

PrimaShop WordPress Theme

Requirements

General Requirements

- ✓ Domain
- ✓ Linux hosting
- ✓ The latest version of **self-hosted WordPress** CMS
- ✓ The latest version of WooCommerce plugin

WordPress Requirements

- ✓ PHP 5.2.4 or greater
- ✓ MySQL 5.0 or greater
- ✓ mod_rewrite Apache module (for permalinks)

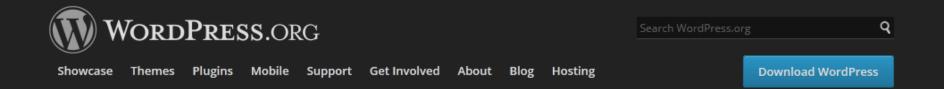
WooCommerce Requirements

- ✓ fsockopen support (for payment gateway IPN access)
- ✓ (optional) An SSL certificate if you choose to install any direct payment gateways
- ✓ (optional) Some plugins for WooCommerce require CURL
- ✓ (optional) Some plugins for WooCommerce require SOAP

© 2013 PrimaThemes Page 2

locker.com

Installing WordPress CMS





Say hello to the beautiful, simple, full-screen editor and forget all about everything else.

WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.

The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of <u>plugins</u> and <u>themes</u> available to transform your site into almost <u>anything you can imagine</u>. Over 60 million people have chosen WordPress to power the place on the web they call "home" — we'd love you to join the family.

Today, most of hosting companies provide **one-click-install** feature for WordPress, for example Fantastico, Softaculous, etc. Please contact your hosting for the detail.

If you want to learn more about "Installing WordPress, please visit this link.

http://codex.wordpress.org/Installing WordPress

Installing WooCommerce Plugin

Automatic Installation

- Login to your WordPress admin panel, go to Plugins > Add New
- In the search field type "WooCommerce" and click Search Plugins
- Once you've found the plugin, install it by simply clicking "Install Now"

Manual Installation

- Download the plugin to your computer. http://wordpress.org/extend/plugins/woocommerce/
- Unzip the file.
- Using an FTP program, or your hosting control panel, upload the unzipped plugin folder to your WordPress installation's wp-content/plugins directory.
- Activate the plugin from the Plugins menu within the WordPress admin.

After you've installed and activated the plugin, be sure to click "Install WooCommerce Pages" button to get started with WooCommerce Plugin

source: http://docs.woothemes.com/document/woocommerce/

Update Permalinks

The Permalink settings can be found in your **Settings > Permalink** menu.

Do not use "default" permalink structure. /%postname%/ is recommended.

From here you can also configure the URL structure for your shop and product pages.

- Whether to prepend shop categories/tags with shop base page (eg yourdomain.com/shop/product or yourdomain.com/product)
- The product category base slug (default is /product-category/
- The product tag base slug (default is /product-tag/)
- Product attribute base slug will optionally use a custom base before /attributename/attribute/

Product Permalink Base

• These settings control the permalinks used for products. These settings will only apply when **not** using 'default' permalinks above.

Don't forget to click Save Changes button.

Settings

General

Writing

Reading

Discussion

Media

Permalinks

source: http://docs.woothemes.com/document/woocommerce/

Installing PrimaShop WordPress Theme

If you download the PrimaShop Full Package ZIP from ThemeForest, you can extract this ZIP file first, and you can find theme files under separate folders.

primashop-wc.zip (parent theme)

my-primashop-wc.zip (child theme)

Available Themes

wplocke

MYPRIMASHOP

My PrimaShop (WC)
By Your Name

Activate Live Pres

Live Preview Detail

<u>Delete</u>

PRIMASHOP

PrimaShop (WC)

By <u>PrimaThemes</u>

ate Live Preview Detail

<u>Delete</u>



Install Themes

Search | Upload | Featured | Newest | Recently Updated

Install a theme in .zip format

If you have a theme in a .zip format, you may install it by uploading it here.

So to Appearance > Themes > Install Themes > Upload

Upload **both** primashop-wc.zip and my-primashop-wc.zip And then activate **My PrimaShop (WC) child theme**.

WHAT IS A CHILD THEME AND WHY USE IT?

Child theme builds upon an existing theme, without modifying the original theme, so that if the theme ever gets updated, your modifications to the theme are safe, because you've created a new theme and the update will only change the original files.

With a child theme, you can rebrand our theme with your own name, without modifying our theme!!!

© 2013 PrimaThemes

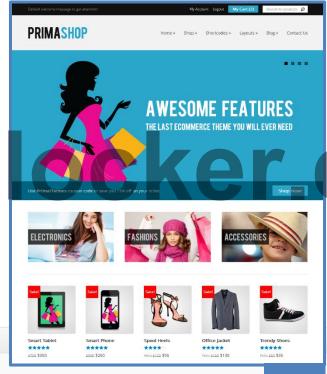
Configure Style Layout and Responsive Layout

Go to Appearance > Theme Settings > Layout > Default Settings

We provide three basic style layout:

- Full
- Boxed
- Custom

You can also disable responsive layout if you don't want to use responsive web design technology.



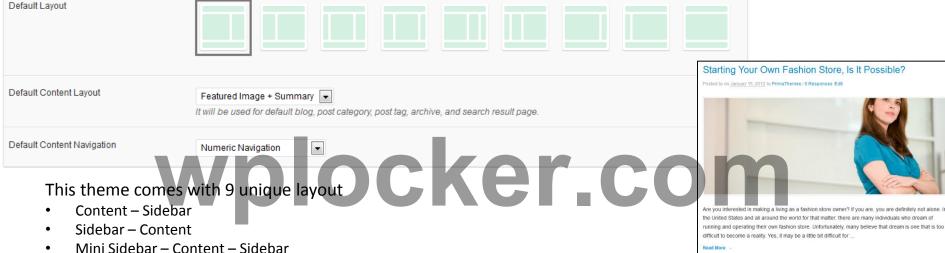


© 2013 PrimaThemes Page 7

BOXED

Configure Layout, Content Layout, and Content Navigation

Go to Appearance > Theme Settings > Layout > Default Settings



- Sidebar Content Mini Sidebar
- Content Sidebar Mini Sidebar
- Mini Sidebar Sidebar Content
- Content Mini Sidebar
- Mini Sidebar Content
- **Full Width Content**

From Theme Settings page, you can also change the default layout for Page, Post, Product, and Shop page.

Layout setting can also be edited on a per post/page/product basis when creating/editing post/page/product!

