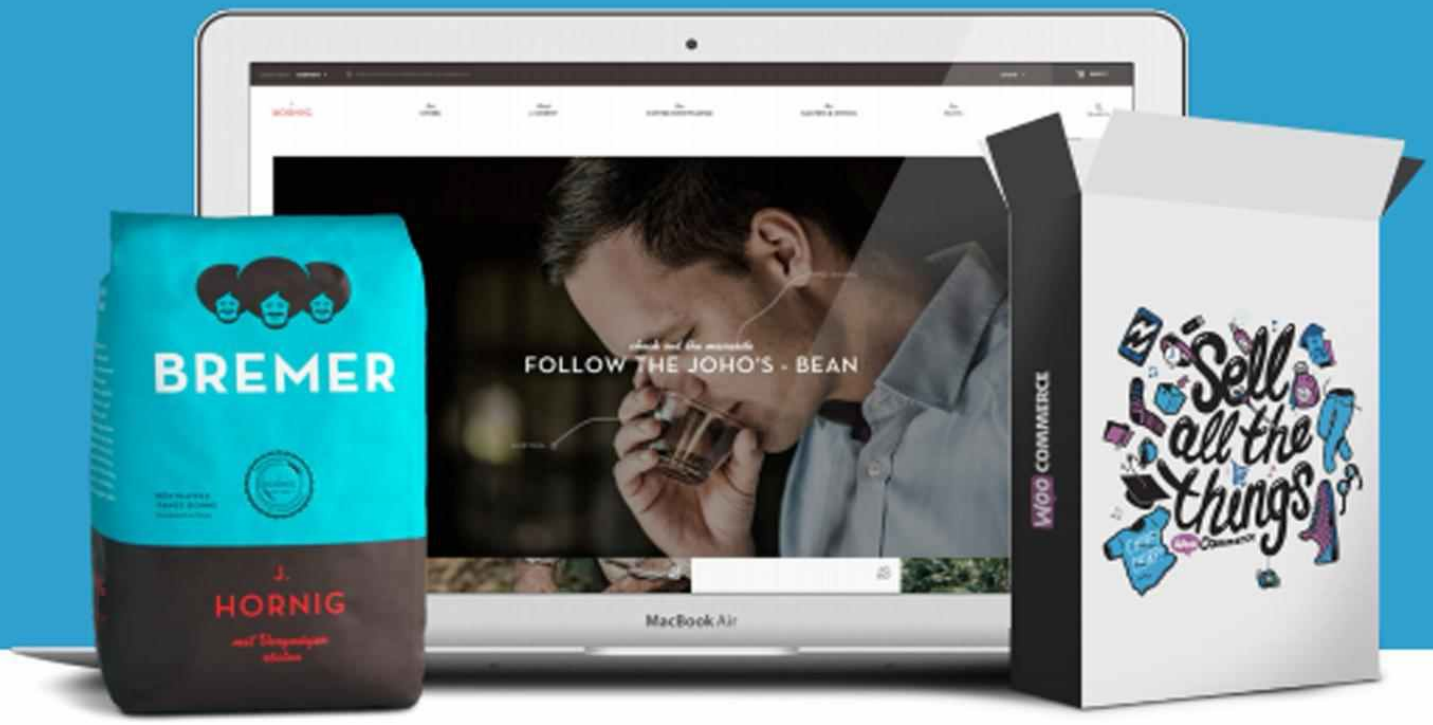
WooCommerce Tutorial

How to Set it up on Your Website?

SELL ANYTHING. BEAUTIFULLY.
CORE FEATURES & SELECT EXTENSIONS
AVAILABLE FOR **WOOCOMMERCE.**



WooCommerce powers 28% of the world's online stores.

BY

SUNNY CHANDAY

WooCommerce tutorial – How to Set it up on Your Website?

With over 1+ million active installs, a 4.6 user rating on WordPress.org, and an army of happy, loyal digital store owners to back it, WooCommerce is the most popular free e-commerce solution for WordPress by a mile. According to BuiltWith, as of March 2017, WooCommerce powers over 41% of all online stores! If you're looking to open up virtual shop on your WP-powered website, going with WooCommerce is one of the best decisions you could make. Here's an extensive WooCommerce help and how to get it up and running on your website.

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WooCommerce Installation

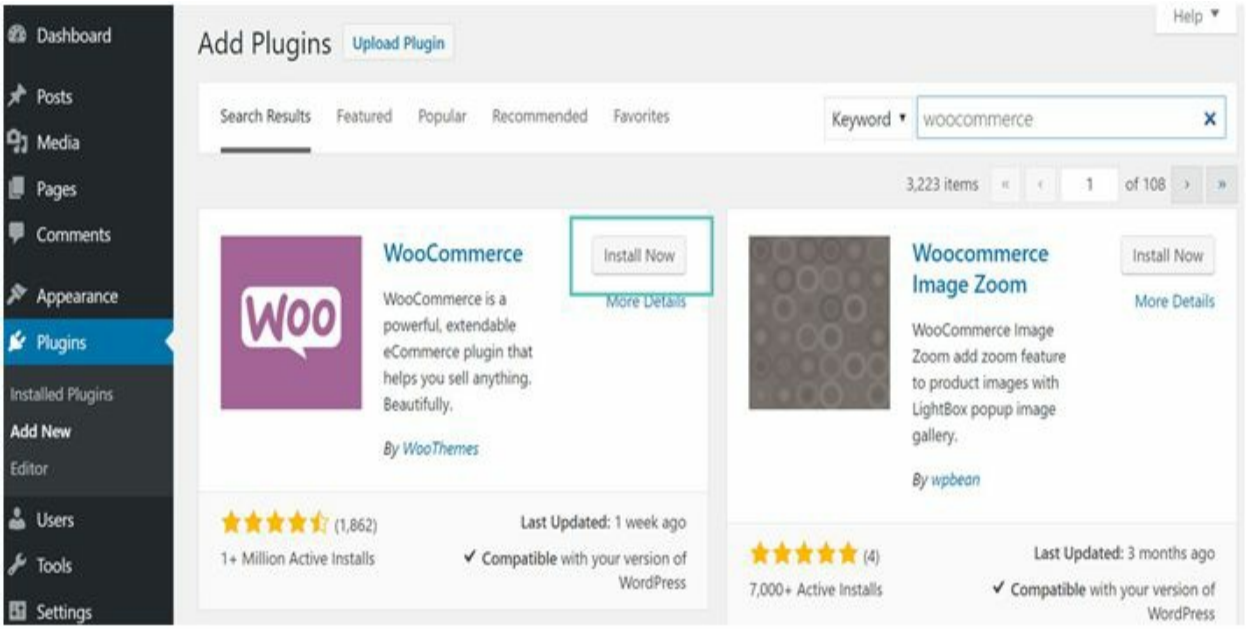
Step 1

The most important thing before starting is to install **WooCommerce plugin** and the good news is that you can get it at no cost. Yes, you have read it correctly. It's **FREE**. It can be downloaded from the repository of WordPress:

