CrazyWPLady

www.crazylady.com.au

A Crazy Lady's Beginner's Guide to WooCommerce

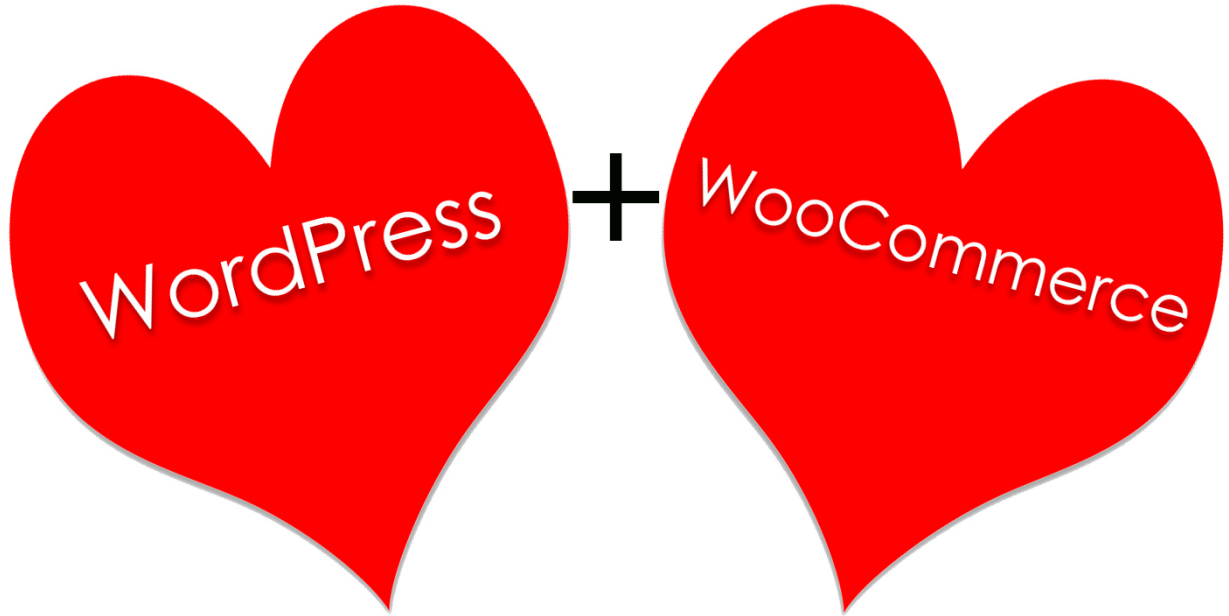
This WooCommerce talk really is for beginners only!

How to start your WooCommerce Site

It's all about the Woo Baby...

Before we begin!

Who is this crazy lady?



It's all about the Woo Baby...

idea
plan
action

Check List

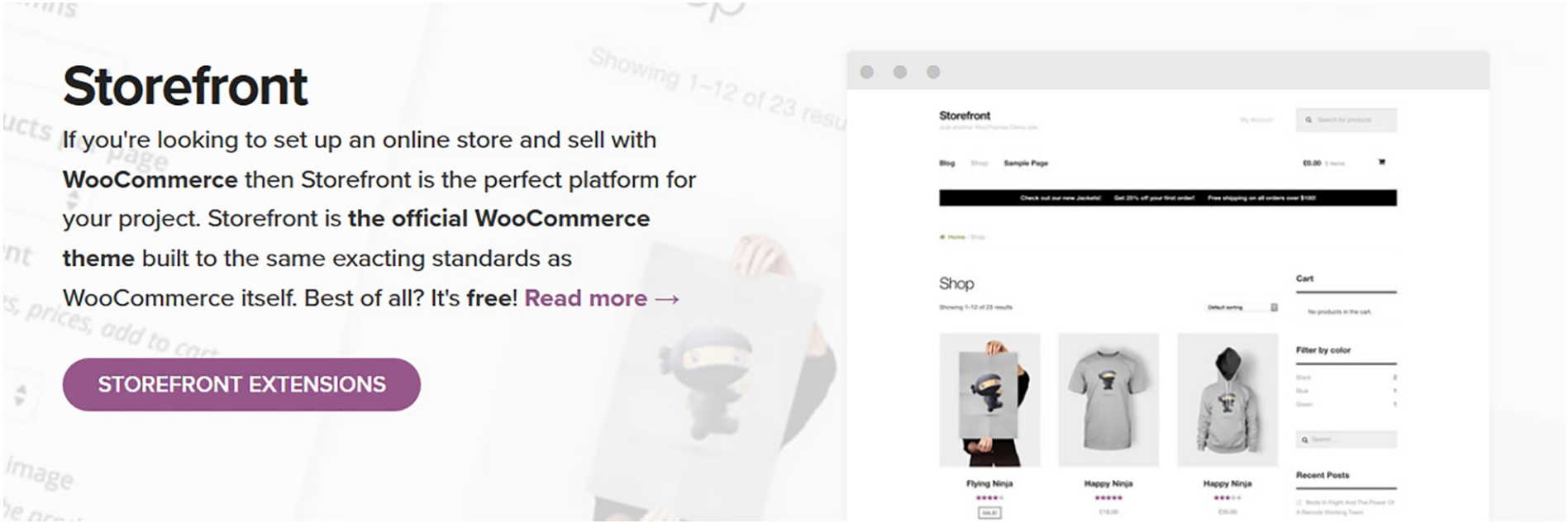
- [x] Start with a name for your online business
- [x] Register domain name
- [x] Set up hosting & install an SSL Certificate
- [x] Install and set up WordPress
- [ ] Install and set up WooCommerce

