

# Digivalie Woocommerce Preparation Guide

If you are interested in buying an eCommerce website from me, then this guide is going to help you understand eCommerce better and to help you prepare all the information that I will require to set up your store.

## Ecommerce fundamentals

You can turn almost any WordPress website into an online shop by installing the Woocommerce plugin. This plugin will give your website all the tools to sell online.



## Your shop's location

Every store will need a base of operation. Whether you are sending the products from your garage or you are selling from a physical shop, you need to provide the physical address.

## Selling locations

Dropshipping allows us to sell almost anything worldwide. The issue is that most store owners only want to sell their products in a specific area. That specific area can be a country, state, a province, or you can even go as far as to restrict it to a postcode.

It is imperative to set up your store in this way and let me explain. What will happen if someone from a different country (you do not ship to this country) lands on your website and makes a purchase?

You will either have to cancel the order with a refund or lose your profit margin on the sale because of an increased shipping fee that was not specified.

## Global product measurements

The 2 most common ways a product is measured for shipping are by its dimensions and weight. Using the same unit of measurement throughout your entire store is also essential.

## Customer reviews

You also have the option to allow customer reviews on each individual product page. Customer reviews help by building trust on your website for new customers. A Product page will also rank better in Google if it has more reviews.

## Inventory and stock management

Woocommerce can manage the stock of the products in your warehouse and will recalculate after each sale fires through the store. The store manager will also receive an alert through email once the stock of a specific product has reached a threshold.

The store manager will then have to replenish the stock of that specific product at the warehouse. The store can also hide the products once it is out of stock.

Although it is not recommended, the store owner can allow backorders to allow specific products to be sold even if they are out of stock.

# Ecommerce pages

Woocommerce will give you access to the 5 cornerstone pages that all eCommerce websites need, which include the store/catalog page, single product page, cart page, checkout page, and account page.

## Store / Catalog page

The screenshot displays a typical WooCommerce store catalog page. On the left, there is a sidebar with a search bar, a price filter (ranging from R210 to R3214), and product category filters for Men and Women. The main content area shows a grid of 11 products, with the first row containing four items and the second row containing seven items. Each product listing includes a featured image, the product name, and the price range (including VAT). A 'Sale!' badge is visible on the bottom-right product listing.

Product Name	Price Range (inc. Vat)
Under Armour Women's Charged Assert Running Shoe	R1,231.00 – R1,800.00
Women's High-Rise Skinny Jean	R1,500.00 – R1,800.00
Women's Solid Short Sleeve Boat Neck V Neck	R750.00 – R950.00
Women's Blouse Shirt Floral Cut	R850.00 – R950.00
Men's Adidas Shoes	R1,000.00 – R1,500.00
New Balance men's shoes	R782.00 – R1,200.00
CURREN 8355 watch	R3,214.00
Men's Jeans straight	R500.00 – R530.00

This page will showcase all of the products that you have uploaded to the store. Each individual product will showcase the following information:

- Product featured image
- Product name and title
- Product Price

You will also notice that there is a filter on the right sidebar. The filter is very useful when you have a lot of products in your store. The customer can search for a specific product by name, filter it by price and select the category they are interested in.

## Single product page

You will be redirected to the single product page of the product that you clicked on in the store.  
This page will showcase the following information:

[CONTINUE SHOPPING →](#)



### CURREN 8355 watch

This watch will set you apart from everyone.

- Authentic **Curren 8355** Chronograph from WatchBoyz official online store;
- 100% new with tag and quality guarantee;
- 3ATM Water Resistant
- Chronograph (Stopwatch) Function,
- Date complication
- Original box with manual

11 in stock

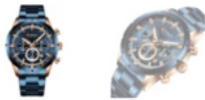
**R3,214.00 inc. Vat**

11 in stock

1

[Add to cart](#)

Categories: [Accessories](#), [Men](#)



- Product title
- Product short description
- Product featured image
- Product gallery
- Stock level
- Regular price
- Add to cart button




