

# Start Selling with WooCommerce Now!

WORDCAMP ATLANTA 2019

 SiteGround

# Hello!



**Francesca Marano**  
WordPress Community Manager

 SiteGround

The background is a dark blue gradient with various geometric shapes and patterns. In the top left, there's a white dotted pattern and a small white circle. In the bottom left, there are three white stars of different sizes, a dashed white line, and a blue arrow pointing right. In the top right, there's a white dotted pattern and a white triangle. In the bottom right, there's a green geometric shape and a white triangle.

# WooCommerce

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# Select Theme

- 1 Avoid Overcomplicated Themes
- 2 Stock Images ≠ Real Images
- 3 Responsiveness

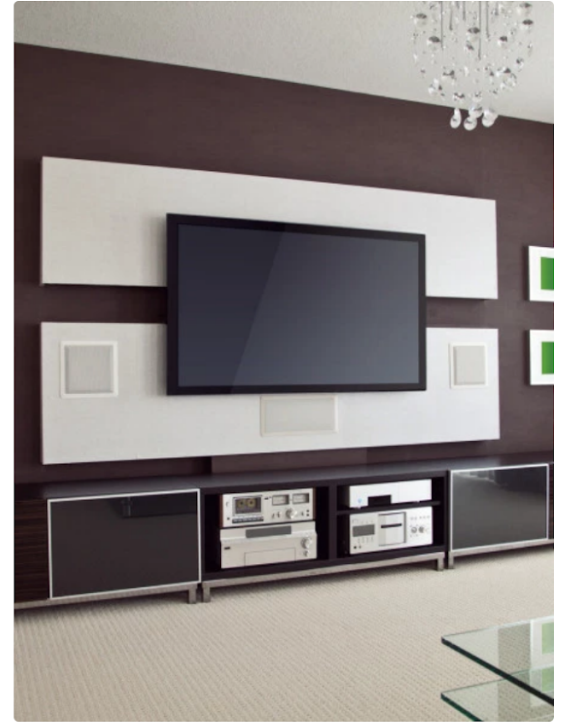
## Product Categories



Clothing (46)



Kitchen (28)



Electronics (39)

# Trusted Theme Providers

- 1 [WooCommerce.com](https://WooCommerce.com)
- 2 [WordPress.org](https://WordPress.org)
- 3 [Commercial Theme Shops](#)

# Start Selling With WooCommerce Now!

A talk by Francesca Marano from SiteGround

Contact Us

£0.00 0 items

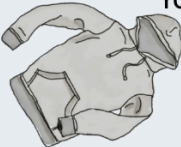


Edit this se

# Welcome

This is your homepage which is what most visitors will see when they first visit your shop.

You can change this text by editing the "Welcome" page via the "Pages" menu in your dashboard.



Dashboard

Posts

Media

Pages

Comments

WooCommerce

Products

WPForms

Appearance

Themes

Customize

Widgets

Menus

Themes

Customize

Widgets

Menus

Header

Background

Storefront

Theme Editor

Plugins

Users

Tools

Settings

SG Optimizer

Collapse menu

Support

Documentation

Development blog

Storefront 2.4.6



Hello! You might be interested in the following Storefront extensions and designs.

### Storefront Extensions Bundle

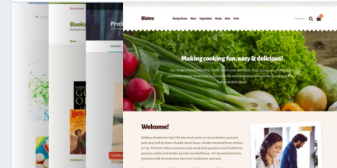


All the tools you'll need to define your style and customize Storefront.

Make it yours without touching code with the Storefront Extensions bundle. Express yourself, optimize conversions, delight customers.

[Read more and purchase](#)

### Alternate designs



Quickly and easily transform your shops appearance with Storefront child themes.

Each has been designed to serve a different industry - from fashion to food.

Of course they are all fully compatible with each Storefront extension.

[Check 'em out](#)

AN AUTOMATTIC PROJECT



Apply Filters 2

Clear

**Subject**

- Blog
- E-Commerce
- Education
- Entertainment
- Food & Drink
- Holiday
- News
- Photography
- Portfolio

**Features**

- Accessibility Ready
- Custom Background
- Custom Colors
- Custom Header
- Custom Logo
- Editor Style
- Featured Image Header
- Featured Images
- Footer Widgets
- Full Width Template
- Post Formats
- Sticky Post
- Theme Options

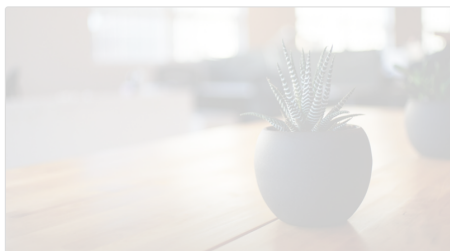
**Layout**

- Grid Layout
- One Column
- Two Columns
- Three Columns
- Four Columns
- Left Sidebar
- Right Sidebar

## Choose a fancy design for your website!

We have gathered some of the best free and paid themes suitable for various personal and business projects to help your site look professional and awesome.

