



# WooCommerce Cookbook

*By Patrick Rauland*

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**WooCommerce Cookbook** By Patrick Rauland

**Create, design, and manage your own personalized online store with WooCommerce, the fastest growing e-commerce platform**

## About This Book

- Get your online store up and running in no time
- Dozens of simple recipes to setup and manage your store
- Easy to understand code samples that can help you customize every tiny detail and take your store to the next level

## Who This Book Is For

If you have ever built or managed a WordPress site and want to add e-commerce functionality into your site, WooCommerce and this book are perfect for you. Learning how to use WooCommerce through this series of recipes will give you a solid platform to add any future e-commerce needs.

## What You Will Learn

- Install WooCommerce and get it up and running
- Configure your products no matter how complex they are
- Customize the look and feel of your WooCommerce store
- Learn to put all of your extra code in a plugin
- Measure your conversion rate by integrating with Google Analytics
- Add customers to your newsletters automatically so that you can keep in touch with them
- Use the WooCommerce dashboard to manage your orders

## In Detail

Explore the different ways an e-commerce store can be configured and select the best settings for your store, using this practical guide. We begin by introducing dozens of step-by-step recipes to configure all of the basic settings you need to open your store. You will then go into the different ways you can create products.

You can then remove unnecessary elements or add extra elements to help people navigate your store. Next you'll set up shipping methods and automatically get live quotes. Finally, you'll learn how to set up different payment methods and customize the checkout.

Whether you're planning on building a WooCommerce site for yourself or for someone else you can give yourself a 10-hour headstart by reading through this book.

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## WooCommerce Cookbook By Patrick Rauland Bibliography

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### Editorial Review

About the Author

#### Patrick Rauland

Patrick Rauland has built custom e-commerce solutions as well as high-end WooCommerce sites while working for advertising agencies. He joined the support team at WooThemes and answered thousands of support tickets. He later joined the WooThemes development team and started writing the underlying code for WooCommerce. After several months on the development team, he took on the role of product manager, and interacts with customers and the development team to help plan the future of WooCommerce. Patrick loves going to conferences to talk about e-commerce, software development, productivity, happiness, and creating your online presence. Patrick lives in Denver, Colorado, and loves running, yoga, and hiking. You can reach Patrick through his programming blog at <http://speakinginbytes.com>.

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