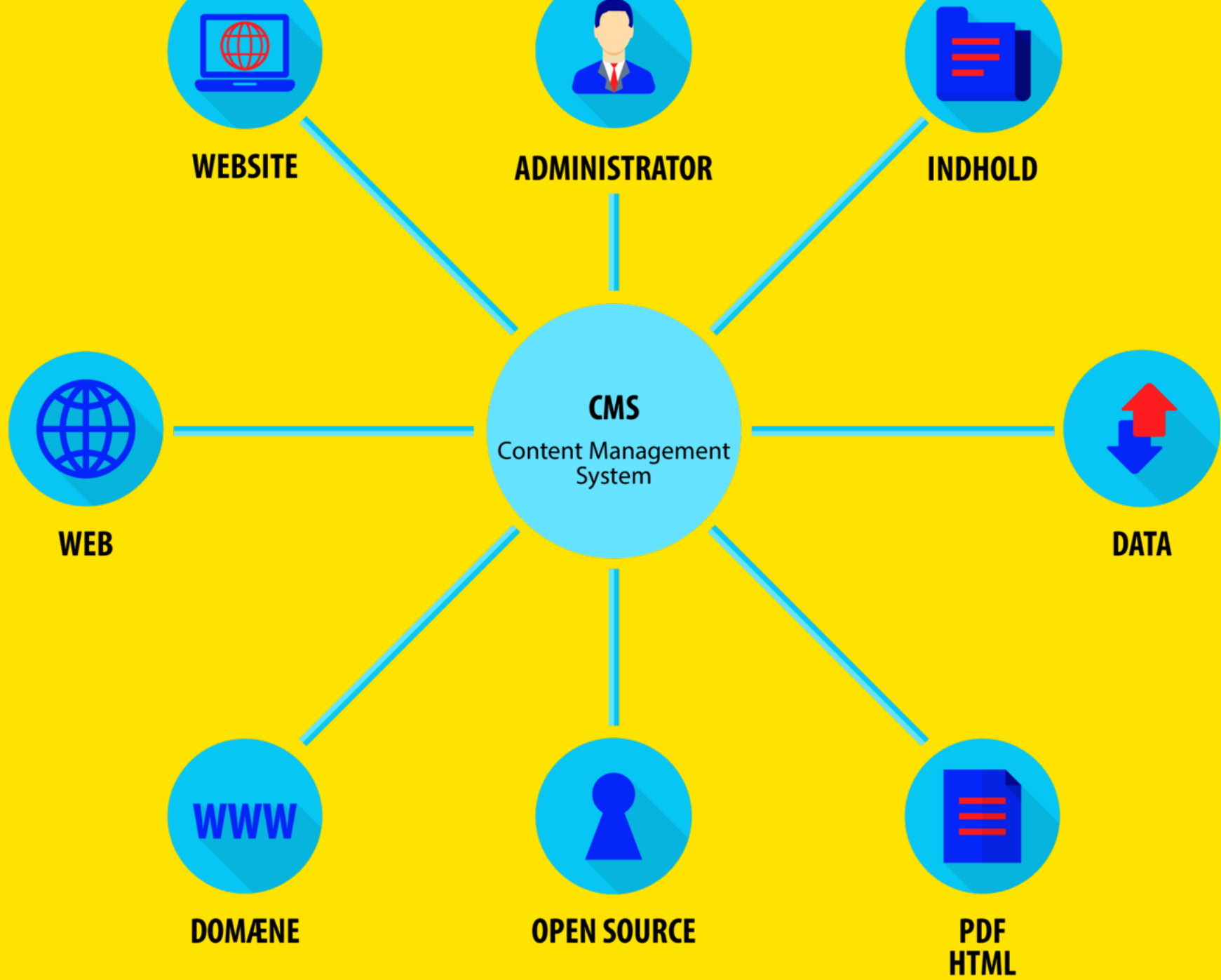


Woo



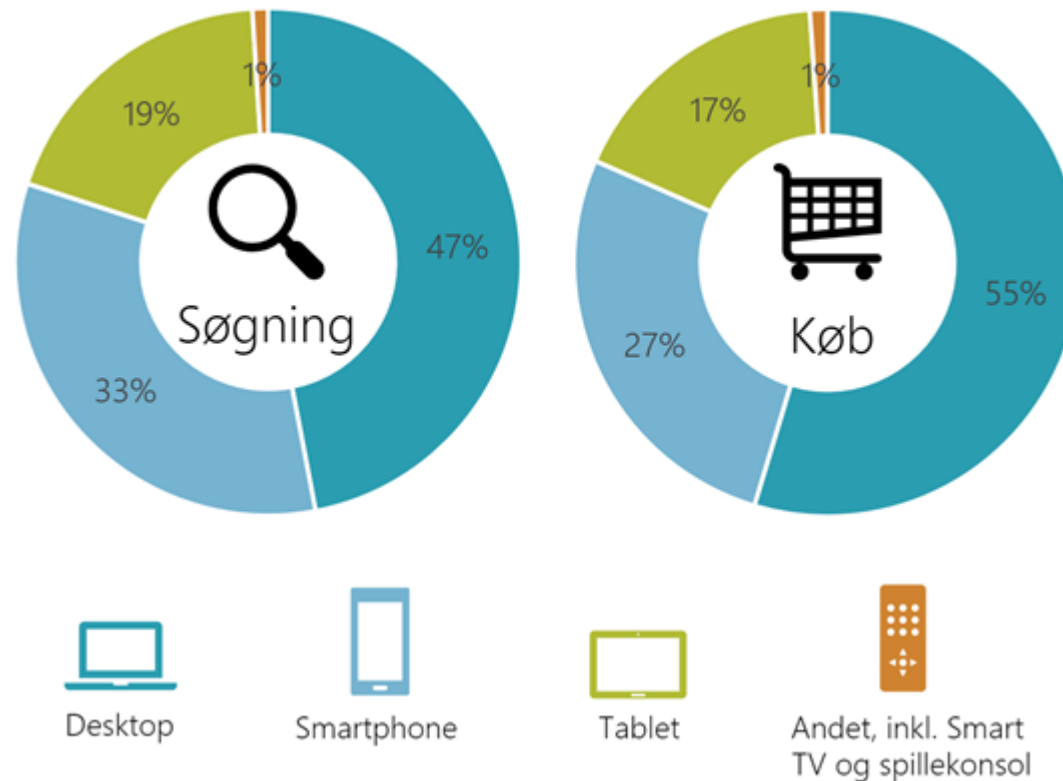
WHAT IS ACTUALLY WOOCOMMERCE?