For content layout (post), you can choose:

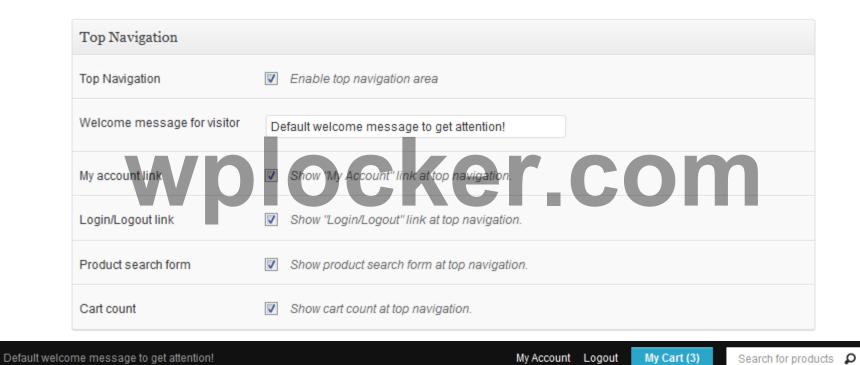
- **Full Text**
- Summary (Excerpt)
- Featured Image + Summary
- Left Thumbnail + Summary
- Right Thumbnail + Summary

For content navigation (post), you can choose:

- Previous Page Next Page
- Older Posts Newer Posts
- **Numeric Navigation**

Configure Top Navigation

Go to Appearance > Theme Settings > Header > Top Navigation



Top navigation is the place where you can put welcome message for visitor and show some important links (my account, login/logout link, product search form, and cart count)

Configure Header Content (Logo+Menu)

Go to Appearance > Theme Settings > Header > Header Content





Home » Shop » Shortcodes » Layouts » Blog » Contact Us

You can change the logo image URL (recommended size is 200x50 pixels) and assign menu to the header area. For the footer menu, you can go to Appearance > Menus and work with your Footer Menu area.

Configure Header Featured

Go to Appearance > Theme Settings > Header > Header Featured

Header Featured area is located under header logo & menu. Default header featured will use default header image that you can upload from **Appearance > Header** page.

When creating/editing a post/page/product, you can add custom header featured. You can use image / slider / custom HTML to create unique header for your post/page/product.

Note: When editing your **Shop page**, the header featured settings will be used for all of your Ecommerce page, including shop page, product categories page, and single product page.



Configure Header Call To Action

Go to Appearance > Theme Settings > Header > Header Call To Action



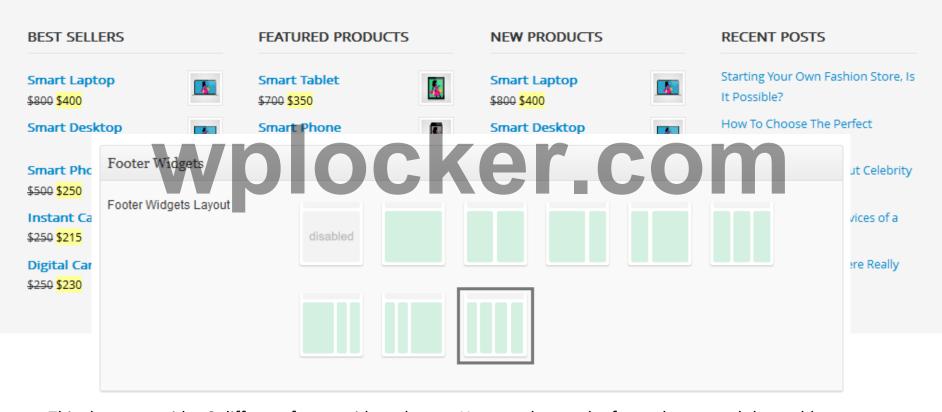
Use **PrimaThemes** coupon code to save you 15% off on your order.

Shop Now!

Header Call To Action is located before content area to give you possibility to give important message to your visitor. For example, you can post your promotion text here, complete with an action button.

Configure Footer Widgets

Go to Appearance > Theme Settings > Footer > Footer Widgets



This theme provides 8 different footer widgets layout. You can change the footer layout and then add some widgets through **Appearance > Widgets** page.

Configure Footer Content

Go to Appearance > Theme Settings > Footer > Footer Content



© 2013 PrimaShop. Powered by PrimaShop (WC) and WordPress.

Home Shop Blog Terms & Conditions Contact Us

You can change the footer copyright and assign menu to the footer area.

For the footer copyright, it accepts **shortcodes** and we also include the list useful shortcodes there.

For the footer menu, you can go to **Appearance > Menus** and work with your Footer Menu area.

Branding Using Custom Favicon, Login Logo, Admin Logo

Go to Appearance > Theme Settings > Branding



This theme allows you to upload custom favicon, login logo, admin logo, and also admin footer text to create your own online store brand.





Configure Shop Page

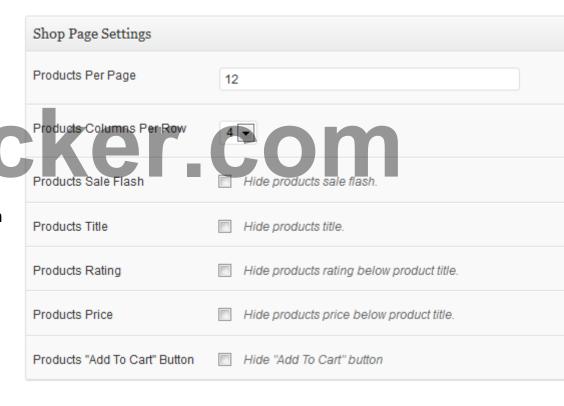
Go to Appearance > Theme Settings > Ecommerce > Shop Page Settings

Using this theme, you can work with your single product page to:

- Change products per page
- Change products columns per row
- Show/hide products sale flash
- Show/hide products title
- Show/hide products rating
- Show/hide products price
- Show/hide products "add to cart" button

All are done without touching any code.

Note: if you want to change the default layout and sidebar for shop page, you can go to Appearance > Theme Settings > Layout > Shop Page Settings.



