

A Tour of WooCommerce 2018 (WooCommerce 3.3.4)

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Basic Capabilities

- Provides a robust shopping cart functionality for WordPress for both physical and virtual products.
- Hands down the best e-commerce solution for WordPress
- Provides popular cart functions like coupons, reports, product variations, stock management, customizable email communication with clients, product categories, tags, and more.
- Provides some payment and shipping options in the free version, with paid extensions available for many more

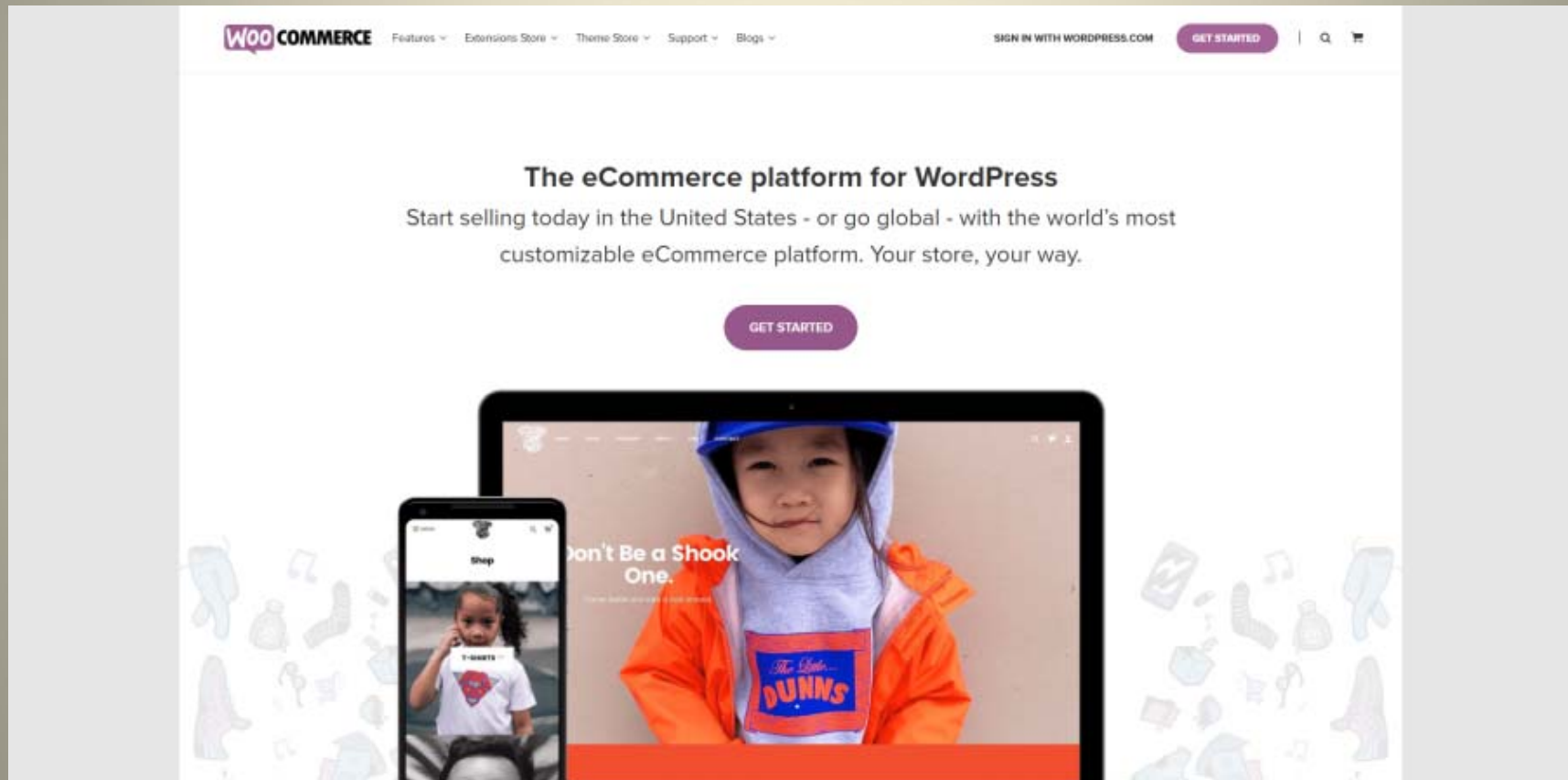
How to get WooCommerce

Install the plugin through WordPress plugins.


The screenshot shows the WordPress 'Add Plugins' interface. At the top, there's a search bar with the keyword 'woocommerce' and a 'Help' button. Below the search bar, there are tabs for 'Search Results', 'Featured', 'Popular', 'Recommended', and 'Favorites'. The search results are displayed in a grid of plugin cards. Each card includes the plugin's logo, name, a brief description, an 'Install Now' button, a 'More Details' link, a star rating with the number of reviews, the number of active installations, and a compatibility checkmark indicating it works with the current version of WordPress. The plugins shown are: 1. **WooCommerce** (2,800 reviews, 1+ Million Active Installations, last updated 2 days ago). 2. **WooCommerce PDF Invoices & Packing Slips** (590 reviews, 100,000+ Active Installations, last updated 2 days ago). 3. **WooCommerce Stripe Payment Gateway** (36 reviews, 300,000+ Active Installations, last updated 4 weeks ago). 4. **WooCommerce Germanized** (182 reviews, 30,000+ Active Installations, last updated 1 month ago). 5. **WooCommerce Checkout Field Editor (Manager) Pro** (58 reviews, 70,000+ Active Installations, last updated 1 month ago). 6. **Perfect WooCommerce Brands** (56 reviews, 9,000+ Active Installations, last updated 2 weeks ago). 7. **PayPal for WooCommerce**. 8. **WooCommerce Google Feed Manager**. 9. **Enhanced Ecommerce Google Analytics Plugin for WooCommerce**.

How to get WooCommerce

Download it from the WooCommerce website:
<https://woocommerce.com/>



Setup Wizard



Store setup Payment Shipping Extras Activate Ready!

The following wizard will help you configure your store and get you started quickly.

Where is your store based?
United States (US) — New Mexico

Address
6100 4th Street NW

Address line 2
#274

City Postcode / ZIP
Albuquerque 87107

What currency do you use?
United States dollar (\$)

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

I will also be selling products or services in person.


Help WooCommerce improve by enabling usage tracking.

Checking this box means making WooCommerce better — your store will be considered as we evaluate new features, judge the quality of an update, or determine if an improvement makes sense. If you do not check this box, we will not know this store exists and we will not collect any usage data. [Read more about what we collect.](#)

Let's go!