https://wordpress.org/plugins/woocommerce/

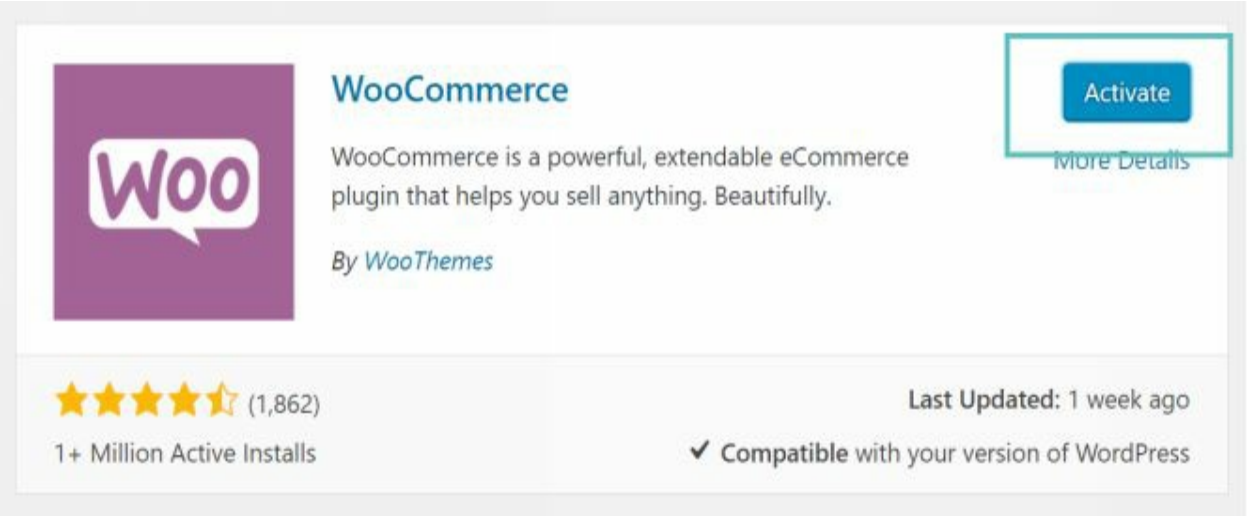
The following are the steps which should follow to get them from within your dashboard.

Do install it from your dashboard navigate to *WordPress Admin > Plugins > Add New*, search for "woocommerce", and click on "Install Now." Ensures that the author shows up as WooThemes. 2.6.7 is currently the latest version of WooCommerce.



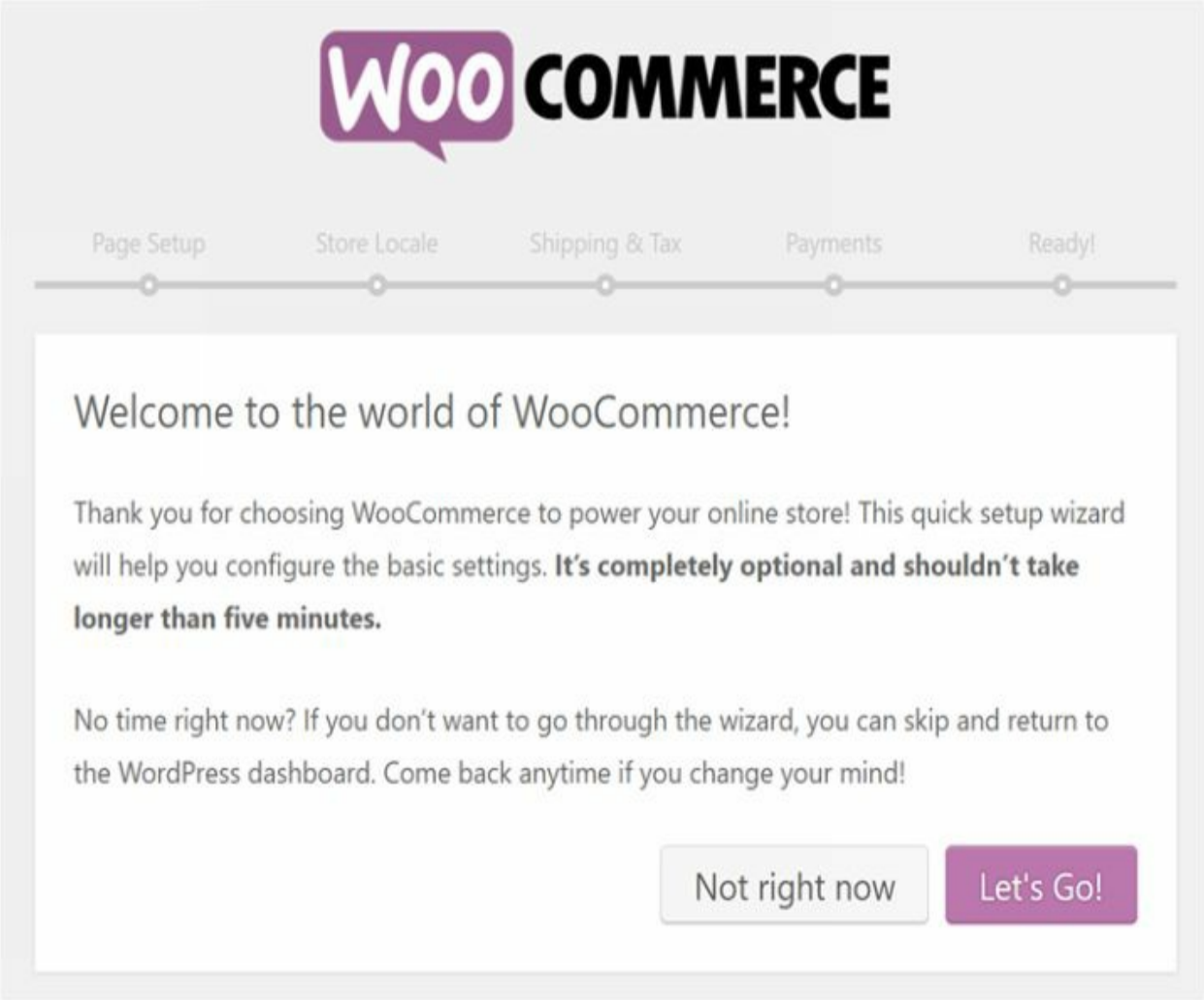
Step 2

Then click on "Activate."



Step 3

You are then met with a walkthrough to for WooCommerce setup. You can skip this but in our book we will click on "Let's Go."



Step 4

On the page setup screen WooCommerce is notifying you that it will create a few pages for you automatically that are needed to complete the setup. This includes a

shop, cart, checkout, and my account pages. Click on "Continue" to let it create these for you.

WOOCOMMERCE

Page Setup | Store Locale | Shipping & Tax | Payments | Ready!

Page Setup

Your store needs a few essential pages. The following will be created automatically (if they do not already exist):

Shop	The shop page will display your products.
Cart	The cart page will be where the customers go to view their cart and begin checkout.
Checkout	The checkout page will be where the customers go to pay for their items.
My Account	Registered customers will be able to manage their account details and view past orders on this page.

Once created, these pages can be managed from your admin dashboard on the Pages screen. You can control which pages are shown on your website via Appearance > Menus.

Skip this step | Continue

Step 5

On the store locale setup screen WooCommerce allows you to quickly choose the country and or state you are based out of, the currency, and units for your products. Then click on “Continue.”

