



**Website Creation Workshop  
With Christina Hills**

**"WooCommerce Bootcamp"**

Christina: Hello and welcome. This is Christina Hills with the Website Creation Workshop. Welcome to this special call with Andrew Behla, who is a WooCommerce expert. This is our WooCommerce Bootcamp. If you've not heard of WooCommerce, it is a plug-in, a very popular plug-in for WordPress that helps you sell online. Most people think about WooCommerce as a way to sell t-shirts, products, sort of Amazon-type stores. But Andrew's going to talk to us about how you can use WooCommerce even if you're a coach or consultant or someone who only has a few products.

Well, let me first tell you a little bit about Andrew, and then we'll turn it over to him. Andrew Behla is the creative director and founder of Behla Design, a full-service design and web development agency located in Los Angeles. He's been in love with WordPress since 2006, and enjoys giving back to the WordPress community. He is the founder of the Topanga WordPress and Los Angeles WooCommerce meet-up groups, and also is a Woo expert. Andrew has a degree in philosophy and business from Trinity University and has taught at Santa Monica College and is an award-winning teacher at UCLA Extension. He's a lifelong musician, enjoys snowboarding, table tennis, meditation, and travel. Lives in Woodland Hills, California near Santa Monica. Welcome, Andrew. And I want to make one point, I met Andrew at a WordPress conference and I know he is an excellent teacher. So welcome to the call, Andrew.

Andrew: Thank you for having me. I'm excited to be here. That's some introduction.



Anyway, it's great to be here. I'm really excited. I just saw Christina again at the WordCamp, Los Angeles. I'm a big fan of WordCamps. It's where I've been able to really meet a lot of great people and learn from other experts and if any of you on the call haven't been to WordCamp, I highly recommend going there in most major cities. In California, we're lucky, I think there's four, or at least three. I know there's four now. There's a San Diego, Orange County, L.A., Sacramento, and there's also Nashville coming up. A National WordCamp in Nashville coming up first week December, I believe. I'll be there for that. I'm excited for that.

This presentation is something that I've given at a WordCamp, but I've modified it for the group here after talking to Christina. Talking about the people that are part of the membership and the work that you do. I'm going to expand on it more and explore some other areas of WooCommerce that in our conversation over the weekend, Christine was even surprised that WooCommerce could do certain things. I'm really excited for that. I had started this talk as a Bootcamp. It was started out as a way to kind of get up and running and get WooCommerce going. There's a lot of directions we can take with WooCommerce. This past weekend, I gave a talk, which you can probably find at WordCampTV. It was more advanced, it was more turbo-charging your sales. This talk is going to be getting the nuts and bolts and the basics and kind of how to get up and running in a quick way and get all of the bases covered, so we can get moving.

When we think of WooCommerce, a lot of people have heard of it. It's amazing, some people haven't. If you're in the e-commerce space, WooCommerce is taking up between 40 and 50% of all website-selling merchandise. That's pretty strong statistics. I talked to somebody from the Automatic team, which is sort of the owner of WooCommerce now. They're the ones who sort of shepherd and the main company for WordPress.com. Some of the people at the table from this past week had told me that almost two million stores are running WooCommerce



now. If you look at e-commerce as an industry, I saw a recent study that it's like a four-trillion-dollar-a-year industry and it keeps growing. E-commerce is not going away. More and more people are buying online and there's more and more ways to sell online. It's just a very, very exciting time to get involved in this. We started out being Woo experts and really focus on WooCommerce from the very beginning when it first came out. We were actually involved with WooThemes before that. Big fans of WooThemes. They were a team company, but they shifted to WooCommerce as a 100% focus.

This is a WooCommerce store and it's showing products. I wanted to show you this that they can have product, you can have filters, but you can also go beyond just physical products. You can sell training tools. This is a client that is mainly an educational organization. They work with Anyagrams which is based around business and personality type. They sell training, they sell DVDs, they sell cards. There's just number of ways. They even do program registrations through the site. They offer workshops and courses. I'm going to be touching on some of these different ways that you can sell, it's still in a sense a product, but it's not a physical product maybe. For instance, WooCommerce subscriptions lets you sell a subscription for recurring billing. I'm actually working with a beverage company right now and they want to be able to sell a one-time product. Purchase the product once, but then also sign up for a subscription. This is becoming more and more popular. You'll see it on Amazon as well. So you can do recurring subscriptions. We work with magazine companies as well for subscribers.

Christina: Let me just interject for a moment. The main plug-in WooCommerce is free, and then what you're showing, these kind of add-ons...

Andrew: That's right, yeah. That's a good point, Christina. You have the core of WooCommerce. It's totally free and there's a lot of free stuff in there. But if you



want to extend it or add functionality, there are extensions or plug-ins and they can be purchased either through WooCommerce or there's a lot of third-party plug-ins through everything from CodeCanyon to IgniteWoo to, just you name it, SkyVerge is another company that writes a lot of plug-ins. These plug-ins, you pay a yearly fee to keep the update and support. You don't technically have to pay every year. If you want to kind of stick with what you have, then if any updates come, you won't get the latest version, but it doesn't mean your site will break or you won't be able to use the plug-ins. Some people get a little scared about that.

This is a membership plug-in from a company called SkyVerge. You can do a subscription site with memberships and memberships lets you control your content and protect your content. You can also use another one called Groups, members with groups. You can imagine, there's many solutions surrounding this. If you pick one idea, you might find three to five plug-ins and solutions. There's a lot of support, a lot of third-party support and development that's been going into WooCommerce for many years since it first came out. It's just taken off like a rocket ship. It's lot of companies and developers who have focused on writing WooCommerce plug-ins because it's been quite successful.

This is another solution. It's from selling tickets and managing events. What I like, I like to look at WooCommerce as a platform. Just like WordPress is a platform to publish on the Web, you can publish your blogs or you can publish page content, any content, anything you can do online on the Web you can pretty much do with WooCommerce and WordPress for that matter. Because WooCommerce is that same type of idea. It's a platform. What I like to say with clients is, if you're thinking about getting into selling products or maybe events or any of these ancillary ways to sell, what I like about WooCommerce is that it brings it under one platform. It's one log-in. The users would have one accounts, one password. Then, you can extend it in many ways. You can add a product to it.



You can add events. You can add the subscriptions, memberships. It's very extendable and it's very flexible. But what I like about it is it's one user experience. You can create one shopping cart that can sell in multiple ways. Then, you can also let your users have their account and manage their account and payments and so forth with that one solution.

There are a lot of other WordPress plugins that sell. Like for instance, there's something called MemberPress that handles memberships. But if you decide later on down the road you want to start selling a book or a DVD or something else that's maybe not membership based, then you're kind of limited with that plugin. That's one thing I want to mention about WooCommerce, is how it really becomes this sort of platform within a platform in terms of sitting inside of WordPress. So this is exclusive for managing events and selling tickets. It handles everything from QR codes to setting up the event and the sell page and different price levels.

This is another one called Bookings. This product creates bookings for basically any kind of booking solution. I have one client who does different types of healing work and they set up this so that they can manage their schedule and clients can book and pay online. There's actually an approval process, so they can request the book and then she can approve it.

This is another one that works with Facebook. You can post to your Facebook account and have it connect to your WooCommerce store. Now, you're going off-site, you're using WooCommerce as the portal, the central hub, and you're able to extend it and offer it in different locations such as Facebook and have a store on Facebook, so you can actually buy and integrate with Facebook.