**HOW DOES IT
LOOK LIKE ON A
GRAPH?**



E-commerce Usage Statistics

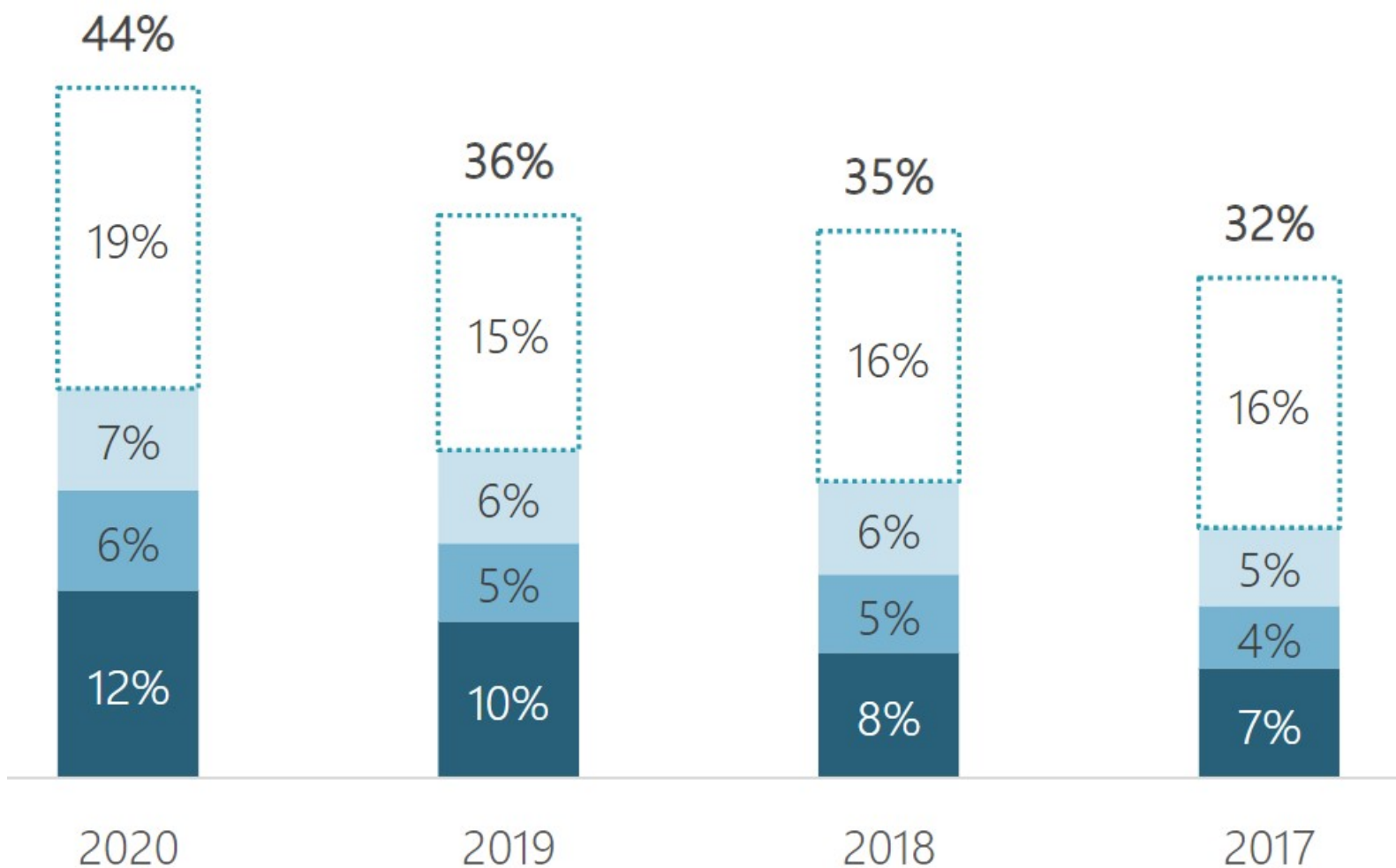
Statistics for websites using e-commerce technologies





Handler dagligvarer og/eller måltidkasser på nettet

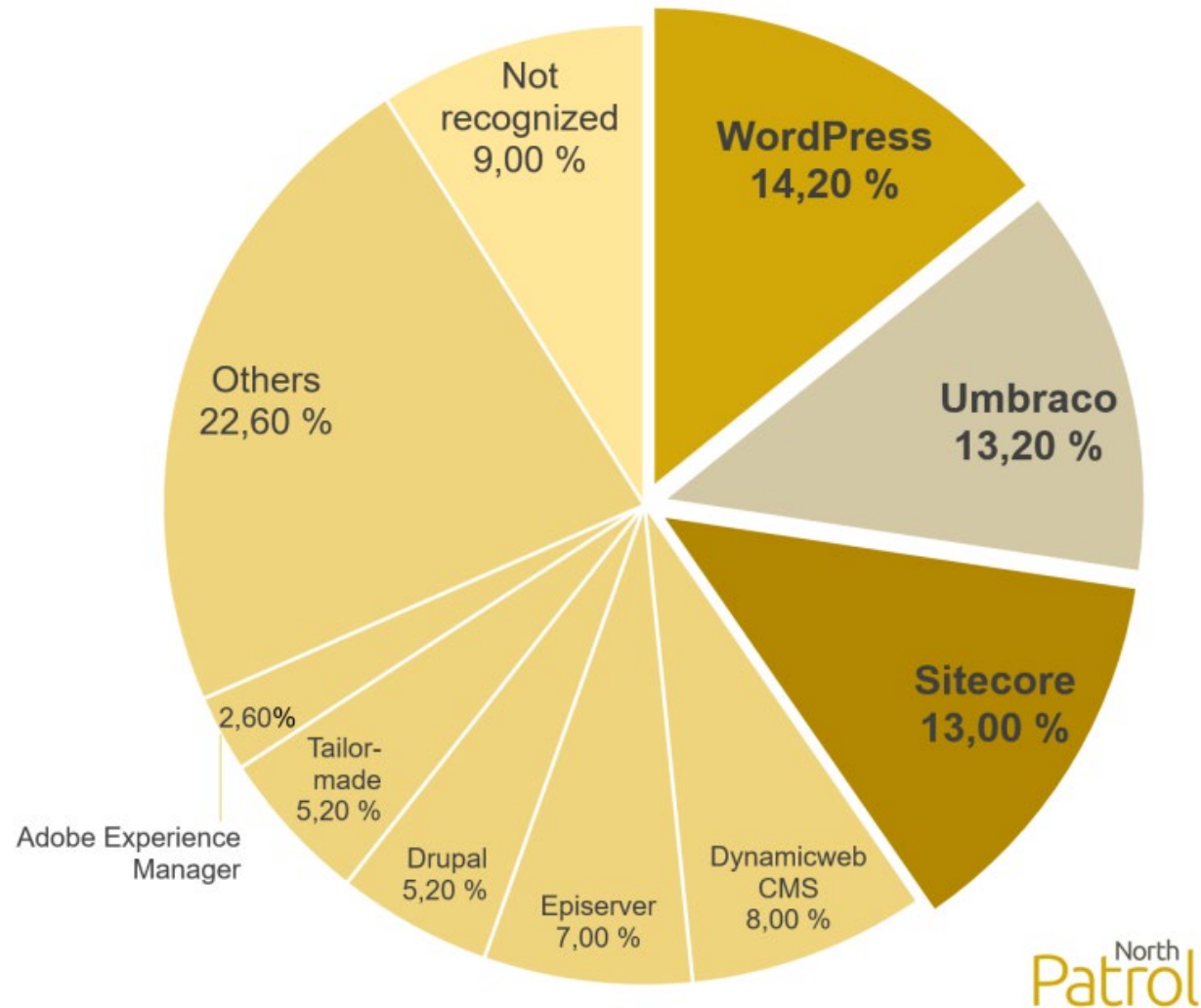
Ugenligt Hver 14. dag Månedligt Sjældnere





