

CMS Woocommerce Pasarelas



INSTALACION DE WOOCOMMERCE

**Cómo crear una tienda online
paso a paso con WordPress
y WooCommerce**

Woo **COMMERCE**



Inicio

WooCommerce es un plugin libre y gratuito que se instala como cualquier otro plugin.....

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WooCommerce es la solución de comercio electrónico de código abierto más popular en el mundo.

Por Automattic

★★★★★ (3.791)

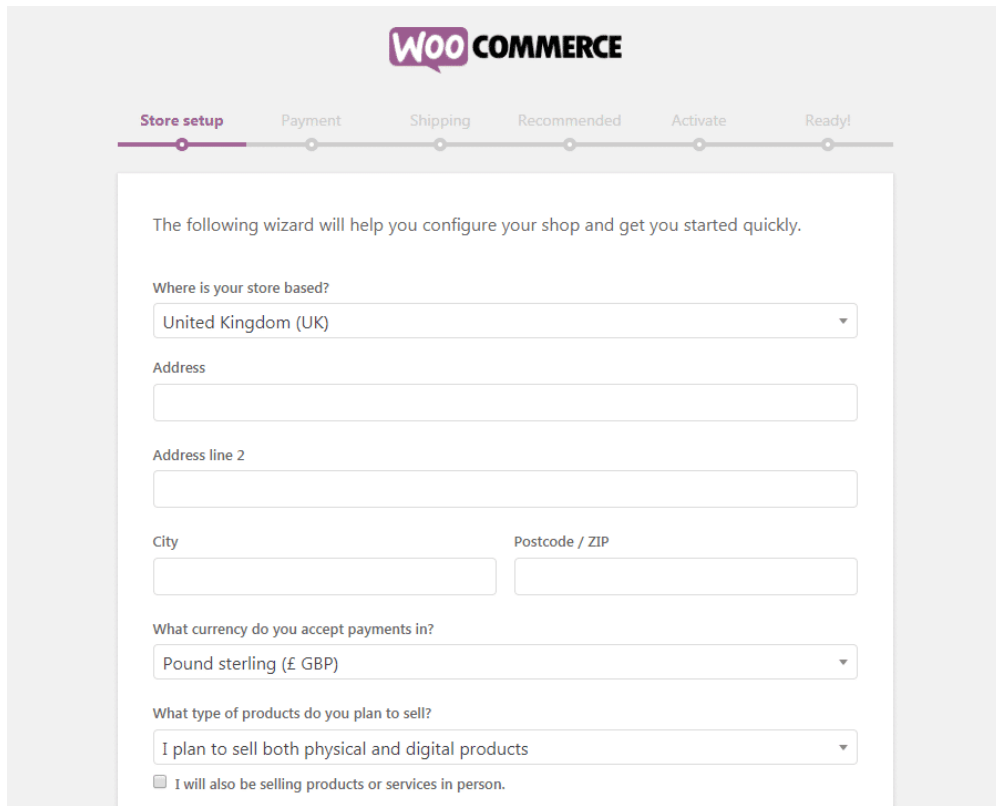
5+ millones instalaciones activas

Última actualización: hace 2 días

✓ **Compatible** con tu versión de WordPress

Después de instalar WooCommerce, se accede a un asistente de configuración.

Es opcional, pero recomendable
Para conocer algunos aspectos
importantes



The image shows the WooCommerce Store Setup Wizard interface. At the top, the 'WooCommerce' logo is displayed. Below it, a progress bar indicates the current step is 'Store setup', with other steps being 'Payment', 'Shipping', 'Recommended', 'Activate', and 'Ready!'. The main content area contains a message: 'The following wizard will help you configure your shop and get you started quickly.' Below this, there are several form fields: 'Where is your store based?' with a dropdown menu showing 'United Kingdom (UK)'; 'Address' with a text input field; 'Address line 2' with a text input field; 'City' and 'Postcode / ZIP' with separate text input fields; 'What currency do you accept payments in?' with a dropdown menu showing 'Pound sterling (£ GBP)'; and 'What type of products do you plan to sell?' with a dropdown menu showing 'I plan to sell both physical and digital products'. At the bottom, there is a checkbox labeled 'I will also be selling products or services in person.' which is currently unchecked.