WOOCOMMERCE

Page Setup | Store Locale | Shipping & Tax | Payments | Ready!

Store Locale Setup

Where is your store based? — United States (US) — Arizona

Which currency will your store use? — United States dollar ($)

If your currency is not listed you can add it later.

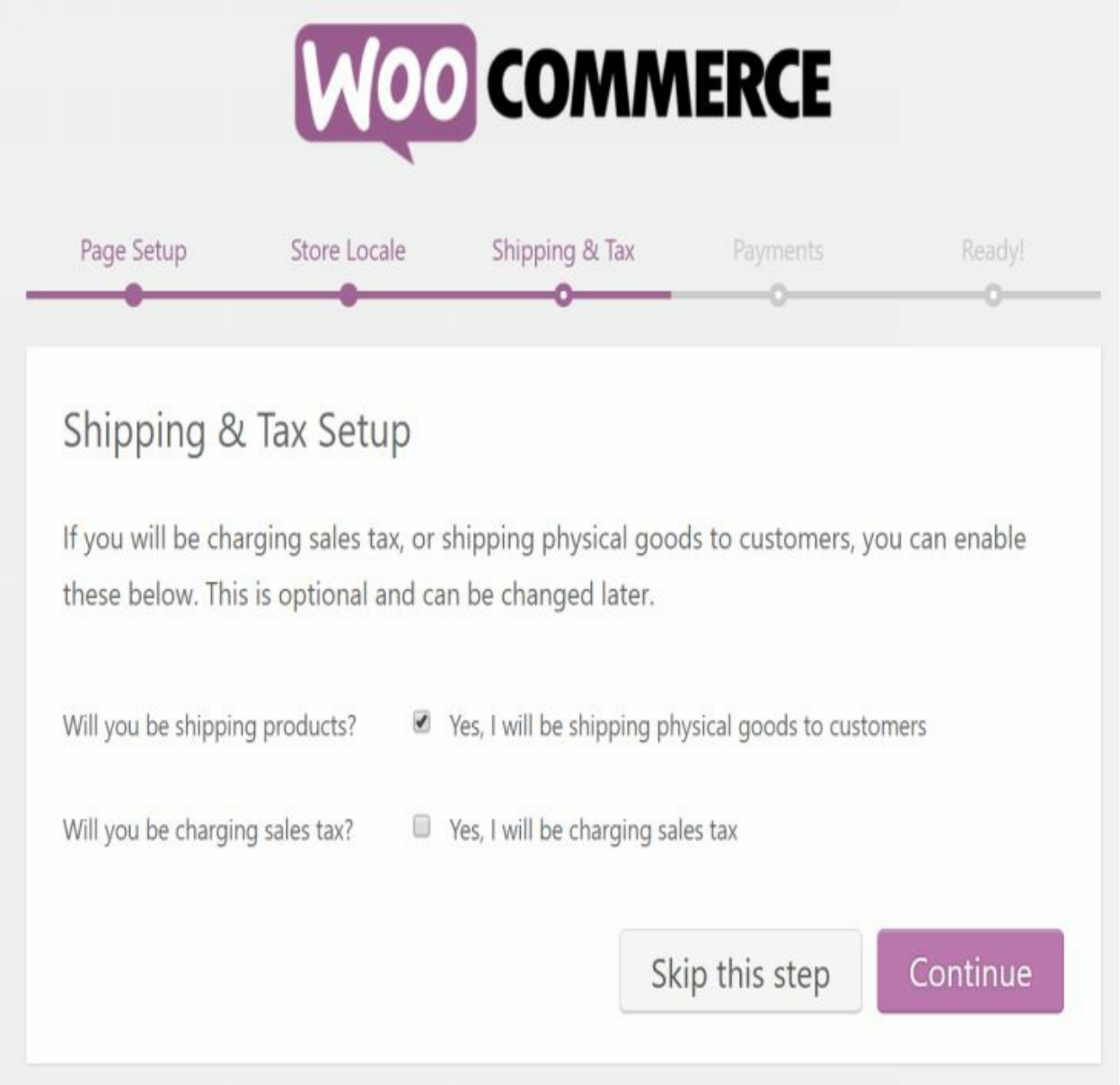
Which unit should be used for product weights? — lbs

Which unit should be used for product dimensions? — in

Skip this step | Continue

Step 6

On the shipping & tax setup screen you can choose whether or not you are shipping physical goods to customers. Remember, WooCommerce can also be used to sell digital products and downloads. And then you can enable sales tax if required. Then click on "Continue."



Step 7

On the payments screen you can choose which 3rd party payment processor you want to integrate with. We are personally big fans of Stripe. And as of February 2016, the Stripe is free for WooCommerce (you will still pay the transaction fee). Then click on "Continue."

WOOCOMMERCE

Page Setup | Store Locale | Shipping & Tax | Payments | Ready!

Payments

WooCommerce can accept both online and offline payments. Additional payment methods can be installed later and managed from the checkout settings screen.

PayPal Powered by Braintree

Safe and secure payments using credit cards or your customer's PayPal account. Learn more about PayPal.

stripe

A modern and robust way to accept credit card payments on your store. Learn more about Stripe.

PayPal Standard

Accept payments via PayPal using account balance or credit card.

Check Payments

A simple offline gateway that lets you accept a check as method of payment.

Bank Transfer (BACS) Payments

A simple offline gateway that lets you accept BACS payment.

Cash on Delivery

A simple offline gateway that lets you accept cash on delivery.

Skip this step | Continue

And that's it! Your WooCommerce store is now ready. You can click on the link at the bottom to return to your WordPress dashboard and start creating your products. Check out the rest of the WooCommerce notes below.

WOOCOMMERCE

Page Setup | Store Locale | Shipping & Tax | Payments | Ready!

Your Store is Ready!

Tweet

Want to help make WooCommerce even more awesome? Allow WooThemes to collect non-sensitive diagnostic data and usage information. Find out more.

Allow | No thanks

Next Steps

Create your first product!

Learn More

- Watch the WC 101 video walkthroughs
- Get eCommerce advice in your inbox
- Learn more about getting started

Return to the WordPress Dashboard

Adding & Managing New Products

The first alteration you'll notice is the addition of two new tabs to your dashboard's side menu, named **WooCommerce** (your general settings area) and **Products** (your products settings area). To get started setting up your e-store, go to *WordPress Admin > Products > Add Product* to add your first product.

Create a title and short description for the product. Here's what *just* a title & description looks like in a live preview.

