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**Ready to get started with WooCommerce?** ................................................................ 54
Ecommerce is a promising business model for new and experienced entrepreneurs alike. When you first start an online store, one of the most important decisions early in the life of your business is determining what platform to use to create your website.

Your ecommerce platform influences everything, from how many products you can offer to what types of items you can sell to how fast your pages load for customers.

Built on top of the WordPress content management system (CMS), WooCommerce comes packed with all the powerful features afforded by a WordPress site in addition to the commerce functionality needed to sell in a competitive market.

The platform has become one of the most popular ecommerce solutions on the market, powering millions of websites both large and small. According to Matt Mullenweg, the co-founder of WordPress, WooCommerce processed more than $20 billion in revenue in 2020.

The flexibility and open-source nature of WooCommerce make it an attractive option for those seeking unlimited control over their site — while still having a solution that is user-friendly.

This ebook will give you a step-by-step guide for creating and managing an online store with WooCommerce.
1. Initial Setup

The first step to creating your WooCommerce store is to complete the initial setup process. If you install and activate the WooCommerce plugin yourself, you’ll see a message asking you to go through a setup wizard. On the other hand, if you use a service like our GoDaddy Managed WooCommerce Stores plan that comes with WooCommerce preinstalled on your site, you’ll be prompted to complete a different onboarding wizard. While there are some differences between the two, many of the steps are the same.

In this ebook, you’ll see the steps needed to complete the onboarding with our platform. We’ll walk you through the key components you need to configure to get your store up and running.
1. Store details

The WooCommerce onboarding wizard starts with your store details. Here, you’ll enter the site owner’s business address and store name.

2. Selling location

Next, you’ll be asked where you plan to sell. You can choose All countries to sell everywhere or you can choose specific countries.

3. Shipping

After you choose a selling location, you’ll need to choose where the site will ship to. The options are the same as before: all countries or specific countries. Alternatively, you have the option to disable shipping calculations entirely.

After you click Continue, you’ll have the option to enable different shipping carriers including USPS, FedEx and UPS.

4. Global settings

The next step is to configure your global settings. This includes preferences regarding currency, measurement units and use of decimals.
5. Payments

This is a step you’ll want to complete early on, but we’ll skip this step for now and come back to it once the onboarding section is complete.

6. Tax

Lastly, you’ll see the option for tax rate calculations. You should leave this enabled if you want the platform to automatically calculate tax. We’ll look at some more tax settings you can configure later in this section.
Setup tasks

After you go through the initial setup wizard, you’ll get access to a list of a few other important tasks that you need to complete to get the core functionality of your store up and running. Like the setup wizard, you can come back to this task list whenever you want.

The first step in the checklist is to add the first product. We’ll skip this for now as we’ll cover it in depth a bit later on.

1. Set up accepted payment methods

In today’s world of ecommerce, shoppers expect to have multiple ways to pay when placing an order. WooCommerce supports a wide range of payment gateways, including some of the most popular solutions.

You can find a list of your available payment methods by going to WooCommerce > Settings > Payments. By default, this list will include direct bank transfer, check payments, cash on deliver and PayPal Standard. To add other payment processors, you’ll need to install and activate the corresponding plugin.

With an ecommerce hosting plan from GoDaddy, you also get support for the GoDaddy Payments gateway built into the WooCommerce plugin. We recommend using GoDaddy Payments as the main processor, as it will give the site owner the lowest transaction fees and allow them to seamlessly manage all payments from the Payment Hub.

In addition to the main payment processor, it’s best practice to set up and enable PayPal as a secondary payment option. Many customers prefer it as a payment method, so enabling it will create a better customer experience for them.

You can win even more customers by enabling a “buy now, pay later” (BNPL) option. With BNPL, customers can quickly finance their ecommerce purchases, either paying nothing or a very small amount up front. The business gets the proceeds from the sale and the customer is able to enjoy their item without bearing the brunt of its full cost immediately.

Some BNPL options work just like traditional financing, where the customer needs to repay the principal plus interest. Another type of agreement involves interest-free payment installments. These are repaid over a shorter period, typically a few weeks or months.

There are a couple of great BNPL solutions that work well with WooCommerce. One is a Affirm, a service used by over 12,000 online retailers. Another popular option is Klarna. To integrate one of these payment gateways, you’ll need to install the Affirm Payment Gateway extension or the Klarna Payment Gateway extension.

You can learn more about the process for setting up a BNPL payment method and the resulting benefits by checking out our guide to WooCommerce and BNPL.
2. Configure shipping

WooCommerce uses shipping zones to determine what delivery options are available to customers. Each shipping zone covers a specific geographic area, whether it’s a city, state or entire continent. Customers are matched to one zone that corresponds to their physical location. When they go to checkout, they’ll see all the shipping methods available for that zone.

To create a shipping zone, you go to **WooCommerce > Settings > Shipping > Shipping Zones** and choose **Add shipping zone**. You then enter the zone name and region(s) (the areas that you want the shipping zone to apply to). How you configure the regions will depend on if the business offers offer different methods based on location.

For example, if you want to offer the same shipping methods across the country, you can choose **United States** as the region. Or, if you want to offer an expedited delivery option to local customers, you can create a separate shipping zone for the city.

Lastly, add the shipping methods available in the zone. You can include flat-rate shipping, free shipping and any carriers you’ve connected. For example, with the **USPS** and **FedEx** extensions, you can get real-time rates from the respective carriers. They also allow you to swiftly print shipping labels directly from your WooCommerce site.
3. Check tax settings

When accepting online orders, sellers need to collect the appropriate amount of sales tax from the buyer. With WooCommerce, you can have the tax rate calculated automatically and applied at checkout. This will already be active unless you turned it off in the onboarding wizard.

If you ever need to turn it back on, go to WooCommerce > Settings and check the box for Enable taxes in the General options.

Enabling this option will add a new tab for tax on your WooCommerce settings page. From there, you’ll be able to configure your tax settings and rates. You can specify whether to have the tax based on the customer’s address or your shop address and you can decide whether the prices displayed on your site include or exclude tax.
Once you’ve set up your basic store settings, you can begin filling your WooCommerce store with the products that you want to sell.

### 2. Product management

Adding products to WooCommerce

You can see your product catalog by going to **Products > All Products**. Next to each item, you’ll see its SKU, stock status, price, cost, categories, tags and publish date. The list can be filtered by these variables, making it easier for you to find and manage different items in your catalog.

To add new products, click the **Add new** button. This will open a blank product editor where you can begin populating your product information. Start by giving the product a name and writing a description.
Further down the editor, you can use the **Product Data** tab to add the details and specifications for the product. The first thing to determine is whether the item is a simple or variable product.

Simple products are single version items with one SKU. Variable products are items that have multiple variations and options. The most common example of a variable product is a piece of clothing with various sizes and colors.

Some of the values that need to be set include:

- Regular price
- Sale price
- Cost of good (available with the cost of goods plugin or GoDaddy Managed WooCommerce Stores)
- SKU
- Manage stock
- Stock status
- Upsells
- Cross-sells
- Weight and dimensions

After you finish with the product data, you’ll move to the right-hand tab to add product tags, categories and images. Because product images are essential to converting shoppers into buyers, it’s recommended to include as many images as possible. For each product, you can set one featured image and the rest are added to the image gallery.

Some third-party plugins will add their own widgets to the product editor. For example, if you use WooCommerce Memberships to sell membership plans, you’ll have an interface to set up membership products and discounts.
Alternative types of products

By default, products that you add to your WooCommerce catalog are considered physical goods. When customers add these items to their cart and complete an order, they’ll need to provide a delivery address and choose a shipping method.

Depending on your business, the products that you sell may not be physical goods. Here are some of the other types of products you can list and sell using WooCommerce.

- **Digital products:** Digital products are any item you can’t physically put your hands on. Customers receive their products online whether it’s downloading a file or getting access to a service.

- **Subscriptions and memberships:** With subscriptions, customers make recurring payments. This could be for the redelivery of physical products or a membership that provides some form of benefits.

- **Bookable products:** With WooCommerce Bookings, you can sell time-based and bookable services. This could be a spa selling appointments, a personal trainer selling a one-on-one session, or a professional selling a consulting service.

Creating categories

Product categories are how you group items that share similar characteristics. WooCommerce uses a nested category structure, which means you can create subcategories that are also a part of a parent category.

For example, if you have a clothing store, you can have a category for Women and then subcategories for each type of clothing that you sell, such as Shirts, Pants, Hoodies, etc.