Here's another one that is very powerful, Amazon Fulfillment. You can actually



use Amazon to pick, pack, ship, track orders, the whole nine yards. You can promote a product. Let's say you're excited about a particular product, you can blog on and talk about it and promote it, and then if anyone wants to buy it, they can buy it right from your site and it's going to be fulfilled from Amazon.

Christina: Wait, are you talking about not your own products or your own products?

Andrew: Actually, I think this product works with any...

Christina: I mean, is it designed for...

Andrew: Okay. Fulfillment by Amazon is you would have Amazon fulfill your products. I did this. I didn't set this up with the WooCommerce site, but I have used Fulfillment by Amazon, where you basically ship your products to Amazon and they handle all the fulfillment.

Christina: Oh, that's great.

Andrew: They become your shipping and fulfillment arm.

Christina: Oh, that's cool. You don't have to pack it up and ship it out you, just send them a whole bunch and then they warehouse it and ship it out.

Andrew: Yeah, exactly. Let's say you have 30 CDs. You just send it and they'll ship it for you. They'll pick it, pack and ship it.

Christina: That is cool.

Andrew: Yeah. There's different ways. There's also one thing I want to mention, that this is



possible because of something called an API, which is a protocol. It's an Internet protocol that lets your WooCommerce site talk to Amazon and relay this order data. By having this sort of API or communication link, it's a secure link where two sites or two systems can speak to each other, it just opens up a whole other world where now you can extend in many, many ways. I have a client selling shirts. I'll show their site soon. They work with a company called Veracore handles all their fulfillments. They handle all of the transaction and the payment and the checkout with WooCommerce, and then, when that checkout or the order it's completed, that order information sends it to Fulfillment house and they ship it out, just like an Amazon Fulfillment would do. It's very powerful how you can definitely scale this up and you're not just mom and pop with your own, which you can definitely start with, but there's ways to extend it and expand as your company grows.

Here's another one that does drop shipping. You can actually set up a supplier. Let's say you have a third-party fulfillment company, you can send them an email like, "Okay, go ahead and ship this product to so and so." and that'll work there. This drop shipping is another option.

Now, we're going to get into some warm-up here. This is our Bootcamp, it's getting ready. I know a lot of times Bootcamps are kind of like that first Marine person yelling at somebody, "I'm going to do my best to make this fun." and hopefully it'll be understandable and something that you feel like you can get out and do yourself. That's my goal, is that you can really get into all the steps here on your own.

The first step, I'd say the first major decision you're going to make, is choosing your theme, choosing the right theme. I'm going to talk about ways to choose your theme. Different criteria that you can have. A lot of times, there's so many



options out there. I'm going to focus on a few. I'm going to focus on just two for now. WooStoreFront is a theme that was developed by WooCommerce and it was the first theme, as I said before, they are a theme company originally. They used to make all types of themes and that's sort of where they really got their name. Most people around WordPress know about WooThemes. People that are newer, they actually changed their name to WooCommerce, so WooThemes doesn't even exist. But they started as a theme company. StoreFront was their first theme that was really geared towards WooCommerce 100%. It was written from the ground up to be streamlined, to be fast, to be efficient. You want to get a theme that doesn't have what's called code bloat, extra code in there that slows down your site. They really focused on making this very efficient and powerful.

They also created what are called child themes, which I'll show in just a second. These are themes that it's a child theme sits on top of your parent theme and will have styling based on a certain store or look and feel. They started developing child themes. On the right side Beaver Builder, this is a theme company that we really enjoy using. They make a theme and also a page builder. It's like the first drag and drop theme that we really like. It's a visual page composer. They also have WooCommerce support. When you're looking for a theme and you're thinking about maybe adding WooCommerce down the line, you might not have it right away even, just consider using a theme that has support, if you decide to add a WooCommerce store, it's going to work with that theme and you're not going to have to change the theme. Because changing a theme, technically you can change your theme as much as you want in WordPress. But there is set-up involved with any kind of theme.

Christina: Andrew, let me ask you a question, if you could just back up your slide to themes for a moment. Since WooCommerce is a plug-in, technically wouldn't it work with all themes or are you saying that you should look at your theme or contact





your theme company and see is it WooCommerce compatible? Is that what you're saying?

Andrew: Yes. Technically your theme, you could have a WooCommerce store but with WooCommerce you have certain templates that are unique to WooCommerce. You have a catalog template and a product detail page and a checkout page and a cart and an account page. If your theme doesn't have templates for all those parts of your store, then it's not going to be specific or the look and feel of that theme might not carry through to all of those other pages, including your WooCommerce pages, if that make sense. We're going to get into installing WooCommerce in a minute. But when you install the free version of WooCommerce, it installs page templates into the site, install the whole plug-in. There is definitely support for WooCommerce. If your theme doesn't have that support, then it's going to default to a style that might not match your current theme. There's definitely, when you check out themes, there's definitely going to be some that will say WooCommerce compatible, others that will not be, and the ones that it doesn't mean you can't use that theme by any means, it just means that you might have to work on the styles and the templates for that theme to make it look closer to your actual store, so it's just kind of default and standard way. But you can always customize it and override the templates to get back to. But if you want to go for the lightest lift, lowest lift, then you want to start with a theme that's already WooCommerce compatible.

The other thing to look at is like when WooCommerce updates... If you have a WooCommerce theme that's being supported, they're going to update their theme as well. All these updates that happen, you want to work with the company hopefully that has WooCommerce compatibility because then it's going to be less trouble on your side because the theme company is going to provide those updates in the next release.



Christina: Okay, so for people listening, really the first thing to do if they have a theme that they already like is to just go look at the theme description or contact the theme company and find out is it WooCommerce compatible. It may already be for other people who might be starting from scratch, that's something that they should look for. I think that's all that you're saying.

Andrew: That's right, yeah.

Christina: Because their life will be easier if you pick one that is compatible. I know many are. There are probably a lot older themes out there that are not.

Andrew: Yes, that's right. Yeah, you'll find some of them work seamlessly. When you get into custom-theme development also definitely there's more coding, there's more development. One of the things with WooCommerce is it's very flexible. You can technically, just like WordPress it's open-source, all the code is available so you can override and customize and extend. That's one reason people like this over a solution such as Shopify. Sometimes clients will ask me, "Well, what's better, Shopify or WooCommerce?" and I'd say, "If you're looking to have more control over your store, more control over the options, then WooCommerce is definitely... You can get under the hood, so to speak, or you can hire a developer to really customize it and extend it in ways that you're not going to have that same type of flexibility as the solutions such as Shopify because that's a close-source solution. It's like you're in there while it's guarded, which is great. I recommend Shopify for clients for starting up and if they just want to have maybe one or two products and they just want to get going and they also offer support. That's a big benefit for somebody just starting out.

Christina: Okay, cool. Yeah, makes sense.



Andrew: Okay, that's good. Next one here. This is StoreFront and StoreFront is the WooCommerce theme. You can check out more information about that. This is their child theme called HomeStore. This is a child theme. It's I think \$29 or \$39. It's different prices and you're just paying for this theme to sit and work in conjunction with the StoreFront.

