

Build an Online Store

Version 1.0

This is a free guide, please DO NOT Pay.

If you would like to setup an online (ecommerce) store on your own, then you can use this simple guide. This guide focuses on creating an online store using the popular WordPress Plugin “WooCommerce”.

Disclaimer: We are NOT associated with WordPress, WooCommerce or any vendor in anyway. All product and company names are trademarks™ or registered® trademarks of their respective holders.

Preface

ABOUT

If you would like to setup an online (ecommerce) store on your own, then you can use this simple guide. This guide focuses on creating an online store using the popular WordPress Plugin “WooCommerce”. Although simplified as much possible, specific sections may appear difficult at first; we recommend you to go through this entire document once end-to-end for a clear understanding before trying out the instructions to setup a live store.

This guide is designed to get you started with WooCommerce and to understand handful aspects of running an online store. You have to experiment, learn & practice a lot to become an expert. We have prepared this guide based on our experience and we don't guarantee this guide/document is error free. You are using this guide at your own risk.

Note: Instructions in this guide is meant for setting up a simple online store suitable for single sellers and NOT meant for building stores with special functionalities or marketplaces that involves complex procedures and/or multi-seller environments.

DISCLAIMER

The information provided within this guide is for general informational purposes only. While we try to keep the information up-to-date and correct, there are no representations or warranties, express or implied, about the completeness, accuracy, reliability, suitability or availability with respect to the information, products, services, or related graphics contained in this guide for any purpose. Any use of this information is at your own risk.

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Introduction to Online Store / Shop

Online Store / Shop refers to selling products (or service) through the Internet. You can use an online store to sell anything right from food items, garments, electrical & electronic items, household products, furniture, stationary items, supplies, books and so on.

Options:

- Sell products directly to customers.
- Sell products to retailers/dealers/distributors.

Model(s):

a. Single Vendor: You can sell products that you manufacture or trade. You can collect product catalogs and/or maintain stocks to sell to your customers. This is a very simple model, you have to upload the products and start selling.

b. Multi-Vendor or Marketplace: You allow sellers to sell their products through your website and you make a commission. Marketplace model is more complex as it involves many processes to manage sellers, customers, warehouse, delivery and so on.

Note: Single Vendor model is covered in this guide.

You can also use WooCommerce to offer services like repair service, Annual maintenance contracts, etc. You can even offer service that involve recurring payments.

Introduction

Building an online store may appear difficult, but it is achievable with minimal technical expertise. Typical steps include:

- ❑ Business Registration (including all regulatory requirements)
- ❑ Domain Name
- ❑ Web Hosting
- ❑ Security
- ❑ Email Management
- ❑ Product & Inventory Management
- ❑ Legal Documents
- ❑ Payments Management (COD/Cheque/Payment Gateway)
- ❑ Shipping Management
- ❑ Customer Management
- ❑ Feedback Management
- ❑ Error & Performance Testing
- ❑ Marketing & Promotions

Tip: Domain name, web hosting & email hosting can be purchased from different providers. It is recommended to first find the instructions for configuring the settings if domain, web & email hosting are from different service providers. Always check for technical specifications and limitations if any, before choosing hosting plans.

Introduction to Online Store

To sell products online (this guide is focused on selling physical goods online), you should consider having facilities for managing products, orders, customers, payment & shipping.

Key factors:

- Type of Products & necessary regulations/certifications to sell online
- No. of Products & variants
- Taxes
- Locations
- Inventory / Stock / Order Management
- Shipping Charges
- Payment Gateway & commissions

Depending on business requirement, either a) you can build your own custom solution but this will require prior experience or, b) you can start the online store with a readily available software, generate profits and then build your own custom solution based on the experience gained.

Using a ready-made software will have its own limitations and you have to align your business process accordingly. Ready-made software are available as a) SaaS model from providers who may charge monthly, transaction & other fees, b) Free and Open Source which you can install on your own and use without incurring any charges other than web hosting charges.

Some popular software:

- <https://www.opencart.com>
- <https://wpecommerce.org>
- <https://www.prestashop.com>
- <https://woocommerce.com>

Note: This guide focuses on WooCommerce.

Introduction to WooCommerce

Introduction to WooCommerce

WooCommerce is a popular open source e-commerce software built as a plugin for WordPress. WooCommerce has several features including facilities to manage stocks, orders, customers, etc. and supports many payment gateways and shipping methods out of the box.

Themes

Themes help in designing a website much quicker, as they have most UI (User Interface) elements required for a website. There are several free & paid themes, which you can explore to design an attractive website.

Plugins

Plugins extend the functionality and can be installed without technical expertise. If there is a specific business requirement, you may check for free & paid plugins (a.k.a. extensions) available from WooCommerce Website and many 3rd party websites. For example, if you prefer to collect email addresses from visitors through a pop-up window, you can use a plugin like [hustle](#).

With the right combination of a theme & set of plugins, you can build an online store in no time.

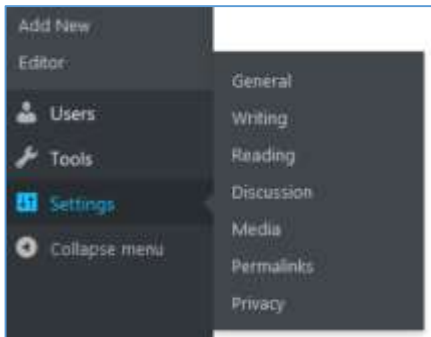
Setup WordPress

WooCommerce is a plugin for WordPress. WordPress must be installed prior to WooCommerce.

Depending on hosting provider, WordPress may be pre-installed or can be installed through the control panel provided by the hosting provider.

WordPress Settings

WooCommerce uses few settings from WordPress. Make sure these settings are complete before setting up WooCommerce.



1. Logon & Go to Dashboard
2. Go to **Settings > General**

a. Tagline - A short description or a fancy sentence for the store. For example: *Shop for Men, Kids & Women Garments.*

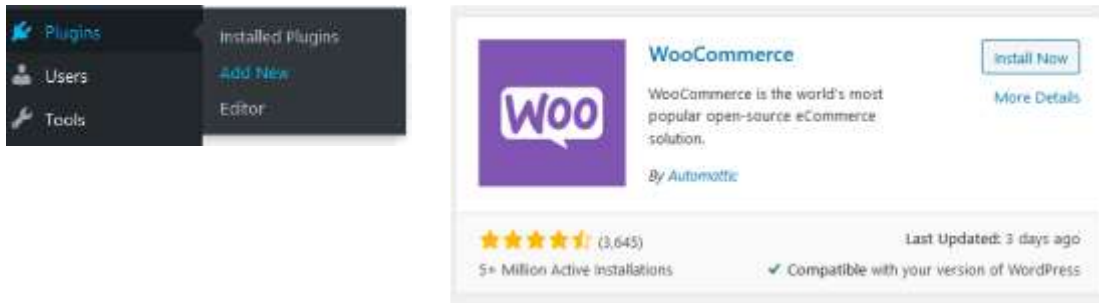
3. WordPress Address (URL) - Make sure it's specified as “**https://www.yourdomain.extension**”.
4. Site Address (URL) - Make sure it's specified as “**https://www.yourdomain.extension**”.
5. Email Address - You can change the email address if required, else leave it as it is.

Tip: If you notice your personal email address specified here, you can change it to a proper business email address, but you must activate by clicking the link sent to that particular business email address.

6. Select **Site Language** as appropriate.
7. Select **Timezone** as appropriate.
8. Change **Date Format** and **Time Format** if required.
9. Click **Save Changes**.

Install WooCommerce (Version 4.6.1)

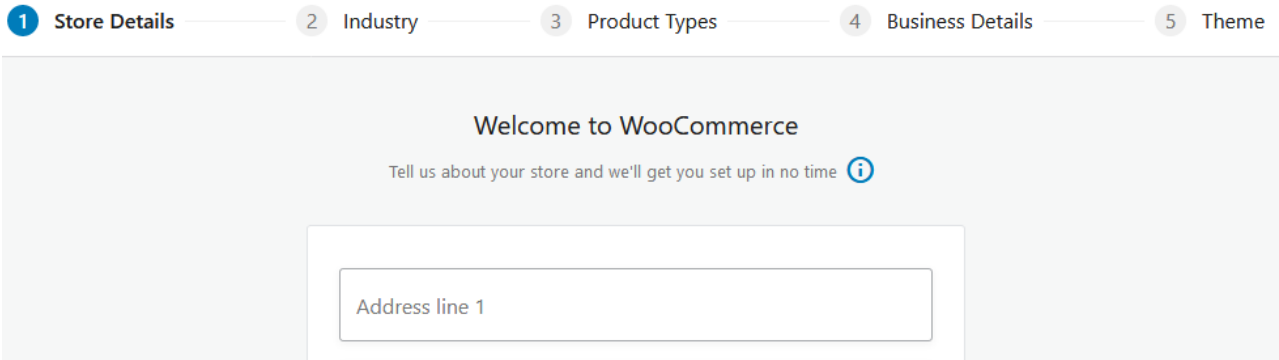
To Install WooCommerce:



1. Logon to WordPress
2. Go to **Dashboard > Plugins > Add New**
3. Search for “**WooCommerce**”
4. Select “**Install Now**”
5. Select “**Activate**”

