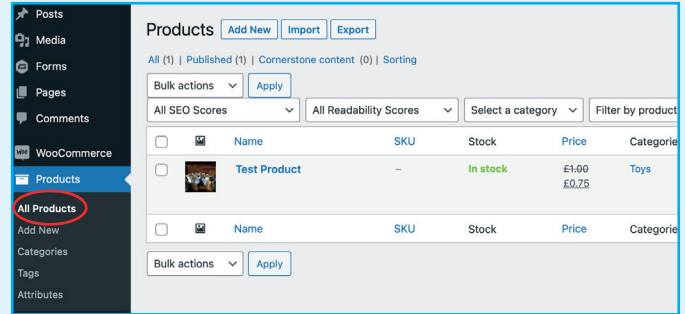
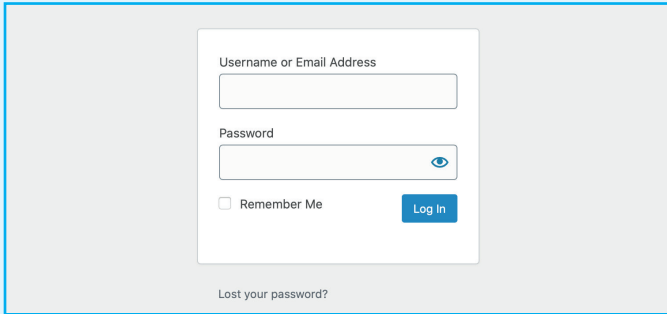




WOOCOMMERCE GUIDE:

WooCommerce is a popular E-Commerce plugin for WordPress. This guide outlines how to manage products, product attributes and product categories, as well as payment options, shipping options and managing orders.

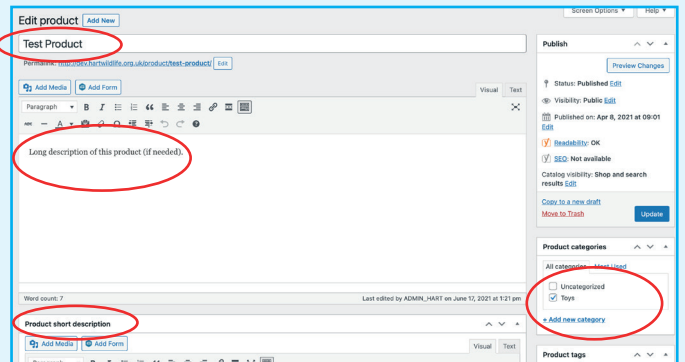
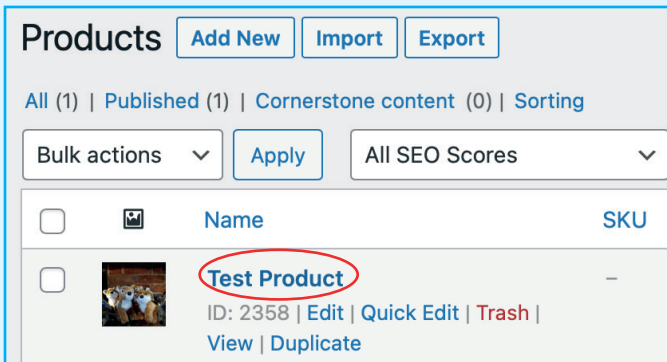


1. LOG IN

Go to the login URL supplied in the handover email we sent you, and enter your login details (also supplied in the in the handover email).

2. MANAGING PRODUCTS

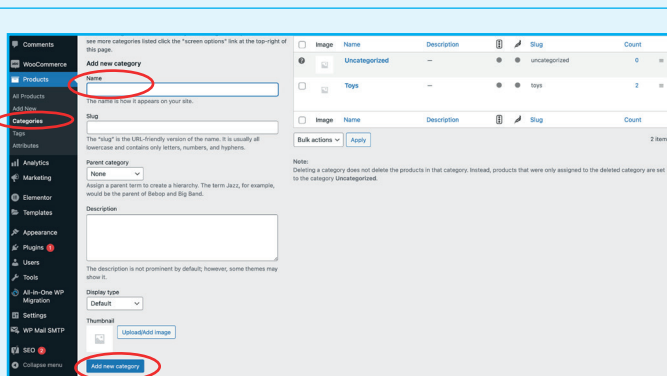
Go to 'Products' on the left hand side of the Dashboard, and select 'All Products'.



