Woocommerce- The New Smart Plug in for Doing Electronic Commerce

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Abstract: *A few years ago, building an online store used to be an incredibly complex task. You had to install bulky software onto your own website and pay expensive developers a significant sum of money to customize even the simplest elements of your store. Luckily, nowadays, adding e-commerce functionality to your WordPress-powered website can be done by installing a single plugin and that is WOOCOMMERCE. WooCommerce preserves many of the functions core to the standard WordPress experience, but adds eCommerce capability, configuration, and customization. WORDPRESS is one of the most popular and efficient content management platforms in the world and WooCommerce was developed by it. This alone stands as a major advantage for the uses of the plugin.*

Keywords: *Woocommerce, plugin, ecommerce, platform*

I. Introduction:

WOOCOMMERCE is an open-source e-commerce plugin for WordPress. It is designed for small to large-sized online merchants using WordPress. In simple term, WooCommerce is a WordPress plugin that can convert your WordPress website into an e-commerce store. It sells physical goods, digital products, accepts payment online, manage shipping, offer discounts and the list goes on. WooCommerce turns a regular WordPress site into a fully functioning ecommerce store.

Evolution Of Woocommerce:

WooCommerce was first developedon 27th of September 2011 by WordPress theme developer Woo Themes, who hired Mike Jolley and James Koster, developers at Jigowatt, to work on a fork of Jigoshop that became WooCommerce. In August 2014, WooCommerce powered 381,187 sites (or 17.77% of e-commerce sites online).
In November 2014, the first WooConf, a conference focusing on eCommerce using WooCommerce was held in San Francisco, California. It attracted 300 attendees.
In May 2015, Woo Themes and WooCommerce were acquired by Automatic, operator of WordPress.com and core contributor to the WordPress software.

Concept Of Woocommerce:

WooCommerce is a free e-commerce plugin that allows you to sell anything beautifully. Built to integrate seamlessly with WordPress, WooCommerce is the world's favorite solution that gives both store owners and developers complete control.With endlessly flexibility and access to hundreds of free and premium WordPress extensions.WooCommerce is for selling products and services. Specifically, it makes doing these things affordable and accessible. You can sell digital and physical products, manage inventory and shipping, take secure payments, and sort taxes automatically.

Why Woocommerce

A successful sale starts long before someone clicks "buy." Create a store as unique as your brand and create a special experience for navigating your products, content and site.

- Countless themes: Pick the theme that works for you. WooCommerce is designed to work seamlessly with themes you know and love, including each year's default WordPress themes and many popular themes from around the web.
- Unrestricted customization: Edit any part of your site – from the homepage layout to the buy button – to stand out from the crowd.
- Built-in blogging: Publish great content and build a strong brand. Use WooCommerce to integrate eCommerce with the world's most popular content publishing platform.
- Embed products, checkout and more on any page: Use short codes to add your products to blog posts, or create landing pages that go straight to checkout.

- Categories, tags and attributes make products easier to find: Help customers find what they want by adding tags to describe a product. Add attributes like size so customers can search for items most relevant to them.
- Product ratings and reviews: Show customer feedback directly on the product page, including a 'Verified Owner' label.
- Customize for your location: Set the currency, language and measurement units (inches, centimeters or anything else) that's right for you.
- Product sorting and filtering: Let customers sort products by popularity, newness, rating, price or attribute to find the right fit.

II. How Much Does Woocommerce Cost? Is Woocommerce Free?

Yes. It is absolutely free. It is 100% free to download and use it on our WordPress website. However, there are many add-ons you can purchase that will enhance your online store. In most cases, the free version of WooCommerce will not be enough to power our store. we'll likely need to purchase a few add-ons.

WORKING OF WOOCOMMERCE:

1. Choose Hosting and Domain name
2. Install WordPress
3. Create your website
4. Pick a Theme
5. Activate WooCommerce
6. Extend WooCommerce.
7. WELCOME to your online store.

Pros Of Woocommerce:
- Free
- Analytics
- Opportunity For Growth
- Flexibility
- Security
- Professional & Customizable
- Worldwide Community

FREE   WooCommerce is open source free software. This is very effective to scale online business. We do not have to pay for it. In fact, we can update it for free.

ANALYTICSWooCommerce provides a lot of analytical tools to make top choices of your developers. With these tools, you can easily measure the sales and analysis according to date brand, statics of customer; calculate your daily and monthly sales and many more tools are inbuilt in WooCommerce.

OPPORTUNITYFORGROWTHUsingWooCommerce we can be sure of various opportunities for growth and expansions. There are many ways in which you can modify the templates with which the plugin comes to include new extensions.it has a large number of APIs available those users and developers can utilize to build extensions to improve size and capabilities.

FLEXIBILITYWooCommerce provides a lot of functionality. we can change all the content easily.

As like price, image, category and all. You can sell any type of products as like simple, variable and downloadable etc.

SECURITYWooCommerce is very secure because its regular updates undergoes for security purpose. Security is one of the most important factors in e-commerce. Customers' needs to make sure those transactions are secure. Merchants of e-commerce site makes sure that they providing security to their customers

PROFESSIONAL&CUSTOMIZABLEMany free plugins are available to customize the WooCommerce plugin.it is professional and standard that can be customizable with many themes so it can be modified for color variety. Customers and visitors are impressed by the professional outlook of your website.

WORLDWIDE COMMUNITYWooCommerce stores and developers come from all over the world - from Norway to South Africa, from Canada to Japan.

