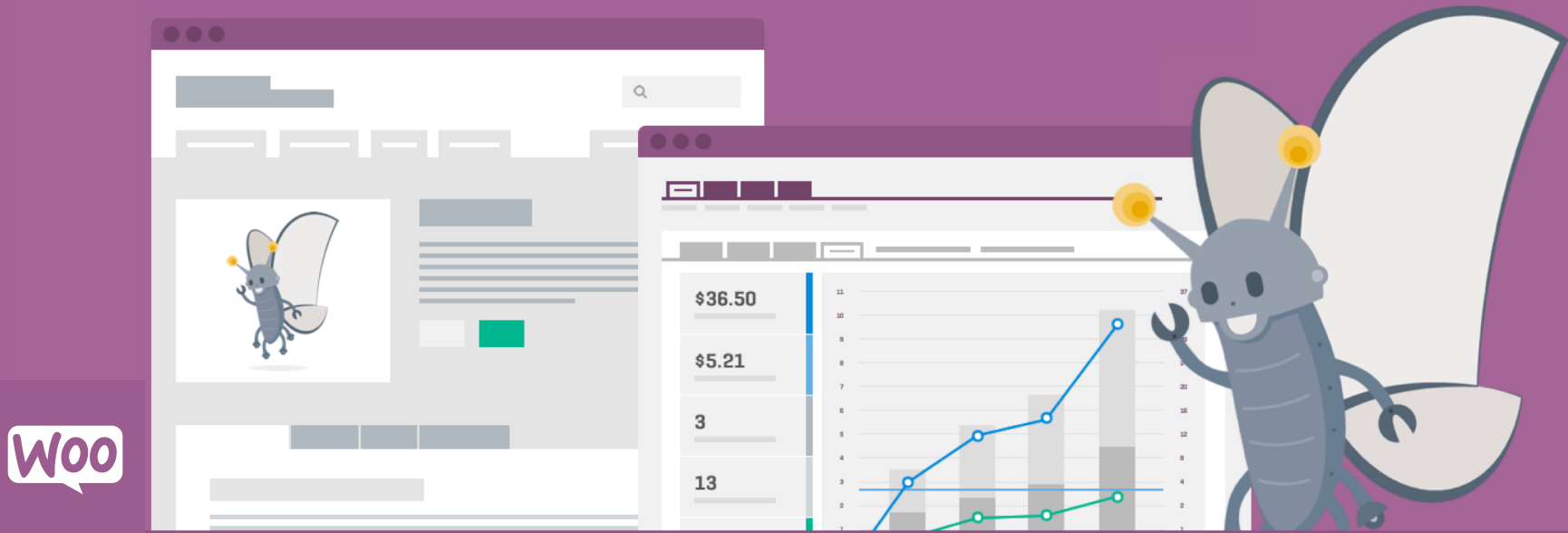


# WooCommerce Documentation

# Introduction



WooCommerce is a free eCommerce plugin that allows you to sell anything, beautifully. Built to integrate seamlessly with WordPress, WooCommerce is the world's favorite eCommerce solution that gives both store owners and developers complete control.

# System Requirement

- **PHP version 7** or greater
- **MySQL version 5.6** or greater OR MariaDB version 10.0 or greater
- [WordPress memory limit of 128 MB or greater](#)
- **CURL or fsockopen support**, used by WooCommerce and by several of our integrations, e.g. for PayPal IPN
- (optional) An **SSL certificate** if you choose to install any direct payment gateways
- (optional) Some plugins for WooCommerce require **SOAP**
- Multibyte String support if you're running a non-English store.

You should also check [WordPress requirements](#).

# Installation

## AUTOMATIC INSTALLATION

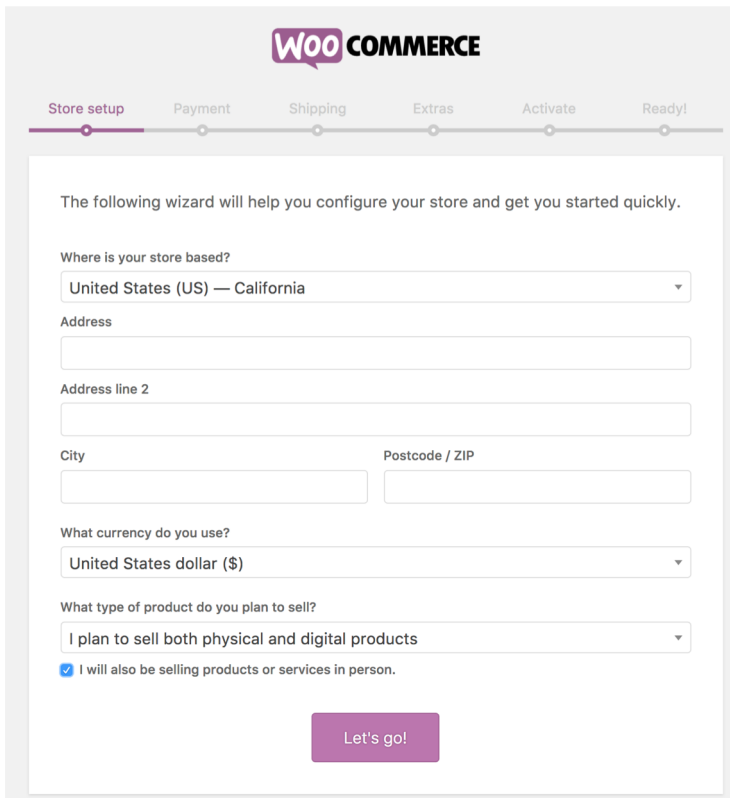
- Login to your WordPress admin panel, go to **Plugins > Add New**
- In the search field type “WooCommerce” and click **Search Plugins**
- Once you’ve found the plugin, install it by simply clicking **“Install Now”**

## MANUAL INSTALLATION

- **Download** the plugin to your computer. <https://wordpress.org/plugins/woocommerce/>
- **Unzip** the file.
- Using an FTP program, or your hosting control panel, upload the unzipped plugin folder to your WordPress installation’s **wp-content/plugins** directory.
- **Activate** the plugin from the Plugins menu within the WordPress admin.

# WooCommerce Setup Wizard

Immediately after activating the plugin, you are taken to the Setup Wizard. You can use the wizard, or skip it and set up everything manually.

The screenshot shows the 'Store setup' step of the WooCommerce Setup Wizard. At the top, the 'WooCommerce' logo is displayed. Below it is a progress bar with six steps: 'Store setup' (highlighted in purple), 'Payment', 'Shipping', 'Extras', 'Activate', and 'Ready!'. The main content area contains the following fields and options:

- A heading: 'The following wizard will help you configure your store and get you started quickly.'
- A dropdown menu for 'Where is your store based?' with 'United States (US) — California' selected.
- A text input field for 'Address'.
- A text input field for 'Address line 2'.
- Two text input fields for 'City' and 'Postcode / ZIP'.
- A dropdown menu for 'What currency do you use?' with 'United States dollar (\$)' selected.
- A dropdown menu for 'What type of product do you plan to sell?' with 'I plan to sell both physical and digital products' selected.
- A checked checkbox with the label 'I will also be selling products or services in person.'
- A purple button at the bottom labeled 'Let's go!'.

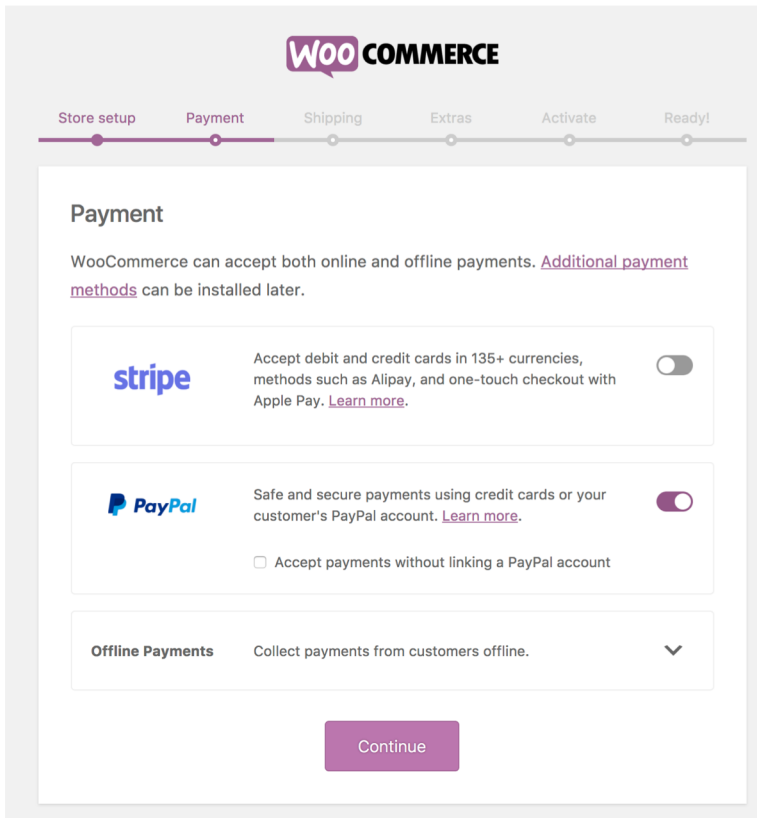
## [1] Store setup

The first page asks you:

- Location and currency of your store
- What type of goods you plan to sell
- Whether you sell goods and services in person

Source: <https://docs.woocommerce.com/document/woocommerce-setup-wizard/>

# WooCommerce Setup Wizard



The screenshot shows the 'Payment' step of the WooCommerce Setup Wizard. At the top, a progress bar indicates the sequence: Store setup, Payment (current), Shipping, Extras, Activate, and Ready!. The 'Payment' section title is followed by a paragraph stating that WooCommerce can accept both online and offline payments, with a link to 'Additional payment methods' for later installation. Below this, there are three payment method options, each with a logo, description, and a toggle switch:

- stripe**: Accept debit and credit cards in 135+ currencies, methods such as Alipay, and one-touch checkout with Apple Pay. [Learn more.](#) (Toggle is off)
- PayPal**: Safe and secure payments using credit cards or your customer's PayPal account. [Learn more.](#) (Toggle is on). Below this, there is a checkbox labeled 'Accept payments without linking a PayPal account' which is currently unchecked.
- Offline Payments**: Collect payments from customers offline. (Dropdown arrow)

At the bottom of the form is a purple 'Continue' button.