[Not right now](#)


Setup Wizard




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

Payment

WooCommerce can accept both online and offline payments. [Additional payment methods](#) can be installed later.

 Accept debit and credit cards in 135+ currencies, methods such as Alipay, and one-touch checkout with Apple Pay. [Learn more.](#)

Create a new Stripe account for me

 Safe and secure payments using credit cards or your customer's PayPal account. [Learn more.](#)

Accept payments without linking a PayPal account

Offline Payments Collect payments from customers offline.

[Continue](#)

Setup Wizard

Woo COMMERCE

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

Shipping

You're all set up to ship anywhere in the United States (US), and outside of it. We recommend using **live rates** (which are powered by our WooCommerce Services plugin and Jetpack) to get accurate USPS shipping prices to cover the cost of order fulfillment.

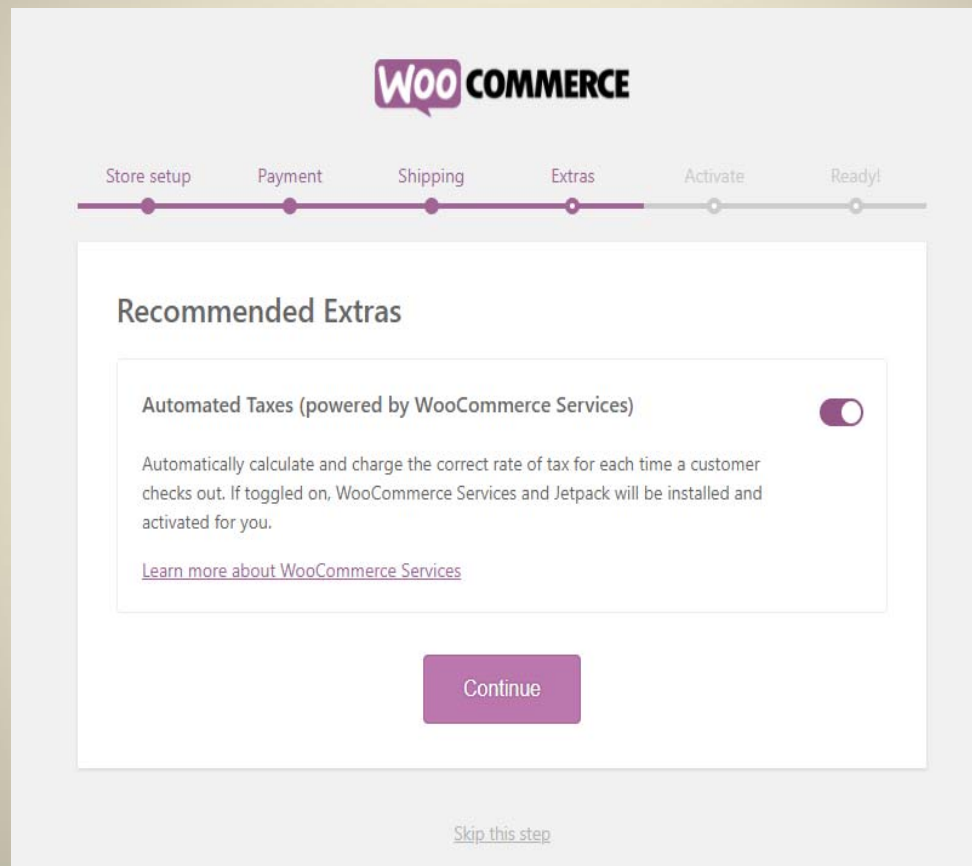
Shipping Zone	Shipping Method	
United States (US)	Live Rates	WooCommerce Services and Jetpack will be installed and activated for you. <input checked="" type="checkbox"/>
Locations not covered by your other zones	Live Rates	WooCommerce Services and Jetpack will be installed and activated for you. <input checked="" type="checkbox"/>

Weight unit—used to calculate shipping rates, and more.
oz

Dimension unit—helps for accurate package selection.
in

[Continue](#)

Setup Wizard



The screenshot shows the WooCommerce Setup Wizard interface. At the top, the 'WooCommerce' logo is displayed. Below it is a progress bar with six steps: 'Store setup', 'Payment', 'Shipping', 'Extras', 'Activate', and 'Ready!'. The 'Extras' step is currently active, indicated by a purple dot and a purple line segment. The main content area is titled 'Recommended Extras' and contains a toggle for 'Automated Taxes (powered by WooCommerce Services)'. The toggle is currently turned on. Below the toggle is a paragraph of text explaining the feature and a link to 'Learn more about WooCommerce Services'. At the bottom of the main content area is a purple 'Continue' button. Below the main content area is a link for 'Skip this step'.

WooCommerce

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

Recommended Extras

Automated Taxes (powered by WooCommerce Services)

Automatically calculate and charge the correct rate of tax for each time a customer checks out. If toggled on, WooCommerce Services and Jetpack will be installed and activated for you.

[Learn more about WooCommerce Services](#)

Continue

[Skip this step](#)

Setup Wizard

WOO COMMERCE

Store setup

Payment

Shipping

Extras

Activate

Ready!

Connect your store to Jetpack

Your store is almost ready! To activate services like automated taxes, live rates and discounted shipping labels, just connect with Jetpack.



Jetpack

By connecting your site you agree to our fascinating [Terms of Service](#) and to [share details](#) with WordPress.com

Continue with Jetpack

Bonus reasons you'll love Jetpack

Better security

Protect your store from unauthorized access.

Store stats

Get insights on how your store is doing, including total sales, top products, and more.

Store monitoring

Get an alert if your store is down for even a few minutes.

Product promotion

Share new items on social media the moment they're live in your store.

[Skip this step](#)

Setup Wizard



Store setup

Payment

Shipping

Extras

Ready!

You're ready to start selling!

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

Yes please!

NEXT STEP

Create your first product

You're ready to add your first product.

Create a product

HAVE AN EXISTING STORE?

Import products

Transfer existing products to your new store — just import a CSV file.

Import products

Watch our [guided tour videos](#) to learn more about WooCommerce, and visit [WooCommerce.com](#) to learn more about [getting started](#).

[Return to your dashboard](#)

Basic Settings

- General settings
 - Where to sell to/ship to
 - Enable taxes
 - Select currency
- Product settings
 - Select Shop page permalink
 - Measurement units
 - Enable reviews & Product ratings
- Product Settings - Inventory
 - Stock Management/Notification
 - Low Stock and Out of Stock thresholds
 - Visibility of Stock Status/display format
- Downloadable Products
 - Force download settings
 - Set login requirement for downloads
 - Access to downloads after payment?

