



woocommerce guide

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Products [Add Product](#)

All (213) | Published (213) | [Sort Products](#)

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<input type="checkbox"/>		Name	SKU	Stock	Price
<input type="checkbox"/>		Dolly Molly	-	In stock	\$6.00
<input type="checkbox"/>		Dolly Ayda	-	In stock	\$6.00
<input type="checkbox"/>		Knit Baby Lucy Bodice ADD ON – must purchase woven version for skirt. PDF sewing patterns for sizes NB-24 months.	-	In stock	\$5.00
<input type="checkbox"/>		Knit Lucy Bodice ADD ON – must purchase woven version for skirt. PDF sewing patterns for girls sizes 2t-12	-	In stock	\$5.00
<input type="checkbox"/>		Knit Baby Bella Bodice ADD ON – must purchase woven version for skirt. PDF sewing patterns for sizes NB-24m.	-	In stock	\$5.00
<input type="checkbox"/>		Knit Bella Bodice ADD ON – must purchase woven version for skirt. PDF sewing patterns for girls sizes 2t-12	-	In stock	\$5.00
<input type="checkbox"/>		Edit a Product – Knit Baby Ayda's V Back Peplum & Dress. PDF sewing patterns for sizes NB – 24m	-	In stock	\$10.00
<input type="checkbox"/>		Knit Ayda's V Back Peplum & Dress. PDF sewing patterns for girls sizes 2t-12	-	In stock	\$10.00

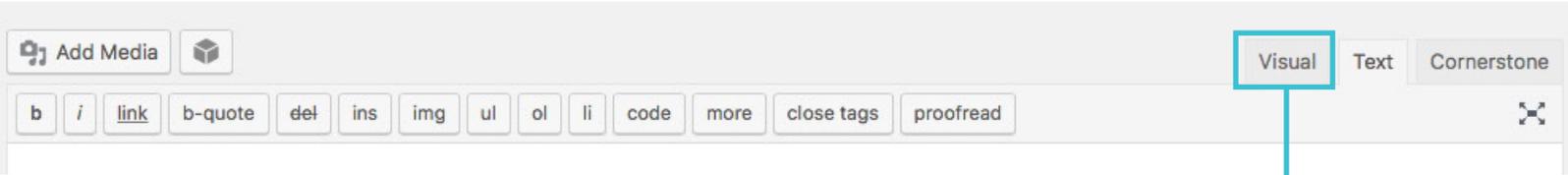
1

PRODUCT TITLE

Add New Product

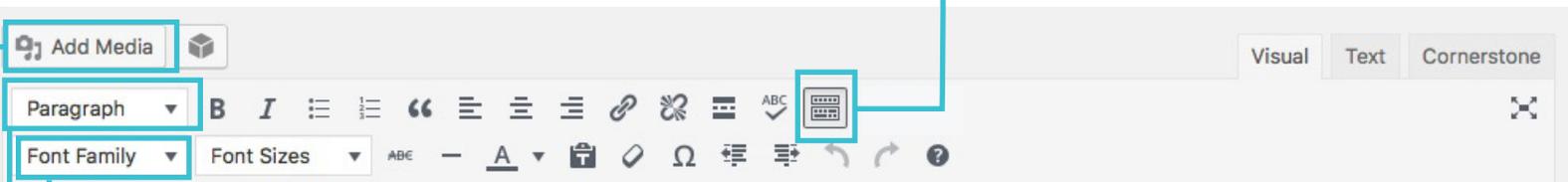
PRODUCT TITLE: Is the title of the product when published. It's the headline of your article and should be catching and interesting. Include your keyword (see point 6) in the title.