Let's go to next one. This is Beaver Builder, their home page. You can definitely look at, they have a lot of demos and templates and starting points for that. This is a client that we worked with called Liquid Glow. This is a Beaver Builder, sort of a hybrid site where we overwrote some of the styles and customized it, but it's using WooCommerce and they're doing really well. They actually were picked up by these auto part stores. They're very excited that online stores picked up their product. That is like entering the big leagues, when you get into a massive chain, big store, Newegg and parts.com those are really big stores. We're proud of them for that.

Twilory is the shirt company I mentioned earlier. They are doing really well. This is a totally custom site. They worked really hard on their branding and their design. This is an example of a custom theme that was developed just for them. When we do custom design and development, we have a whole process that we go through. There's actually design process where we show the design and how each page will look and then we code that to be a custom theme for the client.

This is another one called Goodr. Again, a custom theme. Simple, clean, very elegant. They're doing very well. They sell all types of sunglasses geared towards runners.

Okay, so this section, we're going to talk about basic set-up, so how are we going



to set up. When you install WooCommerce, it's going to ask you if you'd like some help. It's going to give you sort of a wizard to step through the main areas of set up. This is helpful because we're going to touch on these main areas of set up as your location, your shipping, how you're handling shipping and taxes, your payments. Those are sort of the bare, bare minimum, so let's step through some of these.

The page set up, this is going to install the WooCommerce pages. You have your shop, your cart, your checkout, the accounts. All of these are going to be installed into WordPress when you install the theme. Your locale, this is where you're going to set up your state and your...

Christina: Andrew, this is what you would see inside WordPress after you installed and activated the theme? It would take you through these set-up stages?

Andrew: Well, after you activate WooCommerce. WooCommerce is a plug-in.

Christina: Yes. Right, after you activate it inside WordPress.

Andrew: After you activate WooCommerce, the plug-in, then it's going to ask if you want to go with this wizard. These are some of screenshots that you'll see.

Christina: Okay, great. Just wanted to clarify.

Andrew: You can use pounds or inches. Then you can skip any of these and you can always come back to them. There's a place in WooCommerce settings where you can get that done. So shipping and tax set-up, you can charge, you can definitely set up taxation. This is important. Sometimes clients don't always pay attention to that, but I always encourage it because you should be collecting taxes from the state you're in. I'm going to touch on a few solutions for that in the upcoming slides.



Payments, actually WooCommerce works with PayPal standard. That's free. If you have a PayPal account, you can just put in your PayPal email and that's going to give you an offsite checkout. The bare minimum, you could technically have a WooCommerce store without buying any extra plug-in. You can have a payment through PayPal, you can set up taxes as flat rate or taxing figure, you can set up your shipping, and you can also set up these other ways to pay. You can do check payments, cash on delivery or COD or bank transfers. You can offer multiple ways to pay at the checkout including multiple payment methods, PayPal and Stripe or Amazon Payments or many different payment methods. I'll touch on that soon too. This is the last screen, then you can check out some of their training videos, your store is ready to go, you're ready to roll.

Now, you're going to be looking at setting up your products. Now, that you've got sort of the basics of selling down, you're going to look at how are we going to add our products then. There's different types of products set-ups with WooCommerce. There are simple products and variable products. There's also, when you add subscription, there are subscription products. There's even variable base subscription products, if that doesn't confuse you. Then you can also do, I forgot to mention, you can do virtual and downloadable products. Let's say you're developing content, training content or seminars or booklets, you can make it so that somebody buys your training and they download it. We've created solutions for clients for that training companies. We have one called Life Energy Institute and they sell DVDs, videos, audio books, and they also offer it so that the person who buys it can download it and in addition they can also see the product on their site as a video. There's multiple ways you can handle this. But right now, we're looking at the simple product. This is just a single product, one price. You can have your skew information here, your taxes standard. On the left side here, you can manage inventory, shipping details. You can link other



products so that when you're in a product detail page, you can see other products, attributes in advance. Attributes are for variations. There's options in the advanced settings. This is basically a simple product.

Christina: Let me just back up for one second,, just to clarify. Downloadable would be say you're selling an eBook and then they would get that eBook PDF as a downloadable. Then virtual would be like if you've got a member's area or something like that.

Andrew: Right.

Christina: Okay, cool. That's what I thought, okay.

Andrew: Virtual would be like if you're, let's say you're selling an event, and there is not a physical good but you're selling admission to the event. You could set it up like as a product and just have it be virtual.

Christina: For a downloadable, where is the downloadable item? Where do you store that? Is that stored inside of WooCommerce?

Andrew: Yeah, so there's a place that you can create a link to your downloadable product and then when the customer gets through the checkout, they're going to have a link to download the product and you can even, for larger files, you can use Amazon's Web Services. Going back to this training company, Life Energy Institute, they had very large video files for trainings. They were like 300MB or 500 or 800. Using the standard download through your web hosting might be a little bit slow for a file that's larger, so there's an add-on. There's a third-party add-on so you can use Amazon's Web Service to make a faster download speed. With the download, they're actually downloading from Amazon. That gets a little



more advanced.

Christina: Right, right, right, right. Just the basic difference. Yeah, that's great.

Andrew: You can get into like more advanced stuff. This is a variable product. Variable products have what are called attributes. Attributes can be related to, in this case a shirt, so they have different types of fit, classic, slim, tailor, traditional. They have different neck sizes. They also have different sleeve sizes. These are three attributes that a customer who wants to buy a shirt, they're going to have to select these. I'm just showing you that these attributes were set up as values here where my cursor is. These are the values and then the next size. This is sort of where you put all of your variations in a way or they call them attributes, but they're actually like all the different instances, all the different sizes from small to large will be put in here, and also the sleeve sizes. All the possibilities of the variations are created in this window here or this option panel. Then your overall option, you categorize it by fit, next size sleeve. You create sort of an overall category or way, attribute there. Then there are variations we're going to see. This is where we actually link the variation.

Let me back up. You can create all these out attributes for a product. Let's say you have a shirt and you want to be able to offer the shirt in all of these sizes, all these fits, with all of these sleeves options. It's a lot of variations you can imagine. What WooCommerce does, it's really smart, it'll actually link all the variations and sort of do this for you to create all the different variable product variations. Each of these in a sense becomes a variation or a variable product for the main product. You have your parent product of this shirt, let's say it's a blue gingham shirt, and then within that product you have all of these variations.

Christina: Andrew, would this be used, let's say you want to set up a product that's like your



consulting and then a variation could be a 30-minute consultation, a one-hour consultation, or a two-hour consultation.

Andrew: Exactly. Yeah, yeah.

Christina: Okay.

Andrew: Yeah, so you can create time as a variable. Time could be a variable and you can create those different pull-downs. On the front end, it'll look like a pull-down menu. You choose which one and then the price will change based on the variation you're choosing, yeah. In this case, it's a shirt company. They have their own skews, they have the sizes.

Let's look at the checkout set-up. In the checkout, you have different options. What comes standard with WooCommerce is a PayPal checkout, like I said. Just to be clear, there are different flavors of these checkouts. I could give a whole talk for an hour just on checkouts. Because there's so many different little subtle variations. But PayPal standard is the one that takes you offsite, meaning the offsite checkout goes from your site and then will open up a new window or browser tab and then you'll be on the PayPal site and all your order information will be ready to go inside. When you get to PayPal, the price, the information, the shipping information, all that information is kind of brought to Amazon and then the customer would use their Amazon account or they can check out as a guest, either credit card or standard payment, and they would check out through PayPal.

