



dms4all

Front-End Web Development Skills

WooCommerce Plugins

Quick recap

How did you find your last session?
Give me one thing you took from the last session.



Today's to-do list

Today we are going to look at some of the optional extras you can add to your site to add extra functionality. We are also going to look at some of the essentials for creating a good online shop.



Learning objectives

By the end of this session you will be able to:

- Identify additional plugins to add value
- Know how to install and set up WooCommerce
- Understand what pages and policies should be on our site



Show of hands

Show of hands, does anyone use any additional plugins with their **WooCommerce**?



Features and essentials

We are going to start by looking at some important elements and useful features that you should include in your online shop. These are things to help you increase your sales, sell in multiple places and some key essentials for anyone selling anything online.



Useful features

Extra features to think about

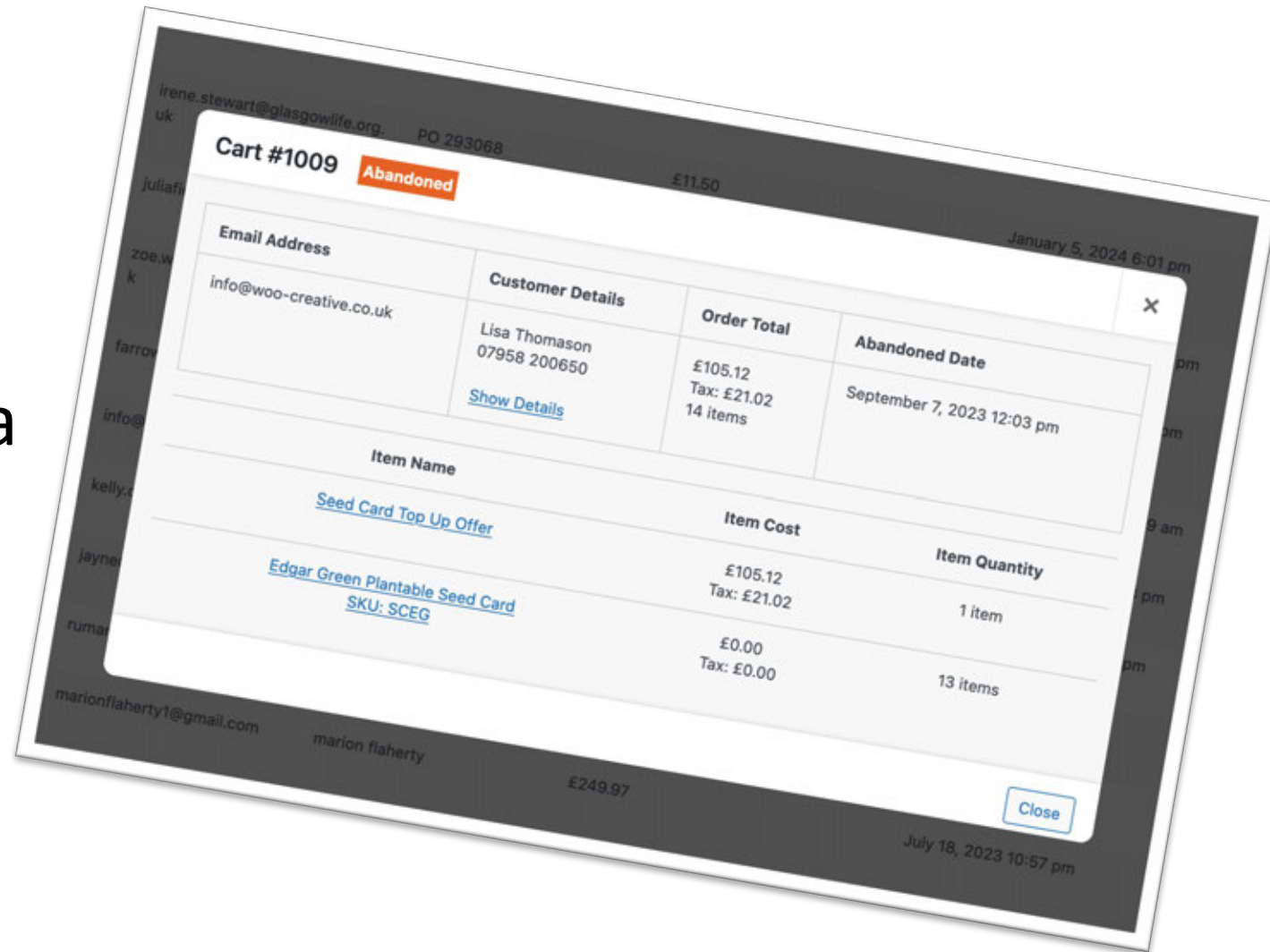
- Abandoned cart
- Coupons and discounts
- Loyalty schemes
- Wholesale/retail options
- Packs and bundles
- Personalisation options



Abandoned Cart

A really useful little feature for two reasons.

