

WordPress E-Commerce with WooCommerce

Michael Cremean, Founder | CEO
Quadshot Software LLC



<http://quadshot.com>

info@quadshot.com

@quadshotdev

About Quadshot

- WordPress & WooCommerce Developers
- Most Clients in Entertainment and E-Commerce
- We build most sites using WooThemes Canvas
- Since 2009 deployed over 100 client sites
- Our customers serve ½ Billion pageviews a month
- We <3 LAMP
- Our devs contribute to WP and WooCommerce code
- We've built many plugins, including a free ticket sales platform OpenTickets Community and our dev wrote WP SlimStat
- We support EFF and ACLU
- More info - <http://quadshot.com>



About Michael Cremean

- Founded Quadshot in 2009 in Las Vegas
- Previous 17 years as Director/CTO
- Managed many Website & E-Commerce
- Worked on major worldwide projects
- Several awards & 6 patents
- Gets to work with many Non-profits
- Has super cute dogs (Maggie and Sally actually run the company)
- Loves WordPress, WooCommerce and Coffee (Company named for his favorite coffee drink)
-



Mug Actual Size



*Can i haz cheezburger?
(or bone?)*

What is WooCommerce

- Free WP Plugin that enables you to sell things online
- Extensions can extend functionality
 - WordPress Plugins that extend WooCommerce
 - Ex. PayPal Pro, Authorize.net, Fedex, UPS Extensions
- Open-Source so you can change the code
- You can write plugins for it yourself
 - Quadshot wrote OpenTickets built on WooCommerce

WooCommerce Stats

- over 6.6 million downloads
- powers 600K+ e-commerce sites
- runs 24% of the worlds e-commerce sites
- fastest growing eCommerce platform

Why this success? We believe it is for three main reasons:
WooCommerce is SIMPLE, FREE and OPEN-SOURCE

(Stats from BuiltWith.com)

Why is WooCommerce the leader?

- Simple to
 - Install
 - Configure
 - Enter Products
- Well built, so easy for developers
- Large library of Extensions
 - So you can solve your customers problems
- Good documentation
- Lots of Shortcodes - so easy to place in WP Sites
- FREE and OPEN-SOURCE

How does WooCommerce make money?

- Free Software
- Paid Extensions
- Premium Themes

WooThemes has grown to one of the largest Theme and eCommerce providers since WooCommerce launched.

1st WooCommerce Conference was held last fall in San Francisco.

What can you sell?

Anything.

- Physical Products
 - Weights, Sizes, Shipping
- Digital Products
 - Downloads Enabled
- Software Products
 - License Key Extension makes this easy
- You can combine different types in one transaction

Basic 'Getting Started' Steps

- Install WooCommerce
- Configure Settings
- Create your Products
- Test Checkout
- Go live
- Sell!
- ...
- Profit

Install

Direct

- Go to woocommerce.com
- Download the plugin
- Install

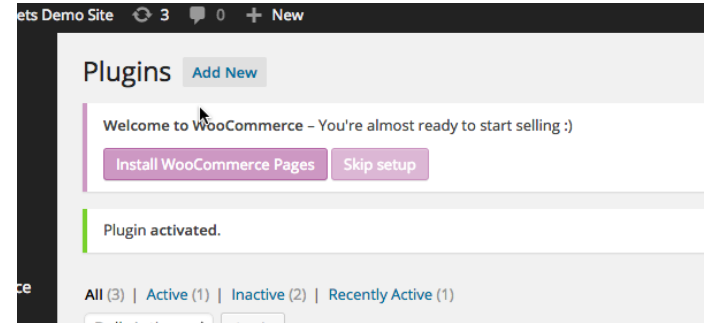
or from your WP-Admin

- WordPress.org
- Search Plugins for WooCommerce
- Install

ACTIVATE!