WooCommerce

Store setup Payment Shipping Recommended Activate Ready!

The following wizard will help you configure your shop 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)

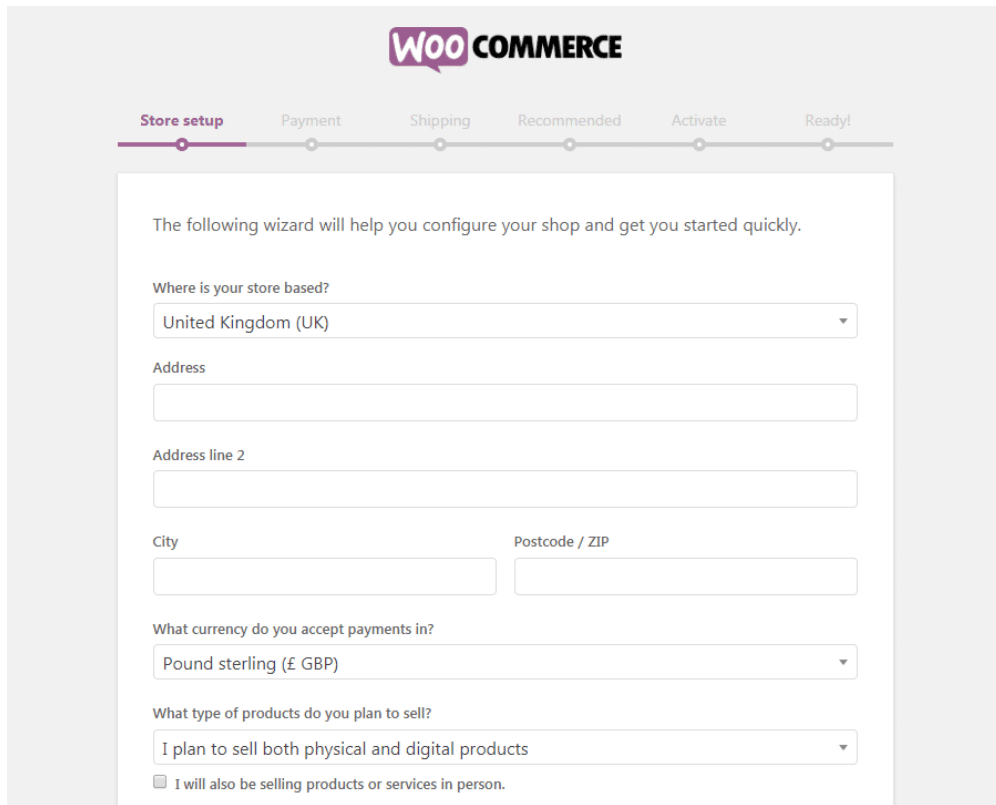
What type of products do you plan to sell?
I plan to sell both physical and digital products

☐ I will also be selling products or services in person.

Se le pedirá información básica sobre su tienda:

- Dirección,
- Moneda,
- Tipo de productos: digitales o físicos (o ambos).

Todo lo que establezca con el asistente puede cambiarse más tarde en su configuración de WooCommerce si es necesario



