

[WPBEGINNER](#)[BLOG](#)[TUTORIALS](#)[HOW TO START AN ...](#)

# How to Start an Online Store in 2023 (Step by Step)

Last updated on December 8th, 2023 by [Editorial Staff](#) | Reviewed by: [Syed Balkhi](#)



Do you want to start your own online store? We know that building an online store can be a terrifying thought especially when you are not a techy.

Well, you're not alone. After helping hundreds of users start their online store, we have decided to create the most comprehensive guide on how to build your online store with WordPress (step by step)

## What Do You Need to Start an Online Store?

There had never been a better time to start an online business than today.

Anyone with a computer can get started within a matter of minutes and without acquiring any special skills.

The three things you need to start an online store are:

1. A domain name idea (this will be the business name of your online store i.e wpbeginner.com)
2. A web hosting account (this is where your website lives on the internet)
3. Your undivided attention for 30 minutes.

Yep, it is really that simple.

You can setup your own online store with WordPress in less than 30 minutes and we'll walk you through each step of the process.

In this tutorial, we will cover:

- [Step 1: Setting up Your Online Store Platform \(Hosting & Domain\)](#)
- [Step 2. Setting up WordPress](#)
- [Step 3. Setting up Your WooCommerce Store](#)
- [Step 4. Setting up Payments for Your Online Store](#)
- [Step 5. Adding Products to Your Online Store](#)
- [Step 6. Select and Customize WordPress Theme](#)
- [Step 7. Extend Your Online Store With Plugins](#)
- [Learning WordPress to Grow Your Online Business](#)
- [FAQs About Starting an Online Store](#)

Ready? Let's get started.

## Video Tutorial

## How to Create an Online Store with WordPress in 2024 (Step by St...



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If you don't like the video or need more instructions, then continue reading.

### Step 1: Setting up Your Online Store Platform

The biggest mistake most users make is not choosing the right platform for their online store.

Thankfully you're here, so you won't be making that mistake.

There are two popular eCommerce platforms that we recommend: [Shopify](#) or WordPress + WooCommerce.

[Shopify](#) is a fully hosted eCommerce solution that starts at \$29 / month (paid monthly or yearly upfront to earn a discount). It's a hassle-free solution where you just log in and start selling. The downside to Shopify is that it gets quite expensive, and your payment options are limited unless you pay additional fees.

This is why most users choose WordPress + [WooCommerce](#) because of the flexibility it offers. It does require some setup, but it's worth doing it in the long run. WordPress is the most popular website builder and WooCommerce is the world's largest eCommerce platform (see: [Shopify vs WooCommerce comparison](#)).

In this tutorial, we will walk you through how to set up an online store in WordPress using WooCommerce on some of the [best WooCommerce hosting](#).

To set up your eCommerce store, you need to a **domain name, web hosting, and an SSL certificate**.

A **domain name** is your website's address on the internet. It is what users will type in their browsers to reach your website (for example: google.com or wpbeginner.com).

Web hosting is where your eCommerce website lives on the internet. It's your website's house on the internet. Every website on the internet needs web hosting.

**SSL certificate** adds a special security layer to your website, so you can accept sensitive information such as credit card numbers and other personal information. This is required for you to accept credit card payments on your eCommerce site.

Normally a domain name costs around \$14.99 / year, web hosting costs around \$7.99 / month, and SSL certificate costs around \$69.99 / year.

That's a lot of startup cost.

Thankfully, **Bluehost**, an official WordPress and WooCommerce recommended hosting provider, has agreed to offer our users **a free domain name, free SSL certificate**, and a discount on web hosting.

Basically, you can get started for \$2.75 / month.

→ [Click Here to Claim This Exclusive Bluehost Offer](#) ←

**Bluehost** is one of the oldest web hosting companies, started in 1996 (that's before Google). They are also the largest brand name when it comes to WordPress hosting because they host millions of websites.

**NOTE:** At WPBeginner, we believe in transparency. If you sign up with Bluehost using our referral link, then we will earn a small commission at no extra cost to you (in fact, you will save money and get a free domain). We would get this commission for recommending just about any **WordPress hosting company**, but we only recommend products that we use personally use and believe will add value to our readers.

Let's go ahead and purchase your domain + hosting + SSL.

Open up **Bluehost** in a new window using **this link** and follow along.

The first thing you need to do is click on the green Get Started Now button to get started.



bluehost

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Recommended by **WordPress.ORG**

On the next screen, select the plan that you need.

(Basic and Plus are the most popular).

### Select Your Plan

	BASIC	PLUS	CHOICE PLUS <i>recommended</i>
	normally <del>\$8.99</del> <b>\$2.75*</b> per month	normally <del>\$11.99</del> <b>\$4.95*</b> per month	normally <del>\$16.99</del> <b>\$5.45*</b> per month
	<b>select</b>	<b>select</b>	<b>select</b>
websites	1	unlimited	unlimited
website space	50 GB	unmetered	unmetered
bandwidth	unmetered	unmetered	unmetered
performance	Standard	Standard	Standard
SSL Certificate	Free	Free	Free

After that, you will be asked to enter the domain name for your website.

To create a new domain, simply type it in the field. If you have one that you want to use already, there is a box you can enter that into, too.