Configure Single Product Page

Go to Appearance > Theme Settings > Ecommerce > Single Product Page Settings

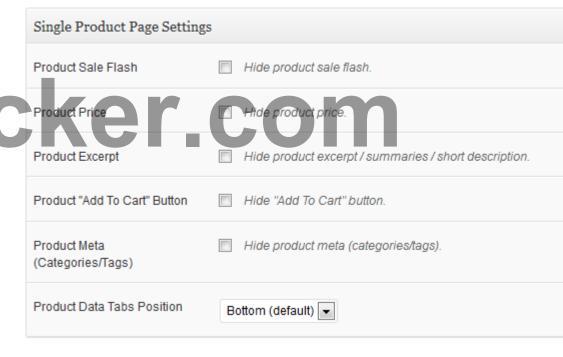
Using this theme, you can work with your single product page to show/hide:

- product sale flash
- product price
- product short description (excerpt)
- product "add to cart" button
- product meta

You can also change position of product data tabs in frontend (bottom/right)

All are done without touching any code.

Note: if you want to change the default layout and sidebar for single product page, you can go to Appearance > Theme Settings > Layout > Single Product Page Settings.



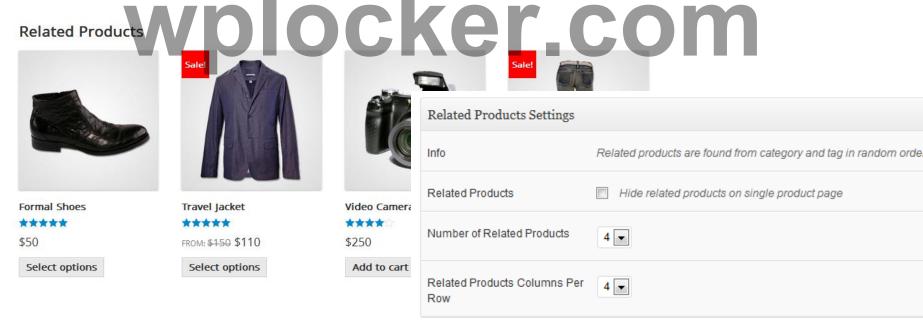
Configure Related Products

Go to Appearance > Theme Settings > Ecommerce > Related Products Settings

Related products are found from same product categories and product tags in random order.

Using this theme, you can hide related products, change the number of related products to show and number of columns per row without touching any code.

Don't forget to play with product categories and product tags to get some related products for your product.



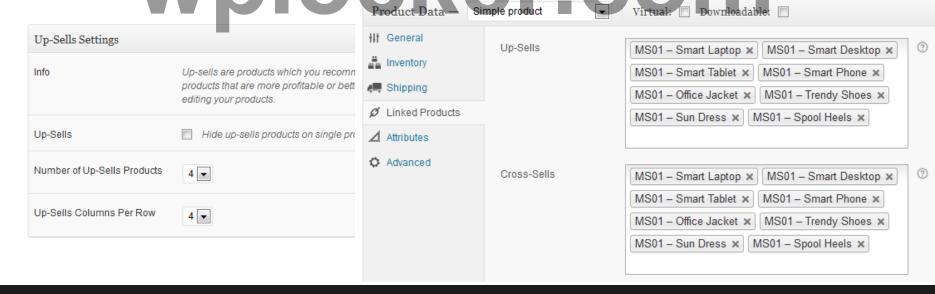
Configure Up-Sells

Go to Appearance > Theme Settings > Ecommerce > Up-Sells Settings

Up-sells are products which you recommend instead of the currently viewed product, for example, products that are more profitable or better quality or more expensive. You can edit up sells when editing your products.

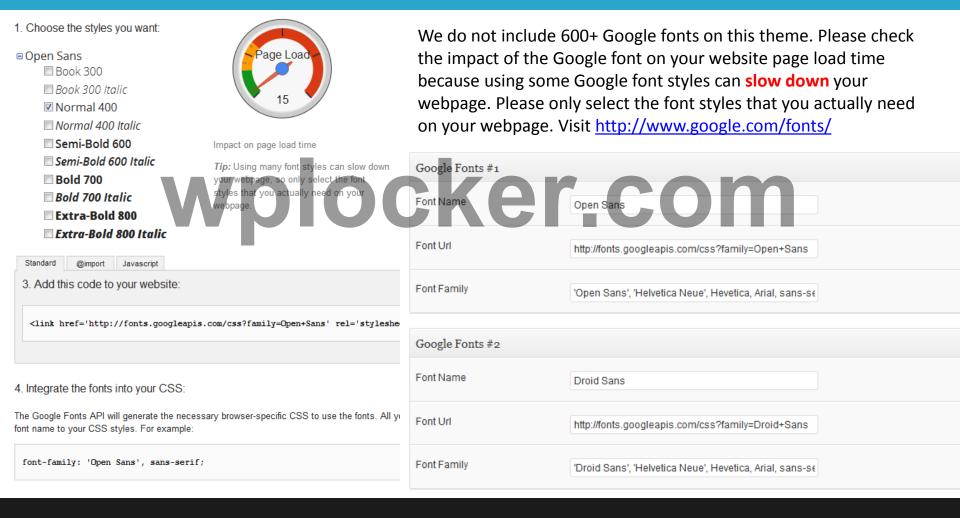
Using this theme, you can hide Up-Sells, change the number of Up-Sells Products to show and number of columns per row without touching any code.

When editing product, you can add some Up-Sells product using "Linked Products" settings on Product Data Tabs.



Configure Google Fonts

Go to Appearance > Theme Settings > Fonts



Configure Automatic Theme Update

Go to Appearance > Theme Settings > Settings > Automatic Theme Update

Automatic Theme Update	
ThemeForest Username	
ThemeForest Secret API Key	

1	PrimaThemes Member Since April 2013 Personal Information & Profile		on the Envato Marketplace API please west apps, tools and plugins built by our	visit-extrastenvato.com for documentation and community.
	Badges	Your API Keys	S	
	Email Settings	LABEL	API KEY	
	Author Settings	Theme Update	your-api-key-here	Revoke API Key
	Item Support Settings	Generate ano	ther API Kev	
	Featured Item	Label:		
4	Exclusivity of Your Items	Label:		
	Item Licenses			Generate API Key
÷	Your Social Networks			
٩	API Keys			

This theme comes with Automatic Theme Update feature using Envato Toolkit Library. You need to input your ThemeForest username and Secret API Key.

You can generate your API key by visiting your Envato Dashboard > Settings > API Keys

Don't forget to use child theme if you want to use this feature because theme update will overwrite the parent theme (only).

