



# E-COMMERCE WITH WORDPRESS

## Summary

This document contains all the texts and images of the course eCommerce with WordPress. However, many learnings are based on videos or links that are not detailed in the document.

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This course involves share work between the advisor and the client. The learner must read the modules to understand the subjects and be able to exchange with the advisor. The client must provide information to go further with the development of the online store.

In each section, you will find some explanations and work to do. Your advisor will help you achieve the goal of getting your store online.



## INTRODUCTION

A short introduction to the online store. Which platform?

Module 1



## WHAT IS NEEDED

A domain, a host and woo commerce plugin.  
The advisor part.

Module 2



## ORGANIZE

Payment gateway, photos of the products and shipping. The client part.

Module 3



## BUILD

The step-by-step details of building your online store

Module 4



## MANAGE AND UPDATE

Order tracking and addition of new products.

Module 5



## LAUNCHING

Your online store is ready, it's time to spread the news!

Module 6

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## Module 1 - Introduction

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### BUILDING AN ECOMMERCE

Building a business of any sort is work; selling your product online will also take some effort. Before anyone can purchase a product from you, they need a way to discover your brand and the products you're selling. For this you will need a platform to show your business.

The first thing everyone realizes when they start looking for the best eCommerce company for their project is the overall abundance of software in this market. Here are all the platforms that call themselves the best eCommerce platform in the market ...

Wix, Shopify, WooCommerce, BigCommerce, Magento, Jimdo, LemonStand, Volusion, OpenCart, osCommerce, Spark Pay, 3dcart, Big Cartel, Squarespace, Selz, Gumroad, Storenvy, Weebly, E-junkie, SendOwl, Ecwid, X-Cart, PrestaShop, FoxyCart, ZenCart, MoonFruit.

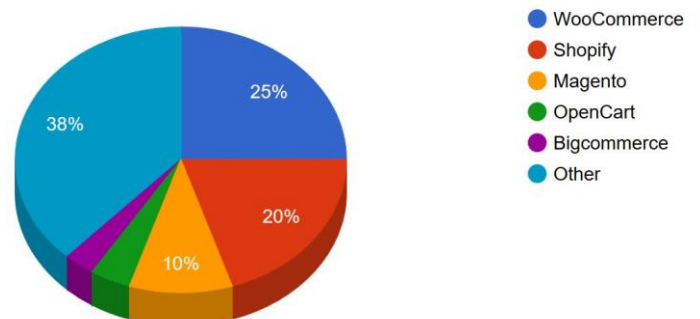
Crazy no? So what is the best solution?



### WHO WINS THE POPULARITY CONTEST?

While [Shopify](#) is probably the first name most people think of when they hear "eCommerce", the actual leader of the eCommerce space is [WooCommerce](#).

But you should understand the reasons why. Both solutions can be considered depending on your budget but this course will be on WooCommerce combined with WordPress. However, if you have a sufficient budget for Shopify, I will help you set up your online store with this platform. This video will give you the pros and cons for Shopify vs WooCommerce.



## Module 2 – What is needed

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Building an eCommerce website will be a little different than creating a standard website or starting a blog. Beyond securing a domain name and hosting you'll also need to consider tools and software for processing payments, along with actually creating and manufacturing your products.

To build a website from scratch for an eCommerce store, you will need:

- A domain name
- A web hosting provider
- A platform or tool to build your store

## DOMAIN

As mentioned in the previous module, by choosing WordPress you will have to buy a domain and find a host. Some clarifications on the subject.

A domain name is an address where Internet users can access your website, something like [www.business.com](http://www.business.com). Everything begins with the perfect domain name. Not only is it how your customers are best able to find you, but it also allows you to present your brand in the best light.

You might be interested to verify if the domain you would like to buy is available with this [link](#). If you already have a domain, you will see until when it has been reserved and more important if you are the owner.



## HOST

There are several hosting services and finding the best is a difficult task. Each host declares itself the best on the market!

Most hosting services can offer a good solution. I'm using [HostGator](#) because the price is very competitive for the first 3 years, you can install a WordPress site with one click, get unlimited emails and websites depending on the plan you buy and the customer service is excellent. It could be a good solution for associations who would like to offer free hosting to their members. You will see in the video how it works.