CMS market share 2019

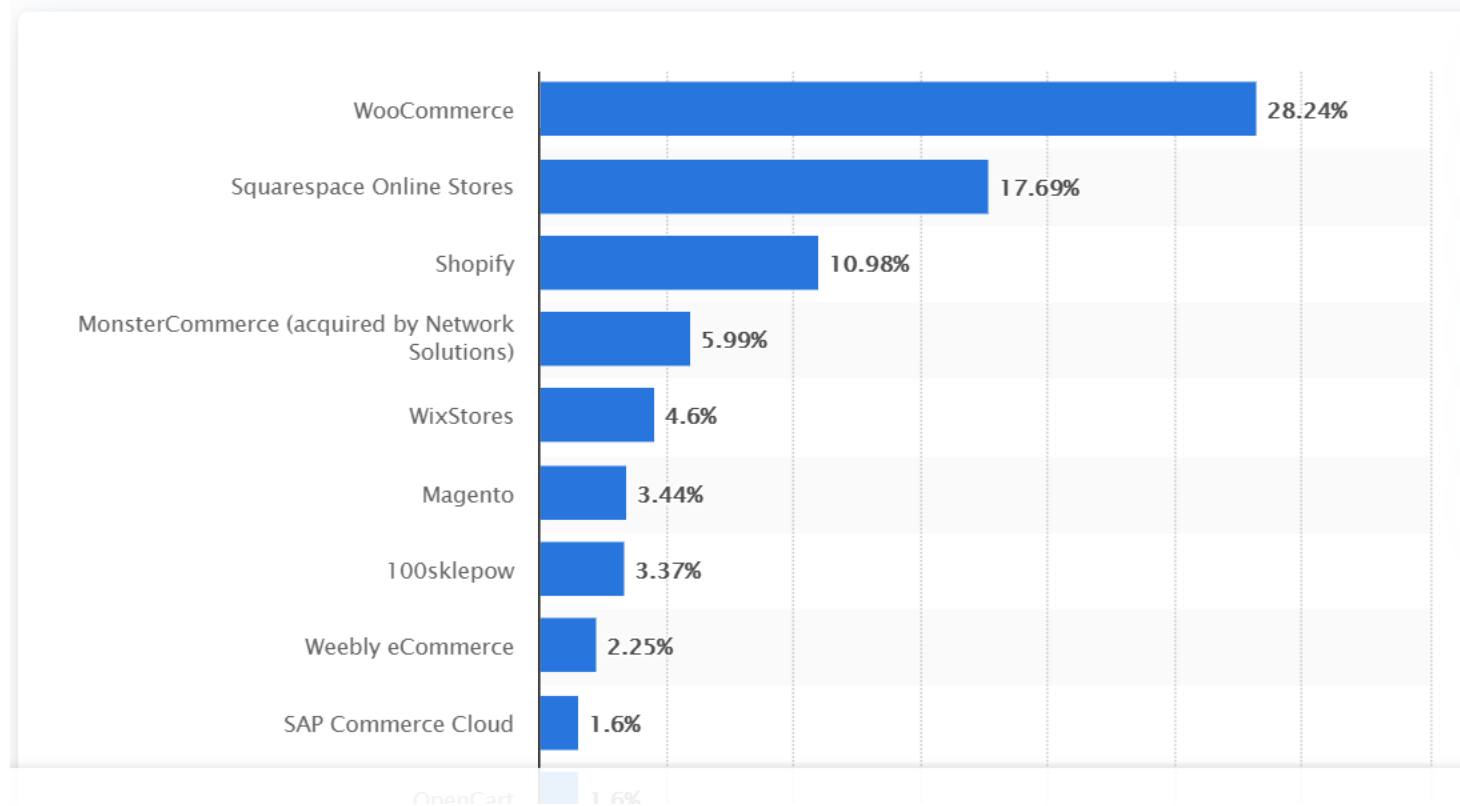
DENMARK TOP-500





E-commerce Usage Statistics

April 2020*



**WHAT CAN I DO
WITH
WOOCOMMERCE?**

Home / Mr Tailor's Shop / Accessories / A Simple Product

A Simple Product

★★★★★ (8 customer reviews)



\$250.00

The **Simple Product** type covers the vast majority of any products you may sell. Simple products are shipped and have no options. For example, a can of drink.

1

ADD TO CART

ADD TO WISHLIST

Variable Product

★★★★★ (5 customer reviews)



\$75.95

A **Variable Product** is a product which has several different variations, each of which may have a different SKU, price, stock options etc. For example a tshirt available in several different colours and/or sizes.

Choose an option

Black

Blue

✓ Brown

White

SHOE SIZE

12

Clear selection

1

ADD TO CART

RECENTLY VIEWED PRODUCTS



Home / Mr Tailor's Shop / Accessories / \$50 Gifts / Digital / Downloadable Product

Digital / Downloadable Product

★★★★★ (8 customer reviews)



\$250.00

This is a **Digital / Downloadable** Product.

Constructed in cotton sweat fabric, this lovely piece, lacus eu mattis auctor, dolor lectus venenatis nulla, at tristique eros sem vel ante. Sed leo enim, iaculis ornare tristique non, vulputate sit amet ante.

1

ADD TO CART

♥ ADD TO WISHLIST

🔗 SHARE THIS PRODUCT

RECENTLY VIEWED PRODUCTS



Grouped Product Demo

★★★★★ (5 customer reviews)



\$65.45-\$949.75

A **Grouped** product is a collection of related products which can be purchased individually and can only consist of simple products. For example, a simple product for a PS3 could be a grouped product as there are 80GB, 120GB and 200GB variations of that same parent product.

2

Brown Leather Boots

\$165.45

1

Secondhand Smoking Pipe

\$65.45

0

Genuine Leather Belt

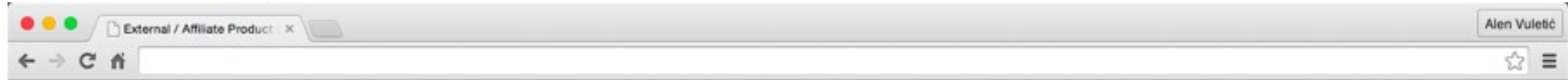
\$949.75

ADD TO CART

RECENTLY
VIEWED
PRODUCTS



EXTERNAL/AFFILIATE PRODUCTS



Home / Mr Tallor's Shop / Accessories / External / Affiliate Product

External / Affiliate Product

★★★★★ (1 customer review)



\$725.00

An **External** or **Affiliate** product is one which you list and describe on your web site, but is sold elsewhere.