## [2] Payment

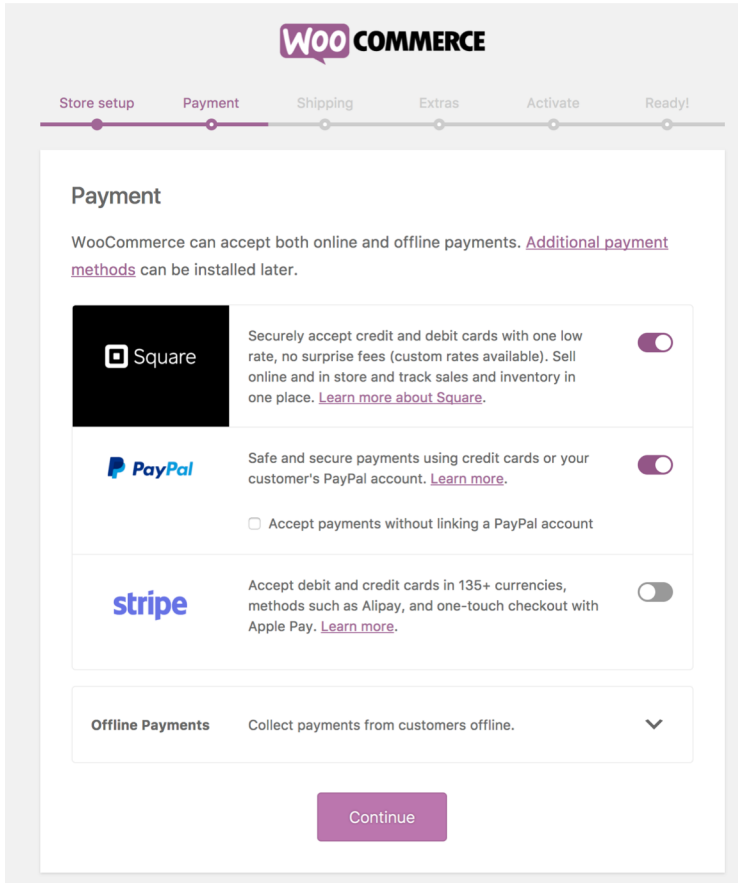
There are a few possible scenarios, depending on:

- Where your store is located
- How you answered the question about selling goods and services in person

**If you did NOT tick the box** for selling in person, you are shown Stripe and PayPal.

Source: <https://docs.woocommerce.com/document/woocommerce-setup-wizard/>

# WooCommerce Setup Wizard



The screenshot shows the 'Payment' step of the WooCommerce Setup Wizard. At the top, a progress bar indicates the steps: Store setup, Payment (current), Shipping, Extras, Activate, and Ready!. The 'Payment' section title is followed by a paragraph: 'WooCommerce can accept both online and offline payments. [Additional payment methods](#) can be installed later.' Below this, there are three payment method options, each with a logo, a description, and a toggle switch:

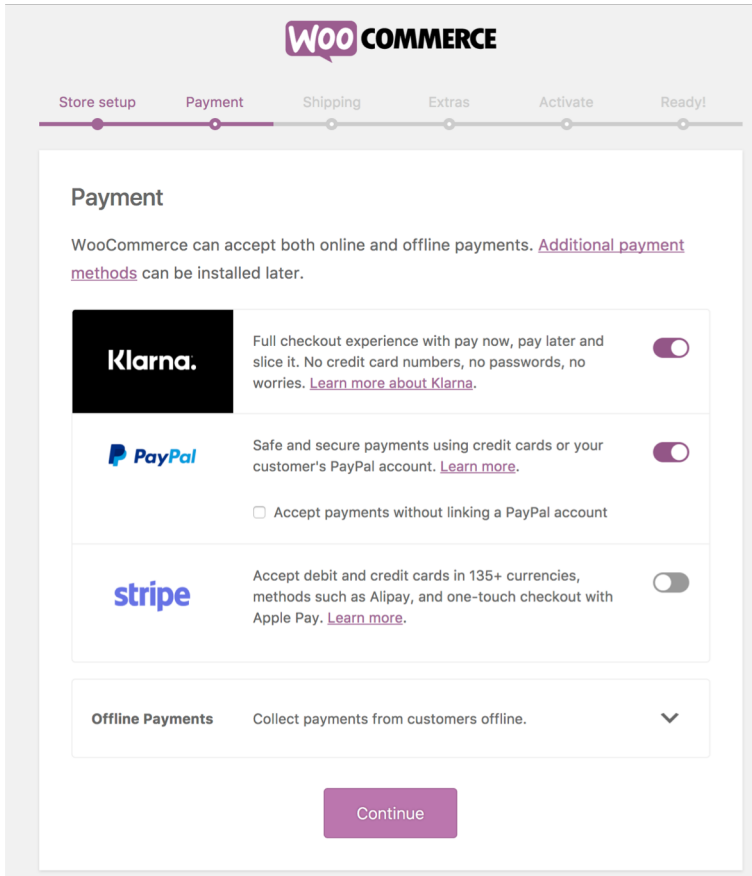
- Square**: Securely accept credit and debit cards with one low rate, no surprise fees (custom rates available). Sell online and in store and track sales and inventory in one place. [Learn more about Square.](#) (Toggle is ON)
- PayPal**: Safe and secure payments using credit cards or your customer's PayPal account. [Learn more.](#) (Toggle is ON)  
☐ Accept payments without linking a PayPal account
- stripe**: Accept debit and credit cards in 135+ currencies, methods such as Alipay, and one-touch checkout with Apple Pay. [Learn more.](#) (Toggle is OFF)

At the bottom, there is an 'Offline Payments' section with a dropdown arrow and a 'Continue' button.

If you **did tick the box for selling in person** – and you live in the U.S., Canada, Australia, Japan or the UK – you are shown Square, PayPal, and Stripe.

Source: <https://docs.woocommerce.com/document/woocommerce-setup-wizard/>

# WooCommerce Setup Wizard



The screenshot shows the 'Payment' step of the WooCommerce Setup Wizard. At the top, a progress bar indicates the steps: Store setup, Payment (current), Shipping, Extras, Activate, and Ready!. The main content area is titled 'Payment' and includes a sub-header 'Payment'. Below this, a paragraph states: 'WooCommerce can accept both online and offline payments. [Additional payment methods](#) can be installed later.' There are three payment method options, each with a logo, a description, and a toggle switch:

- Klarna.** Full checkout experience with pay now, pay later and slice it. No credit card numbers, no passwords, no worries. [Learn more about Klarna.](#) (Toggle is ON)
- PayPal** Safe and secure payments using credit cards or your customer's PayPal account. [Learn more.](#) (Toggle is ON)  
☐ Accept payments without linking a PayPal account
- stripe** Accept debit and credit cards in 135+ currencies, methods such as Alipay, and one-touch checkout with Apple Pay. [Learn more.](#) (Toggle is OFF)

At the bottom, there is an 'Offline Payments' section with the text 'Collect payments from customers offline.' and a dropdown arrow. A 'Continue' button is located at the bottom center of the wizard.

If you are **located in Austria, Denmark, Finland, Germany, the Netherlands, Norway, Sweden, or the UK**, you are also shown Klarna as a payment option.

Source: <https://docs.woocommerce.com/document/woocommerce-setup-wizard/>



# WooCommerce Setup Wizard

Choose how you want to be paid by sliding buttons on/off. All payment gateways offered as in Setup Wizard are free plugins that are auto-installed and activated, if selected.\*

**Klarna** allows you to take payments, if your store is located in Austria, Denmark, Finland, Germany, the Netherlands, Norway, Sweden, or the U.S. and UK. More at: [Klarna Payments](#).

**PayPal Express Checkout** is active in [200+ countries](#), and also offers PayPal Credit for U.S. stores. More at: [PayPal Express Checkout](#).

