

Sell Your Product Using WooCommerce + DIVI

*Master the art of selling products through your
website*

SUJOY PAUL

Introduction

In today's digital era, establishing a compelling online presence is essential for businesses looking to succeed in the e-commerce landscape. I'm thrilled to introduce you to my book, which is about a winning combination that unlocks the full potential of your online selling venture: *WooCommerce with the DIVI theme*.

WooCommerce: *Your Online Store's Powerhouse*

Known for its adaptability and dependability, WooCommerce is a dynamic e-commerce platform created for WordPress. It automatically converts your WordPress website into an online store with all the tools you need to make managing your inventory, accepting payments, and interacting with customers simple. WooCommerce makes it possible for companies of all sizes to offer a smooth purchasing experience, making it the best option for selling your products.

DIVI: *A Masterpiece of Visual Web Design*

The groundbreaking website builder DIVI, created by Elegant Themes, combines aesthetic and functionality. It is more than simply a WordPress theme. You don't need any coding experience to create visually attractive and incredibly responsive web pages with DIVI. With its simple drag-and-drop interface, you can build an online store that is not only useful but also visually appealing, ensuring that your online platform take center stage.

WooCommerce and Divi: *The Ultimate Synergy*

Online retailers enter a new age as a result of the integration of WooCommerce and Divi. While WooCommerce offers fundamental e-commerce features, Divi gives you the ability to create a one-of-a-kind, custom design that connects with your brand and draws in visitors. When combined, they create a potent combination that can make you stand out in the cutthroat world of online sales.

As a web developer, I have used DIVI to create countless websites. Surprisingly, around 80% of them are online storefronts, and WooCommerce is used by almost all of them. I observed how content my clients are. The ability to operate a beautiful, mobile-responsive store that reflects the elegance of their storefront was made possible by DIVI's design flexibility. As well as, WooCommerce's easy integration with their website allowed them to control product catalogs and provide a pleasant buying experience.

I'm very confident you'll fall in love with this combination if you use it in your store. It nearly includes almost every storefront that is medium to small in size.

It is also a helpful manual for web designers or anyone who wants to begin a career in web design or web development.

Best of luck!

Sujoy Paul

Quick Start Guide: “Sell Your Product Using WooCommerce + DIVI” in 5 Easy Lessons

Chapter 1: In this chapter, you will learn the basics of WooCommerce, its installation, and the general configuration of WooCommerce on your website.

Chapter 2: After installation, it's critical to configure the WooCommerce plugin for your particular business model and objectives. I went into detail about several options in this chapter, including those for **products, taxes, shipping, payments, accounts and privacy, miscellaneous settings, and subscription settings.**

Chapter 3: The primary objective of every eCommerce store is to create products and publish them in your storefront. However, you won't be able to create your online product if you don't understand product **data types** and how various **options (like – general, inventory, shipping, linked products, attributes, variations, advanced options, etc.)** function on various product types. You will see from my in-depth discussion of them in this chapter that simply adding product images, descriptions, and prices is insufficient and that you must also take care of other factors before introducing a product to your online store.

Chapter 4: This chapter's opening section discusses creating product pages in DIVI. The design of other relevant pages is covered in the second section, and designing the shop page is covered in the last section. I've demonstrated in each chapter how to construct the pages and correct bugs using DIVI's robust module. In several design areas

where I felt it was necessary, I've used custom CSS. These bits of code are available, and I've explained how to utilize them in detail.

Chapter 5: The focus of the final chapter is on fast revision. It is wise to review what we have learned. A quick glance of the text will help you remember everything if you happen to forget something.

Chapter 1

Brief introduction about WooCommerce

WooCommerce is an open-source e-commerce plugin, which was created specifically for WordPress websites. It offers a robust and adaptable framework for building online stores, enabling businesses to sell goods and services online.

WooCommerce is renowned for its user-friendly design, adaptability, and wide variety of capabilities. Utilizing the platform's content management tools, it smoothly connects with WordPress. It offers a complete set of capabilities for managing products, inventory, orders, payments, and delivery choices.

Key features of WooCommerce:

Product Management: Listings can be created and managed with ease, and variations, characteristics, and inventory monitoring can all be tracked.

