You attempted to import the theme sample demo data, but it never completes the installation process or it fails with errors. If the XML file fails upon import, there could be several reasons. Please read the following information.

Causes

There are two likely causes that will prevent the importation of the theme demo sample data:

- Your PHP memory, file upload size, and/or execution limits are set too low

- Your web host uses process watching software that prevents bulk processing on their web servers.

Solution

If the import stalls and fails to respond after a few minutes, or it fails with a simple error message like `Import failed`, You are suffering from PHP configuration limits that are set too low to complete the process. You should contact your web host and ask them to increase those limits to a minimum as follows:

- max_execution_time 60

- memory_limit 128M

- post_max_size 32M

- upload_max_filesize 32M

Verify: Your PHP configuration limits by installing a simple plugin found [here](#). And you can also check your PHP error logs to see the exact error being returned.