Settings Configuration

- Click ‘Install WooCommerce Pages’ when prompted after install (you can change it later)
- **General**
 - Default is UK and Pounds, remember to change (unless you are in the UK)
 - ‘Site Wide Store Note’ is helpful to show ‘Demo’
- **Product Tab - Product Options**
 - Default is Metric, change to Imperial (yes, we R ‘mercan - why would we use Metric?)
 - Catalog Images Hard Crop by default. If you want better quality images, you might consider Soft Crop
 - You can use Ajax Thumbnail Regenerator plugin if you change cropping method



Reminder: Save is at the bottom of each page in Settings ‘below the fold’. This isn’t Ajax, go click the Save button.

Settings Configuration 2

Product Tab - Inventory

Use if you are managing physical stock
You can set thresholds to alert on low inventory

Tax - if applicable to you, set it up :-)
Default is set to no tax

• Checkout

- Guest Checkout is enabled by default - IF YOU LEAVE THIS, customers will not have a 'My Account' login, and therefore will call or email you

• Checkout

- Force Secure is DEFAULT OFF
- If you are using paypal, this is fine. If you want to put a Credit Card charge right on the Checkout page, you need an SSL certificate BEFORE you check this box.
 - Credit Card ON the checkout page converts to sales much more than paypal. It's worth it.

• Gateways

- Defaults are BACS, Cheque and PayPal. PayPal is very easy.
 - For easy Checkout testing, turn on CoD. :-)
- Remember to turn off when you go live (MIKE!)
info@quadshot.com @quadshotdev

Settings Configuration 3

- **Shipping**

- If you are shipping physical things, you can use various types here
- NOTE: Free Shipping is the default, if you are shipping, might want to turn this off
- ‘Hide Shipping Costs until Address is Entered’ is a good idea
- Flat Rate is included
- Otherwise, if you have anything other than ‘simple’, the ‘Table Rate Shipping’ is great as a paid Extension for WooCommerce

- **My Account**

- If you don’t have Guest Checkout (please don’t!) then choose a My Account page
- ‘Enable Registration from My Account’ is a good one. You can get new customer registrations and they can login before they purchase
- We almost always leave ‘Use Customer Email as Username’

- **Emails**

- Customize these for various confirmation emails

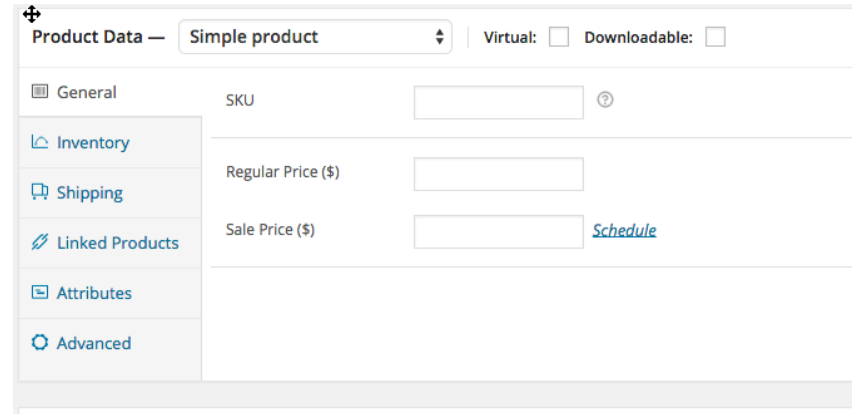
Product Types

- Simple Product
 - One thing you sell independently
 - No variations of the product
 - Ex. A PS4 Desiny Game
- Grouped Products
 - Products you sell as a bundle
 - Can only contain Simple Products
 - Ex. PS4 with a Destiny Game
- Affiliate/External Products
 - If you list the product but it is sold elsewhere
 - Affiliate marketing and reseller shops use this often
- Variable Products
 - Product with Several Variations
 - Different Sizes, Colors, Options
 - Ex. T-Shirt in different Sizes and Colors
 - NON-INTUITIVE ALERT - You need to setup Attributes under 'Products' before you can use Variable Products
 - You CAN do it right in Variable Products, but easy to make mistakes