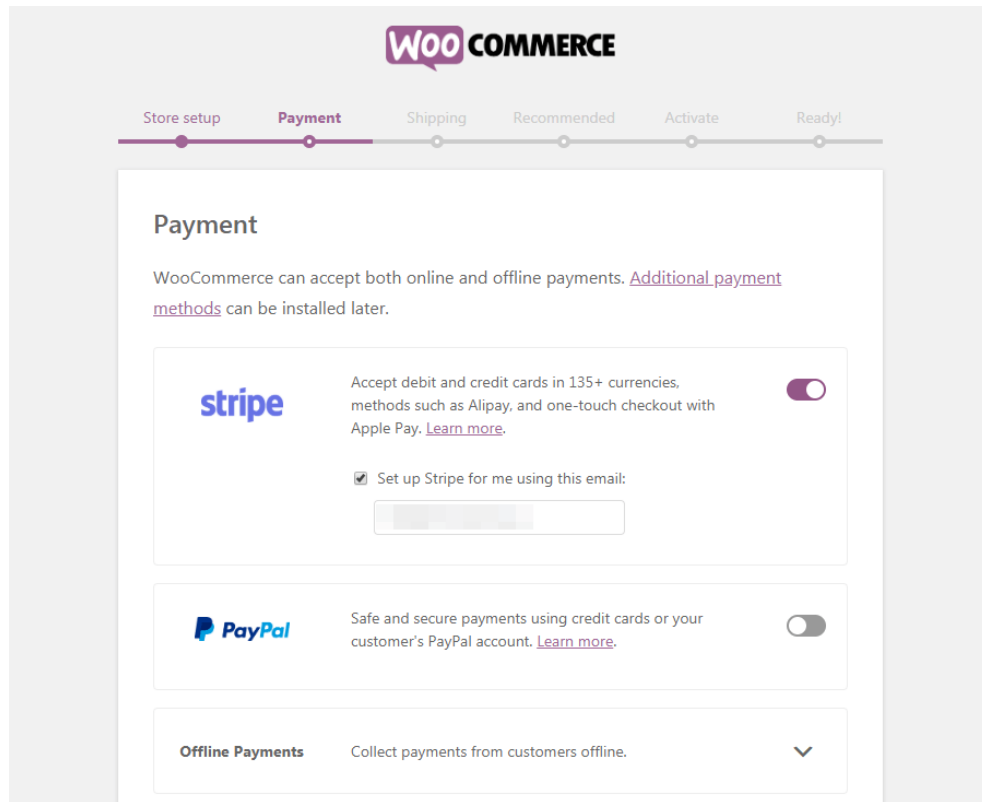
The screenshot shows the 'Store setup' step of the WooCommerce installation wizard. At the top, a progress bar indicates the sequence: Store setup (active), Payment, Shipping, Recommended, Activate, and Ready!. The main content area contains the following fields and options:

- Where is your store based?**: A dropdown menu with 'United Kingdom (UK)' selected.
- Address**: A text input field.
- Address line 2**: A text input field.
- City**: A text input field.
- Postcode / ZIP**: A text input field.
- What currency do you accept payments in?**: A dropdown menu with 'Pound sterling (£ GBP)' selected.
- What type of products do you plan to sell?**: A dropdown menu with 'I plan to sell both physical and digital products' selected.
- ☐ I will also be selling products or services in person.

Procesadores De Pagos

Elegir qué pagos habilitará
para su tienda en línea.

De forma predeterminada,
puede
utilizar Stripe y/o PayPal,
junto con pagos fuera de
línea, como cheques y
efectivo:



The screenshot shows the 'Payment' step in the WooCommerce setup wizard. At the top, a progress bar indicates the steps: Store setup, Payment (current), Shipping, Recommended, Activate, and Ready!. The 'Payment' section is titled 'Payment' and states: 'WooCommerce can accept both online and offline payments. [Additional payment methods](#) can be installed later.'