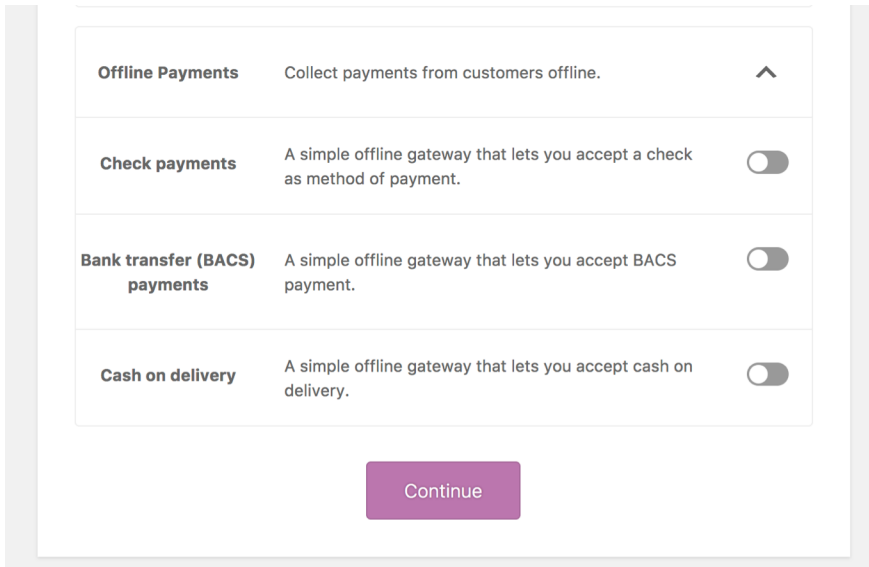
**Square** is a payment system for store owners who also have a physical store and/or want to sell goods and services in person. More at: [WooCommerce Square](#).

**Stripe** supports [25+ countries](#) and [automatic recurring payments](#) for WooCommerce Subscriptions products. The Wizard helps you sign up for a new Stripe account, if you need one. More at: [Stripe for WooCommerce](#).

\*Payment gateways may also be deactivated and uninstalled, if you later decide to not use them. There is no obligation.

Source: <https://docs.woocommerce.com/document/woocommerce-setup-wizard/>

# WooCommerce Setup Wizard



The screenshot shows the 'Offline Payments' section of the WooCommerce Setup Wizard. It features a header with the title 'Offline Payments' and a description 'Collect payments from customers offline.' followed by an upward-pointing arrow icon. Below this, there are three rows of payment methods, each with a title, a description, and a toggle switch:

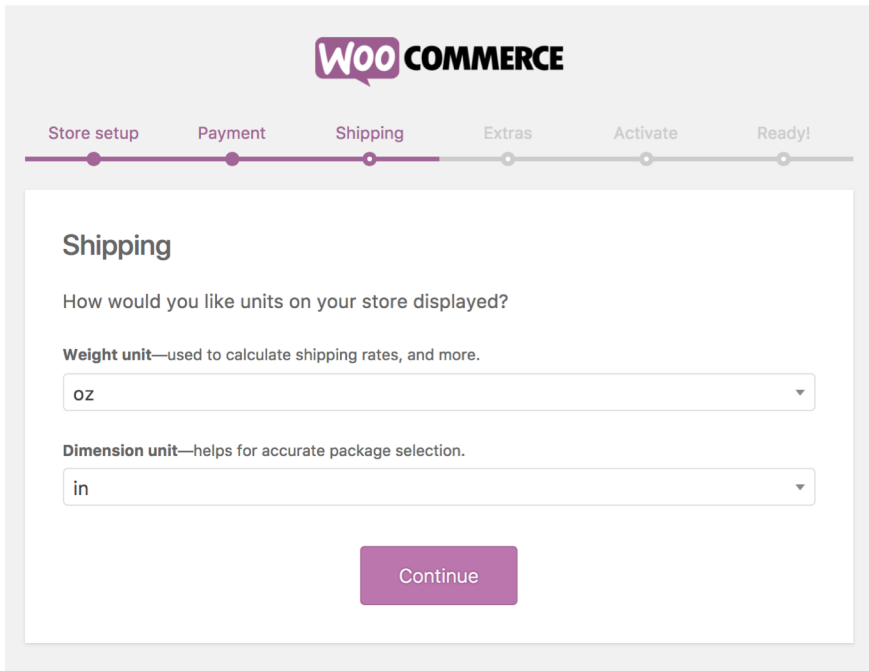
Payment Method	Description	Status
Check payments	A simple offline gateway that lets you accept a check as method of payment.	Enabled
Bank transfer (BACS) payments	A simple offline gateway that lets you accept BACS payment.	Enabled
Cash on delivery	A simple offline gateway that lets you accept cash on delivery.	Disabled

At the bottom of the section is a purple 'Continue' button.

All store owners may also opt to accept **Offline Payments** by toggling the arrow, which opens a panel.

Source: <https://docs.woocommerce.com/document/woocommerce-setup-wizard/>

# WooCommerce Setup Wizard



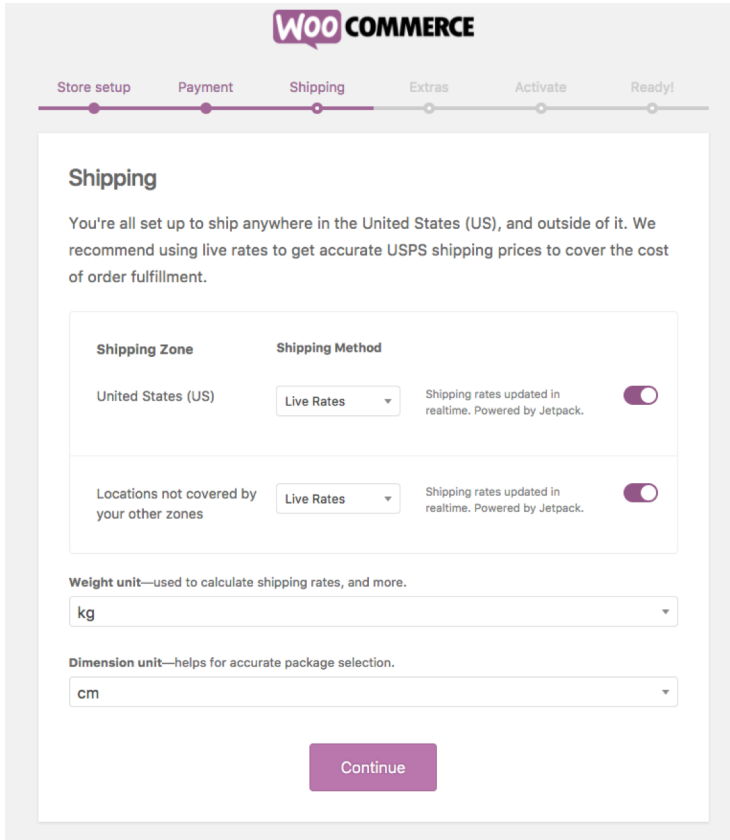
The screenshot shows the WooCommerce Setup Wizard interface. At the top, the 'WooCommerce' logo is displayed. Below it is a progress bar with six steps: 'Store setup', 'Payment', 'Shipping', 'Extras', 'Activate', and 'Ready!'. The 'Shipping' step is currently selected and highlighted. The main content area is titled 'Shipping' and contains the question 'How would you like units on your store displayed?'. Below this, there are two dropdown menus. The first is labeled 'Weight unit—used to calculate shipping rates, and more.' and has 'oz' selected. The second is labeled 'Dimension unit—helps for accurate package selection.' and has 'in' selected. At the bottom of the form is a purple 'Continue' button.

## [3] Shipping

Select a **unit of measurement** for weight and dimensions.

Source: <https://docs.woocommerce.com/document/woocommerce-setup-wizard/>

# WooCommerce Setup Wizard



The screenshot shows the 'Shipping' step of the WooCommerce Setup Wizard. At the top, a progress bar indicates the steps: Store setup, Payment, Shipping (current), Extras, Activate, and Ready!. The main heading is 'Shipping'. Below it, a message states: 'You're all set up to ship anywhere in the United States (US), and outside of it. We recommend using live rates to get accurate USPS shipping prices to cover the cost of order fulfillment.'

There are two sections for shipping configuration:

- Shipping Zone:** 'United States (US)' with a 'Live Rates' dropdown menu. To the right, a toggle switch is turned on, with text: 'Shipping rates updated in realtime. Powered by Jetpack.'
- Locations not covered by your other zones:** 'Live Rates' dropdown menu. To the right, a toggle switch is turned on, with text: 'Shipping rates updated in realtime. Powered by Jetpack.'

Below these sections are two dropdown menus:

- Weight unit—used to calculate shipping rates, and more.** The selected value is 'kg'.
- Dimension unit—helps for accurate package selection.** The selected value is 'cm'.

A 'Continue' button is located at the bottom right of the form.

