

Make Email Customizer for WooCommerce

Part 1: Introduction

Beautiful Customized WooCommerce Emails

Email Customizer enables full customization of your WooCommerce emails. Customize colors, header & footer format, add custom links, link to your social networks, and customize what the email says - with shortcodes - all using the familiar WordPress Customizer interface. You no longer need to be a developer to do this. And if you still want to you can add your own custom css too.

Currently customization requires going into the code and editing the php template files, which isn't really an option for a non-programmer, and can be slow even if you are. We wanted to give you an environment that is simple to use, gives you a live preview of your customizations, and can send a test email when you are done. That's what Email Customizer for WooCommerce does.

The plugin also adds functionality to your WooCommerce Orders page so you are able to open a preview of any of the email templates (New Order, Invoice, Processing Order, etc), and send/resend that email to your customer or yourself.

Email Customizer for WooCommerce has made managing the email communications sent from our store much simpler and more beautiful - making our whole operation look and sounds as solid as it is. We think it can do the same for you.

Great For

- ☐ Customizing of the the styling, colors, header & footer format, add custom links, link to your social networks, and now even customize what the email says.
- ☐ Tailor what your customer reads and sees, before you send it - helping your operation to look and sound as solid as it is.
- ☐ Developers who can now also easily preview changes as they develop, modify or enhance their email template files.
- ☐ Shop Managers who want to preview & send/resend emails (New Order, Invoice, etc) right from the WooCommerce Order page.

Happy Conversions!

Part 2: Documentation

Installing the plugin:

- ☐ Make sure that WooCommerce is installed and working on your site. For instructions on installing the WooCommerce plugin [see here](#).
- ☐ Install the Email Customizer plugin into your WordPress installation.

Plugin Locations:

There are 3 places you will see our plugin:

- ☐ WooCommerce → Email Customizer
- ☐ WooCommerce → Orders: Email Customizer
- ☐ WooCommerce → Settings → Emails (tab): Email Customizer

WooCommerce → Email Customizer:

- ☐ This layout is based on the built in WordPress Theme Customiser using the full-width to enable you to see and manage the Email efficiently.
- ☐ **Email to Show:** Choose which email template to see in the preview window to the right.
- ☐ **Order to Show:** Choose which order to show in the email template preview.
- ☐ **Template to Show:** You can choose the built-in WooCommerce or the Deluxe template. When a template allows customizing (like Deluxe) the Customize Template button will become active.
- ☐ **Customize Template:** Click customize to reveal the panel that will allow you to fully Customize the style and content of your emails. (see below for more on this panel)
- ☐ **Template to Show:** You can choose the built-in WooCommerce or the Deluxe template. The latter will reveal the Customize Template button
- ☐ **Show Header Info:** This will slide down to show a panel above the preview with the Meta info that is sent along with the email - Subject, From Email, From Name, To Email. We also added simple Edit links that will pop out the WC email settings tab for you to modify these settings.
- ☐ **Send a Test:** This field can take a comma separated list of email addresses, and will send the email that you see in the preview window to the email address(s) you specify. We pre-populate the field with Billing Email Address from the selected Order, so feel free to change this and Send a Test.

The screenshot shows the WooCommerce Email Customizer interface on the left and a preview of a 'New order received!' email on the right.

Email Customizer Interface:

- Back** button (red)
- Email Customizer** title
- Email Theme to show**: Supreme (dropdown)
- Email Type to show**: New Order (dropdown)
- Customize** button (red)
- Order to show**: 980 - John Doe (work88hour@gmail.com) (dropdown)
- Debugging** section:
 - ☐ Show Header & Template Info
 - ☐ Show PHP Errors
- Send a Test** section:
 - work88hour@gmail.com (input field)
 - Send button (red envelope icon)
- Appearance** section:
 - Text** dropdown
 - Email Width**: 640 (input)
 - Border Radius**: 5 (input)
 - Header Color**: #fbda1c (color picker)
 - Page Color**: #ffffff (color picker)
 - Background Color**: #e8e8e8 (color picker)
 - Text Color**: #515151 (color picker)
 - Text Accent Color**: #925190 (color picker)
 - Main Heading size**: 22 (input)
 - Text Line Height**: 1.3 (input)
 - Header** dropdown
 - Links** dropdown
 - Section Headings** dropdown
 - Order Items Table** dropdown
 - Footer** dropdown
 - Custom CSS** dropdown
 - Allowed Shortcodes**:
 - [ec_order] [ec_firstname] [ec_lastname] [ec_email]
 - (for now link for customer email for user login)

Email Preview:

WooCommerce

New order received!

