

# SEM Coaching 54

# E-Commerce: Install WooCommerce Plugin



EST.

imarketing.courses  
BEST PLACE TO LEARN IT

2021

# Install WooCommerce Plugin

Install WooCommerce plugin on your WP site.

The screenshot shows the WordPress Admin interface. On the left, the sidebar menu is visible with 'Plugins' selected, indicated by a blue background. A red box highlights the 'Add New' button under the 'Plugins' section. The main content area is titled 'Install Plugins'. In the search bar, the keyword 'woocommerce' is entered, also highlighted with a red box. Below the search bar, a table lists the results. The first result is 'WooCommerce - excelling eCommerce', version 2.1.11, with a 5-star rating. The 'Install Now' button for this plugin is also highlighted with a red box. The table columns are 'Name', 'Version', 'Rating', and 'Description'.

Name	Version	Rating	Description
WooCommerce - excelling eCommerce	2.1.11	★★★★★	Transforming your website into a powerful e-commerce platform. Delivering a smooth user experience and a wide range of features. "hello" to WooCommerce! Premium features include product variations, categories, and filters. Strengths: SEO optimization, mobile responsiveness, and integration with various payment gateways and shipping providers. WooCommerce is the most popular e-commerce plugin for WordPress, used by millions of websites worldwide.
WooCommerce Admin Bar Addition	2.7.0	★★★★★	Have questions about WooCommerce? This plugin adds a link to the WooCommerce support forum to the WordPress admin bar. It also links to the WooCommerce documentation and forums from the admin bar.

# Install WooCommerce Plugin

Install WooCommerce plugin on your WP site.

## Installing Plugin: WooCommerce - excelling eCommerce 2.1.11

Downloading install package from <https://downloads.wordpress.org/plugin/woocommerce.2.1.11.zip...>

Unpacking the package...

Installing the plugin...

Successfully installed the plugin WooCommerce - excelling eCommerce 2.1.11.

[Activate Plugin](#)

[Return to Plugin Installer](#)



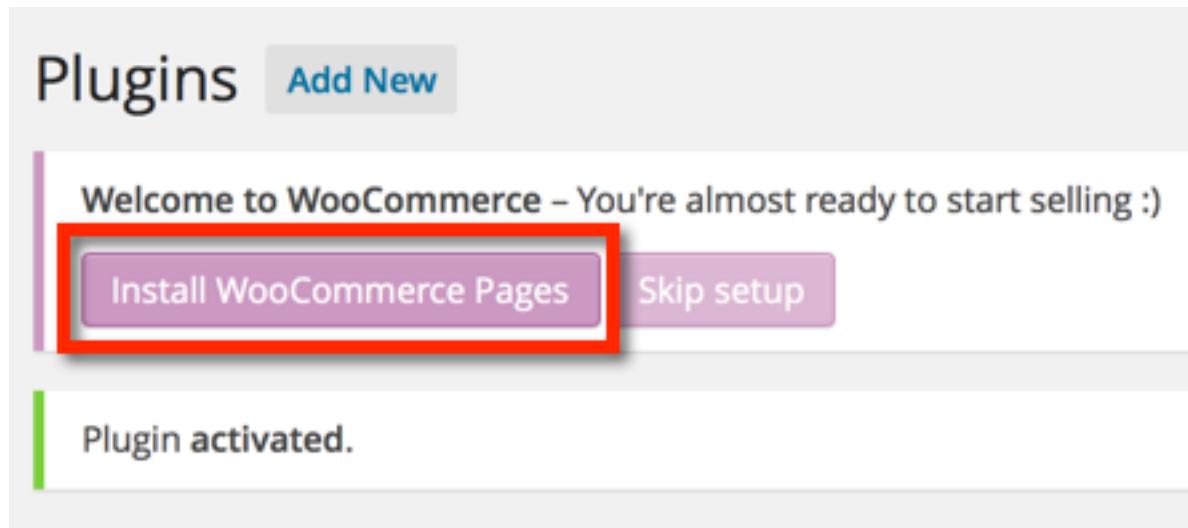
EST.

imarketing.courses  
BEST PLACE TO LEARN!