Lastly, you will need to add your account information and finalize the package info to complete the process. On this screen, you will see optional extras that you can purchase.

It's entirely up to you whether or not you purchase these, but we generally don't recommend purchasing these. You can always add them later on, if you decide that you need them.

Once completed, you will receive an email with details on how to login to your web hosting control panel (cPanel). This is where you manage everything from support, emails, among other things.

Once you are logged into the cPanel, you'll notice that Bluehost has already installed WordPress for you and you can simply click on the 'Log in to WordPress' button.

You just need to click on 'Login to WordPress' button, and it will take you to your WordPress site's dashboard. It looks something like this:

Congrats, you have finished setting up hosting and domain part.

The next step is to set up WordPress and your online store.

## **Step 2. Setting up WordPress**

Upon your first login to your WordPress website, Bluehost may offer you help with setting up your website.

Go ahead and click on 'I don't need help' link. Don't worry we will walk you through all the necessary steps.

Let's set up your WordPress website.

First, you need to visit **Settings » General** page to setup your WordPress site title and description.

You can use your store name as site title and provide a catchy description for your business. The description part is optional so don't worry if you can't come with something right away.

### **Setting up HTTPS to Use SSL**

Your WordPress hosting package came with a free SSL Certificate. This certificate is pre-installed for your domain name. However, your WordPress site needs to be configured, so it loads as https vs http.

On the **Settings » General** page, you need to change your WordPress Address and Site Address to use https instead of http.



Don't forget to scroll down to the bottom of the page and click on the 'Save Changes' button to store your settings.

Your basic WordPress setup is complete. Now it is time to setup your online store.

### Step 3. Setting up Your WooCommerce Store

WooCommerce is the best online store builder on the market. It is built on top of WordPress which gives the flexibility of WordPress with freedom to sell any type of products you want.

First, you need to install and activate the [WooCommerce](#) plugin. For more details, see our step by step guide on [how to install a WordPress plugin](#).

Simply go to **Plugins » Add New** page and search for WooCommerce. In the search results, click on the Install Now button next to WooCommerce listing.

WordPress will now fetch and install WooCommerce plugin for you.

Wait for it and to finish downloading the plugin and then click on the 'Activate' button to continue.

Upon activation, WooCommerce will launch the set up wizard and you'll see the Welcome to WooCommerce screen.

This set up wizard will walk you through important WooCommerce settings.

First, you need to provide basic information for your online store such as address, country, and region. If you are a retailer, then you can add your retail location information as the address.

After that, click on the Continue button to move on to the next step.

Next, you'll be asked to choose a store industry. You can choose an industry closest to the type of store you want to make.

Click on the continue button to move on.

After that, you'll be asked to choose the types of products you'll be selling on your store. For instance, if your products need shipping, then you can choose physical products.

You can also choose multiple product types. For example, you can choose both Physical Products and Downloads too. Don't worry about selling different product types. You can select which type of product you are adding for each product.

Click on the 'Continue' button.

Next, you'll be asked to provide some business details like how many products you plan to sell and if you are selling elsewhere. You can choose that I don't have products yet and select 'No'

for the other option.

Now, you need to switch to the 'Free Features' tab.

You'll see a box pre-checked to install free features for your website.

You need to uncheck this option as it will install several other WooCommerce extensions that you may not need. If you need them later, then you can always install them on your own.

Click on the 'Continue' button for the next step.

Next, you'll be asked to choose a theme for your online store. You can continue with your current default theme, choose 'Storefront' or any of the free options listed on the page.

Don't worry about choosing the perfect theme right away. We'll show you how to choose the best theme for your online store later in this article.

That's all, you have successfully completed basic WooCommerce setup.

#### Step 4. Setting up Payments for Your Online Store

Next, you need to set up payment methods to accept online payments on your store. WooCommerce provides a bunch of payment gateways that you can easily setup.

Simply go to the **WooCommerce » Settings** page and switch to the 'Payments' tab. By default, you can choose from PayPal Standard, Cash on Delivery, Checks, and Bank Transfers.

Scroll below and you will also see the option to install Stripe, PayPal Checkout, and WooCommerce Payments.

We recommend choosing Stripe and PayPal Standard as your payment options.

For each payment gateway, you can click on the Set up button and provide the required information.

For instance, you can enable Stripe and enter your API Keys (you can find this information under your Stripe account).

Don't forget to click on the Save changes button to store your payment settings.

**Note:** Instead of using WooCommerce's default Stripe addon, we recommend using the free [Stripe Payment Gateway for WooCommerce](#) plugin. It comes with more features like a quick setup wizard, automatic webhook creation, one-click express payments, and more.

## Step 5. Adding Products to Your Online Store

Let's start with adding the first product to your online store.

You need to visit **Products » Add New** page to add a new product.

First, provide a title for your product and then some detailed description.

On the right hand column, you will see the 'Product Categories' box. Click on the '+ Add New Product Category' to create a category for this product. This allows you and your customers to sort and browse products easily.

Scroll down a little and you will notice the 'Product Data' box.

This is where you will provide product related information like pricing, inventory, shipping etc.

Below product data box, you will see a box to add product short description.

These product descriptions will be used when users are viewing multiple products on a page.