Once activated, WooCommerce can be configured through a step-by-step process:

Install WooCommerce (Version 4.6.1)



In the “Welcome to WooCommerce” page:

- Enter complete address
- Select “**Continue**”
- Select Industries (as applicable) in “In which industry does the store operate?” page
- Select “**Continue**”
- Select “**Physical Products**” in “What type of products will be listed?” page
- Select “**Continue**”
- Select options as applicable in “Tell us about your business” page
- Select “**Continue**”

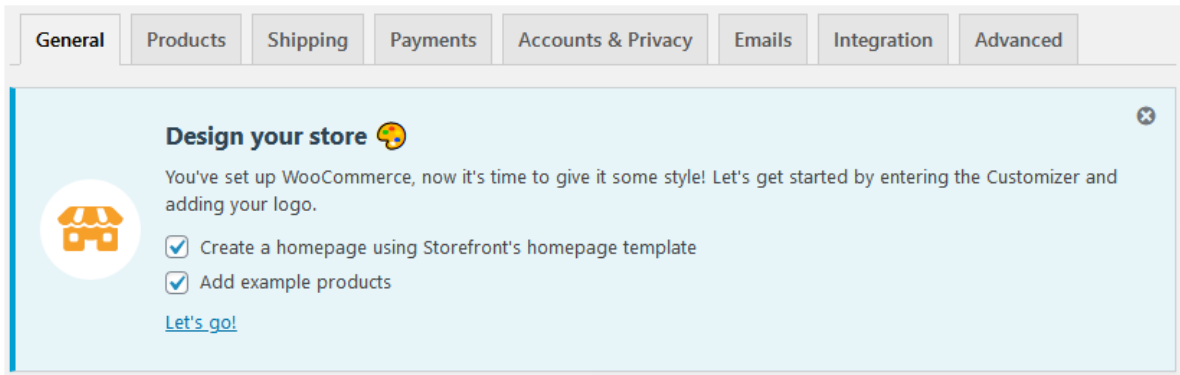
WooCommerce setup wizard displays a list of themes.

- Select “**Storefront**” theme from the list
- You can either choose “Yes” or “No” in “Enhance your store with Jetpack and WooCommerce Shipping & Tax” page (these plugins can be installed later if required).

WooCommerce is installed.

Setup WooCommerce

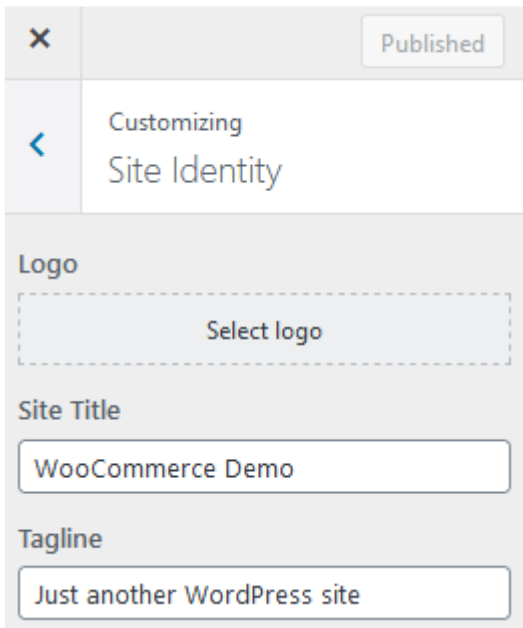
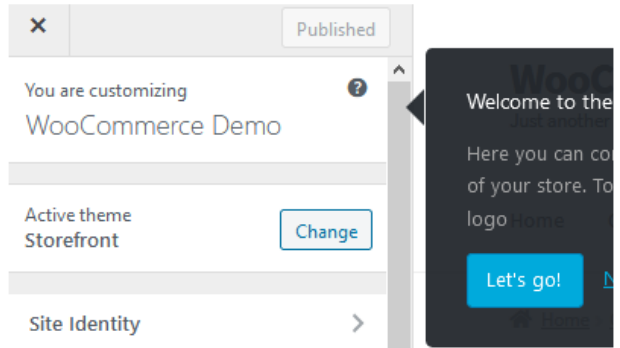
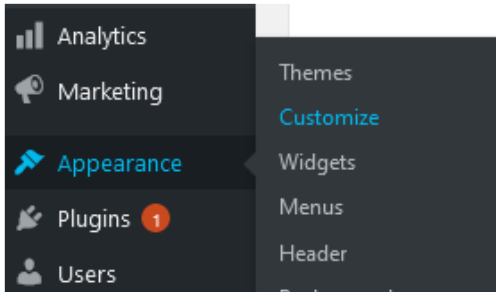
To setup WooCommerce, Go to **Dashboard > WooCommerce > Settings**



Note: You may see a message similar to above, for installing additional elements such as a layout and dummy products available through the storefront theme. If you wish to include dummy products and layout, select “Let's go”. (Adding dummy products can help in visualizing a full-fledged store; you can remove the dummy products once you add your own products later).

Customize Theme

Themes can be customized through **Dashboard > Appearance > Customize**.



Themes can be customized through **Dashboard > Appearance > Customize**.

For example, to upload a logo in the header area:

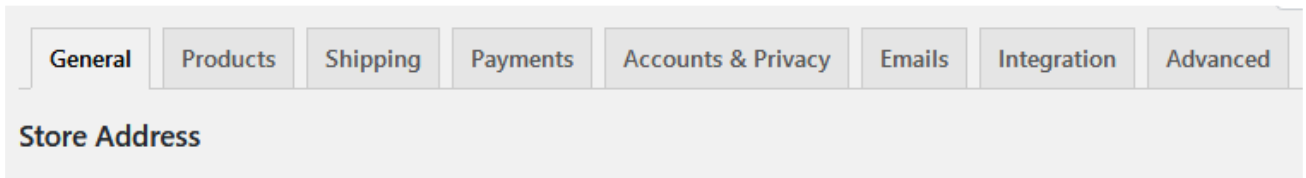
- Select **Site Identity**

Upload a Logo (refer to theme guidelines for exact size) using the “**Select Logo**” option. Select “**Publish**”.

Note: Options available for customization entirely depends on a theme. You may find options to use different fonts, colors, etc. depending on the theme used.

Setup WooCommerce

To setup WooCommerce, Go to **Dashboard > WooCommerce > Settings**



Note: By default, there are 8 tabs - General, Products, Shipping, Payments, Accounts & Privacy, Emails, Integrations & Advanced. Additional tabs may appear when you install 3rd party plugins.

Reference: <https://docs.woocommerce.com/document/configuring-woocommerce-settings/>

General Tab

1. Store Address - You may change or update address through this option (if required).
2. General options - If you are selling / shipping limited to one country or countries of your choice, then these settings MUST be modified.

If you intend to sell to all countries, then it is recommended to check regulations for each country and add them one by one. You may add additional countries later once you are comfortable adding a single country.

- 2a. Selling location(s) - Select ***Sell to specific countries*** and select the country name from the ***Choose countries...*** list (add one location for now).
- 2b. Shipping location(s) - Select ***Ship to specific countries*** and select the name from the ***Choose countries...*** list (add one by one).
- 2c. Default customer location - It is recommended to setup the actual shop address as it is critical to display price of the product and shipping price if any. Select **Shop Base Address** from the “Default customer location ” drop-down.
3. Uncheck “Enable the use of coupon codes“ under **Enable Coupons** for now.
4. Under appropriate currency from “Currency” drop-down under **Currency options**.
5. Select **Save Changes**.

Setup WooCommerce

Accounts & Privacy Tab

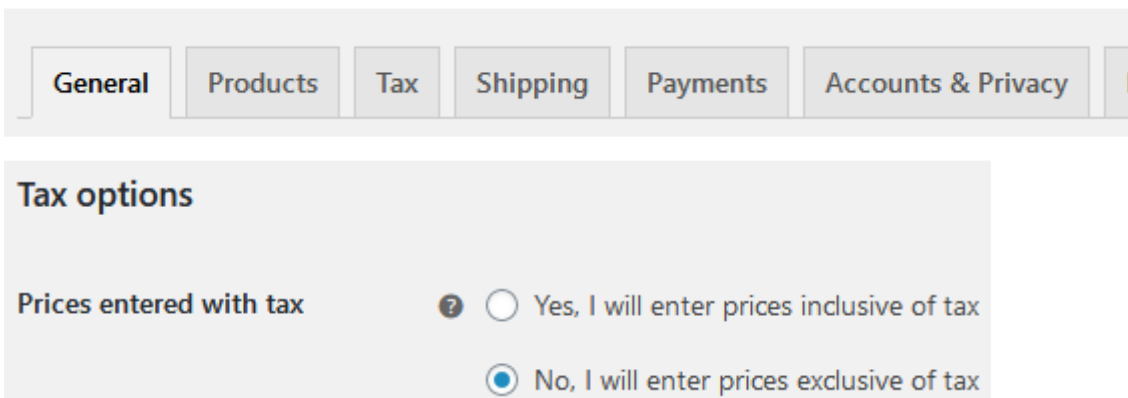
For example:

1. If you wish to enable Guest Checkout:
 - 1a. **Uncheck** “Allow customers to place orders without an account”
2. If you need your customers to sign up for an account:
 - 2a. **Check** “Allow customers to create an account during checkout“
 - 2b. **Check** “Allow customers to create an account on the "My account" page”
 - 2c. **Uncheck** “When creating an account, automatically generate a username from the customer's email address” (Leave this **Checked** this if you prefer to auto-generate usernames)
 - 2d. **Uncheck** “When creating an account, automatically generate an account password”
3. Select **Save Changes**

Setup WooCommerce

1. Go to **Dashboard > WooCommerce > Settings > General Tab**.
2. Scroll and Check “ **Enable tax rates and calculations**” under “**Enable taxes**” Sections.
3. Select “**Save Changes**”.

