

Webmediaproductie 3

WordPress - WooCommerce

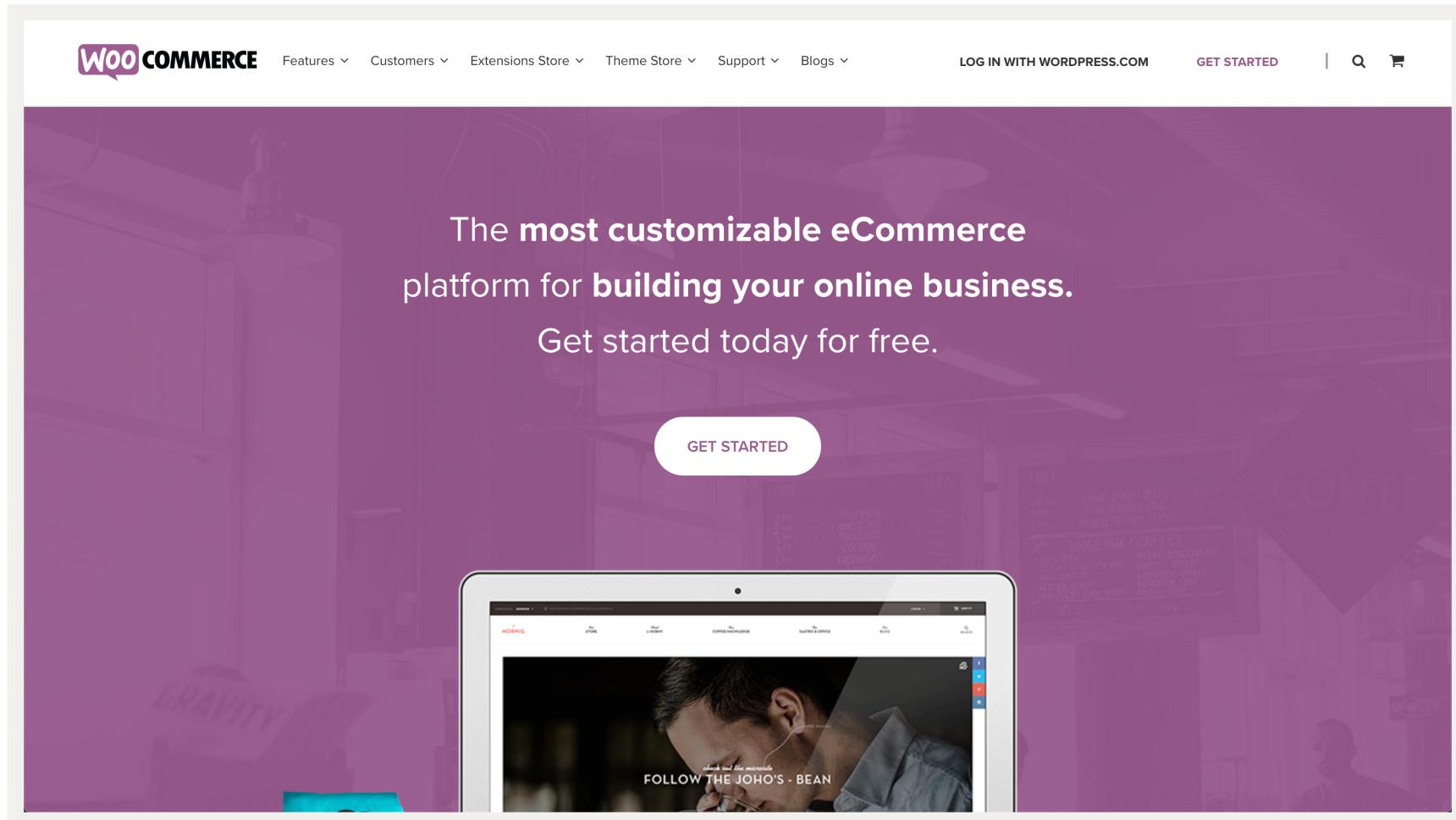
Kristof Michiels

WooCommerce

WooCommerce

- WordPress plug-in
- Eigendom van bedrijf achter WordPress (Automattic)
- Laat toe WordPress om te bouwen tot een E-commerce store
- Alles wat je als shop/verkoper nodig hebt zit er in, inclusief betaling, transport en zelfs berekenen belastingen
- Ook WooCommerce is freemium. Wij gaan werken met het gratis gedeelte
- Als je WooCommerce in de praktijk gebruikt, voor een echte shop, ga je wellicht nood hebben aan enkele betalende opties

WooCommerce



<https://woocommerce.com>

Waarom WooCommerce?

- Gebouwd boven op WordPress
- Alle goodies die we tot nu toe hebben gezien kunnen gebruikt worden binnen de E-commerce store
- WooCommerce is zeer flexibel
- Ook WooCommerce is open source
- E-commerce + blog gaan goed samen
- Developer community

Waarom WooCommerce?

- Verkoop van fysieke producten, downloadbare, abonnementen, lidmaatschappen, ...
 - Betaalmogelijkheden: via payment gateways zoals Stripe, PayPal, Braintree, ...
- Verzendopties: vast tarief, live kostenberekening (USPS, UPS, FedEx...)
- Labels drukken

WooCommerce installeren

WooCommerce installeer je als een plugin

Screenshot of the WordPress Admin dashboard showing the 'Add Plugins' screen. The search bar contains 'woocommerce'. The results list several WooCommerce-related plugins:

- WooCommerce**: By Automatic. Last updated 2 weeks ago. 5+ Million Active Installations. Untested with your version of WordPress.
- WooCommerce PDF Invoices & Packing Slips**: By Ewout Fernhout. Last updated 4 weeks ago. 200,000+ Active Installations. ✓ Compatible with your version of WordPress.
- WooCommerce Stripe Payment Gateway**: By WooCommerce. Last updated 1 week ago. 600,000+ Active Installations. ✓ Compatible with your version of WordPress.
- Germanized for WooCommerce**: By Vendidero. Last updated 6 days ago. 50,000+ Active Installations. ✓ Compatible with your version of WordPress.
- WooCommerce Admin**: By Automattic. Last updated 1 week ago. WooCommerce Admin is a new JavaScript-driven.
- WCFM Marketplace – Multivendor Marketplace for WooCommerce**: By WCFM. Last updated 1 week ago. Multivendor Marketplace for WooCommerce.

Installeeren + activeren

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De Welcome Wizard

The following wizard will help you configure your store and get you started quickly.

Where is your store based?

United Kingdom (UK)

Address

Address line 2

City Postcode / ZIP

What currency do you accept payments in?

Pound sterling (£ GBP)

What type of products do you plan to sell?

I plan to sell both physical and digital products

I will also be selling products or services in person.

De Welcome Wizard invullen (niet verplicht maar wel aangeraden)

De Welcome Wizard

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Address line 2

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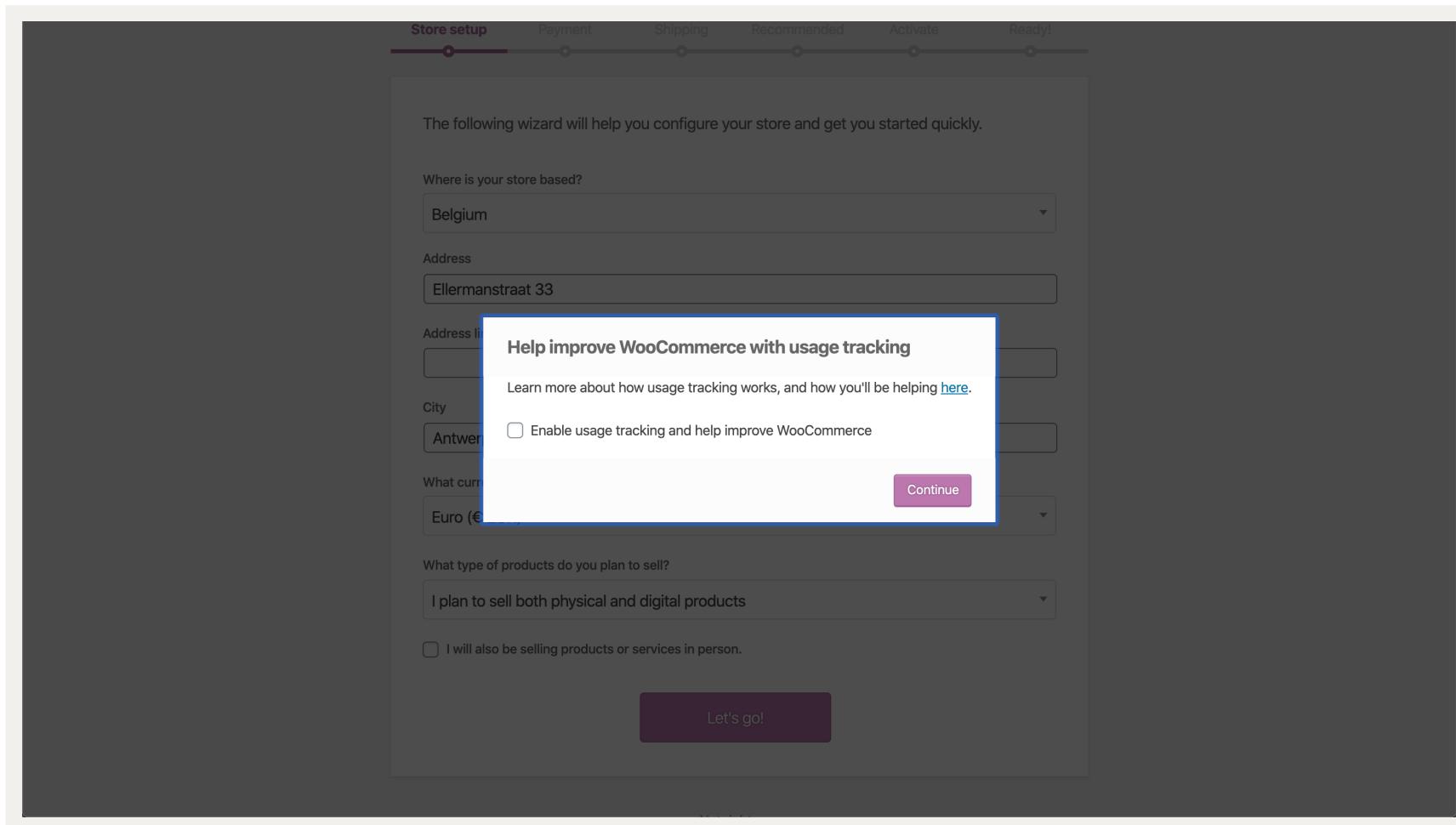
I will also be selling products or services in person.