It's time to discuss which plans would be better for your needs. Maybe you already have hosting services; your advisor will now need the access.

## TOOLS TO BUILD THE STORE

Once you decide to go with domain and hosting, your advisor will have to install lots of plugins to develop your online store. With [WooCommerce](#) plugin, the advisor will be able to set up your store, get secure payments, configure shipping options, and more, out of the box—for free.

You will need to work closely with the advisor. All the information to be entered in the store will come from you. The site structure will first be developed and after you will learn how to update the products and manage the store.



## Module 3 – Organize

Information about your business will be necessary to start the e-commerce website. Any documents presenting your organization will be useful. Please, fill and send this document as soon as possible: [e-commerce design questionnaire](#).

While building an eCommerce store is much cheaper and easier than building a storefront, it does still require some upfront capital like the domain, hosting and someone to take good pictures. Make sure you work out a budget that makes sense for your goals.

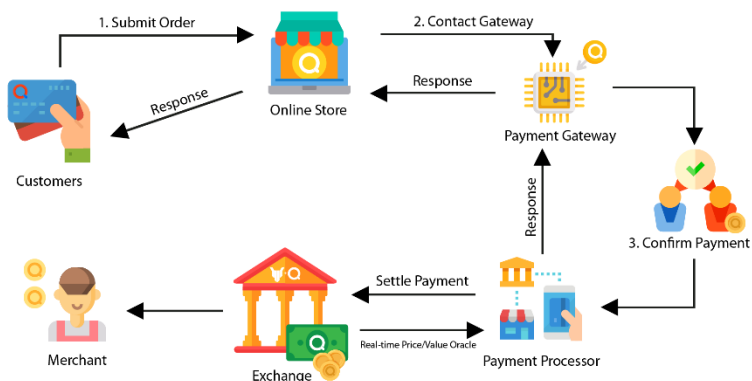
Here's a quick rundown of decisions, investments and tasks you will have to do on your side:

- Decide how the payment will be done
- Initial capital to create your products
- Packaging for product shipping

### PAYMENT GATEWAY

A payment gateway is a web-based program designed to accept and process payments such as credit and debit cards.

Besides considering cost, it's also important to choose payment gateways that accept business from your country and your customers' country of origin. Otherwise, you're likely to see a drop in sales and an increase in customer complaints. You should see with your bank, the possibility to redirect the payment to their site or decide if you go with a solution like PayPal. If you don't want to include online payment, we will adjust the site with COD option.



### SHOWING YOUR PRODUCTS

2 types of eCommerce product photography can be used. The first are clean-cut, white background, product-only images. These should include your featured product, and a variety of images showcasing your product from different angles. The second is in-context or lifestyle photos that show your product being used in its intended environment or alongside complementing products.

As your advisor will not be able to help you take product photos, it would be a good idea to find a photographer who will showcase your products. You will need also to prepare a list of your products with detailed description, size, colors etc...



## PACKAGING AND SHIPPING

Packaging is more than just a way to get your product from A to B — it's also an incredibly valuable customer touch point. In today's age of "Instagrammable" moments and unboxing videos, your retail product packaging is also a great way to get extra marketing mileage for your brand.

You will also need to take information on the costs associated with delivering the products. They will have to be integrated into your site, included in the price of the product or added to the invoice.