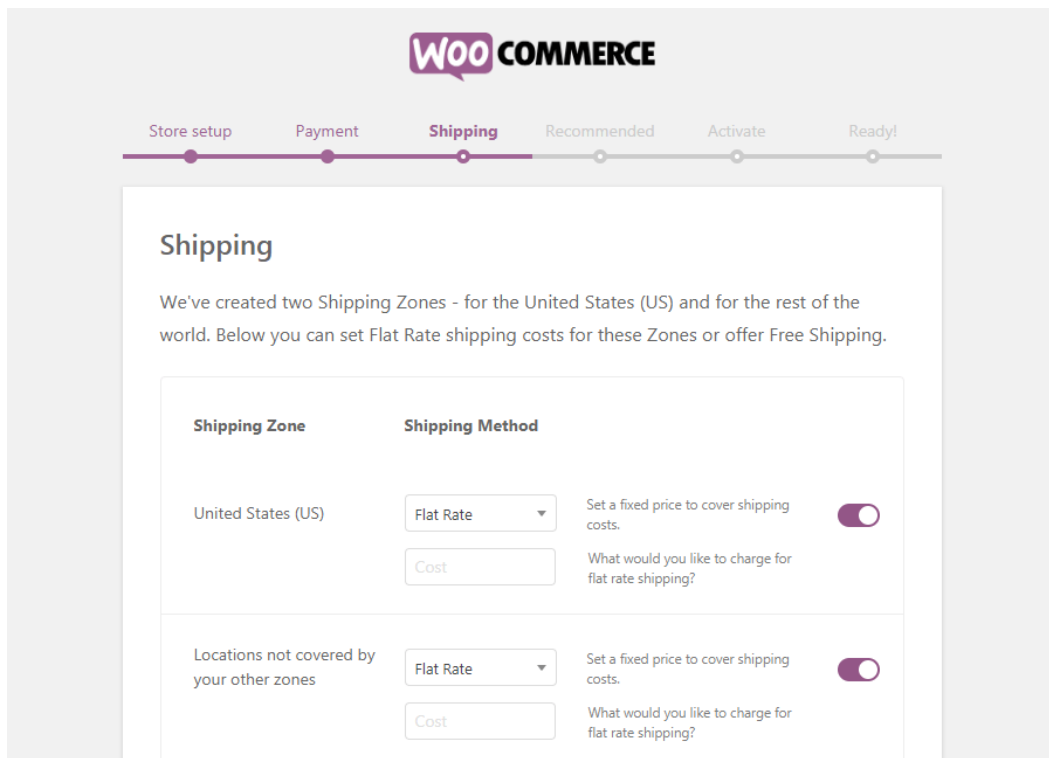
There are three payment method options:

- stripe**: Accept debit and credit cards in 135+ currencies, methods such as Alipay, and one-touch checkout with Apple Pay. [Learn more.](#) The toggle switch is turned on.
- PayPal**: Safe and secure payments using credit cards or your customer's PayPal account. [Learn more.](#) The toggle switch is turned off.
- Offline Payments**: Collect payments from customers offline. The toggle switch is turned off.

Configure Sus Opciones De Envío

Aquí puede decidir:

- cuánto se les cobrará a los clientes por el envío.
- establecer una tarifa para cada zona, etc
- también puede ofrecer envío gratuito.



The screenshot shows the WooCommerce Shipping configuration page. At the top, the 'WooCommerce' logo is visible. Below it is a progress bar with six steps: 'Store setup', 'Payment', 'Shipping' (which is the active step), 'Recommended', 'Activate', and 'Ready!'. The main heading is 'Shipping'. Below the heading, a text block states: 'We've created two Shipping Zones - for the United States (US) and for the rest of the world. Below you can set Flat Rate shipping costs for these Zones or offer Free Shipping.' The configuration is presented in a table-like structure with two rows, one for 'United States (US)' and one for 'Locations not covered by your other zones'. Each row has a 'Shipping Method' column with a dropdown menu set to 'Flat Rate' and a 'Cost' input field. To the right of each row, there are two text labels: 'Set a fixed price to cover shipping costs.' and 'What would you like to charge for flat rate shipping?'. Each of these labels has a toggle switch next to it, which is currently turned on (purple).