Shopping Cart: Customers can add items to their shopping cart and continue to the checkout process. Calculations, taxes, and shipping options are handled by the cart system.

Payment Gateways: WooCommerce supports a number of payment gateways, such as PayPal, Stripe, and Authorize.net, enabling users to make payments in a secure manner.

Shipping Options: To accommodate multiple locations and shipping preferences, set up numerous delivery methods, rates, and zones.

Order Management: From the WooCommerce dashboard, view and manage client orders, issue refunds, and monitor order status.

Extensibility: WooCommerce is extensible and can be enhanced with a variety of plugins and extensions to provide new features like booking, membership, and subscription services.

Themes & Customization: You may tailor the look of your online store to reflect your brand using a broad variety of themes and design options.

Analytics & Reporting: WooCommerce has built-in reporting features that give you information about sales, consumer behavior, and performance to aid in the data-driven decision-making process.

SEO-Friendly: WooCommerce, which was created with SEO best practices in mind, enables you to optimize your product pages and raise the visibility of your store in search engine results.

Does WooCommerce support DIVI?

WooCommerce does, in fact, support Divi. *Elegant Themes created the well-known WordPress theme Divi, which is completely compatible with WooCommerce, the top WordPress e-commerce plugin.*

With Divi's integrated WooCommerce integration, you can easily build stunning online shops and product pages using its simple drag-and-drop interface. WooCommerce features, like as product listings, shopping carts, checkout pages, and payment gateways, are simple to include into websites powered by Divi.

Divi also includes extra features and modules made especially for e-commerce, enabling you to properly exhibit your products and alter the layout and appearance to fit the style of your company.

Is the WooCommerce plugin safe to use?

WooCommerce is typically regarded as secure to use. With a sizable user base and vibrant community, it is a well-known and reliable e-commerce plugin. There are a few things to bear in mind, though, just like with any software or plugin:

WooCommerce is created by **Automattic**, the same business that created WordPress. On the official WordPress plugin repository, it is freely accessible. To make sure you are obtaining the genuine and secure version, it is advised to download and install WooCommerce from reputable and trusted sources, such as the official WordPress website.

Size of business WooCommerce support:

WooCommerce is appropriate for companies of all sizes, from small startups and solopreneurs to major corporations. Because of its adaptability and scalability, it can be customized to meet various company demands. The many business sizes WooCommerce can accommodate are listed below:

Small enterprises: WooCommerce is a fantastic option for startups and small enterprises. It offers a practical way to launch and run an online store without incurring major up-front costs. The fundamental capabilities of WooCommerce can be used by small businesses to manage inventory, process orders, sell goods or services, and interact with well-known payment processors.

Medium-Sized enterprises: As medium-sized enterprises grow and extend their e-commerce operations, WooCommerce can meet their needs. Medium-sized enterprises may upgrade their online stores with

cutting-edge features like subscription services, memberships, comprehensive analytics, and marketing automation tools thanks to Magento's flexibility and the large selection of accessible extensions and integrations.

Large Organizations: WooCommerce can be used by huge organizations with more sophisticated needs. WooCommerce is very adaptable and configurable because to its open-source nature and wide API possibilities, yet it may need extra development and customization to fit certain company needs. To handle enormous traffic and expansive product catalogs, businesses can integrate WooCommerce with their current systems, develop bespoke functionality, and take advantage of WooCommerce's scalability and performance.

Is WooCommerce plugin is free?

Yes, WooCommerce may be downloaded and used without cost. The official WordPress plugin repository has access to this open-source plugin. The source code of the plugin is open-source, which allows for unrestricted modification and distribution.

WooCommerce is free to install on WordPress websites and offers a strong framework for creating and operating your online store. It has basic reporting capabilities, payment connection, product administration, and shopping cart capability, among other crucial e-commerce features.

While WooCommerce itself is free, it's crucial to remember that you could have to pay for extras(eg: extensions) that improve its functionality or meet your particular business needs.

What are the alternatives of WooCommerce?

You can choose from a number of e-commerce systems other than WooCommerce for your online store. Here are some well-known examples:

Shopify: One of the most popular e-commerce systems is Shopify. It provides a wide range of functionality, an intuitive user interface, and a number of themes and apps to improve your online store.

