

## WOO Commerce

**WooCommerce** is extremely user friendly and easy to use, especially when compared to some of the other major eCommerce platforms. Since it is a **WordPress** plugin, it is just as user friendly as **WordPress** and allows for users who already know/use **WordPress** to easily make the transition into eCommerce.

### Setting up Wordpress for ecommerce:

#### **Install plugin woocommerce.**

Set up your account according to your preference regarding shipping, currency, location and other things.

Set up your payment options.

#### **Installing jack pack via the welcome wizard:**

Install storefront theme. It is highly recommended. It also has a feature named "Automated Taxes" which is very useful. In order to connect our store to wordpress, we need jetpack. You need a live website to access jetpack. In local environment, it would not work. Now you are ready to add products.

### Adding a new product:

Go to woocommerce--->products-->add new product

Then you can write its title, description, product type etc

You need to use classic editor for woo commerce because its not yet compatible with block editor.

Choose a descriptive name for your product image. separate words with -. Upload and set that image with title, and alt-text.

#### **Adding an image gallery:**

You can add another image to the product and in browser user can see multiple images.

#### **Working with product data:**

You can add a sale price in your product info, woo commerce will show automatically sale and show sale price. In inventory, you can enter sku for your product, or you can click on manage stock automatically. You can check, whether , you want allow backorders or not. You can set shipping options too. You can set your "upseils", in "linked products" under shipping and "cross-seils" which are linked products to main product e.g a helmet or a care plan with a bicycle.

"upseils" will be show to customer like this

"you may be interested in this product too" and related products will show to customer.

## **Adding Categories and tags:**

If products are many, it's better to add categories in editor.

## **Creating product variations:**

When you add a product, choose “variable product” under product data. when you will choose variable product, a new tab named “variations” will appear.

First you need you add custom product attributes. Add them , name them e,g color that in how many colors the products will appear.like black|red|purple. Use pipelines to separate them. After saving it, now you can add other variations. Now you can set variation for different colors e.g in their prices e.g black for 13 and all other for 12. Upload images for this shirt like white color shirt for white and black color for black shirts.

## **Creating Global attributes:**

- In products--->attributes-->add new
- Give it a name like **size**.
- Then click on configure terms and add new sizes like s, m, l, xl.
- Save attributes.
- Go to variation and update it according to your requirements.

## **Creating Digital Products:**

- Add a product. And in product data check the option of virtual/downloadable.
- Add the downloadable file.
- You can limit the download limit or expiry date to download.

## **Adding Description:**

This is the short description, comes just below the product. customer don't need to scroll down to read it. In products, under the product main description, there is a option to enter short description.

## **Grouping products and creating product bundles:**

- Add a product.
- You can change product data to group product.
- Click on liked products to add individual products.
- To manage them well, there is an woocommerce extension
- Click on woocommerce.com subscriptions.
- Connect store to my account.
- It will download all yours subscription.
- Click on product bundles.
- Download it,
- Now go to plugin-->add new

- Upload plugin through the file you downloaded earlier.
- Now go to product-->addnew
- You will see a new option in product data called product bundle, which will only appear after that plugin.
- Set the price for whole bundle
- Add individual products for that bundle.
- You can set variation too for products.

### **Creating a Subscription Product:**

To get woo commerce subscription feature, go to woocommerce-->extensions-->woocommerce.com subscriptions and download plugin woocommerce subscription. Check it download it. Then add a plugin, upload this file, activate it.

Then click on **add a subscription product**.

- Add new product.
- In product data-->select simple subscription.
- Set settings according to your requirements like ship after every month.

### **Importing products:**

If you don't have any product yet but want to set up your store, woo commerce gives you dummy data.

- Download WooCommerce plugin your computer.
- Tools-->import—woocommerce products csv—run importer.
- Choose file and upload unzip woocommerce-->sample-data-->sample-products.csv
- Upload it.
- Click continue.
- Run the importer.
- Now click on view products.

### **Customizing your theme:**

#### **Installing Storefront:**

There are so many themes, to give your store a good look e.g store front.

Download theme storefront and activate it.

#### **Customizing theme colors:**

- Click on design your store “lets go” button.
- Customizer will open automatically.
- Now you can change everything according to your store requirements like color, logo, title etc.