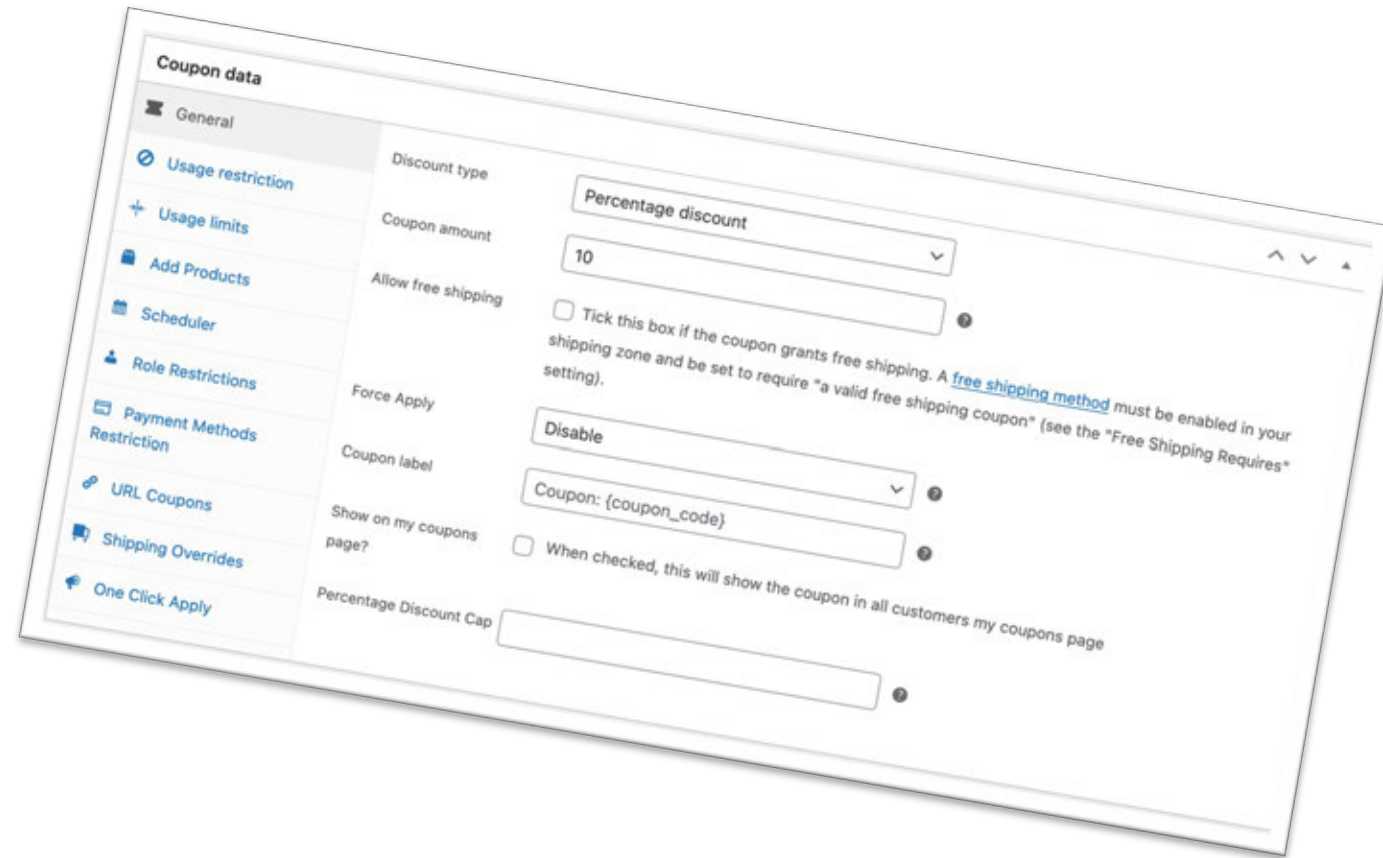
1. It helps you recover abandoned baskets by sending a link to them with a link to go back and recover their basket.
2. It allows you to see what products people are buying and abandoning.



Coupons and discounts

Everyone loves a discount; the key thing is to make it work for you too.

You need to use the discounts to encourage repeat spending, increase footfall in your shop and bring people back