Import / Export Theme Settings

Go to Appearance > Theme Settings > Settings

This theme comes with Import / Export Settings File feature where you can easily export all settings:

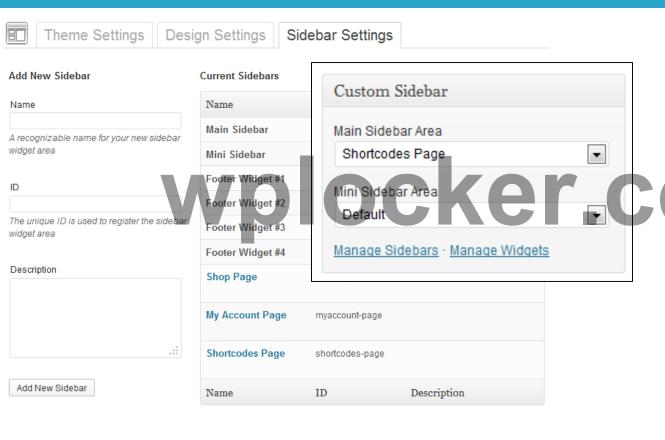
- Theme Settings
- Design Settings
- Sidebar Settings
 and then import these settings or new/different WordPress site.

It is useful when you create new site and want to use same settings or you can use it to backup your settings and import it when something bad happens in your WordPress site.



Working With Sidebars Management

Go to Appearance > Sidebars Settings



This theme comes with sidebars management feature, sometimes you call it "Unlimited Sidebars".

Once you create new sidebar, it will appear on **Appearance > Widgets** page and you can add widgets to this new sidebar area.

When editing a post / page / product, you can see the "Custom Sidebar" metabox where you can choose your sidebar.

You can also change default sidebar for post / page / product / shop page from Appearance > Theme Settings > Layout page.

Working With Design Settings (Theme Customizer)

Go to Appearance > Design Settings



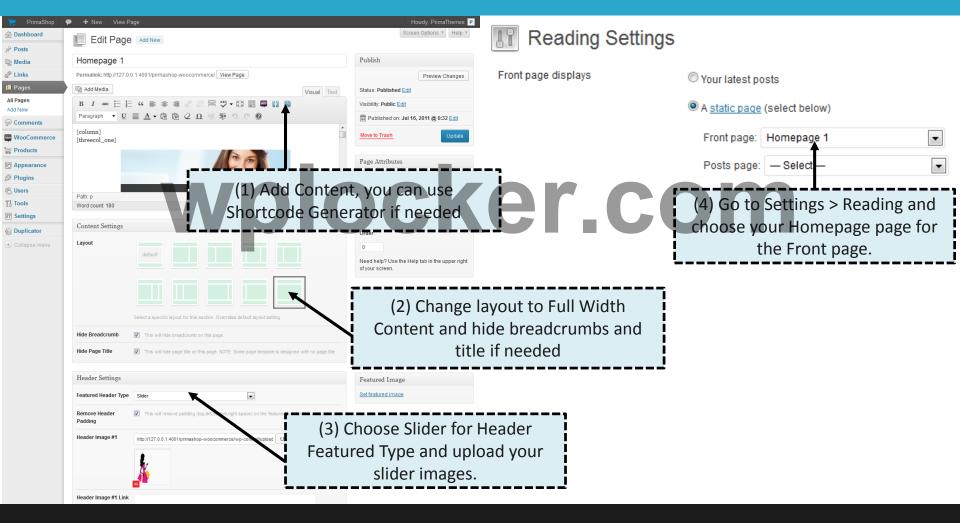
Working With Shortcodes Generator Button

This theme has two shortcodes generator buttons for booth General Shortcodes and Ecommerce Shortcodes.



Setup Your Homepage (Demo Example)

Go to Pages > Add New



Product Types

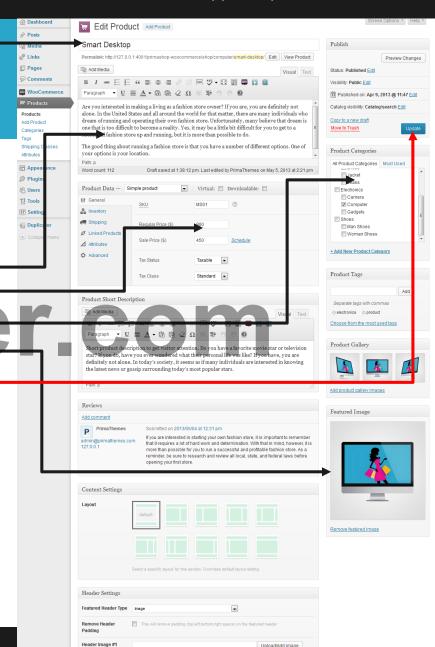
When adding your product the first thing to ascertain is which type of product it will be.

- 1. A **Simple** product, covers the vast majority of any products you may sell. Simple products are <u>shipped</u> and have <u>no options</u>. For example, a can of drink.
- 2. A **Grouped** product, a <u>collection</u> of related products which can be <u>purchased individually</u>. For example, a PS3 could be a grouped product as there are 80GB, 120GB and 200GB variations of that same parent product.
- 3. An External or Affiliate product, one which you list and describe on your web site, but is sold elsewhere.
- 4. A Variable product, a product which has several <u>different variations</u>, each of which may have a different SKU, price, stock options etc. For example a tshirt available in several different colours and/or sizes.

source: http://docs.woothemes.com/document/managing-products/

Adding Your First Product

- ✓ Login to your WordPress admin panel, go to Products > Add New
- ✓ Add Product Title
- ✓ Add Product Description
- ✓ Add Product Price (Regular Price & Sale Price)
- ✓ Choose Product Category
- ✓ Add/Upload Featured Image
- ✓ Click Publish button
- √ (optional) Choose Product Gallery
- ✓ (optional) Add Product Short Description
- √ (optional) Add Product Tags
- (optional) Working with Product Data Tabs (Inventory, Shipping, Linked Products, Attributes, and Advanced tabs)



Header Image #1 Link

Adding Product Images and Galleries (part 1 of 2)

THE FEATURED IMAGE

The featured post image is the **primary image** for your product. It is the image which will be displayed within your product loops (IE on product categories, up sells, related products etc) and the initial focus of the image gallery on your product details page.

THE PRODUCT GALLERIES

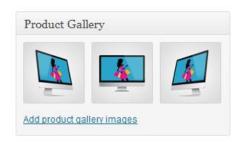
Product galleries simply display all images attached to a product, with the Featured Image being the primary image.

You can create a product gallery using the same method as adding a featured image, rather using the **Product Gallery** meta box instead.

RE-ORDER AND REMOVING IMAGES FROM PRODUCT GALLERIES

Images in the product gallery can be re-ordered easily via drag and drop. Simply re-order your images by moving them around.