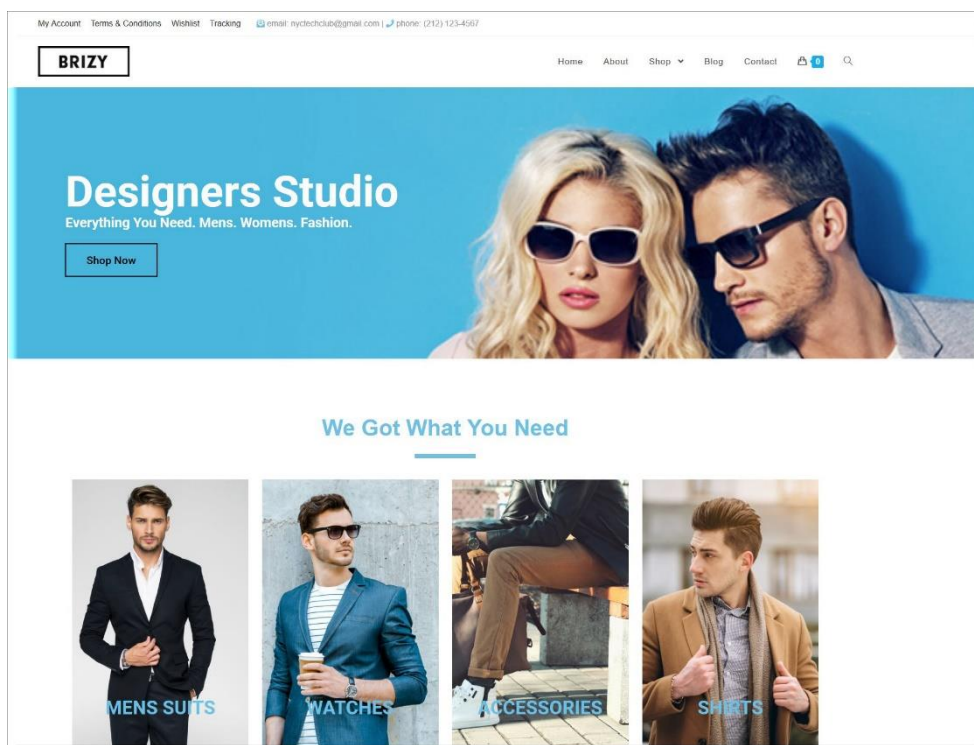


## Module 4 – Build

The eCommerce website is your store, and it needs to be designed for the convenience of your buyers. It should contain details about your products and services. Images, descriptions, prices should all be included in your web page for guiding prospective buyers.

Without experience, it might be difficult to complete the website and that's why this part will be done by your advisor. But just in case you want to know more about this work, here is the [YouTube channel](#) where I found a complete [4h00 tutorial](#) that I followed step-by-step ending with the [e-Commerce demo](#).

On your side, you will have to provide all the necessary information and work on the inventory of your products. The advisor will configure the woo-commerce plugin based on the instructions you will give. You will find in the [YouTube channel of Woo-Commerce](#) all the videos on the settings of this amazing free software.



## BUILDING THE STORE

The longest task will be to create all of your products on the site. You will also need to create categories to make it easier to find a product in your store.

This will be your main task. You will learn how to create new products, change prices, add new attributes (color, size etc.) and insert new photos. The next module contains some videos to get you started.

Once the website is complete with all the products, It's time to evaluate your site down to the smallest detail. You won't get another chance – at least not before the general public has a chance to view it – so make sure you take your time and get it right.



## PLAN THE ANNOUNCEMENT

You put a lot of work into setting up your online store so it's important that you pay equal attention to the period of time leading up its launch. This will ensure you make the biggest impact in your industry possible.

When running an online store, you absolutely need to have a social media presence – and a robust one at that. This is how many people will find out about your products for the first time, so it's essential that you establish compelling profiles as soon as possible.

There will be some preparation before the big launch. What will be the strategy? Social media? Sending flyers to your customers? Sending a newsletter? Offer discount? Organize contest?



## Module 5 – Manage and Update

### MANAGING THE PRODUCTS

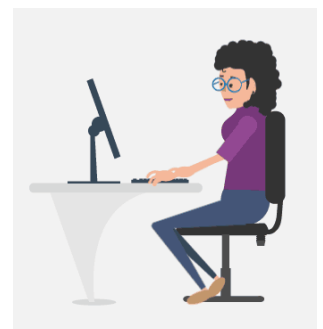
When adding a product, the first thing to decide is what type of product it is. WooCommerce have different types like grouped, downloadable, virtual but we will concentrate on the simple one. The links will bring you in the woo-commerce documentation and the video is a demonstration.

#### Simple product

[Simple](#) – covers the vast majority of any products you may sell.