3. Mouse over the page you want to edit and select either the title, or the 'Edit' link.

Or select the 'Add New' button to create a new product.

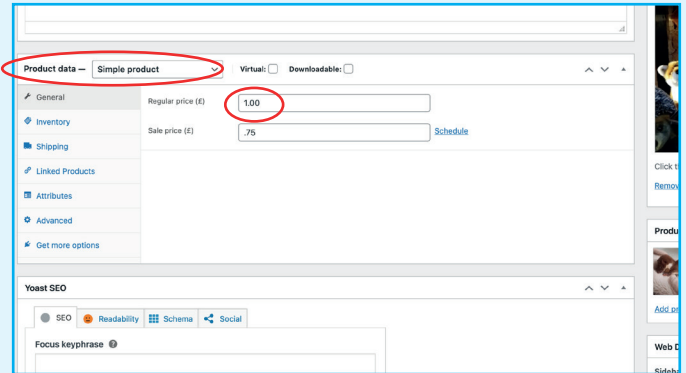
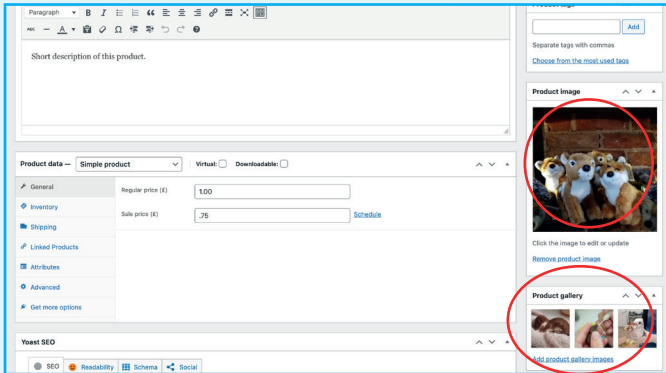
4. The name of the product goes in the top left of the screen. Underneath the title, there is a large text area where you can type in-depth details about the product, and a 'Product short description' text area where you can add any brief information you want to appear above the add to cart button when viewed in the front end. You can also tick any relevant 'categories' for your product. In this case 'Toys' is selected.



5. NEW PRODUCT CATEGORIES

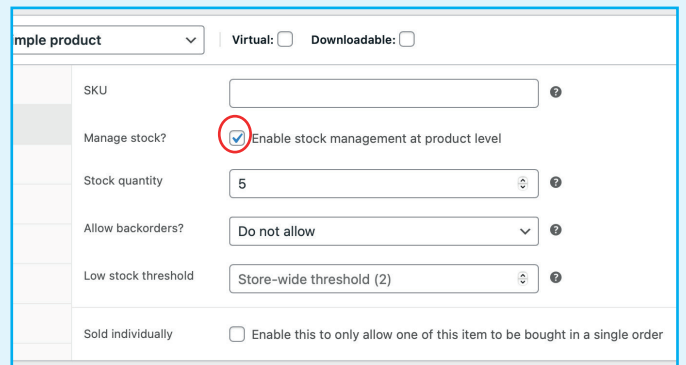
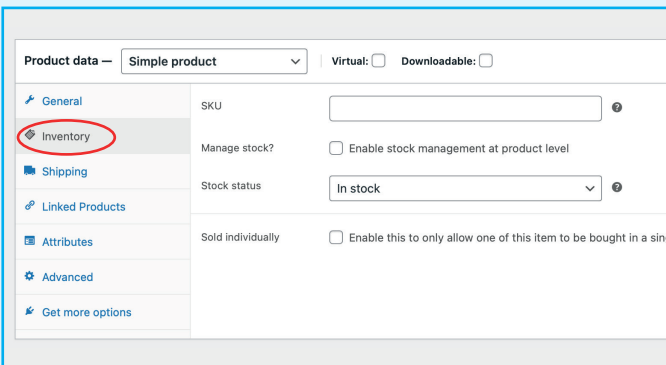
You can quickly add a new product category by clicking the 'Add new category' link in the edit product screen seen above.