To remove an image from the product gallery, hover over the image and click on the **red** "x".





source: http://docs.woothemes.com/document/adding-product-images-and-galleries/

Adding Product Images and Galleries

(part 2 of 2)

IMAGE DIMENSION SETTINGS

On the catalog tab, **WP Dashboard -> WooCommerce -> Settings -> Catalog**, of the WooCommerce settings you'll see three image dimension inputs.

- Catalog Images appear on your shop loops. Product categories, up sells / cross sells etc
- Single Product Image is the main image on your product details page
- Product thumbnails are the gallery thumbnails on your product details page (if you have a gallery)

The images you upload will be resized to match the values your input here accurately as possible. You can also choose to 'hard crop' your images which will force them to be the size specified in these settings, regardless of the raw image you upload, but will be cropped rather than distorted in scale.

Remember if you change these settings after uploading product imagery you will need to regenerate your thumbnails within WordPress for the changes to be applied to your current imagery. To do this we recommend using the Regenerate Thumbnails plugin.

Catalog Images

Width 300 Height 300 Hard Crop

Single Product Image

③ Width 500 Height 500 Hard Crop

Product Thumbnails

③ Width 150 Height 150 Hard Crop

✓

source: http://docs.woothemes.com/document/adding-product-images-and-galleries/

Adding Virtual and Downloadable Product

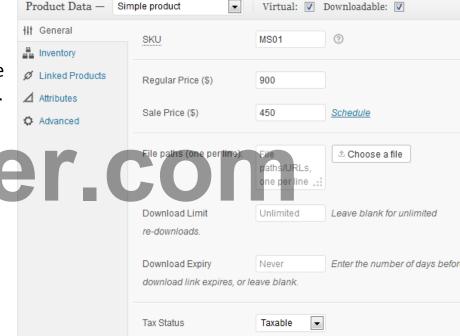
ADDING A VIRTUAL PRODUCT

When adding a simple product, you can check the 'virtual' box in the product type panel. This will remove un-necessary fields (such as **shipping** and **dimensions**).

ADDING A DOWNLOADABLE PRODUCT

When adding a simple product, you can check the 'downloadable' box in the product type panel. This will add two new fields:

- 1. File path path or url to your downloadable file.
- Download limit a limit for the number of times the customer can download the file. Left blank for unlimited downloads.



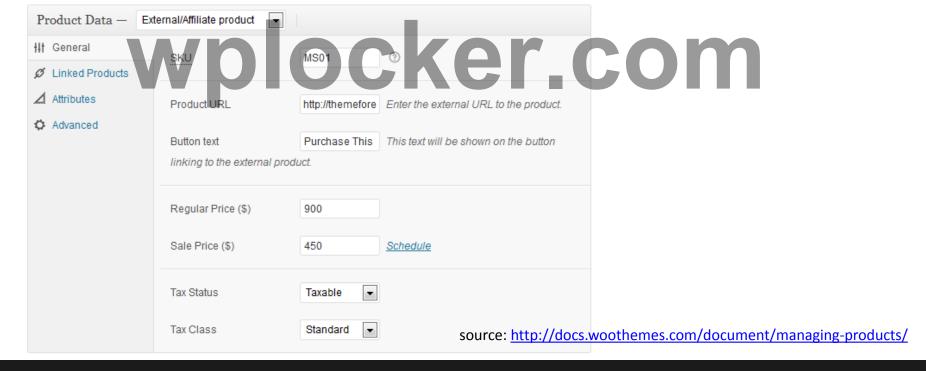
For maximum flexibility, downloadable products also incur a shipping cost (if for example you were offering both a packaged version, and a downloadable version of a product this would be ideal).

You can also check the 'virtual' box if the downloadable product is not shippable.

source: http://docs.woothemes.com/document/managing-products/

Adding an External Product

Choose 'External/Affiliate' from the product type drop down. This will remove unnecessary tabs such as tax and inventory and insert a new Product URL field. This is the destination at which users can purchase the product. Rather than add to cart buttons, they will see a read more button directing them to this URL.



Adding an Grouped Product

A grouped product is created in much the same way as a simple product. The only difference in fact is choosing "Grouped" from the Product Type dropdown in the General tab. Upon choosing this the price several fields will disappear, this is fine, you'll be adding these fields to the individual child products. Once you're happy with the grouped (parent) product, publish it and come back to the Add New Product page.

Now you need to add the child product which sits within the grouped product. The only information you're required to fill in here is the following:

For example (adding child product):

Title:

E.G. Playstation 3 80 GB

Product Type:

Simple

Grouping (inside the Linked Products tab):

Choose your grouping (E.G. Playstation 3) from the select box.

source: http://docs.woothemes.com/document/managing-products/

Adding a Variable Product (Product Variations)

(part 1 of 2)

Variable products are a great feature of WooCommerce for offering **variations of a product** with different prices, stock and more. They can be used for offering variations of a product e.g. a large t-shirt vs a small t-shirt. Each variation can have different properties and prices.

Adding attributes for variations

SET THE PRODUCT TYPE

To add a variable product first selection the type 'variable' from the product type dropdown. The interface will change to reflect your selection.

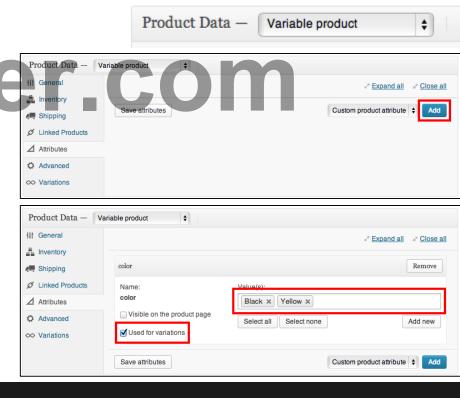
DEFINE VARIATION ATTRIBUTES

On the attributes tab add some attributes to your product – you can use global attributes or define some custom ones specific for your product.

Make sure to assign all values of the attribute to the variable product which will become options and check the 'variation' checkbox on each attribute to tell WooCommerce its for your variations.

IMPORTANT: At this point you need to save your product

source: http://docs.woothemes.com/document/product-variations/



Adding a Variable Product (Product Variations)

(part 2 of 2)

ADD VARIATIONS

After saving your product you can now begin to add variations, or link all possible variations. To add a variation, click the 'add variation' button. A new blank row will appear ready for you to input the data.

If the sku, weight, dimension, and stock fields are not set then it simply inherits the values assigned to the parent variable product. **Price fields must be set per product.**

BULK EDITING

Above the variations you have access to some bulk editing tools to speed up data input

LINKING POSSIBLE VARIATIONS

Instead of adding each variation one at a time, you can click the 'link all variations' button. This will create a new variation for each and every possible combination of variation attributes (max 50 per run).