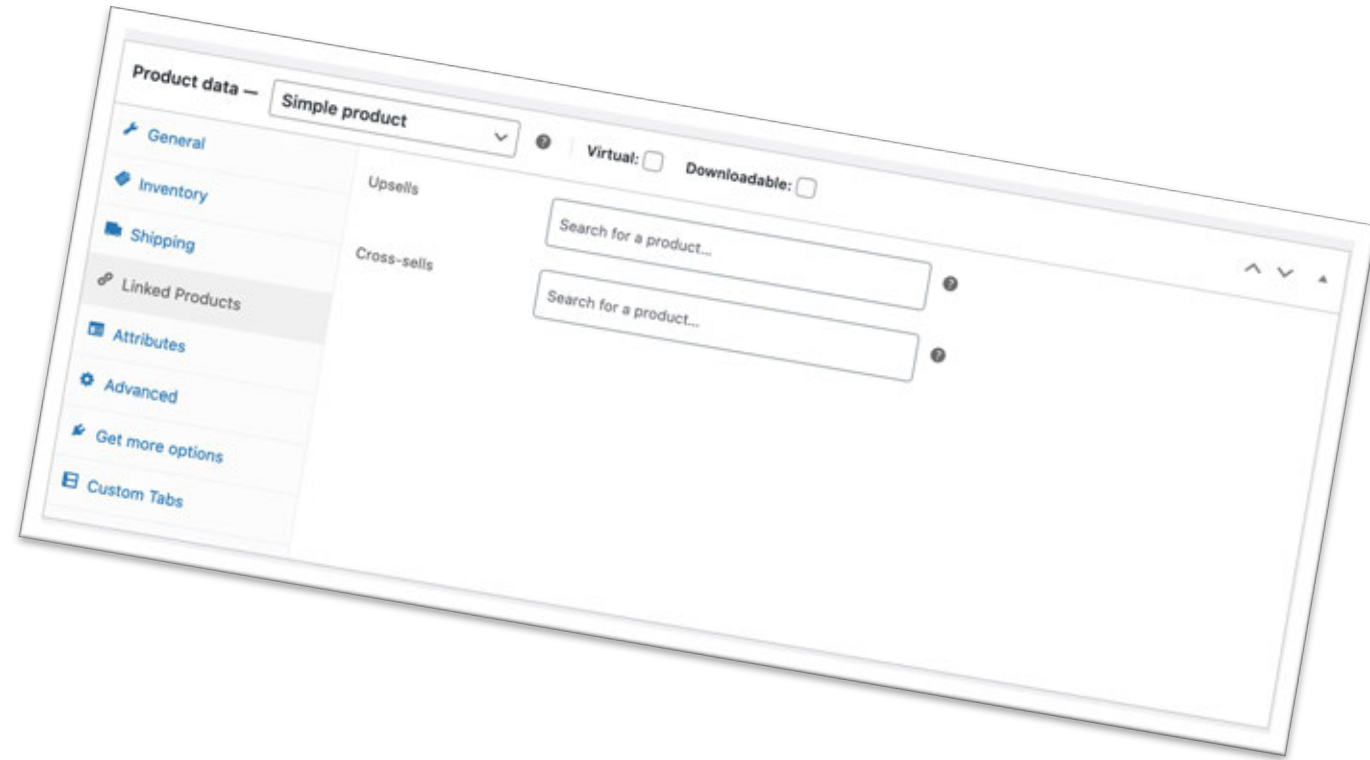
The image shows a screenshot of a coupon configuration interface. The interface is titled "Coupon data" and has a sidebar on the left with the following menu items: General, Usage restriction (selected), Usage limits, Add Products, Scheduler, Role Restrictions, Payment Methods Restriction, URL Coupons, Shipping Overrides, and One Click Apply. The main content area is divided into two columns. The left column contains the following fields: Discount type (set to "Percentage discount"), Coupon amount (set to "10"), Allow free shipping (checkbox), Force Apply (checkbox), Coupon label (set to "Disable"), Show on my coupons page? (checkbox), and Percentage Discount Cap (empty field). The right column contains the following fields: a dropdown menu set to "Percentage discount", a text input field containing "10", a checkbox with the text "Tick this box if the coupon grants free shipping. A [free shipping method](#) must be enabled in your shipping zone and be set to require 'a valid free shipping coupon' (see the 'Free Shipping Requires' setting).", a dropdown menu set to "Disable", a text input field containing "Coupon: {coupon_code}", a checkbox with the text "When checked, this will show the coupon in all customers my coupons page", and an empty text input field.



Bundles and packs

Bundles and packs are always a good way to increase that cart value.

You can use the related items and cross-sell settings in your product listing to select the products you want to promote.