Basic Settings - General

General Products Tax Shipping Checkout Accounts Emails API

Store Address

This is where your business is located. Tax rates and shipping rates will use this address.

Address line 1

Address line 2

City

Country / State

Postcode / ZIP

General options

Selling location(s)

Sell to specific countries

- Canada
- United States (US)
- United States (US) Minor Outlying Islands
- United States (US) Virgin Islands

Shipping location(s)

Default customer location

Enable taxes Enable taxes and tax calculations

Currency options

The following options affect how prices are displayed on the frontend.

Currency

Currency position

Thousand separator

Decimal separator

Number of decimals

Basic Settings – Products/General

General | **Products** | Tax | Shipping | Checkout | Accounts | Emails | API

General | [Inventory](#) | [Downloadable products](#)

Shop pages

Shop page
The base page can also be used in your [product permalinks](#).

Add to cart behaviour

- Redirect to the cart page after successful addition
- Enable AJAX add to cart buttons on archives

Measurements

Weight unit

Dimensions unit

Reviews

Enable reviews

- Enable product reviews
- Show "verified owner" label on customer reviews
- Reviews can only be left by "verified owners"

Product ratings

- Enable star rating on reviews
- Star ratings should be required, not optional

Basic Settings – Products/Inventory

General

Products

Tax

Shipping

Checkout

Accounts

Emails

API

[General](#) | [Inventory](#) | [Downloadable products](#)

Inventory

Manage stock

Enable stock management

Hold stock (minutes)

60

Hold stock (for unpaid orders) for x minutes. When this limit is reached, the pending order will be cancelled. Leave blank to disable.

Notifications

Enable low stock notifications

Enable out of stock notifications

Notification recipient(s)

Low stock threshold

Out of stock threshold

Out of stock visibility

Hide out of stock items from the catalog

Stock display format

- Always show quantity remaining in stock e.g. "12 in stock"
- Only show quantity remaining in stock when low e.g. "Only 2 left in stock"
- Never show quantity remaining in stock

Save changes

Basic Settings – Inventory/Downloadable

General

Products

Tax

Shipping

Checkout

Accounts

Emails

API

[General](#) | [Inventory](#) | Downloadable products

Downloadable products

File download method



Force downloads

Access restriction

Downloads require login

This setting does not apply to guest purchases.

Grant access to downloadable products after payment

Enable this option to grant access to downloads when orders are "processing", rather than "completed".

Save changes

Basic Settings

- Tax Settings
 - Enable automated taxes
 - how taxes are applied
 - what address they're calculated on
 - Additional tax classes
 - How prices are displayed in regard to taxes
 - How taxes are shown at checkout
- Tax Settings - Standard Rates
 - Add tax rates manually
- Reduced/Zero rates
 - Set rates for specific products that have differing tax rates

Basic Settings – Tax Rates

- Alternate Tax Rates (Reduced Rate, Zero Rate) can be applied to specific products if you have a product that should not be taxed at the standard rate.
- Enabling Automated taxes may add additional rates to the standard tax rate table, but shouldn't add any to the alternate tax rate tables

Basic Settings – Tax/Tax Options

General Products **Tax** Shipping Checkout Accounts Emails API

Tax options | [Standard rates](#) | [Reduced rate rates](#) | [Zero rate rates](#)

Tax options

Automated taxes ?

Prices entered with tax ? Yes, I will enter prices inclusive of tax
 No, I will enter prices exclusive of tax

Calculate tax based on ?

Shipping tax class ?

Rounding Round tax at subtotal level, instead of rounding per line

Additional tax classes ?

Display prices in the shop

Display prices during cart and checkout

Price display suffix ?

Display tax totals

Save changes

Basic Settings – Tax/Rates

Help ▾

General Products **Tax** Shipping Checkout Accounts Emails API

Tax options | **Standard rates** | Reduced rate rates | Zero rate rates

Search...

"Standard" tax rates

Country code ⓘ	State code ⓘ	Postcode / ZIP ⓘ	City ⓘ	Rate % ⓘ	Tax name ⓘ	Priority ⓘ	Compound ⓘ	Shipping ⓘ
US	<input type="text" value="NM"/>	<input type="text" value="*"/>	<input type="text" value="*"/>	7.4375	NM GRT Los Ranch	1	<input type="checkbox"/>	<input type="checkbox"/>

Basic Settings – Sample Tax Rates

Country Code	State Code	ZIP/Postcode	City	Rate %	Tax Name	Priority	Compound	Shipping	Tax Class
US	AL			4.00%	AL State Tax	1	0	0	
US	AK			0.00%	AK State Tax	1	0	0	
US	AZ			5.60%	AZ State Tax	1	0	0	
US	AR			6.50%	AR State Tax	1	0	0	
US	CA			7.50%	CA State Tax	1	0	0	
US	CO			2.90%	CO State Tax	1	0	0	
US	CT			6.35%	CT State Tax	1	0	0	
US	DE			0.00%	DE State Tax	1	0	0	
US	FL			6.00%	FL State Tax	1	0	0	
US	GA			4.00%	GA State Tax	1	0	0	
US	HI			4.00%	HI State Tax	1	0	0	
US	ID			6.00%	ID State Tax	1	0	0	
US	IL			6.25%	IL State Tax	1	0	0	
US	IN			7.00%	IN State Tax	1	0	0	
US	IA			6.00%	IA State Tax	1	0	0	
US	KS			6.15%	KS State Tax	1	0	0	
US	KY			6.00%	KY State Tax	1	0	0	
US	LA			4.00%	LA State Tax	1	0	0	
US	ME			5.50%	ME State Tax	1	0	0	
US	MD			6.00%	MD State Tax	1	0	0	
US	MA			6.25%	MA State Tax	1	0	0	
US	MI			6.00%	MI State Tax	1	0	0	
US	MN			6.88%	MN State Tax	1	0	0	
US	MS			7.00%	MS State Tax	1	0	0	
US	MO			4.23%	MO State Tax	1	0	0	
US	MT			0.00%	MT State Tax	1	0	0	
US	NE			5.50%	NE State Tax	1	0	0	
US	NV			6.85%	NV State Tax	1	0	0	
US	NH			0.00%	NH State Tax	1	0	0	
US	NJ			7.00%	NJ State Tax	1	0	0	
US	NM			5.13%	NM State Tax	1	0	0	

Basic Settings

- Shipping settings
 - Shipping Zones
 - Shipping Options
 - Shipping Classes
 - Packages
 - Shipping Labels

Basic Settings – Shipping Zones

- General
- Products
- Tax
- Shipping
- Checkout
- Accounts
- Emails
- API

[Shipping zones](#) | [Shipping options](#) | [Shipping classes](#) | [Packages](#) | [Shipping labels](#)

Shipping zones [Add shipping zone](#)

A shipping zone is a geographic region where a certain set of shipping methods are offered. WooCommerce will match a customer to a single zone using their shipping address and present the shipping methods within that zone to them.