Description	Additional information	Reviews (0)
<p><b>FEATURES:</b></p> <ul style="list-style-type: none"> <li>• Authentic <b>Curren 8355</b> Chronograph from WatchBoyz official online store:</li> <li>• 100% new with tag and quality guarantee:</li> <li>• 3ATM Water Resistant</li> <li>• Chronograph (Stopwatch) Function,</li> <li>• Date complication</li> <li>• Original box with manual</li> </ul> <p><b>SPECIFICATIONS:</b></p> <ul style="list-style-type: none"> <li>• Movement: Updated Langexin LD53</li> <li>• Dial Diameter: 47mm</li> <li>• Case Thickness: 13mm</li> <li>• Watch Length: 240mm</li> <li>• Band Width: 24mm</li> <li>• Weight 148g</li> <li>• Case Material: Alloy</li> <li>• Band Material: Stainless Steel</li> <li>• Lens: Upgraded Hardlex</li> <li>• Water Rating: 3ATM/30M</li> </ul> <p><b>REASONS TO SHOP WITH US:</b></p> <ul style="list-style-type: none"> <li>• Even Curren watches get knocked off and are produced by various factories in Asia, most of which deploy greater cost-cutting measures, by using lesser quality alloys, movements and hardlex. Shopping with us ensures you receive your Curren watch the way it was intended to be manufactured, from the original factory, in its original packaging.</li> <li>• All watches undergo a general QC check for alignment and defects before shipping.</li> <li>• WatchBoyz carries your Warranty locally in South Africa. If at any point you experience any difficulty with your purchase, we are your single point of contact for quick assistance.</li> <li>• WatchBoyz can unfortunately not assist you with warranty claims with parallel imports and will require a purchase receipt.</li> </ul>		

- Product long description
- Additional information such as the weight and dimensions.
- Customer reviews.

## Cart page

You can view your cart by going to the cart page once you are finished with your shopping. The cart page will display a list of all products that you have selected. You can increase the quantity of the products or remove them from your cart.

**Your Cart**

Product	Price	Quantity	Subtotal
 Women's High-Rise Skinny Jean - Small	R1,500.00	1	R1,500.00
 CURREN 8355 watch	R3,214.00	1	R3,214.00
 T-Shirt short sleeve - Blue, Small	R410.00	1	R410.00

[Update cart](#)

**Cart totals**

**Subtotal** R5,124.00

**Shipping**

- Local pickup (Van Zyl Street 87, Bloemfontein, Freestate)
- Your Courier Guy (3 days): **R550.00**
- DHL (7 days): **R385.00**
- Free shipping

Shipping to **Free State**. [Change address](#)

**Total** **R5,124.00** (includes R465.81 Tax)

[Proceed to checkout](#)

You will also have the option to choose between different shipping methods. You will be presented with a subtotal price that excludes the shipping price. Your price total will be updated once you select a shipping method.

# Checkout page

The customer will land on this page once they are satisfied with their cart and shipping method. They will fill in their personal details such as name, address, and contact information.