Or, you can also add a new category, or edit a category by going to 'Products > Categories'. Give your new category a name, description (if relevant), and an image (if relevant), then click the 'Add new category' button. Once finished, return to your product edit screen to select your categories.



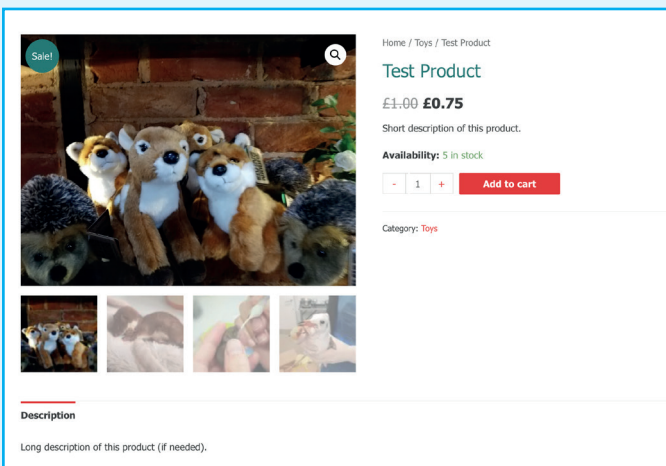
6. Lower down, you can add a 'product image', which will appear as the featured image on the archive product page, and on the left side of the individual product page. You can add additional images using the 'Product gallery' section.

7. The most important product details are found in the 'Product data' section. Most products will likely be 'Simple products', which have no selectable options and one regular price. You can also set a 'Sale price' if you wish.



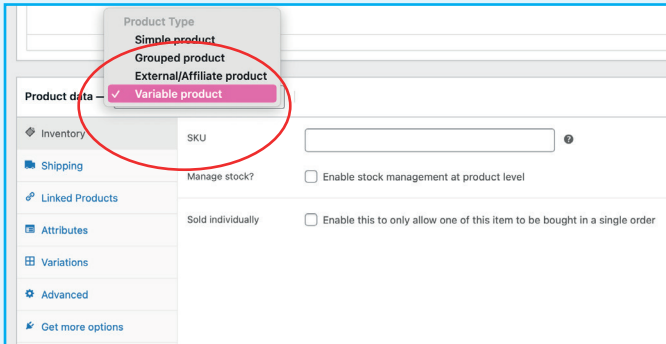
8. For 'Simple products', you can manage stock under the 'Inventory' tab. If you have unlimited stock quantities of your product, you can untick the 'manage stock?' option and select 'in stock' status.

9. If you have limited stock available, tick the 'manage stock?' option and then enter the available stock quantity for this product.

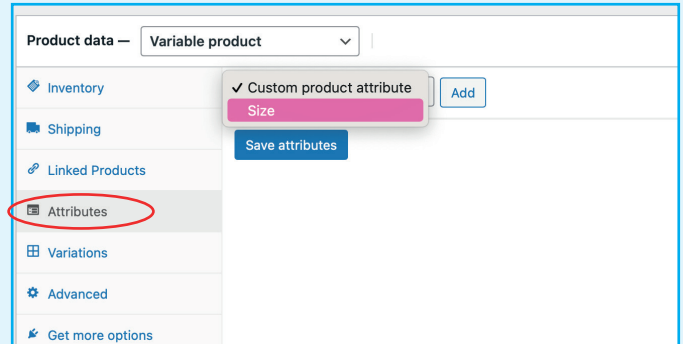


10. Once you are happy with your product changes click the blue 'Publish' button top right. If you have already published this product but have now made changes, then the button will say 'Update'.