You can manage categories by going to Products > Categories. This page includes a list of your store’s categories along with a form to quickly create new categories.

For each category, you’ll want to set a name, a URL slug and a display type (products or subcategories on the category page). You also have the option to add a description, an image thumbnail, or a parent category.
Creating and managing attributes

Attributes are extra data that you can add to your products. They are typically used to distinguish variants for variable products.

Each attribute has a list of terms to represent the different options for that attribute. For example, a color attribute could have terms like black, blue, red, white and green.

You can create attributes on global level by going to Products > Attributes. Any attributes that you add here can be quickly added to variable products on the edit product page.

Conversely, you can create attributes on a product basis when you are on the edit product page creating that product.
3. Store Design

Now that you know how to add products to your store, it’s time to start designing the frontend of your ecommerce site. This is an important part of the store’s success, as the look, feel and functionality of your pages will create a perception of your brand and determine how many visitors end up becoming customers.

Choosing a theme and using the theme editor

Before you get into the detail of creating individual pages, you will want to make sure you have an effective WordPress theme. This step was covered in the setup wizard. However, your theme plays such a big part in determining the look of your store that you want to ensure you give it proper consideration.

Themes also directly impact your store’s performance, so you want something with a reputation for both speed and reliability.

Most importantly, the theme needs to be compatible with WooCommerce and the other tools you plan on using. Some of the most common WooCommerce themes are:

- Astra
- Porto
- OceanWP
- Storefront

Installing themes on WordPress is straightforward. You simply go to Appearance > Themes and click the Add new button to install a new theme.
**Homepage**

The homepage is an important piece of any ecommerce site, as it’s often your first chance to leave an impression on potential buyers. You can use this page to include promotions, branded lifestyle imagery and featured products or categories.

Value propositions should be clear, like what makes the brand or products unique and any brand guarantees, such as free shipping, should be highlighted.

To create the homepage, you simply need to create a new page in WordPress. You can then go to **Appearance > Customize > Homepage Settings** to make it the homepage for the website.

**Navigation menu**

Navigation, typically located at the top of every web page, is great for helping customers quickly find different areas of your site. You want to make the most of this valuable space by including links to the site’s product categories and important pages.

Depending on the diversity of your product selection, you can get by with a simple drop-down menu or you may need a mega menu, where the drop-down contains a set of submenus. The site’s WordPress theme will give you options for editing the header menu.

Alternatively, you can use a dedicated plugin if you need a mega menu or more customization options.
Product pages

Product pages are another important section of any ecommerce store. They’re where shoppers go to learn about your items and choose the ones they wish to purchase. A well-made product detail page helps turn visitors into customers, while poorly made product pages can result in low conversion rates.

The best way to design the page will depend on your brand. However, there are some common best practices you’ll want to follow when creating product pages.

1. Use high-quality images

Strong product pages start with great visuals. Without the ability to touch or see items in person, customers rely on images to inform their buying decisions. Research from eMarketer shows that the average consumer expects to see at least five images per product on ecommerce websites.

You can meet this expectation by including high-quality images from multiple angles for each of your product pages.

You can help customers understand the products even more by enabling image zoom. This will allow users to focus on a specific part of an image to get a close-up look at the details. In industries such as apparel, jewelry and furniture, this feature is especially important as customers want to know exactly what the items look like.

Image zoom functionality may come natively with your WordPress theme. If not, there are several plugins you can use to add the functionality to your store. Some solid options include the Product Image Zoom for WooCommerce plugin and the YITH WooCommerce Product Gallery and Image Zoom plugin.

For further image optimization, you can create fully-rotating images with WooCommerce 360° Image and showcase more images product variants and the WooCommerce Additional Variation Images extension.

High-quality images are vital, but not at the cost of website performance. Images tend to make up the bulk of web page sizes. When you add multiple, high-resolution images to a single page, loading times can quickly increase.

By using image compression, you can reduce the file sizes of the images considerably. A general recommendation is to compress the image file sizes below 80KB. However, if this level of compression noticeably alters the quality of the photo, a larger file size may be preferable.

2. Include product recommendations and customer reviews

Product detail pages are a great place to showcase additional items in your store. Customers who are already viewing some of the products are more likely to consider adding extra purchases to their cart, so you can use this opportunity to increase the average order value by upselling more expensive products or cross-selling related items.

With WooCommerce, you can manually define what items to present as related products by using the Linked Products section in the Product Data tab. This allows you to set specific products as “upsell” items that are then displayed at the bottom of related product pages.
Good descriptions and images are not always enough to convince shoppers to buy the products. Oftentimes, people require more assurance that an item will meet their needs. One of the most effective ways to provide such assurance is through social proof.

For ecommerce product pages, the most common forms of social proof are product reviews. Reviews are such an integral part of the buying process that it can be hard to get sales without them. According to Trustpilot, 89% of consumers check product reviews before purchasing an item. As you would expect, products with more positive feedback receive more purchases.

WooCommerce comes with native support for product reviews. You simply need to enable the setting. This will allow customers to give a star rating and text review. There is no option to add images or ask questions to engage with the brand.

You can enhance your WooCommerce product reviews with the WooCommerce Product Reviews Pro extension (included in our GoDaddy Managed WooCommerce Stores). With the plugin, customers can add photos and videos reviews to provide more insightful feedback to other shoppers.

Plus, users can filter reviews based on rating and other criteria to quickly find the feedback that will help them make their decision.

In addition to product reviews, the extension lets you accept other forms of communication (such as customer questions, which will appear on the product page). You can answer these questions to provide more detail about your products and actively engage with the audience.

### 3. Make your pages mobile-friendly

You don’t want to forget about mobile users when optimizing WooCommerce product pages. Today, more web traffic comes from mobile than desktop. By optimizing your mobile experience, the product pages will appeal to a wider segment of the shop’s audience.

Creating a great mobile product page can be tricky, given the limited screen space. You have to strike a balance of providing enough information while not cluttering the page. Here are some tips you can use to make your product pages mobile-friendly:

- **Hide header menu**: You’ll save valuable space on your mobile product pages by having the header menu collapse as users scroll down the page. Alternatively, you could completely remove the header menu from mobile product page.

- **Keep text concise**: With less screen space, it’s important to keep the text concise while still providing all necessary information. Try using bullet points and shorter paragraphs to avoid overloading your pages with text.

- **Place key elements above the fold**: On mobile product pages, you want to present the most essential information above the fold. Among the important elements to include are the price, title and add-to-cart buttons.

See our guide for creating product pages for more tips on optimizing product pages.
Category Pages

Many customers who want to browse your catalog will begin by visiting one of your category pages. These archives of your various product types are key to seamless shopping experiences, and they serve as a valuable tool for converting more visitors into sales.

Category pages make it easy for users to navigate your site by compiling a specific kind of item into a single consolidated listing. This not only leads to efficient product discovery but also helps shoppers compare similar items more quickly.

What to include in your category pages

Category pages tend to have simple, highly structured layouts. The best pages are easy to use while also providing an engaging user experience. Some of the most common components of an ecommerce category page include:

- Rows of products with featured images, titles and prices
- Sorting
- Filtering
- Search
- Category breadcrumb menu

Creating pages with native WooCommerce

WooCommerce provides a few options to customize WooCommerce category pages. By going to Products > Categories, you can change the display type to show products, subcategories, or both. There, you can also add a description that will appear above the product assortment.

Depending on the theme, there may be many additional options for customizing the design of the category pages. Some include a drag-and-drop builder that allows you to add or remove any elements that you want while controlling the arrangement of the product grid.

Additionally, there are some simple WordPress plugins you can use to design. One example is the Category Editor plugin. After you download the plugin, you can go to Products > Categories to choose the product category that you want to customize.

There, you’ll see that the description section has an expanded editor field. You can use this to modify the font and styling for the text at the top of the page. The editor also allows you to add images or other elements by adding extra code.

Using a page builder to design your pages

If you want unlimited control over the appearance and function of your category pages, the best option is to use a WordPress page builder. These solutions provide the most robust functionality and are also easy to use once you learn your way around.

A good example is Elementor. The plugin offers a solid number of WooCommerce elements you can add to your archive pages including:

- Product title
- Woo breadcrumbs
- Product image
- Product rating
- Short description
- Product price
- Add to cart
- Product related
- Upsells

With the page builder, you can easily save each of the designs for your category pages as a template. You can then decide which specific categories to apply the template to, whether you choose to use the same layout for all your categories or decide to adjust the display for certain types of products.
Note, there is a potential downside to using a page builder plugin for your category archives. These plugins don’t always scale very well so if you have a large number of categories you may experience performance issues.

