

DECISIONS TO MAKE WHEN SETTING UP A WOOCOMMERCE STORE

Questions you should think about when starting your E-commerce shop.

BASE ADDRESS

What is the BASE address location for the store – tax rates and shipping rates will use this address.

WHERE

Where would you like to sell your items – only in the US? Specific countries?

COUPONS

Would you like to enable coupons? If so, see our article all about setting up coupons!

WHERE

Where will you ship your items? (Most likely this is all the countries you sell to!)

INVENTORY

Are you tracking inventory in the back end? Would you like to enable low stock notifications? Do you want to hide items out of stock from the store?

REVIEWS

Would you like to enable reviews on products? Only from verified purchasers or anyone?

TAXES

Do you need to collect taxes? How much and what about different states? What is the standard tax rate?

SHIPPING

Free or paid? You can charge by weight, by the total in the cart, by the item, and any other scenarios you can dream up. What provider: USPS, UPS, FedEx, etc?

PAYMENTS

How will you accept payments? Check? COD? Or another payment gateway such as PayPal, Stripe, or Square? Do you want to capture the money or authorize an amount and then charge it later?

ACCOUNTS

Would you like people to create accounts when they check out or simply check out as a guest?

EMAIL ADDRESS FOR STORE

What email address in your organization should receive order notifications? What will be the from name listed on emails?

TYPES OF PRODUCTS

Will you sell physical products, downloadable products, or both?

PRODUCT INFORMATION

You will need to get ready the following items for each product you are planning to sell in the store:

Title (use good SEO words here!)
Brief description
Longer description
Pricing
Main Photo/Gallery photos
SKU

Shipping box dimensions
Is this a simple or variable product?
Choices such as color and size?
Is each option different?
Categories (Womens, Outerwear)
Tags (Waterproof, Long Sleeved)

EXTENSIONS

In addition to the store setup, there are lots of extensions out there to enhance your store. Some are free but most are paid and can really make your store run smoothly!

For example, would you like to have shoppers give you information when purchasing an item such as custom size info or monogramming? Would you like to print packing lists or invoices? How about offering special types of coupons that are applied when certain items are ordered?

All of those fun additions to your store are possible with WooCommerce and TechCare can help you implement these extensions!

TechCare.LLC

For more information visit our website <https://techcarellc.com> or contact us at sales@techcarellc.com (941) 529-8876