WooCommerce Themes

- Storefront - Free Theme from WooCommerce
- WooCommerce themes from Wordpress.org
- Third party themes from places like Envato
- Theme based WooCommerce themes

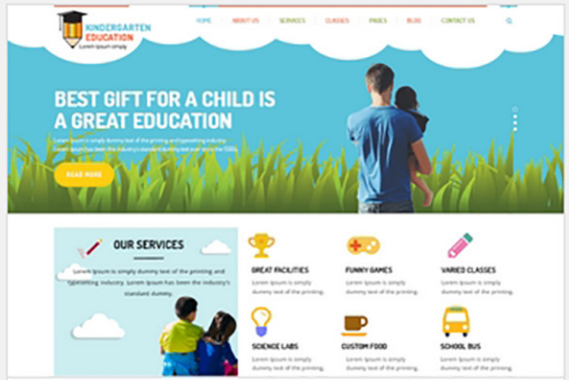
WooCommerce Themes

Storefront - Free Theme from WooCommerce

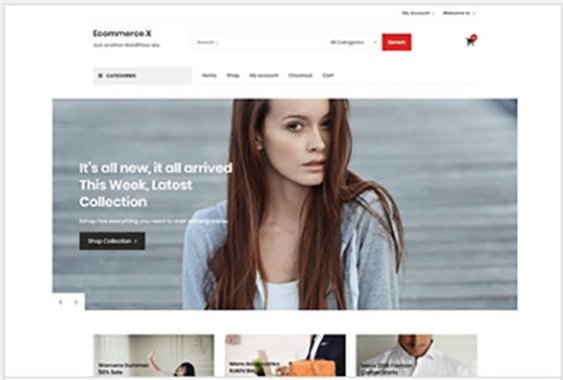


WooCommerce Themes

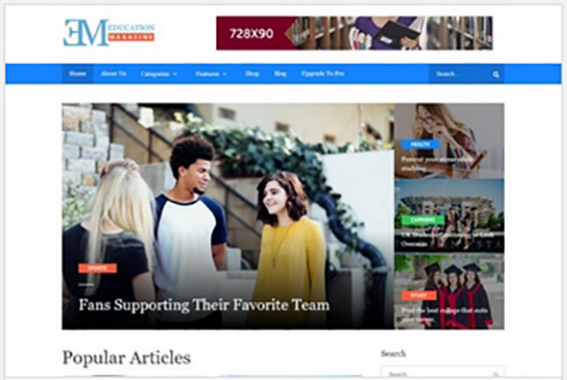
WooCommerce e-Commerce themes from Wordpress.org