Now, the other type of checkout it's called an onsite checkout, meaning all the transaction happens on the site. That's a little bit different, it requires a different set-up. We'll talk a little bit about what's entailed here.





Christina: The way I'm doing it right now is I'm not using WooCommerce right now, but the way I'm doing it to describe this onsite-offsite is I have when they click they actually go to another site, but I've got it customized so it looks like my site. The challenge with going to PayPal is it looks like PayPal.

Andrew: Yeah, some people argue that \_\_\_\_\_ [inaudible]

Christina: Can you keep it embedded onsite and use PayPal?

Andrew: Yes. With PayPal, there is PayPal's, the free one, standard. That's the offsite one. But PayPal Advanced does an onsite checkout, PayPal Pro does onsite. There's another one called PayPal Express. That's also an onsite. That's one that PayPal is encouraging to use currently.

I could talk about Authorize.net. This is one of the biggest merchant account providers. They have different flavors of their service. They have authorized DPM, direct payment method, which works onsite. When you're working with a website, some of these require specific set-up, so you have to get a bank account, you have to get a merchant account. There's different layers, I'd say Authorize.net might give you the lowest rates. It might be near 1.9 or 2.2%, but you have to jump through more hoops, you have to get a merchant account involved. They don't handle the actual banking merchant account, they handle the gateway. They handle the capture and then they send it to the bank for receiving the payment. So it's more involved in terms of applying with them and they definitely do more of a check, I would say. You'd also have to have what's called an SSL certificate. SSL means a Secure Socket Layer.

Christina: But these days or at least this year, this is what I've been teaching my students, is



you need to get your site on to SSL because of not only shopping cart thing, but because of Google and Chrome and the move for the whole Internet to be SSL.

Andrew: That's right. Yeah, and I've even heard from SEO experts that Google's going to stop favoring sites that don't have an SSL and favor sites with an SSL. Even for SEO ranking and marketing, it's going to be favorable to have the SSL. We always encourage SSL, and there's a great [00:36:29] Let's Encrypt is a free SSL that works really well. I've set that up with many WooCommerce sites for clients and it works perfectly.

Going back to Authorize.net, there's another one called CIM, which some of these payment solutions will actually remember the payment method and the payment information. It's not going to store it on your site, it's going to store it on the Authorize.net. Stripe does it as well, where you can remember your payment method for future purchase. That's kind of a nice thing to have. PayPal, I don't know if it does it to the extent. Maybe the upper tier PayPal options like Express or Pro will store it. You'd have to check on that. But I know Stripe and Authorize.net, CIM will do it. I believe Braintree will as well. Braintree is actually owned by PayPal. It's a merchant company that's competing.

Now, the difference I would just point out with these companies, Stripe and PayPal standard are free. There's no monthly fee. They offer about the same rates about, I think it's 2.9% and 25 cents a transaction. Braintree is also free, I'll add that also. If you don't make a sale that month, you don't have to pay a monthly fee. When you get into some of the other plans, Authorize.net, they all start I think at 25 or 35 a month. You have to kind of weigh your volume. I think the breakeven point is about 1000 a month. If you're doing a 1000 a month in sales, the you might want to consider going to Authorize.net or a company that has lower transaction fees because then you actually start saving in the long run, if



you pay the 25 or 30 a month and you're doing, let's say, 10,0000 a month at sales, you're not paying a higher percentage rate like 2.9 or 3.1%, you're paying instead maybe 1.9 or 2.1. Those are all somewhat negotiable with your merchant account as you do more volume.

Christina: That's a great benchmark. If you're making under a 1000 in sales per month, stick with something free like Stripe or PayPal because their transaction fees are a little bit higher, but you don't have enough volume. When you get into really big volumes, then that percentage amount really does add up. What's nice about this solution is it lets people who are just getting started to start in an easy way with Stripe and PayPal. Yeah, they don't have to go through all the hoops. I went through all those hoops years ago with Authorize.net because Stripe and Braintree wasn't around and I wanted to offer credit cards. I remember what it was like setting it up, it was kind of a lot. But this is back in 2004. There weren't the options that people have now.

Andrew: Right, that's right. Yeah, and if you're looking for an easy, pretty easy set-up, pretty streamlined, I recommend Stripe. They offer a very nice user experience with a pop-down. It's just they're very developer-forward and I feel like their user experience is somewhat unique in the way it works and it will remember customers credit card based on their phone text, so they can just get a text on their phone to approve another purchase. Yeah, they have some technology that's a little more advanced I feel than some of the others and kind of unique in the user experience.

Christina: While we're on this gateway topic, what about Square? You know that little thing you plug into your phone. Will that work?

Andrew: I believe there is a point of sale for Square. Actually, I had one client, I think it



was Twillory who's asked that sometimes they do these pop-up stores and they wanted to be able to hook into their shopping cart, but also have a swipe. Yeah, I did locate one for them. It was Square or another one, I think PayPal may offer that swiping also.

Christina: Yeah, they have a little device too.

Andrew: Yeah, device. Yeah, so you can do that as a pop-up store. Next big topic we want to look at is setting up the shipping. Shipping, this could be a big rabbit hole, so I don't want to get too, too deep into it. I just want to go over some of the overall shipping methods. There is free shipping you can offer, there's flat rate shipping. There's also zones. There's different types of shipping calculators. Yeah, so basically all of the major shipping carriers, USPS, UPS, FedEx, DHL, all of these carriers, there are plug-ins that work with WooCommerce. What makes those plug-ins work is, again, what I mentioned earlier, is the API. You can actually offer real-time shipping rates. Somebody, let's say they're shipping to Alaska and you're in California, well you want to make sure that your shipping is covered. If you offer a flat rate shipping, let's say \$5, that flat rate is going to be good for any country, any state, any place. You have to be careful what you offer. If you want to offer more accurate shipping or get a solution that's more accurate, then you're looking at some of these other integrating UPS or USPS. You can start at free account with either of these services and then it will hook into your count to show the rates that you can offer. You can also adjust them.

Christina: When I was in my early days, when I was selling DVDs and audios on the Internet, I decided to just come up with a flat rate shipping and on some I lost a little bit of money and then others I made a little bit of money. But it just felt easier. It was just really easy to set up and I just figured, "I'll essentially cover it myself."



Andrew: Yeah, it is easier to set up if you're selling usually one or two items, you're not going to lose out typically. But if you are selling multiple products and you're selling larger items and suddenly, somebody orders 100 of these widgets, now it's going to be... Then the other thing is thinking about if you set it up in such a way that everything's shipped individually, that's going to be more expensive than taking multiple products and placing them into one box. Typically, when you order from the same store and you order five items, they'll ship one box with all the five items, so set it up in a way so it's more economical. It's just more accurate. This way covers yourself using these methods. The only caveat and the only thing to remember is you have to have that weight and dimensions of all the products and if you want to ship in multiple boxes you're going to need box sizes and maximum weights for those boxes. I'll go over it, I think I have a slide on that coming up. But Shipstation, I just want to mention, is the integrated shipping solution. The plug-in is actually free. It's a paid service, but it's very powerful. It becomes basically a shipping manager, so if you have a warehouse and you want to start shipping more product, you can use Shipstation as a shipping portal to print the labels and everything and kind of manage your shipping because it's a dedicated shipping solution, it's very powerful.

