

## Building Your Online Store with WordPress

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### Course Summary

#### Description

Here's your chance to start making money by selling your goods online with WordPress.

Through demonstrations, presentations, and hands-on exercises we'll use WooCommerce, the leading WordPress eCommerce plugin which creates online stores, to build your own store.

In this hands-on class you will build your eCommerce site and start selling your products right away.

You do not need to know any code for this class. The focus will be on using WooCommerce with as few plugins as possible.

#### Objectives

In this class students will:

- Find your theme that is suitable for WooCommerce.
- Learn how to add and manage your products, complete orders, and understand reports.
- Set up a payment gateway.
- Set shipping and tax preferences.
- Learn which plugins are needed to safely and smartly run your online store.

#### Topics

- What is WooCommerce? The evolution of the most widely used WordPress Commerce plugin
- WordPress Redux
- A Tour of the WooGuitars site | The demo site used for this course
- Installing WooCommerce And An Overview of Its Key Components
- Setting Up Your First Simple Product
- Choosing a Theme and Design Considerations
- S&H Options
- Taxation
- Working with Group Products
- Understanding WooCommerce Product Categories and Product Tags
- Organizing the Shop Page
- Essential WooCommerce Plugins
- Working with WooCommerce Widgets
- Using Featured Products
- Using an Affiliate Product
- Setting Up a Product Variations
- Using a Coupon
- Managing Inventory
- Getting Paid | The PayPal payment gateway
- Handling Orders
- WooCommerce Reports

#### Audience

If you need to learn how to make a WordPress site from scratch or are responsible for working with a site at work this class is for you.

#### Prerequisites

Students are not required to have knowledge of WordPress, but it is helpful.

#### Duration

Two days

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- II. WordPress Redux*
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- IV. Installing WooCommerce And An Overview of Its Key Components*
- V. Setting Up Your First Simple Product*
- VI. Choosing a Theme and Design Considerations*
- VII. S&H Options*
- VIII. Taxation*
- IX. Working with Group Products*
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- XVIII. Managing Inventory*
- XIX. Getting Paid | The PayPal payment gateway*
- XX. Handling Orders*
- XXI. WooCommerce Reports*