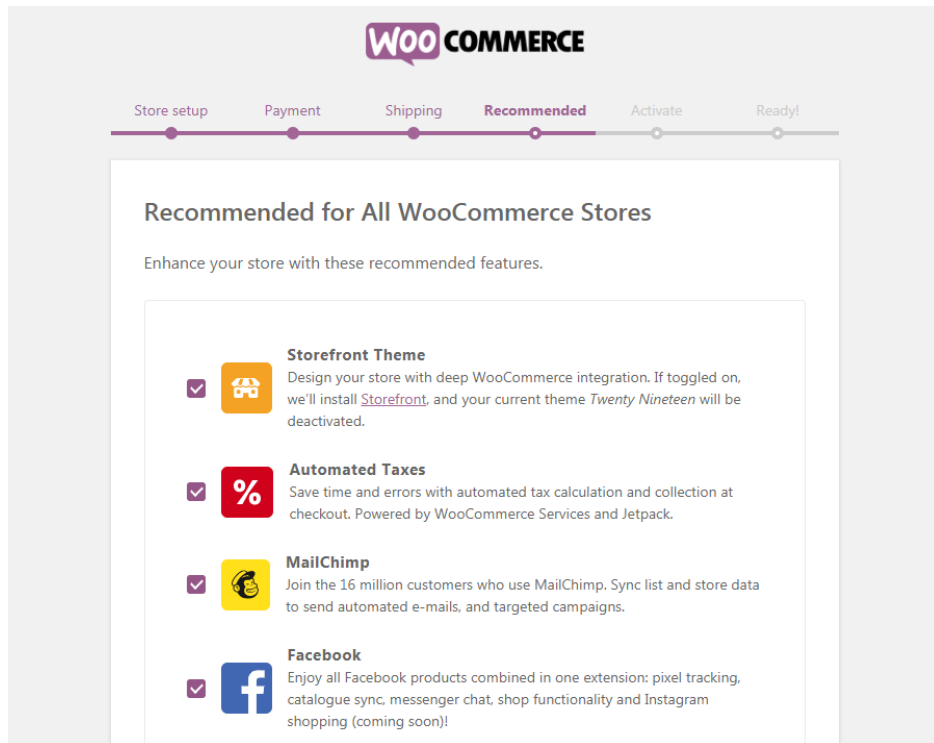
Shipping Zone	Shipping Method	Cost	Set a fixed price to cover shipping costs.	What would you like to charge for flat rate shipping?
United States (US)	Flat Rate	<input type="text"/>	<input checked="" type="checkbox"/>	<input type="text"/>
Locations not covered by your other zones	Flat Rate	<input type="text"/>	<input checked="" type="checkbox"/>	<input type="text"/>

Revisar Complementos Opcionales

En este punto, ha configurado todos los elementos básicos para su tienda WooCommerce en línea.

La siguiente página del asistente de configuración le ofrece algunos complementos opcionales:

Son herramientas útiles pero no son necesarias para ejecutar su tienda.



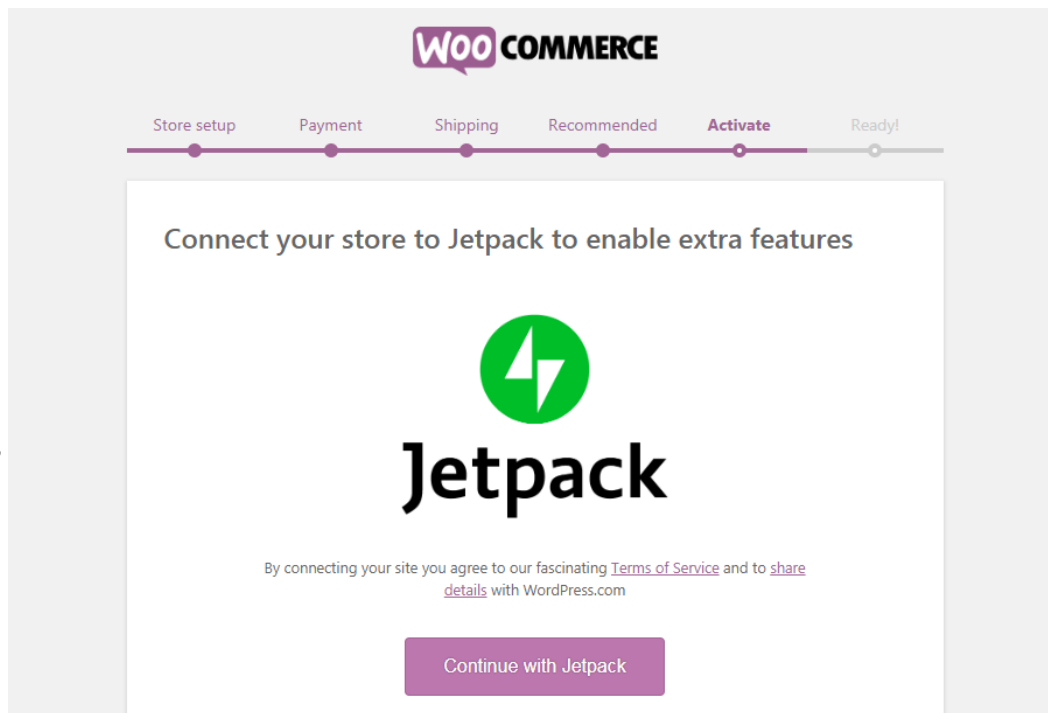
The screenshot shows the 'Recommended' step of the WooCommerce setup wizard. At the top, a progress bar indicates the sequence: Store setup, Payment, Shipping, Recommended (current step), Activate, and Ready! Below the progress bar, the heading 'Recommended for All WooCommerce Stores' is followed by the text 'Enhance your store with these recommended features.' A list of four recommended features is shown, each with a checkmark icon and a brief description:

- Storefront Theme**: Design your store with deep WooCommerce integration. If toggled on, we'll install [Storefront](#), and your current theme *Twenty Nineteen* will be deactivated.
- Automated Taxes**: Save time and errors with automated tax calculation and collection at checkout. Powered by WooCommerce Services and Jetpack.
- MailChimp**: Join the 16 million customers who use MailChimp. Sync list and store data to send automated e-mails, and targeted campaigns.
- Facebook**: Enjoy all Facebook products combined in one extension: pixel tracking, catalogue sync, messenger chat, shop functionality and Instagram shopping (coming soon)!

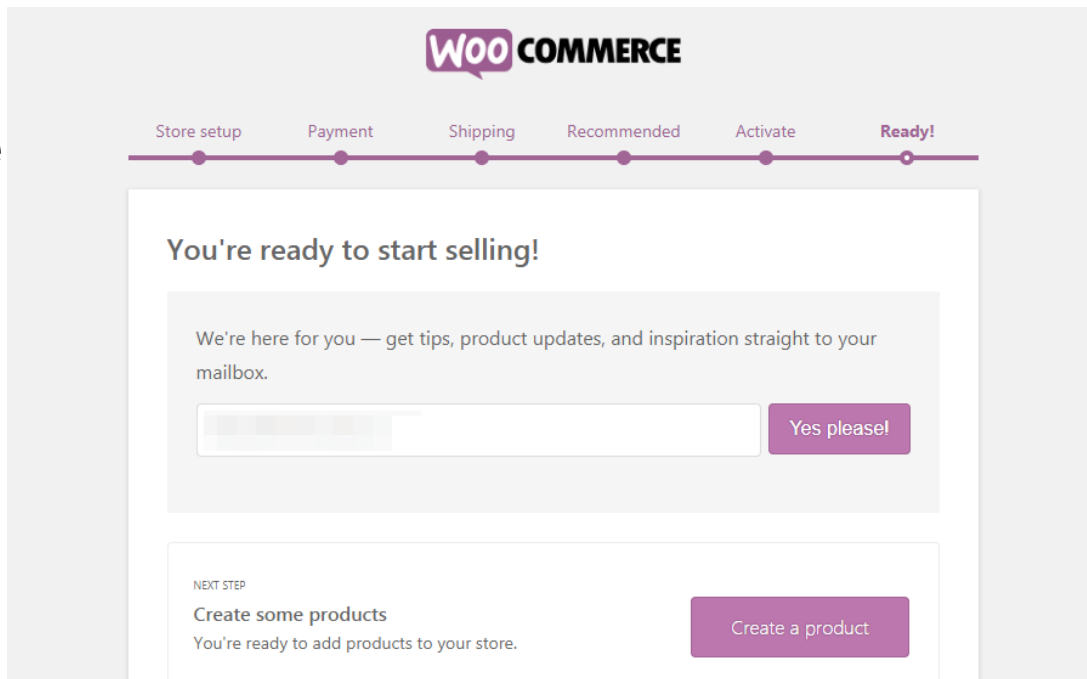
Instalar Jetpack Plugin (Opcional)

**Plugin que ofrece funciones como:
seguridad, análisis, etc**

**Una adición útil a su tienda WooCommerce,
pero no es necesaria**



Completar el Proceso de Instalación Tu tienda WooCommerce ya está lista:



Woo COMMERCE

Store setup Payment Shipping Recommended Activate **Ready!**

You're ready to start selling!

We're here for you — get tips, product updates, and inspiration straight to your mailbox.

Yes please!

NEXT STEP

Create some products
You're ready to add products to your store.

Create a product