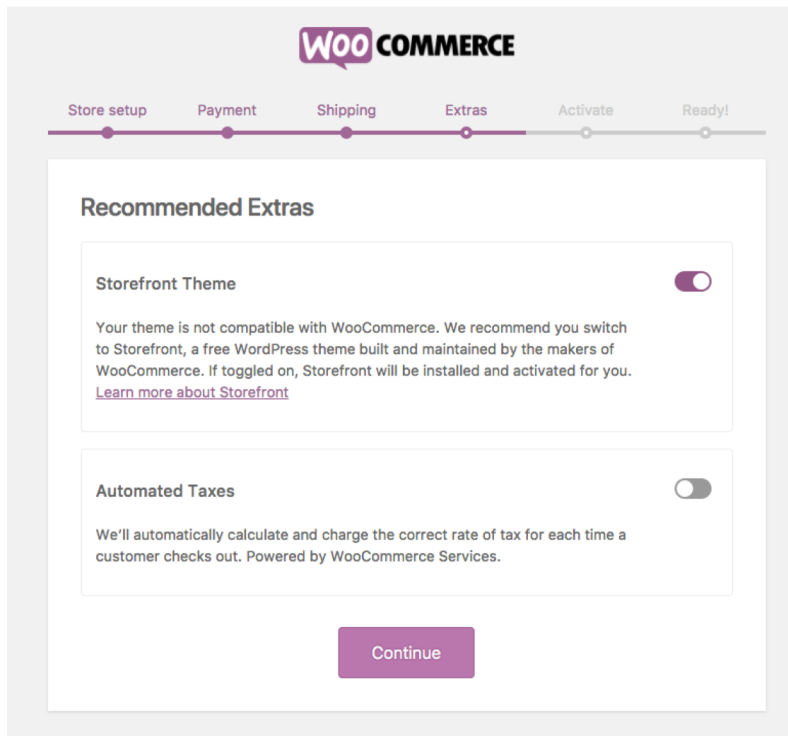
USPS Shipping can be enabled for your store if you reside in the United States. Canada Post rates can be pulled in for calculating shipping, if you're based in Canada.

\*Store owners outside the United States and Canada will not see these options.

If selecting USPS or Canada Post, we recommend following our WooCommerce Services instructions to finish setting up your store. Go to: [WooCommerce Services](#).

Source: <https://docs.woocommerce.com/document/woocommerce-setup-wizard/>

# WooCommerce Setup Wizard



## [4] Extras

### Storefront Theme

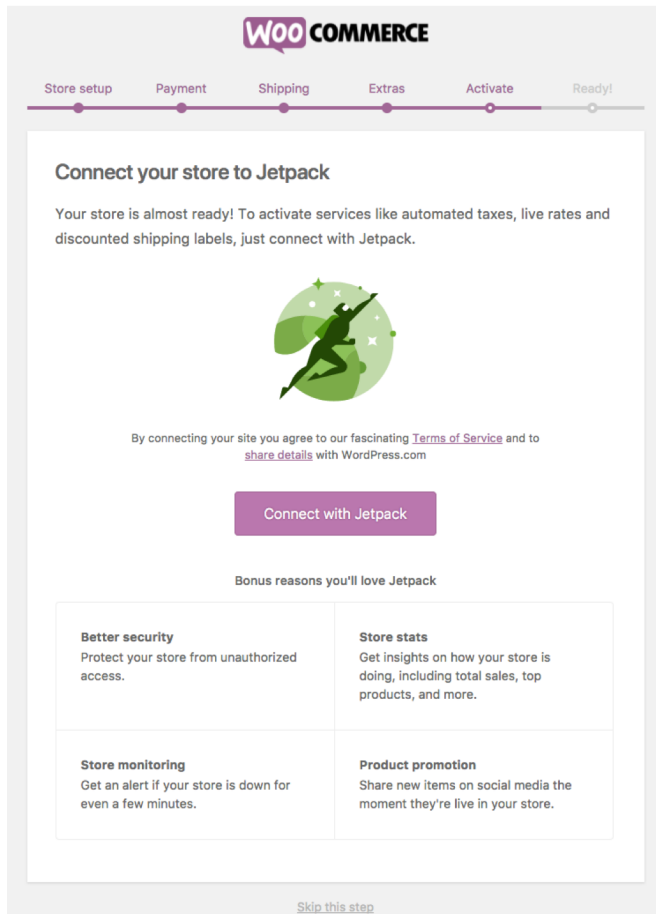
WooCommerce can automatically install and activate the free [Storefront theme](#).

### Automated Taxes

WooCommerce can automatically calculate taxes. If opting out, you need manually enter all tax rates.

Source: <https://docs.woocommerce.com/document/woocommerce-setup-wizard/>

# WooCommerce Setup Wizard



## [5] Activate

Activate the free Jetpack plugin for enhancements to your site and store (optional). More at: [Jetpack features](#).

Source: <https://docs.woocommerce.com/document/woocommerce-setup-wizard/>

# WooCommerce Setup Wizard

The screenshot shows the 'Ready!' step of the WooCommerce Setup Wizard. At the top, the 'WooCommerce' logo is displayed. Below it is a progress bar with six steps: 'Store setup', 'Payment', 'Shipping', 'Extras', 'Activate', and 'Ready!'. The 'Ready!' step is currently selected and highlighted. The main content area has the heading 'You're ready to start selling!'. Below this, there is a text block: 'We're here for you — get tips, product updates, and inspiration straight to your mailbox.' followed by an email input field and a 'Yes please!' button. The next section is titled 'NEXT STEP' and contains two options: 'Create your first product' with a 'Create a product' button, and 'Import products' with an 'Import products' button. At the bottom, there is a link to 'Return to your dashboard'.

## [6] Ready!

Setup Wizard is complete. You have the option to:

**Sign up** for our newsletter.

Select the **Create a Product** button.

Use the Built-in Product Importer to **upload products** via CSV.

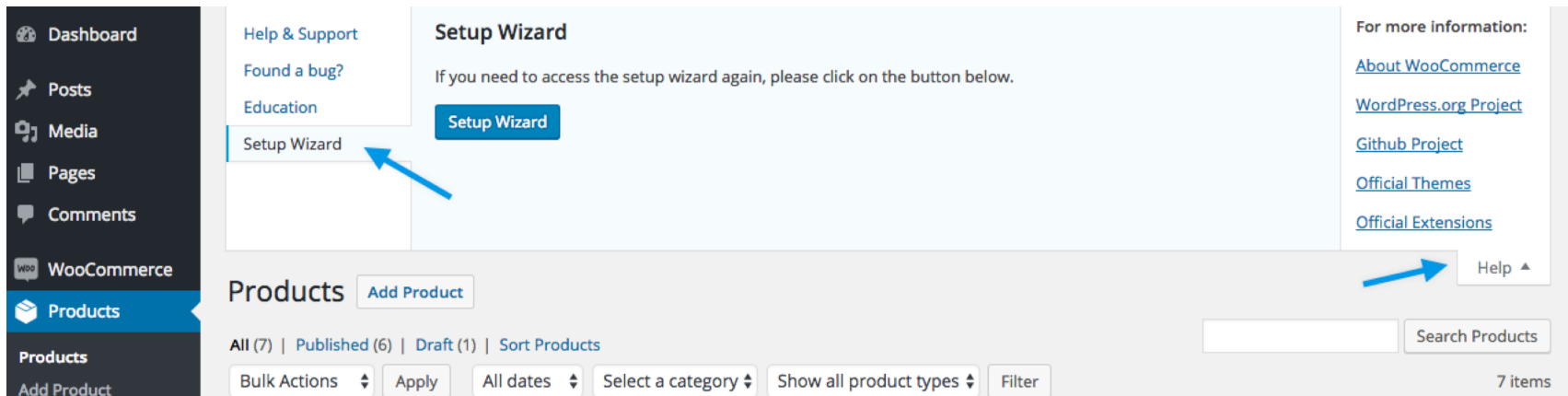
Watch our **WooCommerce Guided Video Tour** or read **Getting Started**.

Source: <https://docs.woocommerce.com/document/woocommerce-setup-wizard/>

# Run the Setup Wizard

You can run the Setup Wizard, if you skipped it when installing WooCommerce.

Go to: **Help > Setup Wizard** and select **Setup Wizard**.



Source: <https://docs.woocommerce.com/document/woocommerce-setup-wizard/>



# Product Types

When adding your product the first thing to ascertain is which type of product it will be.

1. A **Simple** product, covers the vast majority of any products you may sell. Simple products are shipped and have no options. For example, a can of drink.
2. A **Grouped** product, a collection of related products which can be purchased individually. For example, a PS3 could be a grouped product as there are 80GB, 120GB and 200GB variations of that same parent product.
3. An **External** or **Affiliate** product, one which you list and describe on your web site, but is sold elsewhere.
4. A **Variable** product, a product which has several different variations, each of which may have a different SKU, price, stock options etc. For example a tshirt available in several different colours and/or sizes.

source: <http://docs.woothemes.com/document/managing-products/>

# Adding Your First Product

- ✓ Login to your WordPress admin panel, go to **Products > Add New**
- ✓ Add Product **Title**
- ✓ Add Product **Description**
- ✓ Add Product **Price** (Regular Price & Sale Price)
- ✓ Choose Product **Category**
- ✓ Add/Upload **Featured Image**
- ✓ Click **Publish** button
- ✓ **(optional)** Choose Product Gallery
- ✓ **(optional)** Add Product Short Description
- ✓ **(optional)** Add Product Tags
- ✓ **(optional)** Working with Product Data Tabs (Inventory, Shipping, Linked Products, Attributes, and Advanced tabs)

The screenshot shows the 'Edit Product' page for 'Sectional Sofa Decor'. The left sidebar contains the WordPress admin menu with 'Products' highlighted. The main content area includes the product title, description, price fields, product data tabs, custom fields, and various optional sections like product categories, tags, gallery, and image. A red arrow points to the 'Update' button in the top right corner.

# Adding Product Images and Galleries

(part 1 of 2)

## THE FEATURED IMAGE

The featured post image is the **primary image** for your product. It is the image which will be displayed within your product loops (IE on product categories, up sells, related products etc) and the initial focus of the image gallery on your product details page.

## THE PRODUCT GALLERIES

Product galleries simply display all images attached to a product, with the Featured Image being the primary image.