Note: An additional Tab “Tax” will be created like below:



Most of the owners display product price inclusive of applicable taxes, but you may choose to display price including or excluding taxes. If inclusive of tax option is selected, then the final product price displayed in the product page will include both product price + applicable taxes. If exclusive if used, then the tax will be added during checkout.

You can setup different tax rates for different categories of products in this section and later use the product upload page to apply appropriate tax rate.

Please refer <http://docs.woocommerce.com/document/setting-up-taxes-in-woocommerce/> for further details.

Product Management

You may upload unlimited number of products, subject to the disk space available through a web hosting plan. If you have multiple products, then you can categorize them and make the products visible through different categories & sub-categories making it easier for customers to locate products.

Category, Sub-Category & Product Type

Category may refer to the top-most group name, sub-category refers to a division of a Category for a particular product. Categories help in structuring the store in an hierarchical manner. You can create multiple levels, but it depends on the number of products that you already have and it is recommended to setup the structure at the early stages. For example:

Category	Sub-Category	Product Type	Product
Electronics	Mobile Phones	Smartphone	iPhone X
Electronics	Mobile Phones	Smartphone	Samsung S8+
Electronics	Computers	Laptops	
Electronics	Computers	Servers	

Tip: If you intend to use Google services for digital advertisements, it is recommended to read this article first:

<https://support.google.com/merchants/answer/6324436?hl=en>

Tags

Products can be “tagged” and “Tags” are similar to Categories but do NOT have hierarchical structure. Tags may be used (optional) for grouping products. For example:

Category	Sub-Category	Product Type	Product	Tag
Electronics	Mobile Phones	Smartphone	iPhone X	Slim Design
Electronics	Mobile Phones	Smartphone	Samsung S8+	Clearance Sale
Electronics	Computers	Laptops		Slim Design
Electronics	Computers	Servers		Clearance Sale

Product Management

SKU

SKU (Stock Keeping Units) are identifiers assigned to products for identifying, monitoring & tracking products. Either you can a) use existing SKU's provided by a manufacturer or b) you can define your own SKU if you are the manufacturer or if you don't have an SKU.

Adding Products

Before adding products, it is critical to understand few terms:

1. Simple Product: If a product is sold as a single unit with no color, size or other variations, then it is termed as a “Simple Product”.

2. Variable Product: If a product price varies (or not) or if you need the customer to select a particular size or color, then you have to setup the product as a “Variable Product”. For example, if a product has color/size/pricing variations like the one below, then it must be set as a variable product:

	Color	Size	Price
T-Shirt	Black	Small	1000.00
T-Shirt	Black	Medium	1200.00
T-Shirt	Black	Large	1400.00
T-Shirt	White	Small	1000.00
T-Shirt	White	Medium	1200.00
T-Shirt	White	Large	1400.00

Attributes & Values

“Attributes” refer to specific characteristics of a product such as “Color”, “Size”, etc. You may have Single or Multiple “Values” for each Attribute. Further, Attributes can be used as a filter for customers to narrow down to view products based on the values.

It is not Mandatory to use Attributes & Values for Simple Products, but it is mandatory if you need customers to filter products by Values. Use of Attributes & Values are mandatory for Variable Products. For example:

Product	Attribute	Value(s)
T-Shirt	Size	Small, Medium, Large
T-Shirt	Color	Black, White
Mobile Phone	Size	5 Inch, 5.5 Inch
Mobile Phone	Processors	Quad Core, Octa Core
Mobile Phone	Memory	16 GB, 32 GB, 64 GB

Adding Products

Images

Good quality images are critical for online stores as most customers perceive the quality of a product based on the quality of image. A product may have a single or multiple images (multiple colors, angles, etc.).

Do:

- a. Use high quality / resolution images (for example, 72 DPI & 800x800 pixels)
- b. Optimize the image before uploading
- c. Keep the name of the image (file name) meaningful (for example, "BRAND I Love Music T-Shirt.jpg" not file names names like "image1-azd3323.jpg")
- d. Keep the image resolution consistent for all products.

Don't:

- a. Use blurry or jagged images
- b. Copy from other websites or results from search engines
- c. Use low & bad quality images
- d. Use images of different sizes
- e. Stretch images to higher resolution

Tip: You can use website like www.tinypng.com to compress images, before uploading images.

Once you upload a product image, it is automatically resized to fit on other pages like home page, shop & search result pages. This greatly reduces time as you don't have to provide multiple images for different pages.

It is recommended that you use original high quality images from the manufacturer or take professional photos of the products instead of using low quality images.

Tip: You can use free Tools / Software for image editing like Inkscape, Paint.net, GIMP, etc. for editing or re-sizing images.

Adding Products

Content

Like images, text content is critical for customers to judge the brand/product and plays a vital role in organic search (SEO). It is recommended to write and present product content professionally, which increases customers trust leading to better sales.

Do:

- a. write content in a simple & professional manner
- b. check content written for other products of similar nature
- c. check for usage permissions from manufacturers if you are selling branded items
- d. hire a professional content writer if required

Don't:

- a. Copy and paste content from other websites
- b. Complicate write-ups
- c. Repeat keywords or sentences

Tip: If you need high quality royalty free images, clip arts, photos, etc., you can visit the following websites:

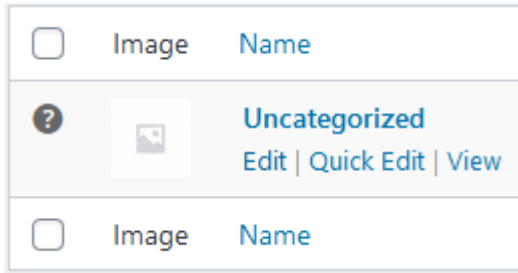
- <https://pixabay.com>
- <https://www.pexels.com>
- <https://unsplash.com>
- <https://openclipart.org>


Adding Category

It is recommended to setup category & sub-category, before adding a product:

Add at least one category

a. Go to **Dashboard > Products > Categories**



<input type="checkbox"/>	Image	Name	
<input type="checkbox"/>		Uncategorized	Edit Quick Edit View
<input type="checkbox"/>	Image	Name	

By default, there is a category by the name “**Uncategorized**” that cannot be deleted but can be renamed.

To edit, move the mouse over a category name and select “**Edit**”.

Replace “**Uncategorized**” with “**Garments**” in BOTH Name & Slug.

Click **Update**.

To add a sub-category:

- Enter “**Men**” in Name under **Add new category**.
- Select “**Garments**” under **Parent Category**. (If you don't select a category, then “Men” will be created as a Category and Not as a sub-category under “Garments”).
- Select “**Add New Category**”.

Repeat to add more categories.

Adding Attributes & Values

Add Attribute and Values

a. Go to **Dashboard > Products > Attributes**



- Enter **“Size”** in Name under Add new attribute.
- Select **“Add attribute”**
- Select **“Update”**

Name	Slug	Order by	Terms
Size	size	Custom ordering	– Configure terms



- Select **“Configure Terms”**.
- Enter **“Small”** in Name under **Add new Size**.
- Select **“Add New Size”**.

Repeat to add **“Medium & Large”**.

Repeat to add another attribute, **“Color”** and add the values **“Blue” & “White”**.

Adding a Simple Product

A. Simple Product - Keep the following ready:

- a. Product Title - Appropriate Name for the product, single line about the product (if possible include some key differentiator). For example: Brand Name Product Name Imported with 12 Months warranty.
- b. Product Short Description - Preferably a summary or bullet points about the product.
- c. Product Long Description - Include as much details and make it readable & attractive.
- d. MSRP / MRP - Maximum Selling Price.
- e. Selling Price - If you mention selling price, then the product will be automatically include a default label "Sale". Selling Price must be less than MSRP/MRP.
- f. Select Tax Class.
- g. Product Image - Recommended to have at least 800 x 800 pixels.

To Add Product, Go to **Dashboard > Products > Add New**

- a. Product Title - Enter "**BRAND I Love Music T-Shirt**".
- b. Product Short Description (Scroll to the end and use the text box at the end, don't use the text box below product title). - Enter the following sample content:

Genuine BRAND Product
Made from 100% Pure Cotton
Stretchable Material
Machine Wash / Dry
30 Day Replacement*

- c. Product Long Description - Enter the following sample content:

This is a genuine product from BRAND, distributed through our online store. Made out of 100% pure cotton, the product is durable and of high quality. You may get a free replacement within 30 days, if the size is incorrect or if the product has quality issues.