Adding a Simple product is similar to writing a post in WordPress.

1. Go to WooCommerce > Products > Add Product. You then have a familiar interface and should immediately feel at home.
2. Enter a product Title and Description.
3. Go to the Product Data panel, and select downloadable (digital) or virtual (service) if applicable.





The screenshot shows the WordPress 'Edit Product' interface for a product named 'Happy Ninja T-Shirt'. The left sidebar contains navigation menus for Dashboard, Posts, Media, Forms, Pages, Comments, and WooCommerce. The main content area features a rich text editor with a toolbar and two paragraphs of placeholder text. The right sidebar includes a 'Publish' section with status 'Published', visibility 'Public', and a date of 'Feb 23, 2015 @ 23:32'. Below this is the 'Product Categories' section, which shows a list of categories: 'Accessories', 'Clothing', and 'T-Shirts'. The 'Clothing' and 'T-Shirts' categories are checked. At the bottom of the main content area, there is a word count of 171 and a timestamp indicating the product was last edited on February 23, 2015 at 11:32 pm.

The Product Data meta box is where the majority of important data is added for your products.

The screenshot displays the 'Product Data' meta box, which is currently set to 'Simple product'. It includes checkboxes for 'Virtual' and 'Downloadable'. The box is divided into several sections: 'General' with 'Regular price (£)' set to 20; 'Inventory' with 'Sale price (£)' set to 18 and a 'Schedule' link; 'Shipping' with 'Tax status' set to 'Taxable'; and 'Attributes' with 'Tax class' set to 'Standard'. There are also links for 'Linked Products', 'Advanced', and 'Get more options'.

We will explore the different sections when you will create the products. It will be important also to organize the products in categories.

The screenshot shows two meta boxes. The top one is 'Product Categories', which has tabs for 'All Product Categories' and 'Most Used'. Under 'Most Used', there are checkboxes for 'Accessories', 'Clothing', and 'T-Shirts', with 'Clothing' and 'T-Shirts' checked. Below this is a '+ Add New Product Category' link, an input field, a 'Parent Product Category' dropdown menu, and an 'Add New Product Category' button. The bottom meta box is 'Product Tags', featuring an input field and an 'Add' button. Below the input field, it says 'Separate Product Tags with commas' and shows 'Ninja' as an example tag. At the bottom, there is a link to 'Choose from the most used Product tags'.

