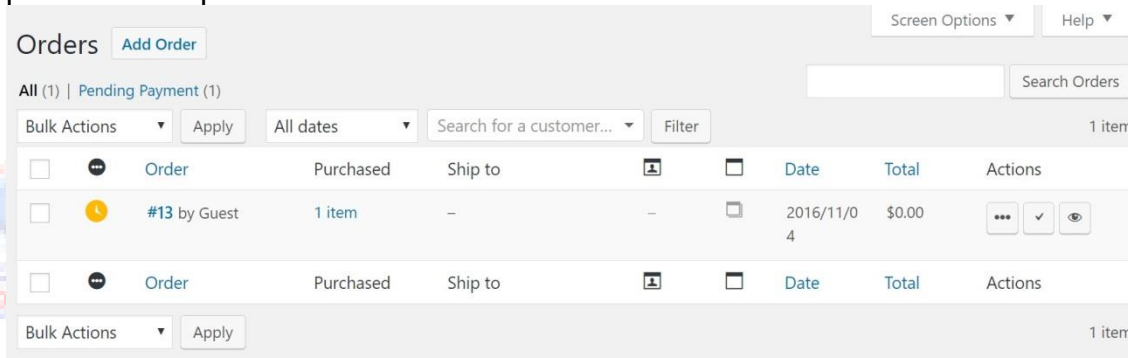## Lesson no. 9 – Managing WooCommerce

Managing WooCommerce

In the WooCommerce tab, you can explore various things about your digital store: you can view orders, coupons, and reports. You can also customize settings and add new extensions.

Orders

WP Admin > WooCommerce > Orders
This page displays a list of your current purchases and orders. If you sell digital products, there's not much to do here other than see who bought what. But if you sell physical goods, here's where you can organize what products you need to ship and what orders are being processed or put on hold.
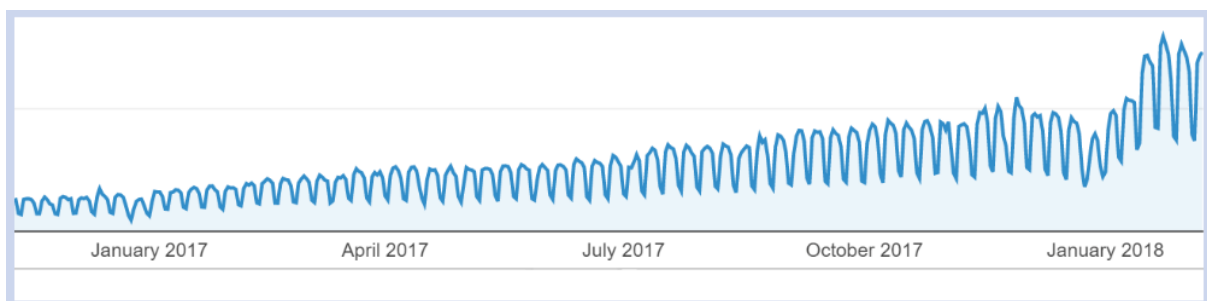