Adding a Simple Product (Cont'd)

d. Under Product Data, Enter the following sample content:

General Section

Regular price (CURRENCY) - 1000.00

Sale price (CURRENCY) - 800.00

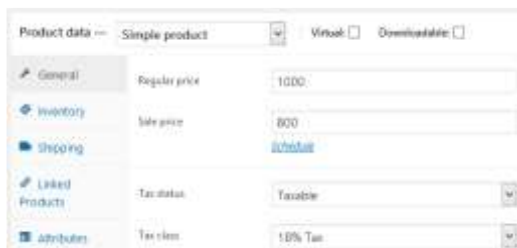
Select Tax Class

Inventory Section

SKU (Stock Keeping Unit): Enter an SKU, for example, “**BRANDMEN0001**”.

e. Select “**Set Product Image**” under Product Image. Select “**BRAND I Love Music T-Shirt.jpg**”. This image is automatically re-sized and displayed on home page, search & shop pages.

f. Select “**Men**” from Product Categories



Product data — Simple product Virtual Downloadable

General	Regular price	1000
Inventory	Sale price	800
Shipping		Schedule
Linked Products	Tax status	Taxable
Attributes	Tax class	10% Tax



Product categories

All categories Most Used

Sammens

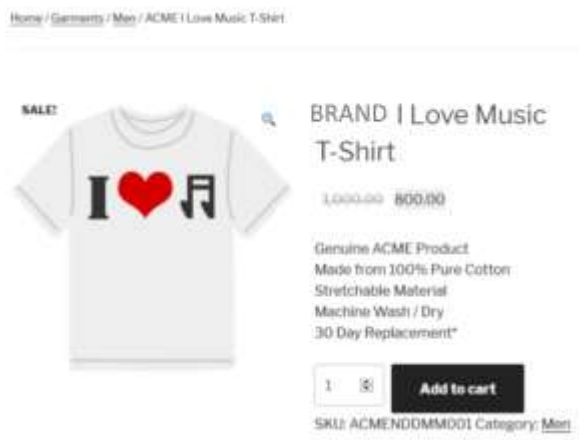
Men

[+ Add new category](#)

Adding a Simple Product (Cont'd)

g. Select “**Publish**”.

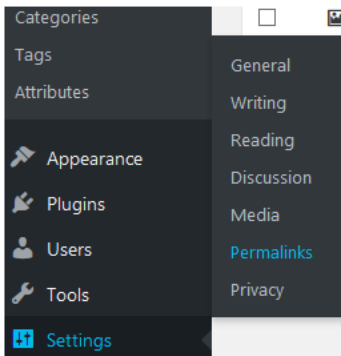
Now this product may be viewed through the link created below the title (observe the link next to “Permalink:” or through the actual website displayed on home / shop / category pages.



Permalinks

Introduction to Permalinks

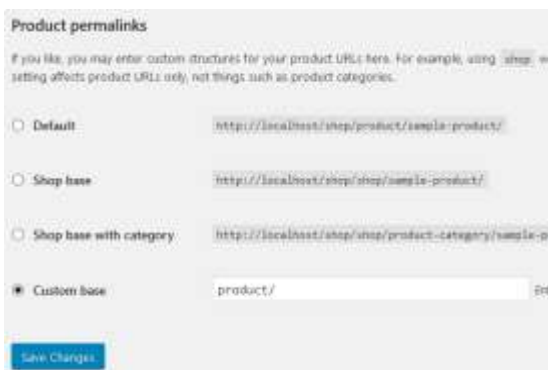
Permalinks are URL's created for each product automatically, and it is used for purposes like search engine indexing, promotions, etc.



To view or change Permalink settings:

Go to **Dashboard > Settings > Permalinks**

Scroll down to Product Permalinks



If you observe, the Permalink is currently set to “product/” which means the product page links are set as `www.domain.extension/product/productname`.

It is recommended that this structure is kept intact and not tampered with once you start adding products. If you change the Permalink structure, then you **MUST** change the Permalink on each product page. Else, all product links will be altered and lead to errors.

Note: You need to be extremely cautious when changing Permalinks as the search engines may have indexed the original link. If you change the Permalink structure (for example “store/”, then you have to resubmit the entire website to search engines in order to replace old Permalinks.

Adding a Variable Product

A. Variable Product - Keep the following ready:

- a. Product Title - Appropriate Name for the product, single line about the product (if possible include some key differentiator). For example: Brand Name Product Name Imported with 12 Months warranty.
- b. Product Short Description - Preferably a summary or bullet points about the product.
- c. Product Long Description - Include as much details and make it readable & attractive.
- d. Attributes & Values - Select as appropriate.
- e. MSRP / MRP - Maximum Selling Price.
- f. Selling Price - If you mention selling price, then the product will be automatically include the label "Sale". Selling Price must be less than MSRP/MRP.
- g. Select Tax Class.
- h. Product Images - Recommended to have at least 1500 x 1500 pixels.

To Add Product, Go to **Dashboard > Products > Add New**

- a. Product Title - Specify as "**BRAND Round Neck 100% Cotton T-Shirts**".
- b. Product Short Description (Scroll to the end and use the text box at the end, don't use the text box below product title). - Enter the following:

Genuine BRAND Product

Made from 100% Pure Cotton

Stretchable Material

Machine Wash / Dry

30 Day Replacement*

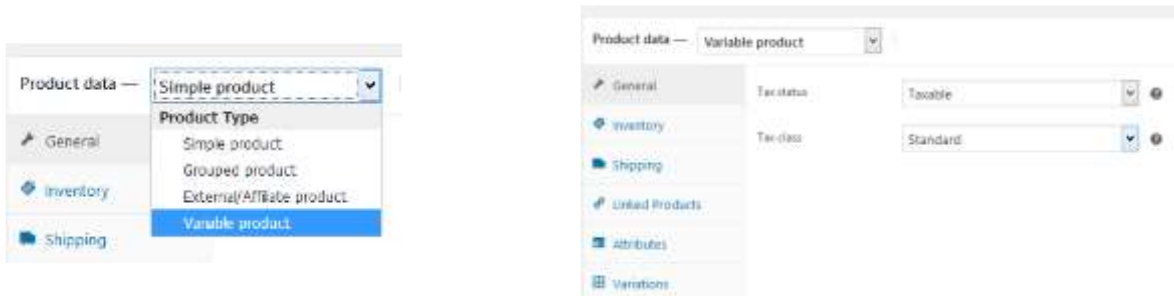
- c. Product Long Description - Enter the following sample content:

This is a genuine product from BRAND, distributed through our online store. Made out of 100% pure cotton, the product is durable and of high quality. You may get a free replacement within 30 days, if the size is incorrect or if the product has quality issues.

Adding a Variable Product (Cont'd)

d. Under Product Data, Enter the following:

Since this product has variants, you should select “**Variable Product**” from Product data drop-down under General Section:



e. Select Tax Class.

Under Inventory > SKU (Stock Keeping Unit): Enter an SKU, for example, “**BRANDMENV0001**”.

Adding a Variable Product (Cont'd)

f. Select **Attributes**

g. From Custom product attribute dropdown, Select **Color**, Select **Add**. Select “white” & “blue” under Value(s): box. Check “**Used for variations**”.

h. From Custom product attribute dropdown, Select **Size**, Select **Add**. Select “Small, Medium” & “Large” under Value(s): box. Check “**Used for variations**”.

Color

Name: Color

Value(s):
Select terms

Visible on the product page

Used for variations

Select all Select none

Size

Name: Size

Value(s):
Select terms

Visible on the product page

Used for variations

Select all Select none

Save attributes

Custom product attribute Add

Color

Name: Color

Value(s):
Select terms

Visible on the product page

Used for variations

Select all Select none

Size

Name: Size

Value(s):
Select terms

Visible on the product page

Used for variations

Select all Select none

Save attributes

i. Select “**Save Attributes**”

Color

Name: Color

Value(s):
Select terms

Visible on the product page

Used for variations

Blue
White

Color

Name: Color

Value(s):
× Blue × White

Visible on the product page

Used for variations

Select all Select none

Size

Name: Size

Value(s):
× Large × Medium × Small

Visible on the product page

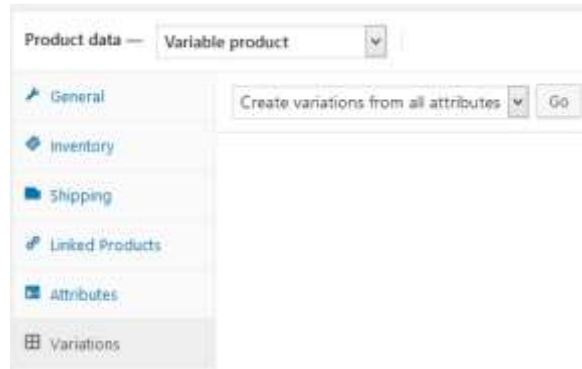
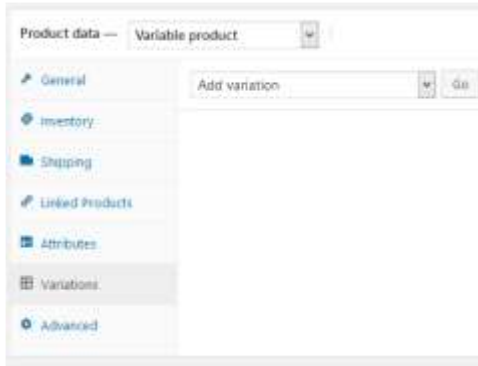
Used for variations

Select all Select none

Save attributes

Adding a Variable Product (Cont'd)

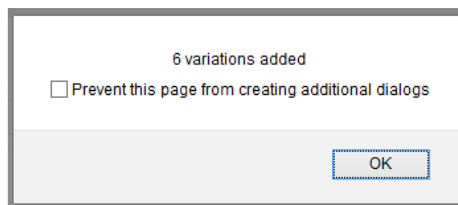
m. Select **Variations** Section



n. Select **Create variations from all attributes** from Add Variation Drop-down (Refer above image, Right).

o. Select **“Go”** which will create appropriate variants automatically for all colors & sizes.