2021

# Install WooCommerce Pages

Finally, install WooCommerce Pages



# E-Commerce: WooCommerce Settings

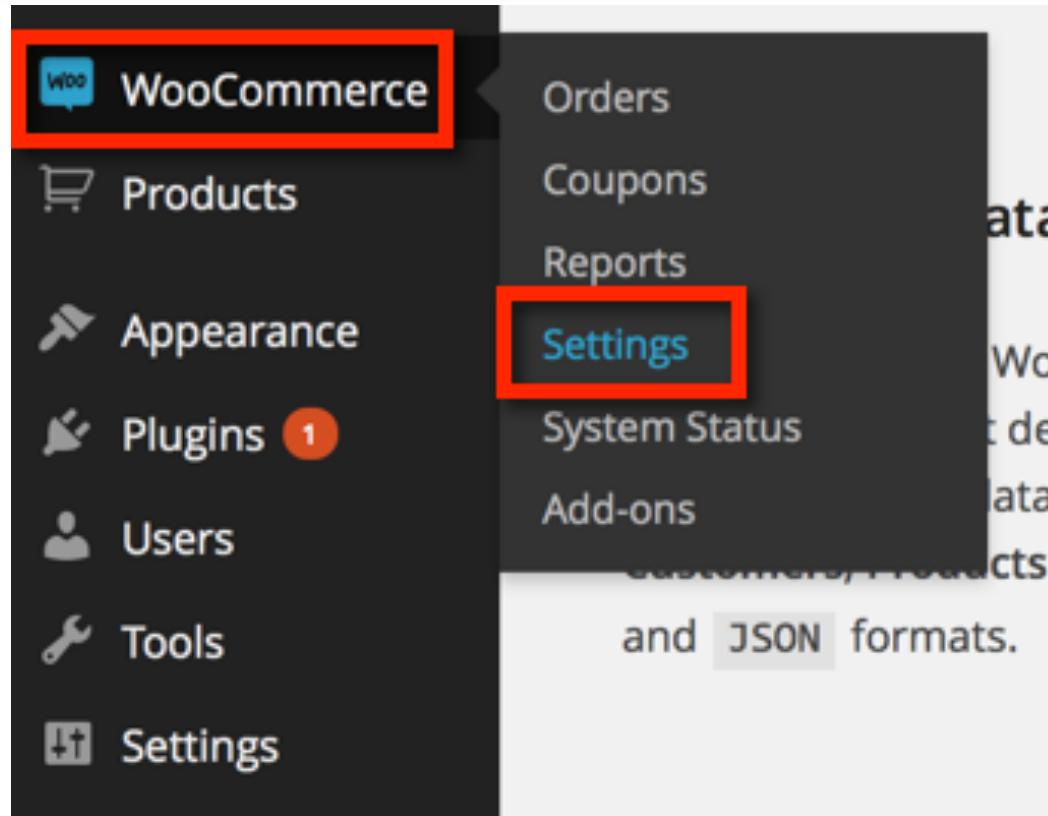


EST.

imarketing.courses  
BEST PLACE TO LEARN IT

2021

# WooCommerce Settings



# Settings > General

Select Base Location, Selling Location & Currency.  
Leave rest of the settings as default.

The screenshot shows the 'General' settings page with the following configuration:

- General Options**
  - Base Location:** Malaysia — Selangor
  - Selling Location(s):** Sell to all countries
  - Store Notice:**  Enable site-wide store notice text
  - API:**  Enable the REST API
- Currency Options**
  - Currency:** Malaysian Ringgits (RM)
  - Currency Position:** Left (£99.99)

# Settings > General

Click 'Save changes'

**Styles and Scripts**

**Frontend Styles**

Primary	#ad74a2
Secondary	#f7f6f7
Highlight	#85ad74
Content	#ffffff
Subtext	#777777

**Scripts**

Enable Lightbox  
*Include WooCommerce's lightbox. Product gallery images will open in a lightbox.*

Enable enhanced country select boxes  
*This will enable a script allowing the country fields to be searchable.*

**Save changes**

# Settings > Products

## Use default settings

The screenshot shows the 'Products' tab selected in a navigation bar. Below it, the 'Product Listings' section contains several configuration items:

- Product Archive / Shop Page:** Set to 'Shop'. A note below says, "The base page can also be used in your [product permalinks](#)".
- Shop Page Display:** Set to 'Show products'.
- Default Category Display:** Set to 'Show products'.
- Default Product Sorting:** Set to 'Default sorting (custom ordering + name)'.
- Add to cart:** Includes two checkboxes:
  - Redirect to the cart page after successful addition
  - Enable AJAX add to cart buttons on archives

# Settings > Tax

Use default settings. Check 'Enable Taxes' to enable taxes and tax calculations

General Products Tax Checkout Shipping Accounts Emails

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

**Tax Options**

Enable Taxes  Enable taxes and tax calculations

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

Default Customer Address:  Shop base address

Shipping Tax Class:  Shipping tax class based on cart items

# Settings > Checkout

Use default settings. Confirm 'Enable guest checkout' is checked!

