

WOOCOMMERCE

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IN TODAY'S ONLINE SHOPPING WORLD

28%

of all online stores are using WooCommerce  
as the eCommerce platform.

**WooCommerce was first developed by WordPress theme developer WooThemes. In May 2015, WooThemes and WooCommerce were acquired by Automattic, operator of WordPress.com and core contributor to the WordPress software.**

# WHY WOULD A WORDPRESS BLOGGER USE WOOCOMMERCE?

For most of the bloggers out there, writing has started out as a hobby.

When the blog becomes successful and begins to attract a loyal audience, the responsibility of the blogger increases so does the time spent to keep the blog up and running.



The blogger slowly becomes a small business owner but without a commercial benefit. If you are a blogger, you may have experienced the same and started to showcase display on your blog.



Given the high clutter in the advertising space, it may be hard for you to turnover a business only with the help of the ads revenue. At this point, WordPress eCommerce opens a door for you.



BLOGGING



**Woo** COMMERCE

**The chance to operate the blog and the eCommerce business from the same interface is a great flexibility that comes with the WooCommerce extension.**

**Whether it be adding products or publishing a new content, the same admin panel serves as your gateway.**



# GETTING STARTED WITH E-COMMERCE

- Choosing a theme for your eCommerce website
- Adding products to your eCommerce site
- Extending your online store with plugins



# CHOOSING A THEME

A theme may be recognised as the makeup of an online store but indeed it is much more than a bundle pack of nice visuals.

Your theme's level of aesthetics defines your brand's look and feel and your online store's functionality.

WooCommerce Storefront, Theme Forest and Template Monster are some great websites where you can find high quality themes.



# ADDING PRODUCTS

WooCommerce lets you list several types of product data such as price, inventory level, shipping details, color, category, manufacturer name and tags associated with the product.



# EXTENDING YOUR ONLINE STORE WITH PLUGINS

Some important extensions are:

- *Pdf Invoices and Packing Slips* for invoicing
- *Paypal* for payment
- *WPML* for multi-language support
- *Booster* for adding new features
- *Perzonalization* for personalized product recommendations

# How To Become Successful Both As A Blogger And An Online Merchant?

There is no single rule! eCommerce is growing but also competitive. But still, a blogger has a unique differentiation point that he/she is the subject matter expert in a particular niche.

Would you buy an expert product from a shopping mall or a specialised store? A blogger can gain an important position in this extremely crowded eCommerce industry as the "opinion leader who sells targeted items that he/she "personally" picked. That may create a whole lot of difference in the eyes of the customer.

THANK YOU

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