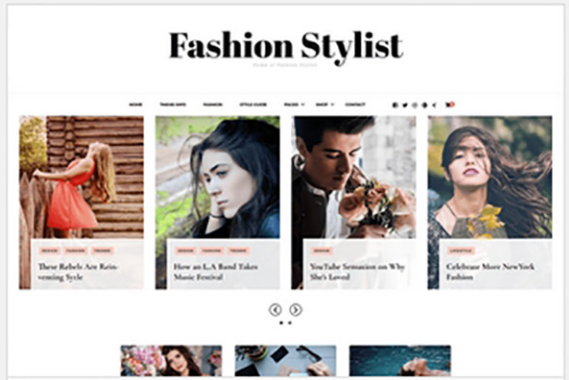
Kindergarten Education



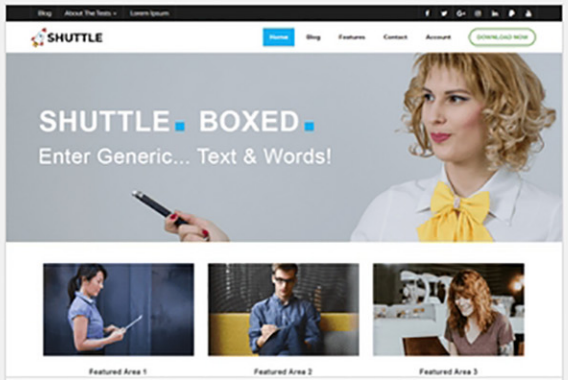
Ecommerce X



EduMag



Fashion Stylist

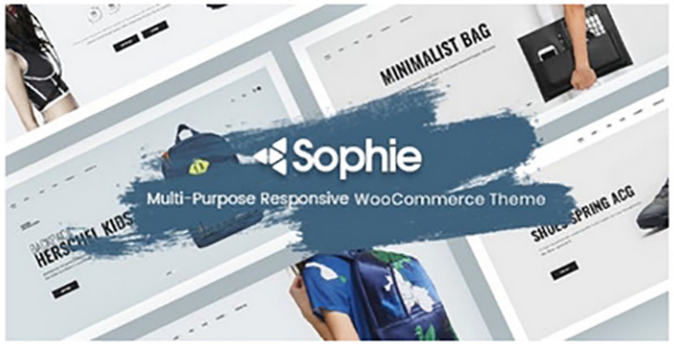


Shuttle Boxed

Savona Bold

WooCommerce Themes

Third party themes from places like Envato



Sophie – Responsive WooCommerce Theme

by HasTech

Wordpress / Ecommerce / Woocommerce

- **responsive** multipurpose WordPress **theme**
- selling and eCommerce stores
- Compatibale with fashion, clothing, blog

[redacted]

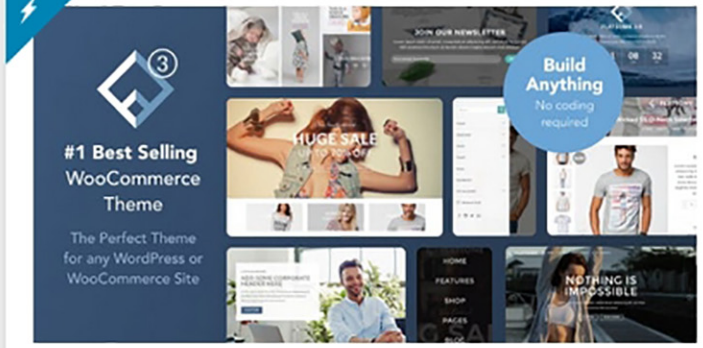
★★★★★ (5)

49 Sales

Last updated: 10 Sep 18

Preview

Tags: **responsive**, **woocommerce**, bootstrap, clean, eco... See all tags



Flatsome | Multi-Purpose Responsive WooCommerce Theme

by UX-themes

Wordpress / Ecommerce / Woocommerce

- The #1 Best Selling **WooCommerce Theme**
- A super fast and mobile optimized **theme**
- 3000+ 5-star ratings from happy customers

[redacted]

★★★★★ (4.2K)

77.1K Sales

Last updated: 28 Aug 18

Preview

Tags: **responsive**, **woocommerce**, builder, business, col... See all tags

What is WooCommerce

WooCommerce is online e-Commerce platform as Open Source.

Open Source means that it's free to use & many of the extensions are also free. However there are also paid add ons available as well.

You can create almost any style of e-Commerce site using WooCommerce including online shops, event / booking sites, subscription sites etc.

Before you use WooCommerce you will need to have a functioning website to install this e-Commerce plugin.

You can manually download it from www.woocommerce.com or you can add it to your WordPress website via the plugins section.

You can sell physical, virtual and downloadable products.

YOU can sell almost everything including the kitchen sink usingWooCommerce

YOU can have an e-Commerce for your business or hobby or more.

YOU want people to pay you for your time, your product or service!

You can sell physical, virtual and downloadable products.

The can sell almost everything including the kitchen sink usingWooCommerce

What will YOU sell?

You can have an e-Commerce site that works with what you do!

You can sell....

- Subscriptions
- Memberships
- Physical products
- Your Time
- Downloadable items
- Event tickets
- Virtual products

What type of e-Commerce site can YOU have?

You can have an e-Commerce site that works with what you do!

You can have a site that....

- is a catalogue site
- sells drop shipping products
- sells physcial products
- sells wholesale products
- sells virtual & downloable products
- sells tickets to events & workshops
- sells affiliate products & services

... and so much more...

Some examples of what YOU can sell include...

