Import to Kontent

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If your company has been on the market for some time, it has most likely piled a lot of content already. With the existing content, moving to a different CMS doesn't mean that you need to create everything from scratch. Migrate to Kontent and make the start easier for you.

Importing content also gives you a great opportunity to review what content your company has. Verify that the content is still relevant and update it as necessary.

> ⚤ Key points
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> - Kontent is an API-first product so migrating content to it is possible. You can use different ways to achieve that.
> - For the import, choose one of the tools available or use the Management API.
> - Use migration as an opportunity to do a content audit where you evaluate what content is still relevant.

Import what makes sense

Avoid the fluff in your existing content and do a proper content audit before the migration. Not the one where you check just the broken links but the one where you make sure that your existing content isn't ROT (redundant, outdated, and full of trivial content). Why would you import content no one needs?

> ☑ Have you just started with Kontent?
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> For Kontent beginners, we recommend that you go through the whole Set up Kontent section from the beginning. We will guide you through the initial Kontent configuration. If you have more complex needs, we can offer also our professional services ⬀ to help you along the way.

Check your web analytics to see your top content types and content items. Analyze how your current content serves these search queries and how it helps you achieve your goals.

Another great activity is holding an internal content modeling workshop to see if your content model serves different channels, devices, and users. You might discover that you have great content for conversational interfaces but you can't use it because of the way it was modeled a few years back. Or that your content works well on a website but isn't a good fit for voice interfaces or home assistants.

Migration tools

Importing to Kontent can be done using one of the tools available for it.

- Kontent CLI ⬀ – allows you to modify your Kontent projects, including migrating existing content to Kontent, through the command line. You can also use it to modify your project's content model.
- Kontent Google Sheets add-on ⬀ – enables you to import content from Google Sheets to Kontent. As many CMSs allow exporting into a tabular format like CSV or XLS, you can use Google Sheets and the

add-on as a middleman between Kontent and another CMS.

- [Kontent Migration Tool for Contentful](#) ⬈ – helps you with content migration from Contentful CMS.
- [Kontent Template Manager](#) ⬈ – enables you to migrate content between two Kontent projects. It's especially useful when you work for a digital agency and have a prepared boilerplate project that you copy for your clients.
- [Kontent Backup Manager](#) ⬈ – helps with backing up and restoring Kontent projects. Opposed to the Template Manager, you can control the Backup Manager via the command line or through your code.

Management API

For more complex migrations, use the [Management API](#). It will give you the flexibility of importing content with a more complicated structure and logic, which is typically the case when migrating higher volumes of content.

Write a script or an application that will parse the content from its original format and send it to Kontent in JSON. The original content can be in any format, for example:

- A database from another CMS such as WordPress
- An XML file
- A CSV file
- A text file

To enable the Management API:

1. Go to ⚙ **Project settings**.
2. Under *Environment settings*, switch to **API keys**.
3. On the **Management API** card, toggle the **Inactive** switch to activate the API.
4. Copy the API key.

You will use the API key to [authenticate your requests](#).

What's next?

Choosing the right tool for importing content will save you time when setting up Kontent.

- Continue to the tool of your choice. If you've chosen the Management API, read on how to import [content items](#), [assets](#), [rich text](#), or [linked content](#). For other content elements, check out descriptions of all [elements in content types](#) and all [elements within item variants](#) in the API reference.
- [Validate the content of your project](#) after your import process is finished to check for possible issues such as references to missing content items.
- [Set up Kontent](#) if you've just started so that it can provide the maximum value.