Coupons

WordPress Admin > WooCommerce > Coupons [> Add New]
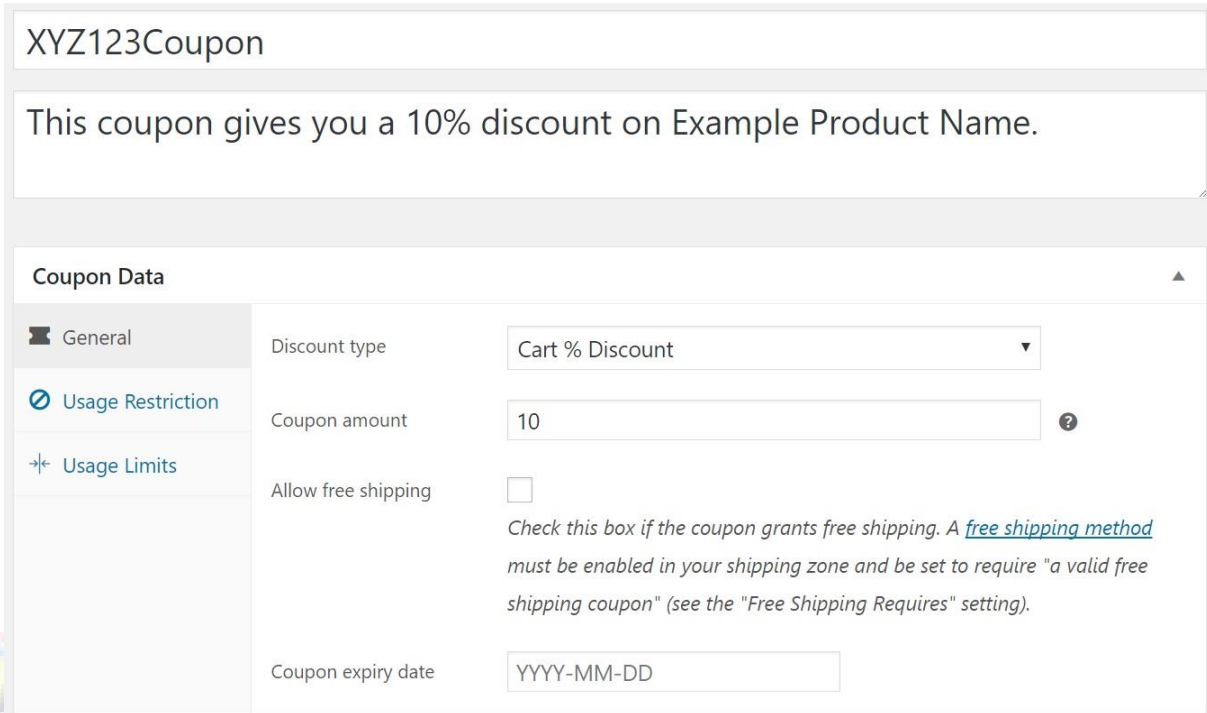We grew our traffic 1,187% with WordPress. We'll show you how.

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WooCommerce has several powerful options for adding new coupons to your e-store. In the coupon editing screen, the coupon data screen widget allows you to customize the coupon discount and restrictions.

The **General** tab allows you to edit the basic coupon information: the type of coupon (cart discount, cart percentage discount, product discount, and product percentage discount), its value, free shipping options, coupon taxation, and its expiry date.

In **Usage Restrictions** you can set a minimum spend the customer has to make to validate the coupon. To restrict the use from use in conjunction with other coupons, check the box for *Individual use only*. If the coupon shouldn't apply to items that are on sale, there's an option for that, too. Here's also where you select the products and product categories the coupon is applicable to. Lastly, you can even ban certain email addresses from coupon usage.

The final tab, **Usage Limits**, sets the usage limit per coupon or per customer.

The coupon management screen is below.

Reports

WordPress Admin > WooCommerce > Reports

WooCommerce also offers powerful built-in tracking. You can view charts and graphs of your sales, orders, and shipping costs over five different time periods. Each graph can be limited to the sales of a particular product, product category, or coupon. In the **Customers** tab, you can view your customer acquisition over the same five time periods. Lastly, you can also view your low in stock, out of stock, and most stocked products in the **Stocks** tab. All this data can be exported in a CSV sheet.

Help ▼

| Orders | Customers | Stock |

Sales by date | Sales by product | Sales by category | Coupons by date

| Year | Last Month | This Month | Last 7 Days | Custom: yyyy-mm-dd yyyy-mm-dd | Go | ↓ Export CSV |

$0.00
gross sales in this period

$0.00
net sales in this period

0
orders placed

0
items purchased

$0.00
refunded 0 orders (0 items)

$0.00
charged for shipping

$0.00
worth of coupons used

1   1.00

0   0.00
29 Oct   30 Oct   31 Oct   01 Nov   02 Nov   03 Nov   04 Nov