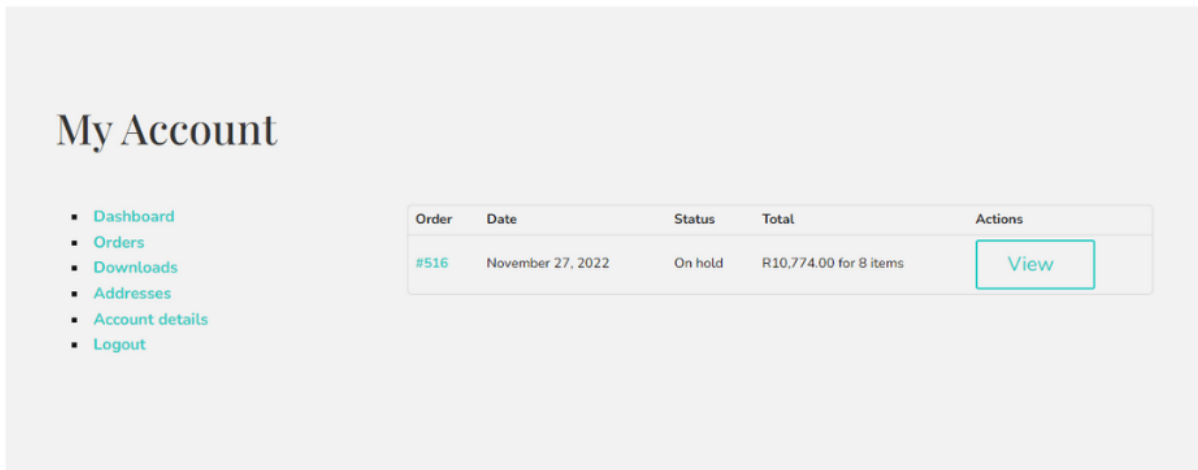
The image shows a checkout form with two main sections. The left section is titled "Billing details" and contains several input fields: "First name" and "Last name" (both with red asterisks), "Company name (optional)", "Country / Region" (with a red asterisk and "South Africa" selected), "Street address" (with a red asterisk, split into "House number and street name" and "Apartment, suite, unit, etc. (optional)"), "Town / City" (with a red asterisk), "Province" (with a red asterisk and "Free State" selected), "Postcode / ZIP" (with a red asterisk), "Phone" (with a red asterisk), and "Email address" (with a red asterisk). The right section is titled "Direct bank transfer" (with a selected radio button) and contains a text box with instructions: "Make your payment directly into our bank account. Please use your Order ID as the payment reference. Your order will not be shipped until the funds have cleared in our account." Below this are two radio buttons: "Check payments" and "Cash on delivery". A paragraph of text states: "Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#)." At the bottom of this section is a checkbox: "I have read and agree to the website [terms and conditions](#)". A green "Place order" button is located at the bottom right of the payment options section.

You can then courier or ship the package to their shipping address and use their contact information to keep in touch with them.

They can also choose their preferred payment method on the right-hand side of the page. Woocommerce allows you to use direct bank transfers, check payments, cash on delivery, PayPal, and eft payments such as Stripe and Payfast, etc.

## Account page

You have the option to automatically create an account for your customer once they purchase a product. Their account will allow them to review their purchases, change their shipping address, and account details.



The screenshot displays a user interface for a 'My Account' page. On the left side, there is a vertical navigation menu with the following items: Dashboard, Orders, Downloads, Addresses, Account details, and Logout. The main content area features a table with the following columns: Order, Date, Status, Total, and Actions. A single row of data is visible in the table, representing an order with ID #516, dated November 27, 2022, with a status of 'On hold' and a total value of R10,774.00 for 8 items. A 'View' button is located in the Actions column for this order.

Order	Date	Status	Total	Actions
#516	November 27, 2022	On hold	R10,774.00 for 8 items	<a href="#">View</a>

Your customers can also request that their accounts be deleted.



# Taxes

You also have the option to allow WooCommerce to calculate the taxes on your behalf. It can calculate the taxes based on the following:

- each product (some products might be taxed differently),
- the area in which you are selling (some areas might be taxed differently),
- your store's address (if you ship abroad),

The tax will then be already added where it can be inclusive or exclusive of the price. This option is the most important when managing taxes in your store, as it determines how you input product prices later on. You can also download the tax report, which you can send to your tax consultant.

## Inclusive of tax

It means that all store/catalog prices are input using your store's tax rate.

For example, in RSA, you would input prices inclusive of a 10% tax rate, e.g. You enter a product price of R9.99 that includes R0.99 tax. A customer in RSA would pay R9.99 as defined, and a customer outside of RSA with zero tax will only pay R9,00.

## Exclusive of tax

It means that your catalog prices need to be tax exclusive.

Using the example from above, an RSA shop would enter R9.00 at the product price. A tax of 10% would be applied on top of this during checkout making the amount payable R9.99.