General Products Tax **Checkout** Shipping Accounts Emails

[Checkout Options](#) | [BACS](#) | [Cheque](#) | [Cash on Delivery](#) | [Mijireh Checkout](#) | [PayPal](#)

### Checkout Process

**Coupons**  Enable the use of coupons  
*Coupons can be applied from the cart and checkout pages.*

**Checkout**  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).*

# Settings > Checkout

Scroll down. 3 payment gateways are enable by default. To disable a payment gateway, click on 'Settings' on the right...

**Payment Gateways**

Installed gateways are listed below. Drag and drop gateways to control their display order on the frontend.

Gateway Display	Default	Gateway	Gateway ID	Status	
	<input type="radio"/>	Direct Bank Transfer	bacs	<input checked="" type="checkbox"/>	<b>Settings</b>
	<input type="radio"/>	Cheque Payment	cheque	<input checked="" type="checkbox"/>	<b>Settings</b>
	<input type="radio"/>	Cash on Delivery	cod	-	<b>Settings</b>
	<input type="radio"/>	Credit Card	mijireh_checkout	-	<b>Settings</b>
	<input type="radio"/>	PayPal	paypal	<input checked="" type="checkbox"/>	<b>Settings</b>

**Save changes**

## Settings > Checkout

... and uncheck 'Enable Bank Transfer'. Scroll down and click 'Save changes'. Repeat steps for Cheque Payment if you wish to disable it too.

The screenshot shows the 'BACS' settings page. On the left, there's a section titled 'Enable/Disable' containing a checkbox labeled 'Enable Bank Transfer', which is highlighted with a red border. Below this are sections for 'Title' (with a radio button for 'Direct Bank Transfer') and 'Description' (with a radio button for 'Make your payment directly...'). A large blue arrow points from the 'Enable Bank Transfer' field to a 'Save changes' button on the right, which is also highlighted with a red border. The right side of the screen is labeled 'Account Details:'.

# Settings > Checkout

Part 1 - PayPal Settings: Enter PayPal e-mail. Leave the rest as default.

General Products Tax **Checkout** Shipping Accounts Emails

[Checkout Options](#) | [BACS](#) | [Cheque](#) | [Cash on Delivery](#) | [Mijireh Checkout](#) | [PayPal](#)

**PayPal standard**

PayPal standard works by sending the user to PayPal to enter their payment information.

Enable/Disable  Enable PayPal standard

Title ?

Description ?   
*This controls the description which the user sees during checkout.*

PayPal Email ?  you@youremail.com

Receiver Email ?

PayPal Identity Token ?