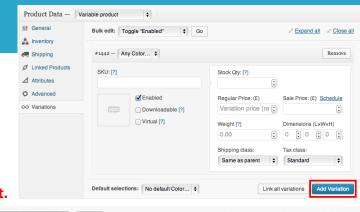
So if your example you had 2 attributes – colour (with values blue and green) and size (with values large and small) it will create the following variations:

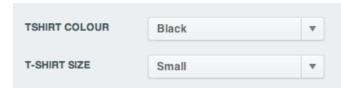
Large Blue, Large Green, Small Blue, Small Green

SETTING DEFAULT VARIATIONS

On the frontend, variations need to be selected before an add to cart button is displayed. However, if you **define a default variation** to use then it will be displayed immediately

source: http://docs.woothemes.com/document/product-variations/





THE RESULTS ON THE FRONTEND

Large	‡
	Large

Managing Product Categories, Tags and Attributes

PRODUCT CATEGORIES

Categories are managed from the **Products > Product Categories** screen. Just like post categories, you can add, delete and edit your categories here, however, unlike post categories you can also upload an image to be associated with the category. Category images will be shown on the frontend if you turn on 'subcategories' in WooCommerce > Settings > Catalog.

Categories can also be re-ordered by dragging and dropping them – this order will be used by default on the frontend whenever the categories are listed. This includes both widgets and the subcategory view on product pages.

PRODUCT TAGS

Product tags work in exactly the same way as post tags.

PRODUCT ATTRIBUTES

Attributes are pieces of data which can add more technical information to a product and help users further refine your catalog while browsing / searching. Creating an attribute set is done in a similar way to a category. For now we'll describe attributes and their primary benefit with a hypothetical example. Additionally, attributes are a key component of authoring variable products.

source: http://docs.woothemes.com/document/managing-product-taxonomies/

WooCommerce – Dashboard Modules

The WordPress dashboard is usually the first thing you see when logging in. Upon activation, WooCommerce will install several dashboard widgets giving you an easy to access overview of your store. To customise the displayed widgets, or adjust the number of widget columns, click "Screen Options" at the top right of the screen.



WooCommerce – Menu Items



Orders

Reports

Coupons

Settings

System Status

Orders Section

The orders section is used for viewing and managing orders. You can also manually add orders from here.

Reports Section

From the reports section you can view sales, customer, and stock reports.

Coupons Section

From the coupons section you can view and add coupons. Coupons can be used by customers on the cart/checkout for discounts.

Settings

Contains all the settings used to configure WooCommerce – this includes page setup, catalog setup, tax, shipping and payment gateways.

System Status

The System Status page is a useful reference when contacting support you can conveniently download the System Status Report and attach this to your support ticket. This will enable us to get an all-in-one glimpse at your setup should we need to assist with troubleshooting.

source: http://docs.woothemes.com/document/woocommerce/

WooCommerce – Orders Management

The orders section (WooCommerce > Orders) is used for viewing and managing orders. You can also manually add orders from here.

Orders are created when a customer completes the checkout process and are visible by Admin and Shop Manager users only.

Each order is given a unique Order ID.

An order also has a **status**. The order statuses let you know how far along the order is, starting from *pending* and ending with *complete*.

The following order statuses are used:

- Pending Order received (unpaid)
- Failed Payment failed or was declined (unpaid)
- Processing Payment received and stock has been reduced- the order is awaiting fulfilment
- Completed Order fulfilled and complete requires no further action
- On-Hold Awaiting payment stock is reduced, but you need to confirm payment
- Cancelled Cancelled by an admin or the customer no further action required
- Refunded Refunded by an admin no further action required

Order #1446 made by admin
Order #1445 made by admin
Status Order

Order

Order #1447 made by admin

Status

source: http://docs.woothemes.com/document/managing-orders/

WooCommerce – Reports Management

The orders section (WooCommerce > Reports) in WooCommerce gives you the ability to see your stores performance from month to month using graphs and stats. Currently the reports section comprises of 4 sections; sales, coupons, customers and stock.

Sales Reports

Sales reports are for viewing sales amounts and totals, as well as viewing top sellers and top earners. There are several sub-sections of reports shown below.



Overview | Sales by day | Sales by month | Taxes by month | Product Sales | Top sellers | Top earners | Sales by category

Coupon Reports

The coupons report section contains an overview of total orders containing coupons, percent of orders containing coupons, total coupon discount, most popular coupons, greatest discount amount

Customer Reports

The customers report section contains an overview of total customers, total customer sales, total guest sales, total customer orders, total guest orders, average orders per customer

Stock Reports

Stock reports list your low stock and out of stock items as well as the actual quantity left in stock.

source: http://docs.woothemes.com/document/reports/

Add New Coupon

WooCommerce – Coupon Management

7 dd 110W Godpon				
MYCODE				
Coupon Data				
Coupon description	Optionally enter a description for this coupon for your reference.			
Discount type Coupon amount	Cart % Discount. Enter an amount or percentage e.g. 2.99 or 15%.			
Enable free shipping	Check this box if the coupon grants free shipping. The free shipping method must be enabled with the "must use coupon" setting checked.			
Individual use	Check this box if the coupon cannot be used in conjunction with other coupons.			
Apply before tax	Check this box if the coupon should be applied before calculating cart tax.			
Exclude sale items	Check this box if the coupon should not apply to items on sale. Per-item coupons will only work if the item is not on sale. Per-cart coupons will only work if there are no sale items in the cart.			
Minimum amount	No minimum : This field allows you to set the minimum subtotal needed to use the coupon.			
Products	Search for a product			
Exclude products	Search for a product Search for a product			

Coupons can be managed from the **WooCommerce** > **Coupons** screen. From there you will see the list of existing coupons, or have the option of setting up a new coupon by clicking the **Add Coupon** link at the top of the screen.

FAQ O

How do I exclude certain products from a coupon?

Create a new coupon and set Discount type to **Product Discount** or **Product % Discount**. Now add the products or categories you wish to exclude from the coupon. Everything else is the same as a normal coupon.

source: http://docs.woothemes.com/document/coupon-management/

WooCommerce – General Settings

(part 1 of 3)

BASE COUNTRY/REGION

This defines your shops base country (i.e. the country you are based in as a seller). It determines default tax rates and customer locations.

CURRENCY

Choose the currency of the store

ALLOWED COUNTRIES

Here you can select whether you want to sell/ship to too countries, or a select few – useful if only trading within your own country for instance. Customers outside your allowed countries will not be able to checkout.