**Cart and checkout experience**

How you structure the checkout experience will have a major impact on your store’s success. Many potential buyers abandon their shopping cart when they experience friction during the checkout process. The slightest details of your cart and checkout pages can directly impact your sales.

**Cart**

The cart page is where a shopper reviews their order details before their purchase. Customers don’t want to be surprised by unexpected costs during checkout, so it’s recommended to show estimated shipping costs and taxes on the cart page.

The page’s design will depend on the site’s WordPress theme. These can vary quite drastically, some being more favorable to conversions than others. Most will have the expected information like products and quantities, but only some will take advantage of the open real-estate on the page.

By customizing the cart page, you can both boost your chance of conversions and increase your average order values by cross-selling related products.

**Checkout**

The checkout page is the last thing shoppers see before placing an order. The page can make the difference between whether they end up becoming a customer or abandoning your site.

When you first set up any WooCommerce store, the plugin automatically creates a checkout page. The page has a simple design and you can find it by going to **Pages > Checkout**. By default, it contains a variety of text fields for customers to provide their information. This includes:

- First and last name
- Company name
- Address (town/city, country, district and postcode/ZIP code)
- Phone number
- Email address
- Order notes

One of the simplest ways to optimize this page is to adjust these form fields. This section takes up the most space on the page, so you only want to include the fields that are necessary.

With [WooCommerce Checkout Field Editor](https://woocommerce.com/products/woocommerce-checkout-field-editor/), you can add or remove any number of fields from your checkout form. The plugin also allows you to rearrange the fields in any order that you see fit.

For example, you may want to put email at the top so you can capture more email addresses from people who ultimately abandon your site.
If you want to completely change the look and feel of the site’s checkout page, you can create a custom page and then assign it as the checkout page in the WooCommerce checkout. This page can be built using the native WordPress editor or using a page builder app.

In either case, the page will understandably need to have checkout functionality if guests are to use it to complete orders. After a customer places an order, the final page they’ll see is the Thank You page.

**Other pages**

The pages we’ve covered so far will be the ones that take the most time and consideration to set up. However, there are a few other pages that customers will expect to see when visiting any ecommerce store. Some other pages that you’ll want to have live on any ecommerce site before launching the WooCommerce store include:

- **Terms & Conditions and Privacy Policy:** The Terms & Conditions page outlines your rules as a website administrator and how people can use your site. The Privacy Policy page details how the site collects and stores data from its web visitors. You can publish these pages together or as two separate pages.
- **Returns policy:** This page will explain the shop’s policy toward refunds and returns and how the process works.
- **About Us:** This page offers the opportunity to share the history of the company and why you started selling those products.
- **Help/Contact:** This page gives customers a centralized place to find ways to get in touch with the business — whether that’s by chat, email, phone or a contact form.
- **Thank You/Order Received:** This page is used to confirm that the order has been received. It is also a great place to reiterate shipping and return policies, offer discounts and/or ask for product reviews.
4. Setting up your store for marketing and multichannel commerce

You’ve taken the time to make your store look great. Now you’ll need to get visitors to your site to begin generating sales. There are several effective marketing techniques for ecommerce stores including email, social media and paid advertisements.

It’s important to leverage all the functionality afforded by WooCommerce to get the best results with each of these tactics. Next, let’s examine the key marketing methods to use and how to efficiently set them up.

Email marketing and automation

Email is the most direct way to communicate with your ecommerce customers. Whether you’re updating them on the status of their order or reaching out to inform them of a new product, a well-timed email message is a great way to get your customer’s attention. Want to know some of the ways to use email for marketing? We’ve got you covered.
Transactional messages

Transactional messages, like order confirmations, updates and delivery confirmations, are necessary if you want to give customers an enjoyable experience. It goes without saying that manually sending each of these emails would take quite a lot of time.

By automating this process, you ensure that customers promptly receive the information they need without having to craft every message yourself.

The native WooCommerce can automatically send transactional emails for specific events throughout the customer journey. You can find these emails by going to WooCommerce > Settings > Emails. There you can choose to enable or disable any of the messages and specify the sender and reply-to addresses.

With GoDaddy Managed WooCommerce Stores, you can view your built-in WooCommerce emails by going to Marketing > Emails. This interface is more user-friendly, and the emails are segmented into different categories, making it easier to find the messages you’re looking for.

Below is the list of order-related emails that you can automatically send to customers.

![Transactional email types](image)

**Personalized marketing**

Businesses that use their customer data to segment their audience can enjoy better engagement and conversions. You can use email marketing to send highly personalized messages to customers based on their unique interests.

For example, if someone browses a particular category on your shop, you can automatically send an email containing those types of products.
Remarket to old customers

Email can be one of the best ways to get old customers back to your site. When someone buys from a particular store, they are more likely to purchase from that shop again and will likely respond better to email messages from that brand.

With email automation, you can send them regular updates on your products and promotions. You can also schedule automated campaigns to go out after important milestones. For example, you can reward a customer that has reached a certain total spent at your store.

Setting up email marketing for WooCommerce

There are several ways to use your WooCommerce store as part of an email marketing campaign. One simple approach is to use a plugin like AutomateWoo that will let you design and send campaigns directly from WordPress.

When you really want to take email automation to the next level, the best option is to use a dedicated email marketing tool. Email marketing software allows you to create detailed campaigns, with messages automated to go out after specific events or a certain amount of time.

With the ability to tag customers and filter recipients based on order history and other variables, you can create highly segmented audiences to enhance message targeting.

Email marketing software like Mailchimp integrate seamlessly with WooCommerce and can be set up in just a few clicks. Once you have the integration in place, carts, customers and orders will all be synced between platforms, ready to be used in marketing campaigns.

Abandoned cart recovery

We’ve touched on the unfortunate commonality of abandoned carts: 70% of all ecommerce carts are abandoned without a purchase. There are several important steps during the buying process and different points of friction throughout this process can lead people to leave your site with items still in their carts.

Research from Barilliance has shown that unexpected shipping costs are the main reason why shoppers across ecommerce sites abandon their carts, but any “hidden” costs — think shipping costs, taxes and any other fees — could have a similar effect.

Some of the other reasons people halt their purchases include:

- Required account creation
- Long and complicated checkout process
- Inability to determine total costs upfront
- Website errors
- Slow shipping
- Unfavorable return policy
Fortunately, many of these causes can be avoided with some simple modifications to your website and checkout flow. For example, you can prevent frustration for those who don’t want to create an account by enabling guest checkout. Here are some other simple ways you can reduce cart abandonments:

- Display shipping costs, estimated shipping times, and taxes on product pages
- Make checkout simple
- Have fast order fulfillment
- Optimize your website performance

**Recovering lost carts**

Lost buyers aren’t necessarily lost forever. There are several ways to re-engage with lost buyers to bring them back to the site and convert them into sales. With WooCommerce, you can do this through email, remarketing ads, or browser push notifications.

For most ecommerce stores, the traditional approach to recovering lost carts is to send reminder emails. These emails can be automated, and it’s easy to include the cart details in the message to make the communication more engaging.

With GoDaddy Managed WooCommerce Stores, you get native cart abandonment emails so you don’t need to configure any other tools to follow up with missed customers. In addition to these reminders, there are several ways to set up abandoned cart emails for your WooCommerce store.

**Plugin approach**

Abandoned Cart Lite is a simple yet effective tool for bringing shoppers back to your site. It tracks the items in the user’s cart so that you can send a targeted follow-up via email using WordPress servers. When the recipient clicks the button in the email, they’re directed back to your site, with the items added back to their cart.

The extension includes a dashboard for you to review important metrics regarding abandoned carts and their recovery. This includes the number of abandoned orders, the number of recovered cards, the number of emails sent and the number of emails gathered.

**Email marketing software**

Using a dedicated email marketing software will give you more control over your follow-up emails. By setting up an autoresponder, you can include detailed filters and conditions to ensure each recipient receives highly targeted messages.

If you take this approach, you’ll need a way for the email autoresponder to track cart activity. This is typically done by installing a plugin or adding a tracking code to the site.

For example, if you wanted to use Mailchimp for abandoned cart recovery campaigns, you would need to download and activate the Mailchimp for WooCommerce extension.
Recovering carts through advertising

The biggest limitation of attempting to recover lost carts via email is that you need someone’s email address and/or permission to contact them. This results in money left on the table as not everyone will subscribe to email messages or consent to sharing their contact details.