Let's go!

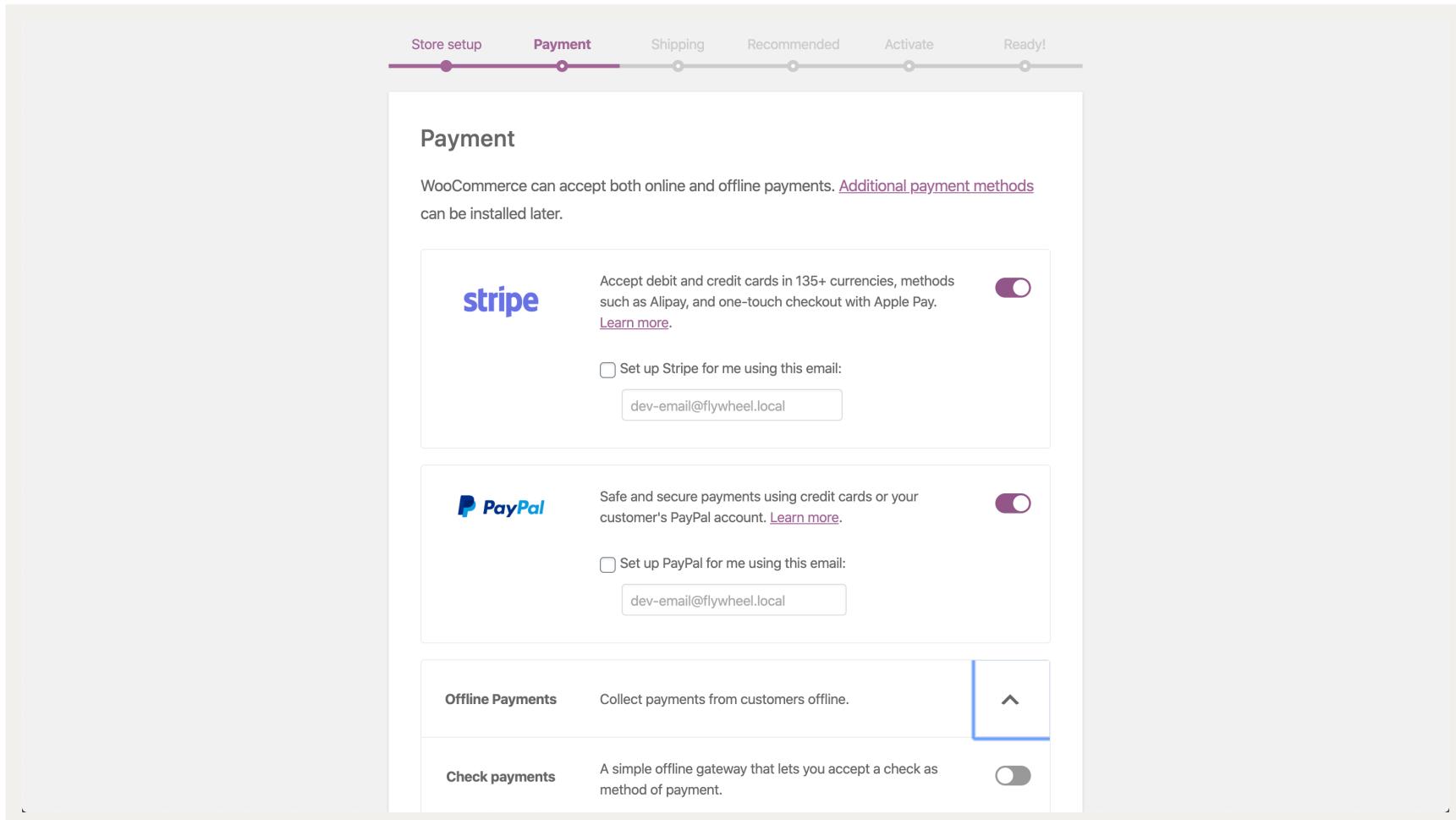
This screenshot shows the 'Store setup' step of the 'De Welcome Wizard'. The progress bar at the top indicates the user is currently on the first step. The main area contains fields for basic store configuration: location (Belgium), address (Ellermanstraat 33), city (Antwerpen), postcode (2060), currency (Euro (€ EUR)), and product type (selected as 'I plan to sell both physical and digital products'). A checkbox for selling in person is also present. A large purple 'Let's go!' button is at the bottom.