Home / Example Product Name

Example Product Name

Description | Reviews (0)

Product Description

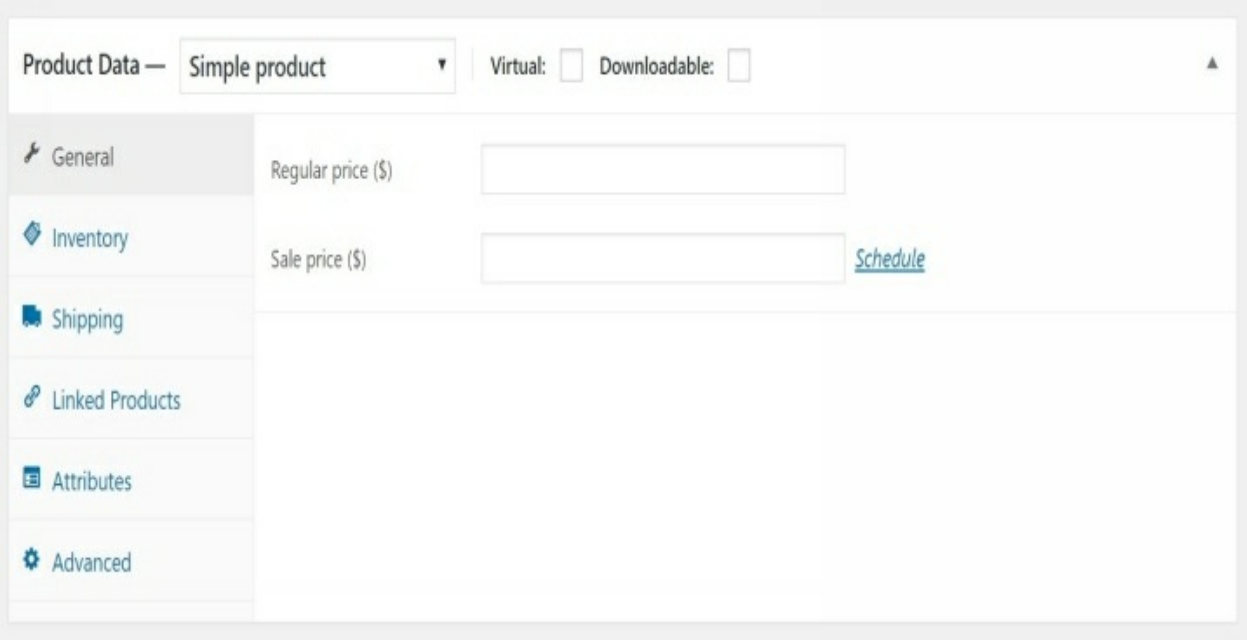
Enter a product description here...

That done, scroll down below the post editor to reveal two new widgets on the post editing screen: product data and product short description.

Product Data

WordPress Admin > Products > Add New

In the product data screen widget, you can select whether or not the product is virtual (the former option removes the **Shipping** data tab) and if it is downloadable (digital). You can enter in the regular & sale price (sales can be time-sensitive) in the **General** tab.



If you're selling digital products, then you also have to upload the file to be purchased, customize the download limit (leave it blank to mark it as unlimited), the download expiry (leave it blank to keep it available

permanently), and the file type (standard/application/music). The file type you select affects the schema.org markup for the product.

Next, in the **Inventory** tab, you can customize options to manage your stock by entering in the quantity of the product, stock status (in/out of stock), and if you'd like to allow backorders. Additionally, you can mark the product as individually sold, meaning only one can be bought in a single order. This is also where you enter the SKU (identification number) if you have one.

In the **Linked Products** tab, you can add upsells, cross-sells, and product grouping. **Attributes** allows you to enter in specific attributes of the product (e.g. reliable, never breaks down, etc.) that will be displayed under an *Additional Information* tab in the front end version of the product page. Finally, you can enter custom purchase notes, give the product a menu order, and enable/disable reviews in the **Advanced** tab.

Product Short Description

WordPress Admin > Products > Add New

With the product short description screen widget, you can create a short tagline for the image that will be displayed under the product title.

After playing around with all of that, don't forget to add tags, place it in a category, and include a product image/gallery. Here's what some sample data looks like in a live preview.

Home / Example Product Name

Sale!

Example Product Name

~~$25.00~~ **$21.00**

Amazing at what it does. Really.

25 in stock

1 ADD TO CART

Description | Reviews (0)

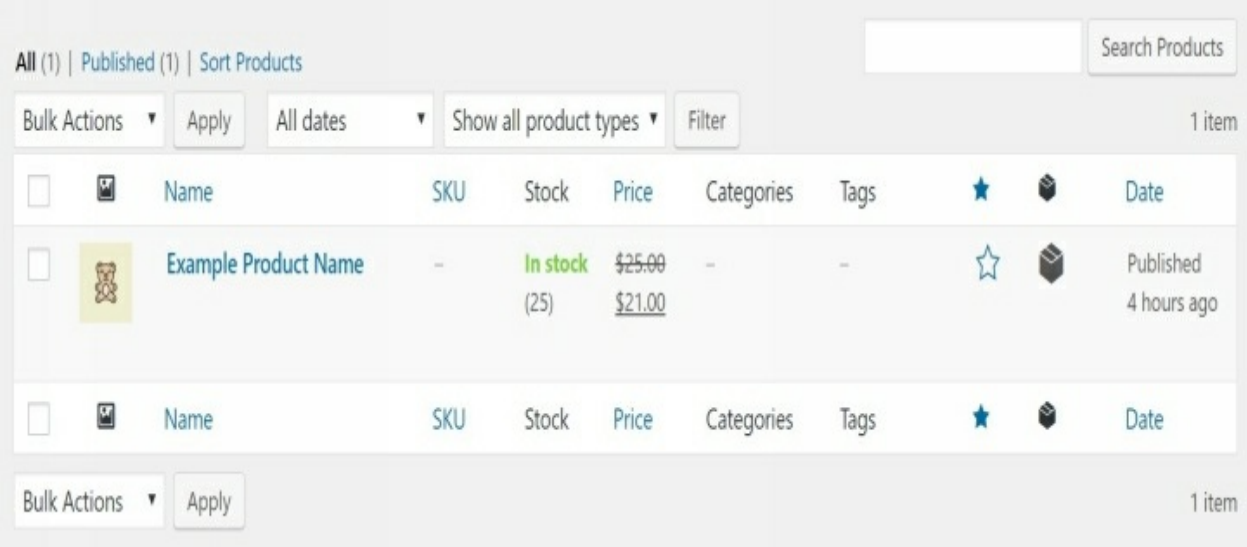
Product Description

Enter a product description here...

Managing Products

WordPress Admin > Products > [various tabs]

In the other pages under *WordPress Admin > Products*, you can view your products, categories, tags, shipping classes, attributes, and calendar. Each of these pages look like the standard *WordPress Admin > Posts > Categories* page, except the product view (displayed below).