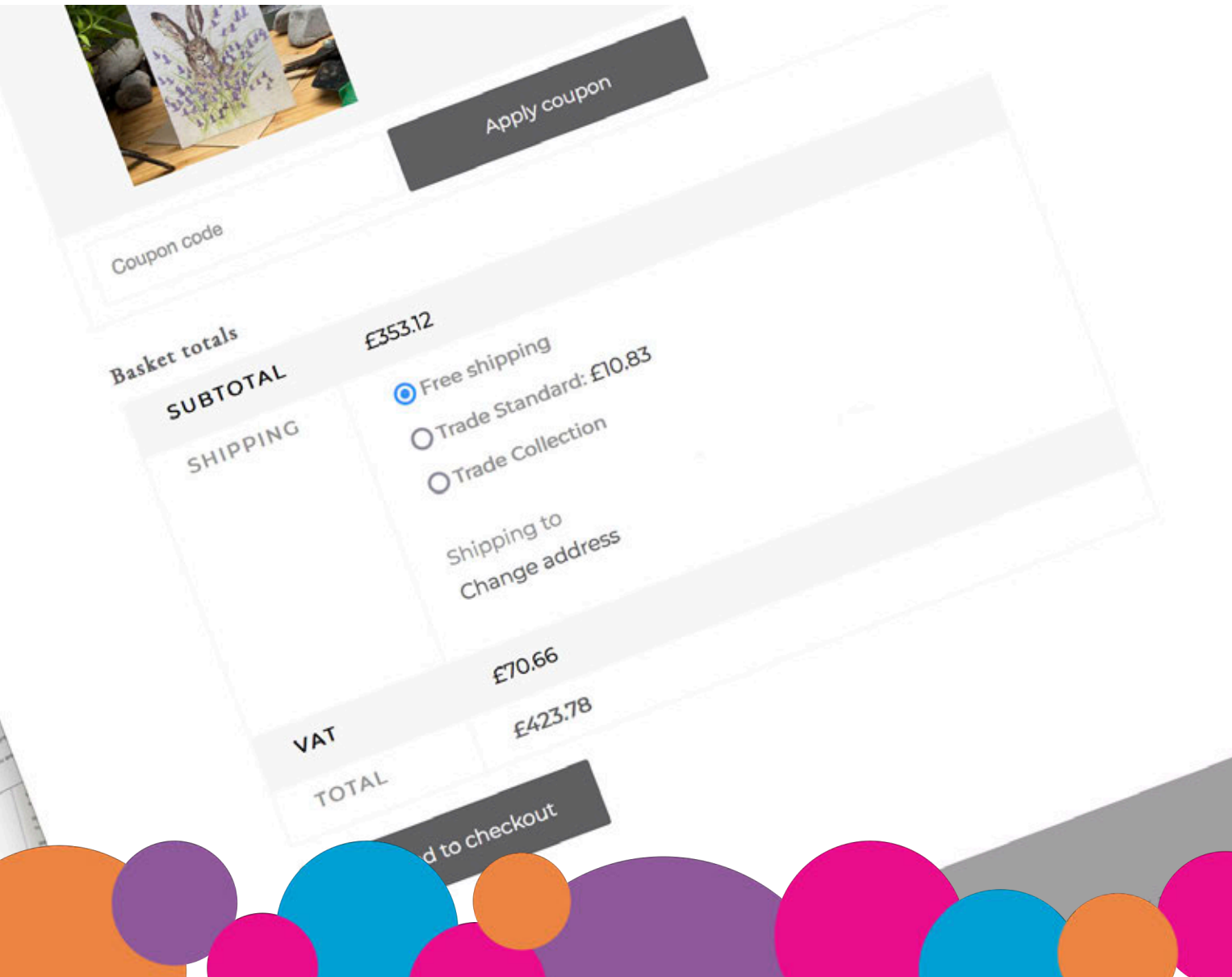
Navigation

Making sure products are easy to find is essential.

With WordPress, you can decide where you want everything and how you navigate the site.



Shipping

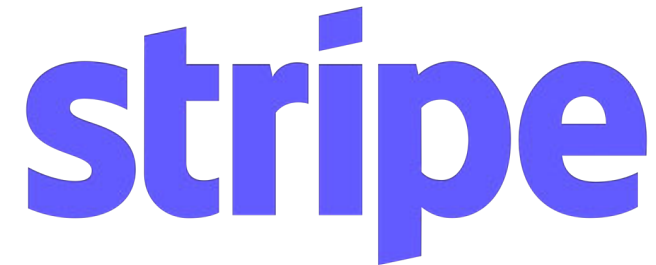


No one likes charging it and no one likes paying for it.

Sadly, it's an expensive essential. You have some options, free, standard rate, weight or cost-based.

Payment Gateways

Making sure you choose the right payment gateway to suit your business is important.



Security

Make sure you protect yourself the best you can by using secure merchants with all the up-to-date security measures, 2-factor authentication and 3D secure processing



Policies

We are happy to accept any returns of products that are faulty or bought in error.

Please contact us to register your return within 7 days of delivery.

For faulty items we will refund or exchange the item, please contact us to register the item fault and return. Item must be returned in original packaging with all documentation.

For items bought in error or for parts that do not fit the machine intended we are happy to refund or exchange the item. Items must be returned in perfect working order, in the original packaging and with purchase documentation.

If you are in any doubt about your purchase please contact us or call in the shop to see us first.

Delivery Restrictions

Please allow up to 3 weeks from order date.

We deliver all our products (to UK Mainland) via our specialist two-man courier service. All our furniture is delivered fully assembled. Our couriers will unload and install your furniture to your chosen room.

Please fill out the additional information section when you order with any details that will influence our ability to deliver to you. Please tell us what kind of property we are delivering to and any parking issues or restrictions at the property.

We will contact you by phone or email once your product is ready to be shipped to arrange a convenient date and time to gain access to your property. Please note, we will not leave any products in safe places or with neighbours. We will require access to the property to install and set up your furniture.

All UK (mainland) delivery is free.

The pages people love to forget, the boring ones that we don't care about until we get issues and then we wish we had done something about it earlier.

Gov.uk says

“You must offer a full refund if an item is faulty, not as described or does not do what it’s supposed to.”