SPECIFIC COUNTRIES

Define the countries you're willing to sell/ship to. You must set the "Allowed Countries" option to "Specific Countries".

STORE NOTICE

Enable site-wide store notice text by selecting the checkbox then editing your message below. This message will show up across the top of your site and can be stylized by adding the following class to your custom CSS: p.demo store {background: white;} (for example)

source: http://docs.woothemes.com/document/woocommerce/

WooCommerce – General Settings

(part 2 of 3)

CART, CHECKOUT AND ACCOUNTS

Enable a coupon field or a comments field at the checkout and enable guest checkout (no account/registration required) or force secure checkout. If you select the option to force SSL/HTTPS an SSL Certificate is required.

It goes without saying that if you're using a direct payment gateway (such as PayPal Pro, which transfers credit card details) you must be using SSL and should be looking at PCI compliance.

Fortunately, SSL certificates are inexpensive and your host will be able to install one for you providing your server meets other security requirements.

REGISTRATION

Here you can allow registration on the checkout page or 'My Account' page and enable the option to register using the email address as the user name.

CUSTOMER ACCOUNTS

Choose whether to:

- Prevent customers from accessing WordPress admin
- Clear cart when logging out
- Allow customers to repurchase orders from their Account Page

source: http://docs.woothemes.com/document/woocommerce/

WooCommerce – General Settings

(part 3 of 3) – Handle Digital/Downloadable Products

WooCommerce > Settings contains several downloadable product options. The most important option is the file download method. You have 3 choices:

- Redirect only When users download a file, their link redirects to the file.
- Force download File downloads are forced using PHP.
- X-Sendfile Downloads are served by Apache. Requires the X-Sendfile module (not all servers have this).

File Download Method

Force Downloads

Downloads require login

This setting does not apply to guest purchases.

Grant access to downloadable products after payment

Enable this option to grant access to downloads when order

To ensure files are protected from direct linking, Force Download can be used. Files will be served by PHP. However, if your files are large, or server is underpowered, you may experience timeouts during download – in this case you would need to either look at your server or use the redirect method.

If your server supports it, use X-Sendfile; its the most reliable method. Apache serves the download giving you the best performance. Files are also protected by a .htaccess file making this method secure.

The next option is "**Download require login**". This will only allow logged in users to download – non logged in users will need to login. Its important to disable guest checkout if this option is enabled, as guests cannot download.

"Grant access to downloadable products after payment" will grant access to files after payment, rather than after the order is 'completed'.

source: http://docs.woothemes.com/document/digitaldownloadable-product-handling/

Downloadable Products

WooCommerce – Catalog Settings

Go to WooCommerce > Settings > Catalog

CATALOG OPTIONS

The Catalog options allow you to adjust settings for your shop pages. Here you can determine the 'Default Product Sorting' for products by: custom ordering + name, popularity, average rating, or asc/desc price.

Define 'Shop Page Display' to show products, sub categories or both as well as the 'Default Category Display'.

Add to cart options include the ability to enable a redirect to the cart page after a product is added or whether or now you want to display the 'Add to Cart' buttons on the archive product pages.

PRODUCT DATA

Here you can chose to enable product SKU / weight / dimension fields on the backend and whether to display that meta information on the frontend in the 'Additional Information' tab.

PRODUCT RATINGS

Determine whether you would like to enable ratings on reviews, whether or not they are required when leaving a review and whether you'd like to show "verified owner" labels for customer reviews.

PRICING OPTIONS

Define where the currency symbol should be placed and other options such as the decimal separator and whether to remove the zeros or not.

IMAGE OPTIONS

The image options define the size of your product images and thumbnails.

After you have adjusted the settings, be sure to scroll to the bottom of the page to Save Changes.

WooCommerce – Pages Settings

Go to WooCommerce > Settings > Pages

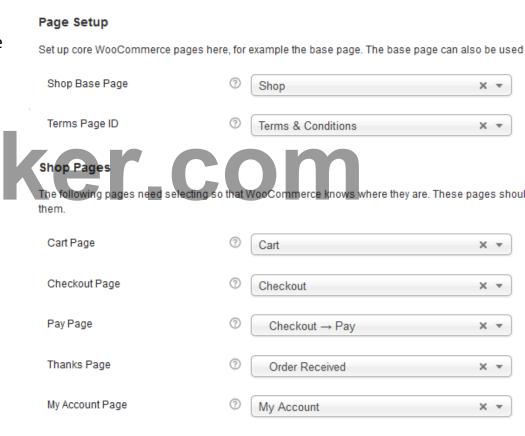
PAGE SETUP

Specify the base page for your shop, choose a title for it and specify your terms page (optional).

SHOP PAGES

Here you specify your WooCommerce specific pages. These will be populated by default once the plugin is activated should you choose to use the automatic set up option. You can change these pages to better suit your store.

Don't forget to Save Changes!



source: http://docs.woothemes.com/document/woocommerce/

WooCommerce – Inventory Settings

Go to WooCommerce > Settings > Inventory

MANAGE STOCK

The main option on this tab is to declare whether your store should manage stock or not.

HOLD STOCK

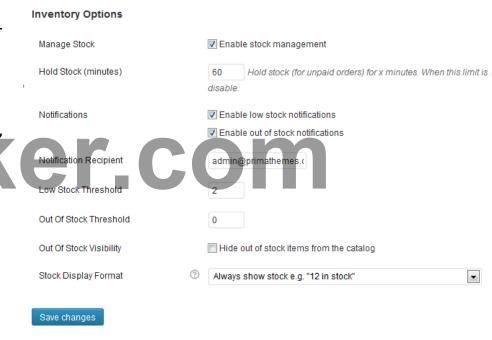
You can manage how long you hold stock for unpaid orders. When the customer adds a product to the cart, the stock is reduced and held for x amount of minutes before the item will be released from the cart and the item stock replenished. If you do not want this option, you can leave this field blank.

NOTIFICATIONS, STOCK THRESHOLD AND VISIBILITY

If Stock Management is enabled you can then define stock notifications for low / out of stock, set the thresholds and whether to hide products on the storefront if they are out of stock.

Finally, set the format for the stock status displayed on your shop.

Don't forget to Save Changes!



source: http://docs.woothemes.com/document/woocommerce/

WooCommerce – Tax Settings

Go to WooCommerce > Settings > Tax

The tax tab lets you define the tax rates for your store and set up how tax should work. The tax rules system in WooCommerce has been built to be as flexible as possible to work with any country. Tax rates are applied based on the customer's shipping address.