2 PRODUCT DESCRIPTION

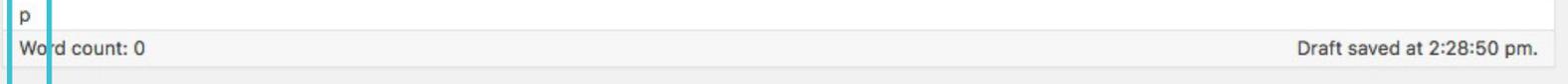


CLICK ON VISUAL

TO SEE ALL FORMATTING OPTIONS CLICK HERE



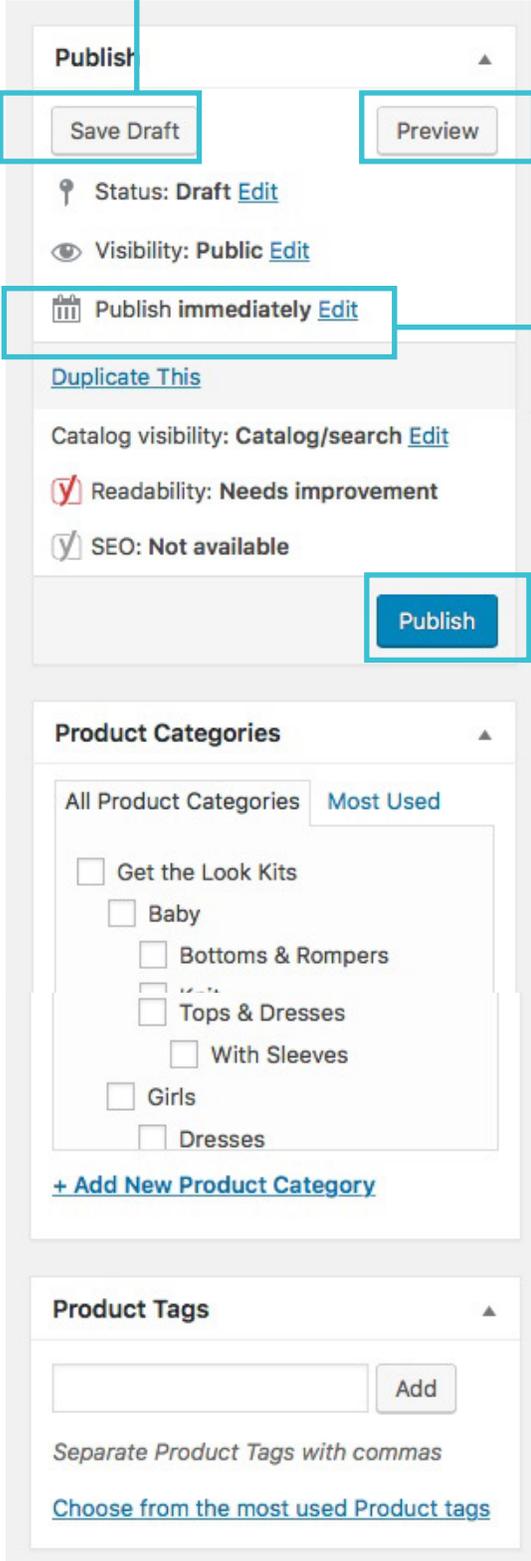
THIS IS WHERE YOU ADD ALL THE TEXT AND DESCRIPTION OF THE PRODUCT



FOR DIFFERENT HEADING OPTIONS WITHIN THE TEXT

TO USE DIFFERENT FONTS WITHIN THE TEXT - VARY AS LITTLE AS POSSIBLE

3 PUBLISH SETTINGS, CATEGORIES + TAGS



SAVE DRAFT stores a draft of the product

Preview button shows a live preview of your product. You can use it to see how your post will look after publishing.

Here you can schedule the Date and time you want your product to be published

PUBLISH ONCE YOU ARE READY

CATEGORIES

Categories are meant for broad grouping of your products. Categories are there to help identify what your product is really about. Categories are hierarchical, so you can add sub-categories. **ALWAYS ADD A CATEGORY**

TAGS

Tags are meant to describe specific details of your products. Think of these as your site's index words. They are the micro-data that you can use to micro-categorize your content. Tags are not hierarchical. You don't always need to add tags.

Publish

Save Draft **Preview**

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

Publish immediately [Edit](#)

[Duplicate This](#)

Catalog visibility: **Catalog/search** [Edit](#)

Readability: **Needs improvement**

SEO: **Not available**

Publish

Product Categories

All Product Categories **Most Used**

- Get the Look Kits
 - Baby
 - Bottoms & Rompers
 - Tops & Dresses
 - With Sleeves
 - Girls
 - Dresses

[+ Add New Product Category](#)

Product Tags

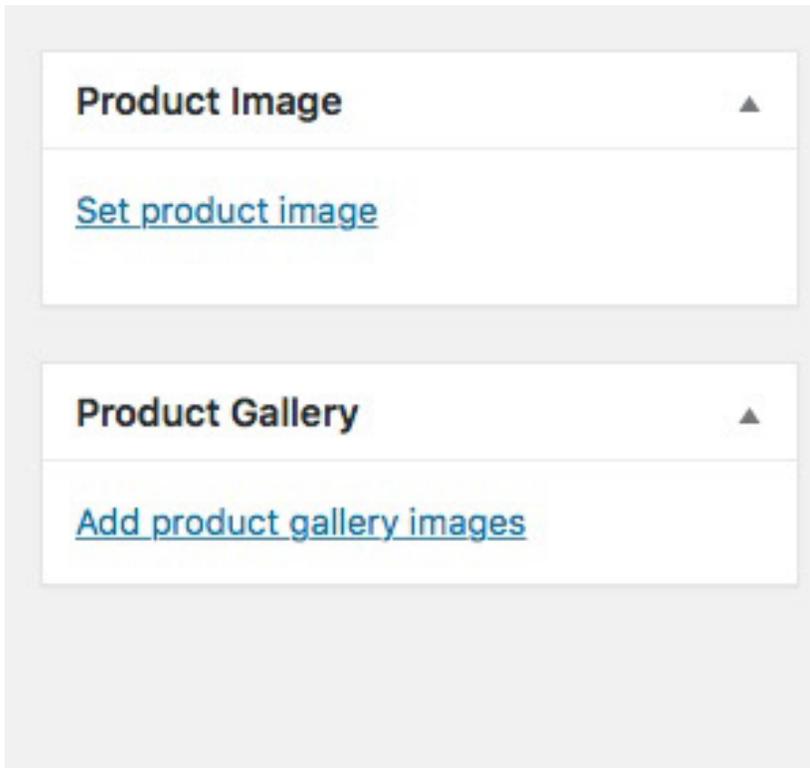
Add

Separate Product Tags with commas

[Choose from the most used Product tags](#)