Note: Click **“OK”** to **“Are you sure you want to link all variations? This will create a new variation for each and every possible combination of variation attributes (max 50 per run).”** Pop-up and another pop-up like the one below is shown. Click **“OK”**.



If you observe, you will have a total of 6 variations created (2 Colors x 3 Sizes):

#11

#12

#13

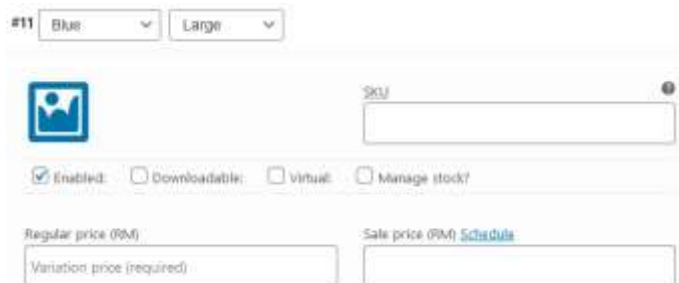
#14

#15

#16

Adding a Variable Product (Cont'd)

n. You have to setup pricing details based on Color / Size. To Setup Prices for each Variant, click on #NUMBER that is assigned automatically.



You can set the pricing for each Color / Size combination, for example:

Color	Size	Price
Blue	Small	1000.00
Blue	Medium	1200.00
Blue	Large	1400.00
White	Small	1000.00
White	Medium	1200.00
White	Large	1400.00

o. Enter Prices under “**Regular Price**” (Not “Sale Price”) as displayed in above table.

p. Select “**Save Changes**”.

Now you have to setup a photo for each of the variant.

Adding a Variable Product (Cont'd)

s. To upload photo for each Variant, click on #NUMBER that is assigned automatically. Click on the image, select a photo that matches proper color.

#11



Enabled: Downloadable: Virtual:

Note: You can use a single image for products that have same color but different Size to save bandwidth.

t. Repeat above procedure to add price & images for remaining products, Select **“Save Changes”**.

u. Select **“Men”** from Product Categories

v. Select **“Set Product Image”** under Product Image. Select any image from previously uploaded product photo.

x. Select **“Publish”**.

View Product

You can view the product using the Permalink or through the website. Try selecting different size / color from drop-down and observe pricing details.



Product Title
BRAND Round Neck 100% Cotton T-Shirts
Price Range
RM1,000.00 – RM1,400.00

Short Description
Genuine BRAND Product
Made from 100% Pure Cotton
Stretchable Material
Machine Wash / Dry
30 Day Replacement*

Color

Choose an option ▾

Select Color

Size

Choose an option ▾

Select Size

1

Add to cart

SKU: BRANDMENV0001

SKU

Category: [Men](#)

Category

Note: Design, Alignment, Font, Colors, etc. can be changed through different themes at a later stage.

Legal Documents

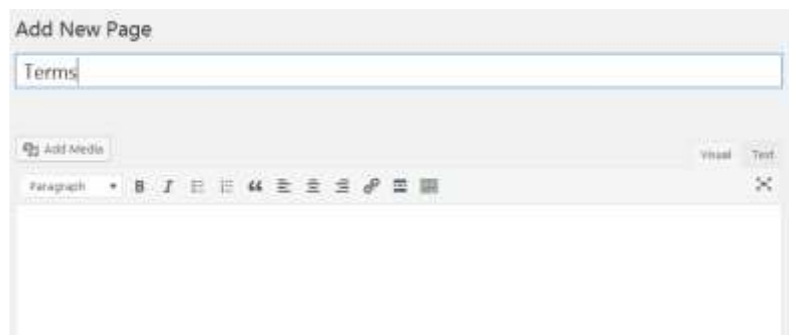
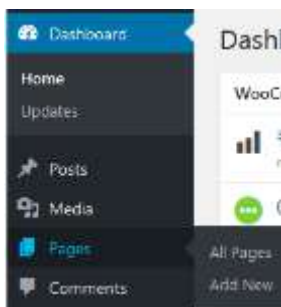
All website require sections like Terms of Use, Disclaimer, Privacy Policy, Sale Terms / Return / Refund / Replacement / Cancellation & other policies. we recommend you to contact a legal expert or firm, to understand these requirements and include necessary text content in the website.

Introduction to Pages

You can create “pages” that can have images, text, video, etc. and pages can be created for About Us, Contact Us or any special requirements.

To create pages:

Go to **Dashboard > All Pages > Add New**



- Under **Add New Page**, provide a name for this page. For example, “**Terms**”.
- You may update the content in the text area later once it's ready.
- Select “**Publish**”.

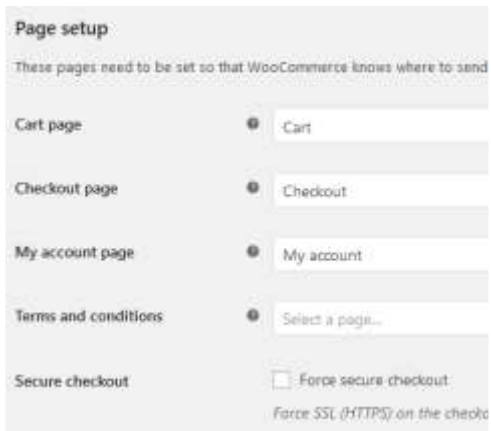
Tip: You may create blank pages for different sections as a placeholder and paste the content later.

Repeat the procedure to create other pages (Privacy Policy page is created during installation of WooCommerce, but needs to be updated with content).

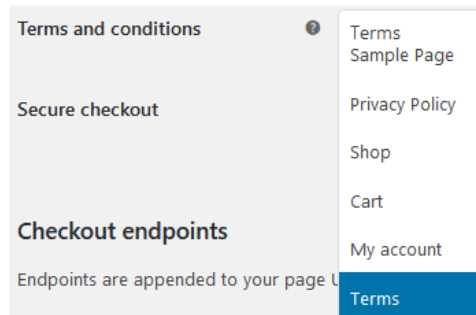
Legal Documents

Terms & Conditions must be linked through a particular section in WooCommerce:

Go to **Dashboard > WooCommerce > Settings > Advanced**



Under Page Setup, Select **“Terms”** from **Terms & Conditions** drop-down. Click **“Save Changes”**



You can create other pages and use **Dashboard > Appearance > Menu**, for including them in the header or footer area.

Payments Options

You may offer a variety of options to receive payments:

a. COD - Cash on delivery, method to collect payments on delivery of products.

Usually payments are collected by product delivery team or shipping partner, for COD payments. You have to check with the shipping / logistics provider, for their terms and payment schedule if you are planning to use a shipping provider for collecting payments on delivery. Consider additional fees on cancellations, returns, etc. for COD.

b. Check/Cheque - Standard cheque deposits.

You may decide if you want to ship the products before or after receiving the payment from a customer, but it is recommended to inform the customer about your procedure.

c. Direct Bank Transfer - Provide account details to customers to make payments.

d. Paypal - WooCommerce includes the plugin for Paypal by default, but it is up to you to use Paypal or any other payment gateways.

Note: You need to FIRST sign-up with the payment gateway, submit all required documents and then integrate the payment gateway with the store. Most importantly, you need to check if the payment gateway provider has a plugin FIRST that will work with WooCommerce.

You can install and activate the payment gateway plugin, and you should follow the process for setting up the payment gateway plugin as per payment gateway provider. Usually it is simple and straight forward and it is not so difficult.

a. For demo purposes, enable “**Cash on delivery**”.

b. Select “**Save changes**”

You may try placing a test order, by selecting “Cash on delivery” option.

Note: Additional evaluation will be required for recurring payments.

Payment Gateway

Introduction to Payment Gateway

Payment Gateways act as mediator between customer and banks, to process financial transactions. when you use a payment gateway, your payment gateway stores all sensitive information and, your store will have information related to only customer and order details.

Payment Gateways usually require a one-time setup fee or may be offered free, and in addition charge a small fee for every transaction. You must check with the payment gateway provider, for one-time, transaction and other fees if any.

Note: Payment Gateways deduct their commissions and then you may transfer the balance amount to your account, but you need to check if this transfer is manual or automatic as it varies from provider to provider.

Shipping Management

You can manage shipping of products:

- a) by setting up flat shipping rates and use any shipping partner time-to-time for every order.
- b) by partnering with a single shipping vendor and ship products through them.
- c) by patterning with multiple shipping vendors (may not be simple).
- d) by patterning with an shipping aggregator.