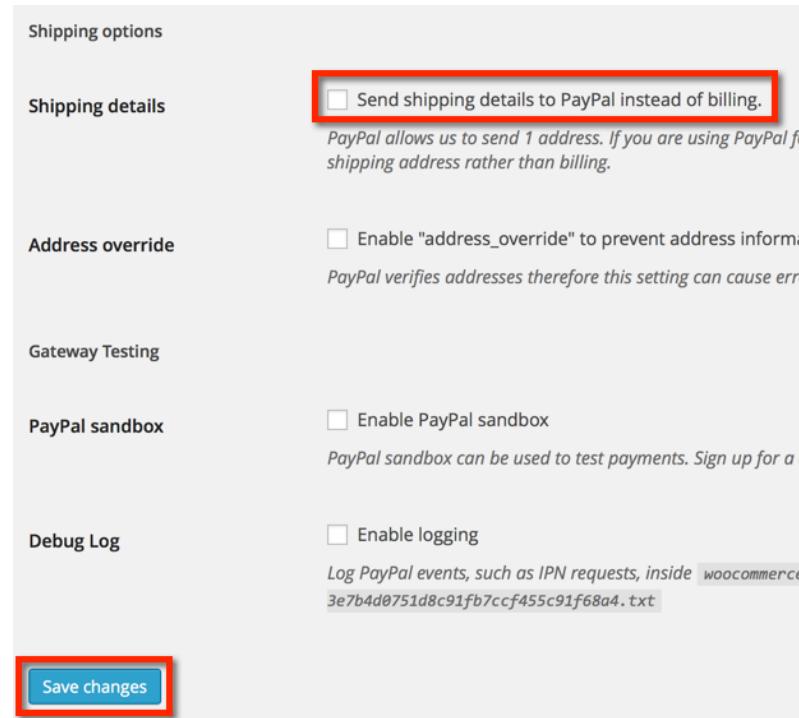
# Settings > Checkout

Part 2 - PayPal Settings: Check 'Send shipping details to PayPal instead of billing.' if you are selling physical products. Click 'Save changes' when done.

The screenshot shows the 'Shipping options' section of the WooCommerce settings. Under 'Shipping details', there is a checkbox labeled 'Send shipping details to PayPal instead of billing.' This checkbox is highlighted with a red rectangle. Below it is a note: 'PayPal allows us to send 1 address. If you are using PayPal for shipping address rather than billing.' Under 'Address override', there is another checkbox labeled 'Enable "address\_override" to prevent address information from being sent to the payment gateway'. Below it is a note: 'PayPal verifies addresses therefore this setting can cause errors.' Other sections shown include 'Gateway Testing', 'PayPal sandbox' (with a note about using it for testing payments), and 'Debug Log' (with a note about logging PayPal events like IPN requests). At the bottom is a blue 'Save changes' button, which is also highlighted with a red rectangle.

# Settings > Checkout

Part 2 - PayPal Settings: Check 'Send shipping details to PayPal instead of billing.' if you are selling physical products. Click 'Save changes' when done.



# Settings > Shipping

Use default options.

General Products Tax Checkout **Shipping** Accounts Emails

[Shipping Options](#) | [Flat Rate](#) | [Free Shipping](#) | [International Delivery](#) | [Local Delivery](#) | [Local Pickup](#)

### Shipping Options

**Shipping Calculations**

- Enable shipping
- Enable the shipping calculator on the cart page
- Hide shipping costs until an address is entered

**Shipping Display Mode**

- Display shipping methods with "radio" buttons
- Display shipping methods in a dropdown

**Shipping Destination**

- Ship to billing address by default
- Only ship to the users billing address

# Settings > Shipping

## Shipping Scenario:

Singapore & Malaysia

Shipping & Handling Cost: \$4.95

Rest of the World

Shipping & Handling Cost: \$9.95

# Settings > Shipping

## Setup: Singapore & Malaysia Shipping & Handling Cost: \$4.95

**Local Delivery**

Local delivery is a simple shipping method for delivering orders locally.

**Enable**  Enable local delivery

**Title** Local Delivery

**Fee Type** Fixed amount

**Delivery Fee** 4.95

**Zip/Post Codes** 12345, 56789 etc

**Method availability** Specific Countries

**Specific Countries** Singapore, Malaysia

**Save changes**

# Settings > Shipping

## Setup: Rest of the World Shipping & Handling Cost: \$9.95

**International Delivery**

International delivery based on flat rate shipping.

Enable/Disable	<input checked="" type="checkbox"/> Enable this shipping method
Method Title	② International Delivery
Availability	Excluding selected countries
Countries	Singapore × Malaysia ×
Tax Status	None
Cost Added...	Per Order - charge shipping for the entire order as a whole
Cost	② 9.95
Handling Fee	② N/A
Minimum Handling Fee	② N/A
<b>Save changes</b>	

# Settings > Accounts

Use default options.

General Products Tax Checkout Shipping **Accounts** Emails

### Account Pages

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

My Account Page ? My Account X ▾

### My Account Endpoints

Endpoints are appended to your page URLs to handle specific actions on the accounts pages. They should be appended to the URL of the account page.

View Order ? view-order

Edit Account ? edit-account

# Settings > Emails

Enter “From” Name and “From Email Address

General Products Tax Checkout Shipping Accounts **Emails**

[Email Options](#) | [New order](#) | [Processing order](#) | [Completed order](#) | [Customer invoice](#) | [Customer refund](#)

### Email Sender Options

The following options affect the sender (email address and name) used in WooCommerce emails.