4

PRODUCT IMAGE + PRODUCT GALLERY



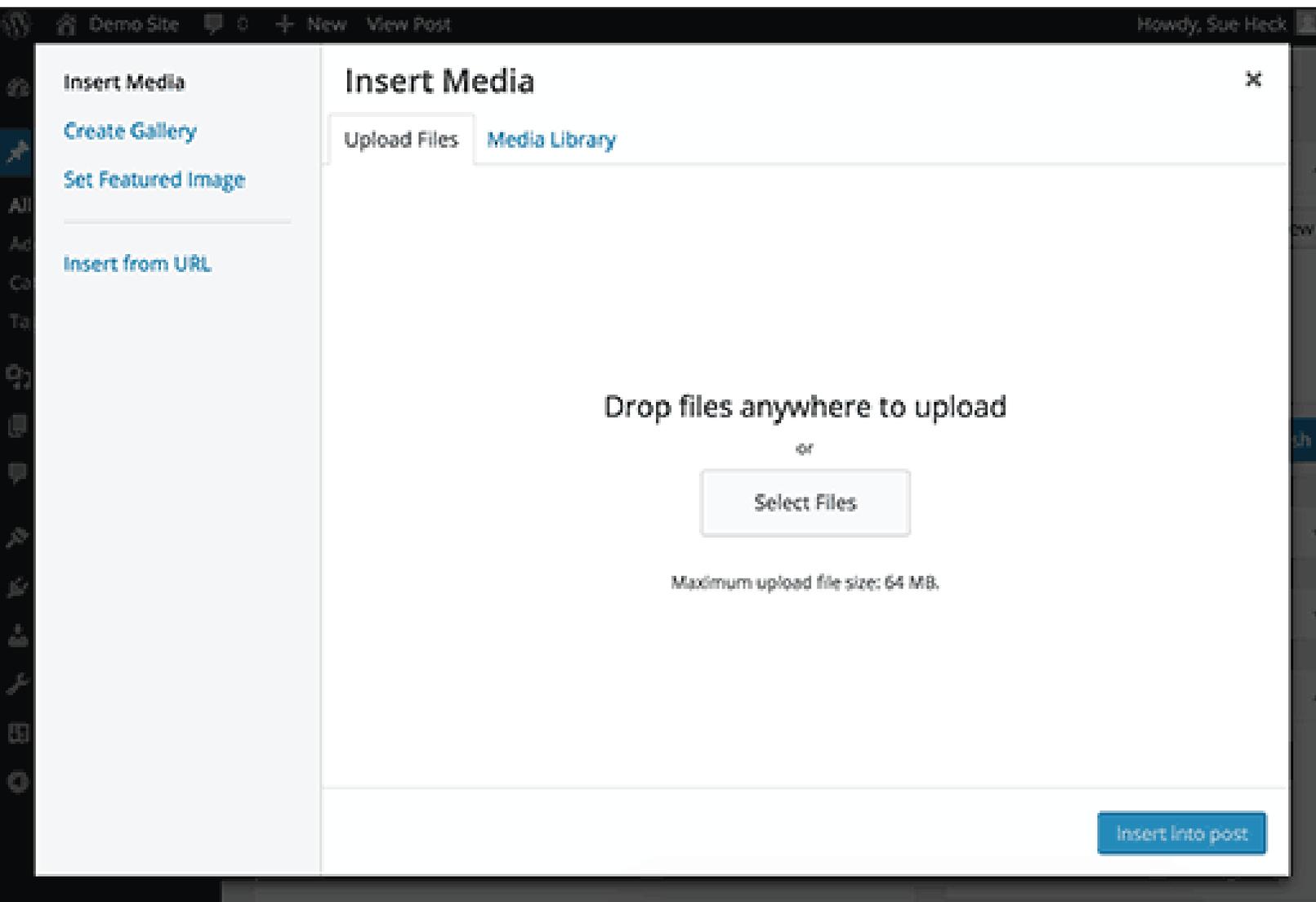
The screenshot shows a light gray background with two white rectangular panels. The top panel is titled 'Product Image' in bold black text, with a small upward-pointing triangle to its right. Below the title is a blue underlined link that reads 'Set product image'. The bottom panel is titled 'Product Gallery' in bold black text, also with a small upward-pointing triangle to its right. Below this title is a blue underlined link that reads 'Add product gallery images'.

