



Building E-Commerce Solutions with WooCommerce

Robbert Ravensbergen

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In Detail

Building an online store is often considered to be a difficult and complex task. Using the combination of WordPress and the WooCommerce plugin, this is no longer the case. WooCommerce is built using WordPress best practices both on the frontend and the backend. This results in an efficient, robust, and intuitive plugin. Learn to use this strong e-commerce solution and set up your own web shop in just a couple of hours.

Building E-Commerce Solutions with WooCommerce is a practical guide that delivers the knowledge you require to set up and get going with WooCommerce. This book also shows you how to choose a WooCommerce theme and set up different payment methods, in addition to helping you to keep a bird's-eye view of incoming sales and reviews, stock levels, general store performance, and statistics from the WordPress dashboard.

You will start by installing WooCommerce and exploring the WooCommerce settings. Then, you will move on to creating and adding simple and complex products, and also set up payment and shipping methods. Once your store is up and running, you will learn how to process your orders, look at the reports, and even expand the functionality further with additional plugins. Finally, the book shows you how to choose a WooCommerce theme and adjust the theme settings.

Approach

Building E-Commerce Solutions with WooCommerce is a step-by-step tutorial with informal but informative tone.

Who this book is for

This book is written for users with an existing WordPress website who want to add e-commerce functionality to their current solution. This book is also suitable for web design agencies working with WordPress. As a pre-requisite, it is assumed that you already have some experience of PHP and using WordPress.

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