For online sales

The Gov.uk site tells us we *“must offer a refund to customers if they’ve told you within 14 days of receiving their goods that they want to cancel.*

They have another 14 days to return the goods once they’ve told you.”



Workbooks out!

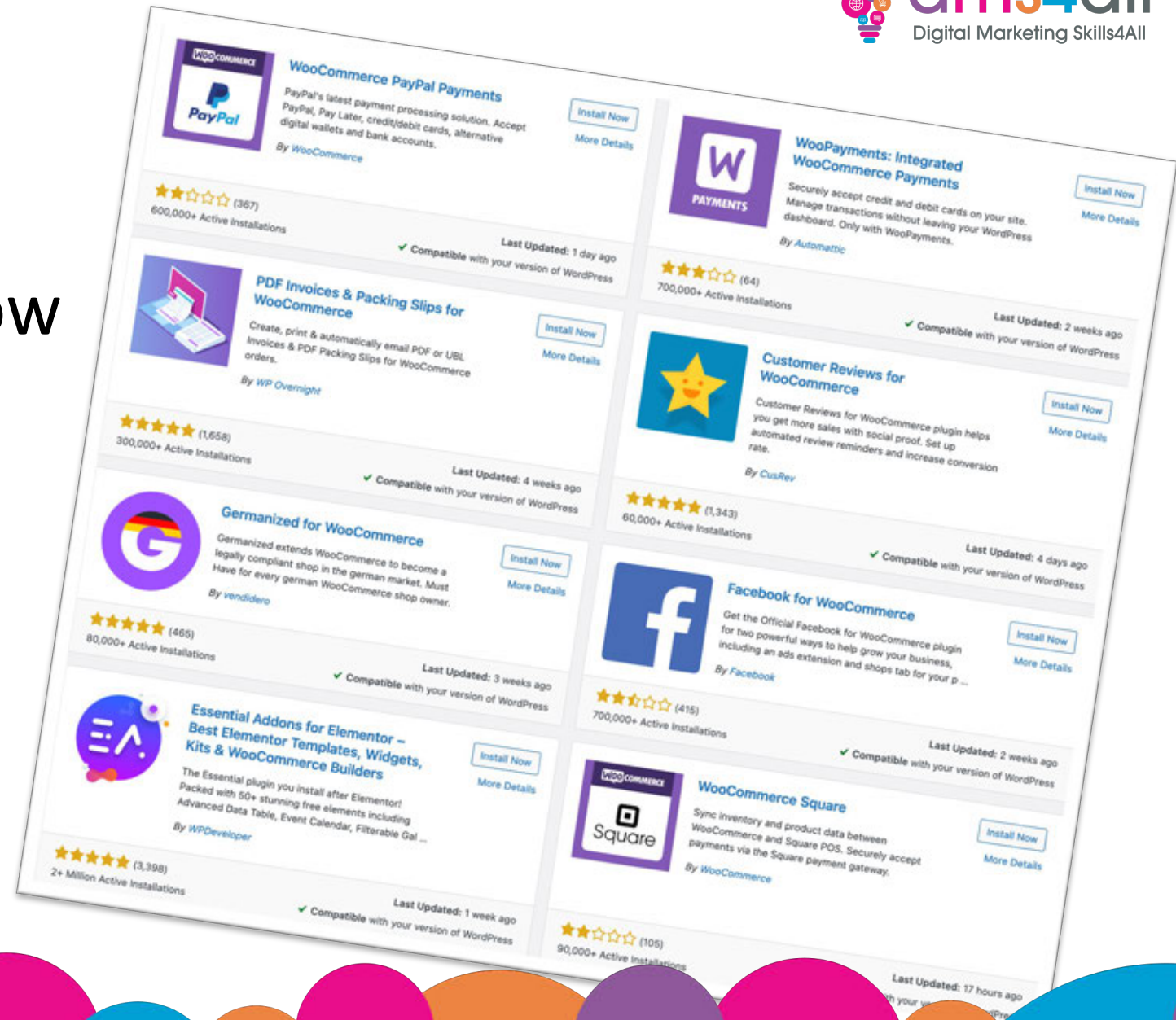
Let's create a delivery and returns policy for our furniture store.