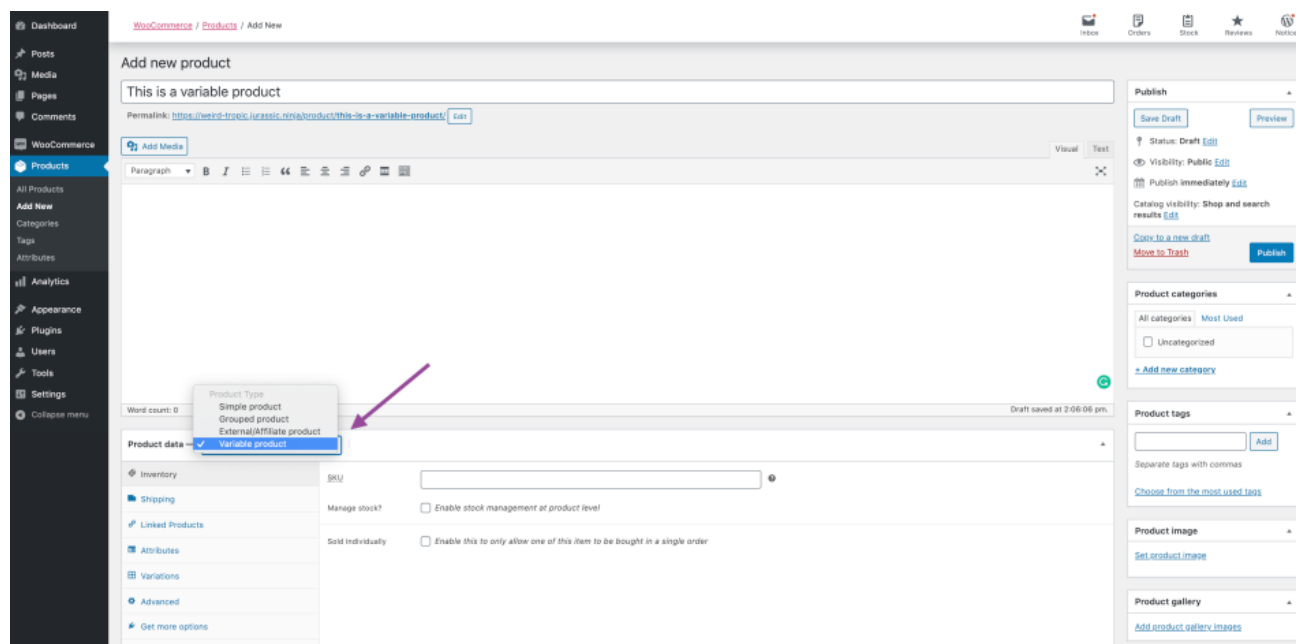
## Variable product

Variable products are a product type in WooCommerce that lets you offer a set of variations on a product, with control over prices, stock, image and more for each variation. They can be used for a product like a shirt, where you can offer a large, medium and small and in different colors.

### Step 1. Set the Product Type

To add a variable product, create a new product or edit an existing one.

1. Go to: WooCommerce > Products.
2. Select the Add Product button or Edit an existing product. The Product Data displays.
3. Select Variable product from the Product Data dropdown.



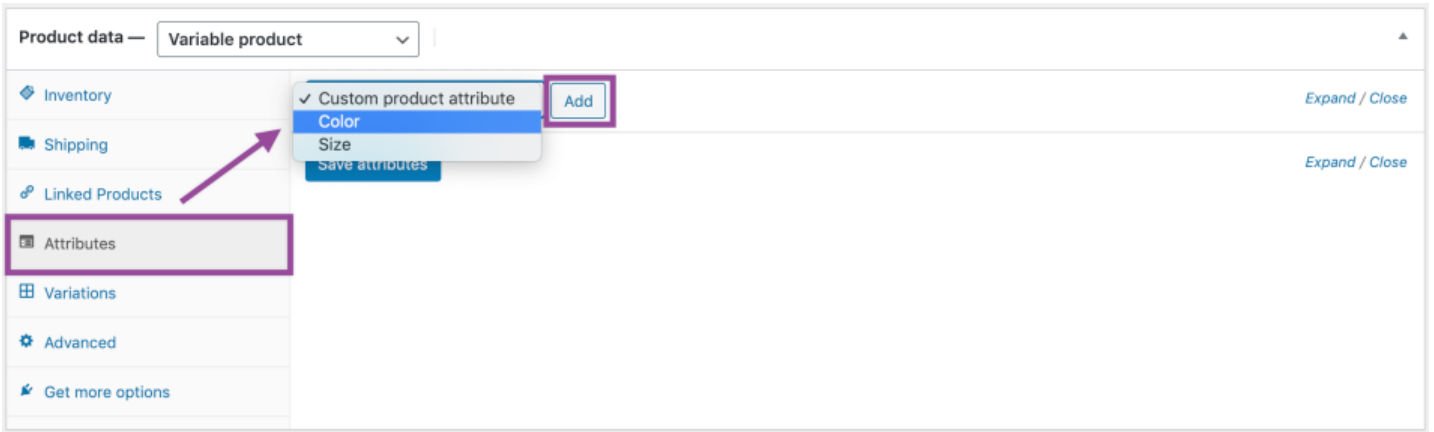
### Step 2. Add Attributes to Use for Variations

In the Attributes section, add [attributes](#) before creating variations — use global attributes that are site-wide or define custom ones specific to a product.