For example this Kindle here. Looks like any other product, except the "Add to Cart" button, which is switched with a custom one that can link anywhere.

BUY ON AMAZON.COM

♡ ADD TO WISHLIST


◀ SHARE THIS PRODUCT

RECENTLY VIEWED PRODUCTS



HOW DOES BUYING CART SYSTEM WORK IN WOOCOMMERCE?

Shopping Cart

| PRODUCT | QUANTITY | TOTAL | |
|---|----------|----------|---|
|  <div>Minimalistic Table Clock \$250.00</div> | 1 | \$250.00 | × |

Coupon code

APPLY COUPON

UPDATE CART

PROCEED TO CHECKOUT

CART SUBTOTAL \$250.00

SHIPPING AND HANDLING

- ☐ Flat Rate: \$10.00
- ☒ Free Shipping
- ☐ International: \$60.00
- ☐ Local Delivery: \$5.00
- ☐ Local Pickup (Free)

CALCULATE SHIPPING

ORDER TOTAL \$250.00



Checkout

☐ RETURNING CUSTOMER? [CLICK HERE TO LOGIN](#)

☐ HAVE A COUPON? [CLICK HERE TO ENTER YOUR CODE](#)

Billing Address

COUNTRY *

United Kingdom (UK)

FIRST NAME *

LAST NAME *

COMPANY NAME

ADDRESS *

HOW TO DEAL WITH ORDERS?

Orders • WooCommerce 2.3.5 - CCNow Test

Alen Vuletić

← → ↻ 🏠

☆ ⚙️ ☰

🌐 WooCommerce 2.3.5 - CCNow Test 4 0 + New

Howdy, admin

Dashboard

Posts

Media

Pages

Comments

WooCommerce

Orders

Coupons

Reports

Settings

System Status

Add-ons

Products

Appearance

Plugins 1

Users

Tools

Settings

MailChimp for WP

Orders [Add Order](#)

All (28) | [Pending payment \(1\)](#) | [Completed \(9\)](#) | [Cancelled \(18\)](#)

Bulk Actions ▾

Apply

All dates ▾

Search for a customer... ▾

Filter

📄 📑 28 items

« < 1 of 2 > »

| <input type="checkbox"/> | | Order | Purchased | Ship to | | | Date | Total | Actions |
|--------------------------|--|---|-----------|---|---|---|------------|----------------------|---------|
| <input type="checkbox"/> | | #89 by asdf sadg sadgsadg@asfasdf.com | 1 item | asdf sadg, asdg, sadg, sadg, asdgasdg, NW1 5AU Via Free Shipping | - | - | 2015/02/24 | \$35.00 Via CCNow | |
| <input type="checkbox"/> | | #75 by re r rrr@fferreferfff.com | 1 item | re r, rfrf, 5555 RFRFR, France Via Livraison Gratuite | - | | 2015/02/24 | \$35.00 Via CCNow | |
| <input type="checkbox"/> | | #67 by Farmer Petsson thorsten@ccnow.com | 5 items | Farmer Petsson, The Ramshackle Farm, Second Gate, No 1, Halmstad, Halland, BFPO 123 Via Free Shipping | | | 2013/05/14 | £107.85 Via CCNow | |
| <input type="checkbox"/> | | #66 by Farmer Petsson thorsten@ccnow.com | 5 items | Farmer Petsson, The Ramshackle Farm, Second Gate, No 1, Halmstad, Halland, BFPO 123 Via Free Shipping | | | 2013/05/14 | £117.95 Via CCNow | |
| <input type="checkbox"/> | | #65 by Farmer Petsson thorsten@ccnow.com | 4 items | Farmer Petsson, The Ramshackle Farm, Second Gate, Halmstad, Halland, BFPO 123 Via Free Shipping | | | 2013/05/14 | £90.90 Via CCNow | |
| <input type="checkbox"/> | | #64 by Farmer Petsson thorsten@ccnow.com | 4 items | Farmer Petsson, The Ramshackle Farm, Second Gate, Halmstad, Halland, BFPO 123 Via Free Shipping | | | 2013/05/14 | £85.85 Via CCNow | |
| <input type="checkbox"/> | | #63 by Farmer Petsson thorsten@ccnow.com | 5 items | Farmer Petsson, Ramshackle Farm Enterprises, The Ramshackle Farm, Second Gate, Halmstad, Halland, BFPO 123 Via Free Shipping | | | 2013/05/13 | £136.00 Via CCNow | |

