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# Building E-Commerce Solutions With WooCommerce - Second Edition



## Synopsis

Key Features

Offers do-it-yourself e-commerce solution using WordPress and WooCommerce

Discover the new Onboarding wizard that makes complex processes user-friendly

Manage your online store and expand its functions using plugins

Book Description

Building an online store is often considered to be a difficult, complex task. Using the combination of WordPress and the WooCommerce plugin, this is no longer the case. WooCommerce is the most popular e-commerce platform for WordPress and is being rapidly developed by WooThemes. It provides a strong e-commerce solution to set up your own online store in just a couple of hours. This easy and practical book will help you make the most of WooCommerce to be able to set up and run your online store yourself. Installing WooCommerce is an easy task, but this book will explain in detail all the possible settings. After that you'll be adding products, different payment methods, and shipping solutions to your store. You will then customize your store by adding themes to change the look and feel. Once your store is running, you'll learn how to use discount coupons, process your orders, look at reports, and even expand the functionality further with additional plugins. By the end of the book, you will learn everything you need to add a fully functional online store to your WordPress website and start running an online business.

What you will learn

- Use WooCommerce settings to set up the behavior of the online store
- Get familiar with the downloadable and variable products
- Set up shipping and payment methods
- Use discount coupons for marketing purposes
- Choose the right WooCommerce theme for your online store
- Customize your website using the Storefront theme as a base
- Handle orders, payments, and emails on a daily basis with ease
- Work with WooCommerce reporting possibilities
- Expanding your online store with the functionalities offered by WooCommerce

About the Author

Robbert Ravensbergen is an experienced e-commerce and IT manager. He has been working in several international roles for various companies. He's also a passionate writer and blogger. WordPress, WooCommerce, and Magento are the topics that he writes about. Robbert released several books about Magento and WooCommerce for Packt Publishing during the last couple of years. Besides this, he's an important writer in the Netherlands and well known for his understandable books for beginners about WordPress. Readers can reach Robbert on his personal blog at <http://www.joomblocks.com>.

Table of Contents

- Setting Up WooCommerce
- Creating Your First Products
- Using Downloadable Products and Variations
- Payments, Shipping, and Coupons
- Working with WooCommerce Themes
- Customizing a WooCommerce Theme
- Running Your Online Store
- More Possibilities Using Plugins

## Book Information

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## Customer Reviews

WooCommerce was eating my lunch while setting it up on one of my websites. I'm not a novice to web development - but not all that experienced in the WordPress world. I got the book to help me become more proficient. It is well written and I believe is going to just fit the bill for what I needed.

Keeping in mind that this is not written for a developer, but for an experienced WordPress user, this is an excellent introduction to setting up a WooCommerce store. It walks you through all the settings you need to know, and even recommends paid plugins that might be useful for different tasks along the way.

A good book for those that know a little about WordPress and are new to WooCommerce. A good start.

Just what I needed to get our website up and going.

very helpful

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