# How taxes are displayed

You can also choose to display the added tax amount on the following pages:

- shop/catalog page
- cart page
- checkout page

The screenshot displays a shopping cart interface. At the top, it shows 'Showing 1-9 of 11 results' and a 'Default sorting' dropdown. Below this are four product cards:

- Under Armour Women's Charged Assert Running Shoe: R1,231.00 – R1,800.00 inc. Vat
- Women's High-Rise Skinny Jean: R1,500.00 – R1,800.00 inc. Vat
- Women's Solid Short Sleeve Boat Neck V Neck: R750.00 – R950.00 inc. Vat
- Women's Blouse Shirt Floral Cut: R850.00 – R950.00 inc. Vat (highlighted with a red box)

Below the product cards is a table with the following data:

Product	Price	Quantity	Subtotal
Women's High-Rise Skinny jean - Medium	R1,500.00	1	R1,500.00
New Balance men's shoes - 7	R1,200.00	1	R1,200.00
Women's High-Rise Skinny jean - Small	R1,500.00	1	R1,500.00
New Balance men's shoes - 10	R782.00	1	R782.00
T-Shirt short sleeve - Blue, Small	R410.00	1	R410.00

To the right of the table is a 'Cart totals' section:

- Subtotal: R5,392.00
- Shipping: Local pickup (Van Zyl Street 87, Bloemfontein, Free State) selected. Other options: Your Courier Guy (3 days): R550.00, DHL (7 days): R385.00, Free shipping.
- Total: R5,392.00 (includes R490.17 Tax) (highlighted with a red box)

Buttons for 'Update cart' and 'Proceed to checkout' are visible at the bottom.

You also have control over the text prefix for the tax ex. "Inc. Vat"

## Having multiple tax classes

Sometimes, you will need more than one tax class if some products or areas are taxed differently. In South Africa, for example, you might have 2 classes which include the "standard rate," which is currently 15%, and the "zero rate," which is currently 0%.

If all your products and areas have the same tax rate, then you only need 1 tax class which we can call the "standard tax rate."

There might be more tax classes for other countries outside of South Africa. If you have more than one class, then you will need to collect the following information:

- Short description for each class (“standard rate,” “zero rate,” “increased rate”),
- The tax rate in (%) for each class,
- Will it apply to the shipping costs?
- Is the tax class specific to an area (specify the area)?
- Is the tax class specific to a group of products (specify the groups)?

At the end of the questionnaire, you will need to allocate a tax class to each individual product.

## Shipping

Setting up the shipping for your store can get quite complicated if you do not understand some of the fundamental concepts. You need to become familiar with shipping zones, shipping methods, and shipping classes.

### Shipping zones

It is best practice to mimic the shipping zones of that of the courier service(s) you plan to use to transport the products to their destination.

Most online stores will only have 1 shipping zone. Once you cover more areas that have different shipping rates, then you might want to add more shipping zones to your store. Each shipping zone will have its own unique shipping rate.

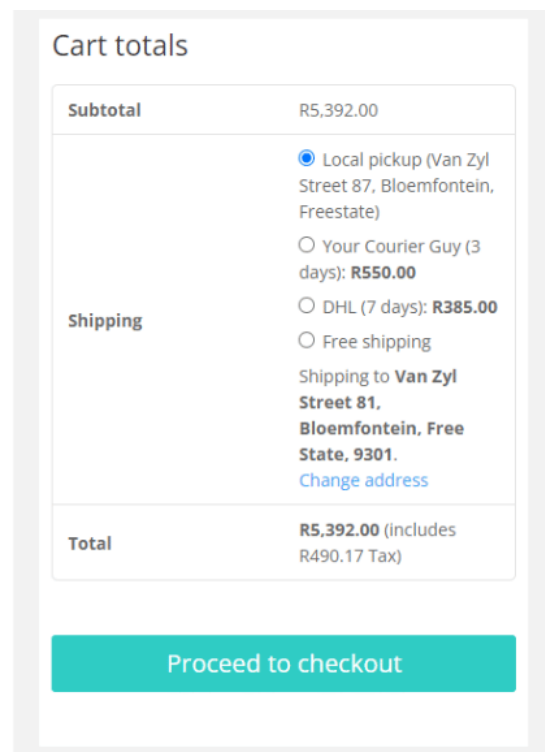
No shipping methods will be offered in an area located outside any of your shipping zones. It is also possible to have more than one shipping zone. You will need to collect the following information if you have more than 1 shipping zone:

- A name or reference for each shipping zone (for ex, "local," "abroad," or "state name").
- The regions each zone will cover.
- The shipping costs of each zone.
- You can also use a postcode for each zone if you do not want to use regions (930\*).