Lastly, on your right hand column you will see boxes to add a main product image and a product gallery.

Now, you just need to add the pictures that you think best showcase your products.



Once you are satisfied with all the product information you have added, you can click on the 'Publish' button to make it live on your website.

Repeat the process to add more products as needed.

## Step 6. Select and Customize WordPress Theme

Themes control how your WordPress sites look to the users when they visit it. For a WooCommerce shop, they also control how your products are displayed.

There are thousands of [paid and free WordPress themes](#) available that help you create a stunning online presence.

However, not all WordPress themes are designed specifically for eCommerce stores. We have hand-picked some of the [best WooCommerce themes](#) that you can choose from.

If you need help selecting a theme, then please refer to our guide on [9 things you should consider when selecting a perfect WordPress theme](#).

Once you have installed a WooCommerce theme you can customize its appearance to your own requirements.

Simply head over to **Appearance » Customize** page. This will launch theme customizer where you can change different theme settings.

Most modern WooCommerce themes come with different customization options and work well with desktop as well as mobile devices.

## Step 7. Extend Your Online Store With Plugins

Now that your store is almost ready, you may want to add more features to create a successful online store. For example, you can add a [customer support form](#) or promote your new business on [social media](#) to make your first sale.

This is where plugins come in.

Both WooCommerce and WordPress allow you to easily add new features to your website by using plugins or extensions.

Plugins are like apps for your WordPress website. There are thousands of them that you can use, both free and premium. The WordPress.org plugin directory alone has more than 60,000 plugins.

However, this abundance of choice also makes it difficult for beginners to choose the right plugins. How do you know which plugin to choose?

Here are some of our top picks for essential plugins that every online store should install.

### 1. OptinMonster

**OptinMonster** helps you easily convert website visitors into paying customers. It comes with tools like **lightbox popups**, sticky header and footer banners, countdown timers, **spin to win**, and more.

All of them help to improve conversions, boost sales, grow your email list, and **reduce shopping cart abandonment**.

Note: You can get a free version of OptinMonster if you sign up from inside the **OptinMonster WordPress plugin**.

## **2. WPForms**

WPForms is the [best form builder plugin for WordPress](#). It allows you to easily create any type of form for your store including contact forms, [surveys](#), login forms, gift cards order form, and more.

It has an intuitive drag and drop form builder that allows you to just point and click to create forms. See our guide on how to [easily create a contact form in WordPress](#) for detailed instructions.

**Note:** WPForms also has a free version called [WPForms Lite](#) that you can use if you don't need the Pro features.

### 3. AffiliateWP

[AffiliateWP](#) helps you easily add an affiliate program to your online store. This allows you to partner up with affiliate marketers to promote your products for a commission.

It comes with powerful affiliate tracking, no transaction fees, fraud detection, 1-click payouts, and an affiliate dashboard for your partners. For more details, see our guide on how to [create a referral program](#) for your online store.

### 4. Advanced Coupons

**Advanced Coupons** is the **best coupon code plugin for WooCommerce**. It allows you to extend default WooCommerce coupon functionality and create highly effective coupons to grow your business.

With Advanced Coupons you can create loyalty program, scheduled coupons, Buy 1 Get 1 Free deals, shipping coupons, and more. For more details, see our guide on **how to create smart coupons** for your eCommerce store.

## **5. SeedProd**

**SeedProd** is the **best page builder plugin** for WordPress and WooCommerce. It allows you to easily create custom landing pages for your online shop.

It comes with ready-to-use templates designed for conversions and sales. It also includes WooCommerce blocks that you can just drag and drop to create [custom product pages](#), custom homepage, [checkout page](#), thank you page, and more. Plus, you can connect it to your [email marketing service](#) so you can grow your email list.

**Note:** You can try the [free version of SeedProd](#) directly from WordPress.org.

## 6. PushEngage

[PushEngage](#) is the [best push notification software](#) for WordPress and WooCommerce. It allows you to easily send web push notifications to your website visitors on their computers and mobile phones.

With PushEngage, you can send personalized messages to your target audience such as new product announcements, abandoned cart reminders, back in stock notifications, welcome messages, and more.

## 7. All in One SEO for WordPress

[All in One SEO for WordPress](#) is the [best SEO plugin for WooCommerce](#). It allows you to easily optimize your online store for SEO without any search engine optimization skills.

It comes with a full eCommerce support, [schema markup](#), sitemaps, breadcrumbs, and more. This helps you bring more traffic to your online store. For details, see our [complete WooCommerce SEO guide](#) for beginners.

**Note:** There is also a [free version of AIOSEO](#) which is still pretty powerful for those who're just starting out.

## 8. MonsterInsights

**MonsterInsights** is the best Google Analytics plugin for WordPress. It helps you see where your customers are coming from and what they do on your website.

MonsterInsights comes with **WooCommerce tracking** so you can see the conversions and sales data on your website. This helps you adjust your marketing strategy and grow your small business with data driven decisions.

## 9. HubSpot

**HubSpot** is one of the **best CRM plugins** for WordPress and WooCommerce. It allows you to automatically sync your forms, manage contacts, segment them into lists, and see every interaction your visitors have with your site. It also has free email marketing feature built-in.

