Displaying products on any page in a Wordpress site

In WooCommerce, modifiers are called attributes (or parameters). While there are many individual shortcodes, the unified [products] shortcode handles almost all product queries and relies on these modifiers to customize exactly what items appear and how they are structured.

The core modifiers for WooCommerce product shortcodes are categorized below by layout, content, sorting, and advanced conditional operators.

It all starts with the single, simple shortcode, pasted into a text block of [products] this will display ALL products on a site, so is not a lot of use, we need to filter what is shown. We do that filtering by using modifiers.

1. Layout & Presentation Modifiers

These attributes dictate how the product grid looks on your web page.

limit="...": Sets the total number of products to pull and display.

- Example: [products limit="8"] (Defaults to -1 for all).

columns="...": Sets how many items sit horizontally per row.

- Example: [products columns="4"] (Defaults to 4).

paginate="...": Turns on page-navigation numbers for split browse indexes.

- Accepts: true or false (Defaults to false).

class="...": Injects a custom HTML CSS class directly to the grid wrapper wrapper for easier theme styling.

2. Basic Query & Sorting Modifiers

These modifiers change the specific order and arrangement direction of your product collection loop.

orderby="...": Establishes the rule sorting the inventory sequence.

- date: Lists the newest products first.
- title: Ranks alphabetically by item title.
- id: Sorts chronologically by the internal WordPress post ID.
- menu_order: Sorts by custom page/order priority assigned in dashboard details.
- popularity: Ranks automatically based on highest number of recorded sales.
- rating: Sorts items by top average user star feedback scores.
- rand: Pulls items in a random order on every page refresh.

order="...": Determines if the chosen orderby array follows an increasing or decreasing pattern.

- ASC: Ascending (A to Z, oldest to newest, lowest price to highest).
- DESC: Descending (Z to A, newest to oldest, highest price to lowest — Default value).

3. Filter & Specific Retrieval Modifiers

Use these parameters to narrow down your display loop to explicit subsets of inventory based on category, tag, or status identifiers.

category="...": Filters by comma-separated product category slugs.

- Example: [products category="hoodies,t-shirts"]

tag="...": Filters by comma-separated product tag slugs.

- Example: [products tag="summer,clearance"]

ids="...": Targets explicit items by referencing a comma-separated list of product IDs.

- Example: [products ids="42, 108, 215"]

skus="...": Targets explicit items by pulling custom inventory SKUs rather than internal numbers.

- Example: [products skus="HOOD-01, TS-BLUE"]

on_sale="...": Pulls items with an active sales price markdown constraint.

- Accepts: true or false

best_selling="...": Restricts the returned items only to your highest volume sales goods.

- Accepts: true or false

top_rated="...": Isolates products possessing the strongest active star reviews.

- Accepts: true or false

visibility="...": Filters products based on how they are indexed inside the catalog layout.

- Accepts: visible, catalog, search, hidden, or featured.

4. Advanced Taxonomy & Operator Modifiers

When working with heavy variable attributes (like sizes or colors), these modifiers control complex intersecting relationships.

attribute="...": Targets a designated global product attribute slug.

- Example: attribute="color"

terms="...": Comma-separated slug terms nested underneath the targeted attribute query.

- Example: terms="red,blue"

terms_operator="...": Evaluation logic determining how the shortcode calculates your terms list.

- IN: Displays products that match any of the selected terms (Default mode).
- AND: Displays items only if they feature all defined terms together.
- NOT IN: Displays all catalog items except the ones belonging to those terms.

cat_operator="...": Evaluation logic for multiple assigned product categories.

- IN: Displays items if they are in any of the categories listed (Default).
- AND: Displays items only if they belong to every single category listed simultaneously.
- NOT IN: Displays products from all collections except the ones provided.

5: Quick Cheat Sheet Example

If you wanted to show 6 items across a 3-column grid, specifically highlighting newest items from your "shoes" category, that are currently on sale, you would use:

[products limit="6" columns="3" category="shoes" on_sale="true" orderby="date" order="DESC"]

6: Featured Products Layout Examples

Customising the Layout

You can combine this modifier with layout attributes to control exactly how the grid looks on your page. Here are a few common configurations:

Show 4 featured items in a single row:

[products limit="4" columns="4" visibility="featured"]

Show 6 featured items in a 3-column grid, sorted by newest first:

[products limit="6" columns="3" visibility="featured" orderby="date" order="DESC"]

Show featured items from a specific category (e.g., "accessories"):

[products visibility="featured" category="accessories"]