- Food & beverages
- Fishing tackle & accessories
- Clothing
- Workshop spaces
- Photos & Artwork
- Jewellery
- Services

this list will only go as far as your imagination takes you

YOU Need to Think About

Products & Services that you will sell

Images - quality is important

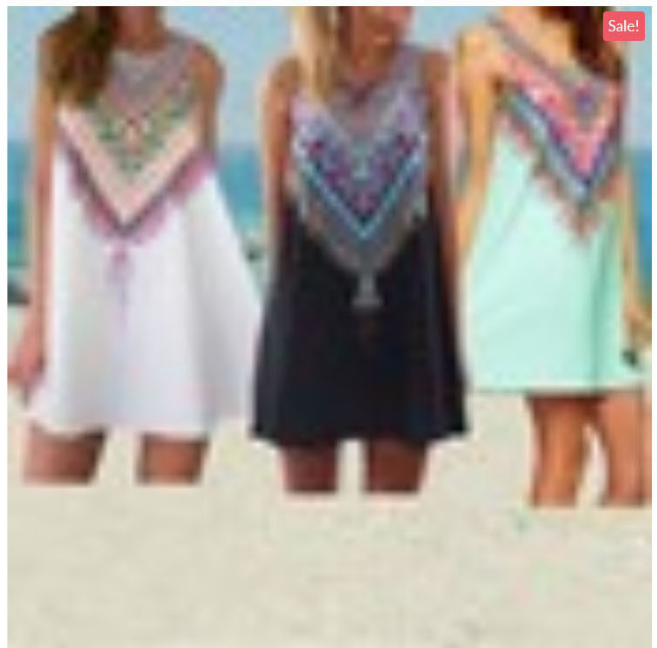
Storage of Products

Payment Options

Shipping Options

YOU Need to Think About

Images - quality is important



Different Size Images

RED WITH BLACK LACE COCKT...

$32.99

V-NECK PURPLE MAXI DRESS M...

$39.99

WHITE AND PURPLE COLOURF...

$52.99

WOMAN'S DRESS EASY CARE W...

$27.99

Same Size Image

LADIES DRESS VINTAGE STREE...

$39.99

LADIES TOP/MINI VINTAGE STY...

$34.99

LADIES TUNIC DRESS TOPS PLU...

~~$48.99~~ $32.99

LADIES VINTAGE STYLE SWING ...

$49.99

Setting up WooCommerce

Install, Activate & let the Wizard guide you

1. General Settings
2. Payment Options
3. Shipping Options
4. Recommended
5. Activate
6. Ready... to add your first products but wait...

Categories

Plus
Size

Dresses

Swimwear

Tops &
Blouses

Bottoms

Fashion
Accessories

Retro

Steampunk

Body Art Fluro Green

$12.95

Available in other colours and different sized pots

Colour Fluro Green Clear

3 in stock

1 **Add to cart**

Search

CART

No products in the cart.

WooCommerce Plugins

- Custom Product Tabs
- WooCommerce Google Analytics
- Mailchimp for WooCommerce
- WooCommerce PayPal Checkout Gateway
- WooCommerce Stripe Payment Gateway
- WooCommerce Custom Emails