 Zone name	Region(s)	Shipping method(s)
 United States (US)	United States (US)	USPS
 Locations not covered by your other zones	This zone is optionally used for regions that are not included in any other shipping zone.	USPS

Basic Settings – Shipping Zones

General

Products

Tax

Shipping

Checkout

Accounts

Emails

API

[Shipping zones](#) | [Shipping options](#) | [Shipping classes](#) | [Packages](#) | [Shipping labels](#)

[Shipping zones](#) > United States (US)

Zone name


United States (US)

Zone regions

× United States (US)

[Limit to specific ZIP/postcodes](#)

Shipping methods

Shipping method title	Enabled	Description
 USPS	<input checked="" type="checkbox"/>	USPS (WooCommerce Services) USPS Shipping Rates, Powered by WooCommerce Services

Add shipping method

Save changes

Basic Settings – Shipping Zones

General Products Tax **Shipping** Checkout Accounts Emails API

[Shipping zones](#) | [Shipping options](#) | [Shipping classes](#) | [Packages](#) | [Shipping labels](#)

[Shipping zones](#) > [United States \(US\)](#) > USPS (WooCommerce Services)

Setup

Shipping method title

Origin ZIP Code

Where are you shipping from?

Rates

Services

Which [shipping services](#) do you want to offer to your customers?

First-Class Mail 0 services selected

Service	Price adjustment
<input type="checkbox"/> First-Class Mail - Stamped Letter	0 \$
<input type="checkbox"/> First-Class Mail - Metered Letter	0 \$
<input type="checkbox"/> First-Class Mail - Parcel	0 \$
<input type="checkbox"/> First-Class Mail - Large Postcards	0 \$
<input type="checkbox"/> First-Class Mail - Postcards	0 \$
<input type="checkbox"/> First-Class Mail - Large Envelope	0 \$
<input type="checkbox"/> First-Class Package Service	0 \$

Basic Settings – Shipping Zones

Rates	Services																		
	<i>Which shipping services do you want to offer to your customers?</i>																		
	<table border="1"><tbody><tr><td data-bbox="705 516 1402 540"><input type="checkbox"/> First-Class Mail</td><td data-bbox="1413 516 1612 540">0 services selected</td><td data-bbox="1675 516 1709 540">▼</td></tr><tr><td data-bbox="705 561 1402 586"><input type="checkbox"/> Other Services</td><td data-bbox="1413 561 1612 586">0 services selected</td><td data-bbox="1675 561 1709 586">▼</td></tr><tr><td data-bbox="705 607 1402 631"><input checked="" type="checkbox"/> Priority Mail</td><td data-bbox="1413 607 1612 631">6 services selected</td><td data-bbox="1675 607 1709 631">▼</td></tr><tr><td data-bbox="705 652 1402 677"><input type="checkbox"/> Priority Mail Express</td><td data-bbox="1413 652 1612 677">0 services selected</td><td data-bbox="1675 652 1709 677">▼</td></tr><tr><td data-bbox="705 698 1402 722"><input type="checkbox"/> Priority Mail Express International</td><td data-bbox="1413 698 1612 722">0 services selected</td><td data-bbox="1675 698 1709 722">▼</td></tr><tr><td data-bbox="705 743 1402 768"><input checked="" type="checkbox"/> Priority Mail International</td><td data-bbox="1413 743 1612 768">5 services selected</td><td data-bbox="1675 743 1709 768">▼</td></tr></tbody></table>	<input type="checkbox"/> First-Class Mail	0 services selected	▼	<input type="checkbox"/> Other Services	0 services selected	▼	<input checked="" type="checkbox"/> Priority Mail	6 services selected	▼	<input type="checkbox"/> Priority Mail Express	0 services selected	▼	<input type="checkbox"/> Priority Mail Express International	0 services selected	▼	<input checked="" type="checkbox"/> Priority Mail International	5 services selected	▼
<input type="checkbox"/> First-Class Mail	0 services selected	▼																	
<input type="checkbox"/> Other Services	0 services selected	▼																	
<input checked="" type="checkbox"/> Priority Mail	6 services selected	▼																	
<input type="checkbox"/> Priority Mail Express	0 services selected	▼																	
<input type="checkbox"/> Priority Mail Express International	0 services selected	▼																	
<input checked="" type="checkbox"/> Priority Mail International	5 services selected	▼																	
	<p>Which rates would you like to show?</p> <p><input checked="" type="radio"/> Show all available rates and let customers choose.</p> <p><input type="radio"/> Only show the cheapest rate.</p>																		
	<p>Fallback Rate (in \$)</p> <input type="text" value="0"/>																		
	<p><i>If USPS returns no rates, offer the customer a fallback rate so they are still able to checkout. Leave this field as 0 to indicate no fallback rate.</i></p>																		
	<p>What price would you like to charge?</p> <p><input checked="" type="radio"/> Retail — Standard post office rates.</p> <p><input type="radio"/> Commercial — Discounted post office rates.</p>																		
	<p>Learn more about available shipping rates and prices.</p>																		
Packaging	Packing Method																		
	<p><input checked="" type="radio"/> Pack items together, in as few packages as possible.</p> <p><input type="radio"/> Ship items individually, in their original packaging.</p>																		
	<p>Saved Packages</p> <p>Add and edit saved packages using the Packaging Manager.</p>																		

Basic Settings – Shipping Options

General

Products

Tax

Shipping

Checkout

Accounts

Emails

API

[Shipping zones](#) | [Shipping options](#) | [Shipping classes](#) | [Packages](#) | [Shipping labels](#)

Your settings have been saved.

Shipping options

Calculations

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

Shipping destination

- Default to customer shipping address
- Default to customer billing address
- Force shipping to the customer billing address

Debug mode

- Enable debug mode

Enable shipping debug mode to show matching shipping zones and to bypass shipping rate cache.