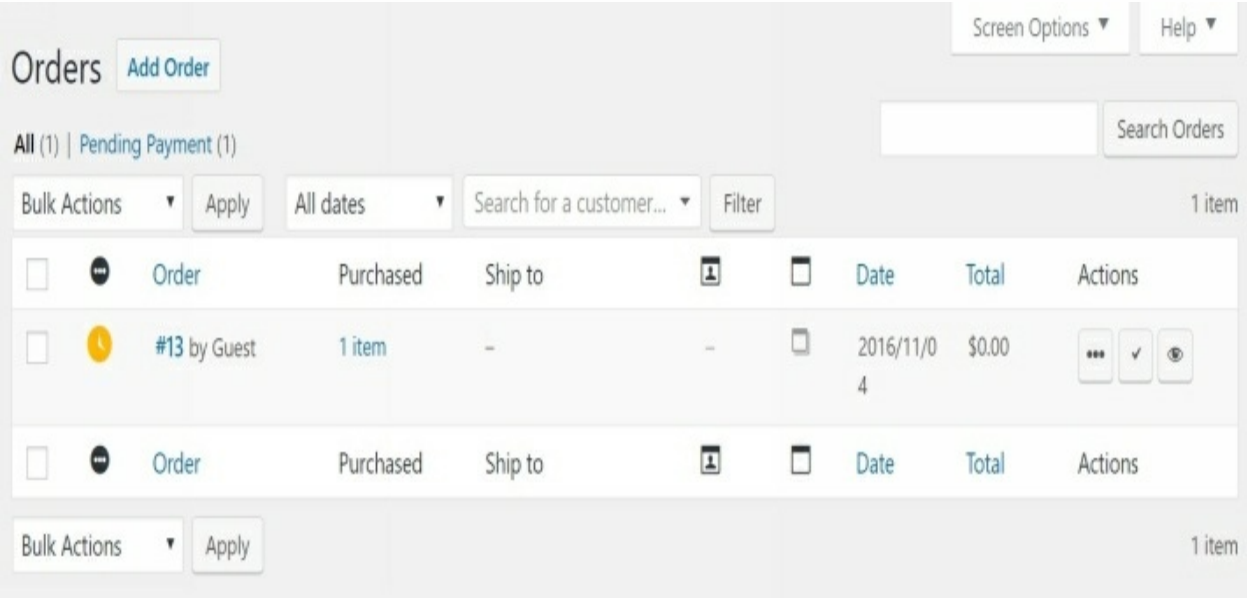
Managing WooCommerce

In the WooCommerce tab, you can explore various things about your digital store: you can view orders, coupons, and reports. You can also customize settings and add new extensions.

Orders

WP Admin > WooCommerce > Orders

This page displays a list of your current purchases and orders. If you sell digital products, there's not much to do here other than see who bought what. But if you sell physical goods, here's where you can organize what products you need to ship and what orders are being processed or put on hold.



Coupons

WordPress Admin > WooCommerce > Coupons [> Add New]

WooCommerce has several powerful options for adding new coupons to your e-store. In the coupon editing screen, the coupon data screen widget allows you to customize the coupon discount and restrictions.

XYZ123Coupon

This coupon gives you a 10% discount on Example Product Name.

Coupon Data

General

Usage Restriction

Usage Limits

Discount type: Cart % Discount

Coupon amount: 10

Allow free shipping

Check this box if the coupon grants free shipping. A free shipping method must be enabled in your shipping zone and be set to require "a valid free shipping coupon" (see the "Free Shipping Requires" setting).

Coupon expiry date: YYYY-MM-DD

The **General** tab allows you to edit the basic coupon information: the type of coupon (cart discount, cart percentage discount, product discount, and product percentage discount), its value, free shipping options, coupon taxation, and its expiry date.

In **Usage Restrictions** you can set a minimum spend the customer has to make to validate the coupon. To restrict the use from use in conjunction with other coupons, check the box for *Individual use only*. If the coupon shouldn't apply to items that are on sale, there's an option for that, too. Here's also where you select the products and product categories the coupon is applicable to. Lastly, you can even ban certain email addresses from coupon usage.

The final tab, **Usage Limits**, sets the usage limit per coupon or per customer.

The coupon management screen is below.

All (1) | Published (1)

Search Coupons

Bulk Actions ▾ Apply All dates ▾ Show all types ▾ Filter 1 item

Code	Coupon type	Coupon amount	Description	Product IDs	Usage / Limit	Expiry date
xyz123coupon	Cart % Discount	10	This coupon gives you a 10% discount on Example Product Name.	–	0 / ∞	–
Code	Coupon type	Coupon amount	Description	Product IDs	Usage / Limit	Expiry date

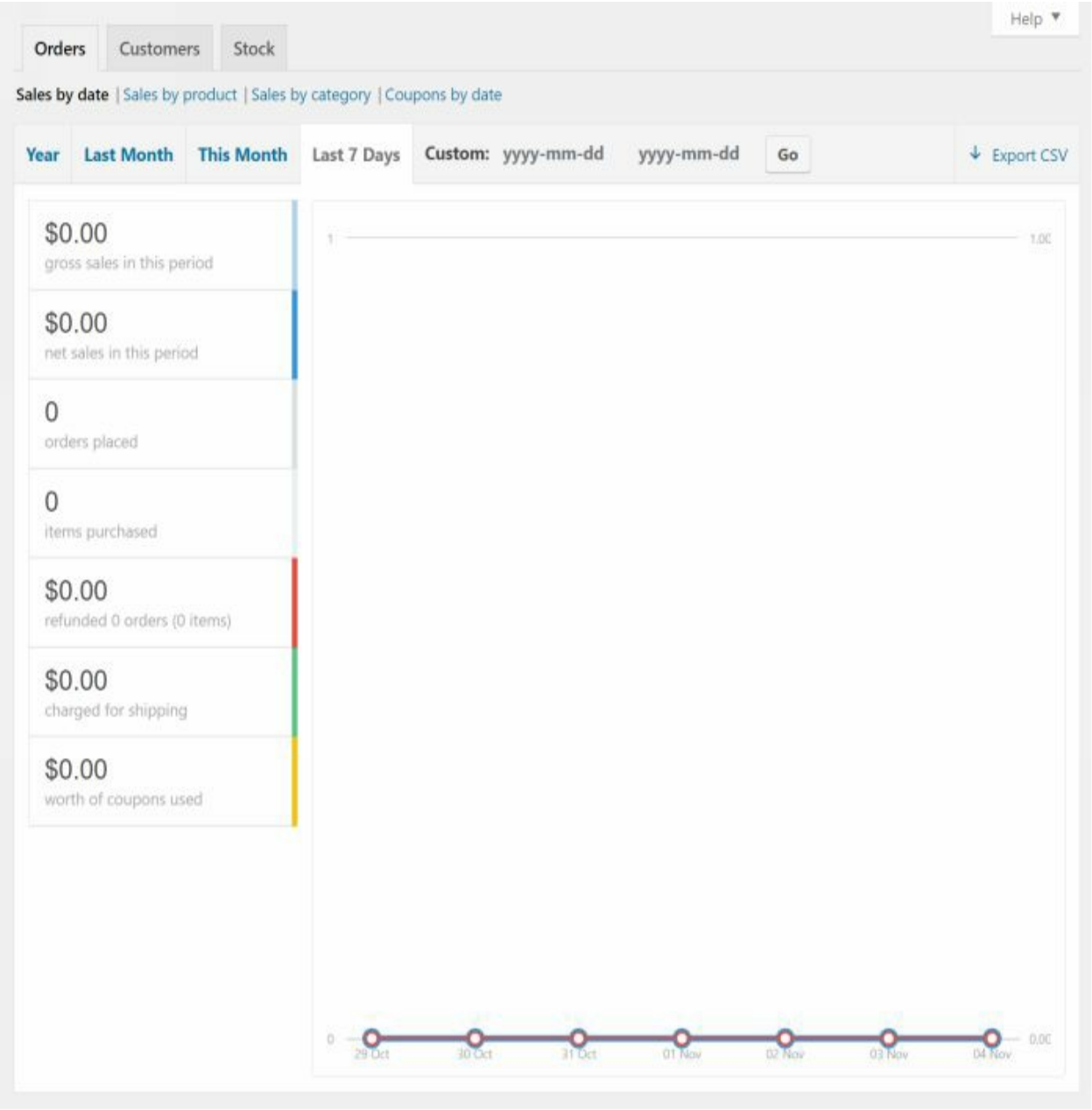
Bulk Actions ▾ Apply 1 item

Reports

WordPress Admin > WooCommerce > Reports

WooCommerce also offers powerful built-in tracking. You can view charts and graphs of your sales, orders, and shipping costs over five different time periods. Each graph can be limited to the sales of a particular product, product category, or coupon.