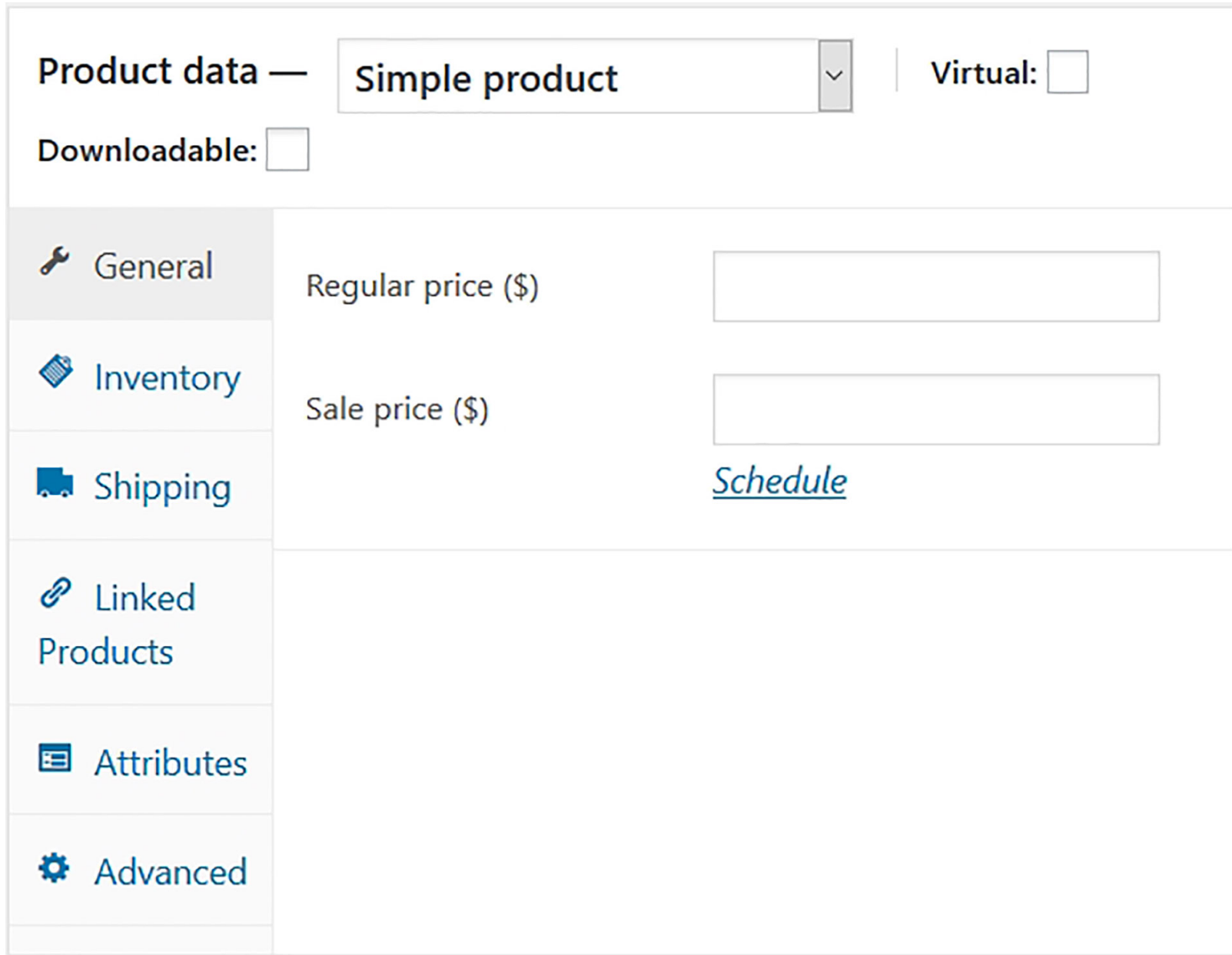
Adding Products

When happy with your setup, start adding your products.

You can add one at a time or you can import lots of products.

Name of product
Long description - don't copy a supplier's description
Add a main product image
Add a gallery of photos for additional images if required
Choose the category for the product
Add a short description if required

Now to add more information...


Product data —
Simple product
Virtual:
Downloadable:
General
Inventory
Shipping
Linked Products
Attributes
Advanced
Regular price ($)
Sale price ($)
Schedule

Work your way down the following sections:

Depending on the type of product you are selling it's here you choose the type of product you will sell.

1. Choose Simple product, Virtual, Grouped Product, Variable Product, or External/Affiliate product

2. Keeping it simple - leave I'm leaving it as a Simple Product.

3. General - Give a price and you can make it on sale as well.

4. Inventory - Give your product an SKU
- Tick the box if you want to enable stock management
- Ticking the box allows you to add Stock Quantity
- You can decide Not to allow backorders, Allow or Allow but notify customer.
- You can set Low Stock Threshold.

and - You can Enable this product to only allow one item per single Order

5. Shipping
- Put the weight in here, the dimensions including length, width and height. Also choose the shipping class if you have some set, or leave it as No shipping Class.

6. Linked Products
- Allows you to choose Upsells or Cross-sells

7. Attributes
- If you haven't set any attributes, save your product as a draft and go back to Products ---> Attributes and set the ones that you require. If you have attributes in place, this is where you choose what attributes you want to add to this product. Choose Colour for example, then choose the different colours available for this product.

8. Variations - this appears when you set your attributes. You can now creation variations which will allow you to do some stock management, change different prices for varying attribute variations etc.

9. Advanced
You can add a purchase note, put this item in a certain order and enable reviews.

When you are finished with the Product Data area, you can now save your product / update your product and it will be live and ready for customers to buy your product.

Product as it looks on the page when you click update

Search

Body Art Fluro Green

$12.95

Available in other colours and different sized pots

Colour Fluro Green Clear

3 in stock

1 **Add to cart**

CART

No products in the cart.

Attributes appear in the dropdown menu for clients

Email me - info@crazylady.com.au

Facebook - Crazy WP Lady

Twitter - @wplady

Call - 0420 363 117

Find me - https://crazylady.com.au

Find me in Hervey Bay