PRODUCT IMAGE is the main image for your product or featured image. In gallery you can add additional options of photos. Please add a maximum of 8 Gallery images in order to make it look more uniform. Make sure all the 8 images + the product image are **THE SAME SIZE**.

4

PRODUCT IMAGE + PRODUCT GALLERY

TO ADD IMAGES CLICK ON INSERT MEDIA AND DRAG/SELECT IMAGES



The screenshot shows the WordPress 'Insert Media' modal window. On the left is a sidebar with options: 'Insert Media', 'Create Gallery', 'Set Featured Image', and 'Insert from URL'. The main area has two tabs: 'Upload Files' (selected) and 'Media Library'. The 'Upload Files' tab contains a large text prompt: 'Drop files anywhere to upload' followed by 'or' and a 'Select Files' button. Below this is the text 'Maximum upload file size: 64 MB.' At the bottom right of the modal is a blue button labeled 'Insert into post'. The top of the modal shows 'Demo Site' on the left and 'Howdy, Sue Heck' on the right.

4

PRODUCT IMAGE + PRODUCT GALLERY

ONCE THE IMAGE IS UPLOADED, YOU HAVE DIFFERENT OPTIONS YOU NEED TO LOOK AT

Search media items...

ATTACHMENT DETAILS

quote-transform-business-fabi-paolini-03.png

February 21, 2017
96 KB
1564 x 1563
[Edit Image](#)
[Delete Permanently](#)

URL

Title

Caption

Alt Text

Description

Required fields are marked *

Category

[+ Add New Category](#)

Tag

[+ Add New Tag](#)

ATTACHMENT DISPLAY SETTINGS

Alignment

Link To

Size

Before you upload the image, make sure it's name is optimized. It should have your keyword in the image. For example: quote-transform-fabi-paolini.png

Make sure the image is small in size. Preferably below 300KB. You can upload it to <http://tinypng.com> where it can be compressed for you before you upload it to your site.

The TITLE, ALT TEXT and DESCRIPTION should be roughly the same. Please include your Keyword in each of these. Leave CAPTION blank.

if your image is meant to link to somewhere else once people click it, use CUSTOM LINK and put the URL. Otherwise leave it at NONE

Change the size of the image within the post if you want to

Don't forget to insert it into the post

Insert into post



YOAST SEO

● Readability ● Enter your focus ke... +

Snippet preview

How to write your first blog post - Fabi Paolini
www.fabipaolini.com/write-first-blog-post/ ▼

Please provide a meta description by editing the snippet below.

Edit snippet

Click on EDIT SNIPPET to edit and make changes

SEO title

%%title%% %%page%% %%sep%% %%sitename%%

You might want to have a different title for a post/page on Google than what is displayed on your site. When writing a page or post, you can enter the title that will be posted on the website, but under SEO Title, you can include an SEO rich title with your keyword. Try to get it to green on the bottom

Slug

write-first-blog-post

Meta description

Modify your meta description by editing it right here

When your site is searched on Google, the meta description shows up underneath your page or post title. The goal of the meta description is to get the visitor to click your link when it comes up in the search.

Close snippet editor

Focus keyword

A focus keyword is the main keyword that you are hoping people will look for and find your post. If your blog is in a competitive niche then chances are that you will be competing with many other established and reputable publications for popular keywords. In such situation, you can get more organic traffic by using long tail keywords. Always remember that your audience is humans not search engines. People don't just type one keyword in search engines, they use phrases. Your focus keyword can be a phrase.

5

YOAST SEO

☰ Analysis ?

- No focus keyword was set for this page. If you do not set a focus keyword, no score can be calculated.
- The text contains 0 words. This is far below the recommended minimum of 300 words. Add more content that is relevant for the topic.
- No meta description has been specified. Search engines will display copy from the page instead.
- The page title is too short. Use the space to add keyword variations or create compelling call-to-action copy.

A great feature of Yoast SEO is that they provide a Page analysis with a guide to let you know what is working and what's not in terms of the SEO of the post. Aim to have the SEO either orange or green. If it is red, make the changes according to what it says on the analysis. Only make the changes for the KEYWORD section, don't pay attention to READABILITY as it is fairly new and doesn't work as well.



PRODUCT DATA || SIMPLE PRODUCTS

Simple products covers the vast majority of any products you may sell. Simple products are shipped and have no options. There is only one SKU option available. They can be a Downloadable product that is also shipped, a Downloadable product that is not shipped, a Product that is shipped or an Online Service.

Enable if you want to allow this to be given as a gift card

Choose this if it's something people can download like a PDF. If chosen, the Downloadable files section will appear

Product Data — Simple product

Gift Card: Virtual: Downloadable:

General

Regular price (\$)

Inventory

Sale price (\$) [Schedule](#)

Shipping

Downloadable files

Name ⓘ	File URL ⓘ
<input type="button" value="Add File"/>	

Linked Products

Attributes

Advanced

Download limit Leave blank for unlimited re-downloads.