Magento: For larger companies with more sophisticated demands, Magento is a flexible and robust e-commerce platform. For the creation of distinctive online shopping experiences, it provides cutting-edge functionality, scalability, and flexibility.

BigCommerce: BigCommerce is a powerful e-commerce platform that serves companies of all sizes. A number of features are offered by it, including as integrated marketing tools, responsive themes, and integrations with well-liked third-party services.

PrestaShop: PrestaShop is a free and open-source e-commerce platform that features a modular design. Numerous features, a thriving community, and linguistic assistance are all offered.

Wix: Although it primarily known as a website builder, Wix also provides an e-commerce solution. It features a user-friendly drag-and-drop interface, a selection of templates, and connectivity with several payment processors.

Squarespace: Squarespace is an additional website builder with integrated e-commerce capabilities. It provides elegant design tools, simple design templates, and integrated marketing functions.

Each of these platforms has particular advantages and supports various kinds of enterprises. When selecting the finest WooCommerce alternative for your online store, take into account your unique needs,

constraints on your spending, level of technical knowledge, and demands for scalability.

Why WooCommerce is cost effective than it's alternatives?

Compared to its alternatives, WooCommerce is frequently seen of as more affordable for a number of reasons:

Free Open Source platform: WooCommerce is a free WordPress plugin that you can download and use with no out-of-pocket expenses. This makes it a desirable choice for small companies or startups with tight financial constraints.

Zero transaction fees: Unlike some other e-commerce platforms, WooCommerce doesn't impose fees for transactions that take place on your website. This can help you save money, particularly if you have a lot of sales.

Scalability and adaptability: WooCommerce offers a lot of customization and adaptability. To give your online business more functionality, you may choose from a variety of themes and plugins. Your website's design, functionality, and hosting are all in your control, which may end up saving you money over time.

Lower maintenance expenses: WooCommerce is built on WordPress, a popular content management system, so there is a strong developer community and a wealth of information. If you require help, you may therefore locate reasonably priced developers, designers, and support services, potentially lowering your maintenance costs.

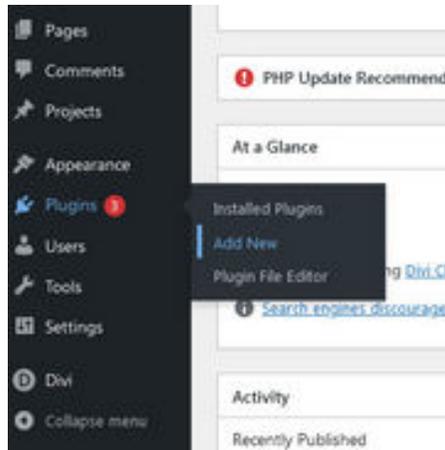
NOTE: *In this book, I will teach you how to maintain your products, so you typically don't need any assistance from technical experts.*

Installing WooCommerce

Now that we understand the fundamentals of WooCommerce, it's time to install it on our website.

STEP1 – Login to your website: Login to your website as admin. From the dashboard, go to the plugin section and choose the **Add New Plugin** option.

Note: If you don't have a website and want to build one, then you could check out my recent book - "**Create Website Using WordPress + DIVI: Master the art of building websites from scratch**". In that book, I have explained how to build a website from scratch with step-by-step explanations and plenty of screenshots. This book is available in both eBook and paperback formats.



Within the search box, write "**WooCommerce**" and press Enter from your keyboard. You can see the list of suggested plugins that will appear. Choose the first one from the list. Before installing the plugin, make sure the author of the plugin is **Automattic**.

Add Plugins [Upload Plugin](#)

Search Results Featured Popular Recommended Favorites

Keyword



WooCommerce

Everything you need to launch an online store in days and keep it growing for years. From your first sale to millions in revenue, Woo is with you.

By Automattic

★★★★☆ (4,103)
5+ Million Active Installations

Last Updated: 2 weeks ago
✔ Compatible with your version of WordPress

[Install Now](#)
[More Details](#)

Click on the Install Now button, and once it's installed, click on the Activate button in order to activate the plugin.



WooCommerce

Everything you need to launch an online store in days and keep it growing for years. From your first sale to millions in revenue, Woo is with you.

