How to Start a WordPress E-commerce site using WooCommerce

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852 Creative Marketing & Design
#WCMIA
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Agenda

☐ Preparation
☐ Installation
☐ Settings
☐ Products
☐ Other
Preparation

- Paperwork
  - Business license
  - Seller’s permit
  - Sales tax
- Server requirement
  - PHP 5.2.4 or greater (WordPress)
  - MySQL 5.0 or greater (WordPress)
  - The mod_rewrite Apache module (for permalinks) (WordPress)
  - fsockopen support (for payment gateway IPN access)
  - An SSL certificate if you choose to install any direct payment gateways (optional)
  - Some plugins for WooCommerce require cURL (optional)
  - Some plugins for WooCommerce require SOAP (optional)
- Installing WordPress
- Installing a theme
  - [https://codex.wordpress.org/Using_Themes](https://codex.wordpress.org/Using_Themes)
  - WooCommerce compatible
Agenda

☑ Preparation
☐ Installation
☐ Settings
☐ Products
☐ Other
Installation – Finding WooCommerce

Go to Plugins and Add New
Installation – Finding WooCommerce

Type “woocommerce” in the search box and hit “enter”
Installation – Finding WooCommerce

Click “install now” on the WooCommerce plugin.
Click “OK” to install the plugin.
Click “Activate Plugin” to activate the plugin.
Click “Install WooCommerce Pages” to install the default WooCommerce pages.
Installation – WooCommerce Activation

Pages have been installed
# Installation – Cart Page

## Cart

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>PRICE</th>
<th>QUANTITY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patent Ninja</td>
<td>£35.00</td>
<td>1</td>
<td>£35.00</td>
</tr>
</tbody>
</table>

### You may be interested in...

**Happy Ninja**

- **4.00 stars**
- £36.00

<table>
<thead>
<tr>
<th>Cart Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subtotal</td>
</tr>
<tr>
<td>Shipping</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

[Proceed to Checkout →](#)
Installation – Checkout Page
Installation – My Account Page

**My Account**

**Login**

Username or email address *

Password *

Login

- Remember me

Lost your password?

**Recent Posts**

- Birds In Flight And The Power Of A Remote Working Team
- Make More Money through Ecommerce Analytics with Segment
- Lessons learnt planning a big product release
- So You Want to Be a Dropshipper? Picking the Perfect Product
- Create a custom Canvas homepage using SiteOrigin Page
Installation – Shop Page
Click “Allow” if you allow WooThemes to collect non-sensitive data for diagnostic purposes or “No, do not bother me again” if otherwise.
Once WooCommerce is installed, you will see it on the sidebar and its different components.
Installation – Changes to the Sidebar

Products and its components are also installed on the sidebar.
Agenda

☑ Preparation
☑ Installation
☐ Settings
☐ Products
☐ Other
Settings – General Options

![Website Interface Screenshot]
You can enable it to access your store data from outside of WordPress, for example from the WooCommerce iOS app or other external apps.
Settings – Products - General

Measurements

- Weight Unit: lbs
- Dimensions Unit: in

Reviews

- Product Ratings
  - Enable ratings on reviews
  - Ratings are required to leave a review
  - Show "verified owner" label for customer reviews
  - Only allow reviews from "verified owners"

Save changes
Select to show products, subcategories or both

- Default product sorting (custom ordering + name)
- Popularity (sales)
- Average rating
- Sort by most recent
- Sort by price (asc/desc)
Settings – Products

Product Images
These settings affect the display and dimensions of images in your catalog – the display on the front-end will still be affected. You may need to regenerate your thumbnails.

Catalog Images

Single Product Image

Product Thumbnails

Product Image Gallery

Enable Lightbox for product images

Include WooCommerce’s lightbox. Product gallery images will open in a lightbox.

Save changes
Settings – Products – Inventory

- Always show stock – eg. “12 in stock”
- Only show stock when low – eg. “Only 2 left in stock” vs. “In stock”
- Never show stock amount
**Force Downloads** – Files are ‘forced’ to download via a PHP script. The files shouldn’t be accessible to anyone but purchasers and direct links are hidden.