You can counteract this problem by remarketing through advertisements. With today’s technology, it is a simple and straightforward process, much of which can be automated after a simple configuration on your site. Facebook and other social platforms can track users’ browser sessions — including the details of their cart.

For this to work, you’ll need to have the Facebook pixel installed on your site and your WooCommerce catalog synced to your Facebook Business page. We’ll explain this process in more detail in the following section.
Social media integration

Social media is an effective way to get potential customers to your store. It is also a great tool for growing your brand awareness as you can use your various profiles to engage your audience.

And depending on the platforms you use, you’ll even be able to list and sell your products directly from your social profile. Let’s look at the most important social platforms to integrate with WooCommerce stores and how you should approach the process.

Facebook

Facebook is one of the most popular social media networks and a powerful way for ecommerce sellers to grow their business. With over 2.6 billion active monthly users, there are plenty of opportunities to get your products in front of those most interested in them, whether through organic marketing or using Facebook’s paid advertising platform.

Plus, by setting up a Facebook Shop for the brand’s WooCommerce catalog, the target audience can explore and buy products directly on Facebook and Instagram. Creating a Shop also allows the shop owner to quickly tag products in their Facebook posts so customers can easily find items featured in the brand’s content.

The first step to connecting any WooCommerce store with Facebook is to install the Facebook for WooCommerce extension. With the plugin, you can automatically sync a shop’s products with the brand’s Facebook page, and you can create and monitor ad campaigns from the site’s WordPress dashboard. The extension also opens up the potential to add Facebook Messenger to the store’s front end with just a few clicks.

After activating the plugin, go to Marketing > Facebook to complete a setup flow, which includes signing into the brand’s Facebook account to authorize the connection. Once finished, configure the settings for product syncing between WooCommerce and Facebook.

With sync enabled, the brand’s products will immediately push through to its Facebook catalog and become visible through the Shop tab of their business page. Changes and customizations to the Facebook Shop storefront and presentation of products can be made within the brand’s Facebook Commerce Manager account.

While you’re on an Edit product page in WordPress, you can use the product validation box in the sidebar to verify that the item is properly synced with your Facebook catalog. The box contains links to the product on your Facebook Shop and will display details for any issues that occur when syncing the product.

On the Edit product page, you also have the ability to decide whether or not to enable Facebook sync for that particular product. When you create a new product, it is automatically set to Sync and show in catalog, so you will need to manually disable specific items that you do not want to include.

For more details on how to set up Facebook business accounts and configure the WooCommerce integration, you can check out our detailed guide to connecting WooCommerce and Facebook.
### Instagram

Like Facebook, Instagram offers great potential for reaching ideal customers for many brands. The platform has over 1 billion monthly users, more than half of whom log in every day. With so many people, it should come as no surprise that over 20+ million businesses use Instagram to reach their target audience.

Instagram users love interacting with brands by sharing their own content including their favorite products. This user-generated content is highly effective in growing your audience, as people tend to trust their peers more than businesses.

By establishing a brand hashtag that customers can use when posting images with a brand’s products, you can gather the various posts and add them to the brand’s own profile and its ecommerce site.

There are a few things you need to have in place before integrating Instagram with WooCommerce, though. To start, someone — whether that’s you or the site owner — will need to create a Facebook page for the business. It’s also helpful to set up the Facebook and WooCommerce integration. (Need a refresher on how to do that? Check out the previous page for details.)

Integrating Facebook and WooCommerce establishes the catalog used for the brand’s Facebook — and, by extension, Instagram — account. However, it will not enable some of the other features afforded to Instagram businesses including shoppable posts, hashtags and displaying your profile posts on your website.

For this, you will need to establish a direct integration with Instagram. There are several plugins that will do the trick.

We recommend using the WooCommerce Instagram extension. It is quick to set up and will allow you to implement all the features mentioned above. Once you set up the curated feed, any Instagram posts from customers that include your branded hashtag will appear on your website.

### Pinterest

Pinterest does not see as much traffic as Instagram or Facebook. However, Pinterest users are highly engaged and in more of a buying mode than those on other platforms. People frequently use the platform to browse images to find inspiration related to their next purchase or project they’re working on.

For instance, many people peruse the platform to discover unique ideas for cooking recipes, interior design, weddings and fashion. You can tap into this passion to reach new customers while further expanding your brand’s image.

With the Pinterest for WooCommerce extension, you can seamlessly connect the brand’s Pinterest profile to its WooCommerce store to get its products to people who’re looking for new ideas and things to buy.

Once you connect your Pinterest Business account to the WooCommerce plugin, the entire catalog will immediately become available on Pinterest with just a few clicks. Even better, you can easily enable rich pins — Pinterest’s SEO-focused feature for organic pins — to automatically sync real-time updates on price and availability from the brand’s site to its Pinterest profile.

With a Rich Pin, your Pinterest posts are enriched with metadata that allows the platform to pull more details from your products including the price and description. These are then shown alongside the item’s feature image on your Pinterest profile.

These types of posts are highly engaging since customers get more insights into your products. Once the integration is in place, Pinterest will regularly sync this information from your site so any product changes on WooCommerce will automatically be reflected on Pinterest.

For the extension to work, you’ll need to add the Pinterest tag to your site. Doing so will also enable conversion tracking and data for the Pinterest Analytics platform. Adding the tag is simple, as the extension will do it for you when you sign in to the brand’s Pinterest account to authorize the integration.
After you set up the connection, your Pinterest profile should be filled with all the synced items from WooCommerce. By default, Pinterest will create a Shop page that contains all the products. It will also create boards for each of the product categories.

When a potential customer clicks on a product, they’re taken to that individual pin. If you’ve enabled the rich pins feature, the customer can see all of the details for that item — and, since its appearance is similar to that of a traditional ecommerce product page, that makes it easier for the customer to enter the sales funnel.

Learn more about connecting Pinterest and WooCommerce.

**Google Shopping**

Google remains one of the most widely utilized traffic sources for ecommerce businesses. By connecting WooCommerce with Google Shopping, you can upload your products to the comparison shopping engine to reach customers earlier in the discovery process.

Your products will be eligible to appear for free listings and you can use the feed to quickly create Google Shopping Ads.

With a Shopping campaign, there is far less work to get your ads up and running when compared to a traditional Google search campaign or social media ads. You do not need to create copy or design a creative for every single ad group, as your product listings are used for the ad.

The key to using Google Shopping for an ecommerce site is your product feed. This feed is a file that contains a list of all the products you want to promote through Google Shopping. You upload the file to Google Merchant Center which allows Google to add your items to the comparison shopping engine.

There are several ways to create and manage your feed. These can be broadly segmented into different categories: manual and automated.

A manual approach to managing your product feed would involve you generating a XML product feed from your site (or creating a spreadsheet from scratch) and then manually uploading it within Merchant Center.

With an automated approach, you use Google’s Content API to have Merchant Center fetch the feed for you. This can be done by using a WordPress plugin that connects to the API, or using a multichannel platform like Sellbrite which will do the same.

Of these approaches, the automated path is recommended for several reasons. The biggest advantage to automating your feed is having any changes to your products automatically updated in Merchant Center without you having to go into the file and make the changes yourself.

Google has strict requirements for its Shopping listings and any errors will make your products ineligible for free listings or ads.

For example, if you were to run a promotion that lowered the prices for your items, there would be discrepancy in price between your live site and your product feed. This error would make your products ineligible.

By automating your feed with a plugin or other external platform, any changes to your products will be automatically adjusted in your feed. These feed changes will then get pushed to Merchant Center in real-time to ensure that you never run into any issues with your products.

We’ve put together a detailed guide on how to use Google Shopping for WooCommerce, so check it out to learn more.
Ecommerce marketplaces

Today, ecommerce is multichannel. Brands need their own ecommerce sites but you can’t overlook the size and impact of online marketplaces. Sites like Amazon and Walmart account for a large part of the total ecommerce market and there are many buyers who shop exclusively through these platforms.

As such, if you hope to reach these consumers to grow your customer base, you’ll need to embrace a multichannel strategy.

Choosing the best marketplaces for your products

While a multichannel approach can prove lucrative for your business, it is important to not spread yourself too thin by listing your products on any and every market that you can find.

It takes time to gain momentum and claim a solid market share on any platform, so you don’t want to dilute your efforts by focusing on too many channels at once. This makes it imperative to choose the best marketplaces for your business.

