WooCommerce Bootcamp

Andrew Behla - Creative Director at Behla Design - @behladesign
1. CHOOSE A THEME

WOO STOREFRONT
BEAVER BUILDER
Welcome to the world of WooCommerce!

Thank you for choosing WooCommerce to power your online store! This quick setup wizard will help you configure the basic settings. It's completely optional and shouldn't take longer than five minutes.

No time right now? If you don't want to go through the wizard, you can skip and return to the WordPress dashboard. Come back anytime if you change your mind!
Page Setup

Your store needs a few essential pages. The following will be created automatically (if they do not already exist):

**Shop**
The shop page will display your products.

**Cart**
The cart page will be where the customers go to view their cart and begin checkout.

**Checkout**
The checkout page will be where the customers go to pay for their items.

**My Account**
Registered customers will be able to manage their account details and view past orders on this page.

Once created, these pages can be managed from your admin dashboard on the Pages screen. You can control which pages are shown on your website via Appearance > Menus.

[Skip this step] [Continue]
Store Locale Setup

Where is your store based?
United States (US) — California

Which currency will your store use?
US Dollars ($)
If your currency is not listed you can add it later.

Which unit should be used for product weights?
lbs

Which unit should be used for product dimensions?
in

Skip this step  Continue
Shipping & Tax Setup

If you will be charging sales tax, or shipping physical goods to customers, you can configure the basic options below. This is optional and can be changed later via WooCommerce > Settings > Tax and WooCommerce > Settings > Shipping.

Basic Shipping Setup

Will you be shipping products?  □ Yes, I will be shipping physical goods to customers

Basic Tax Setup

Will you be charging sales tax?  ◐ Yes, I will be charging sales tax

How will you enter product prices?

■ I will enter prices inclusive of tax  ◐ I will enter prices exclusive of tax

Import Tax Rates?

□ Yes, please import some starter tax rates

You can edit tax rates later from the tax settings screen and read more about taxes in our documentation.

Skip this step  Continue
Payments

WooCommerce can accept both online and offline payments. Additional payment methods can be installed later and managed from the checkout settings screen.

PayPal Standard

To accept payments via PayPal on your store, simply enter your PayPal email address below.

PayPal Email Address:  andrew@behladesign.com

Offline Payments

Offline gateways require manual processing, but can be useful in certain circumstances or for testing payments.

Cheque Payments  
- Enable payment via Cheques

Cash on Delivery  
- Enable cash on delivery

Bank Transfer (BACS)  
- Enable BACS payments

[Skip this step]  [Continue]
Your Store is Ready!

Want to help make WooCommerce even more awesome? Allow WooThemes to collect non-sensitive diagnostic data and usage information, and get 20% discount on your next WooThemes purchase. Find out more.

Next Steps

Create your first product!

Learn More

- Watch the WC 101 video walkthroughs
- Get eCommerce advice in your inbox
- Follow Sidekick interactive walkthroughs
- Read more about getting started

Return to the WordPress Dashboard
3. SETUP PRODUCTS

Blue/Salmon Prince of Wales
$99.00 $189

Pink Gingham
$99.00 $189

Purple Window Pane
$99.00 $189

Railroad Check
$99.00 $189

Blue Sea Island Twill
$99.00 $229

Blue Sea Island Twill French Cuff
$99.00 $229
Quick Detailer & Spray Wax is something every garage and car needs. Grab a bottle and a microfiber cloth to clean problems such as bugs, bird droppings and smudges as they occur. Quick Detailer & Spray Wax is also great for stretching the time between major detailing jobs. Use it after washing your vehicle and the natural Carnauba wax will give your paint a brilliant shine and a deep, warm finish. We keep a spray bottle and microfiber cloth in every vehicle we own.

Wherever you are, you want your paint to look its best. Liquid Glow's Quick Detailer & Spray Wax was developed to help car fanatics keep their paint looking freshly detailed, even if it’s been months since its last polish and wax. You can use it at a car show, parking lot, in your driveway or in the pits to clean finger prints, loose dirt, grease and grime. Its formula rejuvenates wax and sealant by cleaning the surface and then the natural Carnauba wax will bond to your paint and any existing wax to bring out that 'just waxed' look.

Liquid Glow Quick Detailer & Spray Wax is also designed to work as part of our Quick Paint Cleaning System. When using the quick paint cleaning bar from our system, the bar needs to glide freely over the surface so that it can pick up contaminants without sticking to the paint—Quick Detailer is perfect for this application.