**X-Accel-Redirect/X-Sendfile** – This is similar to ‘forced’ above, however it has much better performance and can support larger files. This option requires that your hosting provider supports either X-Sendfile or X-Accel-Redirect so you will need to check with them first.

**Redirect only** – Download links simply link the user to the file. Files are not protected from outside access.
Enable Taxes by checking the box

- Customer billing address
- Customer shipping address (default), which is found under the General tab
- Store base address

Shipping tax class based on cart items

Standard

As a single total

Itemized
## Settings – Tax – Standard Rates

1. Enter your country code. For example: US
2. Enter your state code. For example: FL
3. Enter your zip code. For example: 33139
4. Enter your city. For example: Miami
5. Enter your tax rate
6. Enter a tax name
7. Enter a priority if you have multiple tax rates
8. Check if tax is compounded
9. Check if tax also applies to shipping

### Tax Rates for the "Standard" Class

Define tax rates for countries and states below. [See here](#) for available alpha-2 country codes.

<table>
<thead>
<tr>
<th>Country Code</th>
<th>State Code</th>
<th>ZIP/Postcode</th>
<th>City</th>
<th>Rate %</th>
<th>Tax Name</th>
<th>Priority</th>
<th>Compound</th>
<th>Shipping</th>
</tr>
</thead>
<tbody>
<tr>
<td>GB</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>20.000</td>
<td>VAT</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[Insert row]  [Remove selected row(s)]  [Import CSV]  [Export CSV]
Highly Recommended if SSL Certificate is in place.
Checkout Pages

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

<table>
<thead>
<tr>
<th>Setting</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cart Page</td>
<td>Cart</td>
</tr>
<tr>
<td>Checkout Page</td>
<td>Checkout</td>
</tr>
<tr>
<td>Terms and Conditions</td>
<td>Terms and Conditions</td>
</tr>
</tbody>
</table>
Checkout Endpoints

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

- Pay: order-pay
- Order Received: order-received
- Add Payment Method: add-payment-method
Drag-and-drop: move the payment method up and down to set priority

<table>
<thead>
<tr>
<th>Default</th>
<th>Gateway</th>
<th>Gateway ID</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Direct Bank Transfer</td>
<td>bacs</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Pay via Cheque</td>
<td>cheque</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Cash on Delivery</td>
<td>cod</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>PayPal</td>
<td>paypal</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Credit card</td>
<td>simplify_commerce</td>
<td>-</td>
</tr>
</tbody>
</table>
Enable PayPal by checking the box

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enable/Disable</td>
<td>Enable PayPal standard</td>
</tr>
<tr>
<td>Title</td>
<td>PayPal</td>
</tr>
<tr>
<td>Description</td>
<td>Pay via PayPal; you can pay with your credit card if y</td>
</tr>
<tr>
<td>PayPal Email</td>
<td><a href="mailto:you@youremail.com">you@youremail.com</a></td>
</tr>
</tbody>
</table>
Settings – Checkout – PayPal (cont’d)

Advanced options

- Receiver Email: you@yous@email.com
- PayPal Identity Token: 
- Invoice Prefix: WC-

Shipping Details

- Send shipping details to PayPal instead of billing.
There are other paid credit card payment extensions such as Authorize.net CIM and they have similar settings.
Sandbox is where you can test your payment method without being charged on your credit card.
Settings – Checkout – Simplify Commerce (cont’d)
### Settings – Shipping – Shipping Options (cont’d)

**Drag-and-drop:** move the shipping method up and down to set priority

<table>
<thead>
<tr>
<th>Default</th>
<th>Name</th>
<th>ID</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Flat Rate</td>
<td>flat_rate</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Free Shipping</td>
<td>free_shipping</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>International Delivery</td>
<td>international_delivery</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Local Delivery</td>
<td>local_delivery</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Local Pickup</td>
<td>local_pickup</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>USPS</td>
<td>usps</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Automatic [?]</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Settings – Shipping – Free Shipping