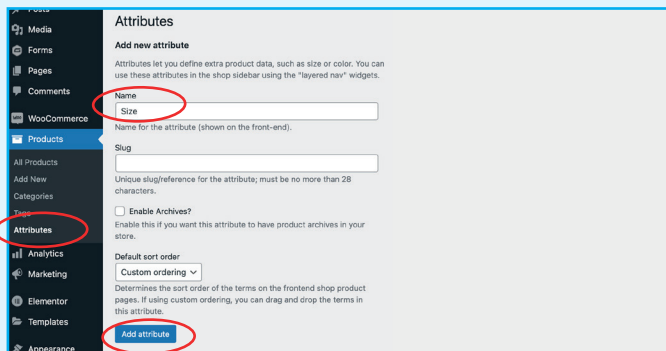
The image opposite is an example of what this 'Simple product' page will look like to the public. Notice the location of the two descriptions, the main product image and additional image gallery underneath it, the price, available stock indicator, and category list. If you have 'reviews' enabled then these will display in a tab next to the long description.



11. If you have a product that has different options, such as size or colour, you can change the product type drop down from 'Simple product' to 'Variable product'.

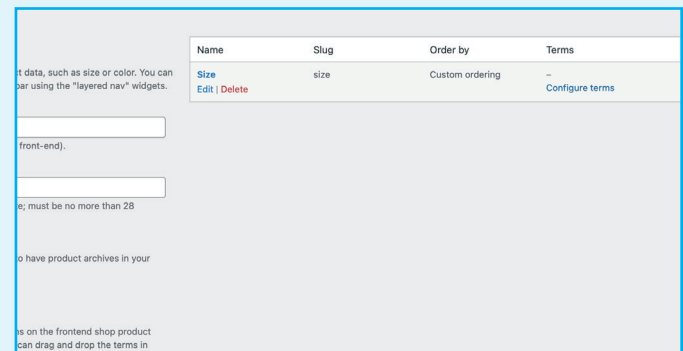


12. Go to the 'Attributes' tab and then select an available attribute from the drop down, in this case 'Size'. If you do not see any available attributes here, or if you need to add a new one, refer to steps 13 - 15 below.

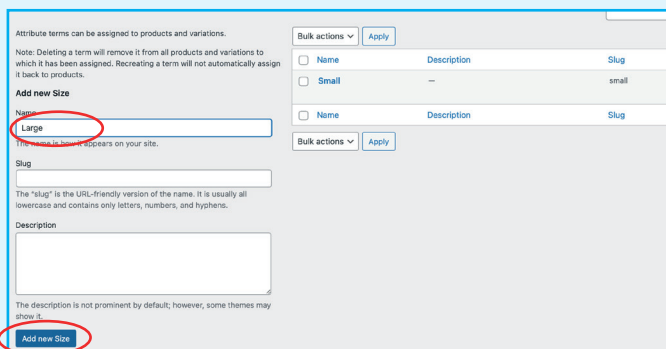


13. NEW PRODUCT ATTRIBUTES

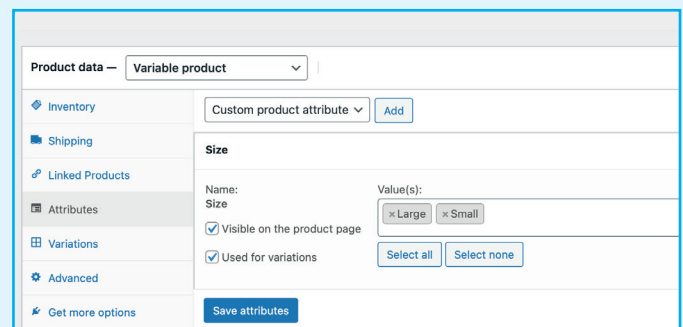
To add a brand new attribute, go to 'Products' in the main sidebar, and then click 'Attributes'. Enter a name for the Attribute, E.G. 'Size', then click the 'Add attribute' button. You can enable archives if you wish, but it is not essential.



14. Now click the 'Configure terms' link that appears.



15. Add a name for each 'Size' attribute option you want, E.G. 'Small', 'Large'. Once you have added all attributes you want, return to the product edit screen.