Vul volgende settings in

Usage tracking

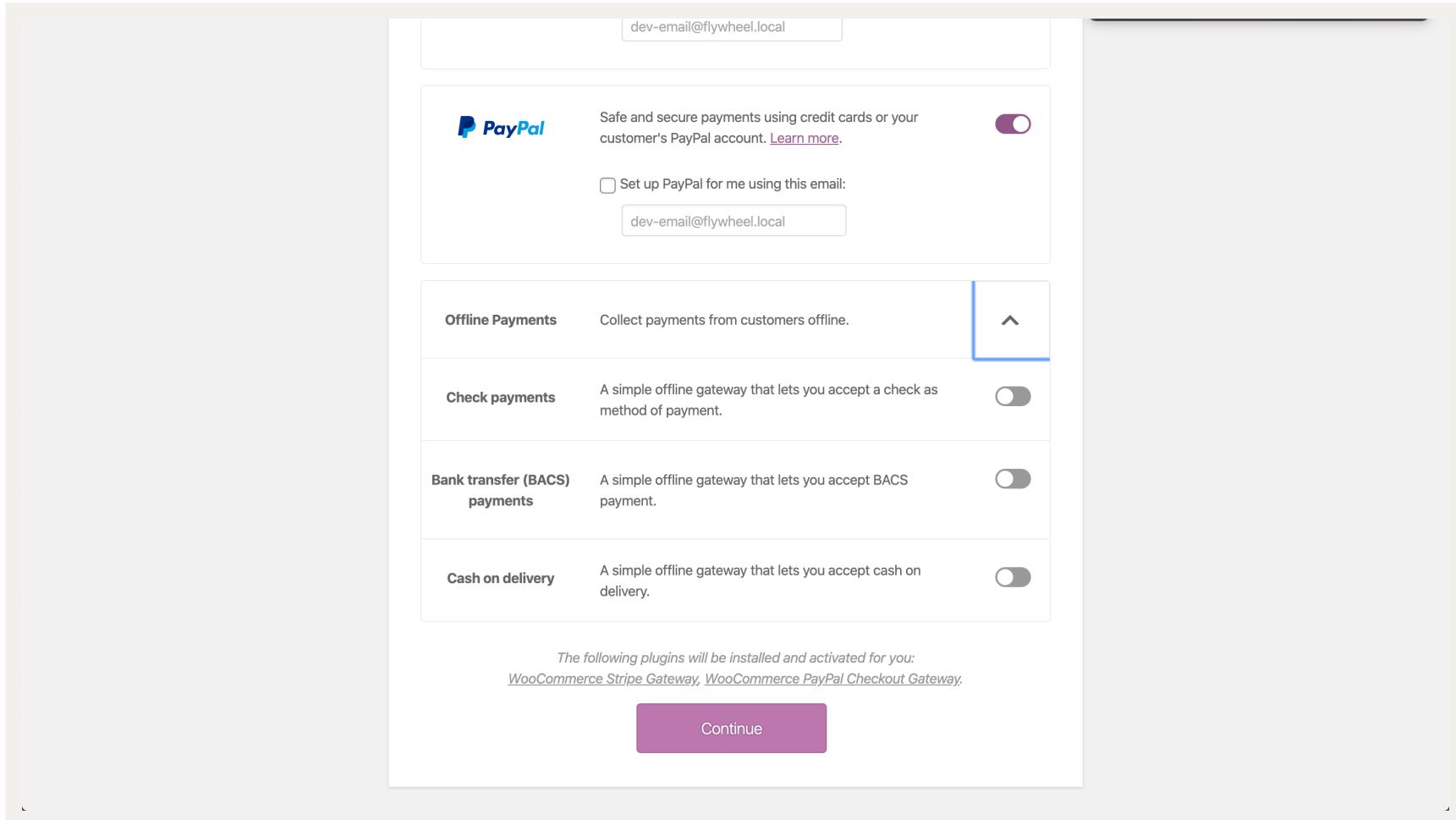


Payment Gateways



Stripe en Paypal kiezen

Payment Gateways



Informatie over Payment gateways

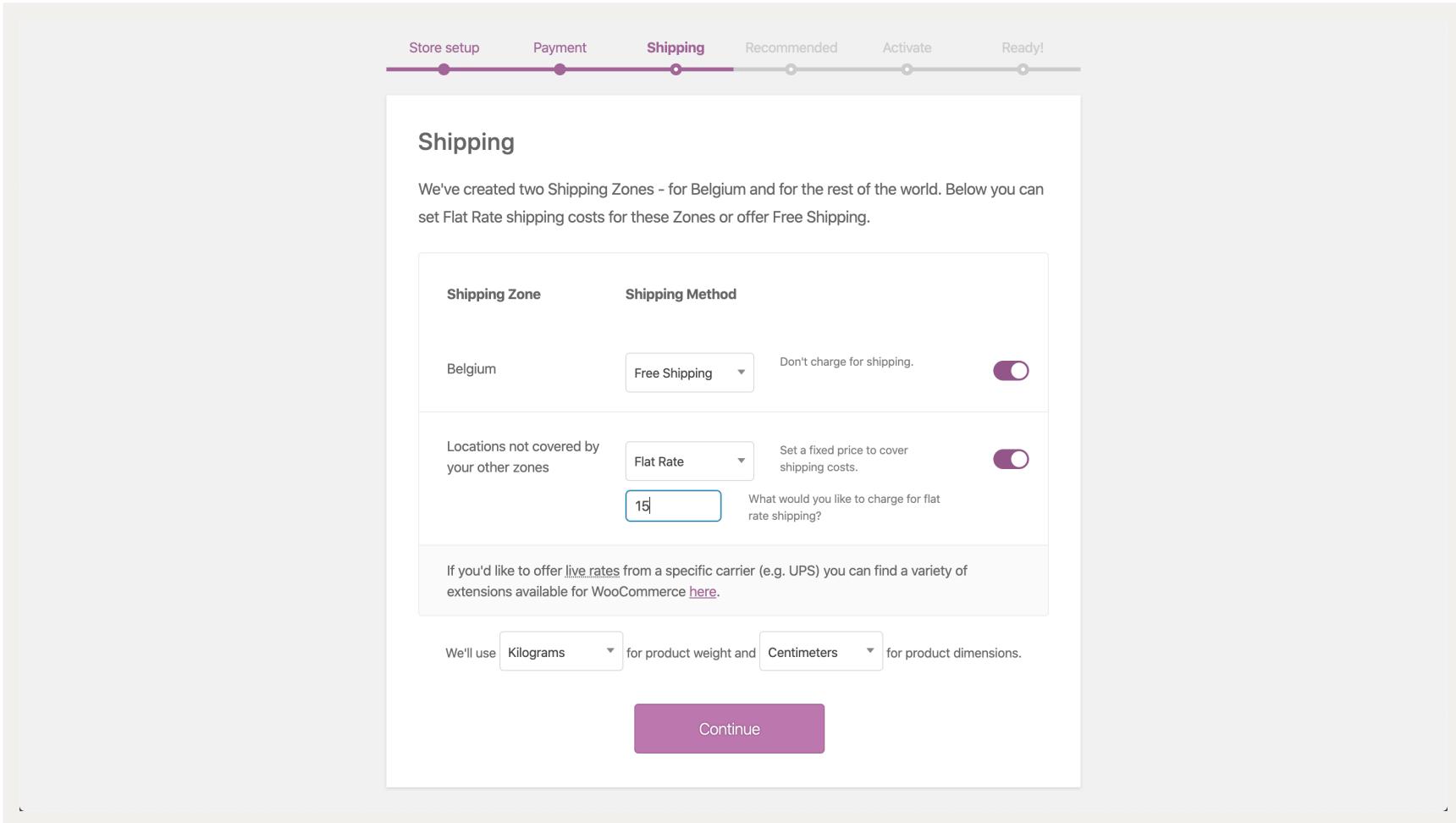
The screenshot shows the WooCommerce Extensions Store interface. At the top, there's a purple banner with the text "The complete payments platform, engineered for growth." and several features listed: "Payments in 135+ currencies", "Instant checkout", "Fraud protection", and "Customizable for developers". Below the banner, the main navigation includes "WooCommerce", "Features", "Customers", "Extensions Store" (which is currently selected), "Theme Store", "Support", and "Blogs". There are also links for "LOG IN WITH WORDPRESS.COM", "GET STARTED", a search bar, and a shopping cart icon.

The main content area has a maroon background and displays the title "Payments" and a sub-section "All Extensions / Payments". A descriptive text says: "Take payments with the provider that's right for you - choose from 100+ payment gateways for WooCommerce." To the right, there's a "Popular Topics" section listing "Stripe, PayPal, Square, Braintree, Authorize.net, Amazon Pay".

On the left, a sidebar titled "Filter by:" lists categories: "Payments" (selected), "Fraud", "In-Person Payments", "Off-Site", "On-Site", and "Pre-Orders". On the right, there's a callout box for "stripe" with the text "Accept Visa, MasterCard, American Express, Discover, JCB, and Diners Club cards directly on your store." and a "FREE! VIEW EXTENSION" button.

14 / 64 Interessant leesvoer: <https://woocommerce.com/product-category/woocommerce-extensions/payment-gateways/>

Verzendkosten



The screenshot shows the WooCommerce setup process at the 'Shipping' step. A progress bar at the top indicates the steps: Store setup, Payment, Shipping (highlighted in purple), Recommended, Activate, and Ready!. The main content area is titled 'Shipping' and contains instructions: 'We've created two Shipping Zones - for Belgium and for the rest of the world. Below you can set Flat Rate shipping costs for these Zones or offer Free Shipping.' It lists two zones:

| Shipping Zone | Shipping Method | Status |
|---|-----------------|---|
| Belgium | Free Shipping | Don't charge for shipping. (Toggle switch is off) |
| Locations not covered by your other zones | Flat Rate | Set a fixed price to cover shipping costs. (Toggle switch is on) What would you like to charge for flat rate shipping? <input type="text" value="15"/> |

A note at the bottom suggests finding live rates from carriers like UPS via extensions.

We'll use Kilograms for product weight and Centimeters for product dimensions.

[Continue](#)

Flat rate en 15eur voor rest van de wereld

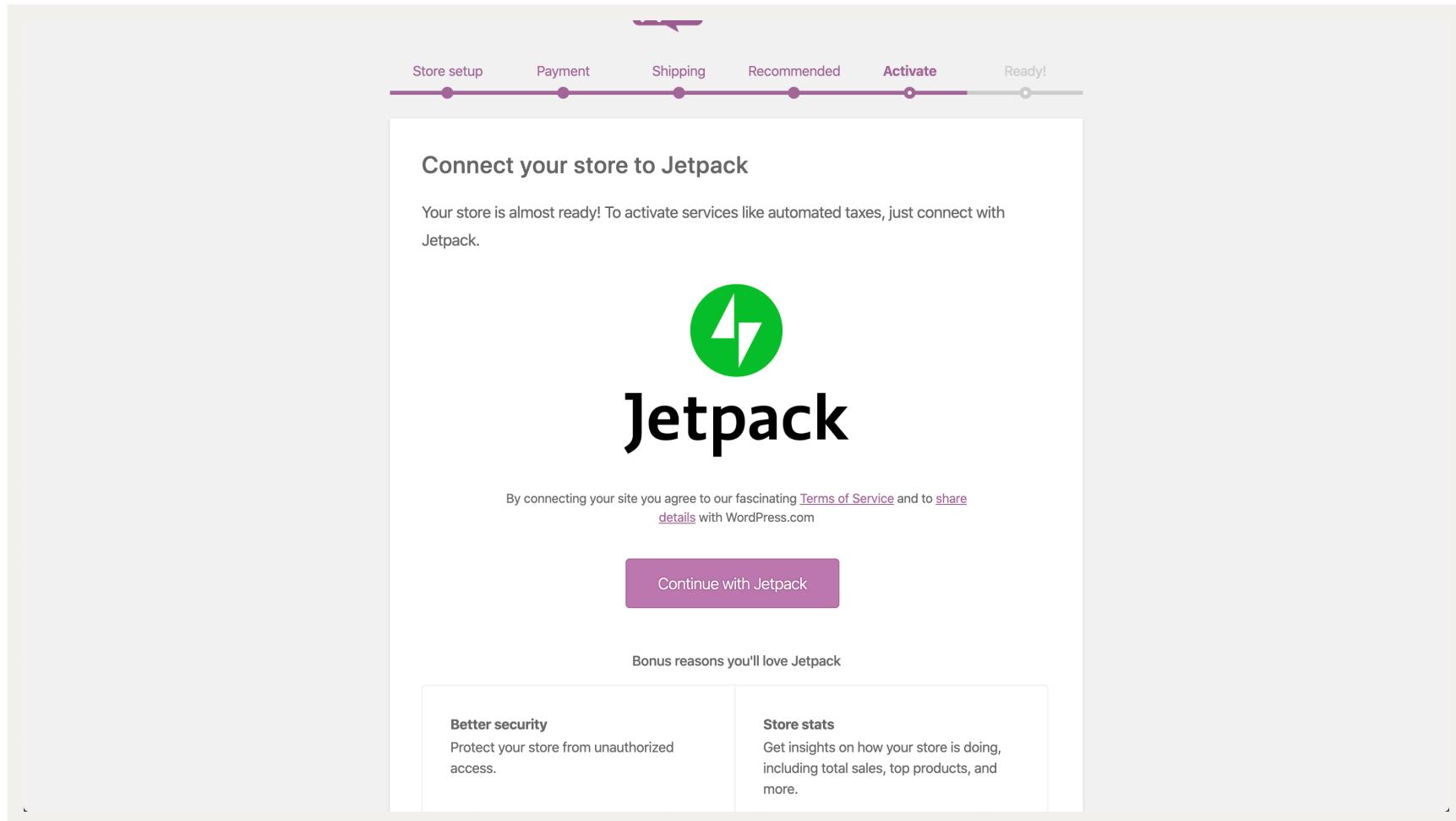
Recommended

The screenshot shows the WooCommerce setup wizard with a progress bar at the top. The steps are: Store setup, Payment, Shipping, Recommended (which is highlighted in purple), Activate, and Ready!. Below the progress bar, a section titled "Recommended for All WooCommerce Stores" is displayed. It says "Enhance your store with these recommended free features." and lists several options with checkboxes and icons:

- Storefront Theme** (checkbox checked, icon of a storefront): Design your store with deep WooCommerce integration. If toggled on, we'll install [Storefront](#), and your current theme *Twenty Twenty* will be deactivated.
- Automated Taxes** (checkbox checked, icon of a percentage sign): Save time and errors with automated tax calculation and collection at checkout. Powered by WooCommerce Services and Jetpack.
- WooCommerce Admin** (checkbox unchecked, icon of a chart): Manage your store's reports and monitor key metrics with a new and improved interface and dashboard.
- Mailchimp** (checkbox unchecked, icon of a mailchimp logo): Join the 16 million customers who use Mailchimp. Sync list and store data to send automated emails, and targeted campaigns.
- Facebook** (checkbox unchecked, icon of the Facebook logo): Enjoy all Facebook products combined in one extension: pixel tracking, catalog sync, messenger chat, shop functionality and Instagram shopping (coming soon)!