Free Shipping

Enable/Disable

Enable Free Shipping

Method Title

Method availability
All allowed countries

Free Shipping Requires...
N/A

Minimum Order Amount
0

Save changes
Enter a title

Select the country(s) that is allowed for free shipping
Settings – Shipping – Free Shipping (cont’d)

Available countries
- Aland Islands
- Afghanistan
- Albania
- Algeria
- Andorra
- Angola
- Anguilla

Specific Countries
Select free shipping requirement
Enable shipping method by checking the box

Select ‘Per order’, ‘per item’ or ‘per class’

Enable/Disable

Method Title

Availability

Tax Status

Cost per order

Additional Costs

Costs Added...
Add additional rates by adding option name | additional cost [+/- percentages%] | per cost type (order, class, item)
Settings – Shipping – International Delivery

International Delivery
International delivery based on flat rate shipping.

Enable/Disable
Enable this shipping method

Method Title
International Delivery

Availability
Selected countries

Countries
Select some countries

Tax Status
Taxable

Cost Added...
Per Order - charge shipping for the entire order as a whole

Cost
0

Handling Fee
N/A

Minimum Handling Fee
N/A

Save changes
Settings – Shipping – Local Delivery

Local Delivery
Local delivery is a simple shipping method for delivering orders locally.

- Enable local delivery
- Title: Local Delivery
- Fee Type: Fixed amount
- Delivery Fee: 6
- Allowed Zip/Post Codes: NG1__
- Method availability: Specific Countries
- Specific Countries: Select some countries

Options for Fee Type:
- Fixed amount
- Percentage of cart total
- Fixed amount per product

Save changes
Settings – Shipping – Local Pickup

Local Pickup
Local pickup is a simple method which allows the customer to pick up their order themselves.

Enable
- Enable local pickup

Title
- Local Pickup

Zip/Post Codes
- 12345, 56789 etc

Method availability
- All allowed countries

Save changes
Settings – Accounts

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
Settings – Accounts (cont’d)

My Account Endpoints

Endpoints are appended to your page URLs to handle specific actions on the accounts pages. They should be unique.

View Order  view-order
Edit Account  edit-account
Edit Address  edit-address
Lost Password  lost-password
Logout  customer-logout
Registration Options

Enable Registration
- Enable registration on the "Checkout" page
- Enable registration on the "My Account" page
- Display returning customer login reminder on the "Checkout" page

Account Creation
- Automatically generate username from customer email
- Automatically generate customer password

Save changes
Settings – Emails – Email Options

Email Sender Options

The following options affect the sender (email address and name) used in WooCommerce emails.

"From" Name
WooCommerce

"From" Email Address
videos@woothemes.com
Settings – Emails – Email Options (cont’d)

Email Template
This section lets you customise the WooCommerce emails. Click here to preview your email template. For more advanced control copy woocommerce/templates/emails/ to yourtheme/woocommerce/emails/.

Header Image
Enter a URL to an image you want to show in the email’s header. Upload your image using the media uploader.

Email Footer Text
The text to appear in the footer of WooCommerce emails.
WooCommerce - Powered by WooCommerce

Base Colour
#557da1 The base colour for WooCommerce email templates. Default #557da1.

Background Colour
#f5f5f5 The background colour for WooCommerce email templates. Default #f5f5f5.

Email Body Background Colour
#f5f5f5 The main body background colour. Default #f5f5f5.

Email Body Text Colour
#505050 The main body text colour. Default #505050.

Save changes
New Customer Order

Hi Hiro,
You have received an order from Woo Ninja:

Order: #2274 (2nd April 2014)

<table>
<thead>
<tr>
<th>Product</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woo Album #1</td>
<td>1</td>
<td>$7.65</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>$7.65</td>
</tr>
</tbody>
</table>

Store Credit / Gift Card Balance:
- $33c8768da0f2 — $134.70

No records found

Customer details
Email: ninjaino@woohomeisa.com
Tel: 098-765-4321

Billing address
Woo Ninja
123 Woo Lane
Austin, Texas 00000

Shipping address
Woo Ninja
123 Woo Lane
Austin, Texas 00000

This email was sent using WooCommerce.
Settings – Emails – New Order

New order
New order emails are sent when an order is received.