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✔ Compatible with your version of WordPress

[Activate](#)
[More Details](#)

The plugin will now ask you a few questions, largely about your company and the types of products you sell.

The first tab is about **store details**. You need to provide your business address here.

Welcome to WooCommerce

Tell us where you run your business to help us configure currency, shipping, taxes, and more in a fully automated way.

Get tips, product updates and inspiration straight to your mailbox.
Powered by Mailchimp

[Continue](#)

Your business's type is covered in the following tab. If your business type isn't listed, just select **other** and enter your business description.

In which industry does the store operate?

Choose any that apply

Fashion, apparel, and accessories

Health and beauty

Electronics and computers

Food and drink

Home, furniture, and garden

CBD and other hemp-derived products

Education and learning

Other

Continue

Then choose the product type. By default the product type is physical product.

What type of products will be listed?
Choose any that apply

<input checked="" type="checkbox"/> Physical products	
<input type="checkbox"/> Downloads	
<input type="checkbox"/> Subscriptions	
<input type="checkbox"/> Memberships ⓘ	\$16.58 per month
<input type="checkbox"/> Bookings ⓘ	\$20.75 per month
<input type="checkbox"/> Bundles ⓘ	\$4.92 per month
<input type="checkbox"/> Customizable products ⓘ	\$4.92 per month

[Continue](#)

Alternately, you can choose Downloads, Subscriptions, membership, bookings, bundles, and Customizable products. It is important to understand the differences between them before selecting an option.

I'll explain the concept to you using appropriate examples to help you grasp.

Physical Products: Products that must be physically delivered to the customer are referred to as physical products. Clothing, electronics, and home appliances are among examples. Customers can often choose from a variety of physical product options when purchasing them, such as size, color, or material.

Downloads: Customers can buy and access digital files known as "*downloadable products*" after making a payment. E-books, software, audio, films, and other forms of digital information can all be included. After making the purchase, the customer can either access the file from their account or get an email with a download link.

Subscriptions: Customers can access a product or service through subscriptions by paying a recurring price on a regular basis. This is frequently applied to goods with a long shelf life, such as subscriptions to magazines, software licenses, and streaming services. With WooCommerce, you can create subscription products with various billing cycles (such as monthly and yearly) and set up recurring payments automatically.

Example: Netflix streaming services. Customers pay a monthly subscription fee to access a library of movies and TV shows for streaming.

Memberships: Customers who purchase membership products have access to exclusive content or benefits on a website. You may establish many membership levels or tiers with different advantages using WooCommerce Memberships. Customers may receive memberships in exchange for access to special material, discounts, or other benefits.

Example: Online learning. Customers can purchase various membership tiers (such as Basic and Premium) that provide them access to particular courses, premium content, and support forums.

Bookings: Customers can reserve and schedule appointments, rentals, or services using booking tools. Businesses who provide services like hotel reservations, salon appointments, or rental properties will find this to be

especially helpful. You can specify available time slots, set pricing, and alter the booking restrictions using WooCommerce Bookings to suit your unique needs.

Example: Hotel booking website. Customers can browse hotel booking websites, check the availability of rooms based on dates, and make reservations for their desired duration of stay.

Bundles: A bundle product is a collection of various goods marketed as a single unit. Customers can use this to buy related goods together, frequently at a lower cost than buying them separately. A camera bundle, for instance, might come with a camera body, lenses, and extras. To build and manage bundled products, WooCommerce offers extensions like Product Bundles.

Example: a set of video game consoles. In comparison to purchasing each component separately, customers can save money by purchasing a bundle that contains the console, controllers, and a number of well-known titles.

Customizable Products: Before making a purchase, customers can customise or customize a product in some ways. This can involve choosing features like size, color, engraving, or submitting original artwork. You can develop products with customisable features using plugins from WooCommerce like Product Add-Ons.