They also let you add live chat to your website pages and get analytics on the performance of your entire marketing program.

## 10. FunnelKit



[FunnelKit](#) is the most powerful sales funnel builder and marketing automation platform for WordPress. It helps you create high-converting checkouts, [sliding side carts](#), order bumps, [one-click upsells](#), and other automations that help you boost your online store profits.

They also have a marketing automation plugin for WordPress eCommerce sites that lets you do timely follow-up emails, send broadcasts, build email drip campaigns, and more.

For more plugin recommendations, see our expert-pick of [essential WooCommerce plugins](#) for an eCommerce business.

## Learning WordPress to Grow Your Online Business

WordPress is incredibly powerful and flexible, but sometimes it can be hard for beginners to set it up the way they want.

At WPBeginner, our main goal is to provide cutting-edge helpful WordPress tutorials that are easy to understand even for non-techy WordPress website owners (see more [about us](#)).

WPBeginner is the largest free WordPress resource site for beginners. We offer many resources including:

[WPBeginner Blog](#) – The central place for all our WordPress tutorials.

[WPBeginner Videos](#) – New to WordPress? Watch these free video tutorials to master WordPress.

[WPBeginner Dictionary](#) – Your one stop to learn the commonly used WordPress terms and lingo.

[WPBeginner Engage Facebook Group](#) – Get free expert support in the largest WordPress group on Facebook.

You can also subscribe to [WPBeginner's YouTube Channel](#) where we regularly share video tutorials to help you learn WordPress.

We also have a guide to show users how to [make the most out of WPBeginner's free resources](#).

Many of our users type their question in Google and just add wpbeginner at the end of it. This shows them related articles from WPBeginner.

## FAQs About Starting an Online Store

Many of our users regularly reach out to us with questions about starting their own business with an online store. We have tried to answer some of the most frequently asked questions below:

### 1. Where do I find products to sell on my store?

There are different ways store owners source products. Some sell products like software, digital art, music, and other downloadable products.

Others source products from local or offshore vendors using online marketplaces like Alibaba or AliExpress. If you don't want to handle your own inventory or shipping, then you could also look into [starting a print on demand shop](#) or [dropshipping](#).

For more details, see our article on [how to choose products to sell online](#).

### 2. Can I start an online store for free?

Yes, some [eCommerce platforms](#) offer limited free trials so you can start your online store for free, but after the trial is over, you'll have to pay. While WooCommerce itself is free, you'll need a domain name and a web hosting account to run it which will cost money.

### 3. How much does it cost to start an online store?

The cost of starting an online store depends on your business plan and budget. You can start with Bluehost for \$2.75 per month and rely on free plugins and theme to limit your costs. We recommend a business model where you start small and then spend money as your business grows.

For a detailed cost analysis, see our article on [how much does it cost to build an eCommerce site](#).

#### 4. Can I create an online store without shipping products?

Yes, you can. For instance, you can make an online store using [dropshipping plugins](#), [create an Amazon affiliate store](#), or make an [eBay like marketplace](#). You can also use the same online store to sell external products as well as your own products.

#### 5. How to manage shipping costs and taxes for my online store?

Depending on your region, you may be required to add sales tax, VAT, or other taxes. WooCommerce allows you to add taxes by enabling them under **WooCommerce » Settings** page.

From here, you can also switch to the Shipping tab and create different shipping zones, add shipping rates, set flat shipping rates, and more.

We hope that this tutorial helped you learn how to build an online store. You may also want to see these [actionable tips to drive traffic to your new WordPress site](#), or see our comparison of the [best live chat software](#) and [best business phone services](#) for small business.

If you liked this article, then please subscribe to our [YouTube Channel](#) for WordPress video tutorials. You can also find us on [Twitter](#) and [Facebook](#).



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### About the Editorial Staff

Editorial Staff at WPBeginner is a team of WordPress experts led by Syed Balkhi with over 16 years of experience in WordPress, Web Hosting, eCommerce, SEO, and Marketing. Started in 2009, WPBeginner is now the largest free WordPress resource site in the industry and is often referred to as the Wikipedia for WordPress.

## The Ultimate WordPress Toolkit

**Get FREE access to our toolkit** - a collection of WordPress related products and resources that every professional should have!

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Nov 1, 2023 at 2:24 pm

Hey WPBeginner readers,

Did you know you can win exciting prizes by commenting on WPBeginner?

Every month, our top blog commenters will win HUGE rewards, including premium WordPress plugin licenses and cash prizes.

You can get more details about the contest [from here](#).

Start sharing your thoughts below to stand a chance to win!

**THANKGOD JONATHAN**

Dec 26, 2023 at 6:14 am

While cash on delivery and bank transfer are some of the most convenient payment methods.

However, in some countries PayPal is not fully available for making all business transactions. So, does woocommerce also provide other card payment methods?

Reply ↴

**WPBeginner Support**

ADMIN

Dec 28, 2023 at 9:45 am

WooCommerce does have other payment methods available.

