

# Building E-Commerce Solutions with WooCommerce - Second Edition

*Robbert Ravensbergen*

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**Robbert Ravensbergen : Building E-Commerce Solutions with WooCommerce - Second Edition** before purchasing it in order to gage whether or not it would be worth my time, and all praised Building E-Commerce Solutions with WooCommerce - Second Edition:

0 of 0 people found the following review helpful. Well Worth the PriceBy SherryBWooCommerce was eating my lunch while setting it up on one of my websites. I'm not a novice to web development - but not all that experienced in the WordPress world. I got the book to help me become more proficient. It is well written and I believe is going to just fit the bill for what I needed.1 of 1 people found the following review helpful. A good Start with WooCommerceBy Creative Web ActionsA good book for those that know a little about WordPress and are new to WooCommerce. A good start.0 of 0 people found the following review helpful. Three StarsBy Brian Htoo expensive for the limited content.

Key FeaturesOffers do-it-yourself e-commerce solution using WordPress and WooCommerceDiscover the new

Onboarding wizard that makes complex processes user-friendly

Manage your online store and expand its functions using plugins

**Book Description** Building an online store is often considered to be a difficult, complex task. Using the combination of WordPress and the WooCommerce plugin, this is no longer the case. WooCommerce is the most popular e-commerce platform for WordPress and is being rapidly developed by WooThemes. It provides a strong e-commerce solution to set up your own online store in just a couple of hours. This easy and practical book will help you make the most of WooCommerce to be able to set up and run your online store yourself. Installing WooCommerce is an easy task, but this book will explain in detail all the possible settings. After that you'll be adding products, different payment methods, and shipping solutions to your store. You will then customize your store by adding themes to change the look and feel. Once your store is running, you'll learn how to use discount coupons, process your orders, look at reports, and even expand the functionality further with additional plugins. By the end of the book, you will learn everything you need to add a fully functional online store to your WordPress website and start running an online business.

**What you will learn**

- Use WooCommerce settings to set up the behavior of the online store
- Get familiar with the downloadable and variable products
- Set up shipping and payment methods
- Use discount coupons for marketing purposes
- Choose the right WooCommerce theme for your online store
- Customize your website using the Storefront theme as a base
- Handle orders, payments, and emails on a daily basis with ease
- Work with WooCommerce reporting possibilities
- Expanding your online store with the functionalities offered by WooCommerce

**About the Author** Robbert Ravensbergen is an experienced e-commerce and IT manager. He has been working in several international roles for various companies. He's also a passionate writer and blogger. WordPress, WooCommerce, and Magento are the topics that he writes about. Robbert released several books about Magento and WooCommerce for Packt Publishing during the last couple of years. Besides this, he's an important writer in the Netherlands and well known for his understandable books for beginners about WordPress. Readers can reach Robbert on his personal blog at <http://www.joomblocks.com>.

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