"From" Name

"From" Email Address

# Settings > Emails

Update “Email Footer Text”. Then click ‘Save changes’

**Email Template**

This section lets you customise the WooCommerce emails. [Click here to preview your email template](#). For more `woocommerce/templates/emails/` to `yourtheme/woocommerce/emails/`.

**Header Image**

Enter a URL to an image header. Upload your image using the [media uploader](#).

**Email Footer Text**

The text to appear in the footer of WooCommerce emails

`- Powered by WooCommerce`

**Email Body Text Colour**

#505050 The main body text colour

**Save changes**

# E-Commerce: WooCommerce Product Setup

# Products > Add Product

Enter Product Name and Product Description

The screenshot shows the WordPress admin dashboard under the 'Products' menu. On the left, a sidebar lists 'Products', 'Add Product' (which is highlighted with a red box), 'Categories', 'Tags', 'Shipping Classes', and 'Attributes'. A large blue arrow points from the 'Add Product' button to the 'Add New Product' screen on the right. The 'Add New Product' screen has a title 'Add New Product' and a field containing 'Eumora Beauty Bar', which is also highlighted with a red box. Below this, there's a toolbar with 'Edit', 'View Product', and a permalink link. The main content area contains a rich text editor with a toolbar above it. A text box contains the description: 'Experience the wonders of the Eumora beauty bar in just 3-minutes!', which is also highlighted with a red box.

# Products > Add Product

Add 'New Product Category' and 'Product Tags'

**Product Categories**

All Product Categories      **Most Used**

[+ Add New Product Category](#)

**Facial Products**

— Parent Product Category —

[Add New Product Category](#)

**Product Tags**

eumora beauty bar, eumc

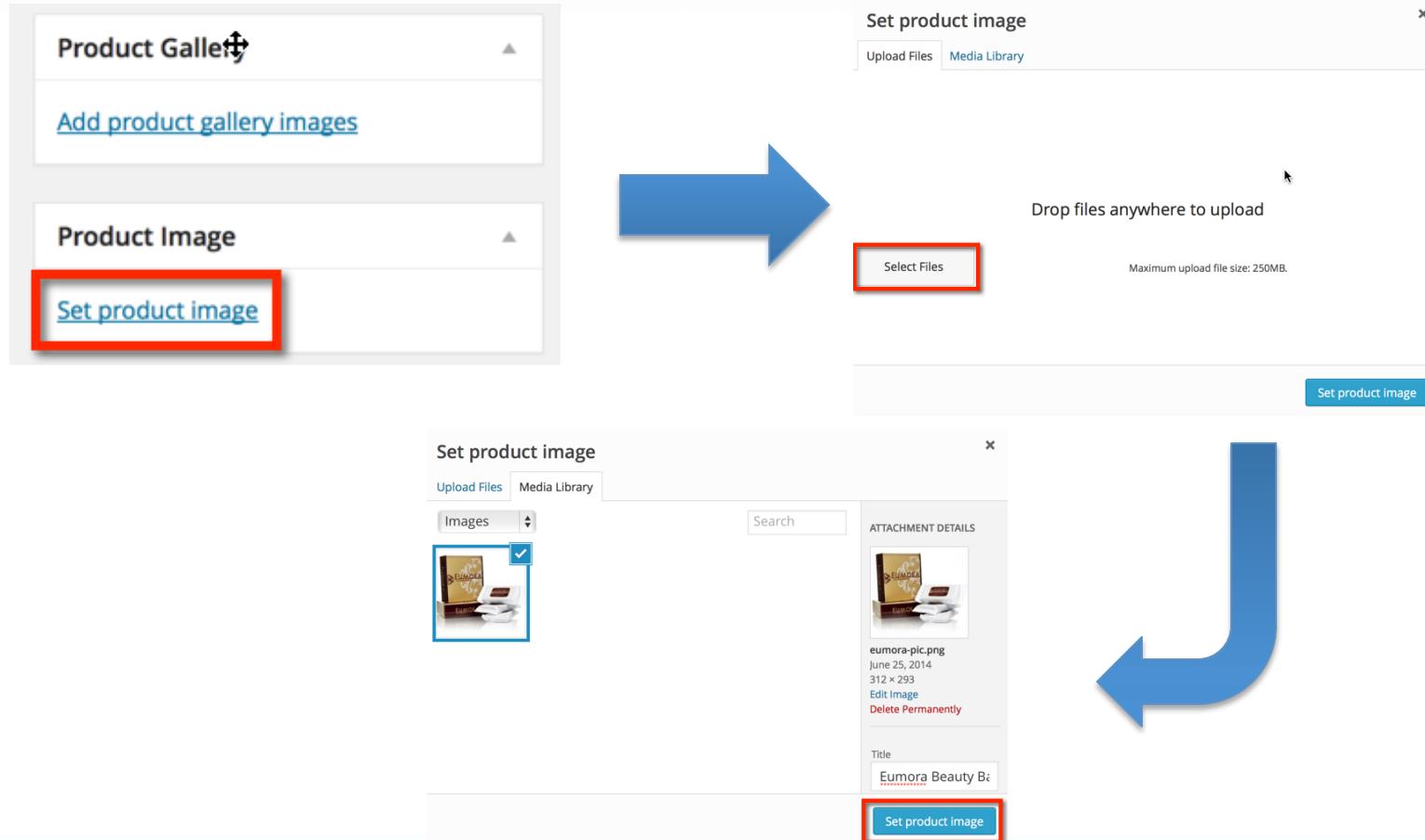
[Add](#)