Reply ↴

## Fajri

Dec 19, 2023 at 10:18 pm

Good article, I followed the steps above to create my online store using WooCommerce, but, I've found in my country Stripe is not supported, so, I will set up my store with PayPal, I am still confused about setting it

Reply ↴

## Unarine Leo Netshifhefhe

Nov 11, 2023 at 1:56 am

Thanks for this article, does stripe cover for African countries? Does it intergrate with local banks which are around Africa? I want to have an option of Paypal and also a third party payment gateway that will work for me, I once tried payfast but i struggled with the setup

Reply ↴

## WPBeginner Support

ADMIN

Nov 13, 2023 at 1:37 pm

You would want to reach out to Stripe for their current coverage and integration for this.

Reply ↴

**Lara Carter**

Nov 8, 2023 at 11:52 am

Can I just say thank you so much to the creator of this website because I have looked at a number of articles on this website and they are all so well explained and fluently written. My young enterprise book has been looking into creating a store for our product and none of us had any idea how to go about it. I was recommended this website at a careers fair and have been reading the articles and have found that they are so well written and easy to understand. Usually, I am completely lost when it comes to understanding things like this but this webpage was so helpful and I just wanted to say thank you so much for whoever created this resource and it helpful so useful and amazing.

Reply ↴

**WPBeginner Support**

ADMIN

Nov 9, 2023 at 9:57 am

Glad to hear you've found our guides helpful

Reply ↴

**Enricka Julien**

Nov 7, 2023 at 1:58 pm

I found this blog post on starting an online store in 2023, incredibly insightful and informative. The author's step-by-step guide and up-to-date tips provide a solid

foundation for anyone looking to venture into e-commerce. The video tutorial, along with practical advice, makes it a valuable resource for both beginners and experienced online store owners. I appreciate the effort put into creating this helpful resource, and I'll definitely be referring back to it as I explore the world of online entrepreneurship. Thanks, WPBeginner!

Reply ↴

## WPBeginner Support

ADMIN

Nov 8, 2023 at 10:20 am

You're welcome, glad you found our article helpful

Reply ↴

## Tessa

Mar 19, 2023 at 2:35 pm

Loved this thorough info, thank you! The video touched on the fact that there is the account login button next to the shopping cart, but I'm not sure the best way to get that set up – do you have a tutorial on setting up customer account login?

Reply ↴

## WPBeginner Support

ADMIN

Mar 20, 2023 at 1:58 pm



For the moment, the closest recommendation we would have is our article below!

<https://www.wpbeginner.com/wp-tutorials/how-to-create-a-custom-woocommerce-customer-login-page/>

Reply ↴

## ROB S.

Aug 28, 2022 at 9:24 am

Is it possible to build, populate, test. etc an ecommerce site offline and only buy the domain and pay for hosting once you have everything just as you want it.

if so, how?

As of right now i have maybe 20 minutes to an hour free a few times a week i'd like to spend making an ecommerce site but i also need to to make my product and take photo's that will eventually be on my site. i'd rather not pay for hosting for months and months as i'm getting everything else done while the site remains invisible or unpublished.

Reply ↴

## WPBeginner Support

ADMIN

Aug 29, 2022 at 10:14 am

For what you're wanting, we would recommend taking a look at our article below on creating a local install:

<https://www.wpbeginner.com/wp-tutorials/how-to-install-wordpress-on-your-windows-computer-using-wamp/>

Reply ↴

**Jav**

May 10, 2022 at 5:37 am

Hi,

I was just wondering on where will I be able to enable the brands section in the product list.

I can't seem to find it, do you have any suggestions on how to?

Reply ↴

**WPBeginner Support**

ADMIN

May 10, 2022 at 9:03 am

Most would use a category or a custom taxonomy for what you are wanting.

Reply ↴

**Isabelle Roger**

Mar 14, 2022 at 11:26 am

Hello,

Thank you for this article. It is very helpful. One thing I'm trying to do is make a checklist of all the pages and elements and features that a great ecommerce site should have (customer service page, package tracking, etc). You know, everything that makes an e-commerce site look very professional. Do you know if there is a comprehensive guide or checklist?

Reply ↴

**WPBeginner Support**

ADMIN

Mar 15, 2022 at 9:16 am

We do not have a specific checklist for that at the moment as each site has its own needs and wants.

Reply ↴

## Ahmed

Nov 4, 2021 at 4:39 am

Thank you for the useful information,  
I have a question, can I cancel the payment in the sense that the payment is through another famous site such as Amazon, but I only want to add to the basket, I hope you understand me

Reply ↴

## Francis

Aug 23, 2021 at 11:53 pm

Great instructions above!!!! My client is from the Philippines, they don't want to add a payment option/gateway but instead an order details (list of products ordered with price, quantity, color etc) will be sent to my client's email to get the summary of a buyers order. Thank you

Reply ↴

## Abdou

Aug 6, 2021 at 7:14 pm

Thank you, but I have a question first. When providing basic information about my store, my address, region and country. Do you mean my address and my real country or a target audience?

Reply ↴

## WPBeginner Support

ADMIN

Aug 16, 2021 at 9:29 am

Your store information would be for your store's information and not your target audience.

Reply ↴

## Jacy P.

Aug 3, 2021 at 11:28 pm

Thanks for walking me through the process of setting up an online store. You made it so easy for me.

God bless you.