Orders Customers Stock

Help

Sales by date | Sales by product | Sales by category | Coupons by date

Year

Last Month

This Month

Last 7 Days

Custom: yyyy-mm-dd yyyy-mm-dd

Go

Export CSV

\$97.00

gross sales in this period

\$97.00

net sales in this period

\$16.17

average daily sales

7

orders placed

7

items purchased

\$0.00

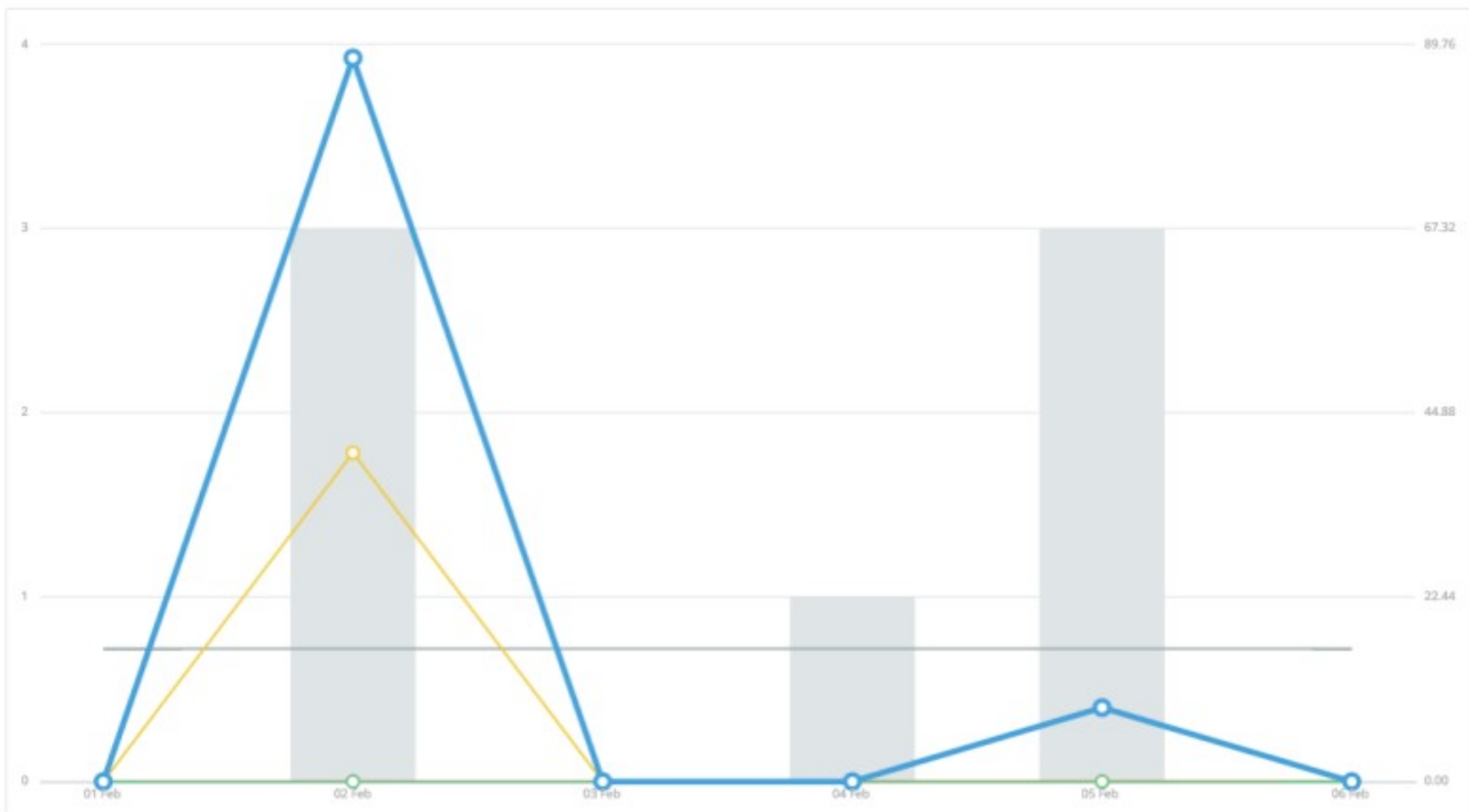
charged for shipping

\$0.00

in refunds

\$40.00

worth of coupons used



Alen Vuletić

Screen Options Help

WooCommerce 2.3.5 - CCNow Test 4 0 + New

Dashboard

Posts

Media

Pages

Comments

WooCommerce

Orders

Coupons

Reports

Settings

System Status

Add-ons

Products

Appearance

Plugins 1

Users

Tools

Settings

MallChImp for WP

Edit Coupon Add Coupon

Discount

Description of discount

Coupon Data

General

Usage Restriction

Usage Limits

Discount type

Coupon amount

Allow free shipping

Coupon expiry date

Cart % Discount

5

☐ Check this box if the coupon grants free shipping. The [free shipping method](#) must be enabled and be set to require "a valid free shipping coupon" (see the "Free Shipping Requires" setting).

YYYY-MM-DD

Publish

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Published on: Feb 24, 2015 @ 14:39 [Edit](#)

Move to Trash Update

**WHO IS GOING TO
TAKE CARE ABOUT
PAYMENTS AND
CASH FLOW?**

OVER 120 OFFICIAL PAYMENT EXTENSIONS

Interactions take place
embedded widgets, so the
buyer never leaves your site.

Free!

PayPal Pro

Take credit card payments
directly on your checkout using
PayPal Pro.

\$79.00

More >

PayPal Advanced

Take credit card payments
securely via PayPal Payments
Advanced (Payflow) keeping
customers on your site.

PayFast

Take payments on your
WooCommerce store via
PayFast (redirect method).

More >

Authorize.Net
a CyberSource solution

Authorize CIM gateway with
support for pre-orders and
subscriptions.

\$79.00

More >

First Data

FirstData gateway for
WooCommerce

\$79.00

More >

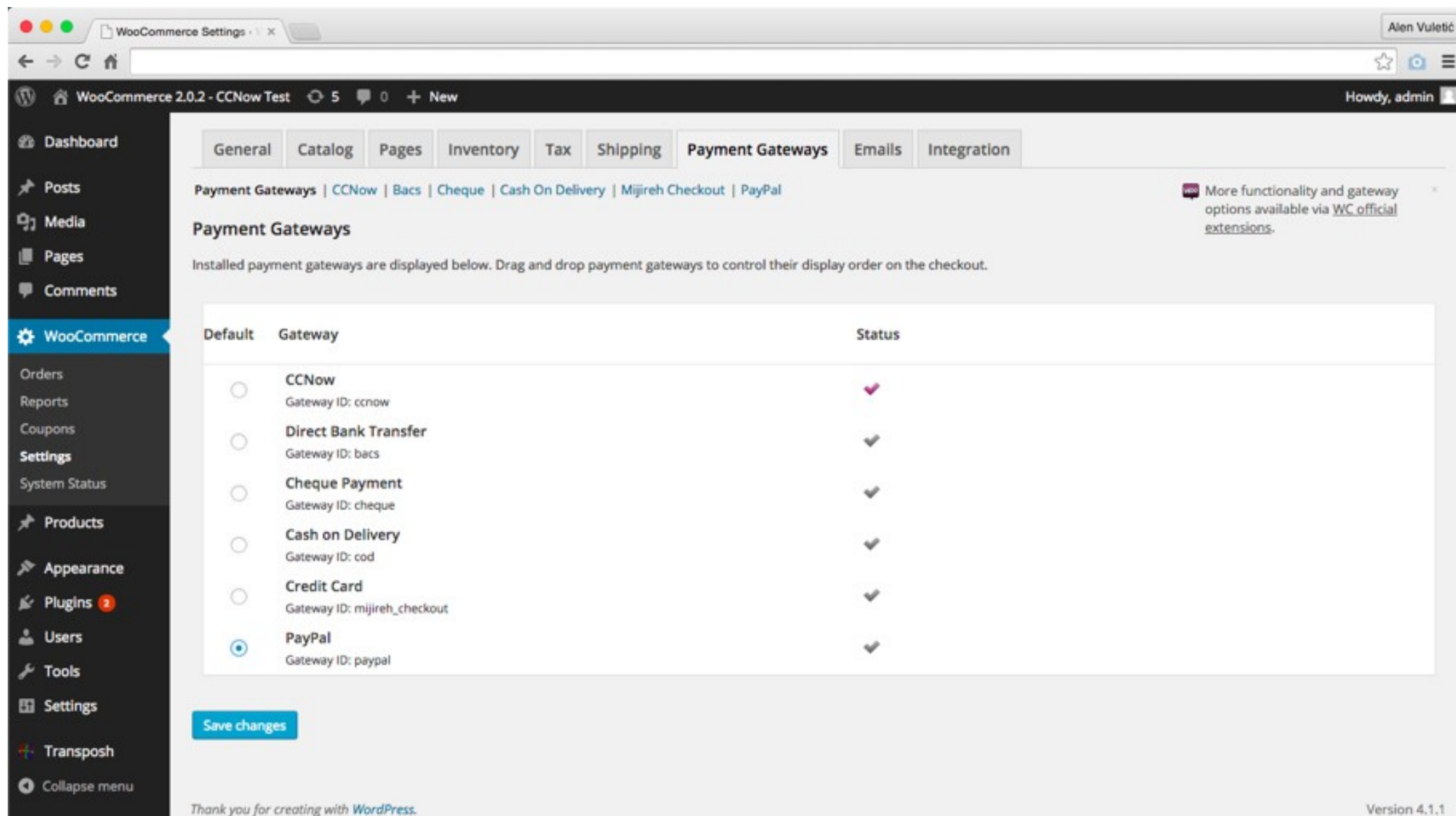
SIMPLIFY
Commerce
by MasterCard

Simplify Commerce by
MasterCard gives you a
merchant account and payment
gateway in a single, secure
package that takes just a few
minutes to set up.