Variable Products are powerful -
Consider Setting Up Attributes First

Create Products

- Title and Description
- Featured Image is Thumb on Shop Pages
- Product Gallery (optional) if you have product shots
- Category and Tags
 - Useful for grouping products and searching
- Enter Product Data
 - Choose Type of Product
 - Enter other options if needed



The screenshot shows the 'Product Data' section of the WooCommerce admin interface. It is set to 'Simple product'. There are checkboxes for 'Virtual' and 'Downloadable'. The 'General' tab is active, showing fields for 'SKU', 'Regular Price (\$)', and 'Sale Price (\$)'. A 'Schedule' link is visible next to the 'Sale Price (\$)' field. A sidebar on the left contains tabs for 'General', 'Inventory', 'Shipping', 'Linked Products', 'Attributes', and 'Advanced'.

Note: Individual options here can override general settings. It's pretty intuitive. For example, if you choose 'Virtual', the Shipping goes away, but not Inventory. This enables a 'limit' on your Virtual products.

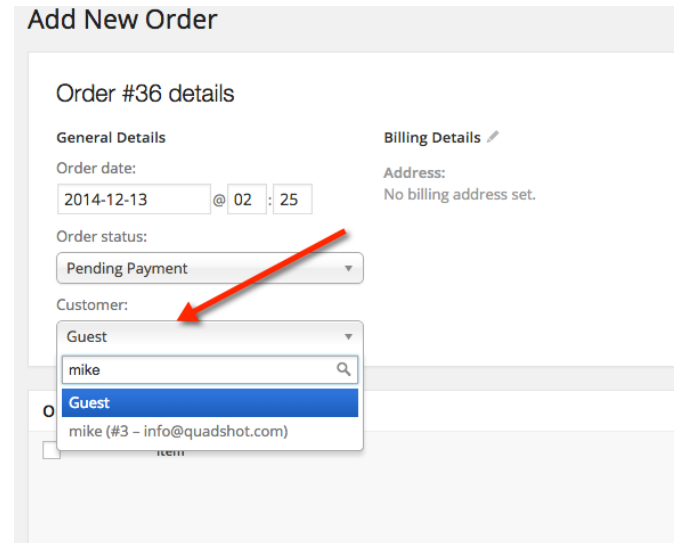
Orders

- **Orders** are your transaction records
- Guest checkout is the BANE of orders.

TIP: Processing is the Default status after an item is ordered. The Customer will not get an Order Confirmation until the Order is *Completed*.

TIP: If any item in the cart isn't Virtual, the status will go to Processing. WooCommerce doesn't know 'some' of the items are virtual or Downloadable. If you sell a PDF and a Hat, it will go to Processing.

Non-intuitive 'feature': click the word 'Guest' to type and search for a user. Then you can load their billing address.



Testing your Store

You Setup, Configured and Added Products, now
TEST , TEST, TEST. Then do some Testing.

- Make sure to test every possible checkout option
- If you have variable products, check each option is selectable and the correct price
- Make sure your confirmation emails at each step are correct
- Make sure someone gets notified of New Orders!
- It is a great idea to send the customer a Thank You after an order, perhaps a couple days later. (Hey, someone write a plugin for that!)

Examples of WooCommerce Sites

- Sell Athletic Energy Drinks - <http://LivePurePak.com>
 - Uses Subscription Extension, Variable Products
- Selling Clothing - <http://LouisJane.com>
 - Variable Products
- Sell Antique Furniture - <http://Angelandlizzy.com>
 - Display Inventory, Sell Online and Direct Ship
- Sell Software - <http://OpenTickets.com>
 - Simple Software Product
- Sell Tickets, Merch and Season Passes for a Theater - <http://artisanct.com>
 - Uses every product type, customized reporting and OpenTickets
- Sell in Italian and Euros - <http://tedxtrento.com>
 - OpenTickets Enterprise w/Italian translation file, 2 WC Extensions

Extending WooCommerce

Since WooCommerce is well documented and easy to extend

You can

- Make custom product types
- Customize the coupon system
- Customize reports
- Change the Order Page

and after a lot of caffeine, several developers over a year wrote over 150K lines of code... Quadshot produced a product built ON WooCommerce called OpenTickets.