Here's what I mentioned about setting up box sizes. Each product will have its own weight and dimension, but when we combine multiple products, then it's nice to put them into a box so we can say, "Pack in the boxes with weights and dimensions." Here's an example where we're showing these different package sizes and we also include a maximum weight, so the WooCommerce plug-in determines the number of products, how heavy they are, where they're going and which box we'll actually ship them in, so all that's going on in the background. You set this up once, you don't have to worry about. It's just really makes more accurate for shipping multiple products.



So the next one I want to talk about is setting up taxes. There is a built in tax table and tax rates that it's empty when you start WooCommerce is not going to have the actual tax rates, but you can, technically you can import a csv, there are companies that will sell you the latest csv for your state. That would be the least expensive way to go because it's just basically you're importing a csv file, like an Excel spreadsheet file that has all the tax rates for the state based on zip code. This is what it looks like. So this is the import for csv, you can see all the zip codes are separated by semi-colons and then the tax rate based on that zip code.

Christina: People can just check with their accountants, CPAs to find out what they should be?

Andrew: Yes. Typically taxes are based on zip codes. We've had to deal with some interesting situations with certain laws and depending what they're selling, like shirts in New York have very particular way, they have the luxury tax, and it's not taxed under \$50. Definitely check with their accountant, whatever you're selling to make sure you're applying the right taxes, I would recommend that.

Christina: Also, will this, if you're in Canada, if somebody's listening if a Canadian merchant will they be able to set this up for Canada?

Andrew: Yes. For any country really, I mean, it's just going to be for that country. You're going to have options for that country. Regardless of where you live you're going to be able to collect those taxes based on the zip code or postal code. That's being collected at the checkout. This is another solution called WooTax, I call it sort of a lower tier solution. It's a paid one. It works pretty well for the most part. It's not too expensive and we integrate that with a couple client sites and it works well. So this shows you basically it's using something called TaxCloud. The difference



with this is that your taxes are in a cloud, so if the taxes change, then you don't have to worry about, it will automatically update.

Christina: So with that you don't have to set the taxes yourself, it sort of know, and then if they change, it makes that adjustment?

Andrew: Yes. So it's working with an API. So again going back to API, it's using a cloud-based solution to deliver the latest taxes and give the latest percent in to your checkout based on your region or your zip code. Basically you can actually collect in multiple states, too. So let's say you're in California, but you also have a warehouse in Texas. Technically if you have any operation or business operation in another state, you need to collect tax from that state as well. That's where it gets more complicated, and it can handle all that with WooTax. This is another one called the Avalara, it's definitely more expensive, it's a premium solution, it's based on percentage. It can add up. I would say it's a high level, high touch, a lot of good support. There's another one I don't have on here called WooTax.. The difference between some of these is also that some of these have their reporting built in, so you can actually do returns. That's where Avalara kind of makes like a seamless solution.

WooTax.com is another really good one, and it's pretty reasonable. I think it's going to be less expensive than Avalara. But they handle the whole taxation. If I would rate these, not in terms of how good they are, but more pricing and how much you're going to pay for some of the services, I would put the free tax table and then WooTax import, WooTax, Tax Jar, and then Avalara at the top, as far as expense. There is another company, if you just search on WooCommerce import latest tax table, there's a company that just sells csv's, and they're like \$25, so it's pretty reasonable. You could sign up for like a subscription. Maybe it's like \$100 a year or \$80, I forget what the cost is, but they'll send you an email reminder, like,



"Hey, the tax has been updated. You need to now download it, update your store." It's a little bit of a manual process, but you can also save on it.

Christina: These two options, Avalara and the WooTax and the Cloud, will they work if you don't live in America? Will they work for other countries, or is that just for U.S. based businesses?

Andrew: I believe they will work, but I would just double check. I haven't dealt with too many international stores, to be honest. I just double check with them.

Christina: Okay.

Andrew: So next item I want to go over is setting up your emails. So emails are when there's a new order, when there's a canceled order, there are multiple you know that you can set up. You can set, up you can add a logo, you can also override and add your own colors. Make it look a little bit more like the site that came from, you can add your colors and logos and so forth in here. Another thing you can think of is adding, at the checkout, you can add a MailChimp integration where you can capture the customer's email and add it to your MailChimp account for future promotions or sales. So I always recommend email capture, so it's all one process, and what's nice about this is they don't technically need to opt in because they're buying something, so MailChimp looks at this like they want to be a part of this, they're already buying something from your store, so signing up for your email list does not require an opt in. It's good.

Christina: When somebody purchases, they get automatically added, as opposed to having to opt in?

Andrew: Yes. You can put a check box of the check outs that they uncheck it, but you can





make it checked by default. So that they get opted in by default. I just want to touch on a little that also about email and how you can integrate promotions and it's just a little bit about what's the experience on the store. Some clients, some customers like to do pop-ups, so you're on the store and maybe it's your first time on a store, and this, I've seen this on major stores as well like West Elm and Pottery Barn and major companies. As soon as you get to get to the site, if they think you haven't been there before, then they'll immediately present an offer. And this could be an email offer, this is little pop-up here so you could set your email, and when somebody sends their email then you can send a coupon code. So that's a very common way to kind of draw people in, like you're going to the store and immediately are being offered a discount. This is, "Subscribe now and you'll save 20%". Sorry, I realized I should have shut this down. Shut down all the possibilities. So this is another one that's more playful. It's, "Where are you going? We want to give you a discount."

And there's something called exit intent on a store or a site, or a website. When you go to a site you can, obviously you can leave that site and your browser, your website can determine whether somebody is leaving by when they put their cursor up into the URL of the browser, it's called exit intent. So that exit intent, you can offer a pop up at that time. So Optin Monster is one that's a paid one, it has really beautiful designs, it's been used by many, many sites, you can see some of the sites, they're pretty well known sites. This is one I started using with clients, and it has the same technology, but what I like it's free. I always like to offer free solutions to my clients, and a lot of them, honestly, they don't need to. Maybe MailChimp is free up to 2000 subscribers, so this is called MailMunch and it integrates with MailChimp, and it's free and it has some features, but the basic designs are free, and then when you get into more constant designs, it's a paid solution. But this is a really good one it can work with your store as well.



Christina: So let me just pause you on the MailMunch to make sure I understand it. So it's not like an email marketing system, it's a pop up system that works with MailChimp or another? So it's a pop up thing? Okay.

Andrew: Pop up window, yes, that you can tie in. Then you can create an auto reply with a coupon code for your customers, so you could say, "Here's your 20% coupon."

Christina: Right. Okay, that's cool.

Andrew: You can set up your coupon code in your store to accept those you know special codes for your coupons from your customers. That makes sense?

Christina: Yes, yes.

Andrew: Okay, let me go to the next. Okay, so the next thing I want to talk about is testing your check out. This is important, this is something that you have everything set up, but if it doesn't work, you don't want to let your customers tell you, "Hey, I'm not able to check out." or "Something's going on." That's important.

Christina: Yes, testing your check out, it's like people should... I think I wrote a blog post years ago called, "Buy your own product". It's very important to test your check out.