*Separate tags with commas*

[Choose from the most used tags](#)

# Products > Add Product

## Upload Product Image



# Product Data > General

Enter Product Data – General as follows:

Product Data — Simple product

Virtual:  Downloadable:

SKU	EJB-01
Regular Price (RM)	389
Sale Price (RM)	350

[Schedule](#)

General

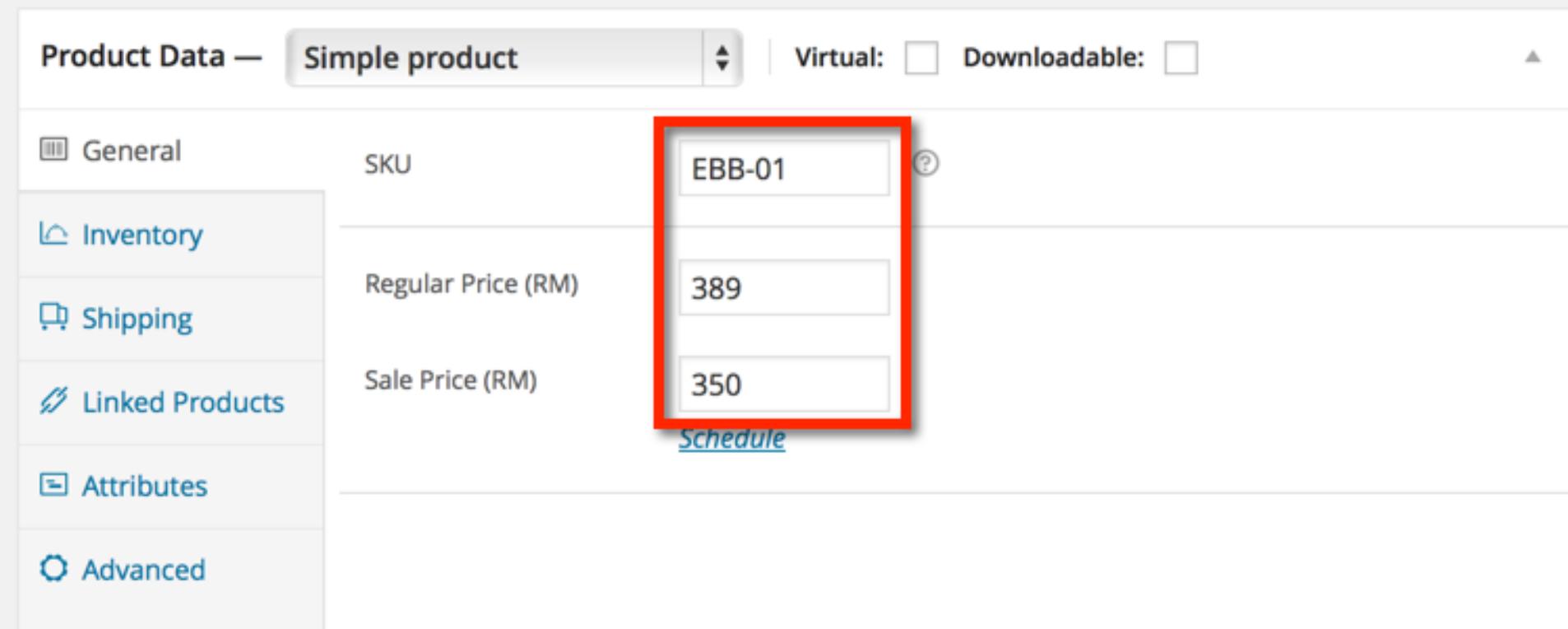
Inventory

Shipping

Linked Products

Attributes

Advanced



## Product Data > Inventory

Leave as default, unless you wish to manage inventory.

Product Data —	Simple product	<input type="button" value="▼"/>	Virtual: <input type="checkbox"/>	Downloadable: <input type="checkbox"/>	<input type="button" value="▲"/>
<input type="checkbox"/> General	Manage stock?	<input type="checkbox"/>	<i>Enable stock management at product level (not needed if managing stock at variation level)</i>		
<input type="checkbox"/> Inventory					