Proudly made in the USA

<table>
<thead>
<tr>
<th>Product Data — Simple product</th>
<th>Virtual:</th>
<th>Downloadable:</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKU</td>
<td>30202</td>
<td></td>
</tr>
<tr>
<td>Regular Price ($)</td>
<td>12.99</td>
<td></td>
</tr>
<tr>
<td>Sale Price ($)</td>
<td></td>
<td>Schedule</td>
</tr>
<tr>
<td>Tax Class</td>
<td>Standard</td>
<td></td>
</tr>
<tr>
<td>Coupons</td>
<td>Search for a coupon...</td>
<td></td>
</tr>
</tbody>
</table>
VARIABLE PRODUCT VARIATIONS
VARIABLE PRODUCT LINK ALL VARIATIONS
## VARIABLE PRODUCT VARIATIONS

### General

Choose a field to bulk edit...

### Inventory

<table>
<thead>
<tr>
<th>ID</th>
<th>Size</th>
<th>Width</th>
<th>Length</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>#19390</td>
<td>14.5</td>
<td>32-33</td>
<td></td>
<td>Tailored</td>
</tr>
<tr>
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<td>15</td>
<td>32-33</td>
<td></td>
<td>Tailored</td>
</tr>
<tr>
<td>#19392</td>
<td>15</td>
<td>34-35</td>
<td></td>
<td>Tailored</td>
</tr>
<tr>
<td>#19393</td>
<td>15.5</td>
<td>32-33</td>
<td></td>
<td>Tailored</td>
</tr>
<tr>
<td>#19394</td>
<td>15.5</td>
<td>34-35</td>
<td></td>
<td>Tailored</td>
</tr>
<tr>
<td>#19395</td>
<td>16</td>
<td>32-33</td>
<td></td>
<td>Tailored</td>
</tr>
<tr>
<td>#19396</td>
<td>15</td>
<td>34-35</td>
<td></td>
<td>Tailored</td>
</tr>
<tr>
<td>#19397</td>
<td>16</td>
<td>36-37</td>
<td></td>
<td>Tailored</td>
</tr>
<tr>
<td>#19398</td>
<td>16.5</td>
<td>32-33</td>
<td></td>
<td>Tailored</td>
</tr>
<tr>
<td>#19399</td>
<td>16.5</td>
<td>34-35</td>
<td></td>
<td>Tailored</td>
</tr>
<tr>
<td>#19400</td>
<td>15.5</td>
<td>36-37</td>
<td></td>
<td>Tailored</td>
</tr>
<tr>
<td>#19401</td>
<td>17</td>
<td>34-35</td>
<td></td>
<td>Tailored</td>
</tr>
<tr>
<td>#19402</td>
<td>17</td>
<td>36-37</td>
<td></td>
<td>Tailored</td>
</tr>
</tbody>
</table>
# Setup Checkout

**Checkout Options**
- BACS
- Cheque
- Cash on Delivery
- PayPal
- Authorize.net CIM
- Authorize.net CIM eCheck
- Simplify Commerce

## Checkout Process

### Coupons

- Enable the use of coupons

> Coupons can be applied from the cart and checkout pages.

### Checkout

- Enable guest checkout

> Allows customers to checkout without creating an account.

- Force secure checkout

> Force SSL (HTTPS) on the checkout pages (an SSL Certificate is required).

## Checkout Pages

These pages need to be set so that WooCommerce knows where to send users to checkout.

<table>
<thead>
<tr>
<th>Page Type</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cart Page</td>
<td>Cart</td>
</tr>
<tr>
<td>Checkout Page</td>
<td>Checkout</td>
</tr>
<tr>
<td>Terms and Conditions</td>
<td>Select a page...</td>
</tr>
</tbody>
</table>
POPULAR GATEWAYS

Authorize.Net
a CyberSource solution

stripe

PayPal

Braintree
5. SETUP SHIPPING

Shipping Options

Shipping Calculations
- Enable shipping
- Enable the shipping calculator on the cart page
- Hide shipping costs until an address is entered

Shipping Display Mode
- Display shipping methods with "radio" buttons
- Display shipping methods in a dropdown

Shipping Destination
- Default to shipping address
- Default to billing address
- Only ship to the users billing address

Restrict shipping to Location(s)

Choose which countries you want to ship to, or choose to ship to all locations you sell to.