Andrew: Yes, it's so important. It's so funny because it's I'll ask the store owner, "Hey did you test your check out?" "Oh no, I didn't do that." To me this is like...

Christina: Yes, you wouldn't put a store up on Main Street and then never walk into the store and see how the cash registers are working properly, so it's the same concept.



Andrew: Yes, exactly. So number one, test your checkout. You also want to not only want to test it for yourself, but you also want to test it for users, is it clear, is it easy. What does that whole experience feel like and put yourself in the shoes of the customer when they get that order email that comes in as a confirmation. What does it look like, and that's where oftentimes a consumer will see the logo or the colors and you want to make it look like your store. So it's just good to kind of see that whole process all way through. Like I said it's fun and have other people test it. Get your grandma to test it, get somebody who's maybe not familiar with your products, just get some feedback. We often set up test products that are 50 cents, the smallest amount you can run on a credit card transaction is 50 cents, so we'll set up 50 cent products just as a test product and we'll do this for single products, we'll do variable products, for subscription products. We'll test different ways and I just can't emphasize this enough.

Getting feedback is always helpful. You want to check your orders. On the back end of WooCommerce you're going to see that not only did the customer place your order, but you should receive an alert that you have a new order placed from your side and are you ready to ship it, are you ready to deliver it. In WooCommerce you can change the status of that order. You also want to check a payment gateway all the way through, you want to check your PayPal, your Stripe and see, okay, is the money actually getting deposited into your account. Okay, once you see that it's there, maybe it takes a day or two to clear, "Okay, we're actually receiving the money." Can you get your money out, is it set up to go back into your account from Stripe, is it automatically set up. So all those little details, there's a lot of moving parts here, so you just want to test it all way through and make sure.

Christina: And I know it's good to test with an actual credit card, but can you test it, like can



you set up a coupon so the price turns to zero? So like an initial test going through, "Okay, I've got a \$30 e-book, but let me with WooCommerve put a coupon in so it's zero, so I go through." and fix that and then go back and try it with actual money. Does it allow you to do that?

Andrew: Yes, of course. You can do a coupon and set it to 100%. What I like to do instead of that it's I'll add payment method that doesn't require actual payment COD, check or both on somebody actually either coming, COD is, maybe they're showing up at the store, they're picking it up, check , you actually can offer check, and when the person mails the check, then you'll ship the product. So there are ways that you can complete a checkout without actually using a credit card and still have a product go through.

Christina: But let me add one more thing to that, I think when you're all ready and you fixed any little glitches and you've tested a couple times, I think it's important to test it with a real credit card so then you can see what does it show up on the credit card statement. Will the customer then recognize the charge when they've forgotten it a month later, what will it show up as, and that helps avoid charge backs.

Andrew: Yes. That's right. That's a good point, you want to test it all the way through and just make sure that it works. Like right now we're working on a site with recurring billing and subscriptions, and the subscriptions aren't coming through, what I'll do with the subscription, just a little tip, I'll set up a subscription for three day, and instead of it being a monthly, I'll just do it on a shorter cycle.

Christina: That's a good way to test, right.

Andrew: Create a 50 cent product, three days, consecutive billing, and then I'll make sure that, "Okay, I'm getting the 50 cents charge each day." And then I'll say, "Let me



adjust this to monthly, we know that recurring going is working, it should work as well."

Christina: Right. Then another option would be when you're testing it is issue a refund to yourself, would be another possibility. But I really like seeing what shows up on the credit card statements, because I had that happen where I had it set up and then I changed the business name and the bank didn't make that adjustment, so it's just nice to see what my customers are going to see.

Andrew: Definitely. This slide is about refining your user experience, and what I mean by that is kind of like what we've been talking about now, it's testing your checkout, looking at your site through the lens of a customer, getting feedback maybe from user groups, or there's definitely usability companies that will test the site and get suggestions, but just incorporating best practices into the site, making sure the content is clear, that what you're putting on your site makes sense that you have the correct call to action. A lot of this is handled by the theme and there's default layouts for your WooCommerce template, so you don't worry too much about this, but I just like to point it out because you want to make sure, you're competing with a lot of stores, a lot of very, very powerful stores, and if you're checkout experience is confusing or things are in weird places or maybe the theme has an odd way handling it, you might want to consider overwriting it. You can customize your user experience for your end users, so it's specific.

For instance going back to this beverage company, they want to have a product that's a one-time purchase, it's a case of these beverages for \$65, but they also want to have a subscription based product and you can save money, you can get one case a month for three months and it drops the price to \$61 or whatever, there's a discount. So they're creating a landing page that they saw on another site where they can get a one time purchase button, and then the subscription



based product. Each of those will go to a specific product page, but you're kind of shaping this user experience for your customer and kind of have to think through this a little bit. Especially when you get into selling in different ways and offering one time versus subscription based products. You have to think about user experience a little more closely. Here's another tip, we like to use upper and lower navs in the stores. So upper nav meaning you have, this is the top part where it says "My account, cart". We've all kind of been conditioned to know that this is a secondary navigation that it's probably part of a store or the way you can log into your accounts, has a social media there, has a little "free shipping, free returns", so you can customize this header and then really making your navigation bar streamlined so you can see they don't have a whole lot of going on in the store far as navigation goes, there's shop. Shop is the first one that's most important repurpose, talks about recycling the shirts or sending them back, stories about the brand and the company and the shirting manual talks about how to size. So again, it is really, really focused on the store.

Sometimes I'll see sites that are trying to do too much, they might be many different things and then the shop is sort of an add on. So you have to really they think through how can you streamline, do you have to every single navigation for the other parts of your site, or can you maybe incorporate this upper nav, where you're giving an experience to a user so they can see their cart, they can check their log in, and this is geared towards the store. So there's ways to do that.

Christina: These are great points, Andrew, about keeping people focused and streamlined.

Andrew: Thanks.

Christina: I'm glad you added that in.



Andrew: So this is another one I really... It's important, focus on products. If you have big sliders and then have to get through the sliders and they have to go to another page, another page, people don't have time to do monkey around, they want to look at products. WooCommerce has a template called "a catalog template" where if you have multiple products you can set up those products individually, and then you can set up filters or categories based on those products, so the user can click on cardigans or shorts or V-necks, and it will re-display, reload a page with all of those products. So we've all seen this, but this is just going back to user experience and how you organize your products in the store. You can make them into categories, subcategories and then you can create these landing pages based on these categories or subcategories, so you can kind of create these like filters in your sidebar. This is the next I'm talking about, filter and the sidebar where there are plugins for this. Some themes actually have filtered widgets built in, so this is an actual widget for the store where you can customize the sidebar, this is based on sizes and what's available, and you can see the number that are in stock.

One thing I want to mention is always have great product photos. Product photos and copy really sell product. I mean when you look at really good stores and the store that you're probably buying from, they have professional quality product images. Doesn't mean you have to spend a fortune, this is an example I found of sort of a homemade light box that somebody created with just using simple table lamps, and some mylar, some film that you can get at like a photography store and crating this little frame, it creates what's called "a light box", and then just putting your camera on a tripod. Just doing these steps could up your...

Christina: Wow, that's great, yes.

Andrew: It's kind of like DIY, do it yourself and you can buy light kits. You can spend more money, of course, but just getting a decent camera and having a little lights up



will...