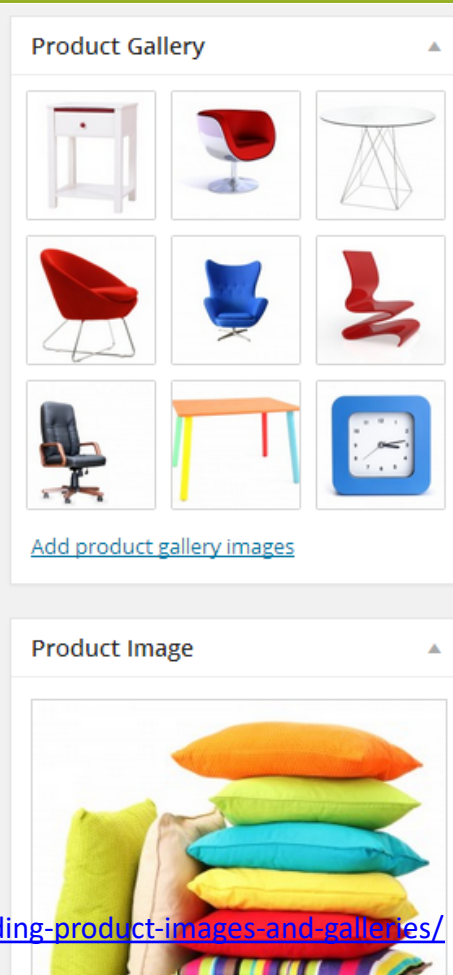
You can create a product gallery using the same method as adding a featured image, rather using the **Product Gallery** meta box instead.

## RE-ORDER AND REMOVING IMAGES FROM PRODUCT GALLERIES

Images in the product gallery can be re-ordered easily via **drag and drop**. Simply re-order your images by moving them around.

To remove an image from the product gallery, hover over the image and click on the **red "x"**.

source: <http://docs.woothemes.com/document/adding-product-images-and-galleries/>



# Adding Product Images and Galleries

(part 2 of 2)

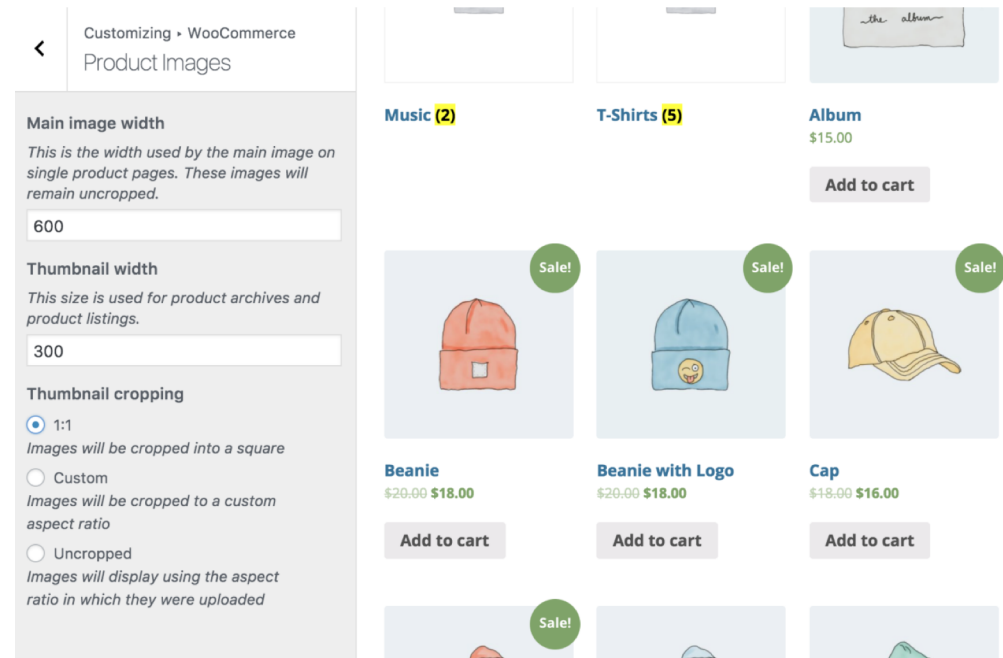
## IMAGE DIMENSION SETTINGS

The customizer houses the options which control thumbnails in WooCommerce.

Go to WordPress Dashboard > Appearance > Customize > WooCommerce > Product Images

If the theme is declaring image sizes, the top section will be hidden and only the cropping option will be visible.

Changing the cropping option, or widths, will update the preview on the right side to show how things will look. Changes will not be visible to customers until the customizer is 'published' and the thumbnails have been regenerated to the new dimensions.



source: <https://docs.woocommerce.com/document/image-sizes-theme-developers/>

# Adding Product Images and Galleries

(part 2 of 2)

The thumbnail cropping section in the customizer allows store owners to select one of three cropping ratio settings for images in the catalog:

- 1:1 (Square cropping)
- Custom (Store owner can enter a custom aspect ratio)
- Uncropped (Preserve single image aspect ratio)

Actual image dimensions are then calculated based on the cropping option selected, and the image width.

source: <https://docs.woocommerce.com/document/image-sizes-theme-developers/>

# Adding Virtual and Downloadable Product

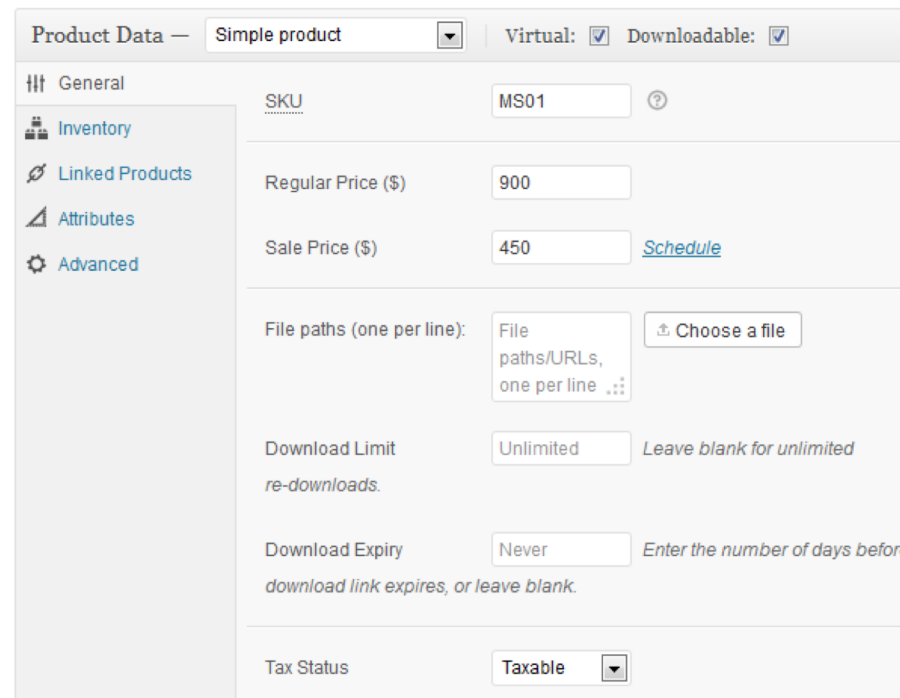
## ADDING A VIRTUAL PRODUCT

When adding a simple product, you can check the 'virtual' box in the product type panel. This will remove un-necessary fields (such as **shipping** and **dimensions**).

## ADDING A DOWNLOADABLE PRODUCT

When adding a simple product, you can check the 'downloadable' box in the product type panel. This will add two new fields:

1. **File path** – path or url to your downloadable file.
2. **Download limit** – a limit for the number of times the customer can download the file. Left blank for unlimited downloads.



The screenshot shows the 'Product Data' panel for a 'Simple product'. The 'Virtual' and 'Downloadable' checkboxes are both checked. The 'General' tab is selected, showing fields for SKU (MS01), Regular Price (\$900), and Sale Price (\$450). The 'Downloadable' section is expanded, showing 'File paths (one per line)' with a 'Choose a file' button, 'Download Limit' set to 'Unlimited', and 'Download Expiry' set to 'Never'. The 'Tax Status' is set to 'Taxable'.

For maximum flexibility, downloadable products also incur a shipping cost (if for example you were offering both a packaged version, and a downloadable version of a product this would be ideal). You can also check the 'virtual' box if the downloadable product is not shippable.

source: <http://docs.woothemes.com/document/managing-products/>

# Adding an External Product

Choose '**External/Affiliate**' from the product type drop down. This will remove unnecessary tabs such as tax and inventory and insert a new **Product URL field**. This is the destination at which users can purchase the product. Rather than add to cart buttons, they will see a **read more button** directing them to this URL.

The screenshot shows the 'Product Data' meta box in the WordPress admin interface, specifically for an 'External/Affiliate product'. The left sidebar contains tabs for 'General', 'Linked Products', 'Attributes', and 'Advanced'. The 'General' tab is active. The main area contains the following fields:

- SKU:** A text input field with the value 'MS01' and a help icon.
- Product URL:** A text input field with the value 'http://thefore' and a placeholder text 'Enter the external URL to the product.'
- Button text:** A text input field with the value 'Purchase This' and a placeholder text 'This text will be shown on the button linking to the external product.'
- Regular Price (\$):** A text input field with the value '900'.
- Sale Price (\$):** A text input field with the value '450' and a 'Schedule' link.
- Tax Status:** A dropdown menu with 'Taxable' selected.
- Tax Class:** A dropdown menu with 'Standard' selected.

source: <http://docs.woothemes.com/document/managing-products/>

# Adding an Grouped Product

A grouped product is created in much the same way as a simple product. The only difference in fact is choosing **“Grouped”** from the **Product Type** dropdown in the General tab. Upon choosing this the price several fields will disappear, this is fine, you’ll be adding these fields to the individual child products. Once you’re happy with the grouped (parent) product, publish it and come back to the Add New Product page.