Reply ↴

## Brenda

Apr 7, 2021 at 10:01 am

Hi there,

Thanks for a really informative site that I turn to to solve my WP issues. I have one now about this topic. I've read through the other questions that I can add a store to an existing WP site. Can I add the store link as a new menu item? I'm not a Macy's as I'm just starting out?

Reply ↴

## WPBeginner Support

ADMIN

Apr 8, 2021 at 9:00 am

Yes, you can and probably should use a menu item to link to the store on your site

Reply ↴

## Anu

Mar 18, 2021 at 12:03 pm

Hi ,

Can i have the word press for blogging and store separately and give different names to both .as the purpose i want to use both is different

Reply ↴

## WPBeginner Support

ADMIN

Mar 19, 2021 at 9:45 am

If you mean a different domain, while it is possible, it would normally be simpler to have two different sites for that.

Reply ↴

## Susana

Mar 9, 2021 at 11:49 am

Hi, I have set up my domain name, web hosting and SSL certificate with Bluehost but when I login into WP it I can't find the woocommerce to set up my WP website

Reply ↴

## WPBeginner Support

ADMIN

Mar 10, 2021 at 9:28 am

You may need to add the plugin under Plugins>Add New if it is not included.

Reply ↴

## Mide Olu

Feb 23, 2021 at 6:49 am

Thanks for the good job. It's been very helpful. Can a site hold more than one store?

Reply ↴

## WPBeginner Support

ADMIN

Feb 23, 2021 at 9:19 am

It would depend on your goal as the store can hold as much content as you like. If you want multiple users selling on your site then you would want to take a look at our guide below:

<https://www.wpbeginner.com/wp-tutorials/how-to-create-an-online-marketplace-using-wordpress/>

Reply ↴

### Tamara Ilic

Feb 13, 2021 at 3:58 pm

wish i found this before i tried to set it up on my own!!!  
Great tips, thanks for sharing.

Reply ↴

### WPBeginner Support

ADMIN

Feb 15, 2021 at 1:49 pm

Glad you found our guide helpful

Reply ↴

### Will

Dec 2, 2020 at 5:28 pm

Hello,

Is this promotion still active? When I follow the link you provided, it just goes to bluehost. There is no option for 3.95.

Reply ↴

## WPBeginner Support

ADMIN

Dec 3, 2020 at 10:06 am

BlueHost may have updated their pricing since the last update to this article.

Reply ↴

## Allen

Nov 18, 2020 at 9:58 am

Hi, I am at that step where I'm supposed to change HTTP to HTTPS, but it shows a temporary address for my WordPress address.

what do i do ?

should i change this to HTTPS ?

Reply ↴

## WPBeginner Support

ADMIN

Nov 18, 2020 at 10:36 am

You would want to change your domain to the correct domain before activating HTTPS, if you reach out to your host they can help with updating your domain



Reply ↴

## Stuart Mc Donald

Nov 11, 2020 at 4:52 am

I want to start an online store , I have a wordpress site. I do not want to bring the products to my place and send them to the customer, your article does not have suppliers. Once I find a supplier could I send it to the customer from the supplier ?

Reply ↴

## WPBeginner Support

ADMIN

Nov 11, 2020 at 10:27 am

For what it sounds like you're wanting, you would want to take a look at dropshipping which we cover in the article below:

<https://www.wpbeginner.com/beginners-guide/ultimate-dropshipping-guide-for-wordpress/>

Reply ↴

## George E Murphy

Oct 31, 2020 at 11:27 am

My dilemma is that we already have a domain. Do we need to create a separate domain (website address) to do this? We have some items that we want to offer those who browse our website. The store would not be the whole website. Only a part (page) of the site. I presume I can still use the blueprint you offered. Look forward to your response.

Reply ↴

## WPBeginner Support

ADMIN

Nov 2, 2020 at 10:20 am

Yes, you can use this as part of a site instead of the entire site if you are wanting.

Reply ↴

## ABBEY MICHAEL

Oct 30, 2020 at 7:48 am

I wanna say a big thank to you. Your tutorial are awesome. Even a beginner can never get lost trying to follow the steps.

Reply ↴

## WPBeginner Support

ADMIN

Oct 30, 2020 at 10:18 am

Glad you found our guide helpful

Reply ↴

**Jhon Pace**

Oct 28, 2020 at 4:37 am

Great article. As I am beginner it will helps me to start an online store. Thanks for this valuable article.

Reply ↴

**WPBeginner Support**

ADMIN

Oct 28, 2020 at 9:47 am

Glad you found our guide helpful

Reply ↴

**Yoshiko**

Oct 9, 2020 at 4:07 pm

I am helping set up my friend who wants to sell products on this site. It does not seem like when he purchased a web hosting account, he did not get the hosting and Woocommerce bundle, but can I add Woocommerce plug in now and follow your direction from there?

Reply ↴

## WPBeginner Support

ADMIN

Oct 12, 2020 at 10:14 am

It would depend on the specific hosting but normally you should be able to add WooCommerce to different hosting even if it is not specifically a WooCommerce plan after which you can follow our guide.

Reply ↴

## Olanrewaju K Olaakande

Sep 24, 2020 at 12:33 pm

Can WooCommerce be used for an 'affiliate marketing' site?