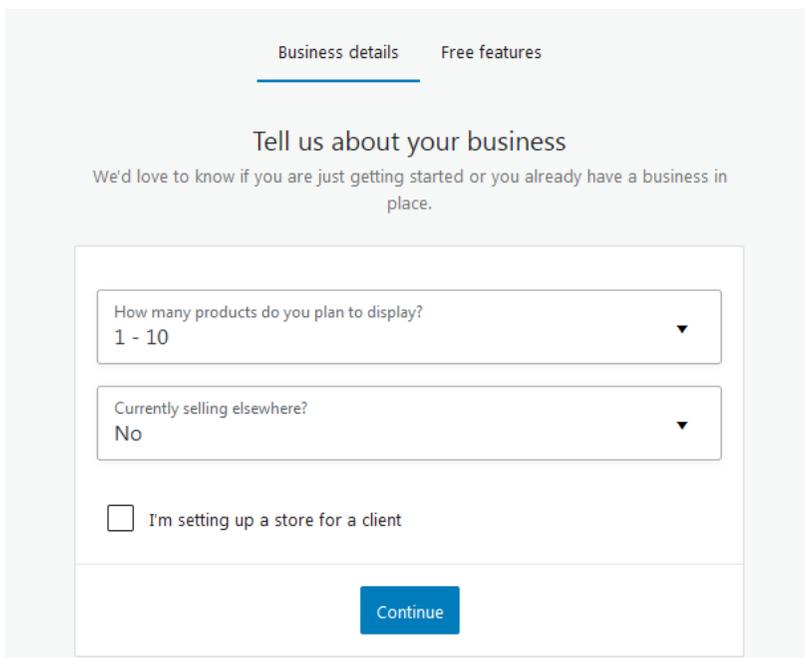
Example: Online t-shirts printing store. Before placing an order, customers can select a base t-shirt design, then modify it by choosing colors, sizes, and adding personalized text or images.

I believe you now have well-defined concepts, and you are ready to choose according to your business needs. Further, Physical products, downloads, and Subscriptions are only free in WooCommerce; the rest of the other options are not free. You have to pay a monthly subscription for the rest of the options, which are mentioned beside the plan name.

NOTE: For Membership, bookings, and Customizable products, there are also some good plugins available on the market. WooCommerce is mostly utilized for downloadable and physical goods.

In our case, we will go with the default product type (*Physical Products*).

Now, click on the Continue button and it will redirect to the final step where you need to provide some information. Under the business details tab, I have chosen the below options: You can choose different values. It is not as much important.



The screenshot shows a form titled "Tell us about your business" with two tabs: "Business details" (active) and "Free features". Below the title is a subtitle: "We'd love to know if you are just getting started or you already have a business in place." The form contains three input fields: a dropdown menu for "How many products do you plan to display?" with the value "1 - 10", a dropdown menu for "Currently selling elsewhere?" with the value "No", and a checkbox for "I'm setting up a store for a client" which is currently unchecked. A blue "Continue" button is located at the bottom right of the form.

Beside the Business details tab, you can see another tab called **Free Features**. You can see that a few free extensions are by default selected. I recommend keeping them all and move forward by pressing the **continue** button.

GET THE BASICS

- Accept credit cards and other popular payment methods with [WooCommerce Payments](#) Free
- Print shipping labels with [WooCommerce Shipping](#) Free
- Get automated sales tax with [WooCommerce Tax](#) Free
- Enhance speed and security with [Jetpack](#) Free

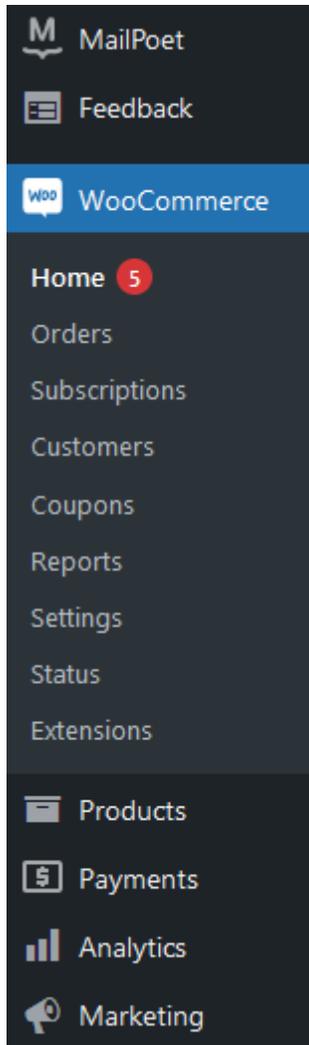
GROW YOUR STORE

- Level up your email marketing with [MailPoet](#) Free
- Get your products in front of Pinners searching for ideas and things to buy. Free

[Continue](#)

The next page is all about creating an account with Jetpack, which I will do later on. Now we will go back to the dashboard, where we can find several new features: WooCommerce, Products, Mailpoet, Feedback, Payment, Marketing, and Analytics.

