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# Building E-Commerce Solutions With WooCommerce - Second Edition



## Synopsis

**Key Features** Offers do-it-yourself e-commerce solution using WordPress and

**WooCommerce** Discover the new Onboarding wizard that makes complex processes user-friendly  
**Manage** your online store and expand its functions using plugins

**Description** Building an online store is often considered to be a difficult, complex task. Using the combination of WordPress and the WooCommerce plugin, this is no longer the case.

WooCommerce is the most popular e-commerce platform for WordPress and is being rapidly developed by WooThemes. It provides a strong e-commerce solution to set up your own online store in just a couple of hours. This easy and practical book will help you make the most of WooCommerce to be able to set up and run your online store yourself. Installing WooCommerce is an easy task, but this book will explain in detail all the possible settings. After that you'll be adding products, different payment methods, and shipping solutions to your store. You will then customize your store by adding themes to change the look and feel. Once your store is running, you'll learn how to use discount coupons, process your orders, look at reports, and even expand the functionality further with additional plugins. By the end of the book, you will learn everything you need to add a fully functional online store to your WordPress website and start running an online business.

**What you will learn**  
Use WooCommerce settings to set up the behavior of the online store  
Get familiar with the downloadable and variable products  
Set up shipping and payment methods  
Use discount coupons for marketing purposes  
Choose the right WooCommerce theme for your online store  
Customize your website using the Storefront theme as a base  
Handle orders, payments, and emails on a daily basis with ease  
Work with WooCommerce reporting possibilities  
Expanding your online store with the functionalities offered by WooCommerce

**About the Author** Robbert Ravensbergen is an experienced e-commerce and IT manager. He has been working in several international roles for various companies. He's also a passionate writer and blogger. WordPress, WooCommerce, and Magento are the topics that he writes about. Robbert released several books about Magento and WooCommerce for Packt Publishing during the last couple of years. Besides this, he's an important writer in the Netherlands and well known for his understandable books for beginners about WordPress. Readers can reach Robbert on his personal blog at <http://www.joomblocks.com>.

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Setting Up WooCommerce  
Creating Your First Products  
Using Downloadable Products and Variations  
Payments, Shipping, and Coupons  
Working with WooCommerce Themes  
Customizing a WooCommerce Theme  
Running Your Online Store  
More Possibilities Using Plugins

## Book Information

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## Customer Reviews

WooCommerce was eating my lunch while setting it up on one of my websites. I'm not a novice to web development - but not all that experienced in the WordPress world. I got the book to help me become more proficient. It is well written and I believe is going to just fit the bill for what I needed.

Keeping in mind that this is not written for a developer, but for an experienced WordPress user, this an excellent introduction to setting up a WooCommerce store. It walks you through all the settings you need to know, and even recommends paid plugins that might be useful for different tasks along the way.

A good book for those that know a little about WordPress and are new to WooCommerce. A good start.

Just what I needed to get our website up and going.

very helpful

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