Shipping Methods

<table>
<thead>
<tr>
<th>Default</th>
<th>Name</th>
<th>ID</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Free Ground Shipping</td>
<td>free_shipping</td>
<td></td>
</tr>
<tr>
<td></td>
<td>UPS</td>
<td>ups</td>
<td></td>
</tr>
<tr>
<td></td>
<td>USPS</td>
<td>usps</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Flat Rate</td>
<td>flat_rate</td>
<td></td>
</tr>
<tr>
<td></td>
<td>International Delivery</td>
<td>international_delivery</td>
<td></td>
</tr>
</tbody>
</table>
POPULAR METHODS

United States Postal Service®

FedEx®

ups

ShipStation
Powerful Shipping, Simplified.
# Setup Box Sizes

## API Rates

### Standard Services

- Enable Standard Services from the API

## Parcel Packing Method

- Recommended: Pack into boxes with weights and dimensions

## Box Sizes

<table>
<thead>
<tr>
<th>Name</th>
<th>L (in)</th>
<th>W (in)</th>
<th>H (in)</th>
<th>Inner L (in)</th>
<th>Inner W (in)</th>
<th>Inner H (in)</th>
<th>Box Weight (lbs)</th>
<th>Max Weight (lbs)</th>
<th>Letter</th>
</tr>
</thead>
<tbody>
<tr>
<td>8x4x4</td>
<td>8.25</td>
<td>4.25</td>
<td>4.25</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td>0.25</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>9x7x5</td>
<td>9.25</td>
<td>7.25</td>
<td>5.25</td>
<td>9</td>
<td>7</td>
<td>5</td>
<td>0.4375</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>12x4x4</td>
<td>12.25</td>
<td>4.25</td>
<td>4.25</td>
<td>12</td>
<td>4</td>
<td>4</td>
<td>0.3125</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>12x8x4</td>
<td>12.25</td>
<td>8.25</td>
<td>4.25</td>
<td>12</td>
<td>8</td>
<td>4</td>
<td>0.5</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>13x7x7</td>
<td>13.25</td>
<td>7.25</td>
<td>7.25</td>
<td>13</td>
<td>7</td>
<td>7</td>
<td>0.5625</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>DVD Mailer</td>
<td>7.6875</td>
<td>5.4375</td>
<td>0.65</td>
<td>7.65</td>
<td>5.425</td>
<td>0.64</td>
<td>0.125</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

Add Box
Remove selected box(es)

Note: If you are using regional rates, A1, A2, B1, B2 and C box sizes will be defined for you.
5. SETUP TAXES

Tax Options | Standard Rates | Reduced Rate Rates | Zero Rate Rates

Tax Options

Enable Taxes

Prices Entered With Tax

Calculate Tax Based On:

Shipping Tax Class:

Rounding

Additional Tax Classes

Yoast SEO has been updated to version 2.3.5. Click here to find out what's new!
### Tax Options: Import CSV

**Tax Rates for the "Standard" Class**

Define tax rates for countries and states below. See [here](#) for available alpha-2 country codes.

