E-Commerce Using WordPress

Comparison of E-Commerce Solutions

	Price	Ease of Use	Pros	Cons
WooCommerce	Free	Not easy to use if you are not technical.	Can Get Started Free if you have WordPress. Lots of Plugins. Good Reporting.	You have to pay for hosting and know how to manage it. Pay for Plugins.
Shopify	14-Day Trial $29/month-$299/month	The Apple of the E-Commerce Platform. Useful Apps. No Need to hire a developer It Works. All in one package.	Most Popular Built for E-Commerce. Free Hosting.	Expensive A limited number of variety for products.
SquareSpace Business	14-Day Trial $26/month-$40/month	Easy to Use	Beautiful Website	Not Made for E-Commerce

WooCommerce and Google Analytics: Improve Your Conversion

Knowledge about your customer base is power, and these analytics give you a chance to determine who is visiting your site and where they come from. If you dig a little deeper into Google Analytics, you can also find the seeds of how to improve your conversion rate.

Create Explicit Goals

Every business needs goals, and you can have your analytics work toward meeting those goals. The administration panel in Google Analytics offers you the chance to create custom goals for your store. You can also use the Smart Goals tool to have Google determine what goals will be most useful to you, or you can create a custom goal of your own. Setting these goals allows you to analyze one section of your site in detail, giving you more flexibility to make adjustments as needed.

Identify Your Core Audience

"Who are you trying to talk to?" that is the single most important marketing question any store owner needs to ask themselves. And that is what Marketing is trying to answer. Marketing tries to find the match between your core audience and gives them the opportunity to buy the products or services that they need at the time that they need it.

By using Google Analytics, you can take a careful look at who comes to your website, where they are physically located, and how they prefer to browse. If you are attracting a demographic that you weren't expecting, you need to do one of two things. You can redesign your store to better target the audience you want. Or, you can shift your ad campaigns to connect further with the audience you have already captured, using your analytics to help steer your marketing efforts.

Study Your Bounce Rate

Google Analytics provides a breakdown of the number of people who visit your site for an extended period of time versus the number who "bounce" off your site. Checking your bounce rate can provide you with insights that might help decrease that number and convince people to stay on your site longer.

Setting Up Facebook for Your Online Business

A Facebook page of your business allows you to leverage the connectivity of social media to boost brand awareness and customer involvement.

Sign Up for Facebook Business

Navigate to https://www.facebook.com/business and review the various information blurbs. Click "Create a Page" located in the upper right-hand corner of the screen. Choose the most appropriate business type from the provided list.

Provide Business Details

Provide information about your business. Be as complete as possible.

Add Impactful Photos

Add a profile photo and cover images that represents your business. Select images that perfectly align with brand personality and instantly connect the viewer with your business. Profile photos serve as the greeter for your page. Choose a professional quality image that perfectly encapsulates your brand personality and value. Keep the corners of the photo free from important visual clues or text. The same applies to cover images. This branding image should measure 400 x 150 pixels.

A Brief Introduction

The next step is crafting a brief business description. The page description serves as a concise business outline. The actual description is limited to 155 characters.

Determine Business Username (Vanity URL)

Your Facebook username determines how people can find your business and tag you in posts, comments, etc. Usernames are limited to 50 characters and should be as short as possible and extremely easy to remember.

Finish the About Section

This information includes not only general business information, but detailed business details. Within the "Business Infor" sub-section, complete each field.

Facebook Posting

This is your opportunity to connect with your target demographic. Strive to post relevant, information-dense and entertaining topics that relate to your business, but aren't always explicitly about your company.

WooCommerce Tips

WooCommerce: Things to Know If You Run a Web Store

1. Buy an SSL Certificate: An online store needs to use https support. Without that, you cannot guarantee a secure connection and your customers' personal information may be accessible to hackers.
2. Hide Product Pages Before They are Ready: Setting up a product page requires some testing to make sure that it appears properly to users on multiple devices. Use WooCommerce's settings to hide products to the public while they are in this testing phase.
3. You Can Customize Pages without Code: You do not need to be a coder to customize your store. The WooCommerce Customizer plugin provides you with easy to use fields that give you a chance to change headings, button text, and much more.
4. Encourage Bulk Ordering: Bulk ordering reduces processing and shipping fees for your store.
5. Provide Easy Shopping Cart Access: Your customers should have access to their shopping cart from anywhere in the store, which is why building it into the menu is a great idea.
6. Maximize Visual Marketing: Images are important to your sales as the product description.
7. Provide Instant Search: This allows customers to find popular products more easily and helps mobile users navigate your store more effectively.
8. Have Clear Payment Options: Make sure to display your accepted payment methods prominently. Additionally, accepting multiple forms of payment helps prevent abandoned shopping carts.
9. Use a Plugin for Automated Invoices and Packing Slips: If you use the WooCommerce PDF Invoices and Packing Slips plugin, you can streamline these processes while also providing customers with PDF invoices via email.
10. Create Tracking Numbers in WooCommerce: The plugin AfterShip- WooCommerce Tracking supports hundreds of different carriers and creates an automated tracking number for each shipment.