Download expiry Enter the number of days before a download link expires, or leave blank.

Giftcard

Download type Choose a download type - this controls the [schema](#).

When adding a simple product, you can tick the Downloadable checkbox box in the product type panel. This adds two new fields:

File path — Path or url to your downloadable file.

Download limit – Limit on number of times the customer can download file. Left blank for unlimited downloads.



PRODUCT DATA || SIMPLE PRODUCTS

Product Data — Simple product | Virtual: Downloadable:

General	Manage stock? <input checked="" type="checkbox"/> <i>Enable stock management at product level</i>
Inventory	Stock Qty <input type="text" value="10"/> ?
Shipping	Allow Backorders? <ul style="list-style-type: none"><input checked="" type="checkbox"/> Do not allow<input type="checkbox"/> Allow, but notify customer<input type="checkbox"/> Allow ?
Linked Products	Stock status ?
Attributes	
Advanced	Sold Individually <input type="checkbox"/> <i>Enable this to only allow one of this item to be bought in a single order</i>

The inventory section allows you to manage stock for the product individually and define whether to allow back orders and more. If stock management is disabled from the settings page, only the 'Manage stock?' option is visible.

Ticking the Sold Individually checkbox limits the product to one per order.



PRODUCT DATA || SIMPLE PRODUCTS

Product Data — **Simple product** | Gift Card: Virtual: Downloadable:

General	Weight (lbs)	<input type="text" value="0"/>	?
Inventory	Dimensions (in)	<input type="text" value="Length"/> <input type="text" value="Width"/> <input type="text" value="Height"/>	?
Shipping	Shipping class	No shipping class	?
Linked Products			
Attributes			
Advanced			
Giftcard			

Weight – Weight of the item.

Dimensions – Length, width and height for the item. (if applicable)

Shipping Class – Shipping classes are used by certain shipping methods to group similar products. (if applicable)



PRODUCT DATA || SIMPLE PRODUCTS

These are variations to your products such as Color or size

Product Data — Simple product | Gift Card: Virtual: Downloadable:

General | Custom product attribute | Add | [Expand / Close](#)

Inventory | **Save attributes** | [Expand / Close](#)

Shipping

Linked Products

Attributes

Advanced

Giftcard

Choose CUSTOM PRODUCT ATTRIBUTE and ADD or choose one from the ones you have already created

Inventory | Custom product attribute | Add | [Expand / Close](#)

SIZES

Name: SIZES | Value(s): small | medium | large

Visible on the product page

Used for variations

Save attributes | [Expand / Close](#)

To add new attribute, click on CUSTOM PRODUCT ATTRIBUTE > ADD. And Choose a Name and each of the values separated by "|"



PRODUCT DATA || SIMPLE PRODUCTS

These are variations to your products such as Color or size

Product Data — Variable product Gift Card:

Inventory Expand / Close

Shipping

Linked Products

Attributes

Variations

Advanced

Giftcard

SIZE

Name:

Value(s):

Visible on the product page

Used for variations

Expand / Close

If you had already created Attributes, make sure to click on the VALUES section. all the options you have created will appear for you to choose the ones that apply. You can also add a new one.

Product Data — Simple product Gift Card: Virtual: Downloadable:

General

Inventory

Shipping

Linked Products

Attributes

Advanced

Giftcard

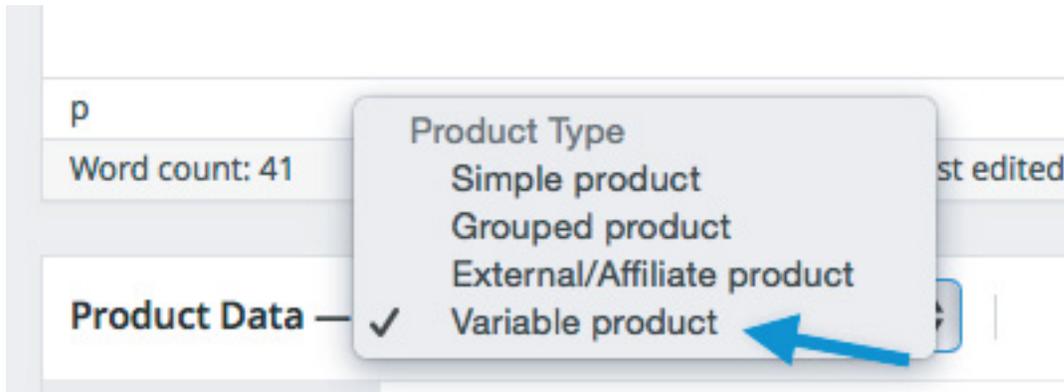
Allow Reload *Enable this allow people to enter in their gift card number to reload funds.*

