

# Setting up an eCommerce store using WooCommerce



# Housekeeping

- All the attendee mics are muted - you can hear us but we cannot hear you
- This session is being recorded - we will send you a link to the recording and a downloadable copy of the slides after the event
- If you have any questions please use the Q&A function to ask them - we'll cover the questions at the end if we have time otherwise we will follow up with you individually



# Who we are



Lorna Walker



Steve Hanlon



Rachel Clinton



# Agenda

- What is WooCommerce and is it suitable for your website?
- How to install WooCommerce on your site
  - A live demo of installing WooCommerce on a WordPress site from scratch
  - Understanding the pages that WooCommerce adds to your site
- Setting up your first product
  - Understanding different types of products
  - Populating all aspects of your product listing
  - Understanding product categories
  - What makes an effective product listing?
- Setting up your store
  - Formatting your Shop page
- Getting paid
  - Payment options in WooCommerce
  - Creating coupons for special offers
- Privacy and GDPR in WooCommerce





# If anything isn't clear...

- Please ask a question!
- There is no such thing as a stupid question



# About us

- Our focus is on helping small businesses take control of their own web presence
  - Help building websites
  - Help with aspects of marketing
- Other webinars
- Discounted sessions and special offers for webinar attendees - details at the end of the webinar



# What is WooCommerce?

- A relatively quick and easy way of plugging a shop into your WordPress site
- 75 million downloads of WooCommerce - widely used and supported
- Many WordPress themes work with it and many WordPress developers understand it
- Core functionality is free:
  - No commission charged on sales
  - No restriction on number of orders or number of products
- You can sell all sorts of products - physical products, services, downloadable products, subscriptions, bundles (although you'll need a paid plugin for some of these options)
- Over 400 plugins (both free and paid) to enhance functionality
- Most organisations will be able to do everything they want to do in the free version
- Alternative ecommerce products such as Shopify are sold as subscriptions and may also require you to set up a completely new website (e.g. Magneto, VisualSoft)



# What can you do in WooCommerce?

- Create an online shop configured in a way that people will find familiar
- Set up pages for each of your products
- Categorize your products
- Cross-sell and up-sell
- Set up coupons to offer discounts
- Manage your stock levels
- Manage shipping rates
- Take payments via PayPal, Stripe, other gateways, plus cash, cheque, etc
- Track orders and delivery
- Automatically send customer confirmation emails
- Enable customers to review your products





# Is WooCommerce suitable for your website?

- WooCommerce gives you a fully featured e-commerce environment on your site
- Think about whether you need a fully featured store or whether you could sell your products with a simple PayPal link - this may be a good option if you only have a very few products
- Might be overengineered for giving away free products



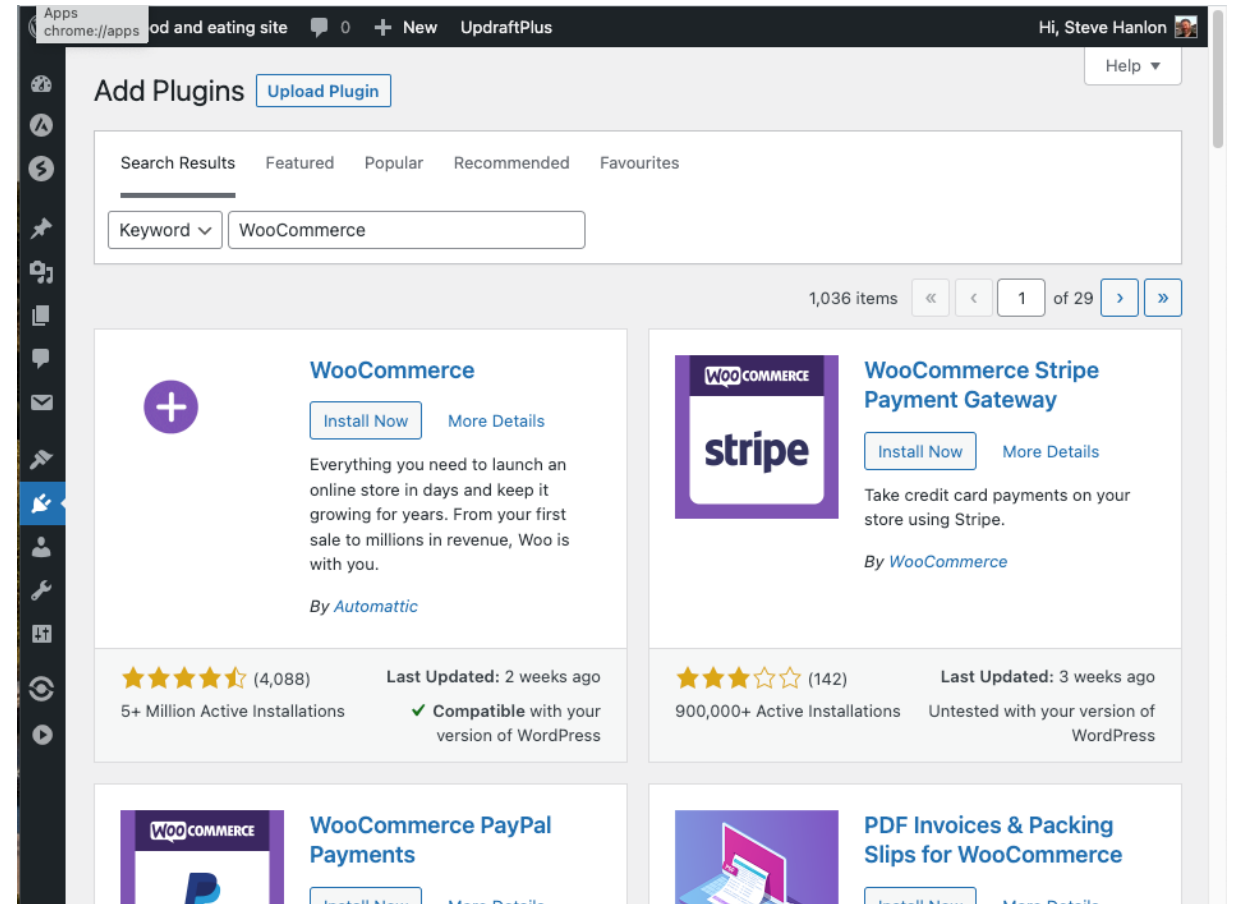
# Installing WooCommerce

- **Do not install WooCommerce on an existing site without doing some checks first!**
  - Ideally you'd do this on a test copy of your website to check it works
  - At the very least you should take a backup of your site before you install WooCommerce for the first time
- WooCommerce says that it will work with any theme but some older or bespoke themes may need quite extensive styling
- The latest version of WooCommerce requires WordPress version 5.8 or higher and version 7.4 of PHP



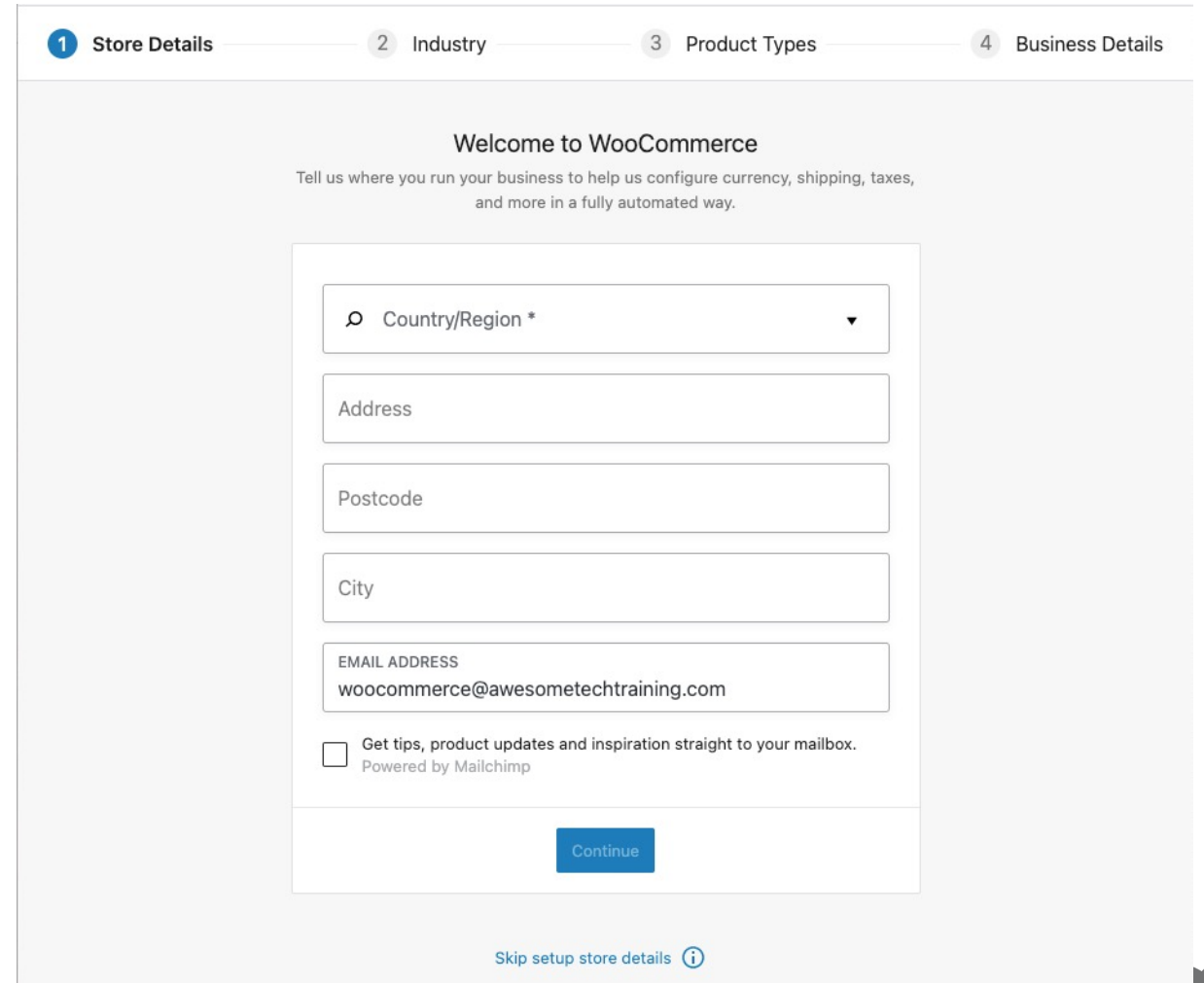
# Installing WooCommerce

- WooCommerce is a free WordPress plugin
- In WordPress go to Plugins > Add New Plugin
- Search for WooCommerce
- There will be many options, but choose the first one: “WooCommerce” “By Automattic”
- Click “Install Now” and when the plugin is downloaded and unpacked, click “Activate”



# Setup Wizard

- Once installed, WooCommerce will prompt for details to help set up your store
- Some of these settings will help configure your store
- Some are used to understand how WooCommerce is being used
- And some steps will try to upsell you other paid options
- We recommend going through the steps and skipping the things you don't need