TAX OPTIONS

The tax tab displays several options which you can configure to suit your needs – the settings which you choose will ultimately be based on the tax jurisdiction under which your store is located. The following options exist:

ENABLE TAXES

Define whether to enable taxes and tax calculations. If taxes are disabled, you can ignore the rest of the options on the page as they will have no effect.

PRICES ENTERED WITH TAX

This option is perhaps the most important option when it comes to setting up how you manage taxes in your store as it determines how you will input product prices later on.

"Yes, I will enter prices inclusive of tax" would mean all catalog prices are input using your store's base tax rate.

The tax calculation for tax inclusive prices is:

```
tax amount = price - ( price / ( ( tax rate % / 100 ) + 1 ) )
```

"No, I will enter prices exclusive of tax" would mean that your catalog prices need to be tax exclusive.

The tax calculation for tax exclusive prices is:

```
tax_amount = price * ( tax_rate_% / 100 )
source: <a href="http://docs.woothemes.com/document/woocommerce/">http://docs.woothemes.com/document/woocommerce/</a>
```

WooCommerce – Shipping Settings

Go to WooCommerce > Settings > Shipping

SHIPPING OPTIONS

Here you can enable shipping sitewide. If you're selling digital products, you may want to turn shipping off entirely. You can also enable the shipping calculator on the cart page or choose to hide the shipping costs until an address is entered.

SHIPPING METHOD DISPLAY

When a customer selects their Shipping Method Display you can chose to show a radio button or select box.

SHIPPING DESTINATION

Next, define whether you will only ship to the users billing address (shipping address fields will be hidden at checkout), and whether you want to ship to the billing address by default ('ship to same address' box will be checked at checkout) or you can choose to collect a shipping address even when not required.

SHIPPING METHOD

Here you can also choose the default shipping method and drag and drop the preference of order you have for the various options to be displayed. To setup the shipping methods themselves please go see the mini menu just beneath the tabs:



Shipping Options | Flat Rate | Free Shipping | International Delivery | Local Delivery | Local Pickup

source: http://docs.woothemes.com/document/woocommerce/

WooCommerce – Payment Gateways Settings

Go to WooCommerce > Settings > Payment Gateways

WooCommerce comes bundled with 5 payment gateways

- Cash on Delivery
- Direct Bank Transfer
- Cheque Payment
- Paypal Standard
- Credit Card (Mijireh Checkout).

It can also easily be extended to integrate with <u>dozens of</u> <u>other payment providers</u>.

On the Payment Gateways section you can specify a default payment gateway (this will be highlighted first during checkout) and **drag-and-drop** to modify the order in which the payment methods appear on the front end.

Each gateway is **configured separately**, click on its name in the menu below the WC setting tabs to bring up each of the specific options.

Payment Gateways | Cash On Delivery | Bacs | Cheque | PayPal | Mijireh Checkout

Payment Gateways

Installed payment gateways are displayed below. Drag and drop payment gateways to control to

	Default	Gateway	Status
		Cash on Delivery Gateway ID: cod	•
		Direct Bank Transfer Gateway ID: bacs	•
	0	Cheque Payment Gateway ID: cheque	•
	©	PayPal Gateway ID: paypal	•
	•	Credit Card Gateway ID: mijireh_checkout	♥

Save changes

source: http://docs.woothemes.com/document/woocommerce/

WooCommerce – Emails Settings

Go to WooCommerce > Settings > Emails

EMAIL OPTIONS

Now you will find many more options to customize your shop emails. Including sender 'from' name and email address, email template customizations, and response customization.

EMAIL TEMPLATE

Here you can add a **custom header graphic** to your store emails. A good width to make this image would be 600px. Upload your image via the Media Uploader, then copy the URL of the image. If you have any store specific information such as phone numbers or additional contact details these can be added to your email footer. Best of all you can make the WooCommerce emails match your brand identity by modifying colours of certain elements. The background colour of these inputs matches your selection (in hex).

ORDER STATUS EMAILS

For each order status you will find additional options just below the WC settings tabs.

Each of these options allows you to enable notifications for the order status, manage who receives the notification, and to customize the message.

HTML TEMPLATES

WC 2.0 makes it even easier to customize your email templates by providing a quick link to copy the template file to your theme or view the template for customization! To edit the template go to the Order Status you wish you edit (New Order, Processing Order, etc) scroll to the bottom of the page to Copy File to Theme or to View Template.

source: http://docs.woothemes.com/document/woocommerce/

WooCommerce – Integration Settings

Go to WooCommerce > Settings > Integration

The integration tab is where you configure integrations with third party services (not including payment gateways / shipping methods) such as ShareThis, Google Analytics and ShareYourCart.

GOOGLE ANALYTICS ID

If you want to use WooCommerce's in-built support for Google Analytics enter your ID here. You can then enable standard tracking and eCommerce tracking.

SHARETHIS PUBLISHER ID

In the mini menu beneath the WC Tabs you will see the <u>ShareThis</u> options. ShareThis will add social sharing buttons to the widget on the products page. To enable simply enter your ShareThis publisher ID.

SHAREYOURCART

To learn more about ShareYourCart please see the documentation linked within that tab.

source: http://docs.woothemes.com/document/woocommerce/

WooCommerce – Troubleshooting

Check for common issues via your system status page

The WooCommerce system status page provides information on versions, template overrides, and memory. To access the page go to WooCommerce > System Status.

Items you need to act upon will be **highlighted red**. This may include **Updating Memory**, creating pages correctly, or updating outdated plugins.

Solutions to common WooCommerce issues (Click Links Below) Known Conflicts, Issues and Workarounds

- Increasing the WordPress Memory Limit
- Using appropriate image dimensions to avoid distortion / pixellation
- Fatal error: Call to undefined function is woocommerce active()
- iQuerv.cookie fails to load
- Endless loading/spinner on the checkout page
- Order status not changing on order complete conflict with W3 Total Cache
- **Checkout form not working in IE9**
- Problems with large amounts of data not saving (variations, rates etc)
- Multiple installs on one domain + SESSIONS (conflict/session sharing workaround)
- ssl error rx record too long
- session start warnings

source: http://docs.woothemes.com/documentation/plugins/woocommerce/troubleshooting/



Further Support

Once again, thank you so much for purchasing this theme. If you have any further questions be sure send and email to support@primathemes.com, and I will get back to you as soon as possible (Monday-Friday)! If you have an idea for theme improvement, let me know, and if possible I will do my best to implement it as a free update.