Why we built OpenTickets

- SERVICE FEES ARE **EVIL**
 - Ticket companies charge WAY too much in service fees
 - No logical justification for it
- Some companies CHARGE more for a digital ticket
 - *Really?* You charge me more to use **MY** printer?
- The small and mid-sized businesses are caught in-between
 - Too big for cheap options, too small for the TicketMaster™ & Vendini™ of the world
- All other full ticket systems **costly** and **inflexible**
 - What if you want to change the behavior or the tickets?
- **We believe in Open-Source**
- Let the customer have **choices** of what features they want

OpenTickets Overview

- Built on WordPress and WooCommerce
- Open-Source
- Sell actual QR coded tickets online
- Venues - supports multiple
- Events - Single and Recurring
- Event Check-in
- Coupons - Season and Flex Passes
- Custom Box Office Roles
- Printed or Digital Tickets
- Seating Charts - Simple and Mobile Friendly
- and more....



<http://opentickets.com>

Open-Source Business Models - WooThemes

WooThemes has the following:

- Give Free Quality Software Away
 - Free Themes and WooCommerce
- Sell Plugins, Extensions and Themes
 - Premium WooThemes
 - Extensions to WooCommerce
 - Special Woo Plugins



Open-Source Business Model - OpenTickets

- Free Quality Software
 - OpenTickets Community Edition - Free and Open Source
- Sell Extensions (Like Woo does)
 - Multi-Price General Admission, Seating Charts, Virtual Box Office, etc...
- Enterprise Edition
 - Commercial Supported Version with Every Feature
 - For larger venues and festivals
- Hosting and Professional Services
 - Not every customer can host or has developers on staff
- Support Packages - Phone and Online

So you want to build a plugin...

Say you spent a year with no sleep and a lot of money building an entire ticket platform?

- **Have thick skin for your 1 star reviews :-)**
 - “No Documentation, No Customization, No Internationalization” 1 Star (Yes there is, it’s open source, and it is i18n.) Haters are gonna hate.
 - Our developer Dino’s SlimStat has over 1 million downloads. Some great 1 stars. :-)
- **Be prepared to deal with success**
 - We expected a ‘big success’ would be 200 downloads of Community Edition by end of year when we launched in Sep. 9, 2014. We passed 2,600 downloads this week. (We weren’t ready for that!)
- **Be Customer Service Focused**
 - Community Forums and Paid Support (Extensions/Enterprise) need responses quickly
 - Acknowledging someone’s issue is ½ the battle.
- **Develop Good Processes and Systems**
 - Ex. Atlassian w/Jira and Service Desk saved us for about \$50/month.
 - Set Expectations of Response Time with Customers
- **Engage with the Community**
 - We have found translators, developers and advocates in our Community

Conclusion?



WooCommerce is awesome.

(OpenTickets is awesome too. But I might be biased!)

WordPress and WooCommerce are a powerful combination. When done right it is an amazing experience for your customers.

Q & A Time! (Contact and Links)

Quadshot <http://quadshot.com>

WooCommerce <http://woocommerce.com>

WooCommerce Documentation

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

OpenTickets <http://opentickets.com>

OpenTickets Community Edition

<https://wordpress.org/plugins/opentickets-community-edition/>

Michael Cremean

mike@quadshot.com

702-843-0559 x700

Quadshot Software LLC

170 S. Green Valley Pkwy, Ste 300

Henderson, NV 89052



<http://quadshot.com>

info@quadshot.com

@quadshotdev