Enable/Disable
Enable this email notification

Recipient(s)
Enter recipients (comma separated) for this email. Defaults to ryan@example.com.

Subject
[[site_title]] New customer order [[order_number]]
This controls the email subject line. Leave blank to use the default subject: [[site_title]] New customer order [[order_number]] - [[order_date]].

Email Heading
New customer order
This controls the main heading contained within the email notification. Leave blank to use the default heading: New customer order.

Email type
HTML
Choose which format of email to send.

HTML template
To override and edit this email template copy woocommerce/templates/emails/admin-new-order.php to your theme folder: yourtheme/woocommerce/emails/admin-new-order.php.

Copy file to theme View template

Save changes
A Webhook is an event notification sent to a URL of your choosing. Users can configure them to cause events on one site to invoke behavior on another.

For more info: http://docs.woothemes.com/document/webhooks/
Agenda

☑ Preparation
☑ Installation
☑ Settings
☐ Products
☐ Other
Products – Creating a Product

Enter the product name

Enter the product description

Create or select a product category(s)

Hit “Publish” or “Update” to show the new or revised product
## Products – Product Data - General

### Enter a SKU

### Enter a regular price

### Schedule a start date and end date for sale

### Enter a sale price if the item is on sale

<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKU</td>
<td>Unique identifier for the product</td>
</tr>
<tr>
<td>Regular Price ($)</td>
<td>The standard price for the product</td>
</tr>
<tr>
<td>Sale Price ($)</td>
<td>The price at which the product is sold during a sale</td>
</tr>
</tbody>
</table>

**Diagram:**

- SKU: Enter a unique identifier for the product.
- Regular Price ($): Enter the standard price for the product.
- Sale Price ($): Enter the sale price if the item is on sale.
- Schedule: Schedule a start date and end date for the sale.
Enable stock management by checking the box

Enter number of items in stock

Choose whether backorders are allowed

Choose whether the item is “in stock” or “out of stock”
Search for the item(s) you want to upsell.
Products – Up-sell Sample

You may also like...

Happy Ninja T-Shirt  
$18.00  
Add to cart

Ninja Silhouette T-Shirt  
$20.00  
Add to cart
Enter the product(s) that is displayed with the cart and related to the user's cart contents.
Installation – Cart Page

Cart

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>PRICE</th>
<th>QUANTITY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happy Ninja</td>
<td>£35.00</td>
<td>1</td>
<td>£35.00</td>
</tr>
</tbody>
</table>

You may be interested in...

Cart Totals

<table>
<thead>
<tr>
<th>Subtotal</th>
<th>£35.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shipping</td>
<td>Free Shipping</td>
</tr>
<tr>
<td></td>
<td>Calculate Shipping</td>
</tr>
<tr>
<td>Total</td>
<td>£35.00</td>
</tr>
</tbody>
</table>

Proceed to Checkout ➔
Products – Product Categories and Tags

Product Categories

- Accessories
- Clothing
- T-Shirts

→ Add New Product Category

→ Parent Product Category

Add New Product Category

Product Tags

Separate Product Tags with commas

- Ninja

Choose from the most used Product tags
Products – Publishing Options

- Catalog and search – visible everywhere
- Catalog – visible in catalog loops, but not search
- Search – visible in search results, but not in the catalog (categories/shop page)
- Hidden – only visible on the single product page – not in any product loops
Products – Featured Image

Enter a short description

Click to add a main image for the item
Set Up Products – Product Gallery

Click to add other images for the item
Products – Product Sample

Featured image

Image gallery

Short Description

Product Description
This poster has an awesome flying ninja!
Product shipping classes allow you to group similar products for shipping. They work in much the same way as product and post categories.
Some extension such as Fedex Shipping requires you to enter weight and dimensions.