<input type="checkbox"/> Shipping	Stock status	<input type="button" value="In stock"/> <input type="button" value="?"/>			
<input type="checkbox"/> Linked Products	Allow Backorders?	<input type="button" value="Do not allc"/> <input type="button" value="?"/>			
<input type="checkbox"/> Attributes	Sold Individually	<input type="checkbox"/>	<i>Enable this to only allow one of this item to be bought in a single order</i>		
<input type="checkbox"/> Advanced					

# Product Data > Others

Leave the rest as default.

Product Data — Simple product | Virtual:  Downloadable:

**General**

Weight (kg)  ⓘ

Dimensions (cm)    ⓘ

**Shipping**

Shipping class  ⓘ

**Linked Products**

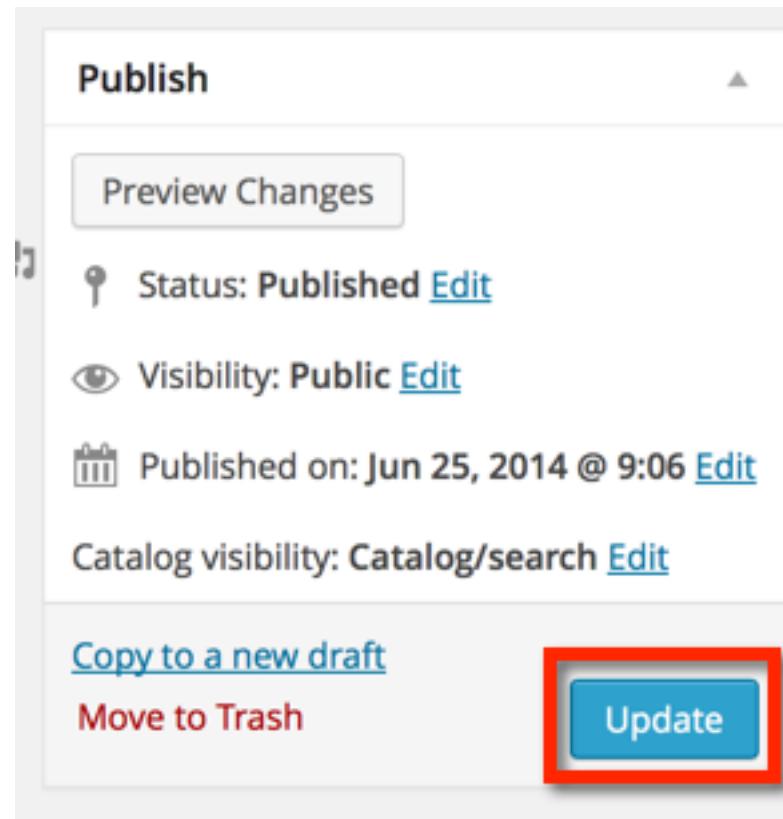
**Attributes**

**Advanced**

A sidebar on the left lists categories: General, Inventory, Shipping, Linked Products, Attributes, and Advanced. The 'Shipping' category is highlighted with a red border.