WooCommerce: SEO Tips to Improve Visibility

1. Optimize Your Images: Clear, high-quality, and fast-loading images greatly improve your site's appeal and public visibility. Make sure to include an alt tag that is descriptive of the topic. Alt tags help to improve your SEO. Also, should the image fail to load, your customers still get an idea of the image's purpose.
2. Pay Attention to Keywords in Content: Develop a list of keywords that you want to emphasize in your products and on your websites. Add and remove keywords based on the trends you see through market research. Everything you add to your website, from blog content to news updates to images and videos has an impact on SEO.
3. Create Content Your Customers Can Use: The usefulness of your content will drive traffic to your website and go a very long way toward improving your visibility in the market. How-to guides,

tutorials, and step-by-step advice are all examples of good evergreen content with lots of potential for reuse.
4. Be Proactive in Customer Contact: Don't develop a website and then just sit back and let customers come to you. Provide them with plenty of ways to get extra information by signing up for a newsletter or receiving other email updates.
5. Avoid Stop Words in Titles: Search engines ignore certain words in meta tags and titles. Examples of stop words include: *he*, *is*, *at*, *which*, and *on.*
6. Create a Site Map: It serves as an important organizational tool that allows you to keep track of what you have on your own website.
7. Use Descriptive URL: Avoid using numerical-based URLs in favor of a short portion of the title that is known as a slug.
8. Use Headings: Make sure that all titles use "Header 1", and all subsections under that change accordingly such as "Header 2" through "Header 5". This is better than using **Bold**.

WooCommerce: Best Free Extensions

1. WooCommerce Customizer: WooCommerce is quite customizable, but in order to change the text you find on buttons or labels, you sometimes have to be able to edit code. It adds a settings page that allows you to make your changes, test them and even revert back to the original layout.
2. WooCommerce Stock Manager: It makes it possible to see, set, and change information related to your inventory quickly and easily. Things like stock status, prices, sale prices, tax status, SKU, and even product names are all available from the same plugin, and you can even show the product thumbnails for easier reference.
3. Products Filter: Consumers are more likely to stay on your site and buy from you if they can filter their search results.
4. Simply Order Export: You could generate a quick and simple order report, then this is by far one of the best free WooCommerce extensions for you. It allows you to export data from previous orders in .csv format, which is brilliant for running your own reports.
5. Paid Memberships Pro: This creates a members-only area that you can add to your site, allowing discounts, rewards, and more.
6. Product Import Export for WooCommerce: You can import products already on a .csv file to WooCommerce. It will also allow you to export relatively simple products in the same format. It reduces data entry time significantly, allowing you to put more of your focus where it should be.
7. Checkout Field Editor: You can add, edit, delete, and change the order of fields displayed on the checkout page to suit your store's needs and improve the user's experience.
8. Abandoned Cart Lite: This is one of the best free WooCommerce extensions for recovering sales. It sends scheduled emails that encourage your visitors to come back and complete their purchases, and once those customers make the purchases or follow the link, the notification emails stop.

WooCommerce Store Tips and Tricks You Need to Know

WooCommerce stores have a lot of options that sometimes you get overwhelmed by the options.