### CATEGORIES

[All](#)[Business](#)[Travel](#)[Online-store](#)[Portfolio](#)[Wedding](#)[Magazine](#)[Fashion & Beauty](#)[Blog](#)[Art & Design](#)[Health & Fitness](#)[Photography](#)[Restaurant](#)

Twenty Seventeen (Free)

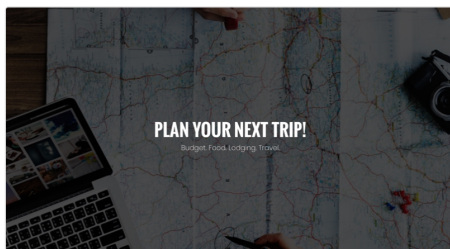
DEFAULT



### Excellence Redefined!

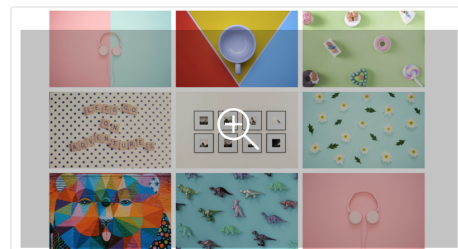
The Drone (Free)

SELECT



Your Next Travel (Free)

SELECT



Design Portfolio (Free)

SELECT



The background is a dark blue gradient with various geometric elements. In the top left, there's a white dotted pattern and a small white circle. A vertical cyan line is positioned to the left of the word 'Settings'. In the bottom left, there are three white stars of varying sizes, a dashed white line, and a cyan arrow pointing right. In the top right, there's a white dotted pattern, a cyan circle, and a white triangle. In the bottom right, there's a green geometric shape and a white triangle.

# Settings

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# Configuring Payments

- 1 Direct Bank Transfer
- 2 Check Payments
- 3 Cash On Delivery
- 4 PayPal and PayPal Checkout

# PayPal

- 1 Settings > Checkout > Set Up
- 2 Paypal extensions (free and paid)

# Stripe & Others

- 1 Extensions > Payments
- 2 Different Payment Methods

[Browse Extensions](#)

[WooCommerce.com Subscriptions](#)

[Featured](#) | [All](#) | [Bundles](#) | [Enhancements](#) | [Free](#) | [Marketing](#) | [Payments](#) | [Product Type](#) | [Shipping](#) | [Store Management](#)

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# Configuring Shipping

- 1 Settings > Shipping
- 2 Shipping Zones
- 3 Shipping Methods
- 4 Shipping Classes



# Shipping Zones

- 1 Default > Your Country
- 2 Other Countries: single or group





# Shipping Methods

- 1 Flat Rate
- 2 Free Shipping
- 3 Local Pick Up
- 4 Additional Extensions



Browse Extensions

WooCommerce.com Subscriptions

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# Products

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# Adding Products

- 1 Quality Images
- 2 Copywriting and SEO
- 3 Categories
- 4 Accessibility

- Dashboard
- Posts
- Media
- Pages
- Comments
- WooCommerce
- Products**
- All Products
- Add New
- Categories
- Tags
- Attributes
- WPForms
- Appearance
- Plugins
- Users
- Tools

Screen Options

# Products

[Add New](#) [Import](#) [Export](#)

Welcome to WooCommerce – You’re almost ready to start selling :)

[Run the Setup Wizard](#) [Skip setup](#)

All (12) | Published (12) | Sorting

Bulk Actions  Apply Select a category  Filter by product type  Filter by stock status  Filter

<input type="checkbox"/>		Name	SKU	Stock	Price	Categories	Tags	★
<input type="checkbox"/>		Vneck Tshirt	-	In stock	£18.00	Tshirts	-	☆
<input type="checkbox"/>		Tshirt	-	In stock	£18.00	Tshirts	-	☆
<input type="checkbox"/>		Polo	-	In stock	£20.00	Tshirts	-	☆
<input type="checkbox"/>		Long Sleeve Tee	-	In stock	£25.00	Tshirts	-	☆
<input type="checkbox"/>		Hoodie	-	In stock	£45.00 £42.00	Hoodies	-	★

## Add new product

Visual

Text

Paragraph ▾ **B** *I*         

Word count: 0

Product data — Simple product ▾

Virtual:  Downloadable: 

## General

Regular price (£)

## Inventory

Sale price (£)

## Shipping

[Schedule](#)

## Linked Products

## Attributes

## Advanced










[Get more options](#)

## Product short description

Visual

Text

Paragraph ▾ **B** *I*         

## Publish ▾

🔑 Status: Draft [Edit](#)👁 Visibility: Public [Edit](#)📅 Publish immediately [Edit](#)Catalog visibility: Shop and search results [Edit](#)

## Product categories ▾

All categories | [Most Used](#)

- Accessories
- Hoodies
- Tshirts
- Uncategorized

[+ Add new category](#)

## Product tags ▾

Separate tags with commas

[Choose from the most used tags](#)

## Product image ▾

[Set product image](#)

## Product gallery ▾

[Add product gallery images](#)

# Variations and Attributes

- 1 Attributes > Different Properties of a Product
- 2 Variations > Attributes that matter to Product Management

# Type of Products

- 1 Physical Products
- 2 Downloadables
- 3 Memberships (extensions)

# Boost Sales

- 1 Coupons
- 2 Sales Price
- 3 Wholesale/Retail Pricing (Extension)
- 4 More Marketing Plugins (Extensions)



# Protect Customer Data

- 1 Security Plugins
- 2 Backups
- 3 SSL Certificate

# Make it Fast

- 1 PHP 7.1
- 2 Caching
- 3 Optimisation (CSS, Js, images, etc...)

The background is a dark, textured surface with various geometric shapes and patterns. On the left, there are overlapping shapes in shades of teal and purple. A dashed white line with a teal arrowhead points towards the center. In the top left, there's a small white circle with a comma. In the top right, there's a white hexagon with a purple triangle inside. In the bottom right, there's a white triangle. The overall aesthetic is modern and tech-oriented.

# Thank you!

**Francesca Marano**

[francesca.marano@siteground.com](mailto:francesca.marano@siteground.com)

[twitter.com/FrancescaMarano](https://twitter.com/FrancescaMarano)

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