Time for this activity: **30 mins**



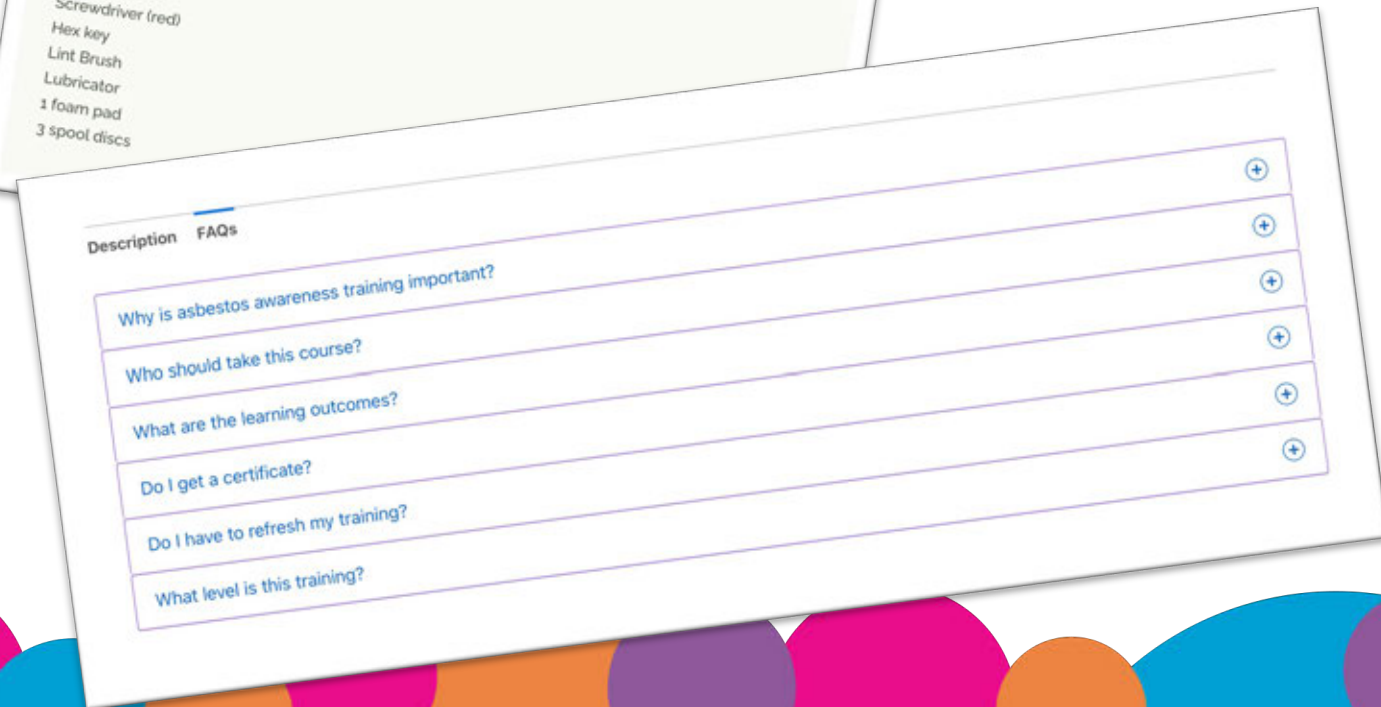
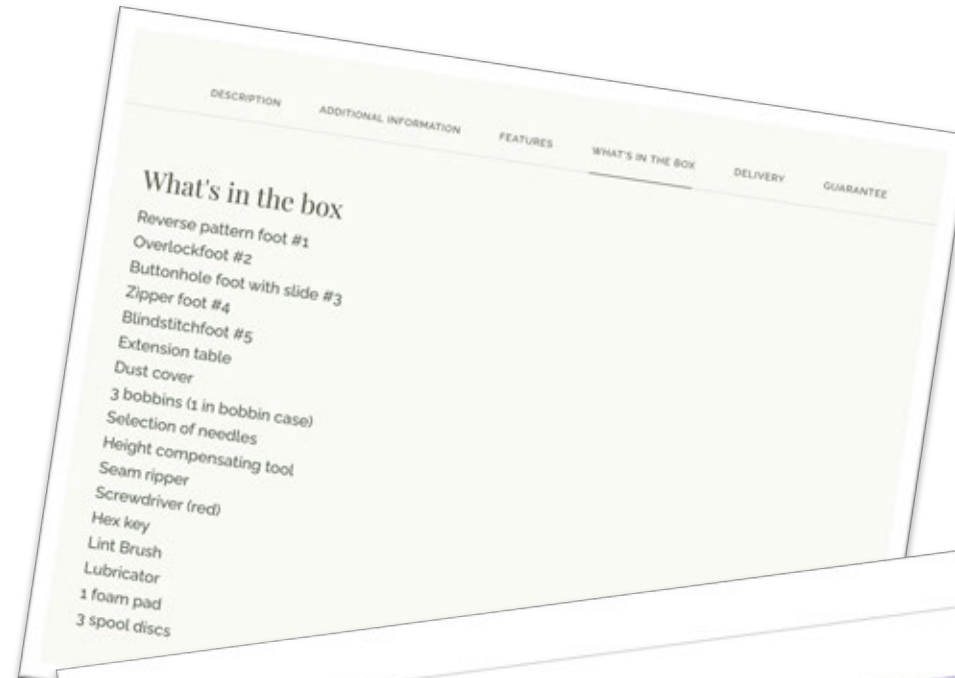
Plugins

There are hundreds of plugins available that allow you to add all sorts of clever features to your shops.



Custom Product Tabs and FAQ

These custom tabs allow you to add delivery info, materials, ingredients, allergy information or technical specifications.



Bundles

You can create a manual bundle as a normal product, or you might want to let the customer create their own.