Christina: I'm glad you made this point because just think about our own buying products, our buying habits if I go and I see a product and the photo doesn't look good, I sort of think, "Maybe they're kind of rinky dink."

Andrew: Yes, totally.

Christina: I'm glad you made this point of how important it is, and this is a great slide to show people don't have to hire a photographer, they can do it themselves.

Andrew: Totally, yes. I would say some products are very tricky to shoot, like shooting beverages with all the reflections. I've been to photo shoots. Sometimes you want to hire the photographer because you're not going to get the results, but something like this, something without a lot of reflective...

Christina: Right, right. Beverages need that sort of droplets of cool, refreshingness, and that's probably hard to do.

Andrew: This is another slide I have about working with widgets. So WooCommerce, when you install the plug in, it comes with a whole series of widgets that you can drag and drop into your WordPress theme, there's products searches, there's categories, there's filters, there's tags, there's reviews. All this is built into WooCommerce, you can even have a little cart to show what's in your cart and sidebar, and it will only show what's in the cart once somebody adds something to the cart. So a lot of really cool supportive widgets for that. Here's just some useful plugins. WooThemes is actually being built into WooCommerce now. You don't necessarily need it, that was being used in the past for updates and subscriptions. News newsletter subscription, that's a good one. That's one that





will lets you subscribe to a newsletter for your customers. I mentioned the MailChimp one.

There's one for Constant Contact, is something to look for, print and voice packing list lets you customize your packing list, that's a really helpful one if you're shipping with packing lists or want to include some information with whatever you're sending out. Smart coupons, coupons are built into WooCommerce, but smart coupons lets you create gift certificates and do a bulk discount codes, it lets you import csv files. If you're really getting into coupons, this one makes it a lot more easy to manage those offers that you want to set up in the store.

W3 total cache, this is a caching plug in, we recommend running with some kind of caching. Caching helps to speed up your site by the delivering assets to the user more quickly.

DynamicPricing, this is a really good powerful plug-in that you can add like, you can add actually different pricing tiers, so you could have wholesale pricing or special pricing for certain members or groups, you can offer that dynamic. Or you can also offer quantity based pricing. So as you order more of a product, the pricing goes down.

WPallimport is a tool we have several clients using extensively, it as an export and an import, but this lets you manage your inventory with a csv file and then import it back in. Twillory is a company that uses that extensively to manage our inventory of shirts, to show it's in stock or out of stock.

ShipmentTracking is another one that you can include tracking code, and it's in the right side bar of the order inside of WooCommerce, so you can just include a



shipping card number and then that email will be sent to the customer based on their order information. So it's all kind of tied back into the order.

WholesalePricing, that's another one, that's from a third party company, IgniteWoo. Just as a side note, there are, like I mentioned, you can buy plug-ins from WooCommerce, they have pretty decent support, they may take a couple days, however you will definitely get support.

Some of the companies I've run into don't always have support or might not have prompt support, so just be kind of aware of that. I know there's a lot of companies out there selling plug-ins from Code Canyon to IgniteWoo, to WooCommerce as well. I prefer to use WooCommerce.com plug-ins because I know I'll be getting a certain level support. They've also kind of allowed that into their ecosystem so to speak, so you know they're going to stand behind it, and there's sort of a liability there with them.

Yoast WooCommerce for SEO, they make an add on for your Woo Commerce sale, they also make a local plug-in for local selling.

I just want to mention the meet up group, I know some of you aren't local, but we have a WooCommerce Los Angeles meet-up, there is a page on the WooCommerce site that has meet-ups around the world. Topanga, WordPress meet-up. We started meeting in the West Valley, so we're in Woodland Hills now, but we started out Topanga. This is my information. This is the whole presentation, the end here, we're coming to the end. I guess we can turn it over to some questions.

Christina: Yes, yes, and I definitely have some questions. So this is great, and Andrew is available if you want to contact him for a consultation or have him help you build out your WooCommerce store, I know he is available for that. So as you were



doing your presentation, Andrew, some of the questions I had sort of sprinkled in because it made sense, but there are some other questions that I have that, that I'll read you now, and for anybody else if you got questions just type them into the chat. So let's go first to Suzanne asked, "Does the membership products, downloadable links, have any HIPAA compliant security options?" H-I-P-P-A. Are you familiar with HIPPA? Do you know about that?

Andrew: And you're saying about the compliance with PCI compliant or?

Christina: No, I think HIPPA is a medical, HIPAA compliant maybe they're selling medical products, I'm not sure. Let me just read the question one more time. "Does the membership products, downloadable links, have any HIPAA compliance security options?" Can you maybe, I don't know, a checkbox or something, I'm not really, I don't know.

Andrew: That's a good question, I've never run in to that. I'll give you a little tip though, if you want to check on this. WooCommerce has a pre-sales contacts support, and they're really, they're pretty good about getting back. You can just pitch it as pre-sales instead of technical support and ask them. But I have not run into that question, so I can't be an authority.

Christina: She followed up. She said, "If clients are transferring personal info, it needs to be HIPPA."

Andrew: I see.

Christina: HIPPA is Health Information Portability And Accountability Act has to do with patient privacy.



Andrew: Okay. I think definitely getting the SSL in place will probably be the first step.

Christina: Right.

Andrew: Then just checking on if there is a way. I'm not sure about the HIPPA compliance, I know that all these gateways are PCI, but I know HIPPA is specific to another industry. So I'm sorry, I don't know that.

Christina: That's okay. Here's a basic question. Jim wants to know, Can you please clarify, just so he's clear, what you get with WooCommerce basic versus the adding, you taught a lot about all these other little add-ons to add, so if you could just clarify with the basic, without buying anything else, what would it be.

Andrew: What you get, you get the full store, you get everything I showed you, you can be fully functional, fully up and running because you're going to be able to use Pay Pay if you want, or you could use COD or checks, that's all built in, that's all standard with the free version. You also have the shipping options with the free version, you have flat rate shipping, you can set up shipping zones, that's all built in. All the types of products, variables. You don't get a subscription based products because that's a recurring billing, that's a lot more involved, but you do get variable products, simple products, downloadable virtual products, those are all built in. You also get the option to create a tax table. The tax table I showed you. So what you're not getting is, you know, if you want to get more dynamic with your shipping and use Fed Ex or UPS, that does not come built in, that's a third party plug-in. You're also not getting an offsite check out, I'm sorry an onsite check out, such as Stripe or Authorize.net.

Christina: Where it's sort of embedded into your site, the person doesn't feel like they're leaving and like going to Pay Pal.



Andrew: Right. So those are paid plug-ins. The Stripe plug-in, I believe. Some of the plug-ins, from some companies such as Ship Station are free, it is a paid service for their actual shipping service, but the plug-in that they offer, they made them free. I guess to lower the barrier of entry a little bit. So by all means you should be able to start a store and not have to buy any plug-ins, it just depends on the payment, the shipping and what tax solution, I think those are some of the main areas you can start upgrading on.

Christina: Okay, okay, cool. As we mentioned before, always check with your tax advisor, my understanding is if you're selling consulting or coaching you don't need to charge tax, but again, everybody's in a different state, in a different country, so should always check. Okay, we got another question here. I know a lot of my students and myself as well use Divi as the theme, and I did check with Divi and it is a WooCommerce compatible. Do you have any comments on that, let me just read the exact question. "Is Divi a good solution for digital download e-store? Perhaps there's already a theme specifically designed for digital eBook downloads." So if someone wants to build a store for digital eBook downloads, but they already are or used to Divi, what would your advice be?