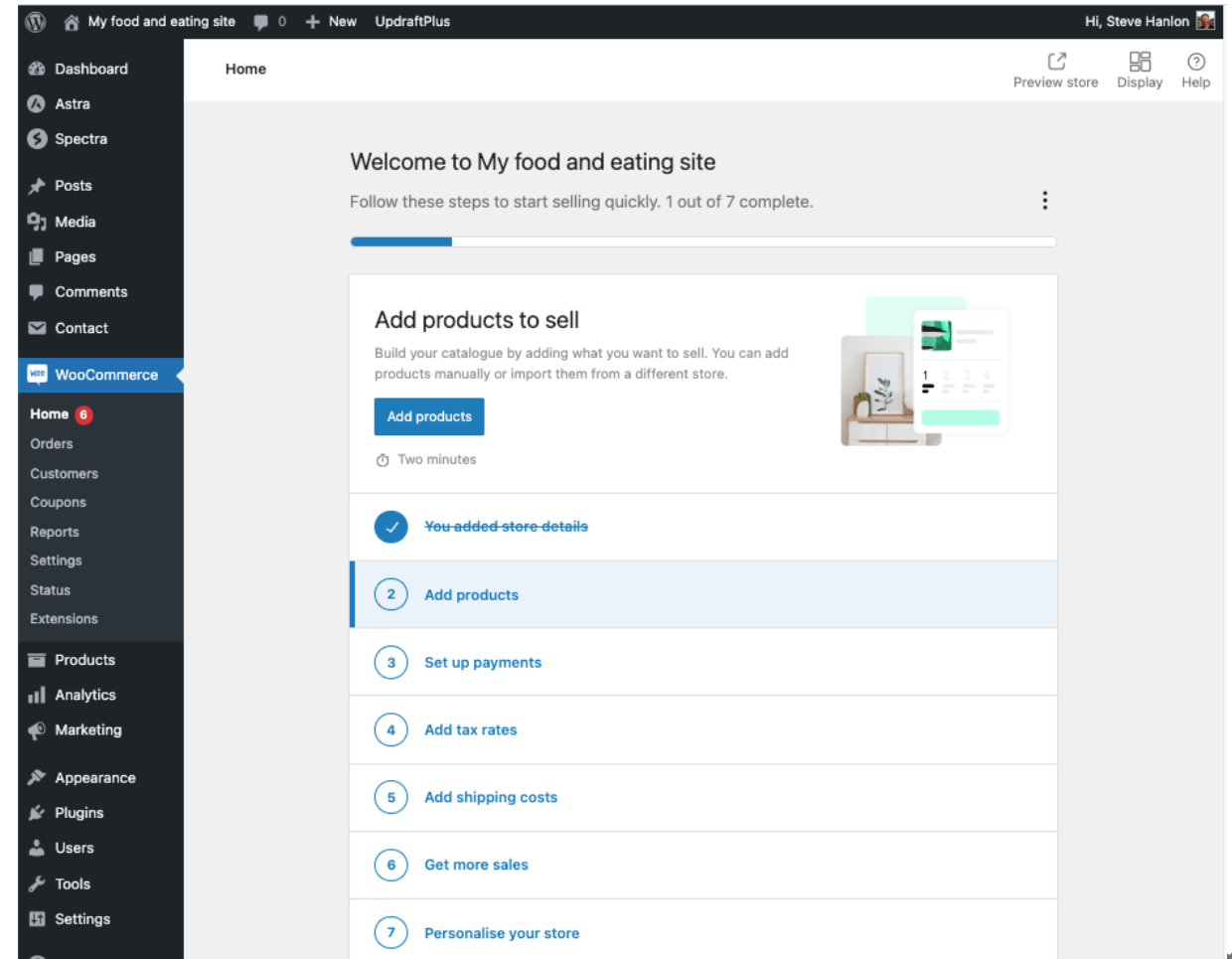


The screenshot shows the 'Store Details' step of the WooCommerce Setup Wizard. At the top, there is a progress bar with four steps: 1 Store Details (active), 2 Industry, 3 Product Types, and 4 Business Details. The main heading is 'Welcome to WooCommerce'. Below it, a sub-heading says 'Tell us where you run your business to help us configure currency, shipping, taxes, and more in a fully automated way.' The form contains several input fields: a dropdown menu for 'Country/Region \*', text boxes for 'Address', 'Postcode', and 'City', and an 'EMAIL ADDRESS' field with the value 'woocommerce@awesometechtraining.com'. There is also a checkbox for 'Get tips, product updates and inspiration straight to your mailbox. Powered by Mailchimp'. A blue 'Continue' button is at the bottom right of the form. At the very bottom, there is a link 'Skip setup store details' with an information icon.



# Steps after installing

- Once the business basics have been entered you can start configuring the key parts of your online store
- WooCommerce walks you through the steps
- Each step can be clicked on to complete the process

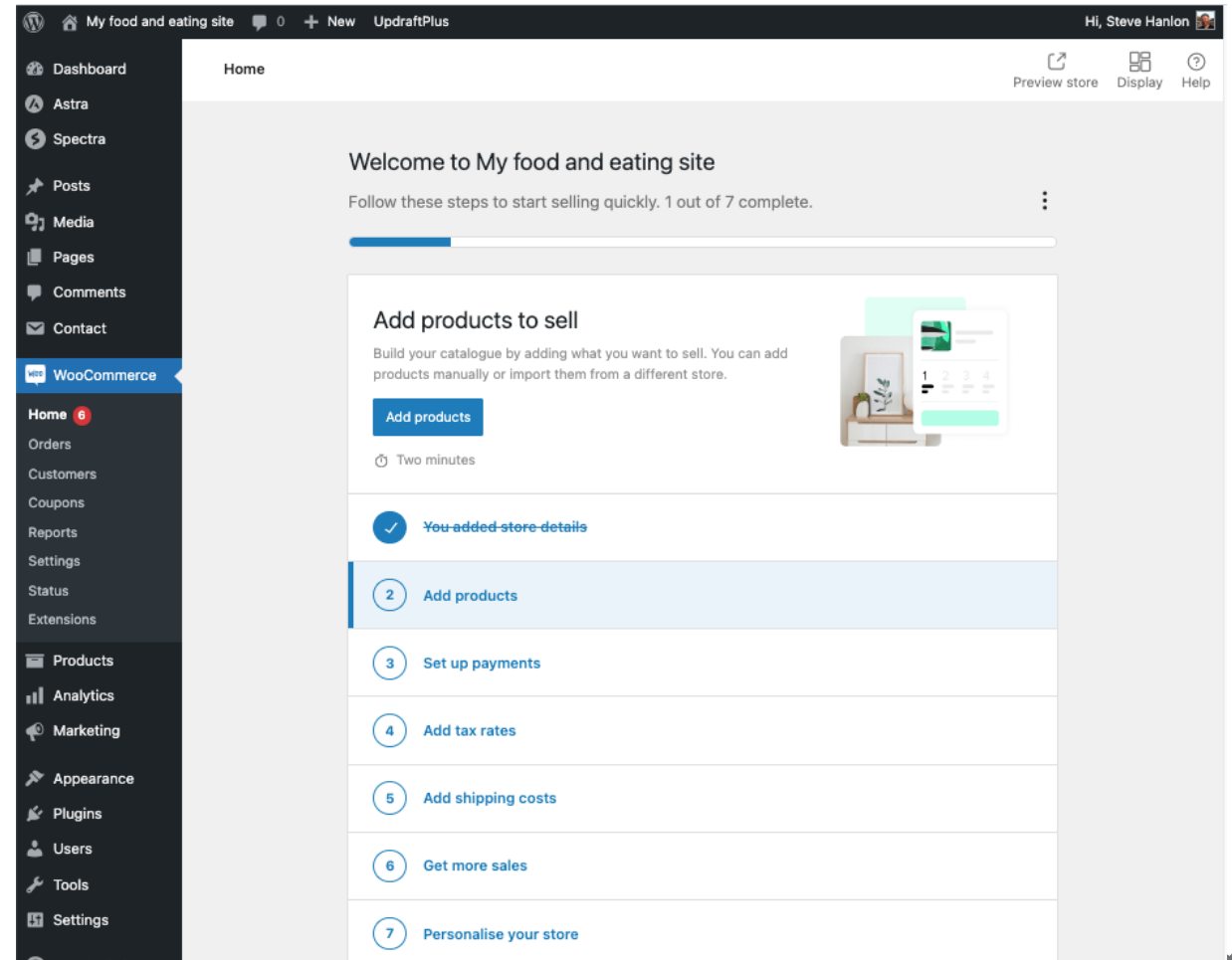


The screenshot displays the WooCommerce dashboard for a site named 'My food and eating site'. The left sidebar contains a navigation menu with items like Dashboard, Astra, Spectra, Posts, Media, Pages, Comments, Contact, Home (6), Orders, Customers, Coupons, Reports, Settings, Status, Extensions, Products, Analytics, Marketing, Appearance, Plugins, Users, Tools, and Settings. The main content area shows a 'Home' header with a progress bar indicating '1 out of 7 complete'. Below this, a card titled 'Add products to sell' provides instructions and an 'Add products' button. A vertical list of steps follows: 1. You added store details (completed), 2. Add products (current step), 3. Set up payments, 4. Add tax rates, 5. Add shipping costs, 6. Get more sales, and 7. Personalise your store.



# WooCommerce menu items

- You'll see on the left hand side that you have three extra menu items:
- The main WooCommerce menu shows your orders, customers and other settings
- The Products menu has links to manage products and categories
- Analytics provides reports for your store
- Marketing has links to marketing plugins and for setting up coupons



The screenshot displays the WordPress dashboard for a WooCommerce store named 'My food and eating site'. The left-hand sidebar menu is visible, with 'WooCommerce' highlighted. The main content area shows a 'Home' page with a progress bar indicating that 1 out of 7 setup steps is complete. The first step, 'You added store details', is marked as complete. The second step, 'Add products', is currently active and highlighted in blue. Below the progress bar, the 'Add products to sell' section is visible, featuring a description, an 'Add products' button, and a timer showing 'Two minutes'. The remaining steps in the progress bar are: 'Set up payments', 'Add tax rates', 'Add shipping costs', 'Get more sales', and 'Personalise your store'.



# Add product

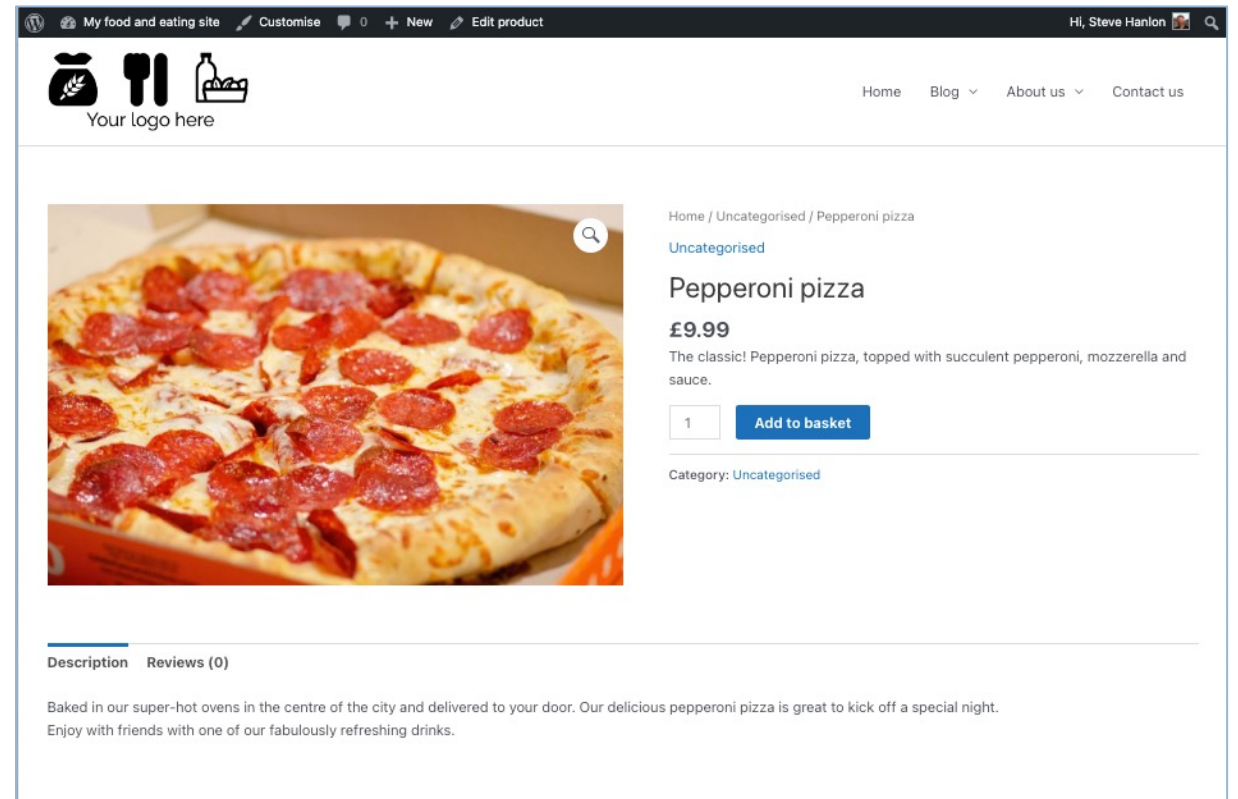
- There are four main areas when adding a new product
  - The product name
  - The description
  - The image
  - The price
- Other important sections include:
  - The short description
  - Product category