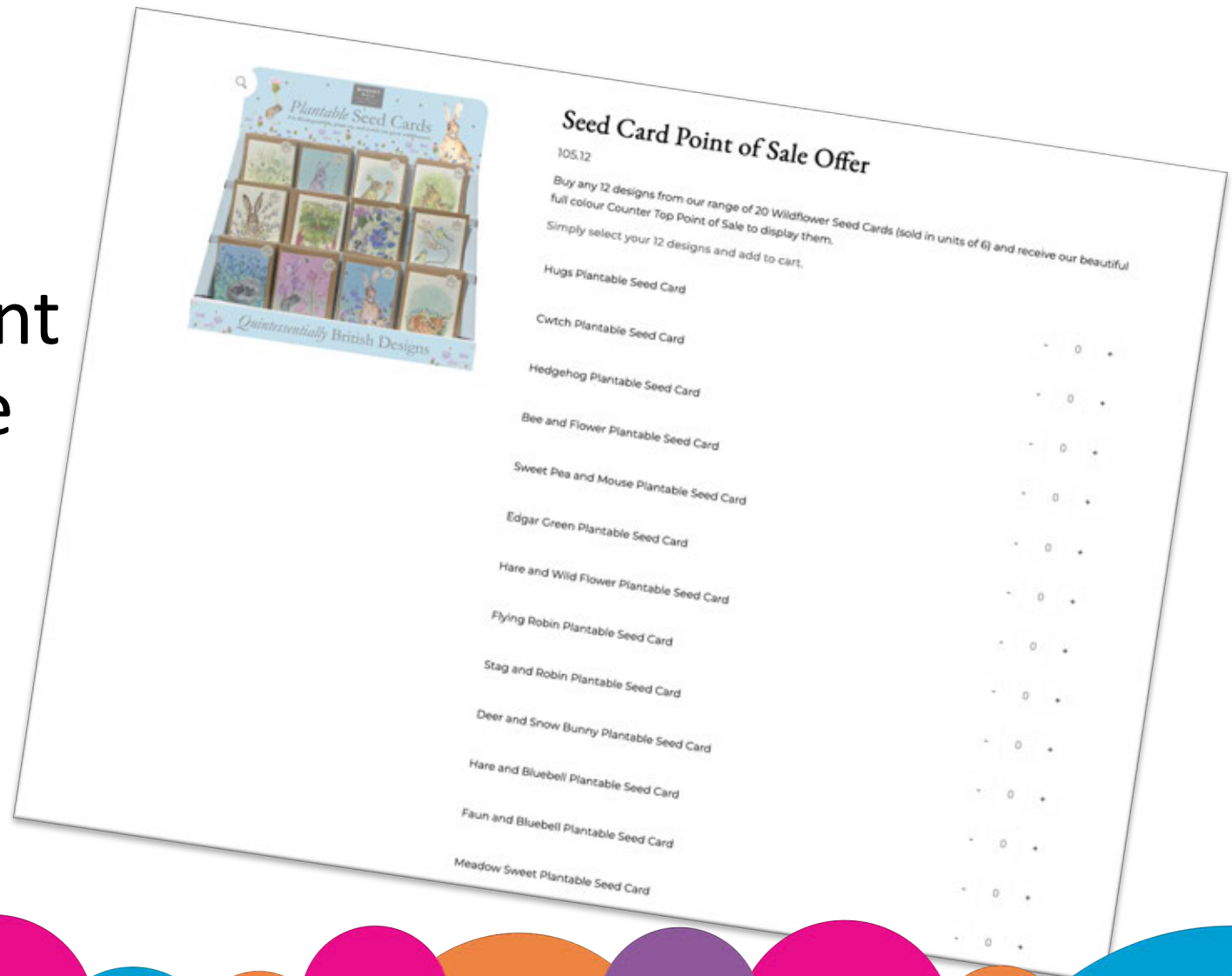


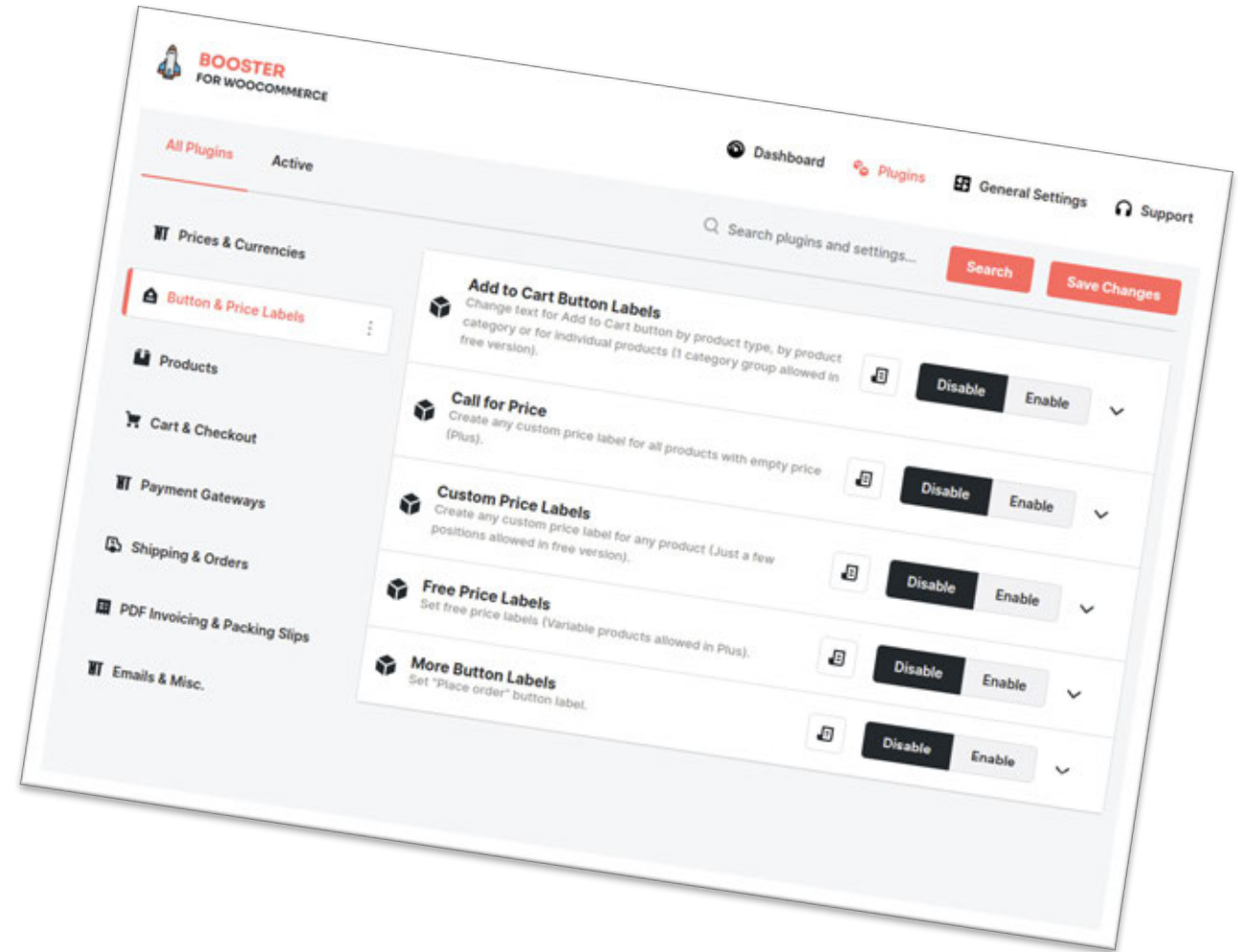
Image sliders

You can add a slider of products to any page or post on your site. Perfect for promoting sale items on the home page or a specific range on a blog post.



Booster

Booster has over 100 function modules that can apply global discounts, add wholesale prices, customise your cart and checkout process and add admin features like custom emails, reports and invoices.



Facebook

Using the Facebook for WooCommerce plugin you can stream your inventory directly to your Facebook shop, set up targeted ads and utilise the all-powerful Pixel.



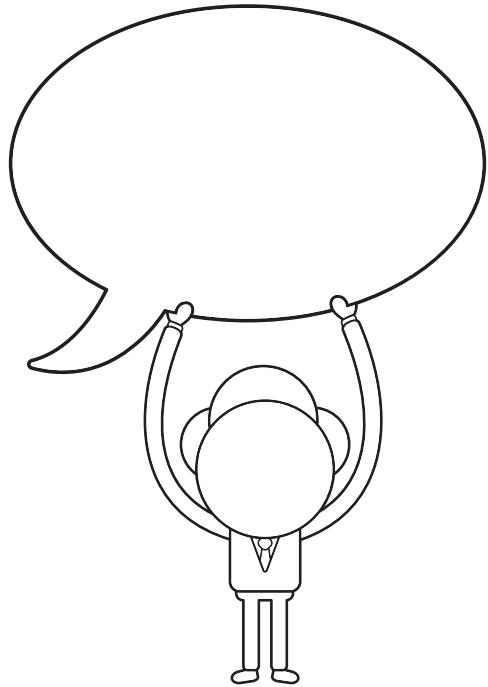
Workbooks out!

Let's add some functionality. We are going to install two of the plugins we have just looked at, I'm going to walk you through the setup and then you can go off and explore.

Time for this activity: **60 mins**



Show and tell



Does anyone want to share their ideas with us?





Any Questions?



Quiz



No quiz today



Coming up soon to extend these skills

On Thursday we will be doing a mini WooCommerce project so you will be able to use your plugin knowledge to add to the products



Final thoughts

Any comments on today?

What one thing do you feel you have taken from or improved upon from today?



Don't forget

Today's session page in your learner dashboard has a useful links document that will cover all the tools, resources and articles we have discussed in the session and some useful guides and articles to take you further.



Extra help

If you need any help with anything from today's session feel free to message me in the WhatsApp group.

If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.



Up next...

See you tomorrow for Marketplaces and Feeds.