Select a Shipping Class.
### Products – Bulk Editing Shipping Classes

<table>
<thead>
<tr>
<th>Name</th>
<th>SKU</th>
<th>Stock</th>
<th>Price</th>
<th>Categories</th>
<th>Tags</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happy Ninja T-Shirt</td>
<td></td>
<td>In stock</td>
<td>$18.00</td>
<td>Clothing, T-Shirts</td>
<td>-</td>
<td>2015/02/23 Published</td>
</tr>
<tr>
<td>Ninja Silhouette T-Shirt</td>
<td></td>
<td>In stock x 12</td>
<td>$20.00</td>
<td>Clothing, T-Shirts</td>
<td>-</td>
<td>2015/02/23 Published</td>
</tr>
<tr>
<td>Ship Your Idea</td>
<td>shipyouridea</td>
<td>Out of stock x 18</td>
<td>$20.00</td>
<td>Clothing, T-Shirts</td>
<td>-</td>
<td>2015/02/23 Published</td>
</tr>
</tbody>
</table>

Bulk Actions | Apply
Products – Bulk Editing Shipping Classes (cont’d)
WooCommerce > System Status > Tools

Shipping Debug Mode

Enabled

This tool will disable shipping rate caching.
Agenda

- Preparation
- Installation
- Settings
- Products
- Other
Coupons – Enabling Coupons

Make sure the use of coupons is enabled

- Go to WooCommerce > Settings > Checkout > Checkout Options
- Ensure the checkbox for "Enable the use of coupons" is checked.

Coupons can be applied from the cart and checkout pages.

- 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).
Create a coupon by clicking “Add Coupon”
Enter the name of your coupon. For example: holidays20
Enter the coupon amount

Enter the date the coupon should expire. The expiry will occur at 12:00 am on the date chosen.
Coupons – Coupon Data – Usage Restriction

- **General**
  - Minimum spend: No minimum

- **Usage Restriction**
  - Individual use only: Off

- **Usage Limits**
  - Exclude sale items: Off

- **Products**
  - Search for a prod

- **Exclude products**
  - Search for a prod

- **Product categories**
  - Any category

- **Exclude categories**
  - No categories

- **Email restrictions**
  - No restrictions

*Check this box if the coupon cannot be used in conjunction with other coupons.*

*Check this box if the coupon should not apply to items on sale. Per-item coupons will only work if the item is not on sale. Per-cart coupons will only work if there are no sale items in the cart.*
## Coupons – Coupon Data – Usage Limits

<table>
<thead>
<tr>
<th>Coupon Data</th>
<th>Usage limit per coupon</th>
<th>Limit usage to X items</th>
<th>Usage limit per user</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General</strong></td>
<td>Unlimited usage</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Usage Restriction</strong></td>
<td></td>
<td>Apply to all qualifying items in cart</td>
<td></td>
</tr>
<tr>
<td><strong>Usage Limits</strong></td>
<td></td>
<td></td>
<td>Unlimited usage</td>
</tr>
</tbody>
</table>
### Orders – Order at a Glance

<table>
<thead>
<tr>
<th>Order ID</th>
<th>Customer Name</th>
<th>Items</th>
<th>Shipping Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>#305</td>
<td>Ryan Ray</td>
<td>0</td>
<td>Ryan Ray, Ryan Ray, 123 Fake Street, Indianapolis, IN</td>
</tr>
<tr>
<td>#151</td>
<td>Mikey Krapf</td>
<td>0</td>
<td>Mikey Krapf, 123 Fake Street, Columbus, OH 46227</td>
</tr>
<tr>
<td>#254</td>
<td>Ryan Ray</td>
<td>0</td>
<td>Ryan Ray, Ryan Ray, 123 Fake Street, Indianapolis, IN</td>
</tr>
<tr>
<td>#149</td>
<td>Maria Scarpello</td>
<td>0</td>
<td>Maria Scarpello, 123 Fake Street, Anywhere, KS 462</td>
</tr>
<tr>
<td>#169</td>
<td>Ryan Ray</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>#5295</td>
<td>Ryan Ray</td>
<td>0</td>
<td>Ryan Ray, Ryan Ray, 7502 Hearthstone Way, Indiana</td>
</tr>
</tbody>
</table>
Orders – Bulk Actions and Search

- Perform bulk actions
- Sort by dates
- Search for a customer
Orders – Order Status