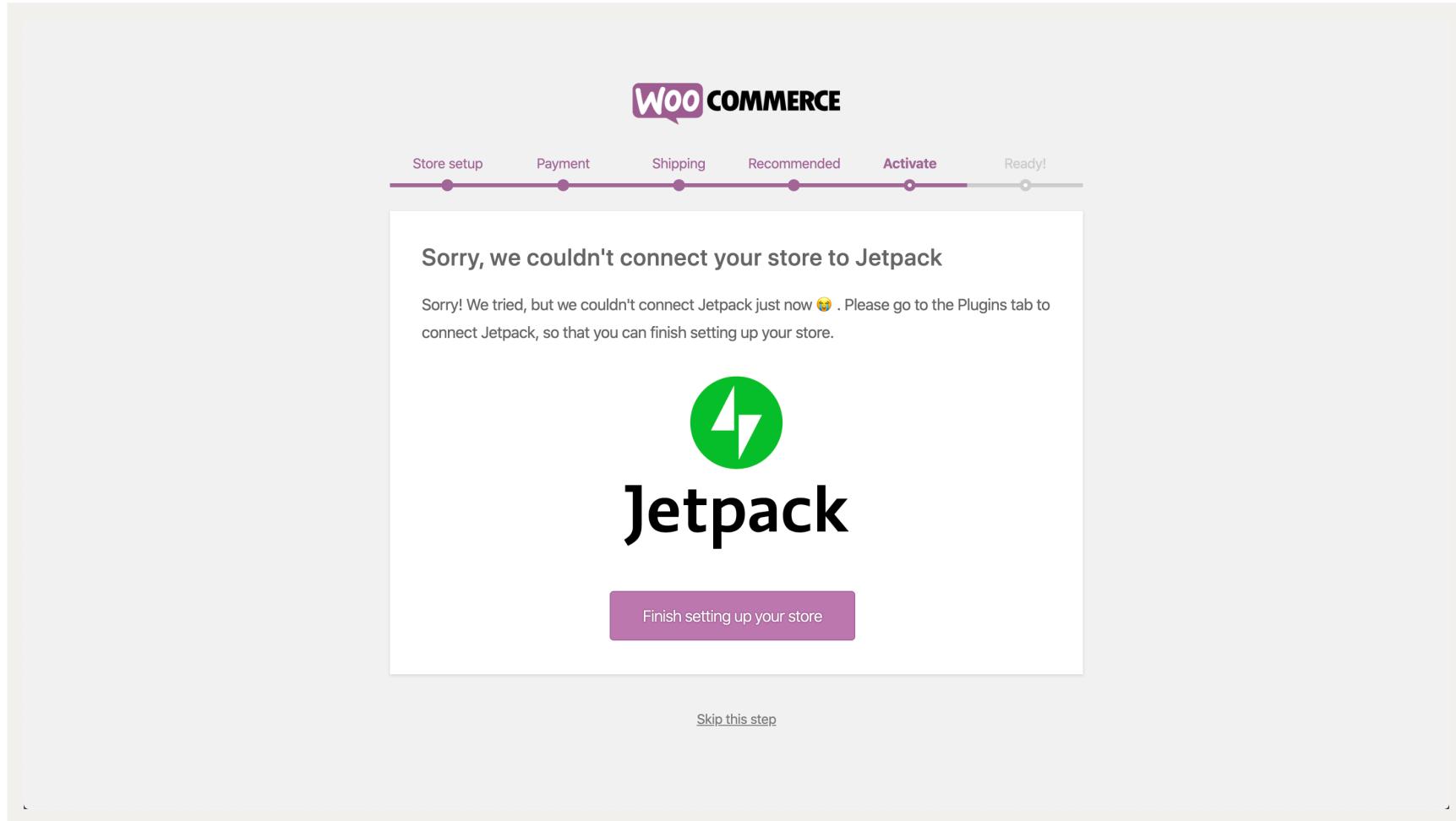
The following plugins will be installed and activated for you:

Jetpack



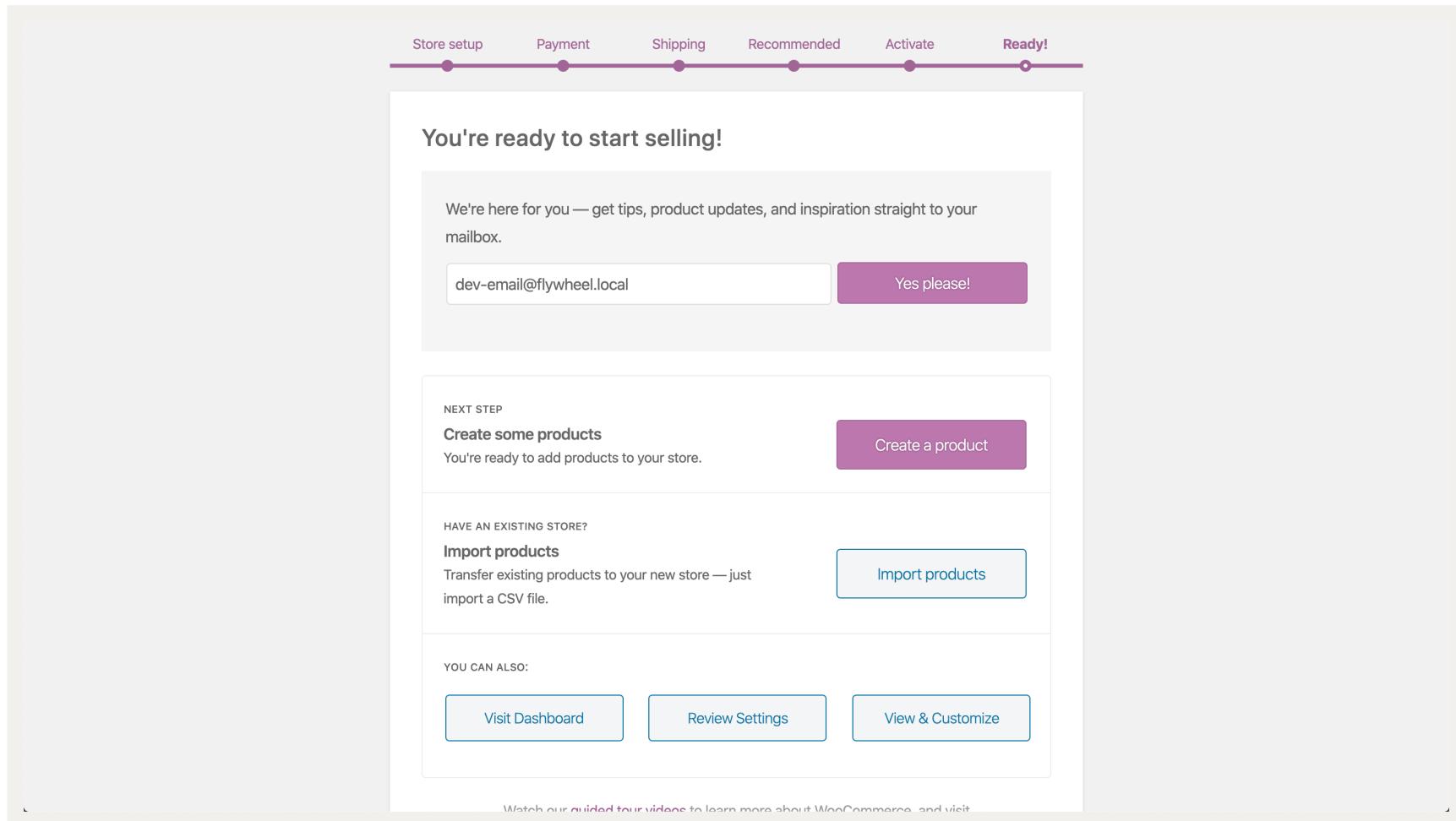
WooCommerce services en Jetpack plugins zullen geïnstalleerd worden

Jetpack



Later configureren / dient voor automated taxes / werkt niet via Local

Klaar om producten in te voeren



Klaar! Of toch nog niet helemaal :-)