The screenshot shows the 'Edit Product' interface in WordPress. The product name is 'Pepperoni pizza'. The description is: 'Baked in our super-hot ovens in the centre of the city and delivered to your door. Our delicious pepperoni pizza is great to kick off a special night. Enjoy with friends with one of our fabulously refreshing drinks.' The regular price is 9.99. The product is categorized as 'Uncategorised'. The interface includes a sidebar with navigation options like Dashboard, Astra, Spectra, Posts, Media, Pages, Comments, Contact, WooCommerce, Products, Analytics, Marketing, Appearance, Plugins, Users, Tools, Settings, WP-Optimize, and Collapse menu. The main content area has sections for Product description, Product data (General, Inventory, Shipping, Linked Products, Attributes, Advanced), Product short description, Product image, Product gallery, and Product categories.



# Previewing our first product

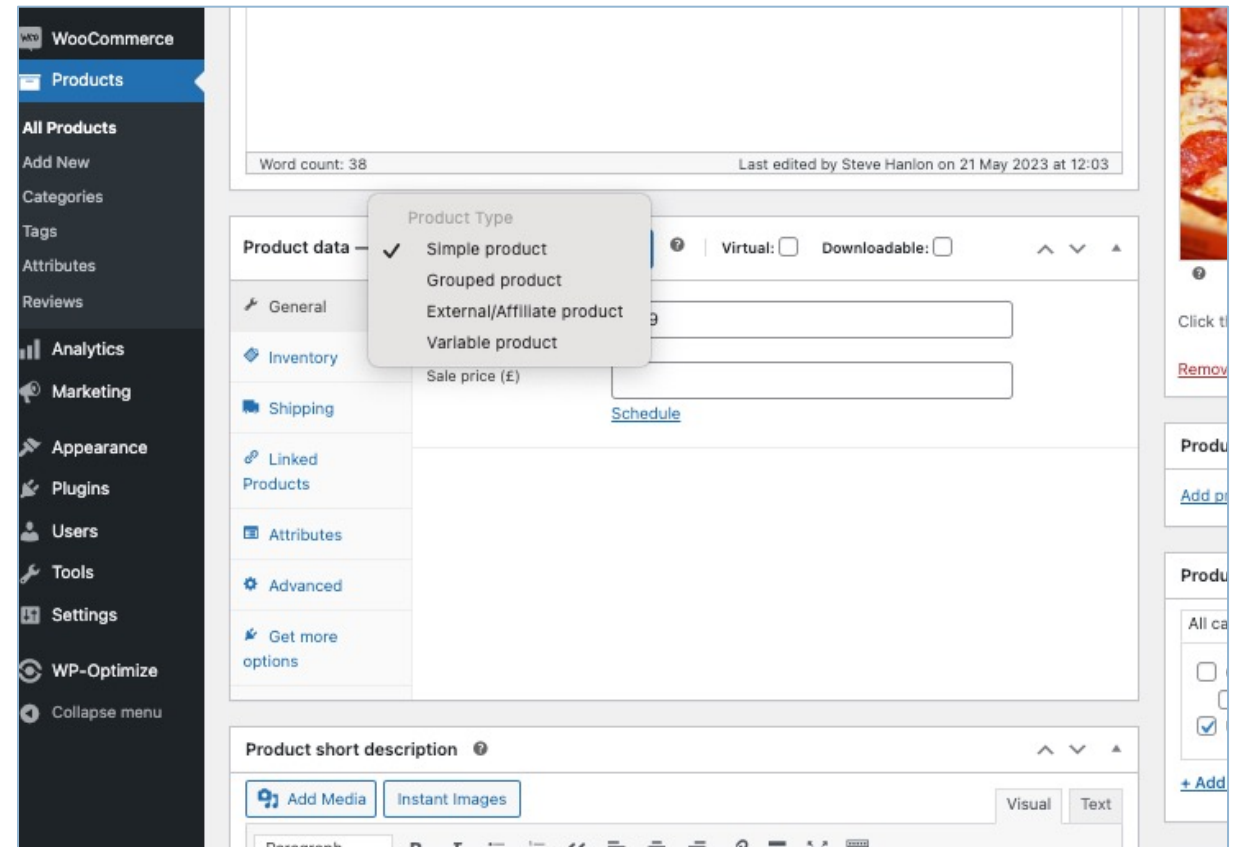
- This is the standard layout for a product when shown to your store customers
- The layout includes the product name, your short and long description, the price and the category
- If you have set up other attributes such as ingredients or variations then they would appear at the bottom alongside Description and Reviews
- You can manage the layout of this page in the WordPress customise area





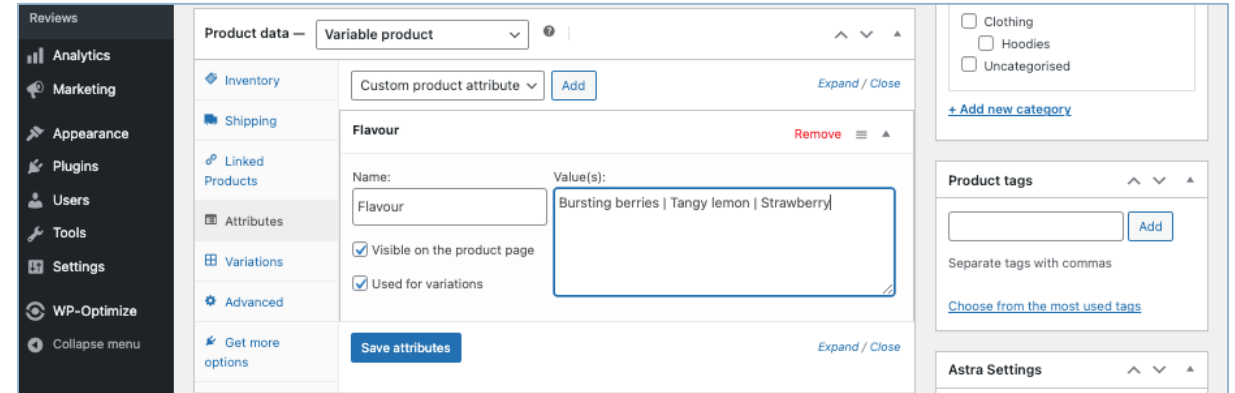
# Product types

- Products can be defined as Simple, Grouped, External/Affiliate or variable
- Simple products just have a price (or sale price)
- Grouped products - these are a collection of related products that are purchased individually
- External products - these let you have a product page and a link to another site. For example affiliate products
- Variable products - products with different variations. For example, size or weight

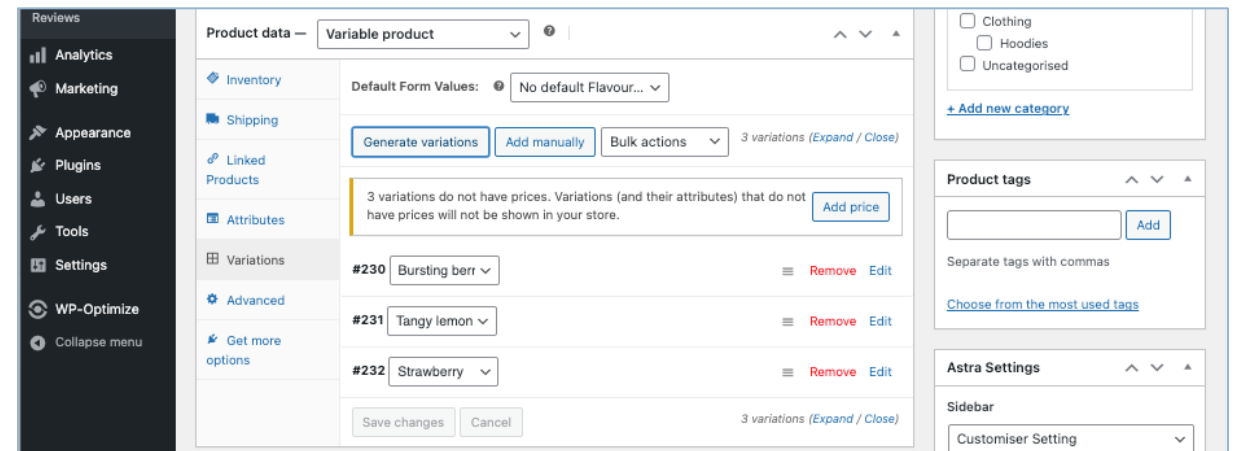


# Adding a variable product

- In our example shop we can sell fizzy drinks as well as our pizzas
- We could add these as a variable product with different flavours
- This is done in two steps. In the product data section, first add the different flavour attributes and save
- Then under “variations” you add the variations to match the attributes. Click on “Generate variations” to save time
- The variations can be given different prices, descriptions and other attributes



This screenshot shows the 'Attributes' section of the WordPress product editor. The 'Product data' dropdown is set to 'Variable product'. Under the 'Attributes' tab, a new attribute named 'Flavour' has been added. The 'Name' field contains 'Flavour' and the 'Value(s)' field contains 'Bursting berries | Tangy lemon | Strawberry'. The 'Visible on the product page' and 'Used for variations' checkboxes are both checked. A 'Save attributes' button is visible at the bottom of the section.