1. Invest in security. Install an SSL certificate and make sure you use the best security plugins available for your storefront.
2. Back-Up Data: By making regular backups of your data, you can get your store up and running again with ease should your website gets hacked or corrupted.
3. Use well optimized product images. Your product images need to be high quality though as small as possible to make sure they load quickly.
4. Write a great product description. Your product descriptions need to be short but effective, quickly highlighting the features of each product. Make sure that your sales copy is compelling and consider hiring a professional copywriter if needed.
5. Create a product video. Product pictures are useful, but videos are even better.
6. Offer bulk discounts. Bulk orders can help you out by decreasing the cost of shipping and handling. You could even offer free shipping after customers pass a certain spending threshold.
7. Encourage Reviews: Make sure to encourage reviews and offer tools that make writing reviews easy—including on social media.
8. Create a simple checkout process. Once your customers decide on a product, you should do all you can to get them through checkout quickly.
9. Offer a wishlist. Providing an option to save items on a wishlist can turn a reluctant customer into paying customer.
10. Add rich snippet. Rich snippets are a way to show more information to customers in search results, such as reviews, product prices and some other important data.

Business and Sales

Drive More Sales

1. Upselling: Upselling can be more effective than acquiring a new customer.
    a. Make sure your upsells are related to the original product.
    b. Be sensitive to the anticipated price range of your customers.
2. Integrate Instagram: You will need a compelling photo, use strategic hashtags and post at the right times. The key to mastering your organic Instagram presence is engagement with your followers. You may try running contests or going behind the scenes to showcase your product development process.
3. Reduce Cart Abandonment: You're losing money every time a visitor abandons their cart without purchasing your products.
    a. Use an email recovery campaign, which can convince your visitors to make a return visit and complete their original purchase.
    b. Craft an email that entices your visitors to return to their carts by reminding them of what they considered purchasing in the first place and why.
    c. Offer a discount to finish their checkout process.
4. Launch a Facebook Store: Facebook remains a viable platform for social media and ecommerce marketing.
5. Email Marketing Campaigns: You need to send regular, valuable emails to be an effective ecommerce marketing activity. You need to have a good email sequence:
    a. Send a welcome email as soon as a customer makes a purchase.
    b. Provide exclusive promo codes and free gifts.
    c. Send regular newsletters to alert subscribers of new discount offers, product tips, and company news.
    d. Share relevant content to help customers to get the most out of their recently purchased items.
    e. Run a BOGO campaign in time for the holidays to promote self-gifting during the season too.
    f. Thank your highest-value customers.
    g. Solicit feedback.
6. Engage Visitors: Use live chat to answer store visitors' questions, and provide online support.
7. Start a Content Marketing Program: Consider blogging regularly to connect with customers and to rank better in search engines. There are several ways to do content marketing other than blogging:
    a. Podcasting
    b. Guest post on other websites.
    c. Create long-form content and guides to help customers use your products.
8. Think Locally: Advertise in local business newspapers, go to local events and have a booth, join the local chamber of commerce.

9. Optimize Product Pages: Conversion Rate Optimization (CRO) is the practice of optimizing your website for on-site conversions and increased sales.
10. Optimize for Mobile: Optimizing your store for mobile means more than having a responsive design. It means you're designing your site with mobile visitors in mind from start to finish.

Turn Your Shoppers into Repeat Buyers

There are many ways to make sure that one-time customers want to come back and become regulars. Keep these tips below in mind, and you will see a huge uptick in the number of customers who become repeat buyers.

Provide Wishlists

Customers can't always buy everything they want or need in one go, and many of them will forget to come back to your store if they don't have a reminder. The best part about a wishlist is that it applies absolutely no pressure to the customer. This added convenience makes them more likely to turn your online store into a regular part of their browsing experience.

Build an E-Mail List

An e-mail list can keep customers from lapsing, even if they haven't bought from you in a while, they can still keep your store in mind. You have to offer value if you start to build an e-mail list. By value I mean offer advice, letting them know about a sale earlier than the general advertising campaigns, offering coupon codes, and special pricing. You should make sure that the opportunity to sign up for your e-mail list is present on every single page your customers see. Having a list helps you build a relationship with your customers, making them want to come back again and again.

Add a Cart Recovery Plugin

More than half of all online shoppers abandon their care before they complete checkout. Whether this is due to sticker shock, changing their mind, or just using the cart as a wishlist instead of a purchase they intended to make, these lost customers can be recovered and turned into regulars with a little work. WooCommerce has several cart recovery plugins that can let customers who come back to your website retain the shopping cart they abandoned. Plugins like Advanced Cart Recovery, YITH, and Abandoned Carty Lite all have this functionality.

Have Fun

Provide quizzes, social media events, and other fun activities that customers can engage in without having to spend too much of their valuable time. The main point of these activities is to provide a bit of social interaction with the customer. This gets them thinking about your brand more and makes them see you as something more than just a website with some products for sale.