Now you need to **add the child product** which sits within the grouped product. The only information you’re required to fill in here is the following:

For example (adding child product):

**Title:**

E.G. Playstation 3 80 GB

**Product Type:**

Simple

**Grouping (inside the Linked Products tab):**

Choose your grouping (E.G. Playstation 3) from the select box.

source: <http://docs.woothemes.com/document/managing-products/>



# Adding a Variable Product (Product Variations)

(part 1 of 2)

**Variable products** are a great feature of WooCommerce for offering **variations of a product** with different prices, stock and more. They can be used for offering variations of a product e.g. a large t-shirt vs a small t-shirt. Each variation can have different properties and prices.

## Adding attributes for variations

### SET THE PRODUCT TYPE

To add a variable product first selection the type **'variable'** from the product type dropdown. The interface will change to reflect your selection.

### DEFINE VARIATION ATTRIBUTES

On the attributes tab add some attributes to your product – you can use global attributes or define some custom ones specific for your product.

Make sure to assign all values of the attribute to the variable product which will become options and **check the 'variation' checkbox** on each attribute to tell WooCommerce its for your variations.

**IMPORTANT: At this point you need to save your product**

source: <http://docs.woothemes.com/document/product-variations/>

The image contains two screenshots of the WooCommerce 'Product Data' tab for a 'Variable product'. The top screenshot shows the 'Attributes' sub-tab with a sidebar on the left containing links for General, Inventory, Shipping, Linked Products, Attributes, Advanced, and Variations. In the main area, there is a 'Save attributes' button and a 'Custom product attribute' dropdown menu with an 'Add' button highlighted by a red box. The bottom screenshot shows the 'Attributes' sub-tab with a sidebar on the left. In the main area, a new attribute named 'color' is being added. The 'Name' field is 'color'. The 'Value(s)' field contains 'Black' and 'Yellow', each with a delete icon (X). Below the 'Value(s)' field, there are 'Select all' and 'Select none' buttons, and an 'Add new' button. A checkbox labeled 'Used for variations' is checked and highlighted by a red box. At the bottom, there is a 'Save attributes' button and a 'Custom product attribute' dropdown menu with an 'Add' button.

# Adding a Variable Product (Product Variations)

(part 2 of 2)

## ADD VARIATIONS

After saving your product you can now begin to add variations, or link all possible variations. To add a variation, click the **'add variation'** button. A new blank row will appear ready for you to input the data.

If the sku, weight, dimension, and stock fields are not set then it simply inherits the values assigned to the parent variable product. **Price fields must be set per product.**

## BULK EDITING

Above the variations you have access to some bulk editing tools to speed up data input

## LINKING POSSIBLE VARIATIONS

Instead of adding each variation one at a time, you can click the **'link all variations'** button. This will create a new variation for each and every possible combination of variation attributes (max 50 per run).

So if your example you had 2 attributes – colour (with values blue and green) and size (with values large and small) it will create the following variations:

Large Blue, Large Green, Small Blue, Small Green

## SETTING DEFAULT VARIATIONS

On the frontend, variations need to be selected before an add to cart button is displayed. However, if you **define a default variation** to use then it will be displayed immediately

source: <http://docs.woothemes.com/document/product-variations/>

Product Data — Variable product

Bulk edit: Toggle "Enabled" Go Expand all Close all

#1442 — Any Color... Remove

SKU: [?]

Stock Qty: [?]

Regular Price: (£) Sale Price: (£) Schedule

Variation price (re) [?]

Weight [?] Dimensions (LxWxH)

0.00 0 0 0 0

Shipping class: Tax class:

Same as parent Standard

Default selections: No default Color... Link all variations Add Variation

Bulk edit: Prices Go Expand all Close all

T-SHIRT COLOUR Black

T-SHIRT SIZE Small

## THE RESULTS ON THE FRONTEND

Default selections: Large

# Managing Product Categories, Tags and Attributes

## PRODUCT CATEGORIES

Categories are managed from the **Products > Product Categories** screen. Just like post categories, you can add, delete and edit your categories here, however, unlike post categories you can also upload an image to be associated with the category. Category images will be shown on the frontend if you turn on 'subcategories' in WooCommerce > Settings > Catalog.

**Categories can also be re-ordered by dragging and dropping them** – this order will be used by default on the frontend whenever the categories are listed. This includes both widgets and the subcategory view on product pages.

## PRODUCT TAGS

Product tags work in exactly the same way as post tags.

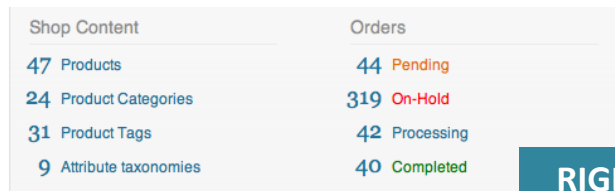
## PRODUCT ATTRIBUTES

Attributes are pieces of data which can add more technical information to a product and help users further refine your catalog while browsing / searching. Creating an attribute set is done in a similar way to a category. For now we'll describe attributes and their primary benefit with a hypothetical example. Additionally, attributes are a key component of authoring **variable products**.

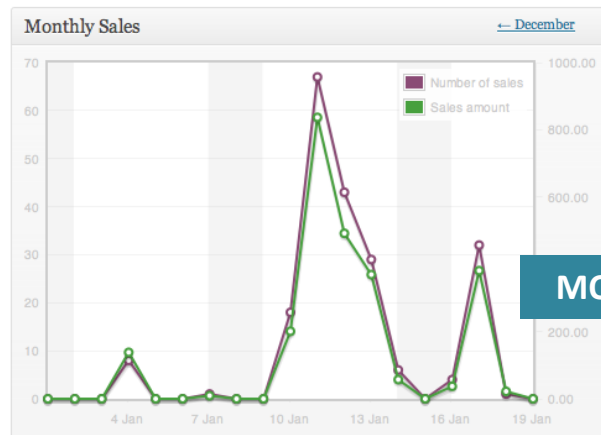
source: <http://docs.woothemes.com/document/managing-product-taxonomies/>

# WooCommerce – Dashboard Modules

The WordPress dashboard is usually the first thing you see when logging in. Upon activation, WooCommerce will install several dashboard widgets giving you an easy to access overview of your store. To customise the displayed widgets, or adjust the number of widget columns, click **“Screen Options”** at the top right of the screen.



RIGHT NOW WIDGET



MONTHLY SALES WIDGET

RECENT ORDERS WIDGET

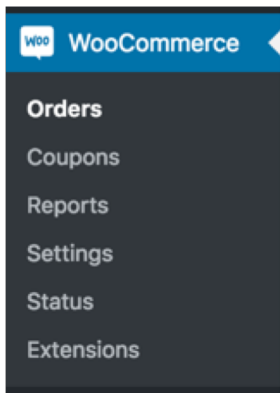
WooCommerce recent orders		
January 2012 03:19:10 PM	Completed	
Wednesday 18th of January 2012 03:00:06 PM	Cancelled	
0 items - Total: £149.00		
Wednesday 18th of January 2012 02:59:42 PM	Cancelled	
0 items - Total: £149.00		
Wednesday 18th of January 2012 02:49:17 PM	Cancelled	
0 items - Total: £149.00		

RECENT REVIEWS WIDGET

WooCommerce recent reviews		
Barbie Fashion Show: An Eye for Style reviewed by admin	★★★★★	
Test 11 [...] reviewed by jay	★★★★★	
Beyond the Moon reviewed by admin	★★★★★	
Working? [...] reviewed by admin	★★★★★	
Beyond the Moon reviewed by admin	★★★★★	
Test11 11 [...] reviewed by admin	★★★★★	
Beyond the Moon reviewed by admin	★★★★★	
Test [...] reviewed by admin	★★★★★	

source: <http://docs.woothemes.com/document/woocommerce/>

# WooCommerce – Menu Items



## Orders Section

The orders section is used for viewing and managing orders. You can also manually add orders from here.

## Reports Section

From the reports section you can view sales, customer, and stock reports.

## Coupons Section

From the coupons section you can view and add coupons. Coupons can be used by customers on the cart/checkout for discounts.

## Settings

Contains all the settings used to configure WooCommerce – this includes page setup, catalog setup, tax, shipping and payment gateways.

## System Status

The System Status page is a useful reference when contacting support you can conveniently download the System Status Report and attach this to your support ticket. This will enable us to get an all-in-one glimpse at your setup should we need to assist with troubleshooting.

source: <http://docs.woothemes.com/document/woocommerce/>

# WooCommerce – Orders Management

The orders section (**WooCommerce > Orders**) is used for viewing and managing orders. You can also manually add orders from here.