# Product Data > Others

Click 'Update' to publish product page.



# Product Page

Here's what the product page will look like...



**Eumora Beauty Bar**  
0 Reviews | Add Your Review

RM389.00 **RM350.00**  
Availability : InStock

1   **Add to cart**

SKU: .  
EBB-01

Category: Facial Products.

Tags: [eumora beauty bar](#), [eumora facial bar](#).

Description    Reviews (0)

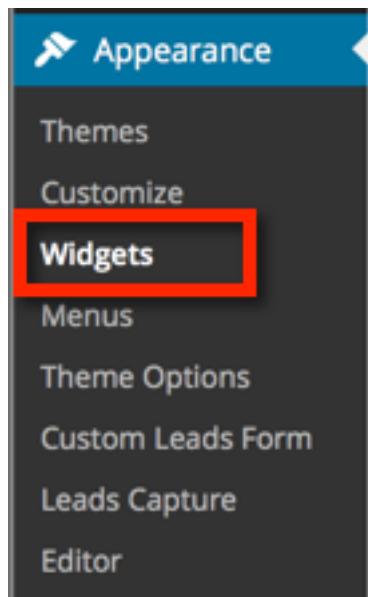
Experience the wonders of the Eumora beauty bar in just 3-minutes!

# E-Commerce: Updating Widget and Menu



# Appearance > Widget

Add WooCommerce widgets to the widget area



The Primary Widget Area is shown with a red box around the following four WooCommerce widgets:

- WooCommerce Cart: Cart
- WooCommerce Layered Nav
- WooCommerce Price Filter: Filter by ...
- WooCommerce Recently Viewed: Rec...

# Appearance > Menus

## Add WooCommerce pages to the menu area

The screenshot shows the WordPress 'Appearance > Menus' page. On the left sidebar, 'Appearance' is highlighted. Under 'Menus', there is a list of items: Most Recent, View All, Search, Comments, LeadPages, WooCommerce, Products, Appearance, Themes, Customize, Widgets, **Menus**, Theme Options, Custom Leads Form, Leads Capture, Editor, Plugins (1), Users, Tools, Settings, and vCita Contact. The 'Menus' item is selected and highlighted with a red box.

The main area shows the 'Menu Structure'. It lists several menu items with dropdown menus:

- Home (Custom)
- Blog (Page)
- Shop (Page)
  - Cart sub item (Page)
  - Checkout sub item (Page)
- My Account (Page)
- Contact Us (Page)

Under 'Shop', the 'Cart' and 'Checkout' sub-items are checked and highlighted with a red box. The 'My Account' item is also highlighted with a red box. Below the menu structure, there are 'Menu Settings' options: 'Auto add pages' (unchecked) and 'Theme locations' (Main Menu checked). At the bottom right is a blue 'Save Menu' button with a red box around it.

# E-Commerce: Adding Shop As Home Page



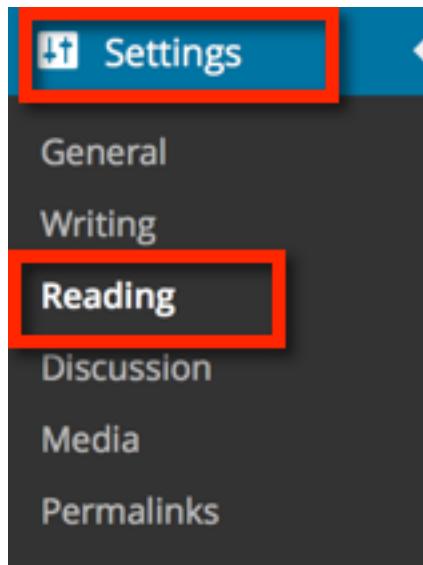
EST.

imarketing.courses  
BEST PLACE TO LEARN IT

2021

# Settings > Reading

Add 'Shop' as Front page template. Click 'Save Changes'.



## Reading Settings

Front page displays

Your latest posts  
 A [static page](#) (select below)

Front page:

Posts page:

Blog pages show at most  posts

Syndication feeds show the most recent  items

For each article in a feed, show

Full text  
 Summary

Search Engine Visibility

Discourage search engines from indexing this site  
*It is up to search engines to honor this request.*

**Save Changes**

# Questions?