For example, you can set a flat shipping price based on two different sets of zip codes (Zone A Local will have a zip code with a flat fee of 50.00 and Zone B International will have a zip code with a flat fee of 100.00). To create zones:

- a. Go to **WooCommerce > Settings > Shipping Tab**
- b. Select **“Add Shipping Zone”**
- c. Specify **“Zone A”** under Zone name
- d. Select **“Limit to specific ZIP/postcodes”**
- e. Enter the following zip code: **50001**
- f. Select **“Add shipping method”**, select **“Flat Rate”** and select **“Add Shipping Method”**
- g. Select **“Edit”**
- h. Select **“None”** from Tax Rate drop-down
- i. Specify **“50.00”** in Cost
- j. Select **“Save Changes”**

Repeat the procedure above to create **Zone B**, with a zip code as **“60001”** and flat fee of **100.00**.

Now you may test by placing an order through the website like a customer (provide another personal email address), add a product and go to View Cart. Try changing the zip code and observe the shipping charges change according to zip code. Now go to **Checkout Page** and place the order. Check customer and admin email/panel.

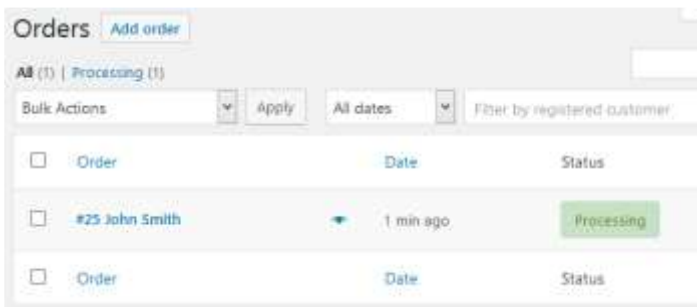
Note: You may mention product weight & dimensions, to calculate shipping cost but it requires additional expertise not covered in this guide.

Order Management

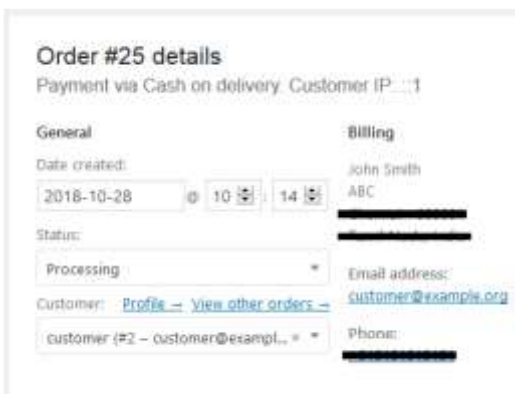
WooCommerce will automatically create an account for the customer using email address specified while placing the order, this includes the random password and order details sent as different emails. You can check the email, once the order is placed.`

Customers may logon to their account through “<https://www.yourdomain.extension/my-account/>” to view their profile, orders status, etc.

All orders can be viewed through **Dashboard > WooCommerce > Orders**.



Select the order, to view further details.



WooCommerce includes the following status codes:

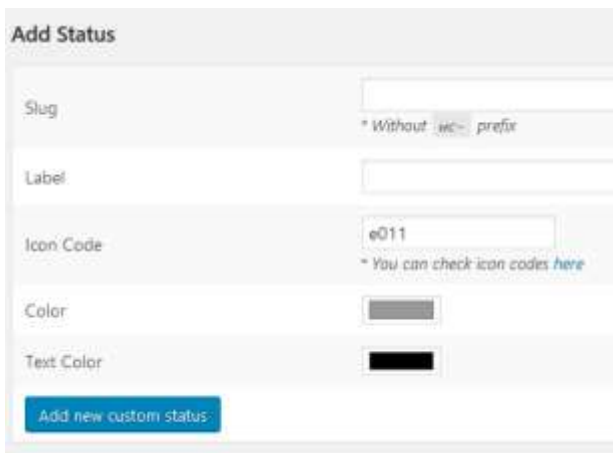
- Pending Payment
- Processing
- On hold
- Completed
- Cancelled
- Refunded
- Failed

Order Management

WooCommerce operates through pre-defined codes. You may define the purpose of each status as per your business requirement, for example, you can mark orders as “Pending Payment” if the payment is not received, change it to “Processing” once you receive the payment and mark the order as “Complete” once it is delivered. You can also add other status codes for managing returns, refunds, cancellations, etc.

If you need to add custom status, you may use a 3rd party plugin. For example,

- a. Go to **Plugins > Add New**
- b. Search for “[Custom Order Status for WooCommerce](#)”
- c. Install and Activate “**Custom Order Status for WooCommerce**” plugin
- d. Go to **WooCommerce > Custom Order Status**



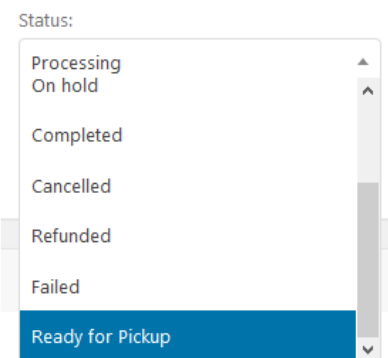
The screenshot shows the 'Add Status' form with the following fields and values:

- Slug: (empty)
- Label: (empty)
- Icon Code: e011
- Color: (grey)
- Text Color: (black)

A blue button at the bottom left says "Add new custom status".

For example, if you decide to mark the status as “**Ready for Pickup**” for orders that are ready to be picked up by the shipping agency, then you can add “**Ready for Pickup**” under slug & Label, and Select “**Add new Custom Status**”.

Then you can select “**Ready for Pickup**” from the Order Status page and update the order.



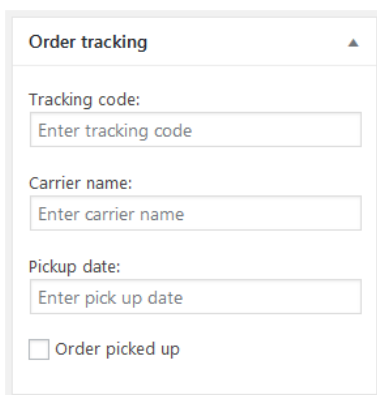
Order Management

If you have used flat shipping method and you need your customers to know the tracking process, then you can use a plugin like “YITH WooCommerce Order Tracking”.

Once you install and activate the plugin “[YITH WooCommerce Order Tracking](#)”, you can specify the shipping details:

- a. Go to **Dashboard > WooCommerce > Orders**
- b. Observe the section “Order Tracking” available at the right side.
- c. Under Order Tracking:
 - i. Tracking Code: Specify the tracking #
 - ii. Carrier name: Name of the provider
 - iii. Pickup date: Specify the pickup date as per shipping provider
- d. Select “**Update**”

Customers may view the order status via their **My Account** page.



The image shows a screenshot of the 'Order tracking' settings form in a WordPress dashboard. The form is titled 'Order tracking' and contains the following fields:

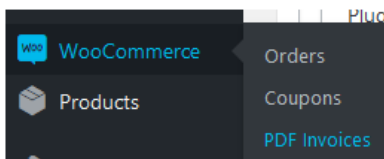
- Tracking code:** A text input field with the placeholder text 'Enter tracking code'.
- Carrier name:** A text input field with the placeholder text 'Enter carrier name'.
- Pickup date:** A text input field with the placeholder text 'Enter pick up date'.
- Order picked up

Order Management

PDF Invoices

By default, all invoices are sent as email without any attachments. If you need to attach invoices in PDF format, you may use a 3rd party plugin like “[WooCommerce PDF Invoices & Packing Slips](#)”.

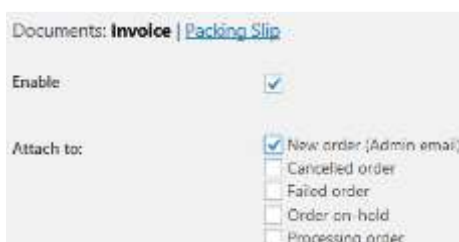
Go to **Dashboard > WooCommerce > PDF invoices**



You have to setup logo, Company address, Terms & Conditions, etc. through the General Tab.



You can setup conditions through the Documents tab, when a PDF invoices should be sent. For example to send PDF invoices when a new order is placed, **Check** “New Order (Admin Email)” under **Attach to:** and select “**Save Changes**”



Place a test order and check your email to confirm if the PDF invoice is attached along with the order details.

Customizing Emails

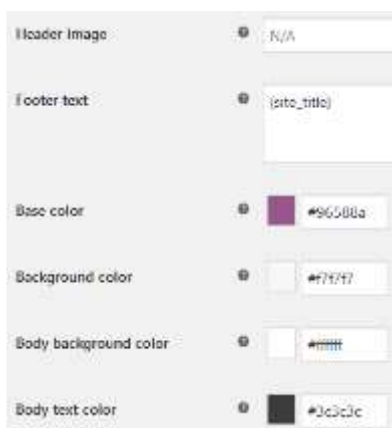
WooCommerce includes facility to customize settings for transactional emails.