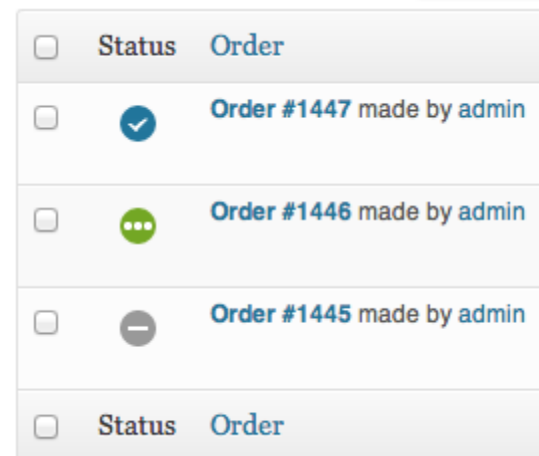
Orders are created when a customer completes the checkout process and are visible by Admin and Shop Manager users only.




Each order is given a unique **Order ID**.

An order also has a **status**. The order statuses let you know how far along the order is, starting from *pending* and ending with *complete*.

The following order statuses are used:

- **Pending** – Order received (unpaid)
- **Failed** – Payment failed or was declined (unpaid)
- **Processing** – Payment received and stock has been reduced- the order is awaiting fulfilment
- **Completed** – Order fulfilled and complete – requires no further action
- **On-Hold** – Awaiting payment – stock is reduced, but you need to confirm payment
- **Cancelled** – Cancelled by an admin or the customer – no further action required
- **Refunded** – Refunded by an admin - no further action required



<input type="checkbox"/>	Status	Order
<input type="checkbox"/>		Order #1447 made by admin
<input type="checkbox"/>		Order #1446 made by admin
<input type="checkbox"/>		Order #1445 made by admin
<input type="checkbox"/>	Status	Order

source: <http://docs.woothemes.com/document/managing-orders/>

# WooCommerce – Reports Management

The orders section (**WooCommerce > Reports**) in WooCommerce gives you the ability to see your stores performance from month to month using graphs and stats. Currently the reports section comprises of 4 sections; **sales**, **coupons**, **customers** and **stock**.

## Sales Reports

Sales reports are for viewing sales amounts and totals, as well as viewing top sellers and top earners. There are several sub-sections of reports shown below.

[Sales](#)[Coupons](#)[Customers](#)[Stock](#)

**Overview** | [Sales by day](#) | [Sales by month](#) | [Taxes by month](#) | [Product Sales](#) | [Top sellers](#) | [Top earners](#) | [Sales by category](#)

## Coupon Reports

The coupons report section contains an overview of total orders containing coupons, percent of orders containing coupons, total coupon discount, most popular coupons, greatest discount amount

## Customer Reports


The customers report section contains an overview of total customers, total customer sales, total guest sales, total customer orders, total guest orders, average orders per customer

## Stock Reports

Stock reports list your low stock and out of stock items as well as the actual quantity left in stock.

source: <http://docs.woothemes.com/document/reports/>

# WooCommerce – Coupon Management

 Add New Coupon

Coupon Data

Coupon description

Optionally enter a description for this coupon for your reference.

Discount type

Cart % Discount

⌵

Coupon amount

25

⌵

Enter an amount or percentage e.g. 2.99 or 15%

Enable free shipping

☒ Check this box if the coupon grants free shipping. The [free shipping method](#) must be enabled with the "must use coupon" setting checked.

Individual use

☐ Check this box if the coupon cannot be used in conjunction with other coupons.

Apply before tax

☐ Check this box if the coupon should be applied before calculating cart tax.

Exclude sale items

☐ Check this box if the coupon should not apply to items on sale. Per-item coupons will only work if the item is not on sale. Per-cart coupons will only work if there are no sale items in the cart.

Minimum amount

No minimum

⌵

This field allows you to set the minimum subtotal needed to use the coupon.

Products

?

Exclude products

?

Coupons can be managed from the **WooCommerce > Coupons** screen. From there you will see the list of existing coupons, or have the option of setting up a new coupon by clicking the **Add Coupon** link at the top of the screen.

## FAQ

### How do I exclude certain products from a coupon?

Create a new coupon and set Discount type to **Product Discount** or **Product % Discount**. Now add the products or categories you wish to exclude from the coupon. Everything else is the same as a normal coupon.

source: <http://docs.woothemes.com/document/coupon-management/>



# WooCommerce – General Settings

(part 1 of 3)

## BASE COUNTRY/REGION

This defines your shops base country (i.e. the country you are based in as a seller). It determines default tax rates and customer locations.

## CURRENCY

Choose the currency of the store

## ALLOWED COUNTRIES

Here you can select whether you want to sell/ship to too countries, or a select few – useful if only trading within your own country for instance. Customers outside your allowed countries will not be able to checkout.

## SPECIFIC COUNTRIES

Define the countries you're willing to sell/ship to. You must set the "Allowed Countries" option to **"Specific Countries"**.

## STORE NOTICE

Enable site-wide store notice text by selecting the checkbox then editing your message below. This message will show up across the top of your site and can be stylized by adding the following class to your custom CSS: `p.demo_store {background: white;}` (for example)

source: <http://docs.woothemes.com/document/woocommerce/>

# WooCommerce – General Settings

(part 2 of 3)

## CART, CHECKOUT AND ACCOUNTS

Enable a coupon field or a comments field at the checkout and enable guest checkout (no account/registration required) or force secure checkout. If you select the option to force SSL/HTTPS an SSL Certificate is required.

It goes without saying that if you're using a direct payment gateway (such as PayPal Pro, which transfers credit card details) you must be using SSL and should be looking at PCI compliance.

Fortunately, SSL certificates are inexpensive and your host will be able to install one for you providing your server meets other security requirements.

## REGISTRATION

Here you can allow registration on the checkout page or 'My Account' page and enable the option to register using the email address as the user name.

## CUSTOMER ACCOUNTS

Choose whether to:

- Prevent customers from accessing WordPress admin
- Clear cart when logging out
- Allow customers to repurchase orders from their Account Page

source: <http://docs.woothemes.com/document/woocommerce/>

# WooCommerce – General Settings

(part 3 of 3) – Handle Digital/Downloadable Products

**WooCommerce > Settings** contains several downloadable product options. The most important option is the file download method. You have 3 choices:

- **Redirect only** – When users download a file, their link redirects to the file.
- **Force download** – File downloads are forced using PHP.
- **X-Sendfile** – Downloads are served by Apache. Requires the X-Sendfile module (not all servers have this).

To ensure files are protected from direct linking, Force Download can be used. Files will be served by PHP. However, if your files are large, or server is underpowered, you may experience timeouts during download – in this case you would need to either look at your server or use the redirect method.

If your server supports it, use X-Sendfile; its the most reliable method. Apache serves the download giving you the best performance. Files are also protected by a .htaccess file making this method secure.

The next option is “**Download require login**“. This will only allow logged in users to download – non logged in users will need to login. Its important to disable guest checkout if this option is enabled, as guests cannot download.

“**Grant access to downloadable products after payment**” will grant access to files after payment, rather than after the order is ‘completed’.

## Downloadable Products

File Download Method



Force Downloads

Access Restriction

☐ Downloads require login

*This setting does not apply to guest purchases.*

☒ Grant access to downloadable products after payment

*Enable this option to grant access to downloads when order is completed.*

source: <http://docs.woothemes.com/document/digitaldownloadable-product-handling/>

# WooCommerce – Catalog Settings

Go to [WooCommerce](#) > [Settings](#) > [Catalog](#)

## CATALOG OPTIONS

The Catalog options allow you to adjust settings for your shop pages. Here you can determine the ‘Default Product Sorting’ for products by: custom ordering + name, popularity, average rating, or asc/desc price.

Define ‘Shop Page Display’ to show products, sub categories or both as well as the ‘Default Category Display’.

Add to cart options include the ability to enable a redirect to the cart page after a product is added or whether or now you want to display the ‘Add to Cart’ buttons on the archive product pages.

## PRODUCT DATA

Here you can chose to enable product SKU / weight / dimension fields on the backend and whether to display that meta information on the frontend in the ‘Additional Information’ tab.

## PRODUCT RATINGS

Determine whether you would like to enable ratings on reviews, whether or not they are required when leaving a review and whether you’d like to show “verified owner” labels for customer reviews.

## PRICING OPTIONS

Define where the currency symbol should be placed and other options such as the decimal separator and whether to remove the zeros or not.

## IMAGE OPTIONS

The image options define the size of your product images and thumbnails.

**After you have adjusted the settings, be sure to scroll to the bottom of the page to [Save Changes](#).**

# WooCommerce – Pages Settings

Go to WooCommerce > Settings > Pages

## PAGE SETUP

Specify the base page for your shop, choose a title for it and specify your terms page (optional).

## SHOP PAGES

Here you specify your WooCommerce specific pages. These will be populated by default once the plugin is activated should you choose to use the automatic set up option. You can change these pages to better suit your store.

**Don't forget to Save Changes!**

### Page Setup

Set up core WooCommerce pages here, for example the base page. The base page can also be used

Shop Base Page	<input type="text" value="Shop"/>
Terms Page ID	<input type="text" value="Terms &amp; Conditions"/>

### Shop Pages

The following pages need selecting so that WooCommerce knows where they are. These pages should be selected.