Eerst nog PayPal en Stripe deactiveren

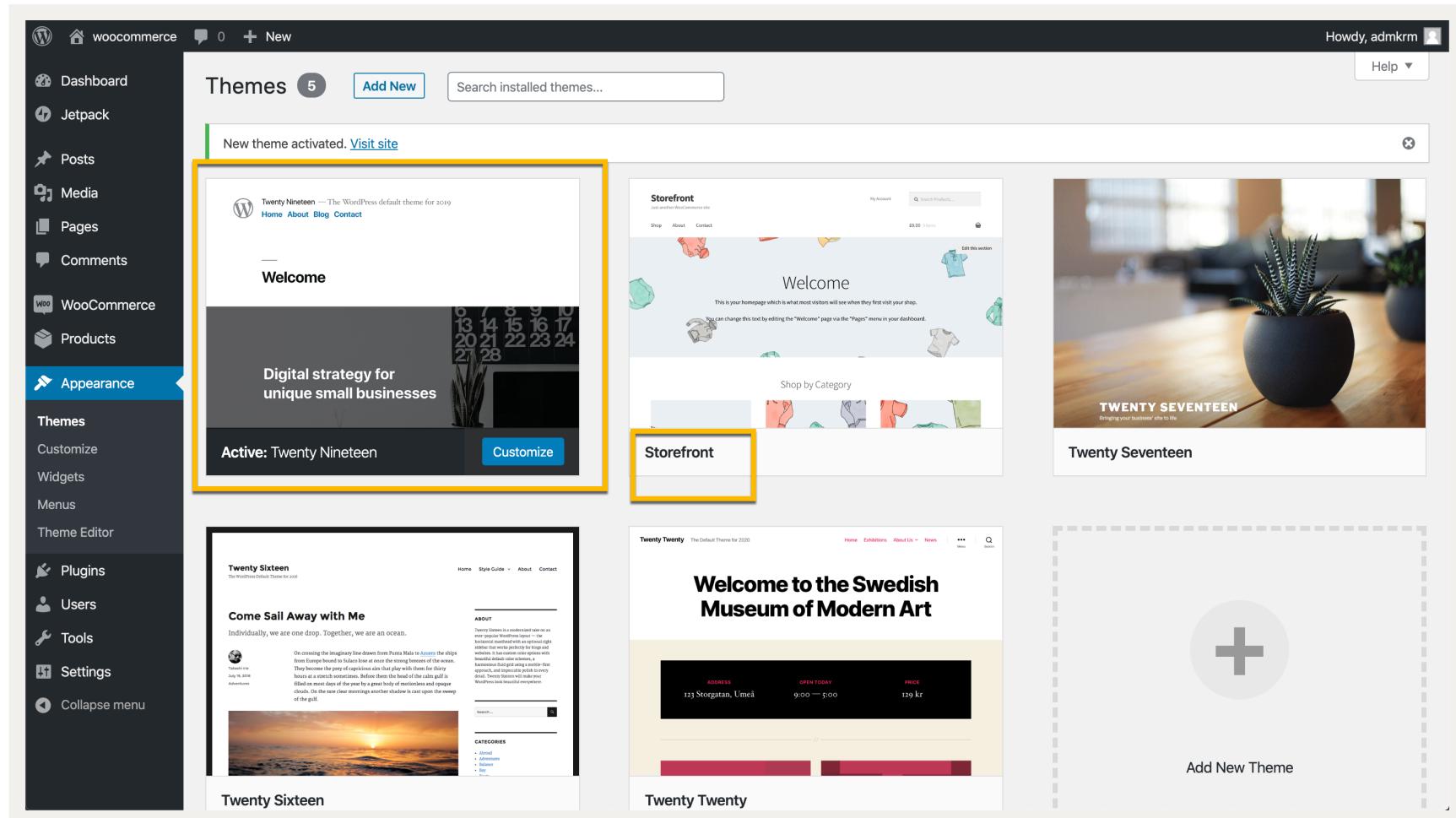
The screenshot shows the WordPress admin dashboard under the 'woocommerce' theme. The left sidebar is dark with white text, showing links like Dashboard, Jetpack, Posts, Media, Pages, Comments, WooCommerce, Products, Appearance, Plugins, Installed Plugins, Users, Tools, Settings, and Collapse menu. The 'Plugins' link is highlighted with a blue bar. The main content area has a light background. At the top, there's a message box with 'Plugin deactivated.' and a close button. Below it, a search bar says 'Search installed plugins...' and shows '5 items'. A table lists five plugins: 'Jetpack by WordPress.com', 'WooCommerce', 'WooCommerce PayPal Checkout Gateway', 'WooCommerce Services', and 'WooCommerce Stripe Gateway'. The last two rows are highlighted with yellow boxes. Each row has a checkbox, a 'Description' column, and a 'Bulk Actions' dropdown with 'Apply' and 'Bulk Actions' buttons at the bottom.

| Plugin | Description |
|-------------------------------------|--|
| Jetpack by WordPress.com | Bring the power of the WordPress.com cloud to your self-hosted WordPress. Jetpack enables you to connect your blog to a WordPress.com account to use the powerful features normally only available to WordPress.com users. Version 7.9.1 By Automattic View details |
| WooCommerce | An eCommerce toolkit that helps you sell anything. Beautifully. Version 3.8.0 By Automattic View details Docs API docs Premium support |
| WooCommerce PayPal Checkout Gateway | A payment gateway for PayPal Checkout (https://www.paypal.com/us/webapps/mpp/paypal-checkout). Version 1.6.17 By WooCommerce View details |
| WooCommerce Services | Hosted services for WooCommerce: automated tax calculation, shipping label printing, and smoother payment setup. Version 1.22.1 By Automattic View details |
| WooCommerce Stripe Gateway | Take credit card payments on your store using Stripe. Version 4.3.1 By WooCommerce View details |
| Plugin | Description |

At the bottom, there's a message 'Thank you for creating with WordPress.' and a note 'Version 5.3'.

Ga via andere tab naar de back-end en deactiveer deze plugins

Bovendien: 2019 thema terug activeren



Via 'appearance' standaardthema terug verkiezen boven Storefront thema

WooCommerce Admin plugin

The screenshot shows the 'Plugins' section of the WordPress dashboard under the 'woocommerce' theme. A yellow box highlights the 'Install WooCommerce Admin' button, which is part of a promotional message about a faster JavaScript-powered interface.

Connect Jetpack to activate WooCommerce Services
WooCommerce Services is almost ready to go! Once you connect Jetpack you'll have access to automated tax calculation.
By clicking "Connect", you agree to the [Terms of Service](#) and to [share certain data and settings](#) with WordPress.com and/or third parties.
Connect

Your store does not appear to be using a secure connection. We highly recommend serving your entire website over an HTTPS connection to help keep customer data secure. [Learn more here.](#) ✖ Dismiss

Test drive the future of WooCommerce. A quicker, javascript powered interface with exciting new features and reports.
Install WooCommerce Admin ✖ Dismiss

All (5) | Active (3) | Inactive (2) | Recently Active (2) Search installed plugins... 5 items