Save changes

Basic Settings – Shipping Classes

- Shipping Classes can be used to add additional shipping costs onto specific items, or specify a smaller shipping cost for specific items.
- Shipping classes have no effect if you are only using automated shipping rates, but can be very useful for flat-rate and other static shipping options

Basic Settings – Packages

Add a package

Custom package

Service package

Package name

Unique package name

Inner Dimensions (L x W x H) in

L	W	H	in
---	---	---	----

[Add exterior dimensions](#)

Weight of empty package

Package weight oz

Max weight package can hold

Max weight oz

Defines both the weight of the empty package and the max weight it can hold

Cancel


Add package


Add a package


Custom package

Service package

USPS Priority Mail Boxes 0 packages selected ^

 Priority Mail Medium Tube 37.69 x 6.13 x 5.06 in

 Priority Mail Small Tube 25 x 6 x 5.88 in


 Priority Mail Shoe Box 7.5 x 5.13 x 4.63 in

 Priority Mail Box - 4 7 x 7 x 6 in

 Priority Mail Box - 7 12 x 12 x 8 in

 Priority Mail Box - 1095 15.25 x 12.38 x 3 in

 Priority Mail Box - 1096L 9.25 x 6.25 x 2 in

 Priority Mail Box - 1097 11.5 x 13.13 x 2.38 in

Cancel

Add packages

Basic Settings – Shipping Labels

General Products Tax Shipping Checkout Accounts Emails API

[Shipping zones](#) | [Shipping options](#) | [Shipping classes](#) | [Packages](#) | [Shipping labels](#)

Shipping Labels


Print shipping labels yourself and save a trip to the post office.

Paper size

Label (4"x6")

Payment

To purchase shipping labels, add a credit card.

[Add a credit card](#) 

Email Receipts

Email the label purchase receipts to orphic_admin (orphic_admin) at ken@orphicworkshop.com

[Save changes](#)

Basic Settings

- Checkout options
 - Enable coupons
 - Enable guest checkout
 - Force secure checkout
 - Checkout pages and endpoints
 - Payment Processors/Recurring payments
- Settings for Individual Payment Processors

Basic Settings – Checkout Options

General

Products

Tax

Shipping

Checkout

Accounts

Emails

API

[Checkout options](#) | [BACS](#) | [Check payments](#) | [Cash on delivery](#) | [PayPal](#) | [PayPal Express Checkout](#) | [Stripe](#) | [Stripe Bancontact](#) | [Stripe SOFORT](#) | [Stripe Giropay](#) | [Stripe iDeal](#) | [Stripe](#)

Checkout process

Coupons

Enable the use of coupons

Coupons can be applied from the cart and checkout pages.

Calculate coupon discounts sequentially

When applying multiple coupons, apply the first coupon to the full price and the second coupon to the discounted price and so on.

Checkout process

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](#)).

Basic Settings – Checkout Options

Checkout pages

These pages need to be set so that WooCommerce knows where to send users to checkout.

Cart page	<input type="text" value="Cart"/>
Checkout page	<input type="text" value="Checkout"/>
Terms and conditions	<input type="text" value="Select a page..."/>

Checkout endpoints

Endpoints are appended to your page URLs to handle specific actions during the checkout process. They should be unique.

Pay	<input type="text" value="order-pay"/>
Order received	<input type="text" value="order-received"/>
Add payment method	<input type="text" value="add-payment-method"/>
Delete payment method	<input type="text" value="delete-payment-method"/>
Set default payment method	<input type="text" value="set-default-payment-method"/>

Basic Settings – Payment Gateways

Payment gateways

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

Gateway display order

Gateway	Gateway ID	Enabled
☰ Direct bank transfer	bacs	-
☰ Check payments	cheque	-
☰ Cash on delivery	cod	-
☰ PayPal	paypal	-
☰ PayPal Express Checkout	ppec_paypal	✓
☰ Credit Card (Stripe)	stripe	✓
☰ SEPA Direct Debit	stripe_sepa	-
☰ Bancontact	stripe_bancontact	-
☰ SOFORT	stripe_sofort	-
☰ Giropay	stripe_giropay	-
☰ iDeal	stripe_ideal	-
☰ Przelewy24 (P24)	stripe_p24	-
☰ Alipay	stripe_alipay	-
☰ Bitcoin	stripe_bitcoin	-

Save changes

Basic Settings

- Accounts
 - Set Account page
 - Enable customer registration on checkout/account pages
 - Display returning customer login
 - Automatically generate customer username/password
 - Account endpoints/pages

Basic Settings - Accounts

General

Products

Tax

Shipping

Checkout

Accounts

Emails

API

Account pages

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

My account page



My account



Customer registration

- Enable customer registration on the "Checkout" page.
- Enable customer registration on the "My account" page.

Login

- Display returning customer login reminder on the "Checkout" page.

Account creation

- Automatically generate username from customer email.
- Automatically generate customer password

Basic Settings - Accounts

My account endpoints

Endpoints are appended to your page URLs to handle specific actions on the accounts pages. They should be unique and can be left blank to disable the endpoint.

Orders

View order



Downloads




Edit account



Addresses



Payment methods



Lost password



Logout



Basic Settings

- Emails
 - Specific customizations for each of the standard emails included in WooCommerce (order related, account related, and if installed, subscription related)
 - Address, color, header/footer/logo customization
 - Copy email templates to your theme for additional customization

Basic Settings - Emails

General Products Tax Shipping Checkout Accounts **Emails** API

Email notifications

Email notifications sent from WooCommerce are listed below. Click on an email to configure it.

Email	Content type	Recipient(s)
<input checked="" type="checkbox"/> New order ?	text/html	ken@orphicworkshop.com
<input checked="" type="checkbox"/> Cancelled order ?	text/html	ken@orphicworkshop.com
<input checked="" type="checkbox"/> Failed order ?	text/html	ken@orphicworkshop.com
<input checked="" type="checkbox"/> Order on-hold ?	text/html	Customer
<input checked="" type="checkbox"/> Processing order ?	text/html	Customer
<input checked="" type="checkbox"/> Completed order ?	text/html	Customer
<input checked="" type="checkbox"/> Refunded order ?	text/html	Customer
<input type="checkbox"/> Customer invoice / Order details ?	text/html	Customer
<input checked="" type="checkbox"/> Customer note ?	text/html	Customer
<input checked="" type="checkbox"/> Reset password ?	text/html	Customer
<input checked="" type="checkbox"/> New account ?	text/html	Customer

Basic Settings – Email Templates

General Products Tax Shipping Checkout Accounts **Emails** API

Customer invoice / Order details [?](#)

Customer invoice emails can be sent to customers containing their order information and payment links.