### **Customizing the welcome page:**

- Woocommerce automatically creates a home page. Store front also creates welcome page.
- Go to pages-->homepages-->open it
- It will open in block editor.
- In block editor, you can change its template like from homepage template to default template and all unnecessary details will disappear and you will get a simple home page.
- Now you can add/ del blocks in block editor as you need.
- You can search for woocommerce block and all blocks related to woocommerce will appear.
- Add a feature product block.
- Choose t-shirt and add it.
- Add few more blocks like on sale block, new products block.

### **Customizing the shop page:**

This is also defaulted page created by woocommerce.

- Go to customizer.
- You can then customize that you want categories or products to display or both on shop page.
- You can add a widget in woocommerce by searching woocommerce and all woocommerce related stuff/widgets will come e.g **filter product by pricing**.
- Woocommerce will automatically generate price range.
- **Filter product by size** is also very useful widget.
- You can set them to help customers.

### **Customize the product page:**

- In the customizer of product page, there is an option of "product page" and you can add on "**sticky Add to cart option**". It is useful for product page.
- In the plugin, you can add new plugin by searching "storefront product sharing" and you will see buttons on your product page.

### **Customizing cart and checkout page:**

- Remove the side bars from these pages as they are not useful here.
- Go to block editor of these pages, and change the template to full width.
- Click update.

### **Setting up Shipping option:**

#### **Shipping Zones:**

- Go to woocommerce---->setting-->shipping

- Click add shipping zone and give it a name e.g local
- Set zone regions for zip codes or you can select like that 731\*
- Drag local above united states in zone names.

### **Setting up flat rate shipping:**

- Click on local zone you created.
- Click on add shipping method.
- Click on flat rate.
- Edit it
- Now you can add a cost like 5 or  $5 + 2 * [qty]$ .
- Save changes.
- Add one more shipping method.
- Click on flat rate.
- Now give the title of rush delivery.
- Set its cost to 10 per order or  $10 + 3 [qty]$ .
- Save changes.

### **Setting up free shipping:**

- In shipping zone, go to local and add a new shipping method.
- Add method "free shipping"
- Drag it to top of list.
- Set restriction to minimum amount like 35 dollars.
- Save changes and now you will see option of free shipping in checkout when someone put items of more than 35 in the cart,

### **Setting up live rates:**

- you have to install a plugin to get live rates from shipping providers.
- Install usps plugin through woo commerce.
- Go to usps.
- Go to shipping zones-->local zones and click edit.
- Add shipping method.
- Now you will see usps method.
- Click it and now you can configure its setting.
- Click edit.
- Enable API rates.
- Select origin postcode.
- Save changes
- Now in checkout page, customers will see all usps options.

### **Printing Shipping labels**

- When someone will place an order, you will see a order under woo commerce.

- When you will click on that, you will see option of “create shipping label” on side bar.
- Select addresses.
- Choose recommended packages.
- Choose rates.
- Print it out.
- Now you can mark as complete order.

### **Consolidating multichannel shipping:**

It’s a plugin to automatically place all your orders in one place/interface. Its recommended for big companies. E.g shipstation, shippo etc

### **Setting up Payment:**

For setting up the payment, your host must provide you with ssl and https. This is must for https.

### **Setting Up Paypal:**

- Woocommerce-->setting-->payments-->paypal
- Click setup.
- Enter your paypal email id.
- Paypal sandbox is for testing purchases.

### **Setting up Stripe:**

- Woocommerce-->setting-->payments-->stripe-
- 2 keys for live mode and 2 keys for tests mode.
- Create a account on stripe and you will get a published and a secret key.
- Copy and paste them in wordpress stripe setup.

### **Configuring additional payment methods:**

Square for woo commerce provides good sync between all your inventory in online store and physical store. it’s a good processor.

### **Configuring tax settings:**

- Woocommerce-->settings>tax
- If you are using automated taxes, then nothing to be done, everything is already done.
- If your tax system is complicated then yiu need to do something.
- In that case, disable automated taxes to make cjanges according to your requirement.