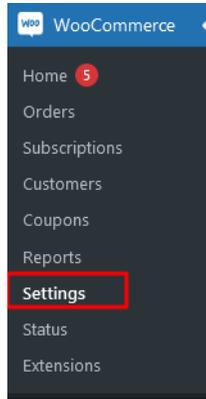
Above them, only WooCommerce and Products are WooCommerce core plugin features; the rest of them come from the additional add-ons.



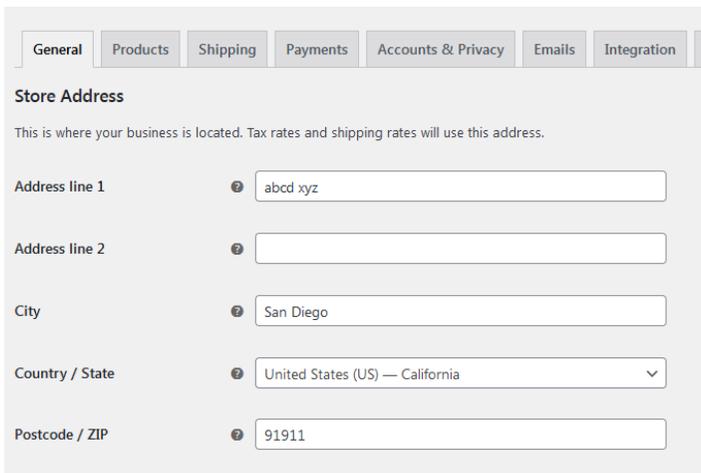
Click on WooCommerce, and it will suggest a list of things to do. This is just a generic suggestion, which you can ignore.

General Configuration of WooCommerce

As we have installed WooCommerce, it is time to configure it. In order to configure it, we have to go to the Settings of WooCommerce.

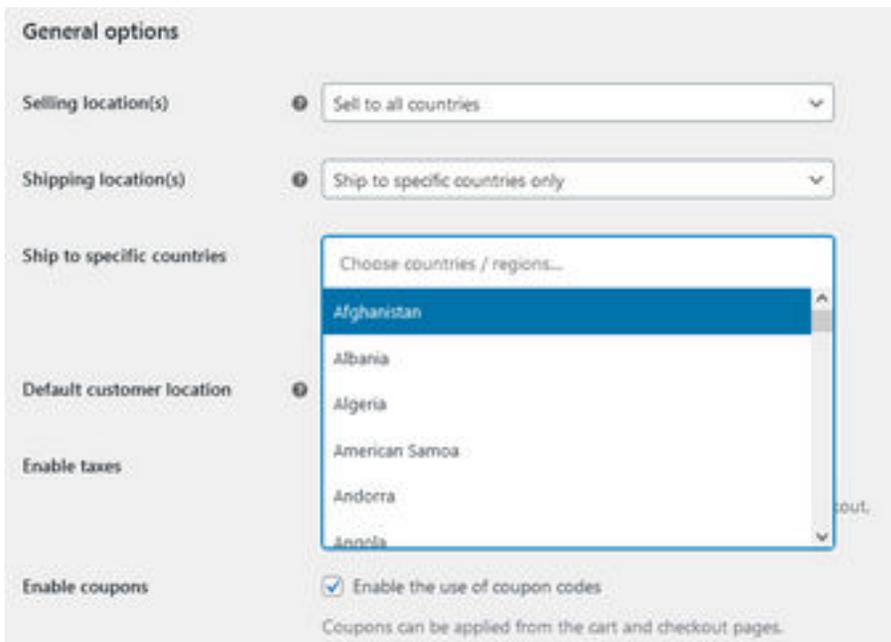


Under the General tab, you can see the address that we gave you at the time of installation. If you want to make any corrections, you can do it from here.

