

Lesson no. 8 – Adding & Managing Product

Adding & Managing New Products

The first alteration you'll notice is the addition of two new tabs to your dashboard's side menu, named **WooCommerce** (your general settings area) and **Products** (your products settings area). To get started setting up your e-store, go to *WordPress Admin > Products > Add Product* to add your first product.

Create a title and short description of the product. Here's what *just* a title & description looks like in a live preview.



Product Description

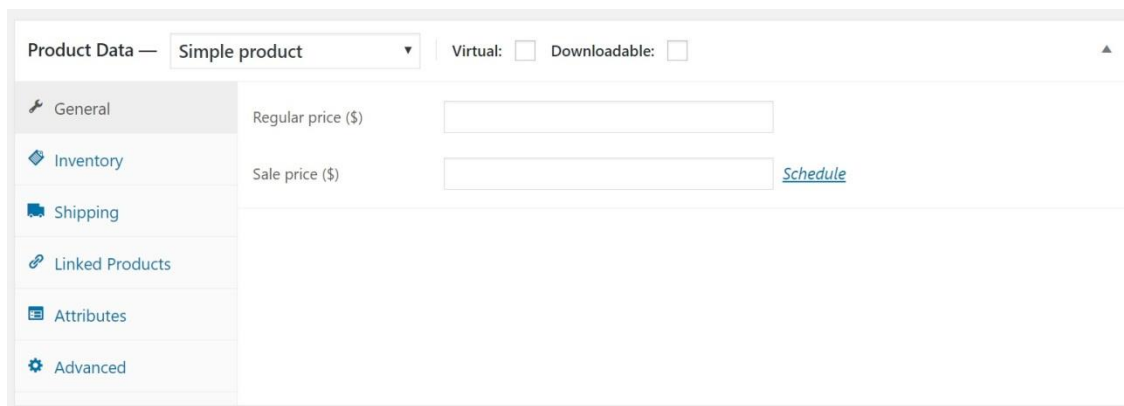
Enter a product description here...

That done, scroll down below the post editor to reveal two new widgets on the post editing screen: product data and product short description.

Product Data

WordPress Admin > Products > Add New

In the product data screen widget, you can select whether or not the product is virtual (the former option removes the **Shipping** data tab) and if it is downloadable (digital). You can enter in the regular & sale price (sales can be time-sensitive) in the **General** tab.



Product Data — Simple product Virtual: Downloadable:

General Regular price (\$)

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

Shipping

Linked Products

Attributes

Advanced

If you're selling digital products, then you also have to upload the file to be purchased, customize the download limit (leave it blank to mark it as unlimited), the download expiry (leave it blank to keep it available permanently), and the file type (standard/application/music). The file type you select affects the schema.org markup for the product.

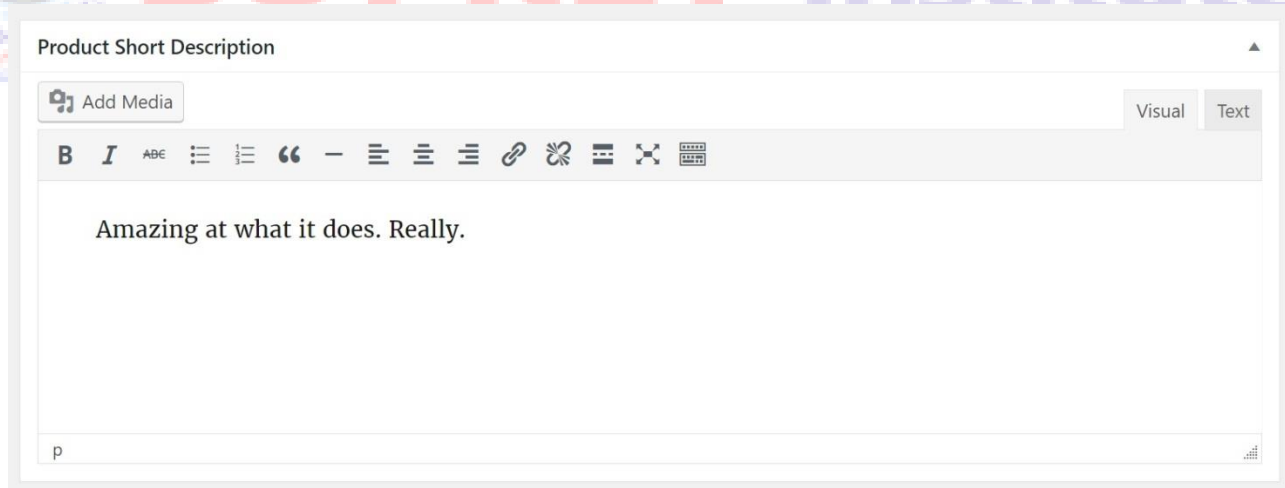
Next, in the **Inventory** tab, you can customize options to manage your stock by entering in the quantity of the product, stock status (in/out of stock), and if you'd like to allow backorders. Additionally, you can mark the product as individually sold, meaning only one can be bought in a single order. This is also where you enter the SKU (identification number) if you have one.

In the **Linked Products** tab, you can add upsells, cross-sells, and product grouping. Attributes allows you to enter in specific attributes of the product (e.g. reliable, never breaks down, etc.) that will be displayed under an *Additional Information* tab in the front end version of the product page. Finally, you can enter custom purchase notes, give the product a menu order, and enable/disable reviews in the **Advanced** tab.

Product Short Description

WordPress Admin > Products > Add New

With the product short description screen widget, you can create a short tagline for the image that will be displayed under the product title.



After playing around with all of that, don't forget to add tags, place it in a category, and include a product image/gallery. Here's what some sample data looks like in a live preview.

Home / Example Product Name

Sale!



Example Product Name

~~\$25.00~~ \$21.00

Amazing at what it does. Really.

25 in stock

1

ADD TO CART

Description

Reviews (0)

Product Description

Enter a product description here...



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