### **Adding tax rates:**

- Woocommerce-->settings-->tax

- You will see all the tax options, if your automated taxes option is disabled.
- Click on standard rates.
- Click on insert a row.
- Fill up all the data according to the special tax requirements of areas.

### **Using additional tax rates:**

- Click on reduced rate rates.
- Insert a row.
- Change the tax rate to 4.31.
- This is because, may be some specific product wants a different product rate.
- Even if we change the tax rate, woo commerce does npt know which product has low tax rate.
- Go to products, click that product and in its tax class change it to reduced class.

### **Connecting to your store to TaxJar**

Taxjar take care of all your taxes and save you a lot of time. You can subscribe it to 17 dollar per month.

### **Installing Google Analytics**

- “Google analytics” is woocommerce plugin.
- Plugins-->addnew--->woocommerce google analytics
- Activate it.
- Set it up by going on woocommerce--->setting--> and click on google analytic banner.
- You will get a different id to track for each website.
- Enable universal analytics.
- Turn on “enable enhance ecommerce”.

### **Installing MailChimp for woocommerce:**

- Install and activate mailchimp for woocommerce.
- Go to your mailchimp account and find your API key. It would be under account-->extras-->API keys
- Copy this and paste in wordpress mailchimp account setup.
- Now you set it up with your requirements.
- You will get a list of all customers, who visited or purchased something from you and you can send them your newsletter.

### **Installing facebook for woocommerce:**

- Install and activate Facebook for woocommerce plugin.
- Set it up.
- Get started.
- Click Next

- Choose your published Facebook page.
- Install the Facebook pixel.
- Import your products to Facebook.

### **Managing sales:**

Never launch your store without properly checking it. In chrome open incognito browser and test everything specially checkout.

“YITH woocommerce review reminder” is a great plugin to remind people about review.

### **Managing orders:**

- Woocommerce-->orders
- You will see all your orders which can be so many.
- You can filter them like by completed orders.
- You can go in complete detail of every order.
- You can add note to customers in them like your order is ready to ship.

### **Managing refunds:**

- Go in a completed order.
- Look for refund button.
- Select the quantity to get the amount you want to refund.
- Click on refund amount via stripe.

### **Managing Reports:**

“WooCommerce admin” gives you all the data of all reports. It shows revenue for certain time period of time. Go to WooCommerce-->analytics. You will get all the info and you can use it to make betterment to your site.

### **Creating Coupons:**

- Woocommerce-->coupons
- Create your first coupon.
- Give it a name like 10off.
- You can give description like “10% off a new customer order”
- You can choose discount type like “percentage discount”.
- You can set usage restrictions like minimum spend or max spend.
- You can set usage limit per user like everyone will get discount one time only.
- Publish.
- You can share it through newsletter or social media.

### **WooCommerce settings:**

#### **General Settings:**



- It is where your store is located. This information is essential for your shipping plugins.
- Shipping options are usually, like you want to sell to all countries.
- It is wise to set your default customer location to Geolocate because it will try to access customer location by guessing their IP addresses.

### **Product Settings:**

- Woocommerce-->settings-->products
- Make a shop page and list all your products there.
- You can set placeholder images.
- You can set measuring unit here.
- You can enable product reviews.
- Other option in products is, inventory.
- Check “enable stock management”.
- Hold stock minutes for 1440 minutes means one day.
- Enable low stock notification.
- Enable out of stock notification.

### **Checkout Settings:**

- Under the shipping tab, there is “shipping options” tab.
- You can hide shipping cost until checkout/address is entered to remove load from server.
- In payments tab, you can drag and keep your favorite gateway upwards.
- Allow customers to place orders without making accounts.

### **Email settings:**

- Install plugin like mailgun and make an account and it will take care of all emails.

### **Integrating with third party platforms:**

This will help you to transfer all your store data from one store to other

- Api-->advanced--->rest API
- Create API key
- Give description of this key, and set permissions e.g read,write, read/write.
- Recommended is to give access of only read.
- Generate key
- You will get consumer key and consumer secret.
- Webhook is a way to send data to other computer without API.

### **Installing the WooCommerce mobile app:**

- Install the app
- Login with jetpack.

- Enter your wordpress mail address.
- Authorize your email.
- Click to sign in to wordpress
- Authenticate with code.
- Pick store.