Unsurprisingly, Amazon will offer the greatest potential for most ecommerce sellers. Some of the key traits that make Amazon such a powerful sales channel include:

- **High sales and a massive audience**: When you sell on Amazon, you have the ability to reach considerably more people than selling through your website alone. Amazon accounts for over 50% of all US ecommerce sales. This trend is only increasing as the ecommerce giant continues to gain more and more of the total market.

- **Shoppers go to Amazon first**: If I asked you where shoppers first go to search for a product, you would likely say Google. While the search engine dominates online search as a whole — commerce or otherwise — Amazon is in fact the primary place consumers first go to find new products. Research shows that 53% of people begin their product search on Amazon. By listing your items on the marketplace, you can get in front of your audience earlier in their buying journey.

- **Brand recognition and membership perks**: People know and trust Amazon. Many will choose to stick with their trusted marketplace instead of buying from a website they have never heard of. Others will choose to buy from Amazon over a D2C ecommerce site because of the streamlined checkout experience and the fast and reliable delivery offered through an Amazon Prime membership.

In addition to selling on Amazon, some of the best online marketplaces you can use to expand your business include:

- Walmart
- eBay
- Etsy
- Newegg (tech products only)

Setting up your multichannel tech stack

Selling through multiple channels has many advantages. However, it can also bring challenges if not handled properly. Managing inventory, tracking sales and organizing deliveries are difficult enough when selling through one channel. Adding a whole other platform to manage only increases the complexity.

If you do not set up a strong integration between your channels, you will quickly get bogged down by all the manual processes needed to keep things in order.

The best approach to establishing a multichannel system for WooCommerce is to use a platform like Sellbrite that connects all your sales channels to seamlessly manage from a single place. With this setup, you’ll have a central database for making changes to your products and you can track inventory and orders without having to hop between platforms.
5. Managing your store

So we’ve set up an attractive, conversion-friendly store and have learned how to use the most effective marketing channels to bring users to your site.

Now, we’ll look at how to manage the day-to-day aspects of your store including managing inventory, processing orders and handling customer service inquiries.

Inventory management

Staying on top of your stock will ensure that your inventory records are accurate and up to date. This is a key part of your ecommerce operations as it prevents you from overselling products or running out of inventory. With WooCommerce, you can view and modify the inventory for an individual product from **Product data > Inventory** on the Edit product page. You can see your total stock levels across all products by going to **Analytics > Stock**.
When your store grows to offer a wide assortment of products, you’ll likely want to manage your stock in bulk. This will save you time from having to go through your entire catalog to adjust product quantities individually.

Native WooCommerce only lets you modify inventory on a product basis. If you want to edit multiple products at a time, you’ll need an extension like the Bulk Stock Management plugin.

This includes changing quantities, marking items out of stock, enabling stock management and allowing backorders.

**Order processing and management**

An accurate and efficient order management system is key to streamlined e-commerce operations. It not only improves the entire fulfillment process, but it also helps reduce the number of unneeded errors.

The time spent fixing fulfillment issues is time that you could spend on the activities that help grow your business, whether it’s coming up with new product ideas or growing your brand.

The WooCommerce platform includes a native order management dashboard for you to view and manage all your customers purchases. You can go to **WooCommerce > Orders** to see all your WooCommerce orders listed in a table.

Each order contains the order #, customer name, date, status, export status and order total.

With our GoDaddy Managed WooCommerce Stores, the final column of the dashboard is for Shipment tracking. This will display the tracking number, URL and carrier for delivery. You can apply this number to each order manually from the dashboard.
Below are the different statuses WooCommerce uses to classify orders:

- **Pending payment** — Order received but not paid.
- **Failed** — Payment failed or was declined.
- **Processing** — Payment received and stock levels have been updated.
- **On Hold** — Awaiting payment and stock levels have been updated.
- **Completed** — Order fulfilled and complete.
- **Refunded** — Refunded by administrator.
- **Canceled** — Canceled by an admin or the customer.

**Viewing and processing orders**

To review the details for a single order, click the link in the Order column. From the order page, you can see the various order details including the customer’s address, phone number, account status and order status.

The interface allows you to edit most of these variables. You can change the date and time by using the dropdown date and quantity selectors. This method is also how you change the order status.

When you need to adjust the order from Processing to Completed, simply click the dropdown for Status, make the selection and hit the blue **Update** button.
The order actions window gives you several extra tools for managing the order. You can send an invoice to the customer, download a CSV with the order details, or resend the order notification to the appropriate admin.

Additionally, you can perform actions for different WooCommerce extensions. For example, if you use WooCommerce Product Vendors to manage a multi-vendor marketplace, you can use the order actions to generate a vendor commission.

**Order notes**

The order notes panel displays status changes and updates for the transaction. Different actions like payments and changes to stock levels will be automatically reflected in the order notes.

You can also use the panel to add your own custom notes. The notes are displayed in one of three colors:

- Purple — Indicates a status notice such as payment gateway details.
- Gray — Notes are for general status updates including status changes and private notes.
- Blue — Notes are notifications sent to customers via email.

With GoDaddy Managed WooCommerce Stores you also get built-in functionality for sequential order numbers, unlike the default WooCommerce setup. With Sequential Order Numbers, you have the ability to choose a starting order number and you can add a prefix or suffix to the order numbers.
Customer service

Customers today have high expectations from ecommerce stores. They want a seamless experience across channels and at every point during and after the buyer’s journey. This makes it essential to have a system for customer service to help resolve any issues that your buyers may have.

Your customer service needs to be efficient and high-quality. In many ways, having no support is better than having bad support, as an unpleasant interaction can have a negative impact and affect how people view your business.

There are a variety of mediums you can use to provide support to customers. The traditional approach is to have a dedicated email address where customers can send their inquiries. This method is good for giving customers a direct way to contact you but it can be slow and lead to a lot of effort to manage on your end as the store owner.

You can improve this process by using chatbots to engage customers in real time and automate as many interactions from start to finish as possible.

Chatbots use Natural Language Processing (NLP) to understand user queries and algorithms to then give an appropriate reply. The most advanced bots are so adept at recognizing the intent of a visitor’s text, that it is hard to distinguish from actual humans.

There are several ways the technology can positively impact your customer service.

- **Faster service**: When a customer interacts with a human service rep, it naturally takes some time for the person to respond to the customer’s inquiry. They may need to look up the answer to a question or manually enter an order number into their support tool in order to get their details. On the other hand, a bot can find information instantly and it can handle multiple requests at once without slowing down.

- **More consistent customer experience**: With human service, the quality of support will depend on the skills and often mood of the person. However, chatbots provide a consistent quality of interaction. Their responses are based on pre-programmed algorithms and are not subject to experience or mood.

- **24/7 availability**: When you use humans to provide customer service, you must grapple with availability. People inherently need breaks and time off from work. If all your staff is local, this will leave big gaps in your support coverage during the night times. Chatbots, on the other hand, are available 24/7. They can serve customers whenever they have a question, even if it is 1 a.m. or the middle of Christmas day.

There are a variety of ways to implement a chatbot into your WooCommerce store. You can choose to add a simple WordPress plugin, embed a third-party solution, or connect your store to Facebook Messenger.

Organization is important for customer service so it’s ideal to have one platform to handle all customer conversations across platforms. For this, we recommend using a platform like Re:amaze as you can use it to create chatbots and manage support conversations across channels.

Re:amaze has a robust chatbot tool that you can use to design custom workflows for support conversations.

This gives you more control over the support process and allows you to pre-plan responses for your most common questions. The bots are triggered when a customer asks a question that you have pre-defined in your workflow and you can create as many Workflow bots as needed to provide customers with the most accurate answers to their questions.

The platform has a few other chatbots including an Order bot and a FAQ bot that you can use to streamline your customer support. With the Order bot, when someone asks a question related to their order status, the bot will automatically detect it and begin looking for the current status.
This means that questions like Where’s my order?, Has my order shipped yet and When will my order ship? can be answered almost immediately to save valuable time for both you and your customers. The user simply needs to give the bot their order number.

Setting up Re:amaze is a straightforward process. First, you need to install the Re:amaze plugin so that the platform can access your customer and order data. Next, you’ll configure your settings and set up your chatbots within your Re:amaze account. Once your bots are all set up, you’ll embed them on your site to begin showing to customers.

**Facebook Messenger**

Another way to implement chatbots into your WooCommerce store is to use Facebook Messenger. Doing so gives a convenient way for visitors to contact you with questions as they can then chat with you on your site and their messages will carry over to their Facebook accounts.