Go to **Dashboard > WooCommerce > Settings > Emails**



Email	Content type	Recipient(s)	
<input checked="" type="checkbox"/> New order ⓘ	text/html	demo@example.org	Manage
<input checked="" type="checkbox"/> Cancelled order ⓘ	text/html	demo@example.org	Manage
<input checked="" type="checkbox"/> Failed order ⓘ	text/html	demo@example.org	Manage
<input checked="" type="checkbox"/> Order on hold ⓘ	text/html	Customer	Manage
<input checked="" type="checkbox"/> Processing order ⓘ	text/html	Customer	Manage
<input checked="" type="checkbox"/> Completed order ⓘ	text/html	Customer	Manage

Observe there are templates for each status. You can select “**Manage**” to view further details, but you will require programming skills to customize them. It is recommended to search for a plugin for customizing email templates rather writing or modifying the code, that can help you in customizing these default templates.



If you scroll further down, you can view options to include logo, change colors, include footer text, etc.

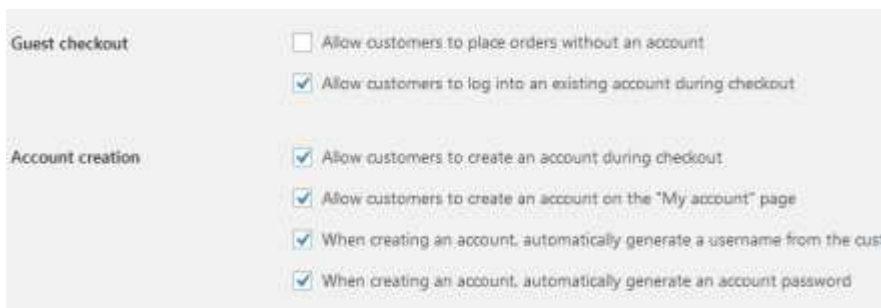
1. Header Image: Specify the path to logo, this will be used in the header area of the email.
For example: <https://www.example.com/logo.png>
2. Footer text: You can specify additional details like customer support email, contact number, etc.
3. Base color: Change the color for specific sections.

Others are self-explanatory. Experiment with different color combinations and test. Please note that emails are sent only for the default order status built-in with WooCommerce and not for custom statuses created through 3rd party plugins. Depending on plugin, there may be additional options for sending emails when an order status (Custom) is changed.

Customer Management

Customers can logon, modify their details, view orders, etc. through the “**My Account**” page. By default, WooCommerce creates user accounts and passwords manually or automatically depending on how it is set through Admin panel. You can modify the settings for how WooCommerce should allow visitors (customers) to place orders through:

Go to **Dashboard > Settings > Accounts & Privacy**



The image shows a screenshot of the 'Accounts & Privacy' settings page in WooCommerce. It is divided into two sections: 'Guest checkout' and 'Account creation'. Under 'Guest checkout', there are two options: 'Allow customers to place orders without an account' (unchecked) and 'Allow customers to log into an existing account during checkout' (checked). Under 'Account creation', there are four options: 'Allow customers to create an account during checkout' (checked), 'Allow customers to create an account on the "My account" page' (checked), 'When creating an account, automatically generate a username from the customer's email address' (checked), and 'When creating an account, automatically generate an account password' (checked).

Guest checkout	<input type="checkbox"/> Allow customers to place orders without an account
	<input checked="" type="checkbox"/> Allow customers to log into an existing account during checkout
Account creation	<input checked="" type="checkbox"/> Allow customers to create an account during checkout
	<input checked="" type="checkbox"/> Allow customers to create an account on the "My account" page
	<input checked="" type="checkbox"/> When creating an account, automatically generate a username from the customer's email address
	<input checked="" type="checkbox"/> When creating an account, automatically generate an account password

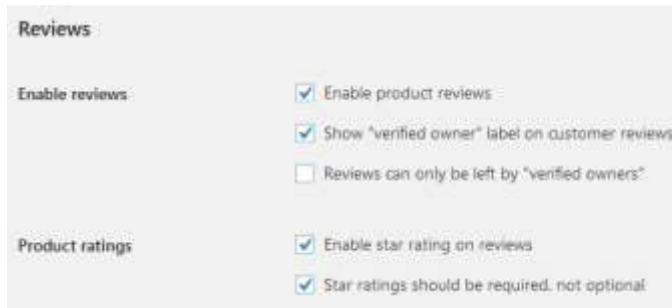
For example, if you need an option for the visitors to create their own usernames and passwords while checking out, you have to **Uncheck** “When creating an account, automatically generate a username from the customer's email address” and “When creating an account, automatically generate an account password”.

Note: There are other critical settings in this page such as data retention, etc. which we recommend you to set according to regulations (after consulting with a lawyer, etc.).

Feedback Management

WooCommerce includes facility to collect reviews from customers, through product pages. You may modify the settings for controlling visitors or customer's comments or reviews about products through:

Go to **Dashboard > Settings > Products > General**



For example: **Uncheck** "Enable product reviews" if you do NOT want visitors to provide reviews.

To view reviews, Go to **Dashboard > Comments**

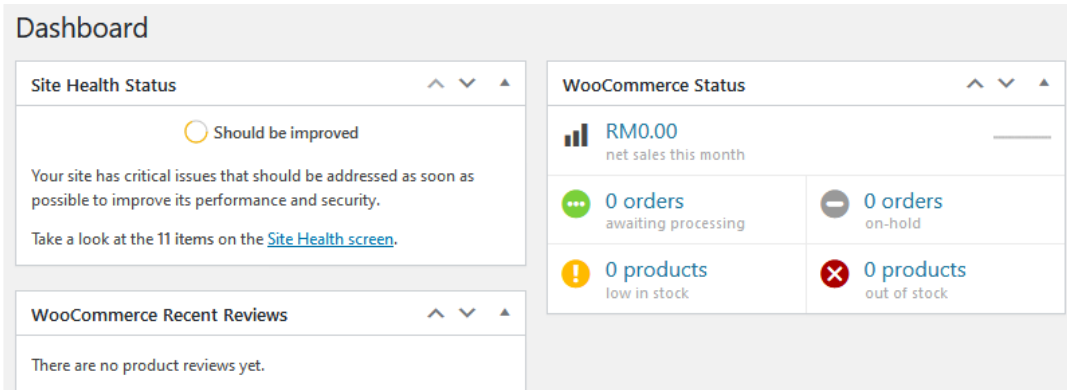


You may approve or delete reviews here, only approved comments or reviews are displayed in the website.

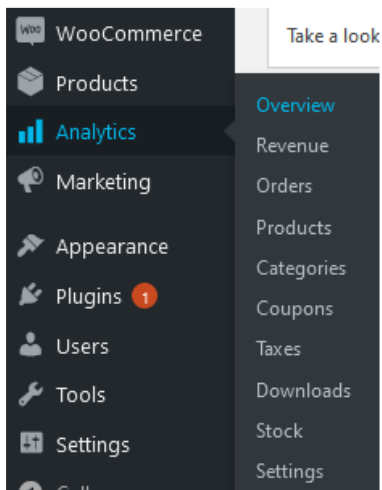
You may reply with your comments, if you wish.

Sales & Reports

You can view everything from your dashboard, including inventory, sales, etc.



To view details, go to **Dashboard > Analytics > Overview**.



Go through remaining sections to know more.

User Management

You can create multiple user accounts; this is useful in scenarios when you have a team to manage your store business. To manage users:

- Go to **Dashboard > Users > All Users**
- To create a user, select “Add New”

Add New User

Create a brand new user and add them to this site.

Username (required)

Email (required)

First Name

Last Name

Website

Password

Send User Notification Send an email about their account.

Role

- Shop manager
- Customer
- Subscriber**
- Contributor
- Author
- Editor
- Administrator

Refer this [link](#) for more information.

Error & Performance Testing

You may check the website for errors and conduct tests (and optimize) to check if the website loads fast enough, before launching the store for public use.

<https://www.brokenlinkcheck.com>

<https://developers.google.com/speed/pagespeed/insights/>

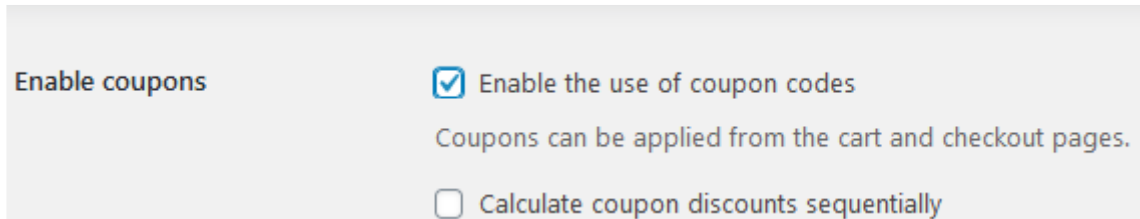
<https://tools.pingdom.com/>

<https://gtmetrix.com/>

Coupons

You can use the coupon management feature included in WooCommerce (free).