Issues Of Woocommerce:
- No Frequent Updates
- Effective Knowledge To Use
- Compatibility Issues
- Seo Features Issues
- Plugin And Theme Conflicts
- Cost

No Frequent Updates
Most of the customers are dissatisfied about the updates of WooCommerce. It doesn't meet the requirement of quick updates. Sometimes your WordPress plugin is up to date but WooCommerce doesn't meet with updates.
Effective Knowledge To Use
This plugin requires effective knowledge to use. For instance, if we want to make changes in our website, it's difficult to do it by ourselves.So, you have to know about the both WordPress and WooCommerce.
Compatibility Issues: WooCommerce faces a lot of compatibility issues because of various loads of woo themes.
Plugin And Theme Conflicts: Theme and plugin conflicts are one of the biggest causes of most WordPress site issues, and this includes sites that run WooCommerce too. The more plugins you have running the higher the chances of a theme or plugin conflict arising.
Can Be Costly- WordPress and WooCommerce are free of cost and also there are various themes and plugins are available but sometimes it does not meet your requirement. If you want to customize site according to your requirement then it takes the time to do that or by expanding money you can customize your website.

Woocommerce Vs Ecommerce:
Difference Between e-commerce and WooCommerce is that E-commerce, short for electronic commerce, is a business transaction that occurs over an electronic network such as the Internet. While WooCommerce is a free WordPress e-commerce plugin developed for you to sell anything on your web.

E-commerce, short for electronic commerce, is a business transaction that occurs over an electronic network such as the Internet. Anyone with access to a computer or mobile device, an Internet connection, and a means to pay for purchased goods or services can participate in e-commerce.

WooCommerce is a free WordPress e-commerce plugin developed for you to sell anything on your web. WooCommerce is the world's favorite ecommerce plugin that install in WordPress. You can sell anything and anywhere in world. Because, WooCommerce allow you to sell anything and even features like bookings, memberships everything under your control. You can ship everywhere you like, woo-commerce allow buyers to select shipping address so you can ship products there. Woo-commerce also allows you to have different payment options in your website to make money easily.

The Top Seven Amazing Websites Of Woocommerce:
- PORTER & YORK
- JACK RUDY COCKTAIL CO
- MINIPOP
- ROOT SCIENCE
- STRANDBERG GUITARS
- NORDIC WARE
- GOOD DYE YOUNG

PORTER & YORK
-see why we are better.
Porter and York is a meat delivery service to our door. It has been featured in Oprah magazine. The company prides itself selling on high quality meat, so that its slogan is 'see why we are better'. My favorite part of this website is the clean imagery, depicting the meat they sell.

JACK RUDY COCKTAIL CO
-the quality bar goods.

Jack Rudy cocktail co is seriously well branded. Their bottle designs are amazing. We can get a craftsmanship from branding designs too. The company is family owned. The branding of jack Rudy cocktail co is fantastic and a great starting point to make people interested in purchasing their product.

MINIPOP:
-let our accessories rule.

Minipumpsells vegan bags and zero-waste accessories that are handmade in Brittany, France. As more and more people try to reduce their wastes by abandoning single-use plastic bags, straws and other disposable products, sites like minipop made it easier to find sustainable alternatives.
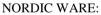
ROOT SCIENCE:
-skincare for the modern purist.

Meet Root Science, the luxurious collection of High-performance skincare formulated to support naturally radiant skin and a healthy glow. Root science offer us a moment of pure plant therapy. As we all know that purity meets performance.

STRANDBERG GUITARS:
-Feel the sound.

It takes a couple of seconds to load, but once the video starts playing in the header of this stunning Swedish site it's hard not to sit and watch it play all the way through. The Strandberg Guitars site is visually striking just like the guitars it sells. The site is a revamp developed by the Woo Experts at Angry Birds. It offers a solid customer experience, with a streamlined product gallery that sorts guitars by type and product line.

NORDIC WARE:
-Food of the angels.

zNordic Ware is a well-known American manufacturer of cooking products, and this is the site for their Australian distributor. It sells a select range focused on their Bundt pans and bakeware, alongside a growing range of delicious recipes. What I like about this site is that it doesn't feel "corporate." The Nordic brand has been around since 1946, but browsing the site feels warm and friendly, just like baking a cake with one of their pans.

GOOD DYE YOUNG:
-Be beautifully obnoxious.

Good dye young are a cruelty-free, vegan hair color brand supporting artistry, creativity, and self-expression. The site is bold and, in your face, but like the products, and promotes the brand's message of self-love through self-expression. The site is super easy to navigate, with loads of color, and animated product banners. The product images, in particular, are fun to scroll through. They give you an idea of what your hair might look like if you buy the products.

III. Suggestion:

The aim is to optimizetheWooCommerce toolkit for the perfect store with the view to achieving compatibility and high response rate times. Similarly, while exploring some popular extensions and plugins, to provide expert feedback and some reflections on their influence on store's operation as a whole.

To sum up, the development of an online store with WooCommerce is a great idea. Thousands of plugins, themes and developers are available on the market. Also, it should be necessary to help you find solutions that simply work, bring results and save your time on the one hand and on the other help you develop your software for a perfect WooCommerce store.

IV. Conclusion:

WooCommerce is a perfect solution for creating an e-commerce stores that is entirely own. With a wide variety of themes available, you can choose your favorite design and create a website that fits the unique needs of your customers.

As you can see from the examples provided, most great WooCommerce sites focus on high-quality images that clearly display the products, simple navigation and a strong brand personality reflected in color schemes and layout design. Emulating these characteristics on your own ecommerce site will make sure that it stands out. The internet has led to the birth and evolution of E-commerce just because of WooCommerce.

> "If your business is not on the internet then your business will be out of business".
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> -Bill gates

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