You can set up the Messenger chatbot with the Facebook Messenger Chatbot for WooCommerce extension. By implementing the plugin, your Messenger profile will include a bot that will automatically interact with customers using predefined queries to suggest the best possible replies.

**Refunds and returns**

Unfortunately, refunds and returns are an inevitable part of ecommerce. Errors can occur, products may not meet buyer expectations and some people will simply decide they no longer need their order.

After a poor experience, some buyers will naturally hesitate to buy from you again. However, for some customers, offering a painless returns experience can help boost brand reputation and ultimately get them to consider returning.

While reducing returns may seem out of your control, there are some practical steps you can take to mitigate their effect on your business. It goes without saying that the best way to limit your returns is to sell a high-quality product.

If customers are legitimately satisfied with their purchase, they will be less likely to send it back. It is also critical to provide buyers with complete and accurate descriptions. If you can establish clear expectations, customers won’t get as many surprises when their order arrives.

Another way to reduce returns is to guard against different types of serial returners. For example, the fitting room shopper. This consumer will buy multiple versions of the same product to try them out. They’ll keep the one they like the most and return the rest.

Or the “wardrober” who buys something to wear just once before sending it back.

For the returns you can’t avoid, WooCommerce provides several options for issuing refunds to customers. You can control how much the customer gets back by refunding product costs, taxes and/or shipping fees.

Because the platform integrates seamlessly with most popular gateways, there are ways for you to process returns, including refunding the payment, automatically.

With automatic refunds, you can process refunds straight from WooCommerce without needing to access the dashboard for your payment gateway. For this type of refund to work, the customer must have paid using a payment gateway that supports instant refund — something to consider when choosing which gateway(s) to offer.
Go to **WooCommerce > Orders** and choose the order that you want to refund. On the Order Details page, scroll until you see the order line items and choose Refund.

This will open a window for you to enter the details for the refund. If the order contained multiple items, you can choose the number of products to include. When you enter a quantity for an item into the box, WooCommerce will automatically calculate the total and apply it to the refund amount.

Below, you’ll see the option to restock the item and you can also manually add a refund amount if it differs from the item price. Here, you’ll also have the option to add a custom note for the buyer.
Manual refunds follow a process similar to those of automatic refunds. You can decide which items to refund and you have the ability to reimburse shipping and tax charges. The only difference is that your payment gateway won’t automatically refund the customer’s payment method.

This means that you need to manually mark the order as Refunded in WooCommerce and then go to your payment gateway account to send the refund. To initiate the manual refund from the order details page, locate the button for Refund and manually and click it.
How customers initiate refunds

WooCommerce makes it easy to process a refund once you receive it from a customer. But the process by which customers submit their desire for a refund isn’t as smooth. With the default configuration, an unhappy customer would contact your support team. This could be through email, chat, phone, or any other communication channel you have set up.

In this communication, the customer will state that they want a refund and provide you with the order details. You or your support team then verify the order details and agree to issue or reject the refund. After that, you go into WooCommerce and/or your payment gateway to complete the process and notify the customer that they have been refunded.

As you can see there is a lot of back and forth and manual input required for this approach. If you want to handle returns more efficiently, you’ll need a way to streamline the process.

You can do so by implementing an extension like WooCommerce Smart Refunder or WooCommerce Returns and Warranty Requests to give customers the options to start refunds directly from their accounts without having to reach out to a support team.
Ecommerce SEO (search engine optimization) is the process of making your online store more visible in the search results on Google and other search engines. When people search for the products that you sell, you want to rank as high as possible. That way, you get these interested visitors to your site to browse your products and learn about your business.

The first step to optimizing your store for SEO is to ensure that your site is visible to search crawlers. To do this, you need to go to Settings > Reading from your WordPress menu. At the bottom of the list of settings, you’ll see an option for Search engine visibility: discourage search engines from indexing this site. Make sure this box is left unchecked.

Once you ensure that your site is visible to search crawlers, there are several other ways to boost your store’s SEO performance.
Optimize URLs

Clean and user-friendly URLs are proven to perform better in search engines. A great part of using WordPress is that it gives you complete control over how your page URLs are structured. To set the URLs for your WooCommerce pages you go to Settings > Permalinks. There, you can determine the link structure for products, tags and categories.

For Product permalinks, you’ll see options:

- Default: /product/product-name
- Shop base: /shop/product-name
- Shop base with category: /shop/product-category/product-name

There is also the option to use a Custom base. This will allow you to structure your product URLs however you see fit. For example, you may want to use a prefix for categories but want to keep it as short as possible so you implement a permalink structure of yoursite.com/c/category.

Add alt text to images

Alt text is a description added to your image files. These tags are used to help visitors know what an image represents in the event it doesn’t load or they’re otherwise unable to view it. And search engines use them to better understand and organize the content on your site.

It’s important to add alt text with a keyword-rich description to each of your ecommerce products. This will ensure that Google knows what your products are about, which can help your pages rank higher for the keywords you’re targeting.

With WordPress, you can add alt text to any image from the media library, either when you upload it for the first time, or at any other point. If you want to add alt text in bulk, there are several simple plugins you can use to automatically apply alt tags.

Add meta descriptions and titles to products

Meta descriptions and titles are HTML elements that describe and summarize your page’s content. They impact your store’s SEO performance as searchers will use them to learn what a page is about and to decide whether to click through to your site.

So, writing quality and unique meta titles and descriptions for each page can help drive more visitors to your store.

With WooCommerce, one of the most efficient ways to create great meta descriptions for each of your products and categories is to use an SEO plugin. This will allow you to add the details from the edit product page, rather than having to make changes in your Theme Editor.

Enable breadcrumbs

Breadcrumbs are a simple navigation feature that helps visitors return to previous sections of your site. Each item in the breadcrumb menu includes a link to a page in the nested hierarchy. In addition to helping visitors move throughout your site, Google and other search engines use breadcrumbs to understand your website structure.

Many WordPress themes will come with options for enabling breadcrumbs for your WooCommerce. You can find these in the theme customizer. When you want to make custom changes to the breadcrumb menu, you can do so by adding code to your functions.php, either manually or using a plugin.
We’ve now covered the essential steps needed to create a functional ecommerce store with WooCommerce.

However, not every business is the same and, depending on your particular needs, there may be additional features required for you to get the most out of your store. You may want to sell subscriptions or digital products instead of physical goods or you could want to open up your site to other vendors the way Amazon or eBay does.

In this section, we’ll look at how you can customize your store according for several different use cases.

### Advanced search

Search functionality isn’t as important when you only have a few products. However, as your catalog grows, you’ll want to provide users with advanced search options. This will help customers find the exact products that they are looking for.

WooCommerce comes with a search field by default but it is somewhat limited. When performing a search, it will only scan the product title and description to find matching items.

If you want to improve your users’ search experience, you’ll need to implement a WooCommerce search plugin. A good extension can search in categories, attributes, tags and other variables in addition to the standard title and description.

Naturally, this will help visitors surface more items than the default setup.

For example, if you don’t include attributes such as color or size in your titles or descriptions, a shopper that searches “large blue shirt” won’t get any results. But by enabling advanced search with a plugin, the customer will see any SKU that has blue or large as an attribute.

Some of the most useful advanced search plugins for WooCommerce include YITH WooCommerce Ajax Search, WooCommerce Product Search and Smart WooCommerce Search.
Local stores

When you sell in-person as well as online, you can use your in-person location as a fulfillment option for online orders. The demand for buy online, pickup in-store (BOPIS) fulfillment services has accelerated as it affords many benefits to customers.

Shoppers don’t have to deal with shipping costs, long delivery timelines and returning items that don’t meet their expectations. For sellers, it is the perfect way for you to drive foot traffic while bridging the gap between traditional commerce and online shopping experiences.

WooCommerce has native support for local pickup but you can enhance this functionality even more by adding the WooCommerce Local Pickup Plus extension. This will give you more control over the pickup process and you can offer multiple pickup locations.

For example, you can set available pickup times and you can enable appointments for customers to schedule a specific time to come pick up their orders. You can set the duration for 15-, 30-, 45-, or 60-minute intervals. Or, you can let customers stop by any time during business hours.

Subscriptions

Once reserved to services and choose items like magazines, subscription models are quickly growing as an effective method of selling ecommerce products. By enrolling customers in a subscription, you get a potential source of recurring revenue.

This both increases your sales and makes forecasting easier, as you know a certain number of customers will be reordering products over the weeks and months.