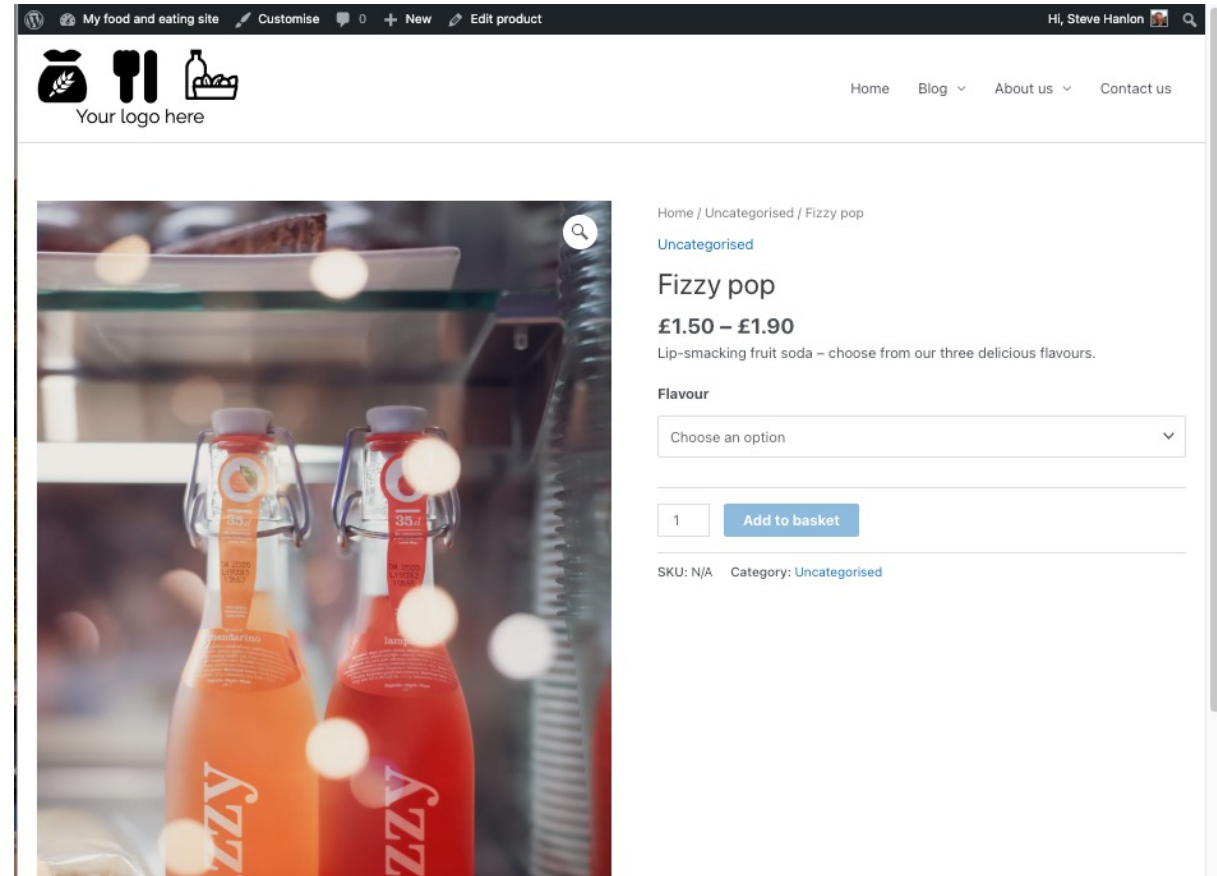


This screenshot shows the 'Variations' section of the WordPress product editor. The 'Default Form Values' dropdown is set to 'No default Flavour...'. The 'Generate variations' button has been clicked, resulting in three variations being generated. Each variation is listed with a unique ID and a dropdown menu for the 'Flavour' attribute. The variations are: #230 Bursting berry, #231 Tangy lemon, and #232 Strawberry. Each variation has 'Remove' and 'Edit' options. A 'Save changes' button is at the bottom left, and a 'Cancel' button is at the bottom right. A warning message states: '3 variations do not have prices. Variations (and their attributes) that do not have prices will not be shown in your store.' with an 'Add price' button.



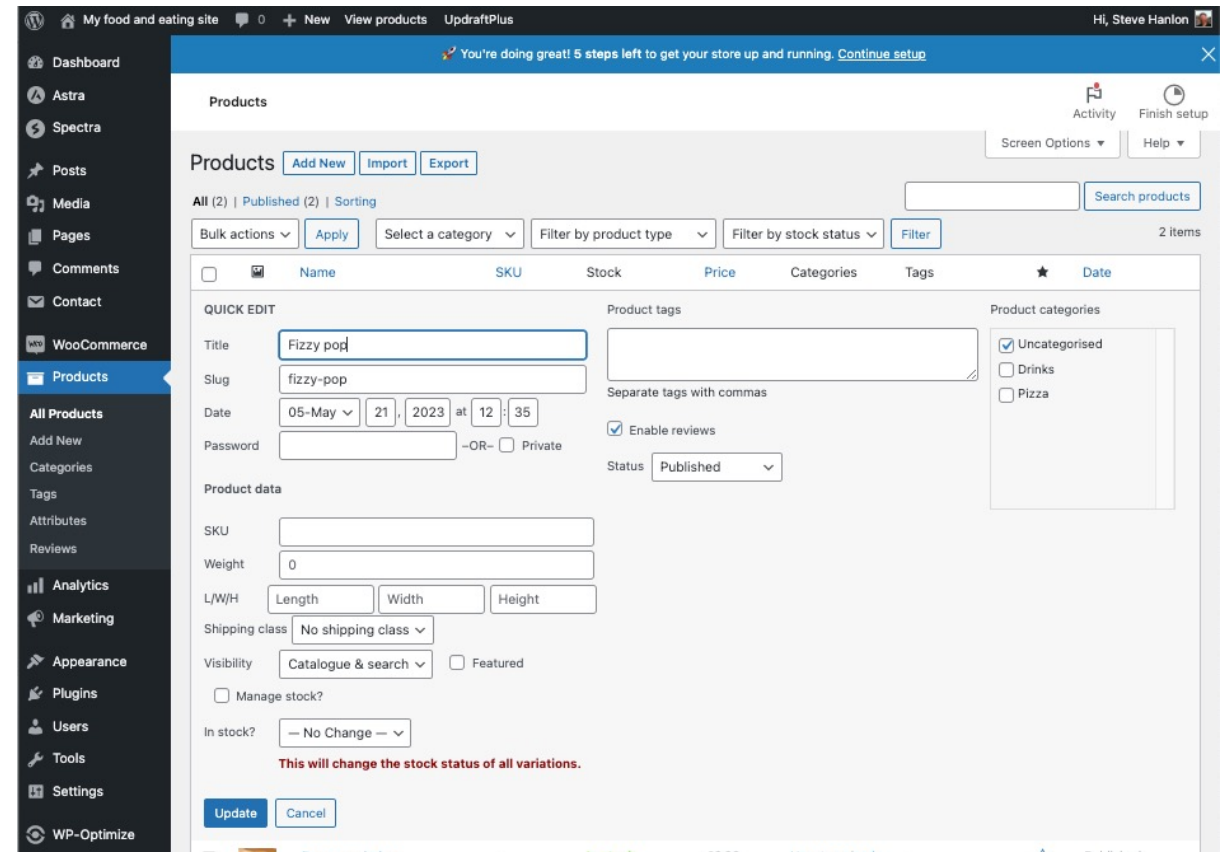
# Adding a variable product

- On our product listing page we see that there is now a drop-down for the flavours available
- The price is shown as a range.
- Once a flavour is chosen, the corresponding price and other details are shown and the “Add to basket” button becomes active



# Setting product categories

- On the product listing page, you can either go into the product to change the categories, or you can use the “quick edit” method
- Quick edit lets you set some simple attributes of the product while staying on the listing page
- In this example, we can change the category from “uncategorised” to “drinks”



The screenshot shows the 'Quick Edit' interface for a product named 'Fizzy pop'. The interface is divided into several sections:

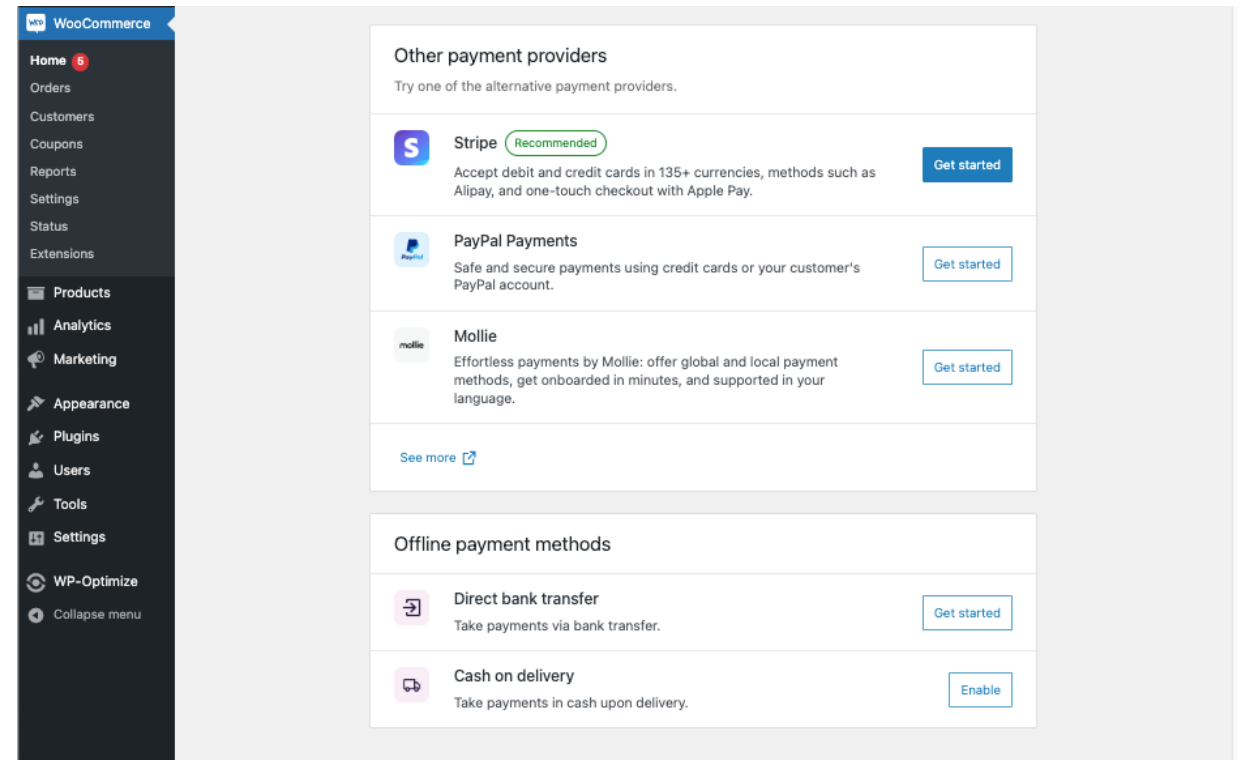
- Title:** Fizzy pop
- Slug:** fizzy-pop
- Date:** 05-May 21, 2023 at 12:35
- Password:** (empty) -OR- Private
- Product tags:** (empty)
- Product categories:**  Uncategorised,  Drinks,  Pizza
- Product data:** SKU, Weight (0), L/W/H (Length, Width, Height), Shipping class (No shipping class), Visibility (Catalogue & search),  Manage stock?, In stock? (No Change)
- Status:** Published

Buttons for 'Update' and 'Cancel' are visible at the bottom. A red warning message states: 'This will change the stock status of all variations.'