16. After you select your attribute from the drop down, you will then see something like the above. Tick the 'Used for variations' option, and click the 'Select all' button. This will then make all of the 'Size' options available. If not all sizes are relevant for this product, you can delete any you dont want from the list. Click 'Save attributes'.



17. If you need to quickly add another option for this attribute, E.G. 'X-Large', you can use the 'Add new' button directly from the 'Attributes' tab of the edit product screen.

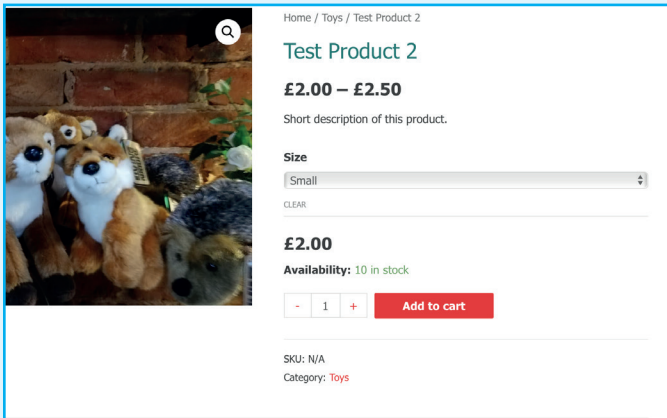
Once finished, click 'Save attributes'.

18. Now click on the 'Variations' tab - it might not load straight away, but after a second or two it should show you something like the above. You can click the 'Add variation', 'Go' button to manually add each variation separately, or you can click the drop down, select 'create variations from all attributes', then click the 'Go' button.

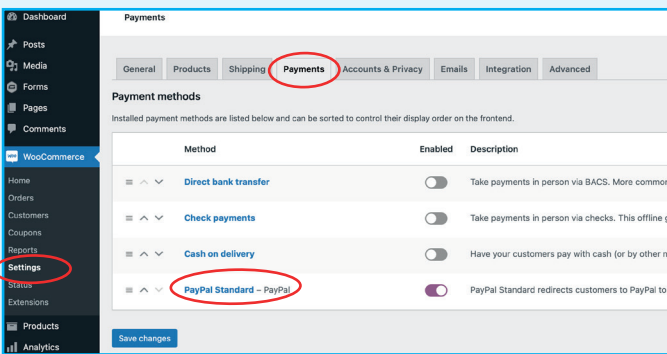
19. If you do not need to manage stock quantities, and if all your variations are the same price, then you can have one variation with the 'Any...' option selected, in this case 'Any Size'. If you need to set different settings such as price, or stock per variation, then change the drop down to a specific variation, E.G. 'Small', and click 'Go' again to add another for the 'Large' one.

20. Click in this general area to expand the variation settings, or click the small downwards arrow far right. You will then be able to 'manage stock' and add prices for each variation option individually.

21. With the settings expanded, you can add the price, tick 'manage stock' if relevant, and add your stock quantity for this particular variation, in this case 'Small' costs £2, and has 10 in stock. If relevant, you can add a different image for each variation by clicking the blue image icon. This might be useful for colour variations. Once done, click the 'Save changes' button, then click the main 'Publish' or 'Update' button to make your product changes public.

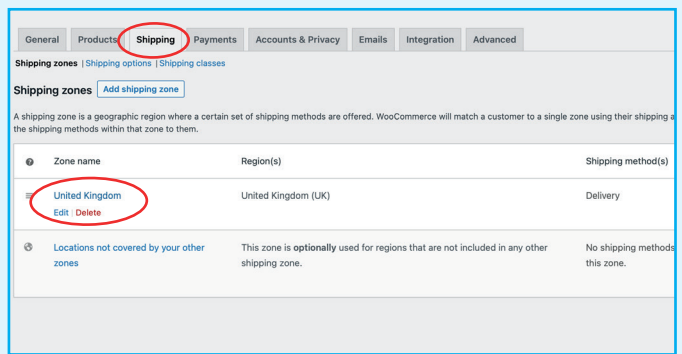


22. This is an example of what this 'Variable product' page would look like to the public. The price range at the top shows £2.00 - £2.50, because I have set my small variation to be £2.00 but my large variation is £2.50. I also have different stock levels set for each. If the customer changes the drop down to 'Large' then the price at the bottom will change to £2.50 and the stock level indicator will change to '15 in stock'.