## Shipping methods

There are 3 shipping methods available that include "flat rate," "free shipping," and "local pickup." You can add one or more shipping methods to each shipping zone.

The image below will illustrate the different shipping methods on a cart page.



The image shows a 'Cart totals' section with a table of items and a 'Proceed to checkout' button. The table has two columns: 'Item' and 'Amount'. The 'Subtotal' is R5,392.00. The 'Shipping' section lists four options: 'Local pickup (Van Zyl Street 87, Bloemfontein, Freestate)' which is selected with a radio button, 'Your Courier Guy (3 days): R550.00', 'DHL (7 days): R385.00', and 'Free shipping'. Below the shipping options, the shipping address is listed as 'Shipping to Van Zyl Street 81, Bloemfontein, Free State, 9301.' with a 'Change address' link. The 'Total' is R5,392.00 (includes R490.17 Tax). A teal 'Proceed to checkout' button is at the bottom.

Item	Amount
Subtotal	R5,392.00
Shipping	<input checked="" type="radio"/> Local pickup (Van Zyl Street 87, Bloemfontein, Freestate) <input type="radio"/> Your Courier Guy (3 days): <b>R550.00</b> <input type="radio"/> DHL (7 days): <b>R385.00</b> <input type="radio"/> Free shipping
Total	<b>R5,392.00</b> (includes R490.17 Tax)

Shipping to **Van Zyl Street 81, Bloemfontein, Free State, 9301.**  
[Change address](#)

[Proceed to checkout](#)

Most online stores like to use their courier services as a shipping method if it entails a flat fee. You will need to collect the following information from the local couriers that you plan to use for each zone:

- The courier name
- The shipping time (number of days it will take to deliver the product to the customer),
- Shipping cost.

You also have the option to add the free shipping method if a minimum amount is spent for specific shipping zones. This option might motivate the customer to purchase more products from your store.