Free!

More >

Betaling gateway



The screenshot shows the WooCommerce 2.0.2 settings page for a user named 'admin'. The 'Payment Gateways' tab is selected, displaying a list of installed payment methods. The left sidebar contains navigation links for Dashboard, Posts, Media, Pages, Comments, WooCommerce (active), Orders, Reports, Coupons, Settings, System Status, Products, Appearance, Plugins (2), Users, Tools, Settings, Transposh, and Collapse menu. The main content area shows the 'Payment Gateways' section with a list of gateways: CCNow, Direct Bank Transfer, Cheque Payment, Cash on Delivery, Credit Card, and PayPal. PayPal is selected as the default gateway. A 'Save changes' button is at the bottom left. A notification on the right mentions more functionality available via WC official extensions. The footer includes a WordPress thank you message and the version number 4.1.1.

WooCommerce Settings

WooCommerce 2.0.2 - CCNow Test

Howdy, admin

General Catalog Pages Inventory Tax Shipping **Payment Gateways** Emails Integration

Payment Gateways | CCNow | Bacs | Cheque | Cash On Delivery | Mijireh Checkout | PayPal

Payment Gateways

Installed payment gateways are displayed below. Drag and drop payment gateways to control their display order on the checkout.

| Default | Gateway | Status |
|----------------------------------|---|--------|
| <input type="radio"/> | CCNow Gateway ID: ccnow | ✓ |
| <input type="radio"/> | Direct Bank Transfer Gateway ID: bacs | ✓ |
| <input type="radio"/> | Cheque Payment Gateway ID: cheque | ✓ |
| <input type="radio"/> | Cash on Delivery Gateway ID: cod | ✓ |
| <input type="radio"/> | Credit Card Gateway ID: mijireh_checkout | ✓ |
| <input checked="" type="radio"/> | PayPal Gateway ID: paypal | ✓ |

Save changes

Thank you for creating with WordPress.

Version 4.1.1

**HOW TO
CALCULATE
SHIPPING RATES
FOR EACH CLIENT
INDIVIDUALLY?**

OVER 45 OFFICIAL SHIPPING EXTENSIONS

A full-featured shipping integration, including real-time shipping rates, automatic order fulfillment processing, and live inventory / tracking updates.

\$129.00

More >

Flat Rate Box Shipping

Pack items into boxes with pre-defined costs per destination

\$79.00

More >

New Zealand Post 

Offer shipping rates from the NZ Post API

\$79.00

More >



Offer Royal Mail shipping rates to your customers

\$79.00

More >





WooCommerce Settings · V X

Alien Vuletić

← → ↻ 🏠

WooCommerce 2.3.5 - CCNow Test 4 0 + New

Howdy, admin

Dashboard

Posts

Media

Pages

Comments

WooCommerce

Orders

Coupons

Reports

Settings

System Status

Add-ons

Products

Appearance

Plugins 1

Users

Tools

Settings

MailChimp for WP

Collapse menu

General Products Tax Checkout Shipping Accounts Emails Webhooks

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

☐ Default to shipping address

☒ Default to billing address

☐ Only ship to the users billing address

Restrict shipping to Location(s)

Ship to all countries you sell to

Choose which countries you want to ship to, or choose to ship to all [locations you sell to.](#)

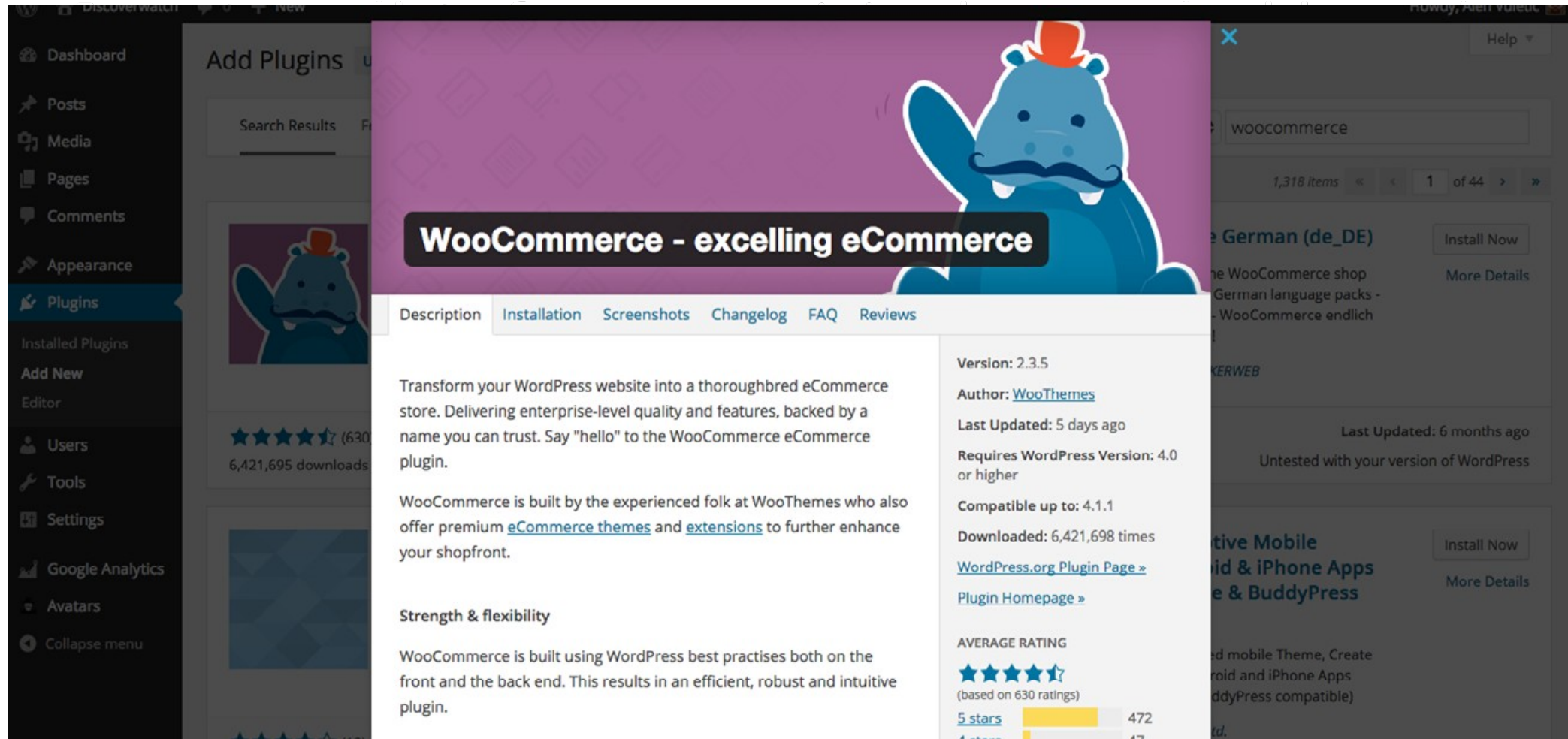
Shipping Methods

| Default | Name | ID | Status | |
|-----------------------|---------------|---------------|--------|----------|
| <input type="radio"/> | Flat Rate | flat_rate | - | Settings |
| <input type="radio"/> | Free Shipping | free_shipping | ✓ | Settings |