# Taking payments

- Once we've added products we need to set up how we receive payments
- Clicking on the “Set up payments” wizard step takes us to a page where different payment options can be configured
- Plugins exist for different types of payment gateway, but Stripe and PayPal are both easily installed via the wizard
- You will need to configure an account with PayPal or Stripe if you want to use them
- In our example we click on the enable button by “Cash on delivery”



The screenshot shows the WooCommerce admin interface. On the left is a dark sidebar menu with the following items: Home (6), Orders, Customers, Coupons, Reports, Settings, Status, Extensions, Products, Analytics, Marketing, Appearance, Plugins, Users, Tools, Settings, WP-Optimize, and Collapse menu. The main content area is titled "Other payment providers" and contains a list of payment gateways:

- Stripe** (Recommended): Accept debit and credit cards in 135+ currencies, methods such as Alipay, and one-touch checkout with Apple Pay. [Get started](#)
- PayPal Payments**: Safe and secure payments using credit cards or your customer's PayPal account. [Get started](#)
- Mollie**: Effortless payments by Mollie: offer global and local payment methods, get onboarded in minutes, and supported in your language. [Get started](#)

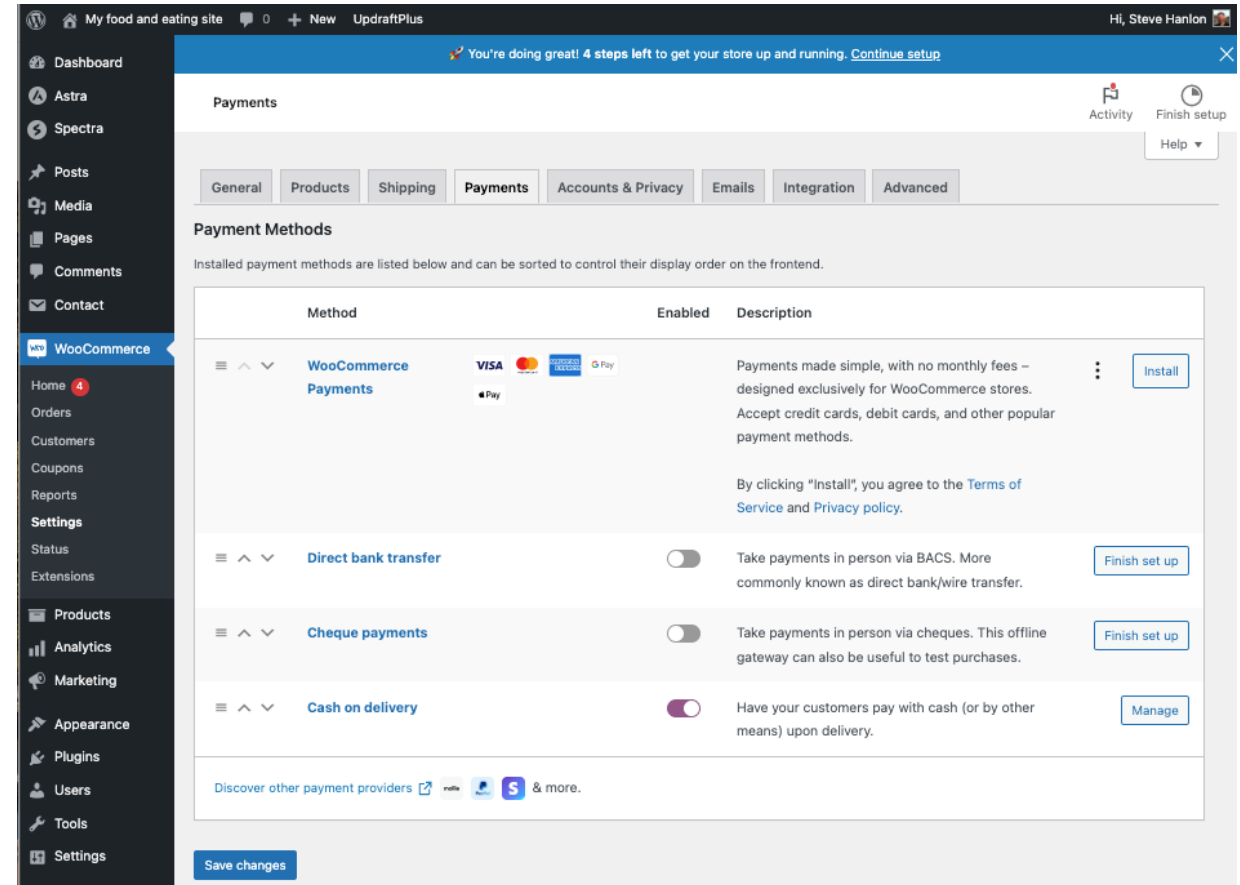
Below this list is a "See more" link. Under the heading "Offline payment methods", there are two options:

- Direct bank transfer**: Take payments via bank transfer. [Get started](#)
- Cash on delivery**: Take payments in cash upon delivery. [Enable](#)

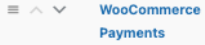





# Payment settings

- Payment settings are found under the “WooCommerce -> Settings” menu option
- The Payments tab lists all installed payment options along with links to finish or manage the configuration of method
- Here just “Cash on delivery” is enabled
- You can re-order the payment options by using the three bars on the left to drag the options up and down



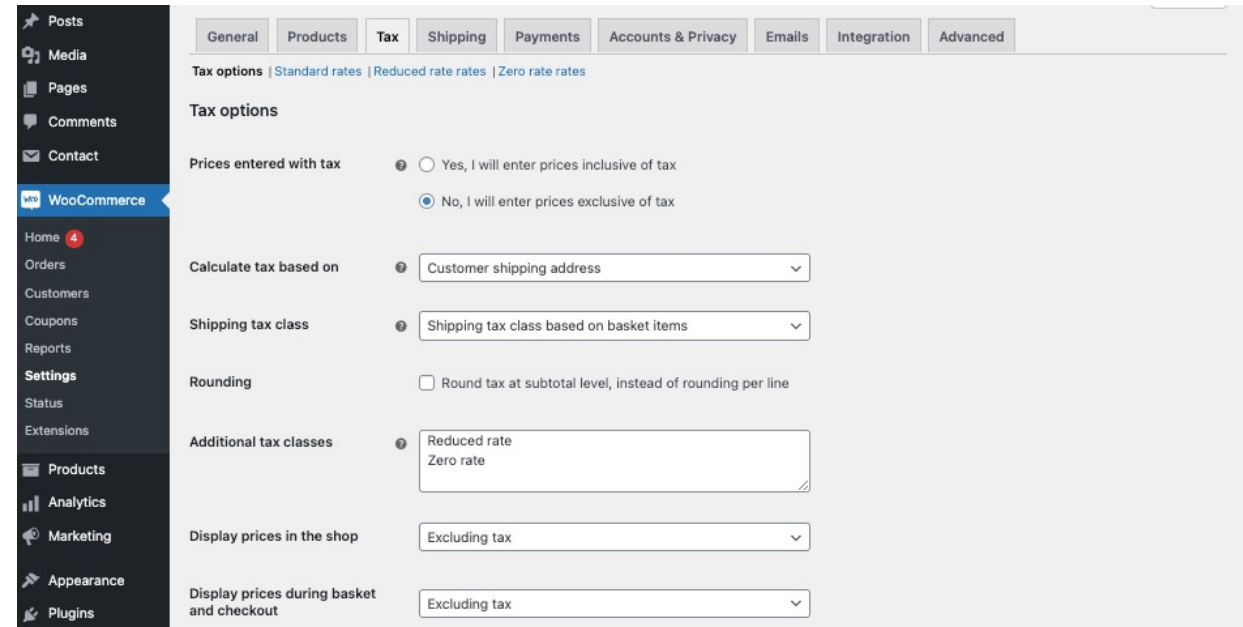
The screenshot shows the WordPress dashboard for a site named "My food and eating site". The left sidebar menu is open, with "WooCommerce" selected. The main content area displays the "Payments" settings page. At the top, a blue banner indicates "You're doing great! 4 steps left to get your store up and running. Continue setup". Below this, the "Payments" section is active, showing a list of payment methods. The "Cash on delivery" method is the only one with its toggle switch turned on. Other methods like "WooCommerce Payments", "Direct bank transfer", and "Cheque payments" are disabled. A "Save changes" button is at the bottom left.

Method	Enabled	Description
 <b>WooCommerce Payments</b> <small>VISA, Mastercard, American Express, G Pay, Apple Pay</small>	<input type="checkbox"/>	Payments made simple, with no monthly fees – designed exclusively for WooCommerce stores. Accept credit cards, debit cards, and other popular payment methods. <small>By clicking "Install", you agree to the <a href="#">Terms of Service</a> and <a href="#">Privacy policy</a>.</small>
 <b>Direct bank transfer</b>	<input type="checkbox"/>	Take payments in person via BACS. More commonly known as direct bank/wire transfer.
 <b>Cheque payments</b>	<input type="checkbox"/>	Take payments in person via cheques. This offline gateway can also be useful to test purchases.
 <b>Cash on delivery</b>	<input checked="" type="checkbox"/>	Have your customers pay with cash (or by other means) upon delivery.

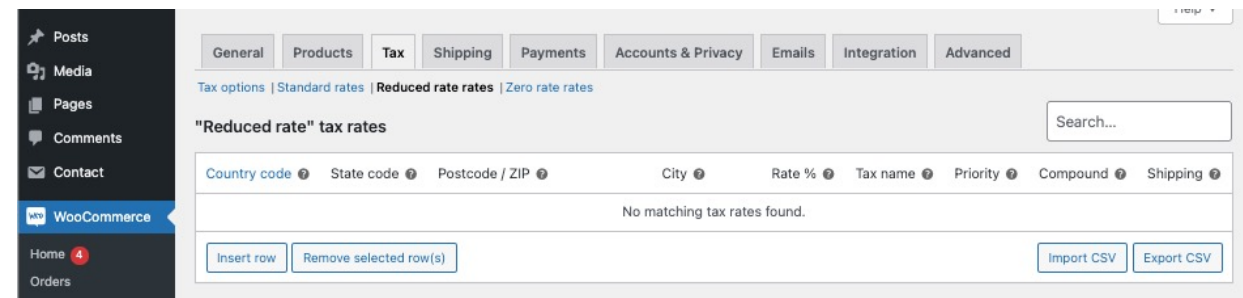


# Sales tax

- WooCommerce has options for configuring sales tax
- In the setup wizard, you can choose to use the Jetpack plugin to calculate tax, the “Avalara” service, or you can configure manually
- The Jetpack plugin is the easiest way to know that you’re charging the right amount
- However, if you don’t charge tax or everything is a single rate then manual might be better for you



This screenshot shows the 'Tax' settings page in the WooCommerce admin interface. The left sidebar contains navigation links for Posts, Media, Pages, Comments, Contact, WooCommerce, Home (4), Orders, Customers, Coupons, Reports, Settings, Status, Extensions, Products, Analytics, Marketing, Appearance, and Plugins. The main content area has tabs for General, Products, Tax, Shipping, Payments, Accounts & Privacy, Emails, Integration, and Advanced. Under the 'Tax' tab, there are sub-tabs for 'Tax options', 'Standard rates', 'Reduced rate rates', and 'Zero rate rates'. The 'Tax options' section includes: 'Prices entered with tax' (radio buttons for 'Yes, I will enter prices inclusive of tax' and 'No, I will enter prices exclusive of tax', with 'No' selected); 'Calculate tax based on' (dropdown menu set to 'Customer shipping address'); 'Shipping tax class' (dropdown menu set to 'Shipping tax class based on basket items'); 'Rounding' (checkbox for 'Round tax at subtotal level, instead of rounding per line' is unchecked); 'Additional tax classes' (text area containing 'Reduced rate' and 'Zero rate'); 'Display prices in the shop' (dropdown menu set to 'Excluding tax'); and 'Display prices during basket and checkout' (dropdown menu set to 'Excluding tax').