<table>
<thead>
<tr>
<th>Country Code</th>
<th>State Code</th>
<th>ZIP/Postcode</th>
<th>City</th>
<th>Rate %</th>
<th>Tax Name</th>
<th>Priority</th>
<th>Compound</th>
<th>Shipping</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>*</td>
<td>12019; 12020; 12027; 12057; 12065; 12074;</td>
<td>*</td>
<td>3.0000</td>
<td>Sales Tax</td>
<td>1</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>US</td>
<td>*</td>
<td>10501; 10502; 10503; 10504; 10505; 10506;</td>
<td>*</td>
<td>3.3750</td>
<td>Sales Tax</td>
<td>1</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>US</td>
<td>*</td>
<td>14424; 14425; 14432; 14443; 14453; 14456;</td>
<td>*</td>
<td>3.5000</td>
<td>Sales Tax</td>
<td>1</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>US</td>
<td>*</td>
<td>13601; 13602; 13605; 13606; 13607; 13608;</td>
<td>*</td>
<td>3.7500</td>
<td>Sales Tax</td>
<td>1</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>US</td>
<td>*</td>
<td>12007; 12009; 12023; 12041; 12045; 12046;</td>
<td>*</td>
<td>4.0000</td>
<td>Sales Tax</td>
<td>1</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>US</td>
<td>*</td>
<td>12025; 12851; 12852; 12855; 12857; 12858;</td>
<td>*</td>
<td>4.0000</td>
<td>Sales Tax</td>
<td>1</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>US</td>
<td>*</td>
<td>12010; 12016; 12032; 12068; 12069; 12070;</td>
<td>*</td>
<td>4.0000</td>
<td>Sales Tax</td>
<td>1</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>US</td>
<td>*</td>
<td>12018; 12022; 12028; 12033; 12040; 12052;</td>
<td>*</td>
<td>4.0000</td>
<td>Sales Tax</td>
<td>1</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>US</td>
<td>*</td>
<td>12008; 12031; 12035; 12036; 12043; 12053;</td>
<td>*</td>
<td>4.0000</td>
<td>Sales Tax</td>
<td>1</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>US</td>
<td>*</td>
<td>12401; 12404; 12409; 12410; 12411; 12412;</td>
<td>*</td>
<td>4.0000</td>
<td>Sales Tax</td>
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<td>[ ]</td>
</tr>
<tr>
<td>US</td>
<td>*</td>
<td>12589; 12725; 14009; 14011; 14024; 14037;</td>
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<td>4.0000</td>
<td>Sales Tax</td>
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<td>[ ]</td>
</tr>
<tr>
<td>US</td>
<td>*</td>
<td>10910; 10912; 10914; 10915; 10916; 10917;</td>
<td>*</td>
<td>4.1250</td>
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<td>[ ]</td>
</tr>
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<td>[ ]</td>
</tr>
<tr>
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<td>*</td>
<td>10509; 10512; 10516; 10524; 10537; 10541;</td>
<td>*</td>
<td>4.3750</td>
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<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
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<td>*</td>
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<td>4.5000</td>
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<td>[ ]</td>
</tr>
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<td>[ ]</td>
</tr>
<tr>
<td>US</td>
<td>*</td>
<td>11930; 11931; 11932; 11933; 11934; 11935;</td>
<td>*</td>
<td>4.6250</td>
<td>Sales Tax</td>
<td>1</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>US</td>
<td>*</td>
<td>13042; 13054; 13123; 13157; 13162; 13301;</td>
<td>*</td>
<td>4.7500</td>
<td>Sales Tax</td>
<td>1</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

[Insert row] [Remove selected row(s)] [Import CSV] [Export CSV] [Save changes]
WooTax makes WooCommerce taxes easy. Simply install our free plugin and enter your business address and you are instantly prepared to collect sales tax in any jurisdiction in the United States. Stop uploading rate tables and start using WooTax today.

FREE DOWNLOAD
What is TaxCloud?

TaxCloud handles every aspect of sales tax management, from collection to filing.

Sales Tax Calculation

- Calculates sales tax in real time for every state, county, city, and special jurisdiction in the US
- Keeps track of which types of products are exempt from sales tax in which states
- Monitors changes to tax rates and tax holidays and updates data accordingly

Reporting Features

- Provides monthly reports, broken down by jurisdiction (state, county, city, etc.)
- Manages sales tax exemption certificates

Automated Compliance

- TaxCloud has been certified to provide registration, filing, remittance, and audit response in the following 24 states:

  Arkansas, Kansas, Nebraska, North Dakota, South Dakota, Washington, Georgia, Kentucky, Nevada, Ohio, Tennessee, West Virginia, Indiana, Michigan, New Jersey, Oklahoma, Utah, Wisconsin, Iowa, Minnesota, North Carolina, Rhode Island, Vermont, Wyoming

Note: We are working to expand this list.
Your Account Tax States
This map shows where TaxCloud is managing your sales tax activities. Click to add or remove states.

Nexus states (you must collect)
- CA

States & territories where you could collect
- AL, AK, AZ, AR, CO, CT, DC, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, NE, NV, NJ, NM, NY, NC, ND, OH, OK, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY, GU, PR, VI

Texas
Click to begin collecting sales tax (technically, use tax) in Texas.

Important: To configure your account to collect sales tax rather than use tax, please go to Locations and add a store or office in Texas.
Today’s ecommerce seller can harness the power of the web to meet and exceed rising demand for online products and services, by utilizing WooCommerce’s effective ecommerce tools.

Yet for many WordPress users, calculating sales tax remains a manual and error-prone process. Tracking rates, rules, and boundaries by going to individual state department of revenue websites works for ecommerce merchants as long as they’re based in one state and selling very few products. And even then, ongoing changes at the state and federal levels make compliance incredibly difficult.