- **Pending payment** – Order received (unpaid)
- **Failed** – Payment failed or was declined (unpaid). Note that this status may not show immediately and instead show as pending until verified (i.e., PayPal).
- **Processing** – Payment received and stock has been reduced; the order is awaiting fulfillment
- **Completed** – Order fulfilled and complete – requires no further action
- **On-Hold** – Awaiting payment – stock is reduced, but you need to confirm payment
- **Cancelled** – Cancelled by an admin or the customer – no further action required
- **Refunded** – Refunded by an admin – no further action required
Orders – Detail Quick View

[Image of an orders detail page with options to filter and view orders by status.]

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<table>
<thead>
<tr>
<th>Ship to</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ryan Ray, Ryan Ray, 123 Fake Street, Indianapolis, IN 46227</td>
<td>2015/05/04</td>
</tr>
<tr>
<td>Via FedEx Express Saver</td>
<td></td>
</tr>
<tr>
<td>Mikey Krapf, 123 Fake Street, Columbus, OH 46227</td>
<td>2015/05/03</td>
</tr>
<tr>
<td>Ryan Ray, Ryan Ray, 123 Fake Street, Indianapolis, IN 46227</td>
<td>2015/05/03</td>
</tr>
<tr>
<td>Maria Scarpello, 123 Fake Street, Anywhere, KS 46227</td>
<td>2015/05/02</td>
</tr>
</tbody>
</table>
## Orders – Chosen Payment Method

<table>
<thead>
<tr>
<th>Ship to</th>
<th>Date</th>
<th>Total</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ryan Ray, Ryan Ray, 123 Fake Street, Indianapolis, IN 46227</td>
<td>2015/05/04</td>
<td>$20.00</td>
<td>Via Direct Bank Transfer</td>
</tr>
<tr>
<td>Mike Krapf, 123 Fake Street, Columbus, OH 46227</td>
<td>2015/05/03</td>
<td>$115.00</td>
<td>Via Direct Bank Transfer</td>
</tr>
<tr>
<td>Ryan Ray, Ryan Ray, 123 Fake Street, Indianapolis, IN 46227</td>
<td>2015/05/03</td>
<td>$20.00</td>
<td>Via PayPal</td>
</tr>
<tr>
<td>Maria Scarpello, 123 Fake Street, Anywhere, KS 46227</td>
<td>2015/05/02</td>
<td>$44.00</td>
<td>Via Direct Bank Transfer</td>
</tr>
<tr>
<td>–</td>
<td>2015/04/30</td>
<td>$20.00</td>
<td>Via Direct Bank Transfer</td>
</tr>
<tr>
<td>Ryan Ray, Ryan Ray, 7502 Hearthstone Way, Indianapolis, IN 46227</td>
<td>2015/04/14</td>
<td>$126.00</td>
<td>Via Cheque Payment</td>
</tr>
<tr>
<td>–</td>
<td>2015/04/11</td>
<td>0.00</td>
<td></td>
</tr>
</tbody>
</table>

- **View**
- **Complete Processing**
Orders – Individual Order Details

Order #169 Details
Payment via Direct Bank Transfer. Customer IP: 127.0.0.1

General Details
Order date: 2015-04-30 @ 15:37
Order status: Pending Payment
Customer: Ryan (#1 – videos@woothemes.com)

Billing Details
Address: Ryan Ray
Ryan Ray
123 Fake Street
Indianapolis, IN 46227
Email: ryan@woothemes.com
Phone: 1234567890
Orders – Changing Individual Order Status

Change order status

Email: ryan@woothemes.com
Orders – Individual Order Items
Orders – Edits to Individual Order Items

The editable parts of line items include:

1. **Tax Class** – Tax class for the line. This may be adjusted if, for example, the customer is tax exempt.
2. **Quantity** – The quantity of the item the user is purchasing
3. **Line Subtotal** – Line price and line tax before pre-tax discounts
4. **Line Total** – Line price and line tax after pre-tax discounts
5. **Add Meta** – Add and remove meta to change product variable options.
6. **Sorting** – Sort by item, Cost, Quantity, and Total by clicking on the respective listed items.
## Orders – Adding Fees to Orders

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Woo Album #4</strong></td>
<td>2</td>
<td>$20</td>
</tr>
<tr>
<td><strong>Ship Your Idea</strong></td>
<td>1</td>
<td>$10</td>
</tr>
</tbody>
</table>

**pa_color:** black

**Fee Name**

| Actions | Search for a product… | Add item(s) | Add fee |
Orders – Processing Refunds

WooCommerce lets you process refunds for PayPal.