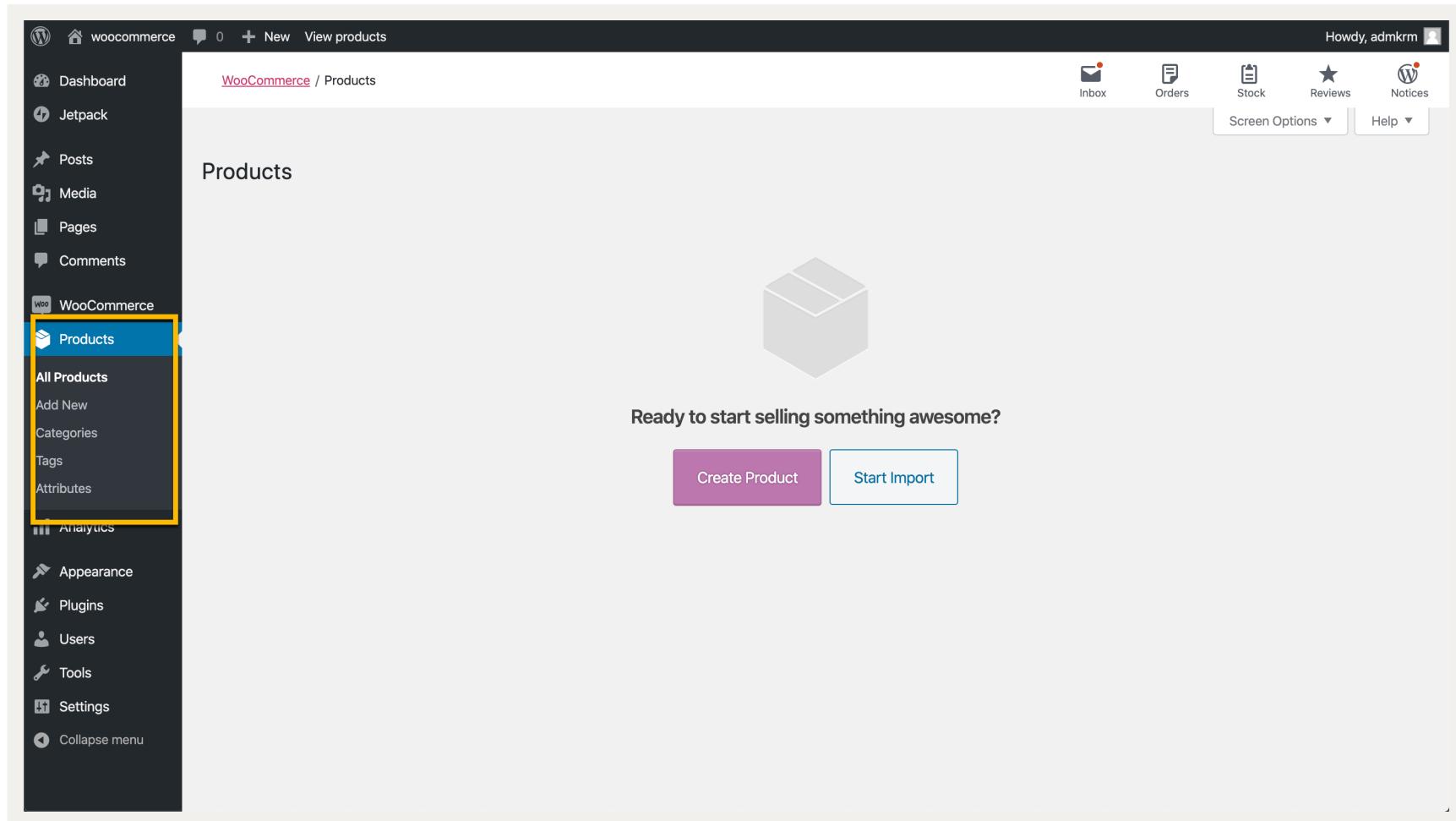
Bulk Actions Apply

| <input type="checkbox"/> Plugin | Description |
|--|---|
| <input type="checkbox"/> Jetpack by WordPress.com Jetpack Deactivate | Bring the power of the WordPress.com cloud to your self-hosted WordPress. Jetpack enables you to connect your blog to a WordPress.com account to use the powerful features normally only available to WordPress.com users. Version 7.9.1 By Automatic View details |
| <input type="checkbox"/> WooCommerce Settings Deactivate | An eCommerce toolkit that helps you sell anything. Beautifully. Version 3.8.0 By Automatic View details Docs API docs Premium support |
| <input type="checkbox"/> WooCommerce PayPal Checkout Gateway Activate Delete | A payment gateway for PayPal Checkout (https://www.paypal.com/us/webapps/mpp/paypal-checkout). Version 1.6.17 By WooCommerce View details |

Indien nog niet geïnstalleerd mag je deze plugin ook installeren

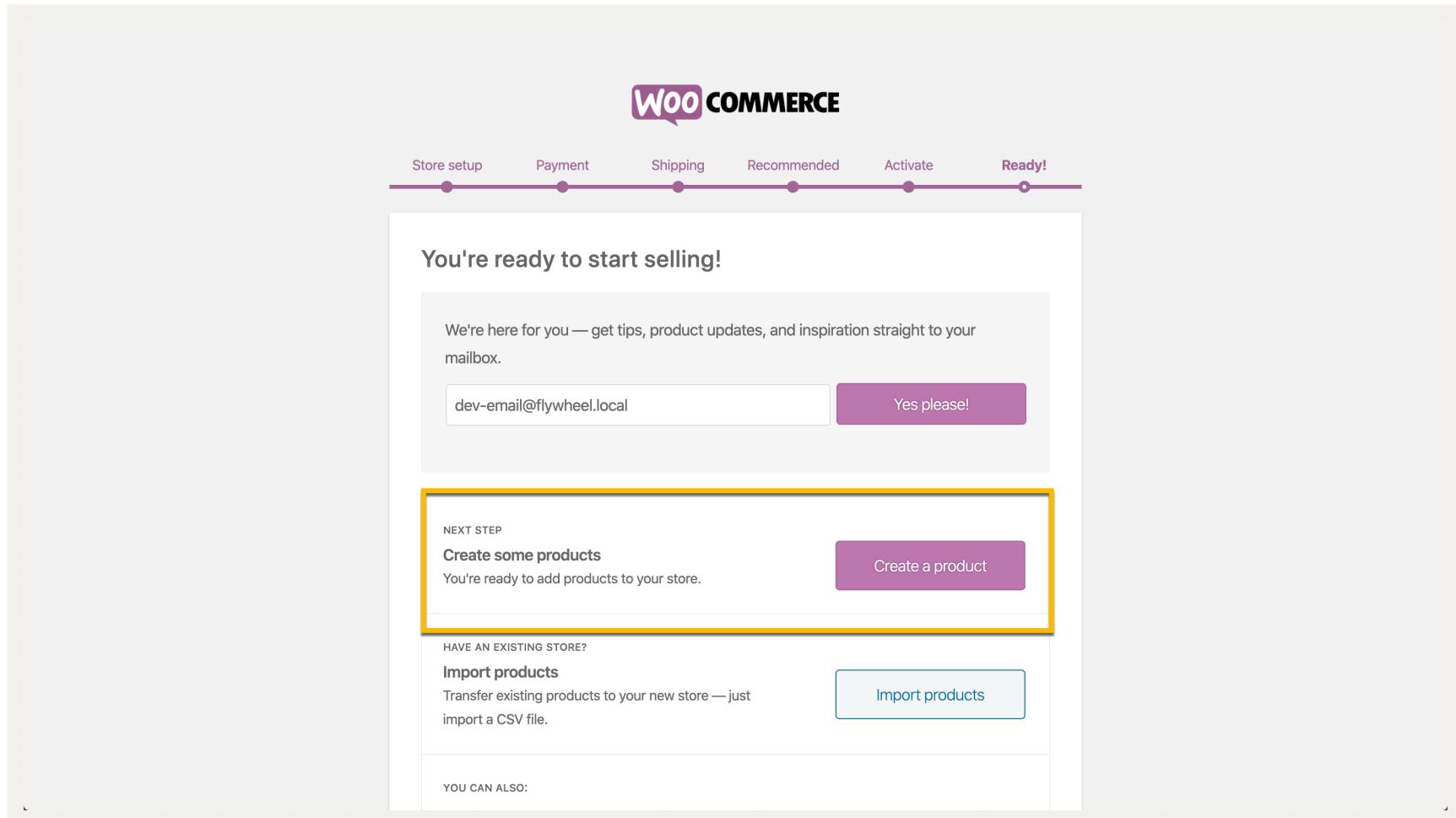
Producten toevoegen

Producten toevoegen



Via backend...

Producten toevoegen



...of via de wizard

Nieuw product

The screenshot shows the WooCommerce 'Add New' product page. The left sidebar has 'Products' selected. The main area shows a 'Product name' field with a tooltip: 'Give your new product a name here. This is a required field and will be what your customers will see in your store.' Below it are 'Visual' and 'Text' tabs, a rich text editor toolbar, and 'Dismiss' and 'Next' buttons. At the bottom are 'Word count: 0' and 'Product data' dropdowns for 'Simple product', 'Virtual', and 'Downloadable'. The right sidebar includes sections for 'Publish' (Save Draft, Preview, Status: Draft, Visibility: Public, Publish immediately), 'Product categories' (All categories, Most Used, Uncategorized, Add new category), and 'Product tags' (Add, Separate tags with commas).

Voeg zelf een product toe

Nieuw product

The screenshot shows the WooCommerce 'Add New' product page. The left sidebar has a dark theme with white text and icons. The 'Products' icon is highlighted in blue, indicating the current section. Other options include 'Dashboard', 'Jetpack', 'Posts', 'Media', 'Pages', 'Comments', 'WooCommerce' (with sub-options like 'All Products', 'Add New', 'Categories', 'Tags', 'Attributes'), 'Analytics', 'Appearance', 'Plugins', 'Users', 'Tools', 'Settings', and a 'Collapse menu' button.

The main content area is titled 'Add new product' and contains the product title 'JEANS - Sneakers laag'. Below the title is a permalink field showing the URL <http://woocommerce.local/product/jeans-sneakers-laag/>. A 'Save Draft' button is visible in the top right of this field. The text editor toolbar includes 'Visual' and 'Text' tabs, along with standard rich text controls (bold, italic, etc.).

The product description section contains the following text:

MATERIAAL & WASVOORSCHRIFT

Materiaal buitenlaag: Leer en imitatieleer

Voering: Imitatieleer/ textiel

Binnenzool: Textiel

Zool: Kunststof

Voeringdikte: Zeer licht gevoerd

Wasvoorschrift: Impregneer alvorens te dragen

On the right side, there are several metaboxes:

- Publish**: Status: Draft, Visibility: Public, Publish immediately, Catalog visibility: Shop and search results, Move to Trash, Publish button.
- Product categories**: All categories, Most Used, Uncategorized, + Add new category.
- Product tags**: Input field, Add button, Separate tags with commas.