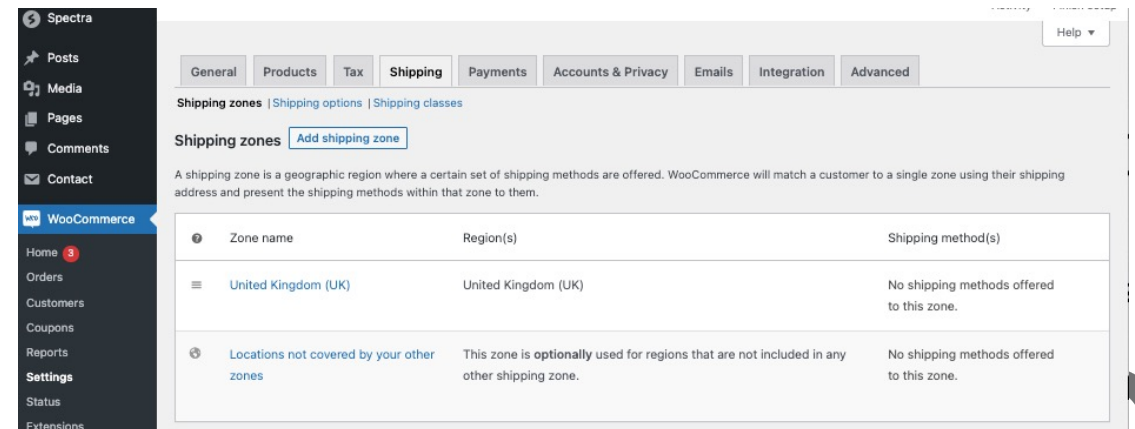
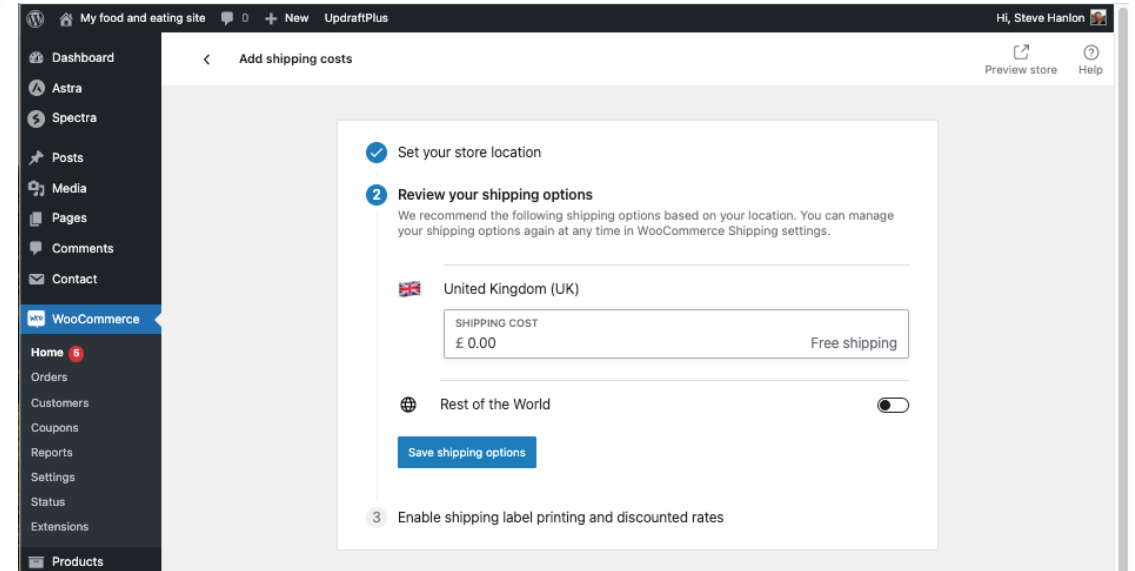


This screenshot shows the 'Reduced rate' tax rates table in the WooCommerce admin interface. The left sidebar is the same as in the previous screenshot. The main content area has the same tabs, with 'Reduced rate rates' selected. A search bar is at the top right. Below it is a table with columns: Country code, State code, Postcode / ZIP, City, Rate %, Tax name, Priority, Compound, and Shipping. The table is currently empty, with the message 'No matching tax rates found.' displayed. At the bottom of the table are buttons for 'Insert row', 'Remove selected row(s)', 'Import CSV', and 'Export CSV'.



# Shipping options

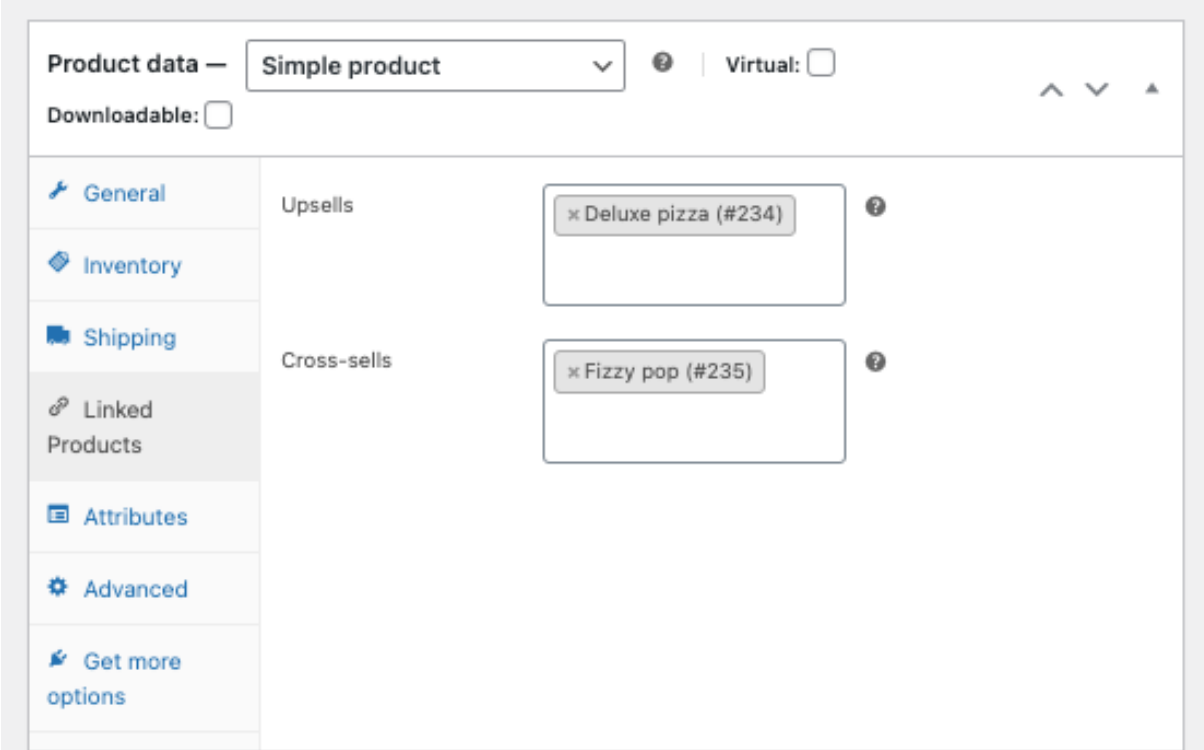
- If you charge for shipping, then you can configure these in the setup wizard and in the settings
- Shipping is defined by region, ie. where the product will be shipped to
- Within a region you can configure different methods of shipping. For example, free, standard and next day
- The wizard makes it easy to get started, but go to the "Shipping" tab in settings for more control





# Cross selling and upselling

- Up-selling is when an alternative product is offered
- Cross-selling is where additional complementary products are offered
- These are configured for each product in the “Linked products” tab in the “Product Data” section
- In our pizza example - offering a deluxe pizza might be an up-sell and the fizzy pop would be a cross-sell

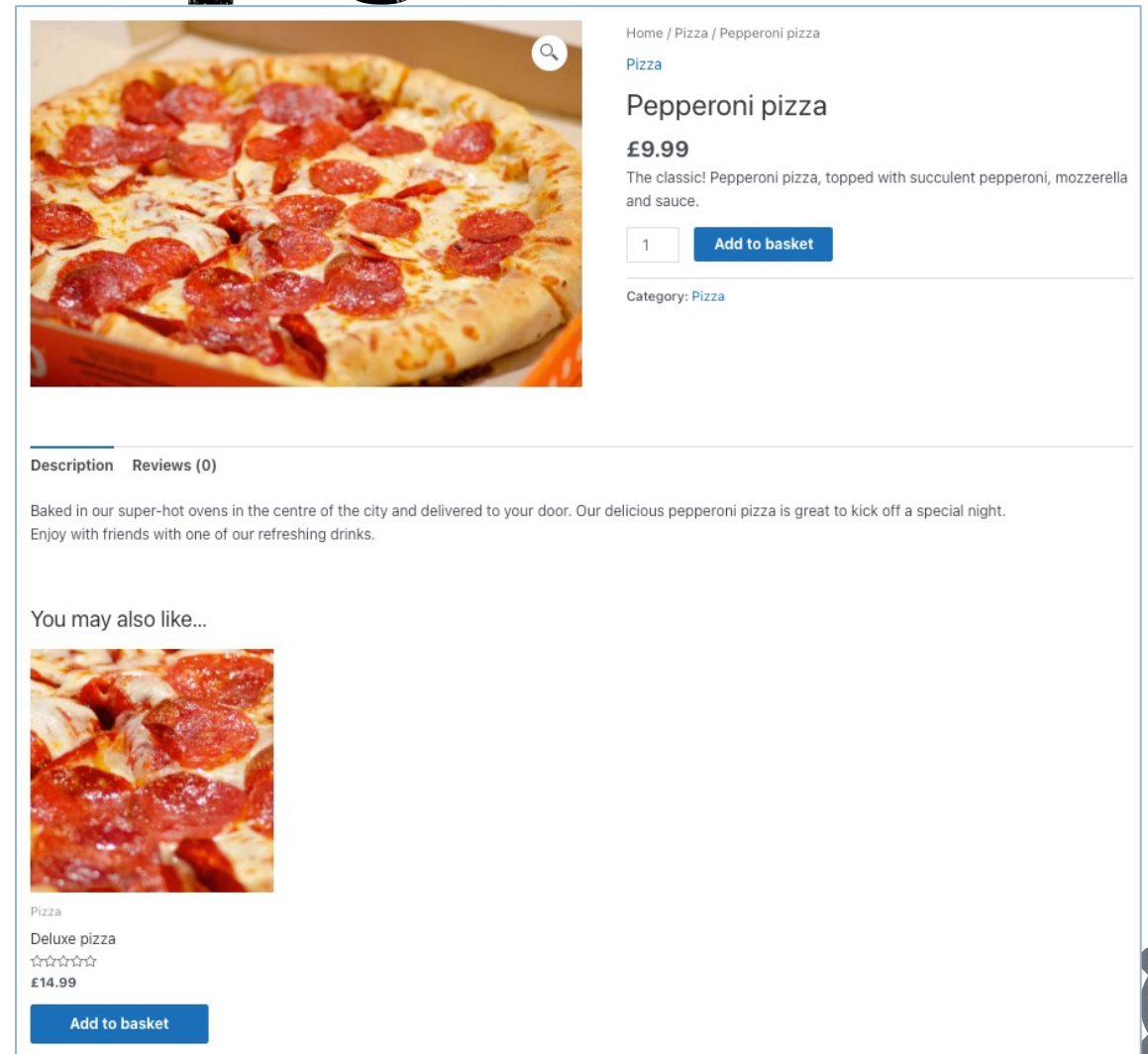


The screenshot shows the 'Product Data' configuration interface for a 'Simple product'. The 'Virtual' checkbox is unchecked, and the 'Downloadable' checkbox is also unchecked. The 'Linked Products' tab is selected in the left sidebar. The main content area is divided into two sections: 'Upsells' and 'Cross-sells'. The 'Upsells' section contains a single product entry: 'x Deluxe pizza (#234)'. The 'Cross-sells' section contains a single product entry: 'x Fizzy pop (#235)'. Each entry has a small question mark icon to its right.