You have received an order from John Doe.
Their order is as follows: **#980** (October 12, 2020)

ORDER DETAILS

Order Number: Order #980 Order Date: October 12, 2020

PRODUCT	QUANTITY	PRICE
ew	1	\$2.00
SUBTOTAL:		\$2.00
PAYMENT METHOD:		DIRECT BANK TRANSFER
TOTAL:		\$2.00

Billing address:

John Doe
13th Street
New York
New York
10001
+1 612 6545654
work88hour@gmail.com

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WooCommerce → Email Customizer:

❑ **Text Fields (Heading, Main Text, Footer Text):** The top fields are usually the text fields that pertain to the current email type that you are looking at eg New Order. Here you can edit this text and see what it will look like in the preview. You should also use the suggested **[shortcodes]** in the text as, in the case of the Reset Password email, these fields are used to feedback dynamic information to the client - eg a Reset Password link, or an Order Number or Order link. You'll see a list of **Allowed Shortcodes** below showing you all the possible Shortcodes you could use. Each field is equipped with a **Reset to Default** button that you can use to return the field to it's suggested default value, so don't be afraid to experiment with some fun new text.

❑ **Styling Fields (Page Color, Border Radius, etc):** There's a lot of potential here to style the email as you'd like to more align it with your store or brand. Again seeing the preview in real-time.

❑ **Logo:** Upload your logo or any image that will appear in the email. This field defaults back the logo set in the WooCommerce→Email Settings.

❑ **Top Buttons (x, eye):**

The Eye when hovered over does a quick reveal of the email so you can see the results of your changes without having to close your edits. The X will ask you if you are sure you'd like to close the panel without yet Saving & Publishing

❑ **Save & Publish:**

This is the final click that you will use when you are happy with your customizations and are ready to Save & Publish the changes. From this point on your WooCommerce store will use the newly Customized emails when sending to your Customers.

* We always advise sending a few test emails to yourself or a test customer to make sure everything is working as expected.

* Please also note that Emails that have been created by third party plugins, that have not been explicitly catered for in our template set, will just not allow the editing of the text in the email. The colors, styling, logo and footer will all be fine, it is just that you will not be able to edit the text.

WooCommerce → Orders: Email Customizer

❑ **Emails Control Panel:** When you are viewing an Order in WooCommerce the WooCommerce backend you will now have the Email Customizer panel

❑ **Emails Select:** allows you to choose which of your Email Templates you'd like to Send or Preview

❑ **Preview Email Button:** Once you've selected your email template above you can click this button to popup it's preview.

This will take you to the preview of the email you choose, so most importantly you can see how it will look to your customer.

✉ Email Customizer


Email Theme to show ?

Supreme

Email Type to show ?

New Order

Customize ?

 Customize

Order to show ?

980 - John Doe(work88hour@gmail.com)

Woo COMMERCE


Preview Email

WooCommerce → Settings → Emails (tab): Email Customizer

❑ In the **WooCommerce Settings** we now give you the ability to preview each individual email, as well as being able to see an Order in the template, and send to any customer.

The screenshot shows the WooCommerce Email Customizer settings page. On the left is a dark sidebar menu with various options. The 'WooCommerce' menu item is highlighted in red. Below it, 'Email Customizer' is listed. The main content area is titled 'Email Customizer' and contains several settings. The 'From' name is 'Second Time Around' and the 'From' address is 'test@site.com'. The 'Email template' section has a description and a link to preview the template. Below this are settings for 'Header image' (N/A), 'Footer text' (a text area with placeholder text), 'Base color' (a purple color swatch with hex code #96588a), 'Background color' (a light gray color swatch with hex code #f7f7f7), 'Body background color' (a white color swatch with hex code #ffffff), and 'Body text color' (a black color swatch with hex code #3c3c3c). At the bottom, there is a 'Preview Email' button with a red underline and a 'Save changes' button.

Comments

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Instagram Feed

"From" name ? Second Time Around

"From" address ? test@site.com

Email template

This section lets you customize the WooCommerce emails. [Click here to preview your email template.](#)

Header image ? N/A

Footer text ? {site_title} — Built with {WooCommerce}

Base color ? #96588a

Background color ? #f7f7f7

Body background color ? #ffffff

Body text color ? #3c3c3c

Email Customizer

Preview and test emails as they will appear in mail clients when received. [Preview Email](#)

Save changes

Part 3: Translation

Translation of our Plugin to your language:

Go here to get general information about [WordPress Plugin Translation](#) .

We recommend using [Loco Translate](#) or [PoEdit](#) plugin to do your translations.

To get our plugins to display in your own language creating these .po & .mo files:

☐ email-control-en_US.mo

☐ email-control-en_US.po

For Custom Text Areas

The way to translate custom fields: They will not appear automatically in WPML or any other translation plugin as they are created dynamically at runtime – you need to add the string manually (copy-and-paste them) and do the accompanying translation there. Then when the custom text is called, it will use your newly translated version.