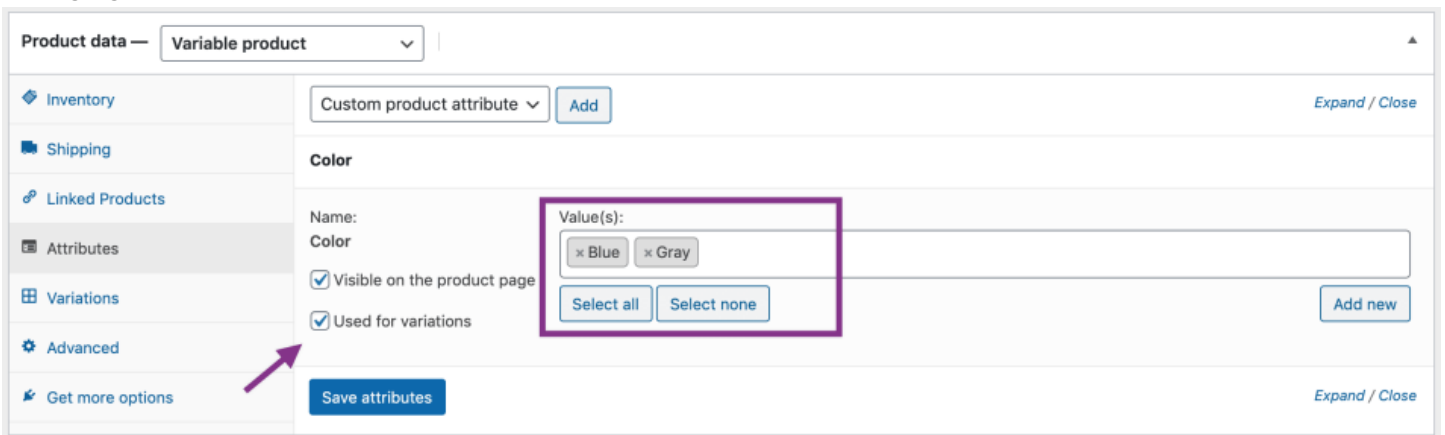
To use a global attribute:

[Create](#) global attributes.

1. Select one from the dropdown and click Add.
2. Choose Select all to add all attributes to the variable product (if applicable).
3. Enable the Used for variations checkbox to tell WooCommerce it's for your variations.
4. Click Save attributes.



