

E - COMMERCE Notes



DOMAIN, HOSTING, AND WORDPRESS INSTALLATION

- Purchase a **domain** and hosting from providers like Bluehost, Godaddy, or Hostinger.
- Install **WordPress** using the hosting provider's one-click install option (through cPanel or your hosting dashboard).

INSTALL WOOCOMMERCE PLUGIN

- **WooCommerce** is the best plugin for eCommerce on WordPress.
- Go to **Plugins** > **Add New** in your WordPress dashboard.
- Search for **WooCommerce**.
- Click **Install Now** and then **Activate**.

WOOCOMMERCE SETUP WIZARD

- After activation, WooCommerce will launch its Setup Wizard:
 - **Store Details:** Fill in your store's address, currency, and product types.
 - **Payment Methods:** Choose your payment gateway (PayPal, Stripe, Direct Bank Transfer, Cash on Delivery).
 - **Shipping Options:** Define your shipping methods (flat rate, free shipping, etc.).
 - **Additional Plugins:** WooCommerce will suggest installing additional plugins. Install only what you need.

INSTALL ELEMENTOR AND ELEMENTOR PRO

- Go to **Plugins** > **Add New** and install **Elementor**.
- If you want advanced features like product templates, install **Elementor Pro** (it's a paid version with more features).
- Click **Activate** after installation.

CHOOSING A THEME

- Choose a theme that's compatible with WooCommerce and Elementor.

- Popular eCommerce themes:
 - **Astra:** Lightweight and customizable.
 - **OceanWP:** Ideal for eCommerce.
 - **GeneratePress:** Highly responsive and fast.
- Install your theme by going to Appearance > Themes > Add New, search for the theme, then click Install and Activate.

CUSTOMIZE YOUR SHOP PAGE (WOOCOMMERCE)

- **Shop Page Setup:**
 - WooCommerce automatically creates essential pages like **Shop, Cart, Checkout, and My Account.**
 - You can customize these pages using **Elementor:**
 - Go to **Pages > Shop**, and click **Edit with Elementor.**
 - Drag widgets like **Product Grid, Add to Cart Button**, and **Categories** from Elementor's WooCommerce widgets.

ADDING PRODUCTS TO WOOCOMMERCE

- Go to **Products > Add New** in your WordPress dashboard.
- Fill in the following fields:
 - **Product Title:** Name of the product.
 - **Description:** Write a detailed description.
 - **Product Data:** Choose Simple Product or Variable Product (for products with variations like size, color).
 - **Price:** Set a regular price and sale price (if applicable).
 - **Inventory:** Manage stock, SKU, and availability.
 - **Shipping:** Set the product's weight and dimensions.
 - **Product Categories:** Create categories like "Clothing," "Electronics," etc.
 - **Product Images:** Upload a product image and additional gallery images.
- Click **Publish** to make the product live.

SETTING UP PAYMENT GATEWAYS

- Go to **WooCommerce > Settings > Payments**.
- Enable payment gateways like:
 - **PayPal**
 - **Stripe** (for credit card payments)
 - **Cash on Delivery**
- Configure the payment settings by adding your API keys and credentials for the payment processor.

SHIPPING OPTIONS

- Go to **WooCommerce > Settings > Shipping**.
- Create **Shipping Zones** (e.g., local, national, international).
- Set up **Shipping Methods** for each zone, like flat rate, free shipping, or real-time shipping calculations.
- Set **shipping classes** for different product types (e.g., bulky items, fragile items).

CREATING A CUSTOM PRODUCT PAGE WITH ELEMENTOR

- Elementor's WooCommerce widgets allow you to design custom product pages.
- Go to **Templates > Add New**.
- Select **Single Product** as the template type.
- Choose a pre-designed template or start from scratch.
- Add widgets like:
 - **Product Title**
 - **Product Image**
 - **Product Price**
 - **Add to Cart Button**
 - **Product Description**
 - **Product Reviews**

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- Customize the layout using Elementor's drag-and-drop editor.
- Click **Publish** to apply the custom product template across your store.

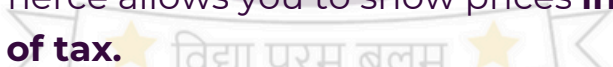
CREATING A CUSTOM CHECKOUT PAGE

- To customize the checkout page, you can use Elementor Pro or another plugin like CartFlows for better checkout experiences.
- Go to **Pages > Checkout** and click Edit with Elementor.
- Customize the checkout fields and design using Elementor's WooCommerce widgets.
- Click Publish once you're happy with the design.

CUSTOMIZING THE CART PAGE

- The Cart page can be edited in a similar way:
 - Go to **Pages > Cart**, click **Edit** with **Elementor**.
 - Drag and drop widgets like **Cart**, **Checkout Button**, and **Continue Shopping** buttons to design the page.
 - Customize the styling to match your brand.
 - Click **Publish**.

SETTING UP TAXES

- Go to **WooCommerce > Settings > Tax**.
- Enable taxes and configure tax rates based on your location.
- You can set up different tax rates for various regions (e.g., 10% VAT, 15% GST).
- WooCommerce allows you to show prices **inclusive** or **exclusive of tax**. 

SEO OPTIMIZATION

- Install the **Yoast SEO** plugin to optimize your product pages for search engines.
- For each product, fill in the **meta** title, **meta description**, and focus keyword.

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- Ensure your product images have ALT text and optimized file sizes for faster loading.

EMAIL SETUP

- Go to **WooCommerce > Settings > Emails**.
- Customize the email templates for:
 - New order notifications.
 - Order processing emails.
 - Customer receipts.
- Set your **From Name** and **From Email** for all outgoing store emails.

MOBILE RESPONSIVENESS

- Your eCommerce site should be fully responsive on mobile.
- In Elementor, click the **Responsive Mode** button at the bottom of the left panel.
- Switch to **Mobile View** and adjust the layout, typography, and button sizes for mobile users.
- Ensure all widgets and sections are mobile-friendly before publishing.

TESTING YOUR ECOMMERCE SITE

- Test the following features before launching your store:
 - Add products to the cart and go through the checkout process.
 - Test different payment gateways (PayPal, Stripe, etc.).
 - Ensure shipping options are working as expected.
 - Verify that product pages, cart, and checkout look good on mobile and desktop.

MOBILE RESPONSIVENESS

- After everything is set up and tested, promote your store.

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- Use **Facebook Ads**, **Google Ads**, or **Instagram** marketing to drive traffic.
- Create coupon codes or discounts using **WooCommerce > Coupons** to attract customers.



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