WooCommerce > Settings > Checkout > PayPal and set up API credentials

API Credentials

Enter your PayPal API credentials to process refunds via PayPal. Learn how to access your PayPal API Credentials here.

API Username

API Password

API Signature
Orders – Processing Refunds (cont’d)
Orders – Processing Refunds (cont’d)
### Orders – Processing Refunds (cont’d)

<table>
<thead>
<tr>
<th>Order Items</th>
<th>Qty</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happy Ninja</td>
<td>1</td>
<td>$18.00</td>
</tr>
<tr>
<td></td>
<td>-1</td>
<td>-$18.00</td>
</tr>
<tr>
<td>International Delivery</td>
<td></td>
<td>$2.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-$2.00</td>
</tr>
<tr>
<td>Refund - September 11, 2014, 6:19 pm by ericakuschel</td>
<td></td>
<td>-$20.00</td>
</tr>
</tbody>
</table>

- **Shipping**: $2.00
- **Order Discount**: $0.00
- **Order Total**: $20.00

**Refunded**: -$20.00
Orders – Individual Order Custom Fields

Custom Fields

Add New Custom Field:

<table>
<thead>
<tr>
<th>Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>— Select —</td>
<td></td>
</tr>
</tbody>
</table>

Enter new

Add Custom Field

Create custom field on the Orders

Custom fields can be used to add extra metadata to a post that you can use in your theme.
Orders – Creating Permissions for Downloadable Items

Search for a downloadable product and grant permissions to download when order status changes to processing/completed.
Orders – Order Actions

Perform different actions for an order
Orders – Order Notes

Review or delete order notes

No shipping address set.

Order status changed from Processing to Pending Payment.

Order item stock reduced successfully.

Awaiting BACS payment Order status changed from pending to on-hold.

Discount [?]: $0.00

<table>
<thead>
<tr>
<th>Cost</th>
<th>Qty</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$18.69</td>
<td>1</td>
<td>$18.69</td>
</tr>
<tr>
<td>$8.41</td>
<td>1</td>
<td>$8.41</td>
</tr>
</tbody>
</table>

Delete note

Add note 📝
Orders – Add Note

Add a note for customer or a private note for other team members.
WooCommerce Widgets

- **WooCommerce Cart** – Displays the shopping cart contents and links to the cart / checkout
- **WooCommerce Layered Nav** – Allows the user to refine products based on attributes
- **WooCommerce Layered Nav Filters** – Shows active layered nav filters so users can see and deactivate them.
- **WooCommerce Price Filter** – Allow the user to refine products based on price on product category pages
- **WooCommerce Product Categories** – Display product categories in list format
- **WooCommerce Products** – This includes view for All Products, Featured Products, and On-Sale Products.
- **WooCommerce Product Search** – Search products only
- **WooCommerce Product Tags** – Display product tags in tag cloud format
- **WooCommerce Recently Viewed** – Display a list of products the customer has recently viewed
- **WooCommerce Recent Reviews** – List recent customer reviewed products with ratings
- **WooCommerce Top Rated Products** – Display a list of top rated products
WooCommerce Roles

• Customer Roles
  – A customer has read access only, which is used if a user registers via the checkout process. This is equivalent status to a normal blog subscriber.

• Shop Manager Role
  – Shop Manager is a role you can give someone you want to manage the shop but don’t want to make admin. They’re granted the following capabilities:
    o View, edit and manage orders
    o View, edit and manage products
    o View and edit customer info
    o View and print reports
Agenda

☑ Preparation
☑ Installation
☑ Settings
☑ Products
☑ Misc
THANK YOU!

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