Subject [?](#)

Email heading [?](#)

Subject (paid) [?](#)

Email heading (paid) [?](#)

Email type [?](#)

HTML template

To override and edit this email template copy `woocommerce/templates/emails/customer-invoice.php` to your theme folder: `storefront/woocommerce/emails/customer-invoice.php`.

[Save changes](#)

Basic Settings – Email Options

Email sender options

"From" name

"From" address

Email template

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

Header image

Footer text

Base color

Background color

Body background color

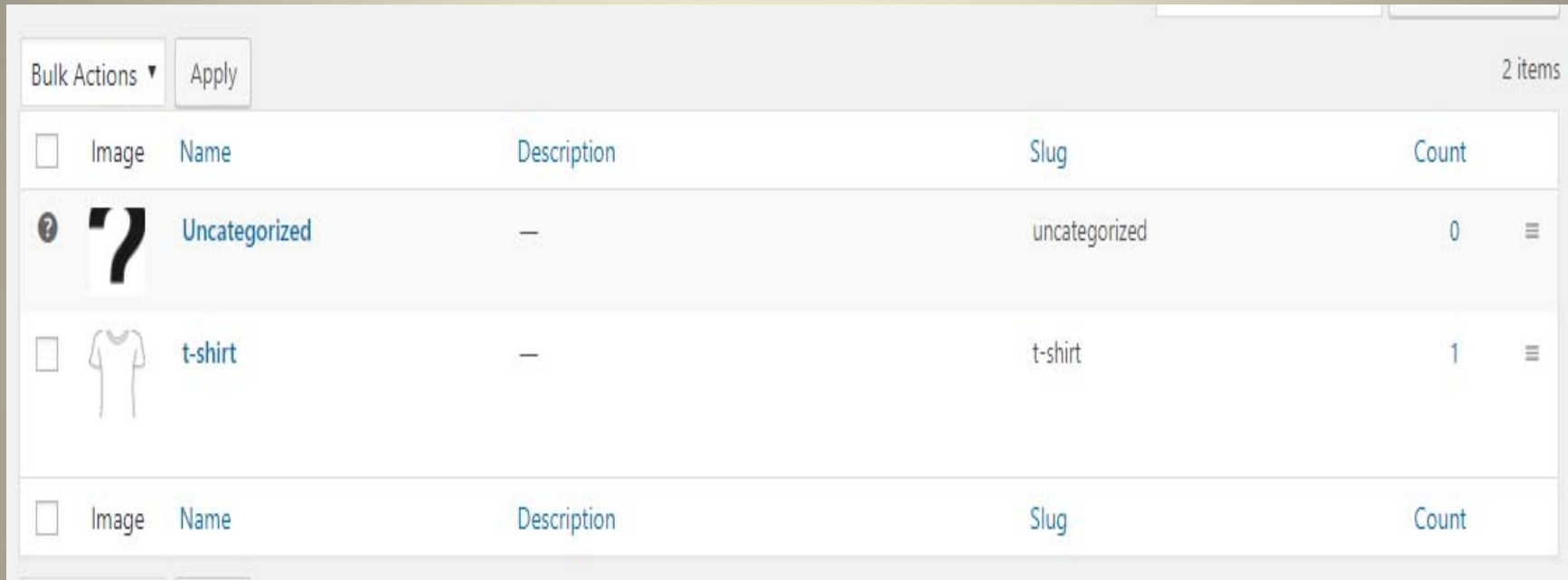
Body text color

[Save changes](#)


Basic Settings - API

- API settings can be used to incorporate custom apps that work with your store via JSON and JSONP
- Webhooks can be used to integrate with third-party services
- These are outside the scope of this lecture
- More information can be found at:
<https://docs.woocommerce.com/document/woocommerce-rest-api/>

Basic Settings – Product Categories



The screenshot shows the WooCommerce Product Categories table. At the top left, there is a 'Bulk Actions' dropdown menu and an 'Apply' button. At the top right, it indicates '2 items'. The table has five columns: 'Image', 'Name', 'Description', 'Slug', and 'Count'. There are two rows of data. The first row is for the 'Uncategorized' category, which has a question mark icon, a description of a dash, a slug of 'uncategorized', and a count of 0. The second row is for the 't-shirt' category, which has a t-shirt icon, a description of a dash, a slug of 't-shirt', and a count of 1. Each row has a checkbox on the left and a menu icon on the right.

<input type="checkbox"/>	Image	Name	Description	Slug	Count
<input type="checkbox"/>		Uncategorized	—	uncategorized	0
<input type="checkbox"/>		t-shirt	—	t-shirt	1



- WooCommerce tracks the number of products added to each category
- WooCommerce has an “uncategorized” category that gets added by default
- Like WordPress categories, Parent and Child categories are allowed

Product Settings

- Adding a Product
 - Product Name and description use the WordPress editor
 - Type of product:
 - Simple Product
 - Grouped Product
 - External/Affiliate Products
 - Variable Products

Basic Settings - Attributes

Name	Slug	Order by	Terms
Color	color	Custom ordering	Black, Red Configure terms
Size	size	Custom ordering	Large, Medium, Small Configure terms

Bulk Actions ▾ <input type="button" value="Apply"/>				3 items
<input type="checkbox"/>	Name	Description	Slug	Count
<input type="checkbox"/>	Large	—	large	1 
<input type="checkbox"/>	Medium	—	medium	1 
<input type="checkbox"/>	Small	—	small	1 
<input type="checkbox"/>	Name	Description	Slug	Count

3 items

Basic Settings - Products

Products [Add New](#) [Import](#) [Export](#)

All (1) | Published (1) | [Sorting](#)

[Bulk Actions](#) [Apply](#) [Select a category](#) [Filter by product type](#) [Filter by stock status](#) [Filter](#) [Search products](#) 1 item

<input type="checkbox"/>		Name	SKU	Stock	Price	Categories	Tags	<input type="checkbox"/>		Date	Stats	<input type="checkbox"/>
<input type="checkbox"/>		Men's T-Shirt	T10507	In stock (100)	\$16.00 - \$20.00	t-shirt	-	<input type="checkbox"/>		Published 12 mins ago		
<input type="checkbox"/>		Name	SKU	Stock	Price	Categories	Tags	<input type="checkbox"/>		Date	Stats	<input type="checkbox"/>

[Bulk Actions](#) [Apply](#) 1 item

Edit product [Add New](#)

Men's T-Shirt

Permalink: <http://orpicworkbench.com/woocommerce/product/mens-t-shirt/> [Edit](#)