**IS IT DIFFICULT
TO SETUP
WOOCOMMERCE?**



1 INSTALL WOOCOMMERCE PLUGIN



The screenshot shows the WordPress 'Add Plugins' interface. On the left is a sidebar menu with options: Dashboard, Posts, Media, Pages, Comments, Appearance, **Plugins**, Installed Plugins, Add New Editor, Users, Tools, Settings, Google Analytics, Avatars, and Collapse menu. The main area displays the 'Add Plugins' search results for 'WooCommerce'. A modal window is open, showing the details for the 'WooCommerce - excelling eCommerce' plugin. The modal has a purple header with the WooCommerce logo (a blue hippo with a red top hat and a mustache). Below the header are tabs for Description, Installation, Screenshots, Changelog, FAQ, and Reviews. The 'Description' tab is active, showing a detailed description of the plugin, its features, and its strength & flexibility. To the right of the description are technical details like version, author, last updated, and requirements. At the bottom right of the modal is an 'AVERAGE RATING' section showing a 5-star rating based on 630 ratings, with a bar chart showing the distribution of ratings (5 stars, 4 stars, etc.).

WooCommerce - excelling eCommerce

Description Installation Screenshots Changelog FAQ Reviews

Transform your WordPress website into a thoroughbred eCommerce store. Delivering enterprise-level quality and features, backed by a name you can trust. Say "hello" to the WooCommerce eCommerce plugin.

WooCommerce is built by the experienced folk at WooThemes who also offer premium [eCommerce themes](#) and [extensions](#) to further enhance your shopfront.

Strength & flexibility

WooCommerce is built using WordPress best practises both on the front and the back end. This results in an efficient, robust and intuitive plugin.

Version: 2.3.5
Author: [WooThemes](#)
Last Updated: 5 days ago
Requires WordPress Version: 4.0 or higher
Compatible up to: 4.1.1
Downloaded: 6,421,698 times
[WordPress.org Plugin Page »](#)
[Plugin Homepage »](#)

AVERAGE RATING
★★★★★
(based on 630 ratings)
[5 stars](#) 472
[4 stars](#) 47

2 CHOOSE & INSTALL THEME THAT SUPPORTS WOOCOMMERCE

Refine your results:

View as: List

Sort by: Newest Items

Added: Any date

Category

All categories 17,904

WordPress 5,032

eCommerce 324

WooCommerce 272

WP e-Commerce 16

Miscellaneous 6

Jigoshop 5

Cart66 5

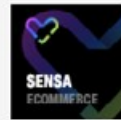
Tags

ecommerce 164

woocommerce 153

Category: WordPress x eCommerce x **WooCommerce x**

Clear all filters



Sensa - Responsive WordPress / Woocommerce Store

LoveThemes

in [WordPress](#) / [eCommerce](#) / [WooCommerce](#)
High Resolution: No, Widget Ready: Yes,
Compatible Browsers: IE9, IE10, IE11, Firefox,
Safari, Opera, Chrome, Compatible With:
WooCommerce 2.2.x, WooCommerce 2.1.x,
WooCommerce 2.0.x, Software Version:
WordPress 4.1, WordPress 4.0, WordPress 3.9,
WordPress 3.8, Columns: 4+

\$58



Mandala - Responsive Ecommerce Wordpress Theme

roadthemes

in [WordPress](#) / [eCommerce](#) / [WooCommerce](#)
High Resolution: Yes, Widget Ready: Yes,
Compatible Browsers: IE9, IE10, IE11, Firefox,
Safari, Opera, Chrome, Compatible With:
WooCommerce 2.3.x, WooCommerce 2.2.x,
Bootstrap 3.x, Software Version: WordPress 4.1,
WordPress 4.0, WordPress 3.9, Columns: 1

\$58



38 Sales



illusion - Premium Multipurpose Woocommerce Theme

smartdatasoft

in [WordPress](#) / [eCommerce](#) / [WooCommerce](#)
High Resolution: Yes, Widget Ready: Yes,
Compatible Browsers: IE9, IE10, IE11, Firefox,
Safari, Opera, Chrome, Compatible With: WPML,
WooCommerce 2.3.x, WooCommerce 2.2.x,
Gravity Forms 1.8.x, Bootstrap 3.x, Software
Version: WordPress 4.1, WordPress 4.0, Columns:
3