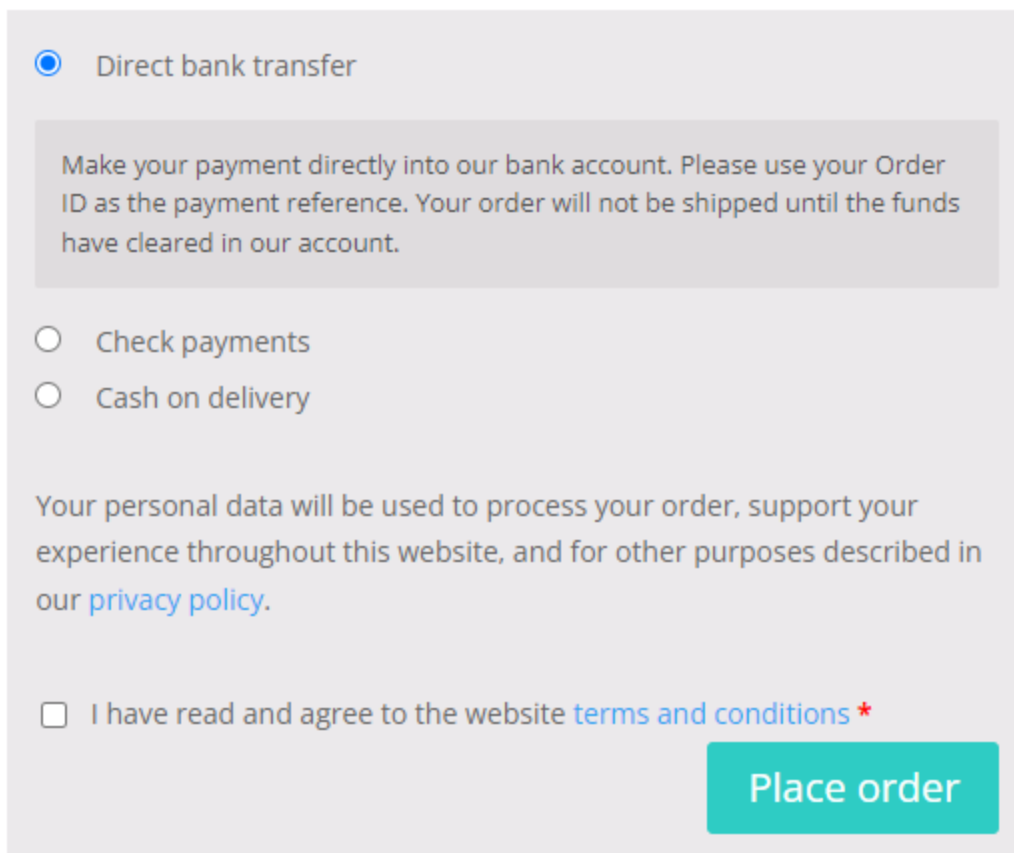
## Shipping classes

Some larger/heavier products, such as furniture, need a larger truck for transport, which will result in a higher fee from the courier. If you have such products, you must collect the following information:

- A list of the products that require special transport.
- The increased shipping rate for each shipping zone.

## Payment methods

Available payment methods are direct bank/wire transfer, check payment (offline gateway), cash on delivery, PayPal, and EFT (Stripe, PayFast, etc.) You can also set up more than 1 payment method in your store.



Direct bank transfer

Make your payment directly into our bank account. Please use your Order ID as the payment reference. Your order will not be shipped until the funds have cleared in our account.

Check payments

Cash on delivery

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#).

I have read and agree to the website [terms and conditions](#) \*

[Place order](#)

Your customer can choose between different payment methods on the checkout page. Let me go over some of them.

## Direct bank transfer

This is the simplest method for online payments in your store. The customer will be presented with your banking details after they place the order on the checkout page. They will use their order number (automatically generated by WooCommerce) for your reference when making the payment.

The order will be kept “on hold” and can be set to “in process” once your bank has notified you about the purchase.

## Check payments

Your customer will send a check to your address once they have selected this payment method. They will be presented with your postal address and an order number for your reference.

The order will be kept “on hold” and can be set to “in process” once your bank has processed the check.

## Cash on delivery

The customer will pay with cash at your physical store before they pick up the product. They will also need their order number as a reference. The product will be kept on hold until the store manager clears it.

## PayPal payments

PayPal offers online payments worldwide. You will need to register a business account with them if you want to use it as a payment method.

I can then link it to your online store once your account is set up.

## EFT payments

This payment method is one of the most common and trusted payment methods worldwide. There are also many EFT payment providers, such as Stripe, PayFast, and more.

As the store owner, you will need to create an account with the payment provider and then enable me to link it to your online store.

# Accounts and Privacy

You can allow your customers to create a free account in your store while they are making a purchase. They can then log into your account to view the status of their orders. They can also change their payment details and address if they wish.

They will also not need to fill out all the information on the checkout page if they are a returning customer.

**Here are some best practices when handling accounts.**

- It is best not to allow the customer to purchase a product without an account.
- Only allow your customers to create an account while on the checkout page.
- It is best not to allow anyone to create an account on your account page. You only want “buying customers” to create an account.

Later on, the customer can always request the store owner to delete their account. You can also choose how long you want to retain customer data on your database.

## Email notifications

The purpose of an eCommerce store is to automate the purchasing process, so why not automate the email notifications as well?

It is crucial for the store manager to have his/her own email address that is linked to your domain name. The following storemanager@gmail.com or storemanager@yahoo.com email addresses will simply not work.

You need a professional email, such as info@yourwebsitename.com or .co.za, for it to work. It also looks much more professional and builds trust with the customer. The store manager will be notified by this email address when someone has purchased a product.

The product will be “on hold,” and the store manager will need to change it manually to “in-process” once the payment is made and the courier is contacted. The customer will also be automatically kept up to date by the store manager once the purchase is made.

The store manager will also need to create a [free Sendinblue account](#) to enable SMTP with their email address, which will improve the deliverability of the emails. The store manager can send up to 300 free emails daily with a free Sendinblue account.