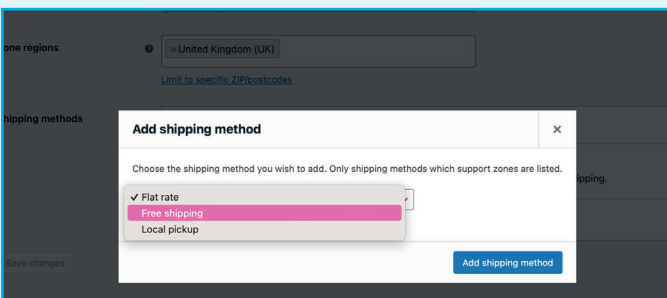
23. PAYMENT OPTIONS

Go to 'WooCommerce > Settings', and select the 'Payments' tab. Here you will see a list of available payment methods, which you can 'enable/disable', or edit. To edit a payment method, click on the method name and edit the settings as desired.

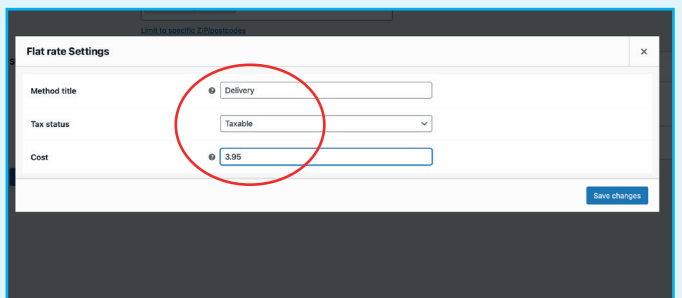


24. DELIVERY OPTIONS

Go to 'WooCommerce > Settings', and select the 'Shipping' tab. Here you will see a list of available shipping zones, which you can edit, or 'Add new shipping zone'.

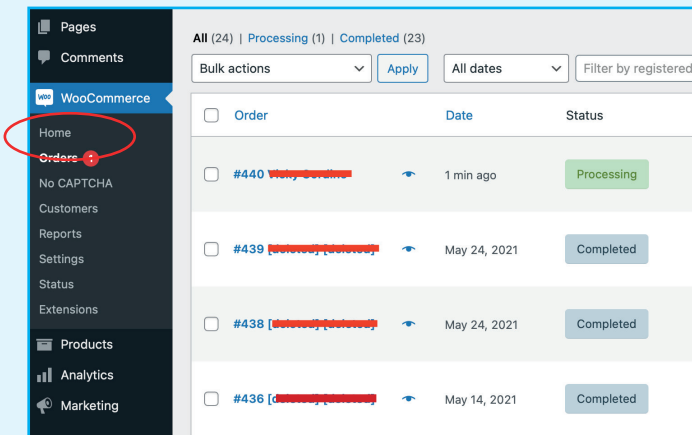


25. Each shipping zone can have different shipping methods, E.G.. 'Flat rate', 'Free shipping' or 'Local pickup'.



26. Once added, you can edit each shipping method, and give it a new title, tax status (if applicable) and cost.

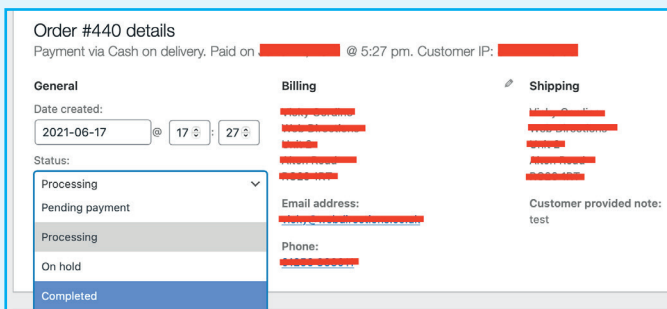
If needed, you can add more than one of the same method, each with different names and costs. This might be useful for options like 'Standard delivery' or 'Next day delivery' etc.