Andrew: I know Divi has a page builder, I don't know if the page builder extends into the e-commerce store. It might be child themes for that. We have used Divi in the past with other projects, it's a few years since we worked, going deeper into it. It's well respected, it's pretty well developed, I know they're always updating it, so I think that could be a good solution if you're used to it. You might want to also consider looking at Storefront and see if there's, I know there are some different child themes that are kind of geared towards virtual products as well, so you might want to compare that. I'd just checked with Divi to see if there's a starting template or what does it come with, does it come with... Is it typically a catalog



page, which most stores have, and that. The download should work regardless of the them, because it's all part of WooCommerce. It's just on the order confirmation page and the e-mail that sent, that's where the customer would get that download information. I think you have the main part of it covered with Divi, and it should be a good way to go, but maybe do a little bit of research on some of those other options.

Christina: Or try it out maybe on a test site or something. Okay, so a couple people had a different question. You talked about MailChimp integration and just want to know if you happen to know is there an Aweber integration and/or a Constant Contact integration? Are there other email systems?

Andrew: Yes, there is. Definitely all the major web solutions, I know Constant Contact, Aweber, let me see. I know Constant Contact has a stand along plug-in. I believe Aweber also.

Christina: I mean it probably does, and while you're thinking about that let me just make this comment. Part of why I invited Andrew here to talk about WooCommerce is because it is so big. You said like three or four million websites were using it.

Andrew: Almost two million.

Christina: Two million websites. So when you are using a solution that has many, many, many users, there's going to be lots of support around it. You've mentioned a bunch of plug ins and there's probably many, many more, because a company like Aweber and MailChimp and Constant Contact they're going to look and say, "Hey, they have a lot of users." Let's support them, and that's part of why I teach WordPress, and part of why I like to introduce my community to really popular plug-ins.



Andrew: Right. I did see that Aweber, it does have a newsletter subscription, it's \$29 and that will let you customize your check out to include that subscribe option, or you can also create a widget on your site. That's definitely supported. You made a good point, almost anything you can think of at this point, because this, WooCommerce has been around for, I think it's gone on five years now, at least four of five years. It's been some time and there's just been so much development, there's literally hundreds and hundreds of plug-ins. So if you just look for WooCommerce and then fill in the blank and then add "plug-in" and the end...

Christina: Right, right, people will find it. Also its status went up, at least in my mind, when Automatic, which is the parent company of WordPress bought it. So WordPress bought... So WooCommerce, which was WooThemes, was an independent company, they got really big and then the WordPress company Automatic bought it. So that really sent a signal like, "Hey, this is the e-commerce solution." I know there's other solutions as well. Alright, I've got more questions. I know we've got about five more minutes. So Susan is asking, this isn't really a WooCommerce related question, but I think we can answer it quickly. "When you say the Internet is favoring SSL, is that a certification you need to show?" And I think Susan, Andrew if you don't mind, I think I can just quickly answer that. That's something you do with your web hosting company, it's independent of WooCommerce, and it's something that shows in the browser. Okay.

Andrew: Little lock icon that shows your sites.

Christina: Exactly. A little green lock.

Andrew: Just real quick, it'll say https instead of http, so the S means "secure", so all your payments will be secure.



Christina: Absolutely. But that's sort of a different topic, which I can go into later with my members. So Tara asked, you showed the Anyagram site, is there other examples that you know of that people can look at for using WooCommerce for buying workshops or classes?

Andrew: Yes, definitely. I'll look at a few and maybe get back to you. I think one of the companies, Life Energy, we had a whole registration process. I can maybe email you.

Christina: Why don't you email me and then I can get that out. Okay, so Patrick is asking, it's a little bit long of a question, so let me just read it all. "I used Pay Pal for a while, and Pay Pal shopping cart recently when buying the customer seeing an order form that has payment with Pay Pal at the top and a line at the bottom that says 'Pay with credit card debit card'. I do not care for the since most people I know use their credit card versus Pay Pal account. Do you see this as a disadvantage with Pay Pal? I'm thinking I need to move to Stripe, or are these other ones you mentioned, so it's easy for my customers to pay." So let me just recap what he's saying, he's saying, and this I agree with him. They click, they get to Pay Pal and now it's all talking about paying with Pay Pal, is there a way he can use Pay Pal maybe buy one of the add-ons so that it sort of stays in this environment and he can accept credit cards and not have people use their Pay Pal account?

Andrew: Right. I think people have a misconception that if they see Pay Pal they need to make an account, but there are ways to check out with Pay Pal and do a guest checkout. Using Pay Pal Express or Pay Pal Pro will be an onsite check out, and they can use Pay Pal, but they'll see the option to pay with their Pay Pal account or they'll also see an option for the credit card information, so it's not like they





have to go to another site and then log in. I think using something like Stripe is a great way to go because it's just a credit card. I mean everyone has a credit card. People do get confused about Pay Pal sometimes, so especially the offsite. Studies show that when you send somebody offsite for a check out, you do let a higher risk of losing them along the way. They just suddenly, "Oh, I don't want to do this extra step" and then they abandon their cart.

Christina: Right, right. So Patrick could use, what you're saying he could add on, he could have Stripe and Stripe is free.

Andrew: Yes. Or look at Pay Pal. Pay Pal makes one call express check out, and they also make Pay Pal standard, it's the off site, and there's also Pay Pal Pro. There's different flavors if you want, I actually have a contact with someone from Pay Pal that they're happy to talk to people about the different solutions and how they work. So sometimes it's good to get a Pay Pal expert involved, so I can share that with you, Christina, if you want to.

Christina: Okay, that sounds great. Well I don't see any other questions coming in. Andrew, this was awesome, I'm seeing a lot of "super helpful webinar, thanks, thank Andrew and Christina for a great webinar". Any other parting thoughts before we wrap up?

Andrew: Yes, I want to thank you for inviting me, it's been really fun to present, and I'm glad that the members enjoyed it and hopefully got some good information. If I were to offer some advice, I would say just don't be afraid to jump in and get started, it's not going to be perfect out of the gate.

Christina: Right.



Andrew: And don't get caught up on that because you just have to start somewhere and kind of push our way through all these details, and don't feel like it's, you know, it can feel overwhelming, but I think there's a lot of great support and videos and they've made it pretty streamlined and pretty simple. I've seen a lot of different solutions with e-commerce and the way WooCommerce is set up now and it's pretty nice to use. You can just test it and set it up and refine it along the way. Don't think that, "This is the last version I'm going to do." You can kind of build it as you go. So I really like that and encourage clients to get that first phase one going, and you're going to find two along the way, just get it.

Christina: Exactly. Right. The important thing is to get started, check with your theme companies, see if they're WooCommerce compatible, and just try it out. Just go ahead and try it out. What's great about it is the basic is free, and then you can see how it's going to work for you and you can always add more. Well thank you so much Andrew, really, really appreciate you coming in and sharing and we will get this webinar replay video out as soon as possible, and I want to thank everybody else on my team. I will see you all next time. This is Christina Hill and Andrew Behla completing the WooCommerce Bootcamp.

Andrew: Thank you.

Christina: Thank you, bye everybody.