# Product data and information

You will need to gather all of the following information regarding your individual products. I will also send you a word document that you need to fill in and send me. You will need to input the following data into that spreadsheet.

## Product categories

You will need to create a list of the names of the categories in which you will group the products in your store. An ex iPhones, Shoes, Shirts, etc.

## Singular product data

The image shows a product page for a Curren 8355 watch. The page layout includes a main product image, a product name, a short description, stock information, price, an 'Add to cart' button, and a category list. Red boxes and arrows highlight specific elements for data collection:

- Featured Product Image:** A large image of the watch with a blue dial and metal bracelet.
- Product Name:** 'CURREN 8355 watch'.
- Product Short Description:** A text block containing a short paragraph and a bulleted list of features: 'This watch will set you apart from everyone.', 'Authentic Curren 8355 Chronograph from WatchBoyz official online store:', '100% new with tag and quality guarantee:', '3ATM Water Resistant', 'Chronograph (Stopwatch) Function.', 'Date complication', and 'Original box with manual'.
- Regular Price:** 'R3,214.00 inc. Vat'.
- Product Category:** 'Categories: Accessories, Men'.
- Image Gallery:** A smaller image showing two different views of the watch.

**1. Product Name** - The name will be listed on the catalog page and single product page.

**2. Product Short Description (Optional)** - the "Product Short Description" is a brief summary of the product. It is best to write a short ad copy about the product that is not longer than 3 sentences. This short ad copy should hook your customer.

**3. Regular Price** -

**4. Sales Price (Optional)** -

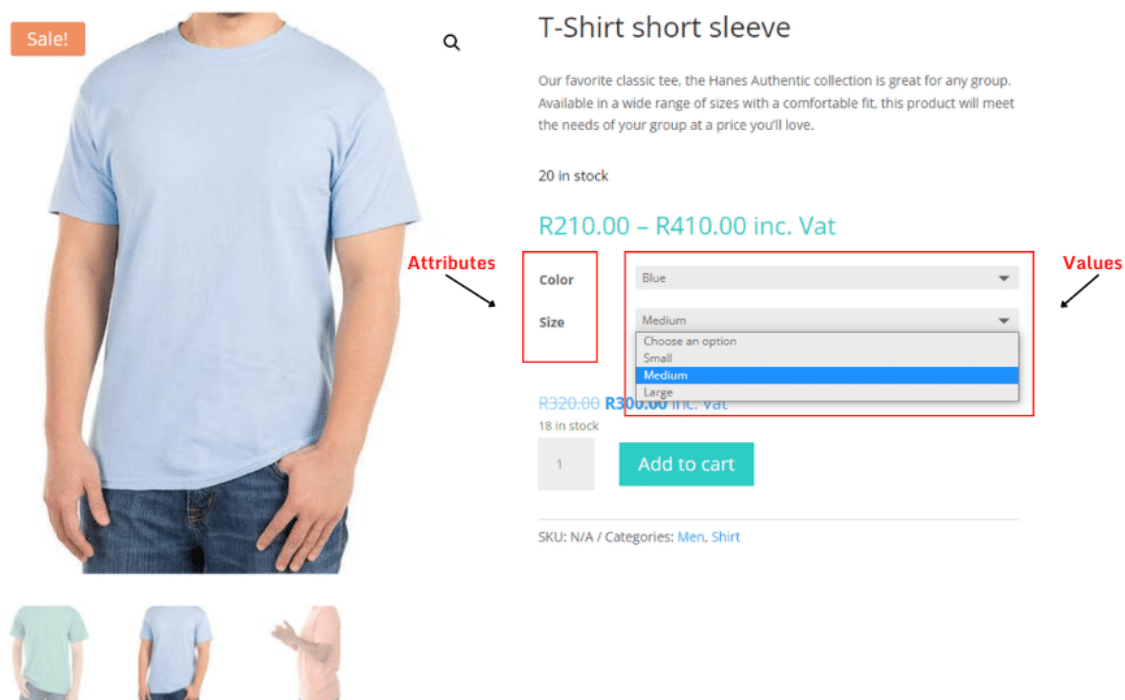


**5. Featured Product Image** - This will be the main image of your product that will be showcased on your catalog/store page. Make sure that the aspect ratio of all your product images is consistent.