Physical Card? *Enable this if you are sending out physical cards.*

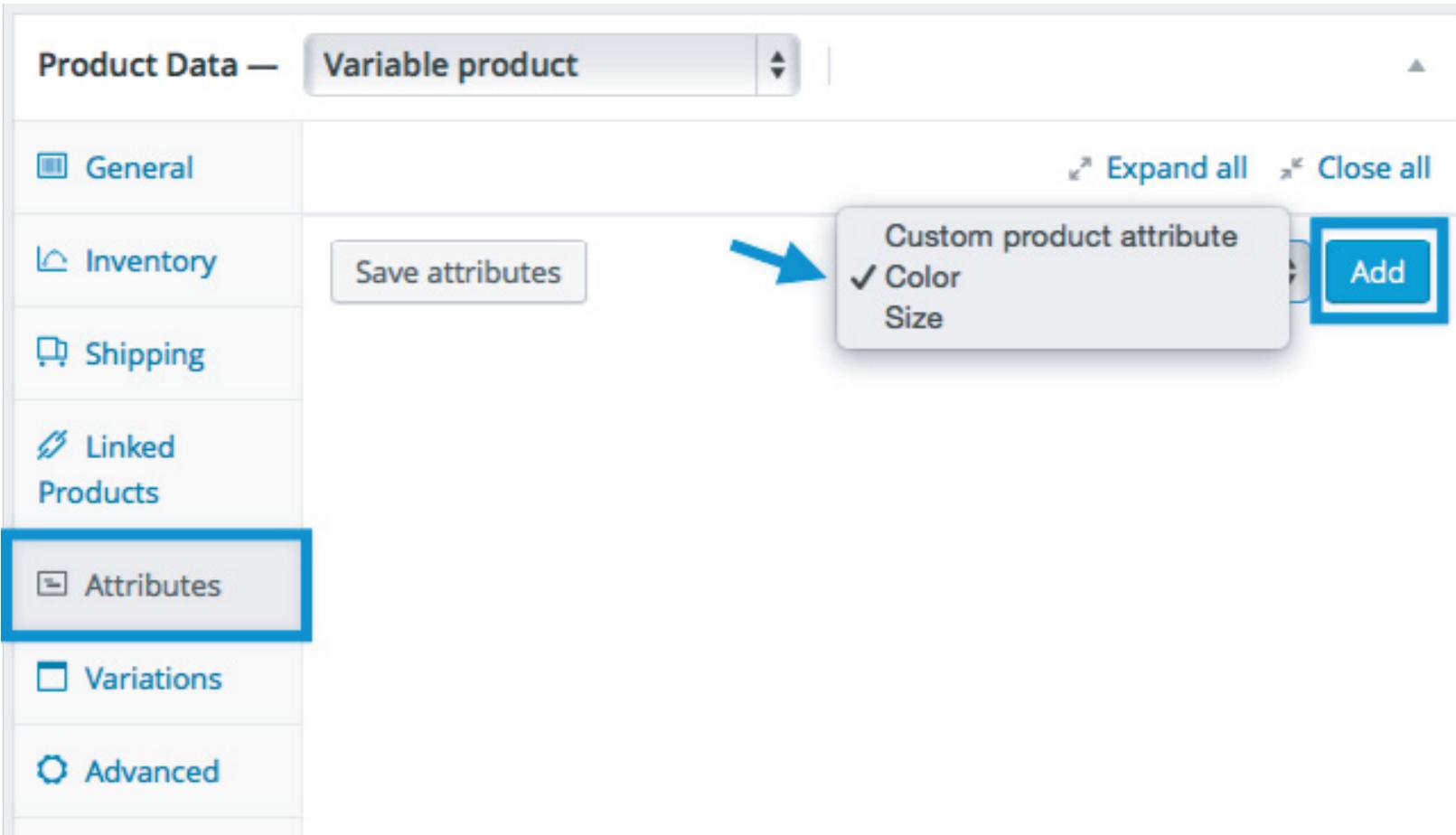


PRODUCT DATA || VARIABLE PRODUCTS

These are products that have variations within the attributes and have different SKUs for each variation too.



Choose the Variable Product Option and leave everything else as is. Go to the ATTRIBUTES SECTION.