27. MANAGING ORDERS

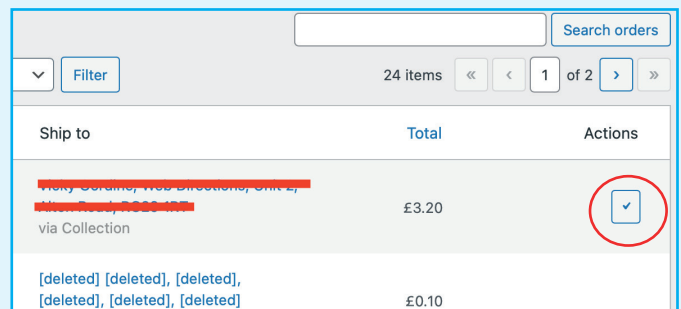
When an order is placed, the customer will get an email confirmation, and you will get a similar email confirmation. The order details will also be recorded in the website under 'WooCommerce > Orders'.

A new order will typically say 'Processing'. If the products purchased are physical items that require you to package them up/put in post, then it might be sensible to do what you need to do and then change the order status to 'completed'. This will then trigger a second email to the customer letting them know their order is complete/on its way.



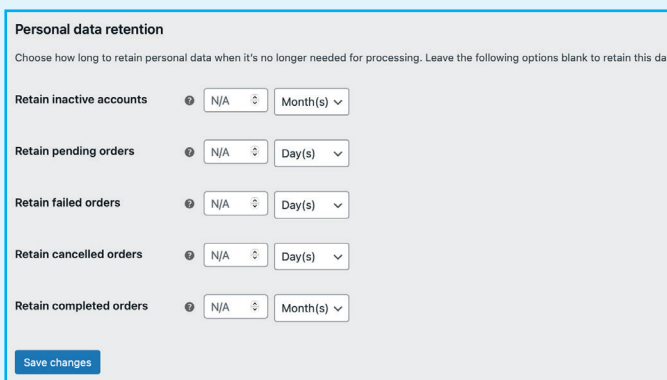
28. To change an order status, you can click on the order name/number in the order list, then select 'Completed' from the 'Status' drop down'. Then click the 'Update' button.

From this screen you can also send your customers 'Notes' about their order, or manage a refund.



29. If you have the 'Actions' view option enabled, then you can also 'Complete' orders directly from the order list screen, using the 'tick' icon.

If the products ordered are 'Downloadable' or 'Virtual' products, then orders might go straight to 'Completed', providing payment has been received.



30. CUSTOMER DATA

Customer order data is stored in the website indefinitely, or until you manually remove it. With this in mind, it might be sensible to set up some automated data retention rules. Go to 'WooCommerce > Settings' and click the 'Accounts & Privacy' tab. Here you have the option to auto **delete** 'pending, failed, cancelled' orders, and to auto **anonymise** 'completed' orders. Click the '?' next to each option for more information. You cannot auto delete completed orders, but you could manually delete them at a time that suits you, perhaps after each financial year.



WooCommerce Docs

Documentation, Reference Materials, and Tutorials for your WooCommerce products

Q Search the Docs All Docs SEARCH

Get Started

Transform your WordPress website into a thoroughbred eCommerce store.

READ MORE

Extend WooCommerce

Configure and expand WooCommerce to best fit your store's needs.

READ MORE

Build & Customize

Learn how to build themes and extensions, and create a custom store.

READ MORE

Getting Up & Running With WooCommerce Browse all topics →

1. Installation & Updating	12	2. Settings & Options	13
3. Set Up Products	13	4. Sell Products	13
Core Payment Options	8	5. Shipping	8
Core Shipping Options	4	6. Managing Orders	3
7. Analytics & Sales Reports	3	8. Migrating to WooCommerce	1

For more information about product types and other WooCommerce settings or options, please visit the WooCommerce support website here: <https://docs.woocommerce.com>

IMPORTANT: If something is broken, let us know and we will do our best to sort it for you. If you make a change that results in breaking the website, this will be your responsibility and subject to a charge per hour (+VAT) for the time it takes us to fix it for you.