A screenshot of the 'Store Address' configuration page in the WooCommerce settings. The page has a light gray background and a navigation bar at the top with tabs for 'General', 'Products', 'Shipping', 'Payments', 'Accounts & Privacy', 'Emails', and 'Integration'. The 'General' tab is selected. Below the navigation bar, the title 'Store Address' is followed by a subtitle: 'This is where your business is located. Tax rates and shipping rates will use this address.' There are six input fields, each with a question mark icon to its left: 'Address line 1' (containing 'abcd.xyz'), 'Address line 2' (empty), 'City' (containing 'San Diego'), 'Country / State' (a dropdown menu showing 'United States (US) — California'), and 'Postcode / ZIP' (containing '91911').

Under the ***Selling Locations***, you should mention if you wish to sell your products to a specific country or to all countries. Also, you can exclude some countries. If the product is digital, then in most cases, sellers prefer to select **Sell to All Countries**. In the case of physical products, sellers prefer to sell their products to specific countries.

For the ***Shipping locations***, it is also crucial to choose the shipping options carefully, basically for the physical products. If you think you can't manage the international shipping, then you can stick with domestic shipping by choosing **Ship to specific countries** only. Once you select this option, you can see ***ship to specific countries*** field will appear where you need to choose your country or countries (in case you want to ship your products to multiple countries).



The image shows a screenshot of a configuration panel titled "General options". It contains several settings:

- Selling location(s)**: A dropdown menu set to "Sell to all countries".
- Shipping location(s)**: A dropdown menu set to "Ship to specific countries only".
- Ship to specific countries**: A dropdown menu that is open, showing a list of countries. The list includes "Afghanistan", "Albania", "Algeria", "American Samoa", "Andorra", and "Angola". The "Afghanistan" option is currently selected and highlighted in blue.
- Default customer location**: A dropdown menu with an information icon.
- Enable taxes**: A checkbox that is currently unchecked.
- Enable coupons**: A checkbox that is checked, with the text "Enable the use of coupon codes" next to it. Below this, a note states: "Coupons can be applied from the cart and checkout pages."

For instance, I have selected the same shipping location as my store location (United States), which means I ship only to the domestic country.

City	<input type="text" value="San Diego"/>
Country / State	<input type="text" value="United States (US) — California"/>
Postcode / ZIP	<input type="text" value="91911"/>
General options	
Selling location(s)	<input type="text" value="Sell to all countries"/>
Shipping location(s)	<input type="text" value="Ship to specific countries only"/>
Ship to specific countries	<input type="text" value="x United States (US)"/> <input type="button" value="Select all"/> <input type="button" value="Select none"/>

Under taxes, it is important to understand if you want to sell your products by including taxes or excluding taxes. Every country imposes different taxes on different kinds of goods. If you want to impose taxes on your selling products, then you should check this option. We will discuss about it in the later chapter.

Enable taxes	<input checked="" type="checkbox"/> Enable tax rates and calculations <small>Rates will be configurable and taxes will be calculated during checkout.</small>
Enable coupons	<input checked="" type="checkbox"/> Enable the use of coupon codes <small>Coupons can be applied from the cart and checkout pages.</small> <input type="checkbox"/> Calculate coupon discounts sequentially <small>When applying multiple coupons, apply the first coupon to the full price and the second coupon to the discounted price and so on.</small>

If you wish to make the ***Enable coupon*** option available in the future, then you should keep it selected. Calculate coupon discounts sequentially is for those who want to use multiple coupons available for the same products. This option is rarely used; therefore, keep it deselected.

From the **Currency** option, you should choose the default selling currency. If you want to sell in your local currency, then select your local currency from the dropdown list; otherwise, select the currency that you wish to keep for selling your products.

The number of decimals is by default "2", you can make it "0" if you don't want to sell goods in floating amounts.

Currency options

The following options affect how prices are displayed on the frontend.

Currency	<input type="text" value="United States (US) dollar (\$)"/>
Currency position	<input type="text" value="Left"/>
Thousand separator	<input type="text" value=","/>
Decimal separator	<input type="text" value="."/>
Number of decimals	<input type="text" value="2"/>

[Save changes](#)

After made the necessary changes press on the **Save changes** button.

Next tab is **Products**. The sub tabs under this tab are **General** | **Inventory** | **Downloadable products** | **Approved download directories** | **Advanced**.

In the next chapter we will discuss about the product settings.