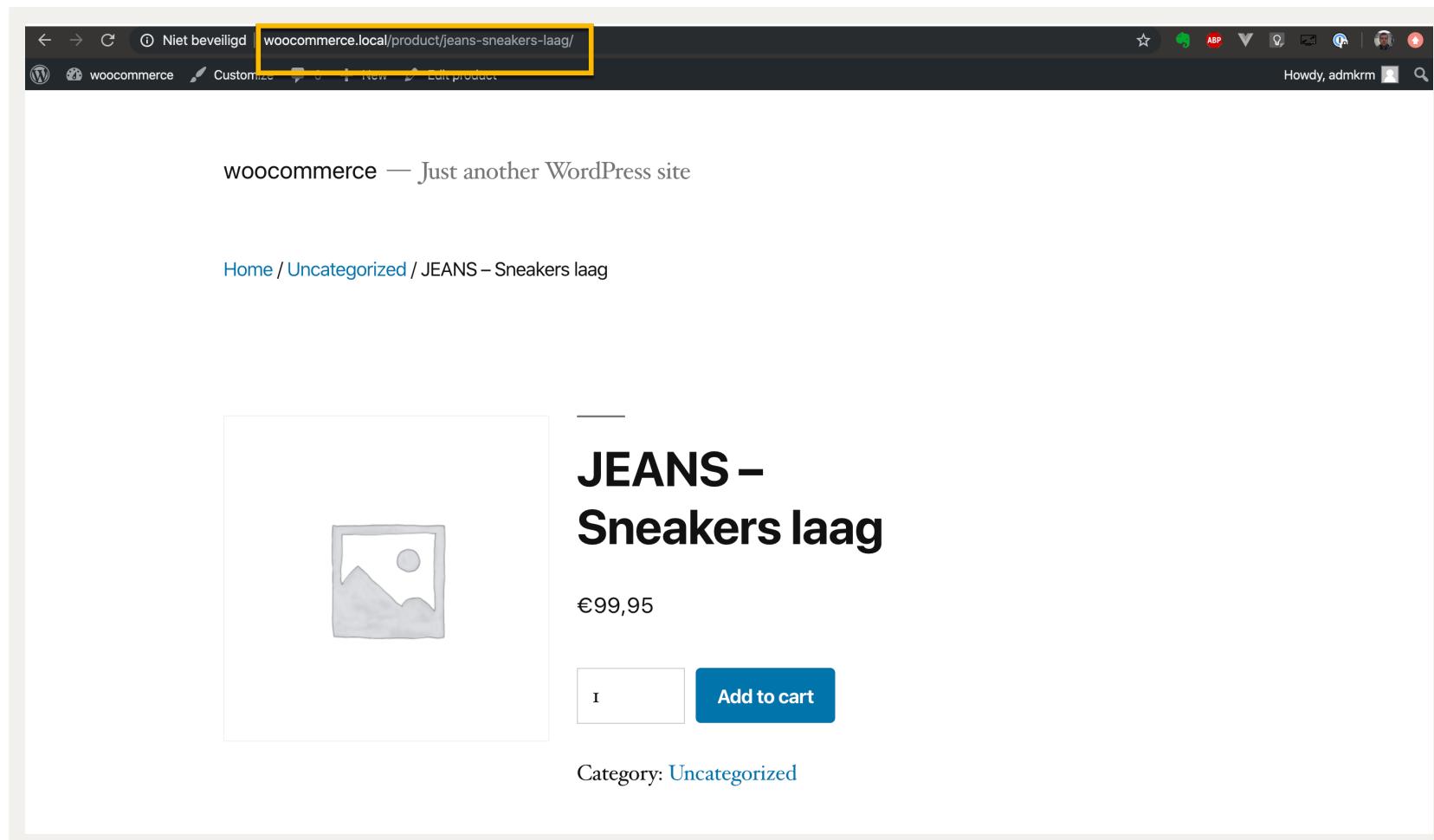
Kies een titel en beschrijving

Nieuw product

The screenshot shows the 'WooCommerce / Products / Add New' page. The left sidebar has a dark theme with the 'Products' option selected. The main area contains product details like 'Neus: Rond', 'Hakvorm: Vlak', and 'Sluiting: Veter'. The 'Product data' section is highlighted with a yellow box, showing 'Simple product' selected for type, '99,95' entered in the Regular price field, and '99,-' in the Sale price field. The right sidebar includes sections for 'Product categories', 'Product tags', 'Product image', and 'Product gallery', each with its own configuration fields. The top right corner shows the user 'Howdy, admkrm' and navigation links for Inbox, Orders, Stock, and Reviews. A large blue 'Publish' button is highlighted with a yellow box in the top right corner.

Kies 'Simple product', zet een prijs en klik daarna op 'Publish'

View product



Afbeeldingen toevoegen

Screenshot of the WooCommerce "Edit Product" page for a product named "JEANS - Sneakers laag".

The left sidebar shows the WordPress menu with "Products" selected. The main content area displays the product details and a rich text editor. The right sidebar contains publishing options like "Status: Published", "Visibility: Public", and a "Product image" section featuring a thumbnail of a white and green sneaker.

Product Information:

- Product Name: JEANS - Sneakers laag
- Permalink: <http://woocommerce.local/product/jeans-sneakers-laag/>

Content:

MATERIAAL & WASVOORSCHRIFT

Materiaal buitenlaag: Leer en imitatieleer

Voering: Imitatieleer/ textiel

Binnenzool: Textiel

Zool: Kunststof

Voeringdikte: Zeer licht gevoerd

Publishing Options (right sidebar):

- Status: Published [Edit](#)
- Visibility: Public [Edit](#)
- Published on: Nov 20, 2019 at 05:16 [Edit](#)
- Catalog visibility: Shop and search results [Edit](#)
- [Copy to a new draft](#)
- [Move to Trash](#)
- [Update](#)

Product image:



Voeg zelf een afbeelding toe

Afbeeldingen toevoegen

- Maak ze mooi, let op achtergrond (wit bvb)
- Zorg voor eenduidigheid
- Let op de bestandsnamen: beschrijf het product, geen spaties maar '-'
- Heel belangrijk voor SEO
- Zorg dat ALT-text, title, caption en description ook telkens ingevuld zijn

Product gallery

- Maak zelf een product gallery aan
- Meerdere afbeeldingen mogelijk
- Je kan de afbeeldingen van volgorde veranderen
- Tip: plugin smart image resize plugin voor WooCommerce
- Hoogkwalitatieve afbeeldingen zijn essentieel onderdeel voor e-commerce

Werken met product data

- 'Sale' price
- Je kan een schedule of timing kiezen voor de 'Sale'
- Inventory / SKU / Voorraad
- Shipping / afmetingen / gewicht
- Linked products / cross-selling (bijpassende items) / up-selling (duurdere producten)
- 'You may also like', 'You may also be interested in'
- Advanced / Purchase note / Menu order / Enable reviews

Categorieën en tags

- Onze producten worden er beter vindbaar door
- Zelfs bij kleine winkel < 20 items toch nuttig (SEO)
- > 20 essentieel
- 'Product categories' > Add new category
- Elk product: 1 categorie
- Elk product: meerdere tags
- Categories: must have, tags: can have, maar zeker indien grotere store
- Tags: gebruik niet dezelfde woorden als voor categorieën (voor gebruikers en SEO)

Productvariaties aanmaken

- Product data: 'Variable product'
- Variations tab wordt zichtbaar
- Attributes: bvb kleur, selecteer 'used for variations'
- Groen | Geel | Blauw | Oranje
- | = shift + option + |

Productvariaties aanmaken

- Bij variations kan je elke variatie beschrijven
- 1-dimensionele variatie, er zijn meerdere mogelijk
- Verschillende prijs, afbeeldingen, enz => probeer het zelf uit
- Zorg voor een standaardafbeelding
- Bekijk het in de front-end

Global attributes

- Bruikbaar bij verschillende producten
- Product > Attributes
- Bvb 'Size'
- Daarna: 'Configure terms'
- Bvb 'small', 'medium', 'large', 'extra large'

Global attributes

- Daarna terug naar je product > attributes
- Hier kan je size toevoegen
- 'Used for variations' aanvinken
- Bij values kan je de verschillende maten toevoegen
- Als je daarna kijkt bij variations, dan zie je dat voor elke variatie ook maten beschikbaar zijn

Digital products

- PDF boek, training videos, ...
- 'Virtual' markeren
- Beteekt: niet verzenden, dus shipping tab verdwijnt
- 'Downloadable' markeren, extra eigenschappen hiervoor verschijnen

Korte beschrijving toevoegen

- Bovenaan bij het product zichtbaar op productpagina, dus belangrijk
- Bij editpagina product, onderaan de pagina > 'Product short description'
- Hou het beknopt
- Denk er goed over na, zeer belangrijk, leidt vaak tot verkoop

Producten groeperen en 'project bundles'

- Product data > 'Grouped product'
- Heeft zelf geen prijs, wordt een container voor andere producten
- Bij 'Linked products' tab kan je dan de producten selecteren die in deze groep gaan zitten
- Er bestaat ook een premium plugin: 'Product bundles'

Subscription products

- Voor producten die bvb maandelijks naar de klant gestuurd worden
- Gaan we niet zelf doen
- WooCommerce heeft hiervoor een Hoogkwalitatieve oplossing
- Premium plugin: WooCommerce subscriptions (199usd voor een enkele site)

Producten importeren

- Er zijn dummy producten ingebouwd in WooCommerce
- Je kan eventueel ook via Storefront te installeren, via optie 'install dummy products'
- Admin > Tools > Import
- 'WooCommerce Products (CSV)' > Run Importer
 - WooCommerce plugin downloaden > Openen > Sample data
- Run the importer
- Beter om eigen producten aan te maken

Je thema aanpassen

WooCommerce thema's

- Er zijn 100-en thema's geschikt voor WooCommerce
- Wij hebben Storefront al geïnstalleerd
- Gemaakt door WooCommerce zelf
- Je mag storefront thema activeren
- Check 'Apply the Storefront homepage template' > Let's go

Je Storefront homepage

The screenshot shows a WooCommerce homepage with a light gray background. At the top, there's a dark navigation bar with the WordPress and WooCommerce logos, followed by links for 'Customize', '0 New', 'Edit Page', and a user profile 'Howdy, admkrm'. On the right side of the header is a search bar with the placeholder 'Search products...'. Below the header, the 'woocommerce' logo and the text 'Just another WordPress site' are displayed. A horizontal menu bar includes 'Home', 'Blog', 'Cart', 'Checkout', 'My account', 'Sample Page', and 'Shop'. To the right of the menu is a shopping cart icon showing '€0,00 0 items'. The main content area features a large 'Welcome' heading in the center, surrounded by several small product images of clothing items like shirts and pants. Below this section is a white rectangular box containing the text 'Shop by Category'. The bottom of the page has a light gray footer bar.

woocommerce
Just another WordPress site

Home Blog Cart Checkout My account Sample Page Shop €0,00 0 items

Welcome

This is your homepage which is what most visitors will see when they first visit your shop.
You can change this text by editing the "Welcome" page via the "Pages" menu in your dashboard.