[Add Media](#) [Add Contact Form](#) [Visual](#) [Text](#)

Paragraph **B** *I*

Men's T-Shirt

Word count: 2

Last edited by orpic_admin on March 26, 2018 at 1:04 am

Basic Settings - Products

Product categories

All categories **Most Used**

Uncategorized

t-shirt


[+ Add new category](#)

Product tags

Separate tags with commas

[Choose from the most used tags](#)


Product image



Click the image to edit or update

[Remove product image](#)

Product gallery



[Add product gallery images](#)

Basic Settings - Products

Product data — **Simple product** | Virtual: Downloadable:

General	Regular price (\$)	<input type="text"/>
Inventory	Sale price (\$)	<input type="text"/> Schedule
Shipping	Tax status	<input type="text" value="Taxable"/> ?
Linked Products	Tax class	<input type="text" value="Standard"/> ?
Attributes		
Advanced		

Product data — **External/Affiliate product**

General	Product URL	<input type="text" value="http://"/> <small>Enter the external URL to the product.</small>
Inventory	Button text	<input type="text" value="Buy product"/> <small>This text will be shown on the button linking to the external product.</small>
Linked Products	Regular price (\$)	<input type="text"/>
Attributes	Sale price (\$)	<input type="text"/> Schedule
Advanced	Tax status	<input type="text" value="Taxable"/> ?
	Tax class	<input type="text" value="Standard"/> ?

Basic Settings - Products

Product data — **Grouped product** ▼

Inventory	SKU	<input type="text" value="T10507"/>	?
Linked Products	Stock quantity	<input type="text" value="100"/>	?
Attributes	Allow backorders?	<input type="text" value="Do not allow"/>	?
Advanced			

Product data — **Variable product** ▼

General	Tax status	<input type="text" value="Taxable"/>	?
Inventory	Tax class	<input type="text" value="Standard"/>	?
Shipping			
Linked Products			
Attributes			
Variations			
Advanced			

Basic Settings - Products

Product data — Simple product Virtual: Downloadable:

General	SKU	<input type="text" value="T10507"/>	?
Inventory	Manage stock?	<input checked="" type="checkbox"/> Enable stock management at product level	
Shipping	Stock quantity	<input type="text" value="100"/>	?
Linked Products	Allow backorders?	<input type="text" value="Do not allow"/>	?
Attributes			
Advanced	Sold individually	<input type="checkbox"/> Enable this to only allow one of this item to be bought in a single order	

Product data — Simple product Virtual: Downloadable:

General	Weight (oz)	<input type="text" value="16"/>	?
Inventory	Dimensions (in)	<input type="text" value="Length"/> <input type="text" value="Width"/> <input type="text" value="Height"/>	?
Shipping	Shipping class	<input type="text" value="Standard"/>	?
Linked Products			
Attributes			
Advanced			

Basic Settings - Products

Product data — Simple product Virtual: Downloadable:

- General
- Inventory
- Shipping
- Linked Products
- Attributes
- Advanced

Upsells ?

Cross-sells ?

Product data — Simple product Virtual: Downloadable:

- General
- Inventory
- Shipping
- Linked Products
- Attributes
- Advanced

Custom product attribute Add [Expand / Close](#)

Size

Name: Size Value(s):

Visible on the product page

Color

Name: Color Value(s):

Visible on the product page

Basic Settings - Products

Product data — **Simple product** | Virtual: Downloadable:

- General
- Inventory
- Shipping
- Linked Products
- Attributes
- Advanced

Purchase note

Menu order

Enable reviews

Product data — **Variable product**

- General
- Inventory
- Shipping
- Linked Products
- Attributes
- Variations
- Advanced

Default Form Values:

Add variation 6 variations (Expand / Close)


#21	<input type="text" value="Large"/>	<input type="text" value="Black"/>
#22	<input type="text" value="Large"/>	<input type="text" value="Red"/>
#23	<input type="text" value="Medium"/>	<input type="text" value="Black"/>
#24	<input type="text" value="Medium"/>	<input type="text" value="Red"/>

Basic Settings – Product Variations

Default Form Values: Large Black

Add variation 6 variations [Expand](#) / [Close](#)

#21 Large Black

 SKU

Enabled: Downloadable: Virtual: Manage stock?

Regular price (\$) Sale price (\$) [Schedule](#)

Stock status

Weight (oz) Dimensions (L×W×H) (in)

Length	Width	Height
--------	-------	--------

Shipping class

Tax class

Description

Basic Settings – Product Variations

Variable product ▾

Default Form Values: ⓘ Large ▾ Black ▾

Add variation ▾ Go

Status

- Toggle "Enabled"
- Toggle "Downloadable"
- Toggle "Virtual"

Pricing

- Set regular prices
- Increase regular prices (fixed amount or percentage)
- Decrease regular prices (fixed amount or percentage)
- Set sale prices
- Increase sale prices (fixed amount or percentage)
- Decrease sale prices (fixed amount or percentage)
- Set scheduled sale dates

Inventory

- Toggle "Manage stock?"
- Stock
- Set Status - In stock
- Set Status - Out of stock
- Set Status - On backorder

Shipping

- Length

18

Coupons

SampleCoupon15

15% off coupon

Coupon data

General

Discount type Percentage discount

Usage restriction

Coupon amount 15

Usage limits

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

Coupon expiry date 2018-04-30

Coupon data

General

Discount type Percentage discount

Usage restriction

Coupon amount

Usage limits

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

Coupon expiry date 2018-04-30

- Percentage discount
- Percentage discount
- Fixed cart discount
- Fixed product discount
- Sign Up Fee Discount
- Sign Up Fee % Discount
- Recurring Product Discount
- Recurring Product % Discount
- 2018-04-30

Reports

- Orders
 - Sales by date
 - Sales by product
 - Sales by category
 - Coupons by date
 - Customer Downloads
- Customers
 - Customers vs. guests
 - Customer list
- Stock
 - Low in Stock
 - Out of Stock
 - Most Stocked
- Taxes
 - Taxes by code
 - Taxes by date

Subscriptions

- WooCommerce Subscriptions can be used for any product or service that requires recurring payments.
- You can use it to sell virtual, downloadable, or physical products, even products with variations.
- It can even be used to sell Memberships for content on your site with access control.
- The Premium plugin can be obtained for a single site, 5 sites, or a block of 25 sites.

