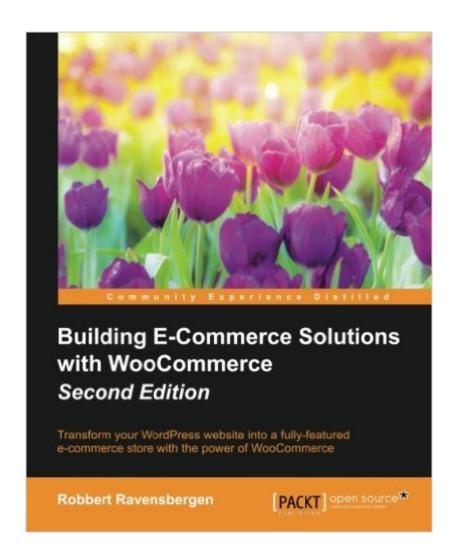
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Building E-Commerce Solutions With WooCommerce - Second Edition





Synopsis

Key FeaturesOffers do-it-yourself e-commerce solution using WordPress and WooCommerceDiscover the new Onboarding wizard that makes complex processes user-friendlyManage your online store and expand its functions using pluginsBook DescriptionBuilding 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 you WordPress website and start running an online business. What you will learn Use Woo Commerce settings to set up the behavior of the online storeGet familiar with the downloadable and variable productsSet up shipping and payment methodsUse discount coupons for marketing purposesChoose the right WooCommerce theme for your online storeCustomize your website using the Storefront theme as a baseHandle orders, payments, and emails on a daily basis with easeWork with WooCommerce reporting possibilitiesExpanding your online store with the functionalities offered by WooCommerceAbout the AuthorRobbert 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 ContentsSetting Up WooCommerceCreating Your First ProductsUsing Downloadable Products and VariationsPayments, Shipping, and CouponsWorking with WooCommerce ThemesCustomizing a WooCommerce ThemeRunning Your Online StoreMore Possibilities Using Plugins

Book Information

Paperback: 194 pages

Publisher: Packt Publishing - ebooks Account; 2 edition (December 30, 2015)

Language: English

ISBN-10: 1785881566

ISBN-13: 978-1785881565

Product Dimensions: 7.5 x 0.4 x 9.2 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars Â See all reviews (5 customer reviews)

Best Sellers Rank: #1,013,373 in Books (See Top 100 in Books) #120 in Books > Computers &

Technology > Web Development & Design > Content Management #158 in Books > Computers

& Technology > Programming > Web Programming > PHP #275 in Books > Computers &

Technology > Internet & Social Media > E-Commerce

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

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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