# Upsell on product page

- When the product is offered as an upsell, it appears on the same page as the product
- In this example we are looking at the pepperoni pizza but we are offered a deluxe pizza
- If we hadn't defined some upsell products, then WooCommerce will show related products based on the product category



Home / Pizza / Pepperoni pizza

Pizza

## Pepperoni pizza

**£9.99**

The classic! Pepperoni pizza, topped with succulent pepperoni, mozzarella and sauce.

1 [Add to basket](#)


Category: Pizza

---

Description [Reviews \(0\)](#)

Baked in our super-hot ovens in the centre of the city and delivered to your door. Our delicious pepperoni pizza is great to kick off a special night. Enjoy with friends with one of our refreshing drinks.

You may also like...



Pizza

Deluxe pizza

☆☆☆☆☆

**£14.99**


[Add to basket](#)



# Cross-sell in basket


- Cross-sell products are shown to the customer when viewing the basket
- In our example here, we defined fizzy pop as a cross-sell for pizza
- In this case, clicking on “select options” takes the user to the page to choose the flavour
- A simple product will be added directly into the basket without changing the page

### Basket

Product	Price	Quantity	Subtotal
 Pepperoni pizza	£9.99	1	£9.99

Coupon code  [Apply coupon](#) [Update basket](#)

#### You may be interested in...



Drinks  
Fizzy pop  
☆☆☆☆☆  
£1.50 – £2.00

[Select options](#)

#### Basket totals

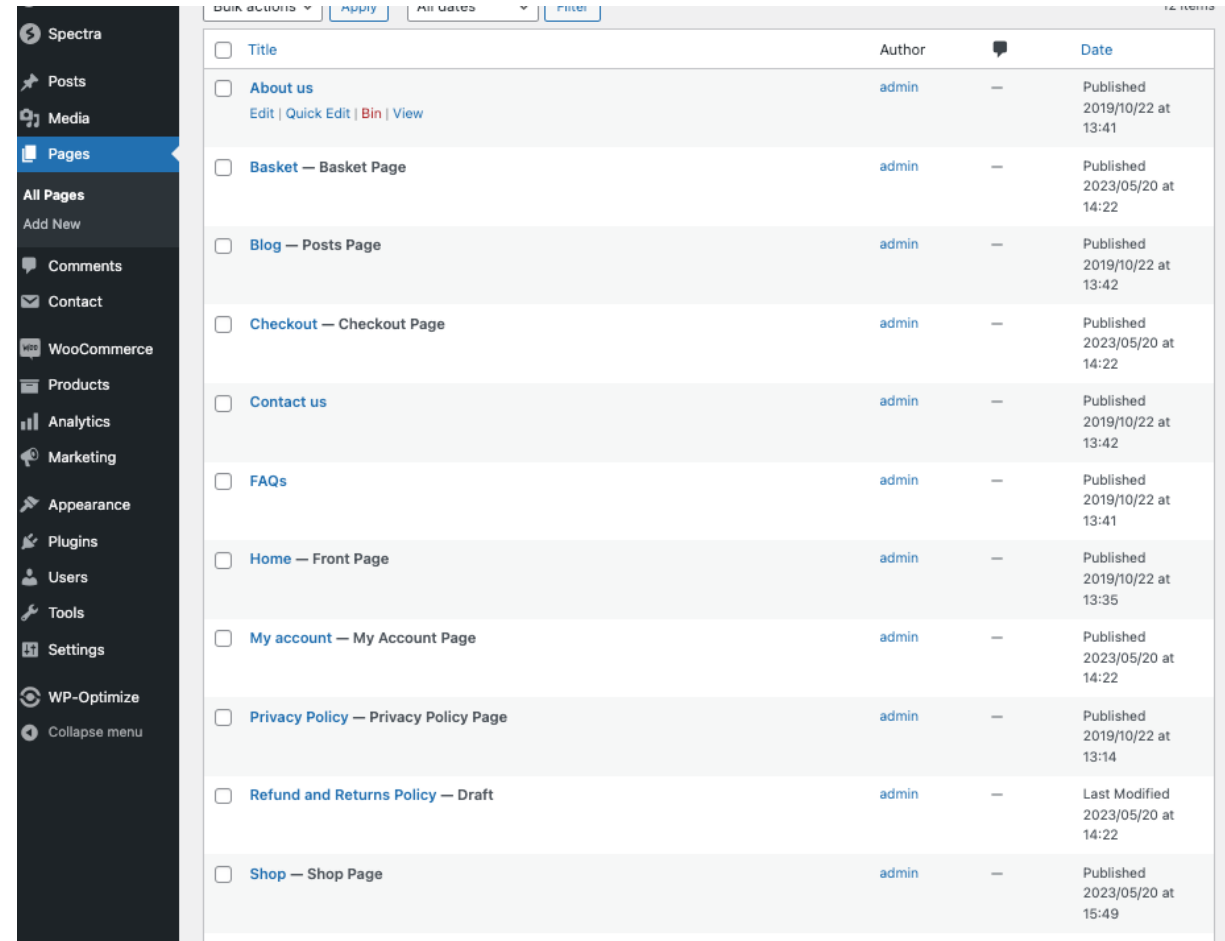
Subtotal	£9.99
Shipping	<input checked="" type="radio"/> Home delivery: £2.00 <input type="radio"/> Pickup Shipping to 17 Elmore Lawns, Omeath, WN1 2AD. <a href="#">Change address</a>
Total	£11.99

[Proceed to checkout](#)



# WooCommerce pages

- WooCommerce adds some extra pages to your site for managing the store
- These are:
  - Basket
  - Checkout
  - My account
  - A draft Refund and Returns Policy page
- These pages can be tweaked by adding blocks before and after the woocommerce blocks
- To change the formatting of the blocks themselves, we still need to change the templates in our child theme - technical!

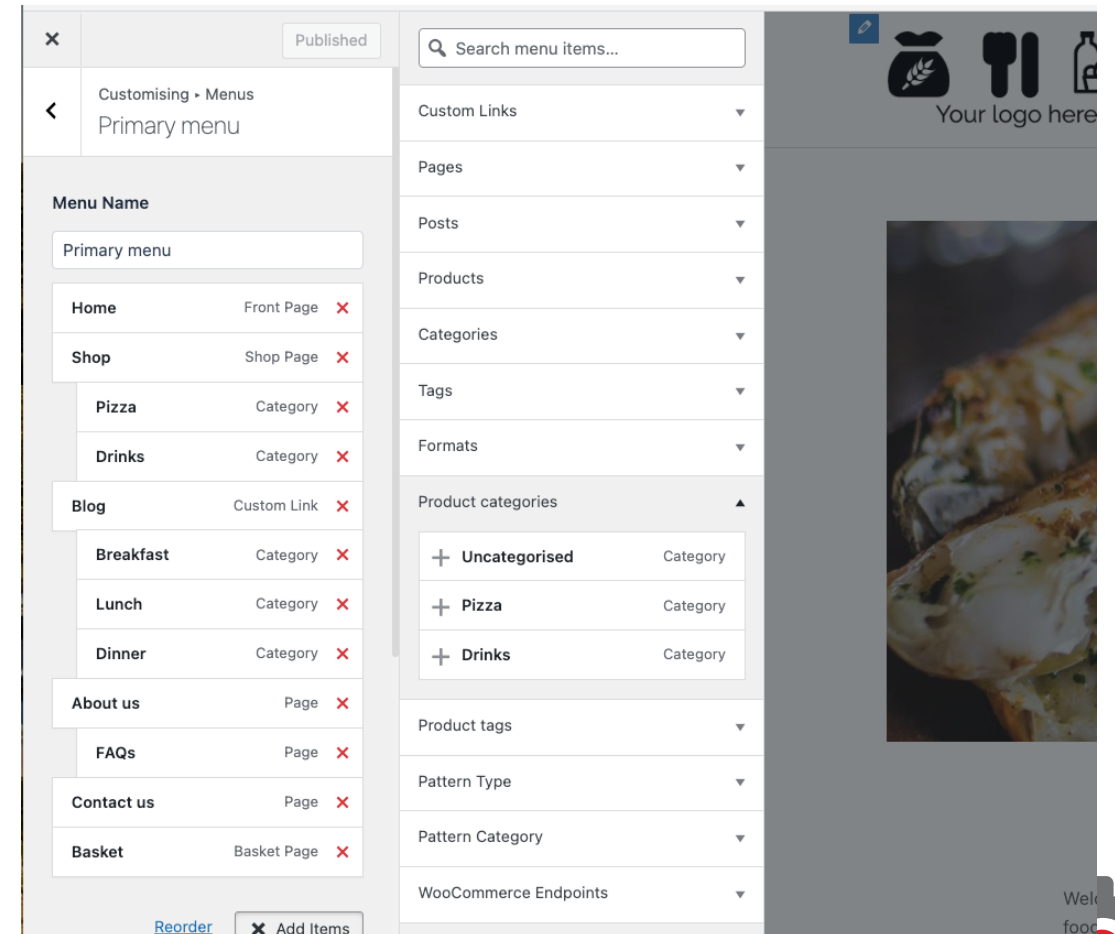


<input type="checkbox"/>	Title	Author		Date
<input type="checkbox"/>	<a href="#">About us</a> <small>Edit   Quick Edit   Bin   View</small>	admin	—	Published 2019/10/22 at 13:41
<input type="checkbox"/>	<a href="#">Basket — Basket Page</a>	admin	—	Published 2023/05/20 at 14:22
<input type="checkbox"/>	<a href="#">Blog — Posts Page</a>	admin	—	Published 2019/10/22 at 13:42
<input type="checkbox"/>	<a href="#">Checkout — Checkout Page</a>	admin	—	Published 2023/05/20 at 14:22
<input type="checkbox"/>	<a href="#">Contact us</a>	admin	—	Published 2019/10/22 at 13:42
<input type="checkbox"/>	<a href="#">FAQs</a>	admin	—	Published 2019/10/22 at 13:41
<input type="checkbox"/>	<a href="#">Home — Front Page</a>	admin	—	Published 2019/10/22 at 13:35
<input type="checkbox"/>	<a href="#">My account — My Account Page</a>	admin	—	Published 2023/05/20 at 14:22
<input type="checkbox"/>	<a href="#">Privacy Policy — Privacy Policy Page</a>	admin	—	Published 2019/10/22 at 13:14
<input type="checkbox"/>	<a href="#">Refund and Returns Policy — Draft</a>	admin	—	Last Modified 2023/05/20 at 14:22
<input type="checkbox"/>	<a href="#">Shop — Shop Page</a>	admin	—	Published 2023/05/20 at 15:49



# Adding the store to our site

- Our products, categories, basket and checkout are all pages and can be linked like other pages in WordPress
- For our example we add the store to our top menu
- In Customise -> Menus we find our primary menu and add our pages.
- The “Shop” page is found under “Pages” and our Pizza and Drinks categories are found under “Product categories”
- We can also add a link to the basket



The screenshot shows the WordPress Customizer interface for editing the 'Primary menu'. The menu items are as follows:

Menu Item	Type	Action
Home	Front Page	Remove (X)
Shop	Shop Page	Remove (X)
Pizza	Category	Remove (X)
Drinks	Category	Remove (X)
Blog	Custom Link	Remove (X)
Breakfast	Category	Remove (X)
Lunch	Category	Remove (X)
Dinner	Category	Remove (X)
About us	Page	Remove (X)
FAQs	Page	Remove (X)
Contact us	Page	Remove (X)
Basket	Basket Page	Remove (X)