In the **Customers** tab, you can view your customer acquisition over the same five time periods. Lastly, you can also view your low in stock, out of stock, and most stocked products in the **Stocks** tab. All this data can be exported in a CSV sheet.



Settings

WP Admin > WooCommerce > Settings

Here's where WooCommerce gets really impressive: in the Settings screen, you can customize pretty much *every single aspect* of your e-store. Everything from your thousands separator to the check out process to email options can be tailored to your satisfaction.

The **General** tab takes care of your basic information, including your currency, base & selling locations, and display options.

General | Products | Shipping | Checkout | Accounts | Emails | API

General Options

Base Location	United States (US) — Arizona
Selling Location(s)	Sell to All Countries
Shipping Location(s)	Ship to all countries you sell to
Default Customer Location	Geolocate
Enable Taxes	☐ Enable taxes and tax calculations
Store Notice	☐ Enable site-wide store notice text

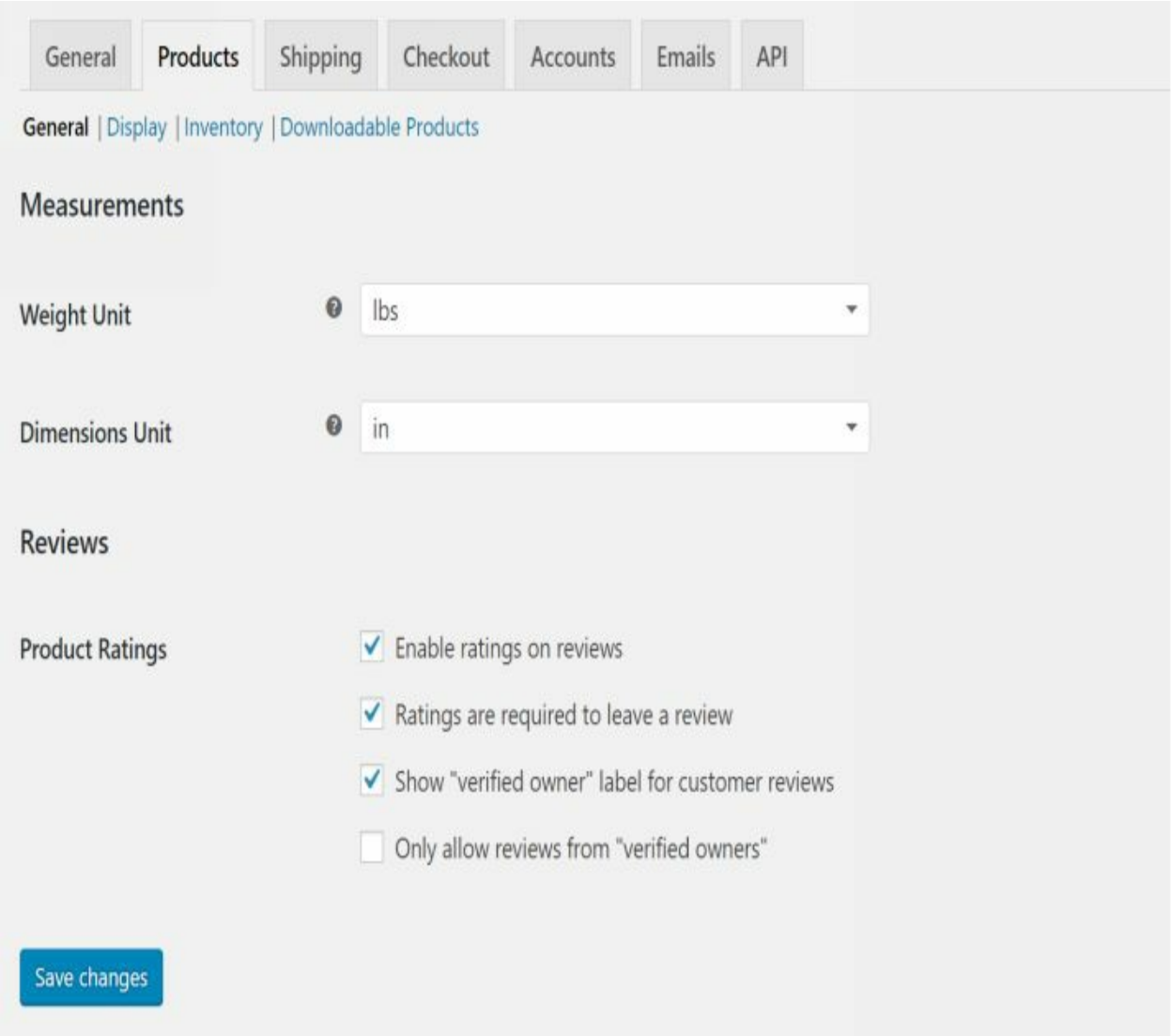
Currency Options

The following options affect how prices are displayed on the frontend.

Currency	United States dollar ($)
Currency Position	Left ($99.99)
Thousand Separator	,
Decimal Separator	.
Number of Decimals	2

Save changes

Your product data, including custom sorting, default displays, measuring systems, product thumbnail dimensions, download methods, and even Ajax/non-Ajax add to cart buttons is customized in the **Products** tab.



Taxation methods are modeled in the **Taxes** tab — if you wish, you can even disable taxation in your store.

Help

General | Products | Tax | Shipping | Checkout | Accounts | Emails | API

Tax Options | Standard Rates | Reduced Rate Rates | Zero Rate Rates

Tax Options

Prices Entered With Tax

- ○ Yes, I will enter prices inclusive of tax
- ● No, I will enter prices exclusive of tax