Luckily Avalara and WooCommerce have partnered to offer Avalara AvaTax within WooCommerce. Avalara AvaTax calculates sales tax based on concise, geo-spatial mapping -- accurate down to the rooftop level. It works with an extension that plugs into WooCommerce, so your buyers get an accurate calculation automatically on every shopping cart checkout. To find out more about AvaTax contact us today about scheduling a live demonstration.
6. SETUP EMAILS

Yoast SEO has been updated to version 2.3.5. Click here to find out what's new!

**Email Options**
- New order
- Cancelled order
- Processing order
- Completed order
- Refunded order
- Customer invoice
- Customer note
- Reset password
- New account

**Email Sender Options**

The following options affect the sender (email address and name) used in WooCommerce emails.

**"From" Name**

Liquid Glow

**"From" Email Address**

sales@liquidglow.net

**Email Template**

This section lets you customise the WooCommerce emails. Click here to preview your email template. For more advanced control copy woocommerce/templates/emails/ to yourtheme/woocommerce/emails/.

**Header Image**

http://liquidglow.net/wp-content/uploads/2

Enter a URL to an image you want to show in the email's header. Upload your image using the media uploader.

**Email Footer Text**

The text to appear in the footer of WooCommerce emails.

Liquid Glow

**Base Colour**

#7b116

The base colour for WooCommerce email templates. Default #557da1.

**Background Colour**

#f5f5f5

The background colour for WooCommerce email templates. Default #f5f5f5.
7. TEST YOUR CHECKOUT
GET GRANDMA TO TEST

tried shopping online

didn't feel comfortable buying something without touching it first
8. CHECK YOUR ORDERS
9. REFINING USER EXPERIENCE
It Fits Slim But Your Bank Account Doesn't Have To Be

Shop Slim Fit
FOCUS ON PRODUCTS

BOLIVARES
NUEVA YORK

NEW ARRIVALS

READY TO WEAR

KNIT WEAR
CARDIGANS
CREW NECKS
SHORTS
V-NECKS
SWEATS
CARDIGANS
HOODIES
SHORTS
TOPS
HENLEY
TANKS
TSHIRT
V-NECKS

BRANDS & ACCESSORIES

CLEAR WEATHER
CONWAY ELECTRIC
FRANKS AUSTRALIA
HATS

COLORS

CAMILO SHAWL CARDIGAN
$189.00

PABLO RIBBED HAT
$45.00

JULIO CREW NECK SWEATER
$279.00
FILTERS IN THE SIDEBAR
GREAT PRODUCT PHOTOS
# Work with Woo Widgets

<table>
<thead>
<tr>
<th>WooCommerce Cart</th>
<th>WooCommerce Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display the user's Cart in the sidebar.</td>
<td>Displays WooCommerce Form by ContactUs.com</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WooCommerce Layered Nav</th>
<th>WooCommerce Layered Nav Filters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shows a custom attribute in a widget which lets you narrow down the list of products when viewing product categories.</td>
<td>Shows active layered nav filters so users can see and deactivate them.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WooCommerce Price Filter</th>
<th>WooCommerce Product Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shows a price filter slider in a widget which lets you narrow down the list of shown products when viewing product categories.</td>
<td>A list or dropdown of product categories.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WooCommerce Products</th>
<th>WooCommerce Product Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display a list of your products on your site.</td>
<td>A Search box for products only.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WooCommerce Product Tags</th>
<th>WooCommerce Recently Viewed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your most used product tags in cloud format.</td>
<td>Display a list of recently viewed products.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WooCommerce Recent Reviews</th>
<th>WooCommerce Top Rated Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display a list of your most recent reviews on your site.</td>
<td>Display a list of your top rated products on your site.</td>
</tr>
</tbody>
</table>
10. USEFUL PLUGINS

• WOO THEMES HELPER
• NEWSLETTER SUBSCRIPTION
• PRINT INVOICE/PACKING LIST
  • SMART COUPONS
  • W3 TOTAL CACHE
  • DYNAMIC PRICING
  • WP ALL IMPORT
• SHIPMENT TRACKING
• WHOLESALE PRICING (IGNITEWOO)
• YOAST WOOCOMMERCE SEO
WOOCOMMERCE LOS ANGELES MEETUP

TOPANGA WORDPRESS MEETUP
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