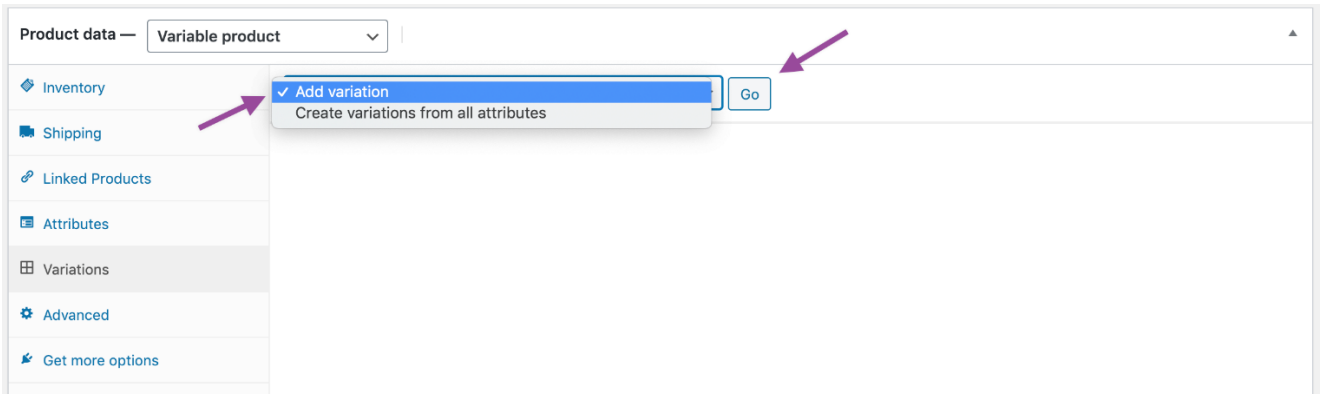
Adding a global attribute



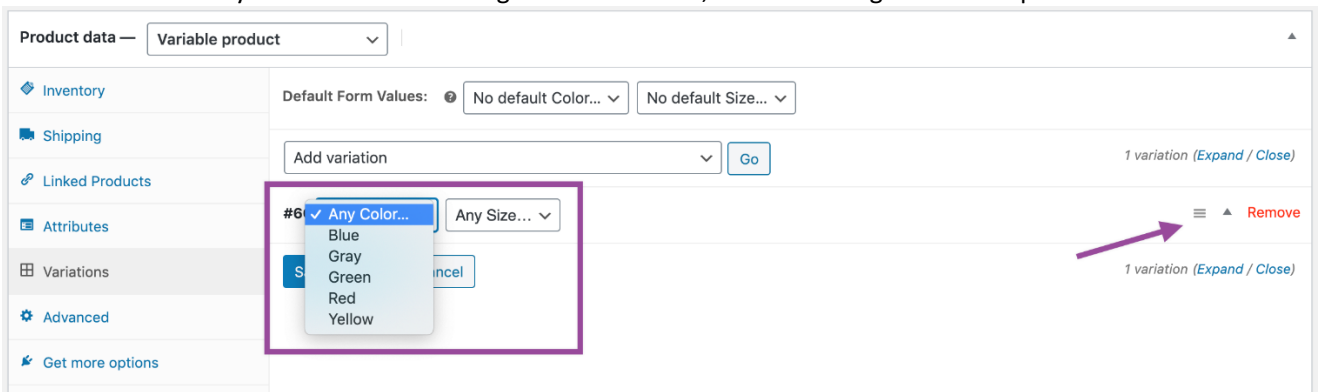
**Step 3. Add Variations**

To add a variation, go to the Variations section in the Product Data meta box.

1. Select Add variation from the dropdown menu, and select Go.



2. Select attributes for your variation. To change additional data, click the triangle icon to expand the variation.



3. Edit any available data. The only required field is Regular Price.

4. Click Save changes.

### Creating All Possible Variations

Select Create variations from all attributes to have WooCommerce create every possible combination of variations and click Go:

It will create a new variation for each and every possible combination of variation attributes (max 50 per run). If you have more possible combinations you can run it again.

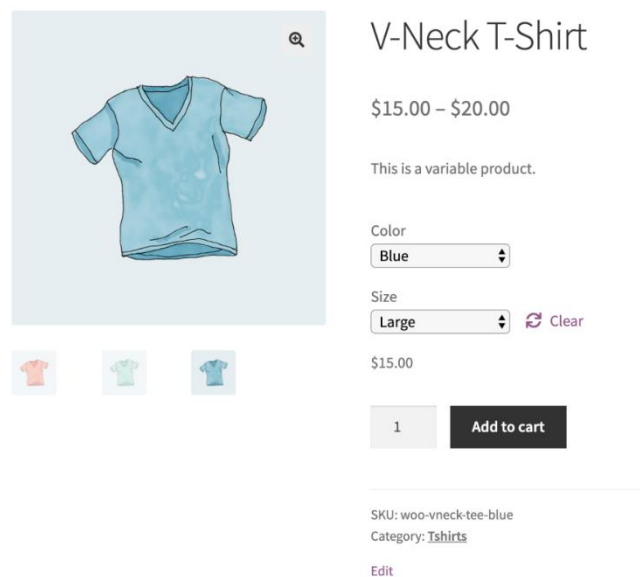
If you have two attributes – color (with values blue and green) and size (with values large and small) it creates the following variations:

- Large Blue
- Large Green
- Small Blue

### What Customers See

On the frontend, when viewing a variable product, the user is presented with dropdown boxes to select variation options. Selecting options will reveal information about the variation, including available stock and price.

Home > Clothing > Tshirts > V-Neck T-Shirt



## MANAGING THE ORDERS

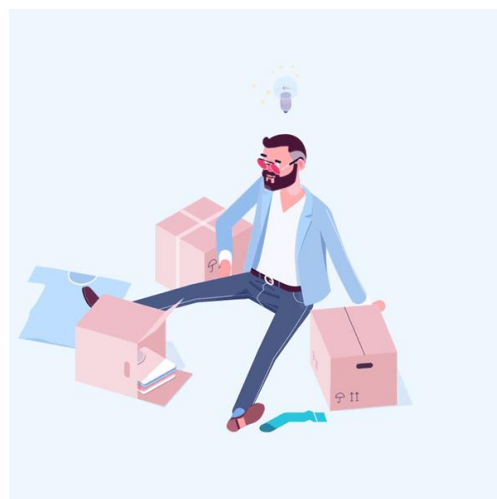
When a shop starts taking orders, the [Orders](#) management page begins to fill up. In the Dashboard of WordPress, you will access to woo-commerce – Orders

