

Using WooCommerce to Manage Your Web Store

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WooCommerce and Google Analytics

- Create Explicit Goals
- Identify Your Core Audience
- Study Your Bounce Rate



Facebook Business Account

- Sign Up for Facebook Business
 - <https://www.facebook.com/business>
- Provide Business Details
- Add Impactful Photos
- Provide a Brief Introduction
- Get Business Username (Vanity URL)
- Finish About Section
- Facebook Posting



SEO Tips

- Optimize Images
- Pay Attention to Keywords in Content
- Create Content Your Customers Can Use
- Avoid Stop Words in the Titles
- Create a Site Map
- Use a Descriptive URL
- Use Headings



Recommended Woo Plugins

- WooCommerce Customizer
- WooCommerce Stock Manager
- WooCommerce Product Filter
- Simply Order Export
- Paid Memberships Pro
- Product Import Export for WooCommerce
- Checkout Field Editor
- Abandoned Cart Lite



Store Tips

- Security- Good Server and SSL
- Back-Up Website
- Optimized Images
- Create Product Videos
- Offer Bulk Discounts
- Encourage Reviews
- Offer a Wishlist
- Add Rich Snippets