Reply ↴

## WPBeginner Support

ADMIN

Sep 25, 2020 at 9:39 am

Yes, it would depend on how you're wanting to use it for how to set that up.

Reply ↴

**Willem Rudolf Nel**

Sep 21, 2020 at 1:29 pm

On WordPress I am only allowed a free website but it will have the wordpress extension in it unless I purchase a plan through wordpress as well?

Reply ↴

**WPBeginner Support**

ADMIN

Sep 22, 2020 at 9:51 am

That would be a WordPress.com site, our tutorials are for WordPress.org and you can take a look at the comparison in our article below:

<https://www.wpbeginner.com/beginners-guide/self-hosted-wordpress-org-vs-free-wordpress-com-infograph/>

Reply ↴

**Carol**

Aug 29, 2020 at 10:12 am

Can Woo Commerce be added to an existing WP site?

Reply ↴

**WPBeginner Support**

ADMIN

Sep 1, 2020 at 9:56 am

Yes, it can

Reply ↴

## Olu David

Feb 23, 2021 at 6:24 am

Yes, of course.

You can get the WooCommerce, down the WordPress dashboard.

Reply ↴

## mahmoud

Aug 28, 2020 at 4:48 pm

thanks.

great informations.

Reply ↴

## WPBeginner Support

ADMIN

Sep 1, 2020 at 9:32 am

You're welcome

Reply ↴

**ali**

Aug 22, 2020 at 3:31 pm

I couldn't find anymore clear instructions than what you have described. Great job!!

Reply ↴

**WPBeginner Support**

ADMIN

Aug 24, 2020 at 3:44 pm

Thank you

Reply ↴

**Julien**

Aug 22, 2020 at 4:38 am

Hi, I've followed the steps until setting up HTTPS to use SSL. I've changed it from http to https, now I can't open the my wordpress. it loads as 404 NOT FOUND. I can't access WordPress for my site anymore. How do I fix this?

Reply ↴

## WPBeginner Support

ADMIN

Aug 24, 2020 at 1:56 pm

More than likely there may be an issue with your SSL certificate. If you reach out to your hosting provider they should be able to assist.

Reply ↴

## Samer Naseeb

Aug 9, 2020 at 9:40 am

good tutorial, thank you

Reply ↴

## WPBeginner Support

ADMIN

Aug 10, 2020 at 3:27 pm

You're welcome



Reply ↴

## Dan

Jul 26, 2020 at 12:09 am

This is very informative along with the other tutorials I was reading from your page. It's simplified, easy to comprehend and I wasn't confused with technical jargon that would've have stirred me away to keep searching. Much appreciation for your time and effort to provide such resources so that others may learn and hopefully prosper from.

Reply ↴

## WPBeginner Support

ADMIN

Jul 27, 2020 at 1:36 pm

Glad you found our guide helpful

Reply ↴

**Suhas**

Jul 4, 2020 at 1:09 pm

Nice information for beginner

Reply ↴

**WPBeginner Support**

ADMIN

Jul 7, 2020 at 12:00 pm

Thank you

Reply ↴

**Syndee**

Jun 23, 2020 at 2:39 am

Hi! Your article and videos have been so helpful! I purchased a hosting package through Bluehost that preinstalled WordPress and WooCommerce. I notice in this article you install WooCommerce later after setting the site up. If I follow your instructions will it cause issues since WooCommerce is already installed? One thing that's confusing is that there are pages already set up for WooCommerce that don't match the theme that I chose. So things aren't matching when previewing my shop and website pages.

Reply ↴

**WPBeginner Support**

ADMIN

Jun 23, 2020 at 9:15 am

No, it will not cause an issue.

Reply ↴

**Oringanje Philip chinedu**

Jun 21, 2020 at 8:36 am

I want to start online business

Reply ↴

**WPBeginner Support**

ADMIN

Jun 23, 2020 at 8:35 am

This article should help you do that

Reply ↴

**Bernice**

Jun 19, 2020 at 9:05 am

I like this video don't forget to subscribe

Reply ↴

## WPBeginner Support

ADMIN

Jun 19, 2020 at 3:21 pm

Glad you liked our video

Reply ↴

## Nick

Jun 10, 2020 at 5:04 pm

I cannot see the widgets live in my Sidebar what do I need to do?

Reply ↴

## WPBeginner Support

ADMIN

Jun 11, 2020 at 8:49 am

You would want to start by clearing all caching, we have an article on this below:

<https://www.wpbeginner.com/beginners-guide/how-to-clear-your-cache-in->

[wordpress/](#)

Reply ↴

## Aman

Jun 10, 2020 at 7:09 am

Hi there, will WooCommerce be idea/suitable for selling tickets/making bookings for online events/classes/courses etc?

Reply ↴

## WPBeginner Support

ADMIN

Jun 10, 2020 at 9:00 am

For booking plugins, we would recommend taking a look at our article below:

<https://www.wpbeginner.com/plugins/5-best-wordpress-appointment-and-booking-plugins/>

Reply ↴

## Solomon Etefia

May 20, 2020 at 10:29 am

Incredible, it's really a step by step tutorial, very helpful thanks

Reply ↴

## WPBeginner Support

ADMIN

May 21, 2020 at 8:40 am

You're welcome

Reply ↴

## Jean

May 15, 2020 at 6:02 pm

Can I use the same information, the same way it's being described for an online dropshipping business?  
Because on dropshipping you don't have the items you sell for a third party and get your commistion.  
How does that work if I have to use this website?