Each row displays several details:

- Order number and customer name
- Date of purchase
- Order Status
- Billing and shipping address
- Purchase total

You will have to learn to manage orders just as you would in a normal business. Woo-commerce is a very complete product that will allow you to manage your inventories and produce reports. It is worth learning how to use it.

There is no better way than to explore. You must familiarize yourself before you launch your online store.



## Module 6 – Launching

### THE BIG LAUNCH

So, how are you going to let the cat out of the bag about your brand new online store? You need to have a robust plan to attract the attention of as many people as possible upfront.

You can do this by offering a site-wide discount straight out of the gate. Or hold a contest of some sort. You'll want to post frequently on your social media accounts prior to the store's launch as well as do some community building.



Once the big day arrives, make sure your launch plan is consistent and takes into account every place you have a presence online. Take the diversified approach and you should be good.

### ONLINE STORE AND SOCIAL MEDIA

Once you have an online store, you can easily link directly to promotional products and services. That means that sales are only a click away for your customers and a purchase is more likely. You have now a place for potential customers to go to learn more about your products and make a purchase right then. And It's an ongoing process.

You might already have a presence on Social Media. But if you want to know more or improve, you can continue your learning with the Social Media course.



### DIGITAL MARKETING

There are many ways to promote a business online. If you want to know how these digital channels work, which options are best suited to you, and how to set up a clear plan or strategy that will help you achieve your goals and assess your results, it's in this course.

But it's another story ...



# e-Commerce Design Questionnaire

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## General Information

**First Name:**

**Last Name:**

**Email:**

**Company name:**

**Address:**

**Phone number:**

## What you have currently

**Do you currently have a website? If so, what's the address?**

**Do you already have a hosting? Yes/No**

**Do you already have a domain? Yes/No**

**Do you currently have a logo or corporate colors?**

**Do you have any content at the moment like a brochure, pamphlet etc...?**

**Do you have text, photos and/or testimonials for the website?**

**Please join any documents, photos etc... to this questionnaire.**

## What you want

**What is the website's main purpose?**

To sell products? Yes/No

To promote services? Yes/No

To collect email addresses? Yes/No

To build a brand / community? Yes/No

Other?

**What is the desired outcome from a visitor arriving at the website?**

To have information about your business? Yes/No

To make a purchase? Yes/No

To contact you? Yes/No

To fill out a form? Yes/No

Other?

**Do you want any of the following?**

Blog? Yes/No

Links to social profiles? Yes/No

If yes: indicate the link to your social media

Facebook:

Twitter:

YouTube:

Instagram:

Any other?

**What differentiates you from your competition?****What types of advertising do you use or have you used?**

## Your brand

**Select from below to characterise your website's brand:**

Accommodating	Proud	Rebellious	Accurate	Adventurous
Aggressive	Nurturing	Altruistic	Ambitious	Analytical
Outrageous	Artistic	Passionate	People-Oriented	Brilliant
Perfectionist	Caring	Powerful	Detail Oriented	Comfortable
Revolutionary	Competitive	Pure	Confident	Quick
Critical	Relaxed	Disruptive	Demanding	Edgy
Scientific	Efficient	Enthusiastic	Friendly	Sexy
Experimental	Fun	Feared	Flexible	Happy
Healer	Sophisticated	Helpful	Spiritual	Holistic
Spontaneous	Hunter	Stylish	Idealist	Imaginative
Tactical	Impulsive	Simple	Innovative	Thrifty
Intelligent	Traditional	Intuitive	Laid Back	Vibrant
Visionary	Organized	Serious	Protective	Conservative

## Further information

**Who is the website's target audience?****Two or three websites you admire or would like to emulate:**