Calculate Tax Based On

Customer shipping address

Shipping Tax Class

Shipping tax class based on cart items

Rounding

☐ Round tax at subtotal level, instead of rounding per line

Additional Tax Classes

Reduced Rate
Zero Rate

Display Prices in the Shop

Excluding tax

Display Prices During Cart and Checkout

Excluding tax

Price Display Suffix

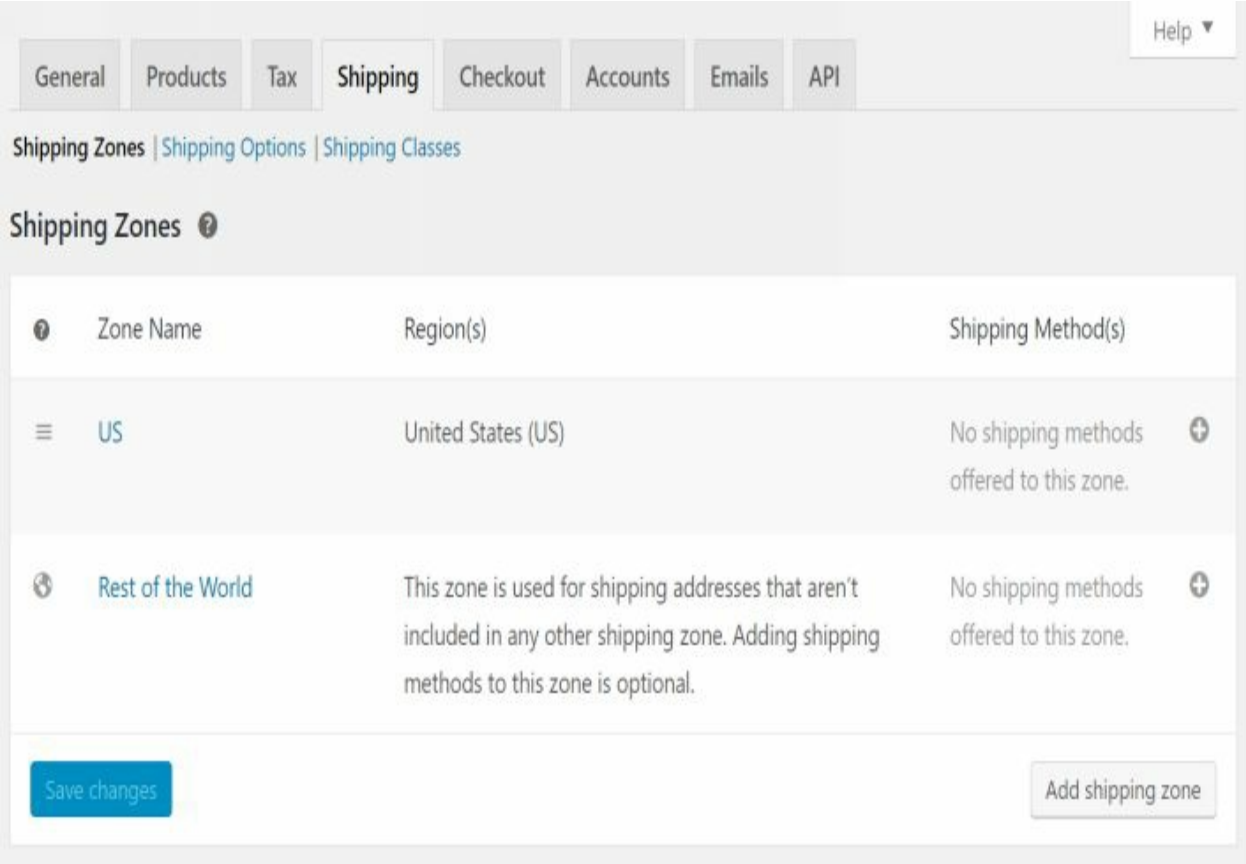
N/A

Display Tax Totals

Itemized

Save changes

Shipping takes care of your shipping methods and pricing models. You can also enable/disable shipping store-wide, and edit various display options. Restricting your store availability only to specific countries is also possible.



Checkout allows you to customize the checkout process: you can choose from five payment gateways, edit the pages, add a T&C page, and change URL appendages.

Help ▼

General | Products | Tax | Shipping | Checkout | Accounts | Emails | API

Checkout Options | BACS | Check Payments | Cash on Delivery | PayPal

Checkout Process

Coupons

☑ Enable the use of coupons

Coupons can be applied from the cart and checkout pages.

☐ Calculate coupon discounts sequentially

When applying multiple coupons, apply the first coupon to the full price and the second coupon to the discounted price and so on.

Checkout Process

☑ Enable guest checkout

Allows customers to checkout without creating an account.

☐ Force secure checkout

Force SSL (HTTPS) on the checkout pages (an SSL Certificate is required).

Checkout Pages

These pages need to be set so that WooCommerce knows where to send users to checkout.

Cart Page Cart

Checkout Page Checkout

Terms and Conditions Select a page...

Account edits all front end account display and registration options.

General | Products | Tax | Shipping | Checkout | **Accounts** | Emails | API

Account Pages

These pages need to be set so that WooCommerce knows where to send users to access account related functionality.

My Account Page My Account

Enable Registration
- [x] Enable registration on the "Checkout" page
- [ ] Enable registration on the "My Account" page

Login
- [x] Display returning customer login reminder on the "Checkout" page

Account Creation
- [x] Automatically generate username from customer email
- [ ] Automatically generate customer password

My Account Endpoints

Endpoints are appended to your page URLs to handle specific actions on the accounts pages. They should be unique and can be left blank to disable the endpoint.

Orders	orders
View Order	view-order
Downloads	downloads
Edit Account	edit-account
Addresses	edit-address
Payment Methods	payment-methods
Lost Password	lost-password
Logout	customer-logout

Save changes

In the **Emails** tab, you can customize all things customer support. Specifically, you can tailor all the sender options for WooCommerce-generated email, right down the email background color.

Help

General | Products | Tax | Shipping | Checkout | Accounts | Emails | API

Email Notifications

Email notifications sent from WooCommerce are listed below. Click on an email to configure it.

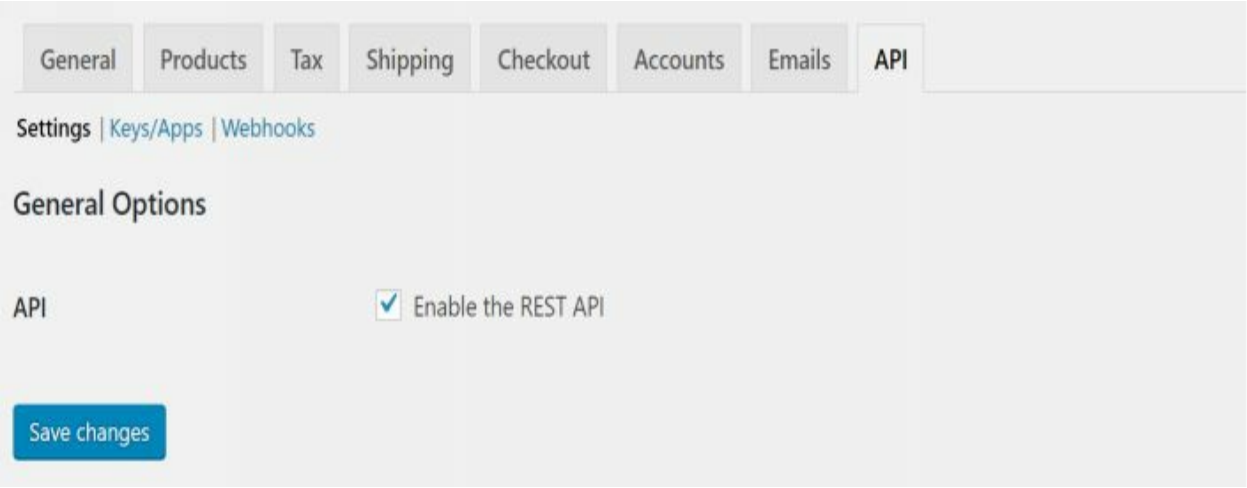
Email	Content Type	Recipient(s)
New order	text/html	customer1@domain.com
Cancelled order	text/html	customer1@domain.com
Failed order	text/html	customer1@domain.com
Order on-hold	text/html	Customer
Processing order	text/html	Customer
Completed order	text/html	Customer
Refunded order	text/html	Customer
Customer invoice	text/html	Customer
Customer note	text/html	Customer
Reset password	text/html	Customer
New account	text/html	Customer

Email Sender Options

"From" Name wp.dev

"From" Address name@domain.com

And lastly in the **API** tab you can enable the REST API, Keys/Apps, and Webhooks.