**6. Image Gallery (Max 7)** - You can add multiple images of the same product to give the customer a broader view of how the product will look from different angles. The gallery can also contain images of the variable products if they have a different look.

**7. Product Category** - Allocate each product to one of the categories you created in one of the previous steps.

### 8. Product Type (Simple product vs. Variable product)



**a) Simple Product** - This is the type of product with only 1 variation. An example can be a product that only has 1 size and/or color. The customer will only have 1 option to choose from on the product page.

**b) Variable Product** - This is the type of product that has multiple variations. An example can be a clothing piece where the customer can choose from multiple options. The customer can choose between different sizes (Small, Medium, Large and X-Large) and/or different colors (Black, White, Green). Size and color is also called attributes. This example will produce a total of 12 variations (4 sizes x 3 colors).

Each variation of a product will have the same "Product Name", "Category", "Product Short Description", and "Product Long Description". Each variation of a product will have a different "Product Image (if it looks different)", "Price", "Stock Quantity", "Weight," and "Dimensions (Length x Width x Height)".

Description	Additional information	Reviews (0)
<p><b>Product Long Description</b></p> <p><b>FEATURES:</b></p> <ul style="list-style-type: none"> <li>• Authentic <b>Curren 8355</b> Chronograph from WatchBoyz official online store;</li> <li>• 100% new with tag and quality guarantee;</li> <li>• 3ATM Water Resistant</li> <li>• Chronograph (Stopwatch) Function.</li> <li>• Date complication</li> <li>• Original box with manual</li> </ul> <p><b>SPECIFICATIONS:</b></p> <ul style="list-style-type: none"> <li>• Movement: Updated Langexin LD53</li> <li>• Dial Diameter: 47mm</li> <li>• Case Thickness: 13mm</li> <li>• Watch Length: 240mm</li> <li>• Band Width: 24mm</li> <li>• Weight 148g</li> <li>• Case Material: Alloy</li> <li>• Band Material: Stainless Steel</li> <li>• Lens: Upgraded Hardlex</li> <li>• Water Rating: 3ATM/30M</li> </ul>	<p><b>Additional information such as product weight &amp; dimensions</b></p>	<p><b>Customer Reviews</b></p>

**9. Product Long Description** - This part will include all the information the customer might need to know about the product. This is the part where you will "sell" your product. It is important to:

- Include the most important information first,
- Provide your description with a clear structure instead of just writing a wall of text about the product,
- Make it clear to potential customers how the product will benefit them.

**10. Weight (Optional)** -

**11. Dimensions L×W×H (Optional)** -

**12. Stock quantity** - The number of units you have in stock for that product at the warehouse.

**13. Low stock Threshold** - The store manager will receive an email once this level is reached. More important products can have a different thresholds.

**14. Shipping Class** - Only required if the product is heavier or larger where the shipping costs will be more (for ex. Furniture)

**15. Tax Class** - Only if the product falls under a different tax class other than the "regular class".

**16. Will you allow backorders?** Customers can buy products that are out of stock (not preferred)

# Legal pages

Your eCommerce store will need the following 3 legal pages:

- Privacy Policy,
- Terms and Conditions,
- Warranty and Return policy.

It would be ideal to hire a lawyer to create the content of these pages for you. If you cannot use a lawyer, then you can use this [policy generator tool from Shopify](#) to create the content for these pages.

Just make sure that you modify the information for your store. You should also agree and change the “return policy” to suit your needs. You will need to send the content as a word document.

# Cornerstone pages

Your website will also have other non-ecommerce related pages that might include the following:

- Homepage
- About Page
- Contact Page

## Homepage

Your homepage can be purely non-ecommerce or you can add product categories, latest products or any other content that you want to send your visitors to.

## About Page

On this page, you can tell more about yourself and your store.

## Contact page

Your contact page will come with a contact form and google maps snippet that will show the location of your business.