Ecommerce subscription models

- **Recurring**: Recurring or replenishment subscriptions are the simplest form of ecommerce subscription model. With this approach, you let customers subscribe to receive a product on a recurring basis. Replenishment subscriptions typically offer customers a discounted price for signing up for reorders. The best example is the Subscribe and Save option offered by Amazon.

- **Subscription boxes**: With a subscription box, customers sign up to receive an assorted box of goods at recurring intervals. The box contains a specific set of products or a random unknown grouping of products. Dollar Shave Club is an example of a popular subscription box.

- **Curation services**: With a curation subscription, customers sign up for a monthly membership in which they can choose a unique set of products to receive. This allows members a flexible shopping experience where they can choose items according to their needs.

To create a subscription offering for your WooCommerce store, you’ll want the WooCommerce Subscriptions extension. Enabling the plugin, will add a new subscription product type which you can use when adding products to WooCommerce.

**Subscription products** will have new variables to include such as billing interval and billing period, along with the sign-up fee and free trial if you have them. You can charge renewal payments using daily, weekly, monthly or annual intervals. If you want subscriptions to renew indefinitely, you can also set them to never expire.
Membership and loyalty plans

Many successful sellers create a membership program with WooCommerce to reward their brand’s most loyal customers. With a well-made membership program, you can strengthen your connection with customers, maximizing their lifetime value and encouraging referrals of other members.

Our preferred tool for creating a membership plan is the WooCommerce Memberships extension (included with GoDaddy Managed WooCommerce Stores). With it, you can create stand-alone membership plans as products for customers to purchase. There are also extensive features for offering promotional pricing and other benefits to plan members.

Bulk and wholesale listings

Selling your items wholesale can open new doors for your business:

- **Bulk orders**: Ecommerce sellers who offer wholesale products tend to have a higher average order, as buyers acquire large of volume of products with each order.

- **Loyal customers**: Wholesale buyers tend to stick with their most trusted suppliers. The predictability and reliability of a quality supplier are essential to a retailer. If you are able to adequately meet the company’s needs, you can retain them as loyal, long-term customer.

- **More predictable margins**: By regularly selling to consistent customers, you get better insights into your projected profit margin. This predictably can help you manage your business with greater ease.

Enabling wholesale offers

Wholesale for WooCommerce provides a variety of features to help WooCommerce stores create and manage wholesale pricing plans. You can set specific wholesale roles, minimum order quantities and create registration forms for your buyers to set up accounts.

The plugin gives you several options for adding wholesale prices to your items. The first approach you can take is to use set discounts for all items on your site.

For more granular control over your wholesale offers, you have the option to set wholesale prices for each individual product. Plus, you can hide a product, making it only visible to wholesale or consumer buyers.

Turning your store into a multi-vendor marketplace

Online marketplaces are the next wave of digital commerce. People enjoy buying from marketplaces because they make shopping easy. Businesses like selling through them for the same reason. With a multi-vendor WooCommerce setup, everyone wins — including you and the store owner.

Before you can launch your multi-vendor website, you will need to add vendor functionality to your site. By default, WooCommerce is configured for a single seller only. With vendor support, like that offered by the WooCommerce Product Vendors extension, merchants can use your site to create vendor accounts and list products. The extension adds the following features to your site.

- **Vendor analytics**: This gives vendors access to reports showing important stats such as sales, inventory level, returns and coupon usage.

- **Vendor payouts and fees**: The extension lets you customize your fee structure for different merchants and products. You can schedule or manually initiate payouts which are sent via PayPal.

- **Multi-vendor order management**: Multi-vendor stores need the ability to route orders to different vendors. The vendors can then manage their own orders from their seller account.

- **Vendor inventory management**: Vendors get various user roles that are assigned different permissions for adjusting the store’s inventory.
8. Optimizing your store’s performance

Speed and reliability are table stakes for ecommerce sites. Shoppers expect pages to load quickly so if your pages are slow, many will leave your site never to return.

If you want to provide your customers a smooth and speedy shopping experience, you need to know how to optimize your WooCommerce site performance. This starts by understanding the common causes of a slow, error-prone site.

Hosting plan

Fast, reliable websites start with good web hosting. Ecommerce stores rely on dynamic content and generate a lot of data and requests. All these resources put a strain on the hosting server because they cannot be cached or offloaded.

If you want strong, stable performance your hosting provider needs to have enough server resources to handle all requests from users. The more concurrent traffic you have, the more difficult this becomes.

Server quality and configuration are also important, as they help process requests more efficiently.

Page size

Larger pages take longer to load. There isn’t a fixed requirement for page size, but a general recommendation is to keep your pages under 2MB. It can be tricky to get your pages this small if you want to add a lot of features to your site. This is especially true for ecommerce sites as they tend to be image-heavy. For most websites, images make up the bulk of the page size.

PHP settings:

WordPress and WooCommerce run on PHP. The server-side language is used to generate the HTML pages that make up your site. PHP receives frequent updates, each offering a boost to performance and security. If your WooCommerce site uses an outdated PHP version, your performance may be affected.
It is recommended that your website runs on the latest PHP version to avoid any issues. You can check your PHP version by going to WooCommerce > Status. Scroll to the Server environment section and find the PHP version.

Databases

Your database stores and organizes all the website data from your WooCommerce site. This includes site content such as pages, products, product categories, themes and plugins. It also includes data from your transactions like order and payment details.

Every time you add a product or take an order, more records are added to the database. Over time, all this data can make your database bloated. If your database is overloaded, it may process requests slower, negatively impacting site performance.

Tips to boost WooCommerce performance

Compress images

The first step to boost WooCommerce performance is to reduce your page size by compressing your images. Image compression will lower the number of bytes in an image to make the file smaller.

There are two types of image compression you can use: lossy and lossless. Lossless compression results in a moderate reduction in file size without affecting the image quality. Lossy compression provides greater file size reduction but can often affect the quality of the image.

Your image file type impacts what kind of compression is most appropriate. The most common types of image files for ecommerce sites are WebP, JPEG and PNG.

Image compression for JPEG files is often lossy. When you compress a JPEG, unnecessary data is removed, but the new image is lower-quality. PNG images tend to have a higher quality than JPEGs and work well with lossless compression.

Your ecommerce store likely has a mix of JPEG and PNG images. If so, you’ll want to use an image compressor that supports both file types. When selecting a compressor, you also need to decide whether to compress your images before or after uploading them to WordPress.

For images already on your site, you can use an image compressor plugin in WordPress. The plugin will let you optimize images in batches. Plus, you can use it to automate image optimization for future uploads. Below are a few good image optimization plugins:

- Smush
- EWWW Image Optimizer
- Shortpixel
- reSmush.it

Image optimization plugins are effective but they can prove resource intensive. You can avoid this problem by using a web host that handles the process without the need for an extension. For example, with our WooSaaS hosting, you get on-demand image optimization with the PressThumb image processor.

Unlike a traditional image optimization plugin, PressThumb doesn’t require additional PHP processes or storage space to optimize, resize, or convert your images. This allows you to automate your image optimization without having to sacrifice performance.

After optimizing your images, be sure to check the file sizes. Ideally, your images should be under 100KB. You can improve image delivery even more by using lazy loading. When enabled, off-page images won’t load until the user scrolls them into view. This can lower the perceived loading time for your pages as fewer requests are made when the page first loads.
Use a fast WordPress theme

When choosing a WordPress theme, it is important to consider performance just as much as a design. Themes play a big part in your website speed. The more scripts and stylesheets your theme has, the longer it will take to load.

You also want to ensure that your theme supports all the dynamic functionality of WooCommerce. WP Rocket tested dozens of WooCommerce-compatible themes to see which is the fastest. Below are some of the notable performers from their list:

- Astra
- GeneratePress
- Page Builder Framework
- Neve
- Kadence
- Storefront

In addition to offering a boost for WooCommerce performance, these themes provide extensive features for building your store.

When combined with the Gutenberg editor and WooCommerce’s inherent customizability, you have all the tools needed to design any sort of experience for your store. Plus, the more you get out of your theme, the fewer plugins you need to install.

Use a CDN for static resources

Server location plays an important role in your website speed. The greater the physical distance between your server and the client’s browser, the longer it takes for pages to load. You can’t make your origin server close to everyone, but you can serve files from a content delivery network.

A content delivery network (CDN) is a network of servers spread across different geographic regions. Each region is known as a point of presence (or PoP). PoPs are strategically located to cut the distance between users and the site’s resources.

