data stays in your WordPress database
- API Read-Only – Never modifies your Ecwid store data

Credits

- Developed by: Metrotechs™
- Maintained by: Richard Hunting
- Trademark Owner: Metrotechs
- Plugin License: GPL v2.0+
- Brand Rights: All Rights Reserved

“Ecwid2Woo Product Sync” is a trademark of Metrotechs. WordPress and WooCommerce are trademarks of their respective owners.



Version Information

Current Version: 1.0.0

Compatibility: WordPress 5.0+ | WooCommerce 3.0+ | PHP 7.2+

Release Date: 5/25/2025

Update Policy: Regular updates for compatibility and feature enhancements

Transform your e-commerce platform with confidence. Ecwid2Woo Product Sync makes store migration and synchronization straightforward, reliable, and professional.