Subscriptions

- Billing can be done both manually and automatically
- Payment can be taken through over 25 different payment gateways
- Automatic rebilling of failed subscription payments is supported
- Subscribers can also manage their own plans (upgrade/downgrade) if you offer multiple levels.
- Renewal notifications and automatic emails allow a high level of communication with your customers

Subscription Product

Product data — **Simple subscription** | Virtual: Downloadable:

General	Subscription price (\$)	<input type="text" value="15.00"/>	<input type="text" value="every"/>	<input type="text" value="month"/>	?
Inventory	Expire after	<input type="text" value="12 months"/>			?
Shipping	Sign-up fee (\$)	<input type="text" value="7.00"/>			?
Linked Products	Free trial	<input type="text" value="30"/>	<input type="text" value="days"/>	?	
Attributes	Sale price (\$)	<input type="text"/>			every month Schedule
Advanced	Tax status	<input type="text" value="Taxable"/>			?
	Tax class	<input type="text" value="Standard"/>			?

Subscription Settings

General

Products

Tax

Shipping

Checkout

Accounts

Emails

API

Subscriptions

PayPal is inactive for subscription transactions. Please [set up the PayPal IPN](#) and [enter your API credentials](#) to enable PayPal for Subscriptions.

Button Text

Add to Cart Button Text



Sign Up Now

Place Order Button Text



Sign Up Now

Roles

Choose the default roles to assign to active and inactive subscribers. For record keeping purposes, a user account must be created for subscribers.

Subscriber Default Role



Subscriber

Inactive Subscriber Role



Customer

Renewals

Manual Renewal Payments

Accept Manual Renewals

With manual renewals, a customer's subscription is put on-hold until they login and pay to renew it.

Switching

Allow subscribers to switch (upgrade or downgrade) between different subscriptions. [Learn more.](#)

Allow Switching



Never

Never

Between Subscription Variations

Between Grouped Subscriptions

Between Both Variations & Grouped Subscriptions

Synchronisation

Align subscription renewal to a specific day of the week. [Learn more.](#)

Subscription Settings

Synchronisation

Align subscription renewal to a specific day of the week, month or year. For example, the first day of the month. [Learn more.](#)

Synchronise renewals Align Subscription Renewal Day

Miscellaneous

Customer Suspensions suspensions per billing period.

Mixed Checkout Allow multiple subscriptions and products to be purchased simultaneously.
Allow a subscription product to be purchased with other products and subscriptions in the same transaction.

Drip Downloadable Content Enable dripping for downloadable content on subscription products.
*Enabling this grants access to new downloadable files added to a product only after the next renewal is processed.
By default, access to new downloadable files added to a product is granted immediately to any customer that has an active subscription with that product.*

Retry Failed Payments Enable automatic retry of failed recurring payments
Attempt to recover recurring revenue that would otherwise be lost due to payment methods being declined only temporarily. [Learn more.](#)

Subscriptions

Subscriptions [Add Subscription](#) Screen Options Help

All (15) | Pending (1) | Trash (12) | Active (9) | On Hold (4) | Cancelled (1)

Bulk Actions All dates 14 items

<input type="checkbox"/>	Status	Subscription	Items	Total	Start Date	Trial End	Next Payment	Last Payment	End Date	Orders
<input type="checkbox"/>	ACTIVE	154 for Brennan Huff	Karaoke lyrics	\$9.99 / week Via Credit card (Stripe)	3 days ago	-	In 4 days	3 days ago	November 16, 2015	1
<input type="checkbox"/>	ACTIVE	151 for Dale Doback	Tuxedo rental [?]	\$11.00 / month Via Credit card (Stripe)	3 days ago	-	September 24, 2015	3 days ago	-	1
<input type="checkbox"/>	ACTIVE	140 for Brennan Huff	Tuxedo rental	\$11.00 / month Via Credit card (Stripe)	August 19, 2015	-	September 19, 2015	August 19, 2015	-	1
<input type="checkbox"/>	ACTIVE	127 for Derek Huff	Catalina Wine Mixer	\$0.00 Via Manual Renewal	August 18, 2015	-	In 15 hours	16 mins ago	-	4
<input type="checkbox"/>	ACTIVE	104 for Jason Conroy	Chewbacca Masks [?]	\$75.00 / year Via Credit card (Stripe)	August 15, 2015	-	August 15, 2016	August 15, 2015	-	1
<input type="checkbox"/>	CANCELLED	77 for Brennan Huff	Night vision goggles	\$80.00 / month Via Credit card (Stripe)	August 14, 2015	-	-	August 14, 2015	August 18, 2015	1
<input type="checkbox"/>	ACTIVE	74 for Jason Conroy	Drum lessons	\$20.00 / month Via Credit card (Stripe)	August 14, 2015	-	September 14, 2015	August 14, 2015	-	1

Themes

- Storefront is the free theme provided by WooCommerce, and is very customizable
 - WooCommerce has specific extensions for Storefront for additional functions like parallax, product highlighting, checkout customization, etc.
- WooCommerce also has 14 Storefront child themes with layouts for business, boutique, bookshop, and more
- There are over 1,100 more WooCommerce themes at ThemeForest
- There are over 7,000 WooCommerce themes at CodeCanyon
- Elegant Themes has a tutorial and specific shop modules for WooCommerce to work with their themes
- WooCommerce works quite well with other themes, template overrides help with customization
- There is documentation available for how to adapt themes that do have problems, using the `woocommerce_content()` loop, or hooks

Extensions

- 300 extensions listed on the WooCommerce site
- Over 1,000 Plugins listed on WordPress.org
- Over 2,300 more extensions at Code Canyon
- Extensions are available to expand many aspects of your shopping cart, including:
 - Shipping
 - Payment gateways
 - Accounting and Point of Sale integration
 - Import/Export of products and cart data
 - Marketing
 - Product and email display customization
 - Language translation and currency conversion
 - Sensei (a plugin for selling coursework, lessons and quizzes)
 - Product slideshows
 - Affiliate Programs
 - Product fulfillment/dropshipping

Additional Documentation

- <https://docs.woocommerce.com/>
- The WooCommerce Guided Tour videos can be found here:
 - <https://docs.woocommerce.com/document/woocommerce-e-guided-tour-videos>
- The Elegant Themes tutorial can be found here:
 - <https://www.elegantthemes.com/blog/divi-resources/getting-started-with-divi-and-woocommerce>

Links

- WooCommerce: <http://woocommerce.com/>
- Code Canyon: <http://codecanyon.net/>
- ThemeForest: <http://themeforest.net/>
- Elegant Themes: <http://elegantthemes.com/>
- WP All Import: <http://www.wpallimport.com/>

Thanks for attending!



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<http://orphicworkshop.com/woocommerce-2018/>