Cart Page	<input type="text" value="Cart"/>
Checkout Page	<input type="text" value="Checkout"/>
Pay Page	<input type="text" value="Checkout → Pay"/>
Thanks Page	<input type="text" value="Order Received"/>
My Account Page	<input type="text" value="My Account"/>

source: <http://docs.woothemes.com/document/woocommerce/>

# WooCommerce – Inventory Settings

Go to [WooCommerce](#) > [Settings](#) > [Inventory](#)

## MANAGE STOCK

The main option on this tab is to declare whether your store should manage stock or not.

## HOLD STOCK

You can manage how long you hold stock for unpaid orders. When the customer adds a product to the cart, the stock is reduced and held for x amount of minutes before the item will be released from the cart and the item stock replenished. If you do not want this option, you can leave this field blank.

## NOTIFICATIONS, STOCK THRESHOLD AND VISIBILITY

If Stock Management is enabled you can then define stock notifications for low / out of stock, set the thresholds and whether to hide products on the storefront if they are out of stock.

Finally, set the format for the stock status displayed on your shop.

**Don't forget to Save Changes!**

### Inventory Options

Manage Stock	<input checked="" type="checkbox"/> Enable stock management
Hold Stock (minutes)	<input type="text" value="60"/> <small>Hold stock (for unpaid orders) for x minutes. When this limit is disabled.</small>
Notifications	<input checked="" type="checkbox"/> Enable low stock notifications <input checked="" type="checkbox"/> Enable out of stock notifications
Notification Recipient	<input type="text" value="admin@primathemes.com"/>
Low Stock Threshold	<input type="text" value="2"/>
Out Of Stock Threshold	<input type="text" value="0"/>
Out Of Stock Visibility	<input type="checkbox"/> Hide out of stock items from the catalog
Stock Display Format	<input 12="" in="" stock"="" type="text" value="Always show stock e.g. "/>

Save changes

source: <http://docs.woothemes.com/document/woocommerce/>

# WooCommerce – Tax Settings

Go to WooCommerce > Settings > Tax

The tax tab lets you define the tax rates for your store and set up how tax should work. The tax rules system in WooCommerce has been built to be as flexible as possible to work with any country. Tax rates are applied based on the customer's shipping address.

## TAX OPTIONS

The tax tab displays several options which you can configure to suit your needs – the settings which you choose will ultimately be based on the tax jurisdiction under which your store is located. The following options exist:

### ENABLE TAXES

Define whether to enable taxes and tax calculations. If taxes are disabled, you can ignore the rest of the options on the page as they will have no effect.

### PRICES ENTERED WITH TAX

This option is perhaps the most important option when it comes to setting up how you manage taxes in your store as it determines how you will input product prices later on.

“Yes, I will enter prices inclusive of tax” would mean all catalog prices are input using your store's base tax rate.

The tax calculation for tax inclusive prices is:

$$\text{tax\_amount} = \text{price} - ( \text{price} / ( ( \text{tax\_rate\_} \% / 100 ) + 1 ) )$$

“No, I will enter prices exclusive of tax” would mean that your catalog prices need to be tax exclusive.

The tax calculation for tax exclusive prices is:

$$\text{tax\_amount} = \text{price} * ( \text{tax\_rate\_} \% / 100 )$$

source: <http://docs.woothemes.com/document/woocommerce/>

# WooCommerce – Shipping Settings

Go to WooCommerce > Settings > **Shipping**

## SHIPPING OPTIONS

Here you can enable shipping sitewide. If you're selling digital products, you may want to turn shipping off entirely. You can also enable the shipping calculator on the cart page or choose to hide the shipping costs until an address is entered.

## SHIPPING METHOD DISPLAY

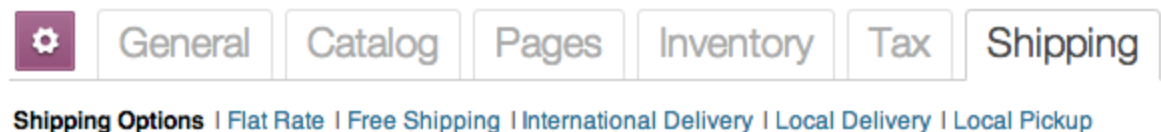
When a customer selects their Shipping Method Display you can chose to show a radio button or select box.

## SHIPPING DESTINATION

Next, define whether you will only ship to the users billing address (shipping address fields will be hidden at checkout), and whether you want to ship to the billing address by default ('ship to same address' box will be checked at checkout) or you can choose to collect a shipping address even when not required.

## SHIPPING METHOD

Here you can also choose the default shipping method and drag and drop the preference of order you have for the various options to be displayed. To setup the shipping methods themselves please go see the mini menu just beneath the tabs:



source: <http://docs.woothemes.com/document/woocommerce/>



# WooCommerce – Payment Gateways Settings

Go to WooCommerce > Settings > **Payment Gateways**

WooCommerce comes bundled with 5 payment gateways

- Cash on Delivery
- Direct Bank Transfer
- Cheque Payment
- PayPal Standard
- Credit Card (Mijireh Checkout).

It can also easily be extended to integrate with [dozens of other payment providers](#).

On the Payment Gateways section you can specify a default payment gateway (this will be highlighted first during checkout) and **drag-and-drop** to modify the order in which the payment methods appear on the front end.

Each gateway is **configured separately**, click on its name in the menu below the WC setting tabs to bring up each of the specific options.

**Payment Gateways** | [Cash On Delivery](#) | [Bacs](#) | [Cheque](#) | [PayPal](#) | [Mijireh Checkout](#)

## Payment Gateways

Installed payment gateways are displayed below. Drag and drop payment gateways to control th

Default	Gateway	Status
<input type="radio"/>	<b>Cash on Delivery</b> Gateway ID: cod	✓
<input type="radio"/>	<b>Direct Bank Transfer</b> Gateway ID: bacs	✓
<input type="radio"/>	<b>Cheque Payment</b> Gateway ID: cheque	✓
<input type="radio"/>	<b>PayPal</b> Gateway ID: paypal	✓
<input type="radio"/>	<b>Credit Card</b> Gateway ID: mijireh_checkout	✓

Save changes

source: <http://docs.woothemes.com/document/woocommerce/>

# WooCommerce – Emails Settings

Go to WooCommerce > Settings > **Emails**

## EMAIL OPTIONS

Now you will find many more options to customize your shop emails. Including sender ‘from’ name and email address, email template customizations, and response customization.

## EMAIL TEMPLATE

Here you can add a **custom header graphic** to your store emails. A good width to make this image would be 600px. Upload your image via the Media Uploader, then copy the URL of the image. If you have any store specific information such as phone numbers or additional contact details these can be added to your email footer.

Best of all you can make the WooCommerce emails match your brand identity by modifying colours of certain elements. The background colour of these inputs matches your selection (in hex).

## ORDER STATUS EMAILS

For each order status you will find additional options just below the WC settings tabs.

Each of these options allows you to enable notifications for the order status, manage who receives the notification, and to customize the message.

## HTML TEMPLATES

WC 2.0 makes it even easier to customize your email templates by providing a quick link to copy the template file to your theme or view the template for customization! To edit the template go to the Order Status you wish you edit (New Order, Processing Order, etc) scroll to the bottom of the page to Copy File to Theme or to View Template.

source: <http://docs.woothemes.com/document/woocommerce/>

# WooCommerce – Integration Settings

Go to WooCommerce > Settings > **Integration**

The integration tab is where you configure integrations with third party services (not including payment gateways / shipping methods) such as ShareThis, Google Analytics and ShareYourCart.

## GOOGLE ANALYTICS ID

If you want to use WooCommerce's in-built support for Google Analytics enter your ID here. You can then enable standard tracking and eCommerce tracking.

## SHARETHIS PUBLISHER ID

In the mini menu beneath the WC Tabs you will see the [ShareThis](#) options. ShareThis will add social sharing buttons to the widget on the products page. To enable simply enter your ShareThis publisher ID.

## SHAREYOURCART

To learn more about ShareYourCart please see the documentation linked within that tab.

source: <http://docs.woothemes.com/document/woocommerce/>

# WooCommerce – Troubleshooting

## Check for common issues via your system status page

The WooCommerce system status page provides information on versions, template overrides, and memory. To access the page go to **WooCommerce > System Status**.

Items you need to act upon will be **highlighted red**. This may include [Updating Memory](#), creating pages correctly, or updating outdated plugins.

## Solutions to common WooCommerce issues (Click Links Below)

- [Known Conflicts, Issues and Workarounds](#)
- [Increasing the WordPress Memory Limit](#)
- [Using appropriate image dimensions to avoid distortion / pixellation](#)
- [Fatal error: Call to undefined function is\\_woocommerce\\_active\(\)](#)
- [jQuery.cookie fails to load](#)
- [Endless loading/spinner on the checkout page](#)
- [Order status not changing on order complete – conflict with W3 Total Cache](#)
- [Checkout form not working in IE9](#)
- [Problems with large amounts of data not saving \(variations, rates etc\)](#)
- [Multiple installs on one domain + SESSIONS \(conflict/session sharing workaround\)](#)
- [ssl error rx record too long](#)
- [session\\_start warnings](#)

source: <http://docs.woothemes.com/documentation/plugins/woocommerce/troubleshooting/>

## Further Support

Once again, thank you so much for purchasing this theme. If you have any further questions be sure send an email via <http://themeforest.net/user/tokopress>, and I will get back to you as soon as possible (Monday-Friday)! If you have an idea for theme improvement, let me know, and if possible I will do my best to implement it as a free update.