PRODUCT DATA || VARIABLE PRODUCTS

Inventory Shipping Linked Products Attributes Variations Advanced Giftcard

Custom product attribute Add Expand / Close

SIZES

Name: Value(s):

SIZES small | medium | large

Visible on the product page

Used for variations

Save attributes Expand / Close

To add new attribute, click on CUSTOM PRODUCT ATTRIBUTE > ADD. And Choose a Name and each of the values separated by “|”

Product Data — Variable product Gift Card:

Inventory Shipping Linked Products Attributes Variations Advanced Giftcard

Custom product attribute Add Expand / Close

SIZE

Name: Value(s):

SIZE × 2t-5 × 6-12

Visible on the product page

Used for variations

Select all Select none Add new

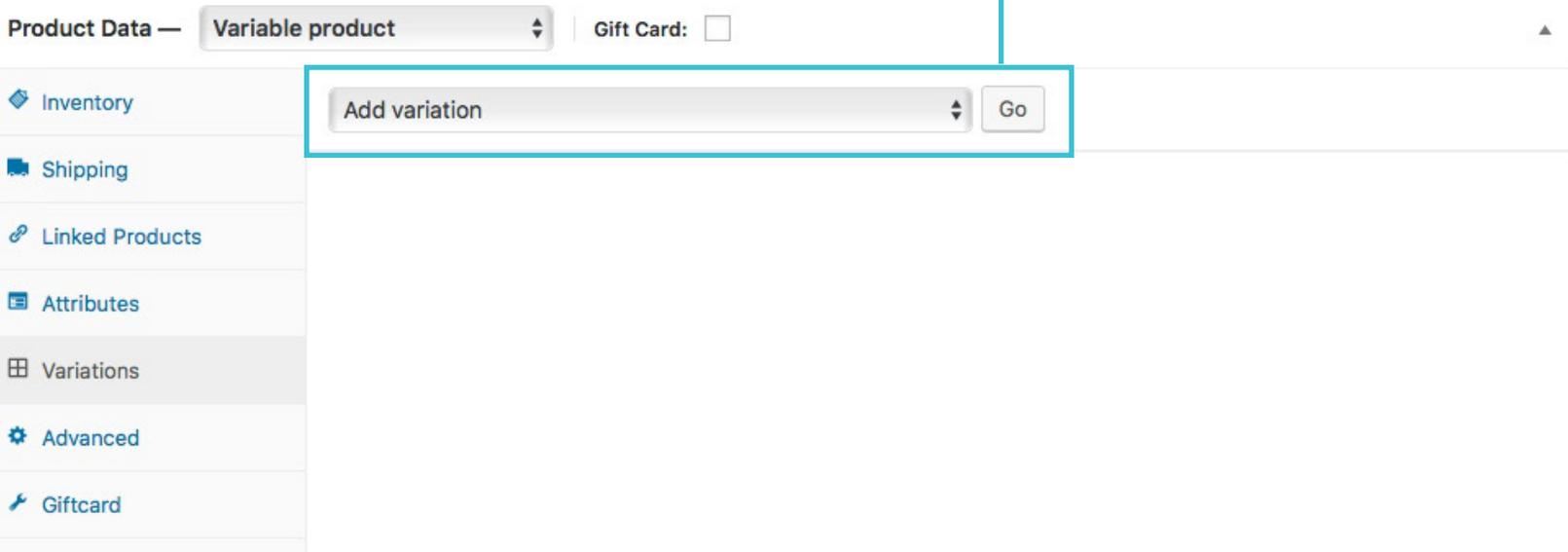
Save attributes Expand / Close

To add attributes previously created, Add the Attributes that apply, uncheck the VISIBLE ON PRODUCT PAGE and check the USED FOR VARIATIONS option. If adding a new attribute, look at the explanation in Simple Products