On the right side, the 'Product categories' section is expanded, showing:

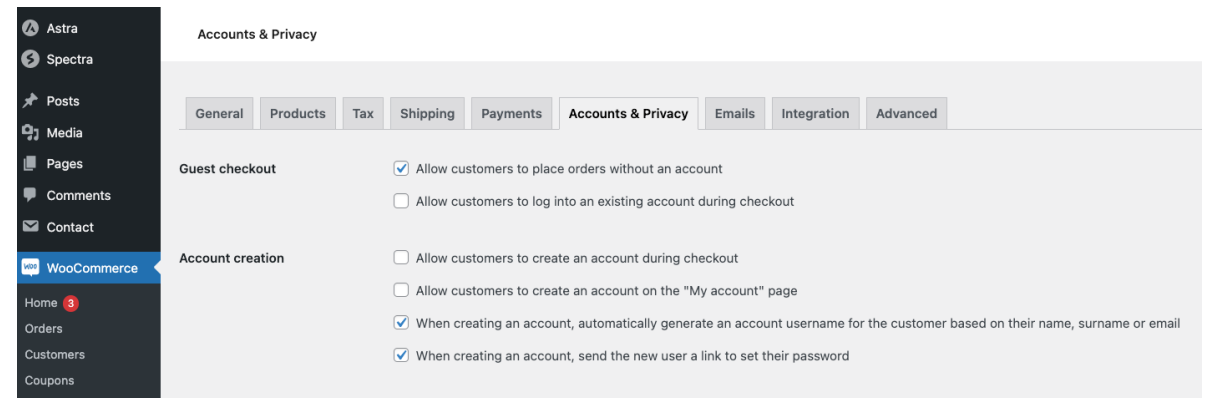
- Uncategorised (Category)
- Pizza (Category)
- Drinks (Category)

At the bottom of the menu editor, there are 'Reorder' and 'Add Items' buttons.

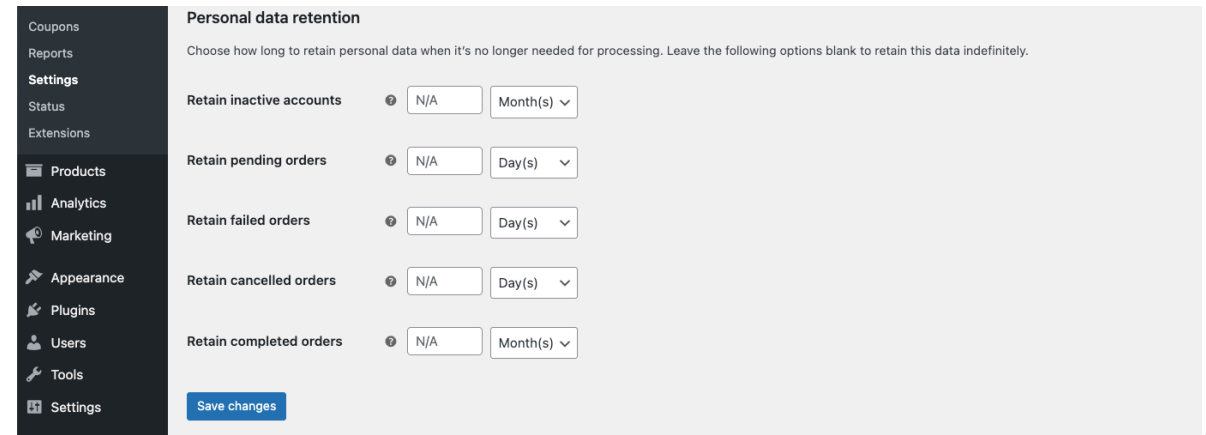


# GDPR, privacy and security

- Under Settings -> Accounts and Privacy you'll find options to manage the personal data in the store
- At the bottom of the page are the personal data retention settings
- It's important to review these and consider how long you should keep data and not keep it on your website longer than needed
- Also consider the security of your site. Make sure that WooCommerce is kept up to date so that it has the latest security patches



The screenshot shows the 'Accounts & Privacy' settings page in the WordPress admin dashboard. The left sidebar contains navigation options: Astra, Spectra, Posts, Media, Pages, Comments, Contact, WooCommerce (highlighted), Home (3), Orders, Customers, and Coupons. The main content area has tabs for General, Products, Tax, Shipping, Payments, Accounts & Privacy (selected), Emails, Integration, and Advanced. Under 'Accounts & Privacy', there are two sections: 'Guest checkout' and 'Account creation'. 'Guest checkout' has two options: 'Allow customers to place orders without an account' (checked) and 'Allow customers to log into an existing account during checkout' (unchecked). 'Account creation' has three options: 'Allow customers to create an account during checkout' (unchecked), 'Allow customers to create an account on the "My account" page' (unchecked), and 'When creating an account, automatically generate an account username for the customer based on their name, surname or email' (checked). There is also a checked option for 'When creating an account, send the new user a link to set their password'.

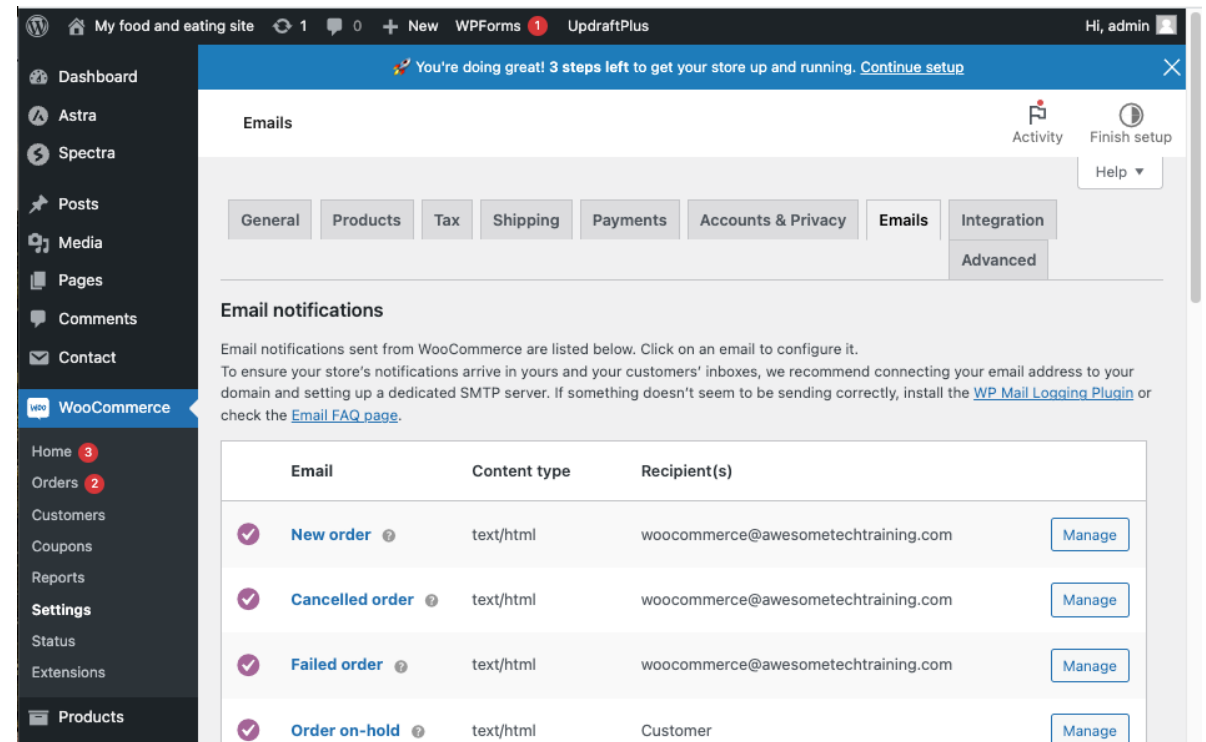


The screenshot shows the 'Personal data retention' settings page in the WordPress admin dashboard. The left sidebar contains navigation options: Coupons, Reports, Settings (highlighted), Status, Extensions, Products, Analytics, Marketing, Appearance, Plugins, Users, Tools, and Settings. The main content area has a title 'Personal data retention' and a subtitle 'Choose how long to retain personal data when it's no longer needed for processing. Leave the following options blank to retain this data indefinitely.' There are five rows of settings, each with a label, an information icon, a text input field, and a dropdown menu. The settings are: 'Retain inactive accounts' (N/A, Month(s)), 'Retain pending orders' (N/A, Day(s)), 'Retain failed orders' (N/A, Day(s)), 'Retain cancelled orders' (N/A, Day(s)), and 'Retain completed orders' (N/A, Month(s)). A 'Save changes' button is located at the bottom left of the main content area.



# Emails

- Your customers will receive emails when orders are received and when they've been processed
- You will receive email notifications when an order is placed
- The wording of these emails can be edited in the settings
- If you want to change the look and feel of the messages then you can create templates and add them to your theme. That might be a job for a developer



The screenshot shows the WordPress admin interface for a WooCommerce store. The top navigation bar includes the site name 'My food and eating site', a notification for 'New WPForms 1' and 'UpdraftPlus', and the user 'Hi, admin'. A blue banner at the top right says 'You're doing great! 3 steps left to get your store up and running. Continue setup'. The left sidebar shows the 'WooCommerce' menu expanded, with 'Emails' selected. The main content area is titled 'Emails' and contains a navigation menu with tabs for 'General', 'Products', 'Tax', 'Shipping', 'Payments', 'Accounts & Privacy', 'Emails', and 'Integration'. The 'Emails' tab is active, showing 'Email notifications'. Below this, there is a table listing email notifications with columns for 'Email', 'Content type', and 'Recipient(s)'. Each row has a 'Manage' button.

Email	Content type	Recipient(s)	
✓ <a href="#">New order</a>	text/html	woocommerce@awesometechtraining.com	<a href="#">Manage</a>
✓ <a href="#">Cancelled order</a>	text/html	woocommerce@awesometechtraining.com	<a href="#">Manage</a>
✓ <a href="#">Failed order</a>	text/html	woocommerce@awesometechtraining.com	<a href="#">Manage</a>
✓ <a href="#">Order on-hold</a>	text/html	Customer	<a href="#">Manage</a>



# Troubleshooting problems

- Sometimes things don't run smoothly
- Make sure that your site is regularly backed up and manually backup the site before trying to resolve problems
- If you can, copy the site to a staging area and try to fix the problems there first
- Most problems are due to plugin incompatibilities -make sure that you have the latest versions installed
- If you have custom templates (technical!) then these might cause problems after an update
- Shipping or payment problems - double check all your payment gateway settings. Try using a sandbox for test transactions. Make sure that your shipping options cover all your possible combinations





# Useful plugins

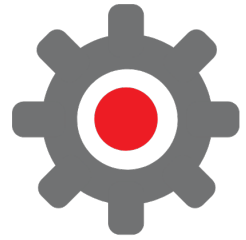
- Available via [WooCommerce's website](#)
- Free extensions
  - Integrate with payment providers
  - Live chat
  - Accommodation bookings
  - Shipping
- Paid extensions
  - Subscriptions \$199
  - Bookings \$249
  - Memberships \$199
  - Product addons e.g. giftwrapping / special messages \$49
  - Product bundles \$49



# Next steps

- [Build a one page website in an hour using the Astra theme - free video guide](#)
- [Check out the free WordPress videos and other resources on our website](#)
- [Book some training with us for you / your team](#)
  - Help with your existing site
  - Ask us anything about WordPress
  - Training and support to help you build your own site
- [Take a look at our schedule of upcoming webinars](#)





# Questions

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