



Community Experience Distilled

Building E-Commerce Solutions with WooCommerce

Second Edition

Transform your WordPress website into a fully-featured
e-commerce store with the power of WooCommerce

Robbert Ravensbergen

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Building E Commerce Solutions With Woocommerce Second Edition

Robbert Ravensbergen



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Building E-Commerce Solutions with WooCommerce - Second Edition Robbert Ravensbergen, 2015-12-28

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you'll understand how to manage sales by using POS systems outsource fulfillment and external reporting services Once you've set up and organized your online store you'll focus on improving the user experience of your e-commerce website In addition to this the book takes you through caching techniques to not only improve the speed and performance of your website but also its look and UI by adding themes Finally you'll build the landing page for your website to promote your product and design WooCommerce plugins to customize the functionalities of your e-commerce website By the end of this WooCommerce book you'll have learned how to run a complete WooCommerce store and be able to customize each section of the store on the frontend as well as backend What you will learn Grasp the fundamentals of e-commerce website design and management with WordPress Use Gutenberg product blocks to display products across various categories on your website Get to grips with WordPress plugin development to customize your website's functionality Discover various ways to effectively handle product payment taxes and shipping Use analytics and product data syncing in WordPress to keep an eye on the user experience and monitor the performance of your online store Promote your new product online using SEO management and landing pages Who this book is for This WooCommerce development book is for web developers WordPress developers e-commerce consultants or anyone familiar with using WordPress and interested in building an e-commerce platform from scratch Working knowledge of WordPress development and general web development concepts is required

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Jesse Vanzandt,2017-11-22 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

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