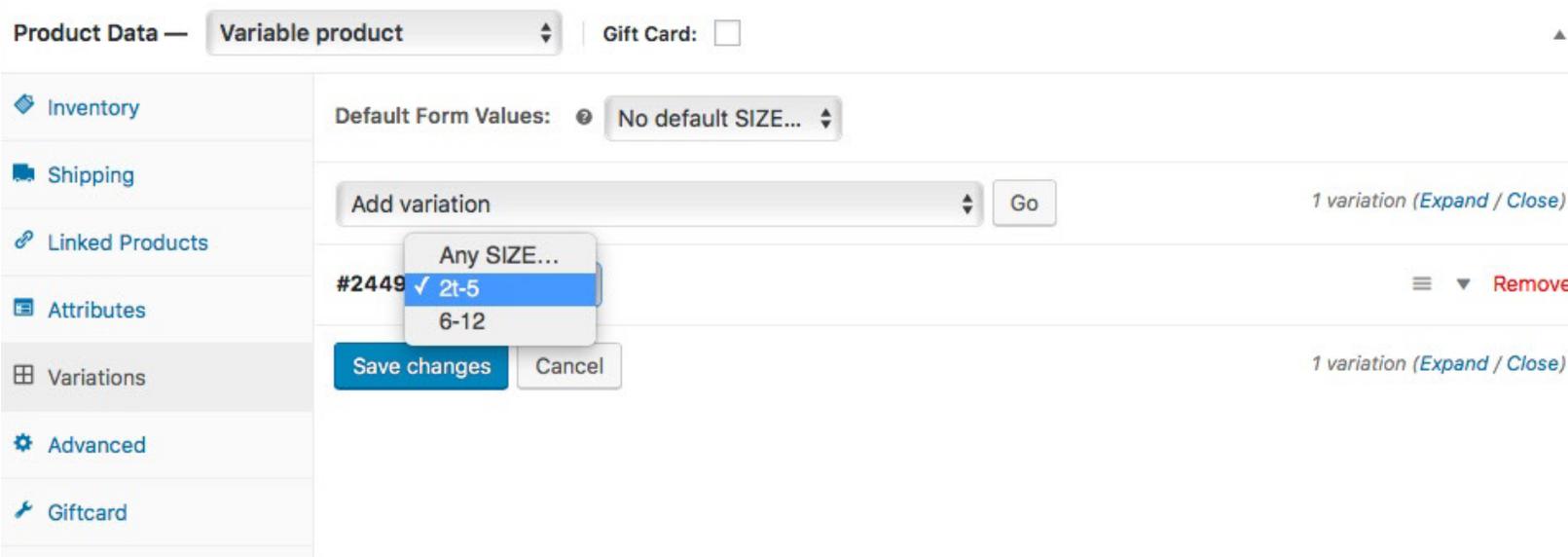


PRODUCT DATA || VARIABLE PRODUCTS

In order to add the variations, go to the variation section and **CLICK ADD VARIATION.**



The Attributes you added (look at previous page) will appear. Click on **ADD VARIATION** for however many options you have. For example, here there are 2 size options "2t-5" and "6-12", so you would need to click on **ADD VARIATION>GO** twice. To make adjustments click on the arrow on the right in order to expand





PRODUCT DATA || VARIABLE PRODUCTS

Once all the options of variations are added, you should see them below. To adjust each click on the arrow beside each of them

Product Data — Variable product | Gift Card:

Inventory

Shipping

Linked Products

Attributes

Variations

Advanced

Giftcard

Default Form Values: No default SIZE...

Add variation Go 2 variations (Expand / Close)

#24498 2t-5 Remove

#24497 6-12 Remove

Save changes Cancel 2 variations (Expand / Close)



PRODUCT DATA || VARIABLE PRODUCTS

Once there, simply add each of the options. SKU, type of product (downloadable), Price, Weight, and files if downloadable. Remember to SAVE and do the same with ALL THE VARIATIONS

Product Data — Variable product | Gift Card:

Inventory

Shipping

Linked Products

Attributes

Variations

Advanced

Giftcard

Default Form Values: No default SIZE...

Add variation Go 2 variations (Expand / Close)

#24498 2l-5

 SKU

Enabled Downloadable Virtual Manage stock?

Regular price (\$) Sale price (\$) [Schedule](#)

Variation price (required)

Stock status

In stock

Weight (lbs) Dimensions (L×W×H) (in)

0 0 0 0

Shipping class

Same as parent

Variation description

Downloadable files

Name	File URL
<input type="button" value="Add File"/>	

Download limit Download expiry

Unlimited Unlimited

#24497 6-12 Remove

2 variations (Expand / Close)

Go to PRODUCTS in the Dashboard and click on the STAR until it turns blue to choose the featured products for your homepage. There is a maximum of 5 products, so unclick the ones you don't want shown.

- Dashboard
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- Edge Slider
- Comments
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- Products**
- Products
- Add Product
- Categories
- Tags
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- Appearance
- Edge Options
- Plugins
- Users
- BackupGuard
- Tools
- Visual Composer
- Settings
- SEO

Products [Add Product](#)

All (213) | [Published \(213\)](#) | [Sort Products](#)

Bulk Actions All dates Show all product types

<input type="checkbox"/>		Name	SKU	Stock	Price	Categories	Tags		
<input type="checkbox"/>		Dolly Molly	-	In stock	\$6.00	Baby, Girls	-		
<input type="checkbox"/>		Dolly Ayda	-	In stock	\$6.00	Baby, Girls	-		
<input type="checkbox"/>		Knit Baby Lucy Bodice ADD ON – must purchase woven version for skirt. PDF sewing patterns for sizes NB-24 months.	-	In stock	\$5.00	Baby, Knit	-		
<input type="checkbox"/>		Knit Lucy Bodice ADD ON – must purchase woven version for skirt. PDF sewing patterns for girls sizes 2t-12	-	In stock	\$5.00	Girls, Knit	-		
<input type="checkbox"/>		Knit Baby Bella Bodice ADD ON – must purchase woven version for skirt. PDF sewing patterns for sizes NB-24m.	-	In stock	\$5.00	Baby, Knit	-		
<input type="checkbox"/>		Knit Bella Bodice ADD ON – must purchase woven version for skirt. PDF sewing patterns for girls sizes 2t-12	-	In stock	\$5.00	Girls, Dresses	-		
<input type="checkbox"/>		Edit a Product – Knit Baby Ayda's V Back Peplum & Dress. PDF sewing patterns for sizes NB – 24m	-	In stock	\$10.00	Baby, Knit, Tops & Dresses	-		