With a CDN, users’ requests for content are routed to the closest PoP. If the PoP has the requested files, it serves them to the user. If the edge server does not have a file, it will grab it from the origin server and deliver it to the visitor.

Distributing content through a CDN can dramatically reduce page load times. It also lowers the total load on your server. With more bandwidth available, your website can handle more concurrent traffic.

Following these steps will set the foundation for strong website performance. For more guidance on how to optimize your store, check out our WooCommerce performance guide.
Tips to optimize for mobile shoppers

Today, over half of all internet usage comes from mobile devices. If you’re not optimizing your store to cater to multiple screen sizes, you’re going to miss out on a large segment of your target audience. Here is how to optimize your mobile experience to mirror that one enjoyed by desktop users.

Use a mobile-friendly theme

The first step to optimizing your WooCommerce mobile experience is to use a mobile-friendly WordPress theme. There are two key traits that make a theme mobile-friendly.

To start, mobile-friendly themes use responsive web design. With a responsive site, your web pages dynamically adjust depending on the size of the user’s screen. Because of this, you do not need to create a custom mobile site in addition to your desktop site.

Limit your forms and pop-ups

The next step to make your mobile site more user-friendly is to limit the number of forms on your site.

These lead-generation tools are great for engaging your desktop visitors. However, with a small screen, they can quickly become obtrusive, particularly with pop-ups. Many mobile pop-ups are so large that they take up the entire screen, making it difficult for the user to close.

Hiding these pop-ups on mobile devices can help prevent you from frustrating users. Your choices are to remove any pop-ups altogether or adjust their size so that they do not take up the whole screen.

Streamline your checkout flow

A smooth checkout experience is important no matter what device your visitors are using. Your website should remove any points of friction as to not deter shoppers from completing their orders.

This doesn’t need to be a complex process as a few quick implementations can lead to a smooth checkout on both mobile and desktop.

Be sure to enable guest checkout and that your forms only include necessary fields. You can optimize the checkout flow even more by allowing customers to edit their cart detail directly from the checkout page. For this, you’ll need an extension like the Change Quantity on Checkout for WooCommerce plugin.

Making your site accessible to all users

When you create an online store, you need to ensure that your site is accessible to all types of customers, including those with disabilities. Think of it like a brick-and-mortar shop installing a wheelchair ramp or doors that open automatically.

It can be tempting to focus your designs on those without accessibility issues. However, making your site accessible to everyone can have a positive impact on your bottom line.

A quick way to check your store’s accessibility is to simulate the user experience using a screen reader like NVDA. Once you open your site with the tool, you can go through your pages as you would during a typical shopping session to see what it’s like for users.

Here are some other tips for making your store more accessible:

- Use a WordPress theme that follows accessibility guidelines
- Keep font sizes above 16px so that text can be easily read
- Limit the of cursive and complex fonts
- Use colors with a lot of contrast
- Add alt text to every images
- Use labels for all your form fields
9. Measuring and tracking ecommerce performance

You can’t improve what you don’t track. If you want to maximize your store’s success, you need to actively monitor your business performance and analytics. In ecommerce, there are several metrics to stay on top of including:

- **Conversion rate**: The percentage of your website visitors that result in sales
- **Average order value (AOV)**: The average amount customers spend with each purchase
- **Abandoned cart rate**: The percentage of people that leave your site with items still in their cart
- **Customer Lifetime Value**: The average amount of revenue you earn over the course of a customer’s life
- **Product revenue**: Revenue generated by each product
- **Sales**: Total number of unique purchases

WooCommerce comes with an extensive analytics dashboard that you can use to monitor and track many of your key ecommerce metrics.
Performance

First, the Performance section. This displays scorecards for different metrics over the selected period. By default, the cards are set to display total sales, net sales, orders, products sold and variations sold. Each metric has a red or green box highlighting the percentage change over the prior period.

![Performance Scorecards]

You can adjust these cards by clicking the stacked icon to the right of the header. This will pull up the various metrics you can choose from. There is also an option for you to change the name of the section.

Charts

In this section, you can visualize your important sales data through a series of charts and graphs. You can toggle the report by several metrics including total sales, orders, average order value, gross discounted amount, shipping and downloads. There is also an option to choose a comparison window for the charts. Your options are the previous period or the previous year.

![Chart Examples]

Leaderboards

The Leaderboard section displays your top-selling items and categories over the chosen period. There are also leaderboards for your top customers as well as your top coupons. This is an important section to review over time as it allows you to see how interest in certain products are trending.
Reports

WooCommerce includes a handful of other reports designed to give you detailed insights into how your store is doing:

- **Products report**: The products report displays a graph of your items sold over the selected period. Below the graph, there is a table that provides details into the performance for each individual item. With this report, you can see your best-performing products, allowing you to plan your inventory more effectively.

- **Categories report**: The Categories report gives detail into how your different types of items perform. It includes metrics like Items Sold, Net Sales, # of unique products sold, # of orders containing a product in that category. The default sorting lists the categories by the number of items sold.

- **Customers report**: The customers report provides detail into the profiles of your buyers. It shows their location, registration date, the total amount spent and other key metrics. The report displays both registered accounts and guests. If a customer completes multiple guest checkouts using the same email, the data will be combined into a single profile.

- **Orders report**: The Orders report is where you can review stats for the purchases in your store. The default layout will show all products. To find a specific order or type of order click the show window and choose Advanced filters.

- **Revenue Report**: The Revenue report will break down your gross sales, returns, net sales, taxes and shipping costs. You can use this report to stay on top of your cash flow to ensure your business always has the funds it needs.

Analytics platforms for WooCommerce

Using an analytics platform like Google Analytics will give you more insights into your web traffic and visitors. With the right setup, you can also use these platforms to track important ecommerce metrics like conversion rate and return on investment.

To accurately measure these ecommerce events and metrics in Google Analytics, you must have ecommerce tracking properly enabled within your Analytics account. This can be done by manually adding a tracking code to your site or by using a WordPress plugin.

GoDaddy Managed WooCommerce Stores comes with the Google Analytics Pro extension built in, so you only need to connect your account one-time by signing in to implement the tracking for your site.

Once enabled, it will push the events to Google Analytics to accurately determine your ecommerce metrics. Google Analytics Pro also automatically tracks your checkout behavior funnel to see where people are leaving your site and abandoning their carts.
WooCommerce may or may not be your first ecommerce platform. Many sellers switch to WooCommerce to take advantage of the copious benefits the platform has to offer. If you currently use another platform to run your store, you’ll want to know how to migrate to WooCommerce without having to start completely from scratch.

**Exporting your store data**

The exact steps for exporting your current store will depend on the platform. That said, there are some consistencies across platforms. You’ll need to export your products, customers and orders to CSV files, as this is the key data your store will need to continue running.

There may be other data that you want to bring over including coupons, subscriptions, or web pages.

Check out our [Shopify](https://www.shopify.com) and [Magento](https://www.magento.com) migration guides for some platform-specific guidance on getting your data out of your old platform.

**Importing your store to WooCommerce**

Once you have exported all your crucial data, it’s time to move it over to WooCommerce. The platform has several useful features to help make the process simple and pain free.
Adding products

First, you’ll use the native WooCommerce product importer to add your products. You want to do your products first as the data is necessary for customer and order information.

To use the native importer, you simply need to go to WooCommerce > Products and click Import. This will open a window for you to upload your CSV file. The importer supports column mapping so you can ensure that the data is added accurately, but without having to clean up the file before uploading it.

Importing order, coupon and customer data

Now you’ll want to import your order, coupon and customer data. For this, it’s best to use the Customer/Order/Coupon CSV Import Suite extension (included with GoDaddy Managed WooCommerce Stores). The extension can handle multiple file types and like the native importer, it enables you to map columns to the appropriate WooCommerce fields.

After you install the extension, you’ll begin importing your products by going to WooCommerce > CSV Import Suite.

On the next page you’ll find sample CSV documents for all three data types: customers, orders and coupons. You can review these documents to ensure that your import file is formatted correctly.
Ready to get started with WooCommerce?

The demand for ecommerce is steadily increasing as more and more shopping heads online. With WooCommerce, you can capitalize on this demand by creating a site that customers love and seamlessly connecting your store to any present and emerging sales channel.

It might take some time to fully learn your way around the platform, but as your skills grow, you’ll have limitless potential for customizing a world-class ecommerce site.

Follow the steps in this guide to get started and enjoy yourself along the way.