Shop by Category

Doe je via...

x Published

Customizing Header

Header background image

Click "Add new image" to upload an image file from your computer. Your theme works best with an image with a header size of 1950 x 500 pixels — you'll be able to crop your image once you upload it for a perfect fit.

Current header

No image set

Add new image

Background color

Select Color

Text color

Select Color

Link color

Select Color

Hide Controls

woocommerce
Just another WordPress site

Home Cart Checkout My account Sample Page Shop €0,00 0 items

Welcome

This is your homepage which is what most visitors will see when they first visit your shop.

You can change this text by editing the "Welcome" page via the "Pages" menu in your dashboard.

Shop by Category

De customizer

Thema aanpassen

- We gaan de WordPress customizer gebruiken
- Hier kunnen we de nodige wijzigingen maken
- Logo kiezen (eigen oefening)
- Header en footer personaliseren
- Ga naar een productpagina en ga daar ook personaliseren
- Pas buttons aan (Storefront thema laat dat toe)
- Indien je thema het niet toelaat (plugin: WooCommerce Colors)

Thema aanpassen: 'Welcome page'

- Personaliseer ook de 'Welcome page'
- Experimenteer met de Block editor
- Je kan verschillende WooCommerce blokken toevoegen
 - Bvb featured block, on sale block
- Vrije tip: kijk eens hoe Elementor zich hiervoor laat gebruiken
- Maak een mooie homepage voor je winkel => superbelangrijk

Thema aanpassen: 'De shop page'

- Personaliseer ook de 'Shop page' => even belangrijk als de Welkompagina
- Toont alle producten en categoriën in onze webwinkel
- Default pagina, automatisch aangemaakt
- Customizer => WooCommerce => Product catalog
- Je kan kiezen tussen "toon producten" en "toon categorieën", of beiden
- Hoeveel producten per rij je wil, enz
- Indien je niet werkt met Storefront: plugin WooCommerce Product Archive Customizer

De shop page via de Customizer

Customizing > WooCommerce

Product Catalog

Shop page display

Choose what to display on the main shop page.

Show categories & products

Category display

Choose what to display on product category pages.

Show products

Default product sorting

How should products be sorted in the catalog by default?

Default sorting (custom ordering + name)

Products per row

How many products should be shown per row?

3

Rows per page

How many rows of products should be shown per page?

4

Hide Controls

Public

Uncategorized (1)

JEANS - Sneakers laag

€99,95

Search products...

Home Blog Cart Checkout My account Sample Page Shop €0,00 0 items

Home > Shop

Shop

Default sorting Showing all 1 result

Search ...

Recent Posts

Hello world!

Recent Comments

A WordPress Commenter on Hello world!

Archives

Thema aanpassen: de sidebar

- Via Customizer -> Widgets
- Selecteer Sidebar en verwijder alle widgets
- WooCommerce zal nu automatisch alle ruimte gaan innemen
- Maar er zijn ook specifieke en zeer nuttige WooCommerce widgets die kunnen worden toegevoegd
- Je zou kunnen 'product search' toevoegen
- Je zou kunnen 'product categories' toevoegen
- Je zou kunnen 'filtering by price' toevoegen
- Je zou kunnen 'filtering by attribute' toevoegen

De sidebar aanpassen via Customizer -> Widgets

The screenshot shows the WordPress Customizer interface on the left and a WooCommerce shop page on the right. The Customizer sidebar is titled 'You are customizing Widgets' and lists several widget areas: 'Sidebar' (selected), 'Below Header', 'Footer Column 1', 'Footer Column 2', 'Footer Column 3', and 'Footer Column 4'. A yellow box highlights the 'Sidebar' area. The main content area shows a shop page with a search bar, navigation menu, breadcrumb trail ('Home > Shop'), and a product listing for 'JEANS - Sneakers laag'.

Customizer Sidebar:

- You are customizing Widgets
- Sidebar
- Below Header
- Footer Column 1
- Footer Column 2
- Footer Column 3
- Footer Column 4

Shop Page Content:

woocommerce
Just another WordPress site

Home Blog Cart Checkout My account Sample Page Shop €0,00 0 items

Home > Shop

Shop

Default sorting Showing all 1 result

Uncategorized (1)

JEANS - Sneakers laag €99,95

Search products... Search ...

Recent Posts: Hello world!

Recent Comments: A WordPress Commenter on Hello world!

Archives

Specifieke WooCommerce Widgets

The screenshot shows the WordPress Customizer interface for a sidebar. A search bar at the top has "woocommerce" typed into it. Below the search bar is a button labeled "Add a Widget". A yellow box highlights both the search bar and the "Add a Widget" button.

The sidebar area contains the following list of WooCommerce widgets:

- Active Product Filters
- Cart
- Filter Products by Attribute
- Filter Products by Price
- Filter Products by Rating
- Product Categories
- Products
- Products by Rating
- Product Search
- Product Tag Cloud

At the bottom left of the sidebar, there are "Hide Controls" and three small icons: a monitor, a square, and a rectangle.

To the right, a dark gray preview window shows a WooCommerce shop page. The header says "woocommerce" and "Just another WordPress site". The navigation menu includes Home, Blog, Cart, Checkout, My account, Sample Page, and Shop. Below the menu, the breadcrumb navigation shows "Home : Shop". The main content area displays a single product: a white and green Adidas sneaker with the word "JEANS" on the side. The product is shown from two angles: a front view and a back view. At the top of the content area, there is a sorting dropdown set to "Default sorting" and a message "Showing all 1 result".

Zelf widgets toevoegen

The screenshot illustrates the process of adding custom widgets to a WooCommerce website. On the left, the 'Customizing > Widgets' sidebar shows a list of available widgets: 'Product Search', 'Product Categories: Categories', 'Filter Products by Price', and a 'Title' input field containing 'Filter by price'. A yellow box highlights this sidebar area. On the right, the main 'Shop' page displays a single product: 'JEANS - Sneakers laag' priced at €99,95. The sidebar on the right side of the shop page also contains a 'Search products...' field, a 'Categories' section listing 'Uncategorized', and a 'Filter by price' slider set between €90 and €100. A second yellow box highlights this sidebar area.

Thema aanpassen: de product pagina

- Via Customizer
- Sticky Add-to-cart
- Social Media plugin: Storefront Product Sharing

Sticky Add-To-Cart

The screenshot shows a WooCommerce product page for "JEANS - Sneakers laag" priced at €99,95. A yellow box highlights the top navigation bar, which includes the product title, price, and an "Add to cart" button. To the left, a sidebar titled "Customizing Product Page" contains two checked options: "Sticky Add-To-Cart" and "Product Pagination". The "Sticky Add-To-Cart" option is described as a small content bar at the top of the browser window that includes relevant product information and an add-to-cart button, which slides into view once the standard add-to-cart button has scrolled out of view. The "Product Pagination" option is described as displaying next and previous links on product pages, with a product thumbnail and title revealed on hover.

Customizing Product Page

Sticky Add-To-Cart
A small content bar at the top of the browser window which includes relevant product information and an add-to-cart button. It slides into view once the standard add-to-cart button has scrolled out of view.

Product Pagination
Displays next and previous links on product pages. A product thumbnail is displayed with the title revealed on hover.

You're viewing: JEANS – Sneakers laag
€99,95

Add to cart

Voeringdikte: Zeer licht gevoerd
Wasvoorschrift: Impregneer alvorens te dragen
ALLES OVER DIT PRODUCT
Neus: Rond
Hakvorm: Vlak
Sluiting: Veter
Artikelnummer: AD115004R-A11

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[Built with Storefront & WooCommerce.](#)

Hide Controls

Storefront Product Sharing plugin

Howdy, admkrm  

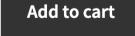
Home Blog Cart Checkout My account Sample Page Shop €0,00 0 items 

 [Home](#) > [Uncategorized](#) > JEANS – Sneakers laag



JEANS – Sneakers laag

€99,95

1 

Category: [Uncategorized](#)

[Edit](#)



Share on Twitter



Share on Facebook



Pin this product



Share via Email

Cart en Checkout pagina

- Sidebar mag hier weg
- Klik op 'edit page'
- Page attributes -> Template -> Full width

Cart pagina

The screenshot shows a WooCommerce cart page. At the top, there's a navigation bar with links for Home, Blog, Cart (which is highlighted with a yellow box), Checkout, My account, Sample Page, and Shop. To the right of the navigation, it shows a total of €99,95 for 1 item. A search bar is also present. Below the navigation, the breadcrumb trail indicates the user is at Home > Cart.

Cart

| Product | Price | Quantity | Subtotal | Categories |
|---|--------|----------|----------|---------------|
|  JEANS - Sneakers laag | €99,95 | 1 | €99,95 | Uncategorized |

Below the table, there are buttons for 'Coupon code' and 'Apply coupon', and a 'Update cart' button. At the bottom, a 'Cart totals' section shows a 'Subtotal' of €99,95.

Responsive?

- Met Storefront is dat voor jou voorzien
- Check toch maar eens hoe alles eruit ziet op smartphone en tablet
- De combinatie van WordPress + WooCommerce + Storefront = magisch
- Heb je product te verkopen, dan kan je hiervoor een prachtige, hyperprofessionele site bouwen in een handomdraai

Oefening

Maak een eigen webwinkel

- In Local, gebruik makende van de Plugin WooCommerce
- Volg alle richtlijnen in de slides
- Gebruik de bovenstaande richtlijnen
- Je winkel heeft minstens 12 producten
- 3 van die producten zijn zijn verkrijgbaar in verschillende kleuren (of een andere variant)
- Gebruik ook Storefront
- Bijzonder aandacht voor shop page, welcome page en product page!
- Nog geen deadline :-)

WMP3 - WP - WooCommerce