Importing Content with JSON

Creator Suite · https://sitenitro.com/docs/importing-content-with-json/

Creator Suite includes a JSON import feature that lets you paste structured data directly into the editor and have all custom fields populate instantly. This is especially useful if you're generating review content with AI tools like Claude — you can produce a complete JSON object and import it in seconds instead of filling in 15+ fields by hand.

How It Works

Every post type editor (Reviews, Comparisons, Roundups, and Guides) has an **Import JSON** panel at the top. You paste a structured JSON object, click Import, and the plugin fills in all the custom fields — ratings, pros/cons, verdict, FAQ, product details, everything. The post is saved as a draft so you can review and edit before publishing.

> **[SCREENSHOT: The Import JSON panel at the top of a review editor, collapsed state showing the "Paste JSON to Import" button]**

Importing a Review

1. Go to **Reviews → Add New**
2. Click **Paste JSON to Import** to expand the import panel
3. Paste your JSON into the text area
4. Click **Import**

> **[SCREENSHOT: The Import JSON panel expanded with JSON pasted in the textarea, showing the Import and Cancel buttons]**

The editor reloads with all fields populated. Review the data in each meta box, add your featured image, write or edit the body content if needed, and publish.

> **[SCREENSHOT: Review editor after import showing populated fields — ratings, pros/cons, quick verdict filled in]**

JSON Structure

Each post type has its own JSON structure. The `type` field tells the importer which post type to create.

Review JSON

```
{
  "type": "review",
  "title": "Canon EOS R6 Mark III Review: 90 Days as a Professional",
  "content": "",
  "review_type": "camera-review",
  "product_name": "Canon EOS R6 Mark III",
  "product_url": "https://example.com/r6iii",
  "price": "$2,499",
  "quick_verdict": "The best hybrid camera under $2,500...",
  "verdict_text": "<p>After 90 days of professional use...</p>",
  "ratings": {
    "Image Quality": 4.5,
    "Video Quality": 4.0,
    "Autofocus": 5.0,
    "Build Quality": 4.0,
    "Battery Life": 3.5,
    "Value": 4.0
  },
  "pros": [
    "Specific pro with real detail",
    "Another substantive observation"
  ],
  "cons": [
    "Honest con with context",
    "Another real limitation"
  ],
  "faq": [
    {
      "question": "Is the Canon R6 III good for video?",
```

```
      "answer": "Complete answer with specific details..."
    }
  ],
  "seo_title": "Canon R6 III Review (2026)",
  "seo_description": "Expert review after 90 days of professional use..."
}
```

Comparison JSON

```
{
  "type": "comparison",
  "title": "Sony A7CR vs Canon EOS R6 III",
  "content": "",
  "product_a": {
    "name": "Sony A7CR",
    "url": "https://example.com/a7cr",
    "price": "$1,798"
  },
  "product_b": {
    "name": "Canon EOS R6 Mark III",
    "url": "https://example.com/r6iii",
    "price": "$2,499"
  },
  "categories": [
    { "label": "Image Quality", "score_a": 4.5, "score_b": 4.5 },
    { "label": "Autofocus", "score_a": 4.0, "score_b": 5.0 }
  ],
  "winner": "product_b",
  "verdict": "<p>Detailed verdict explaining the recommendation...</p>",
  "faq": [
    {
      "question": "Which is better, the Sony A7CR or Canon R6 III?",
      "answer": "Complete answer referencing both products..."
    }
  ]
}
```

Roundup JSON


```
{
  "type": "roundup",
  "title": "Best iPad Pro Accessories for 2026",
  "content": "",
  "products": [
    {
      "name": "Apple Magic Keyboard Case",
      "link": "https://affiliate-link.com/keyboard",
      "description": "Why this product earned its spot...",
      "button_label": "Buy on Amazon",
      "best_for": "Best Overall",
      "editors_pick": true
    }
  ],
  "faq": [
    {
      "question": "What accessories do you need for iPad Pro?",
      "answer": "Complete answer naming specific products..."
    }
  ]
}
```


Guide JSON


```
{
  "type": "guide",
  "title": "How to Set Up Your iPad Pro as a Laptop Replacement",
  "content": "",
  "tldr": "You need a keyboard case, a USB-C hub, and a mouse...",
  "prerequisites": [
    { "label": "iPad Pro with M-series chip", "url": "" },
    { "label": "USB-C Hub", "url": "https://example.com/hub" }
  ],
  "faq": [
    {
      "question": "Can an iPad Pro really replace a laptop?",
      "answer": "Complete answer with specific details..."
```

```
    }
  ]
}
```

The Content Field Is Optional

You can leave the `content` field as an empty string (`""`) or omit it entirely. This is useful when you want to import all the structured fields (ratings, pros/cons, FAQ, etc.) but write the long-form body content directly in the WordPress editor yourself.

Using AI to Generate JSON

The fastest workflow is to use an AI tool to generate the JSON from your video transcript or notes. Creator Suite includes a prompt template designed for this:

1. Start a new conversation with Claude or your preferred AI tool
2. Paste the Creator Suite JSON generation prompt (available in your plugin documentation)
3. Provide your transcript, notes, or product description
4. The AI asks which post type you're creating and generates the complete JSON
5. Copy the JSON, paste it into the Import JSON panel, and click Import

The AI prompt is designed to produce content that ranks in Google and gets cited by AI tools — it follows E-E-A-T principles and generates definitive, experience-based content.

> **[SCREENSHOT: A Claude conversation showing the JSON generation prompt in action with a completed JSON output]**

Troubleshooting Import Errors

"Invalid JSON" Error

This usually means there's a syntax error in the JSON — typically an unescaped quote inside a string value. Common causes:

- HTML content with double-quoted attributes (e.g., `<a href="url">`) inside a JSON string

- Smart quotes or special characters

Paste your JSON into jsonlint.com to find the exact error location.

"Missing required field" Error

The importer validates required fields before importing:

- **Reviews** require: `type`, `title`, `product_name`
- **Comparisons** require: `type`, `title`, `product_a.name`, `product_b.name`
- **Roundups** require: `type`, `title`, `products` (at least one with `name` and `link`)
- **Guides** require: `type`, `title`

"Post type mismatch" Error

The `type` field in the JSON must match the editor you're in. If you paste review JSON into a comparison editor, you'll get this error. Create a new post of the correct type and try again.

Overwriting Existing Data

If the post already has data in any fields, the importer will ask for confirmation before overwriting. This prevents accidental data loss if you import into a post you've already started editing.

Next Steps

- **Download the JSON prompt template** — Available in the Creator Suite documentation
- **Customize the prompt** — Add your review types and rating categories to the prompt so the AI generates JSON that matches your plugin configuration exactly