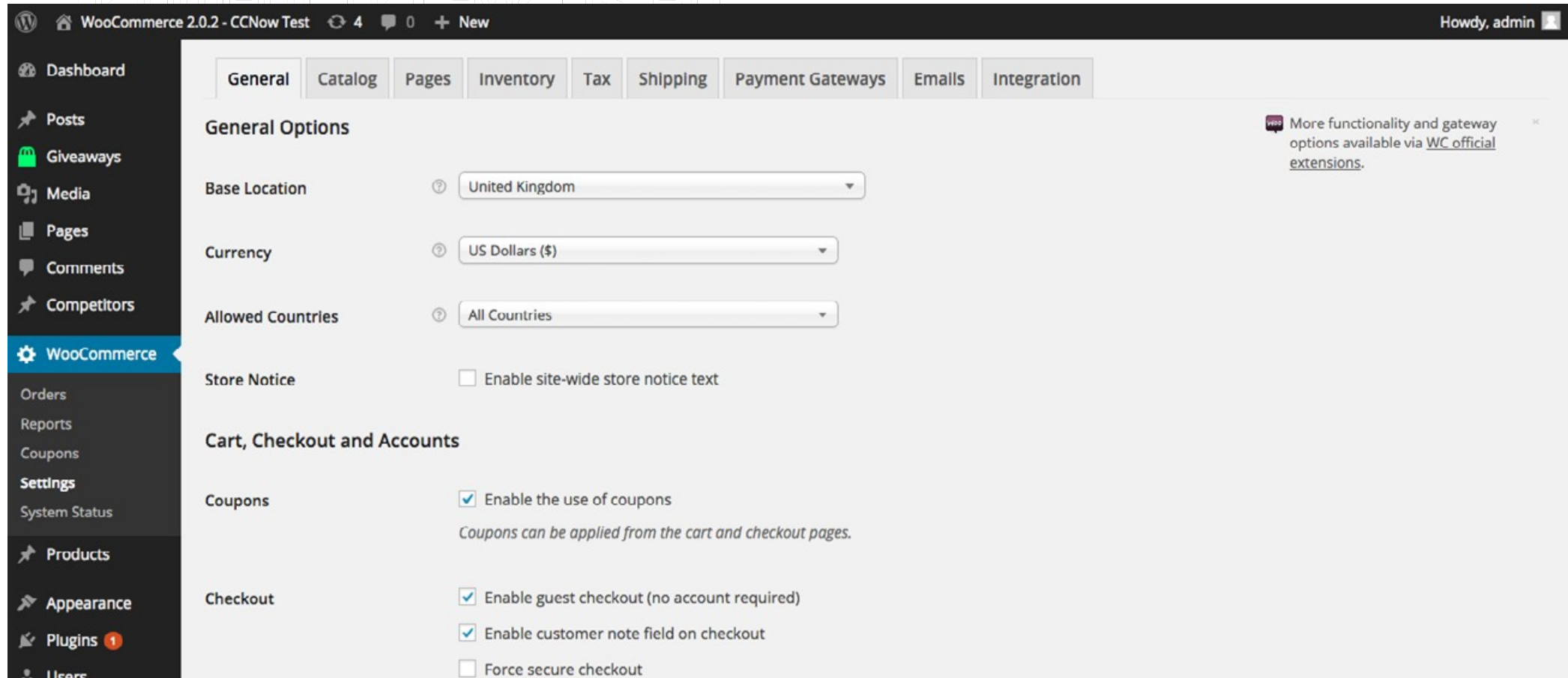
\$58



60 Sales

3 SETUP GENERAL SETTINGS

Tax, shipping, product, checkout settings,
payment gateways etc



The screenshot shows the WooCommerce 2.0.2 settings page for a user named 'admin'. The left sidebar contains navigation links: Dashboard, Posts, Giveaways, Media, Pages, Comments, Competitors, WooCommerce (highlighted), Orders, Reports, Coupons, Settings, System Status, Products, Appearance, Plugins (with 1 update), and Users. The main content area has tabs for General, Catalog, Pages, Inventory, Tax, Shipping, Payment Gateways, Emails, and Integration. The 'General' tab is active, showing 'General Options' and 'Cart, Checkout and Accounts' sections. In the 'General Options' section, 'Base Location' is set to 'United Kingdom', 'Currency' is 'US Dollars (\$)', and 'Allowed Countries' is 'All Countries'. The 'Store Notice' checkbox is unchecked. In the 'Cart, Checkout and Accounts' section, 'Coupons' are enabled, and 'Checkout' options include 'Enable guest checkout (no account required)', 'Enable customer note field on checkout', and 'Force secure checkout' (unchecked). A notice on the right mentions that more functionality and gateway options are available via WC official extensions.

WooCommerce 2.0.2 - CCNow Test 4 0 + New Howdy, admin

Dashboard Posts Giveaways Media Pages Comments Competitors **WooCommerce** Orders Reports Coupons Settings System Status Products Appearance Plugins 1 Users

General Catalog Pages Inventory Tax Shipping Payment Gateways Emails Integration

General Options

Base Location

Currency

Allowed Countries

Store Notice ☐ Enable site-wide store notice text

Cart, Checkout and Accounts

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

Checkout ☒ Enable guest checkout (no account required)
☒ Enable customer note field on checkout
☐ Force secure checkout

More functionality and gateway options available via [WC official extensions](#).

Create product categories, add products and fill

WooCommerce 2.0.2 - CCNow Test

4

0

New

Howdy, admin

Dashboard

Posts

Giveaways

Media

Pages

Comments

Competitors

WooCommerce

Products

Products

Add Product

Categories

Tags

Shipping Classes

Attributes

Appearance

Plugins 1

Products

Add Product

Screen Options

Help

All (3) | Published (3) | Sort Products

Bulk Actions

Apply

All dates











Show all product types

Show all sub-types

Filter

Search Products

3 items

| <input type="checkbox"/> |  | Name | SKU | Stock | Price | Categories | Tags | ★ |  | Date |
|--------------------------|--|--------------------------|---------|----------|-------------|------------|------|---|--|-------------------------------------|
| <input type="checkbox"/> |  | Cocoon Nest Sweater | CS-2450 | In stock | \$35 | - | - | ☆ |  | 2013/05/07 11:43:33 AM Published |
| <input type="checkbox"/> |  | Pacific Northwest Hiking | HH 3834 | In stock | From: \$123 | - | - | ☆ |  | 2013/05/07 11:40:12 AM Published |
| <input type="checkbox"/> |  | Polo-a-Gogo Shirt | CS-6390 | In stock | \$22 | - | - | ☆ |  | 2013/05/07 11:32:45 AM Published |
| <input type="checkbox"/> |  | Name | SKU | Stock | Price | Categories | Tags | ★ |  | Date |

Bulk Actions

Apply

3 items

5 TEST YOUR PAYMENT GATEWAY

To test PayPal gateway without making real

PayPal Developer

Documentation Dashboard Support

Search

Applications
My apps
My account

Sandbox
Accounts
Notifications
Transactions
IPN simulator

Live
Transactions

Sandbox test accounts

Existing Sandbox users
Log in with a new or existing PayPal account. U.S. and non-U.S. developers can create a new Personal or Business account on [PayPal.com](#).

Once you log in, import your existing Sandbox test accounts using the email address and password you used previously with the Sandbox. You can import only once. Please make sure you import to the PayPal account that you want to use for development. See our [FAQ for existing users](#).

Test your code end-to-end by creating personal and business test accounts. Use test Credentials to make API requests and see the responses. To learn how to use Sandbox, checkout out the [Testing Guide](#).

Non-US developers: please read our [FAQ](#).

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<https://www.linkedin.com/learning/installing-and-running-wordpress-local-by-flywheel/>

<https://docs.woocommerce.com/document/importing-woocommerce-sample-data/#>

🌐 Dashboard

📌 Posts

🖼️ Media

📄 Pages

💬 Comments

🛒 WooCommerce

🏠 Home

📦 Orders

👤 Customers

💰 Coupons

📊 Reports

⚙️ Settings

📶 Status

🔌 Extensions

📦 Products

📊 Analytics

📣 Marketing

[WooCommerce](#) / Home

📄 Orders

Inbox

Insights and growth tips for your business

2 minutes ago

Connect to WooCommerce.com

Connect to get important product notifications and updates.

Connect

Dismiss

Finish setup



Store details



Add my products

1 minute per product



Set up payments

2 minutes



Set up tax

1 minute



Set up shipping

1 minute



Personalize my store

2 minutes



xbi

Just another WordPress site

🔍 Search products...

HOME

CART

CHECKOUT

MY ACCOUNT

SHOP

Rp0 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