Reply ↴

## WPBeginner Support

ADMIN

May 18, 2020 at 3:49 pm

For learning dropshipping you would want to take a look at our guide on dropshipping below:  
<https://www.wpbeginner.com/beginners-guide/ultimate-dropshipping-guide-for-wordpress/>

Reply ↴

## Florence

May 6, 2020 at 8:07 pm

You guys are doing great job am bless to have you by my side thanks

Reply ↴

## WPBeginner Support

ADMIN

May 8, 2020 at 9:51 am

Glad we can be helpful and thank you for your kind words

Reply ↴

## Adam Ray

Apr 30, 2020 at 12:19 am

Thanks for sharing the great blog. This is very informative for my shop online. thanks.

Reply ↴

## WPBeginner Support

ADMIN

Apr 30, 2020 at 10:28 am

You're welcome, glad our guide could be helpful

Reply ↴

## Lal Muhammad

Apr 21, 2020 at 4:41 am

Wpbegginer is really good and amazing site to learn a lot for begginers.....we support and appreciate you....

Reply ↴

## WPBeginner Support

ADMIN

Apr 22, 2020 at 10:48 am

Thank you, glad you like our content

Reply ↴

## Chandra

Apr 1, 2020 at 3:33 am



Great article!! Very useful for beginners

Reply ↴

WPBeginner SupportADMIN

Apr 1, 2020 at 8:44 am

Thank you, glad you found our article helpful

Reply ↴

Dawn Groves

Mar 25, 2020 at 2:02 pm

Folks, when I posted this article link in linkedin, the caption for the image was “How to start an online store in 2019” You might want to update that.

Reply ↴

WPBeginner SupportADMIN

Mar 26, 2020 at 11:06 am

Thank you for letting us know

Reply ↴

## Leah

Mar 17, 2020 at 7:51 am

I would like to set up my art gallery with just a Buy it Now button from PayPal. Is this possible or do I have to use WooCommerce?

Reply ↴

## WPBeginner Support

ADMIN

Mar 17, 2020 at 10:14 am

For single items you could do that, WooCommerce gives you more tools for showing and tracking purchases on your site.

Reply ↴

## Medha

Mar 10, 2020 at 1:46 pm

Great tutorial! I'm in the process of setting up an e-commerce business but don't have my branding / business name yet.

In the meantime I want to start a blog to start building my audience.

If I start the blog with a particular name and domain name, and then decide to launch the business under another name – will this cause me a big issue in future?

Thanks,  
Medha

Reply ↴

## WPBeginner Support

ADMIN

Mar 11, 2020 at 8:53 am

Long term it should not cause an issue but in the short term, you may see a drop in visitors.

Reply ↴

## Phillip

Feb 15, 2020 at 9:42 am

When I use your affiliate link to purchase hosting from Bluehost with wordpress and woocommerce is this a wordpress.org or a wordpress.com site? Thanks.

Reply ↴

## WPBeginner Support

ADMIN

Feb 17, 2020 at 8:58 am

You would be creating a WordPress.org site

Reply ↴

## Steve

Jan 13, 2020 at 6:06 am

Hi, nice tutorial, but...

I am looking to create an online showroom (for antiques, second-hand furniture etc.) but do NOT want a shopping cart – I don't want people to be able to order online.

I have read that this can be called catalog mode...

Do you have any views (or experience) of how this can be achieved?

Thanks

Reply ↴

## WPBeginner Support

ADMIN

Jan 13, 2020 at 11:48 am

For creating a catalog, you would want to take a look at our How to Create a Product Catalog article here:

<https://www.wpbeginner.com/plugins/how-to-create-a-product-catalog-in-wordpress-without-a-shopping-cart/>

Reply ↴

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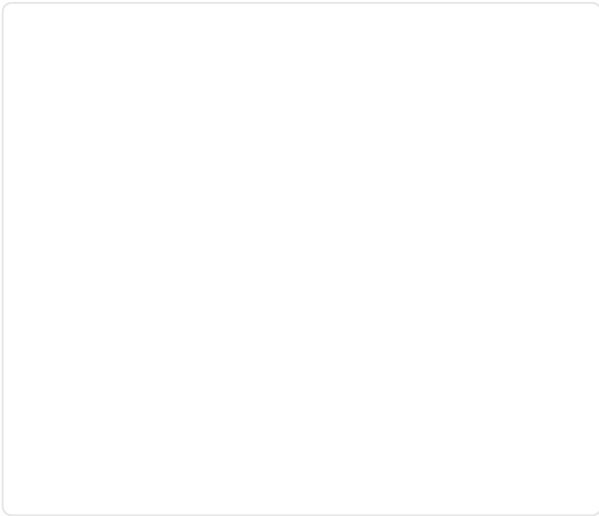
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WPBeginner is a free WordPress resource site for Beginners. WPBeginner was founded in July 2009 by Syed Balkhi. The main goal of this site is to provide high quality WordPress tutorials and other training resources to help people learn WordPress and improve their websites.

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