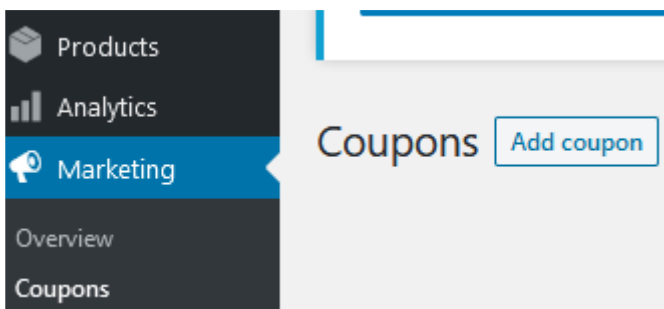
- Go to **Dashboard > WooCommerce > Settings > General**



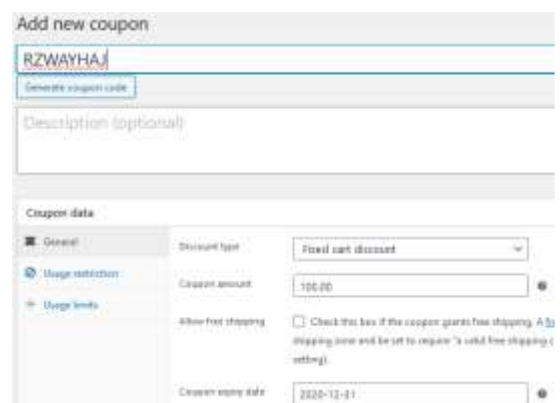
The screenshot shows the 'Enable coupons' section in the WooCommerce settings. It includes a checked checkbox for 'Enable the use of coupon codes', a note that 'Coupons can be applied from the cart and checkout pages.', and an unchecked checkbox for 'Calculate coupon discounts sequentially'.

- Check **“Enable the use of coupon codes”**
- Select **“Save Changes”**

To manage coupons, select **Dashboard > Marketing > Coupons**



- Select **“Add coupon”**
- Create a coupon:
 - Give a title, for example: Offer50
 - Under coupon data:
 - Select **“Fixed cart discount”**
 - Specify **100.00** in Coupon Amount
 - Set an expiry date for this coupon
- Select **“Generate Coupon Code”**
- Select **“Publish”**



The screenshot shows the 'Add new coupon' form. The coupon code 'RZWAYHAJ' is entered in the 'Generate coupon code' field. The 'Description (optional)' field is empty. Under the 'Coupon data' section, the 'Discount type' is set to 'Fixed cart discount', the 'Coupon amount' is '100.00', and the 'Coupon expiry date' is '2020-12-31'. There are also checkboxes for 'Allow free shipping' and 'Check this box if the coupon grants free shipping'.

Now this coupon code may be distributed for customers; use the coupon code in cart page and observe discount applied.

Themes

In this guide we have used the StoreFront Theme; you can install other themes if you prefer.

Options to install a theme:

- a. Search for a theme through dashboard
 - i. Go to **Dashboard > Appearance > Themes**
 - ii. Select **“Add New”**

Tip: You may notice a lot of themes usually free, from which you can shortlist and install a theme.

- b. Search for a free theme using search engines (or visiting theme websites), download and upload the theme through Upload option.

- c. Purchase a theme, download and upload the theme through Upload option.

Themes are distributed through:

- ☒ WordPress Repository
- ☒ Vendor Websites
- ☒ 3rd Party Websites
- ☒ Marketplaces

Demo Content

Some themes include “Demo Content” which is designed to create a fully functional store with dummy products, images and content, etc. You may choose to install the demo content and experience the look & feel. You can later add your own products, remove demo products and customize the image & text as well.

Some themes may include free or paid 3rd party plugins. It is recommended to check the theme documentation if any specific plugin needs to be installed for the theme to work properly. You can install free or paid 3rd party plugins not included in a theme, after checking compatibility.

Page Builders

There are few free & paid visual editors (a.k.a Page Builders) which can be used for customizing without writing a single line of code. Learning curve for each editor varies, depending on various factors. It is recommended to check free versions of such editors and decide accordingly.

You can even build your own layouts with least efforts or minimal programming skills.

<https://elementor.com>

<https://www.wpbeaverbuilder.com>

<https://visualcomposer.com>

<https://siteorigin.com>

<https://www.elegantthemes.com/gallery/divi/>

<https://thrivethemes.com/themebuilder/>

<https://www.pootlepress.com/WooCommerce-builder/>

Content Styles & Enhancements

You can enrich the website look & feel using plugins (View links for demos):

Main Sliders

<https://wordpress.org/plugins/smart-slider-3/>

<https://wordpress.org/plugins/ml-slider/>

Product Sliders

<https://wordpress.org/plugins/wpb-woocommerce-product-slider/>

<https://wordpress.org/plugins/woo-product-slider-and-carousel-with-category/>

<https://wordpress.org/plugins/woo-product-slider/>

Product Filters / Search / Enhancements

<https://wordpress.org/plugins/woocommerce-products-filter/>

<https://wordpress.org/plugins/ajax-search-for-woocommerce/>

<https://wordpress.org/plugins/variation-swatches-for-woocommerce/>

<https://wordpress.org/plugins/woo-variation-swatches/>

Tabs

<https://wordpress.org/plugins/woocommerce-custom-product-tabs-lite/>

<https://wordpress.org/plugins/yikes-inc-easy-custom-woocommerce-product-tabs/>

Loyalty / Rewards

<https://wordpress.org/plugins/yith-woocommerce-points-and-rewards/>

<https://wordpress.org/plugins/woorewards/>

Contact Forms / Email Lists

<https://wordpress.org/plugins/contact-form-7/>

<https://wordpress.org/plugins/wpforms-lite/>

<https://wordpress.org/plugins/ninja-forms/>

<https://wordpress.org/plugins/wordpress-popup/>

Next Steps

Once a website is ready:

A. Submit website to Search Engines (Follow SEO first)

- <https://wordpress.org/plugins/google-sitemap-generator/>
- <https://support.google.com/webmasters/answer/183668?hl=en>
- <https://www.bing.com/webmaster/help/submit-urls-to-bing-62f2860a>
- <https://help.yahoo.com/kb/submit-website-yahoo-search-sln2217.html>

B. SEO (Search Engine Optimization): Every website needs to be optimized for better search engine ranking; you may try the following addons for analyzing & improving your website for search engines:

- <https://wordpress.org/plugins/wordpress-seo/>
- <https://wordpress.org/plugins/all-in-one-seo-pack/>
- <https://sitechecker.pro/>
- <https://neilpatel.com/seo-analyzer/>

C. Promote via Social Media Networks: You can create business pages for your brand/store and use free & paid marketing activities to boost traffic. You can include links to your social media pages through your website (use direct links by placing icons or text).

- <https://en-gb.facebook.com/business/pages>
- <https://business.instagram.com>
- <https://business.linkedin.com/marketing-solutions/linkedin-pages>

D. Use directories

- <https://www.google.com/business/>
- <https://smallbusiness.yahoo.com/local>
- <https://www.bingplaces.com>

E. Use a blog: Websites that use WordPress as the engine has the blog facility and you can create articles to drive inbound traffic. Blogs can help in gaining organic traffic, improve SEO and even engage visitors & customers.

Specific Requirements

Some businesses may have specific requirements such as providing customer support through a ticketing system, live chat, knowledge base, etc. There are plugins which may be explored in such scenarios.

Live Chat

<https://wordpress.org/plugins/tawkto-live-chat/>
<https://wordpress.org/plugins/wp-live-chat-software-for-wordpress/>

Ticketing / Helpdesk

<https://wordpress.org/plugins/awesome-support/>
<https://wordpress.org/plugins/supportcandy/>
<https://wordpress.org/plugins/js-support-ticket/>
<https://wordpress.org/plugins/wats/>
<https://wordpress.org/plugins/echo-knowledge-base/>
<https://wordpress.org/plugins/betterdocs/>

Note: Some software may have all required features while some may not. Please check respective documentation and demos.

Use Case(s)

Using WooCommerce, theme and few plugins you can build a complete end-to-end functional website that suit some business models.

For example:

Use Case #1: You can create a customer support website by:

- a. Install WooCommerce
- b. List your services (Products)
- c. Install a ticketing system like <https://wordpress.org/plugins/awesome-support/>
- d. Offer Live chat support <https://wordpress.org/plugins/tawkto-live-chat/>

Use Case #2: Setup a store to list products and request customers to contact you for pricing / quantity (useful when you deal with large quantities or if you prefer to target dealers/distributors/retailers.

- a. Install WooCommerce
- b. List your product(s)
- c. Setup <https://wordpress.org/plugins/product-enquiry-for-woocommerce/> or <https://wordpress.org/plugins/woocommerce-catalog-enquiry/>

Use Case #3: Setup a store and request customers to place order via Whatsapp.

- a. Install WooCommerce
- b. List your product(s)
- c. Setup <https://wordpress.org/plugins/woo-order-on-whatsapp/> or <https://woocommerce.com/products/order-on-whatsapp-for-woocommerce/>

You can explore a whole world of possibilities through additional research. While we have provided a list of handful plugins, there are several fully functional (free or paid) theme+plugin combo that can help you setup a full-fledged industry specific solution. Please check out these websites that may have full-fledged packages sutiting your business requirement:

- <https://themeforest.net>
- <https://www.templatemonster.com>

Additional Information

Here is a list of links to providers, for reference:

Shipping Aggregators

<https://goshippo.com>

<https://www.shipstation.com>

Summary

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