System Status

WordPress Admin > WooCommerce > System Status

All your back end information — your WooCommerce/PHP/MySQL/etc. version, size limits, logging, and more — is found here. In the **Tools** tab on the same page , you can clear your website caches for multiple variables, install new options, and reset settings to the default.

Help ▾

System Status | Tools | Logs

Please copy and paste this information in your ticket when contacting support:

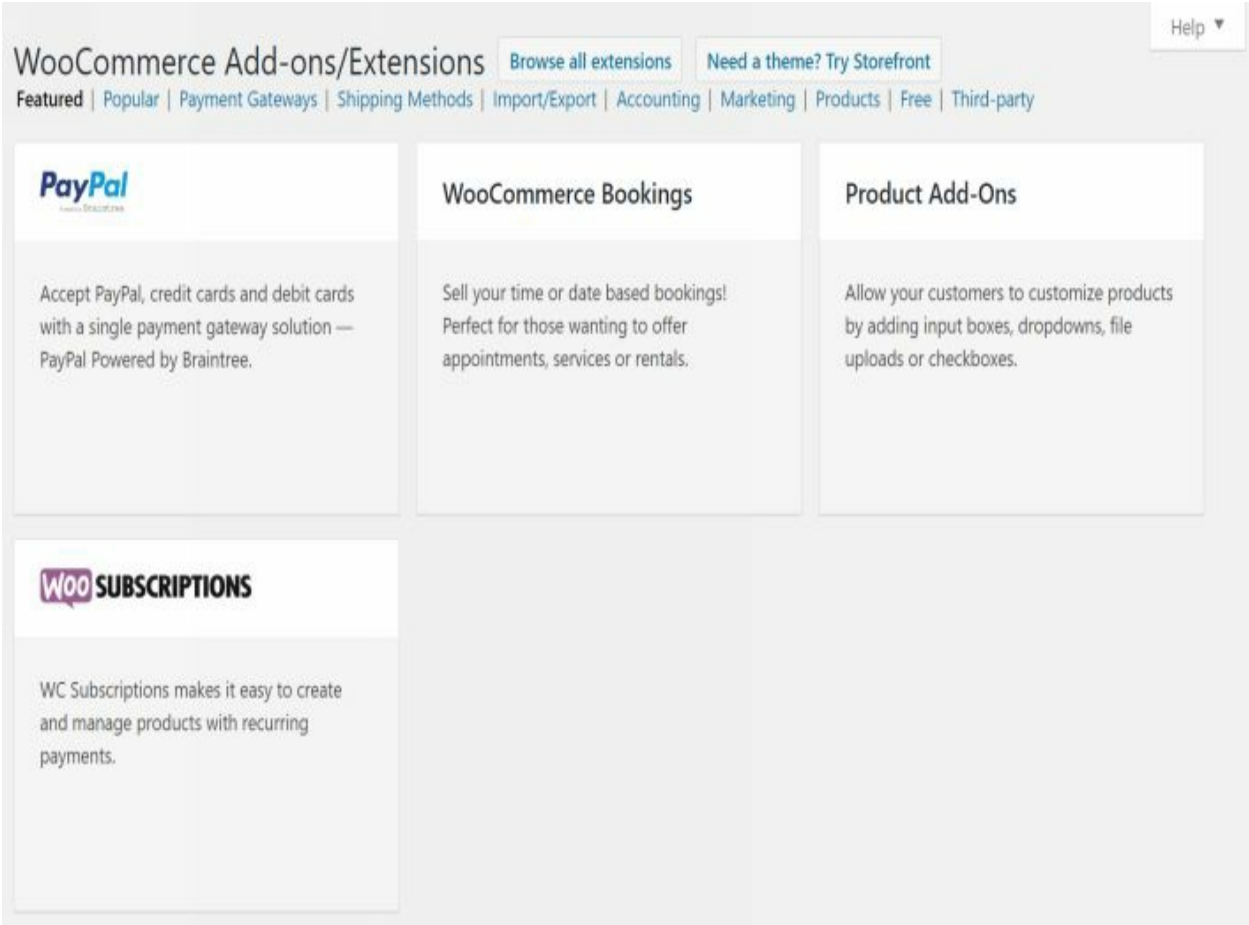
Get System Report | Understanding the Status Report

WordPress Environment

Home URL:	http://wp.dev
Site URL:	http://wp.dev
WC Version:	2.6.7
Log Directory Writable:	✓ C:\wordpress\wp.dev/wp-content/uploads/wc-logs/
WP Version:	4.6.1
WP Multisite:	–
WP Memory Limit:	512 MB
WP Debug Mode:	✓
WP Cron:	✓
Language:	en_US

Add-ons

WordPress Admin > WooCommerce > Add-ons



One of the attributes that makes WordPress the most popular CMS on the planet is the community behind it. Thousands of themes and tens of thousands of plugins; nearly 100% of them are user-contributed. It's pretty much the same thing with WooCommerce, although on a smaller scale.

WooCommerce

WooCommerce Themes Plugins Support Blog Contact Login Sign Up

Powerful new features, services and extensions for your online store

Search

- All Extensions
- Accounting
- Customer Service
- Free
- Import and Export
- Inventory Management
- Marketing
- Misc
- Payment Gateways
- Point of Sale
- Products
- Reporting
- Shipping Methods
- Subscriptions
- Tax
- Third Party
- Widgets

★ POPULAR

PayPal Powered by Braintree

Accept PayPal, credit cards and debit cards with a single payment gateway solution — PayPal Powered by Braintree.

FREE! VIEW EXTENSION

Staff Favorites

WooCommerce Bookings

Allow customers to book appointments for services without leaving your site.

FROM: $249.00

Product Add-Ons

Give your customers the option to customize their purchase or add personalization.

FROM: $49.00

WooSubscriptions

Let customers subscribe to your products or services and pay on a weekly,...

FROM: $199.00

The plugin developers allow you to purchase native and third-party WooCommerce extensions from their Extensions store.

http://www.woothemes.com/product-category/woocommerce-extensions/

Literally hundreds of various add-ons and WooCommerce-specific themes and styling options are available at the store.

WooCommerce Hosting

When you have an online store time is literally money, and that is why it is important to also have a fast and reliable WordPress host to ensure better uptime, conversions rates, and ROI. WooCommerce is sometimes known for slowing down a WordPress site, especially on large installations. But that is not the case with Kinsta. We provide managed hosting services and highly optimized WooCommerce hosting designed specifically with performance in mind. Thanks to our scalable infrastructure on Google Cloud Platform and the latest technology such as PHP 7, NGINX, MariaDB; we can ensure that a move to Kinsta will help increase your sales!

Wrapping Up

WooCommerce truly is, beyond a shadow of a doubt, *the best* free e-commerce solution for WordPress. On the outside, the plugin has phenomenal stats, but it's only when you dig deeper into the WooCommerce options and back end that the pure awesomeness is truly revealed.