

## Lesson no. 9 – Managing WooCommerce

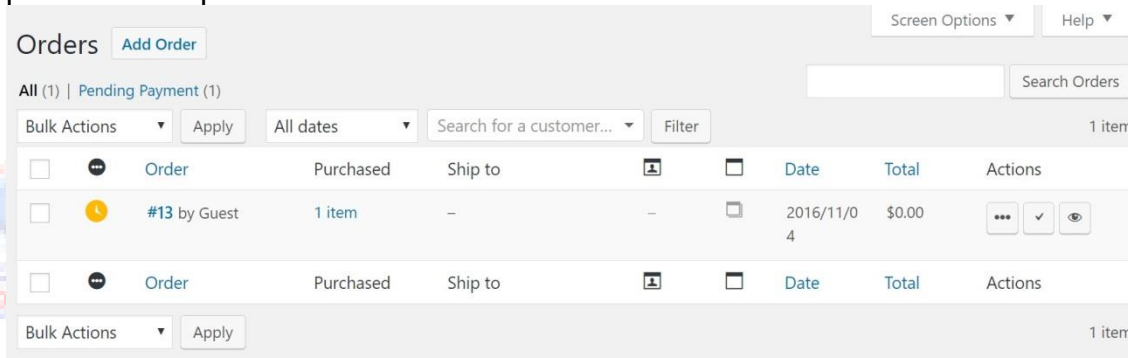
### Managing WooCommerce

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.



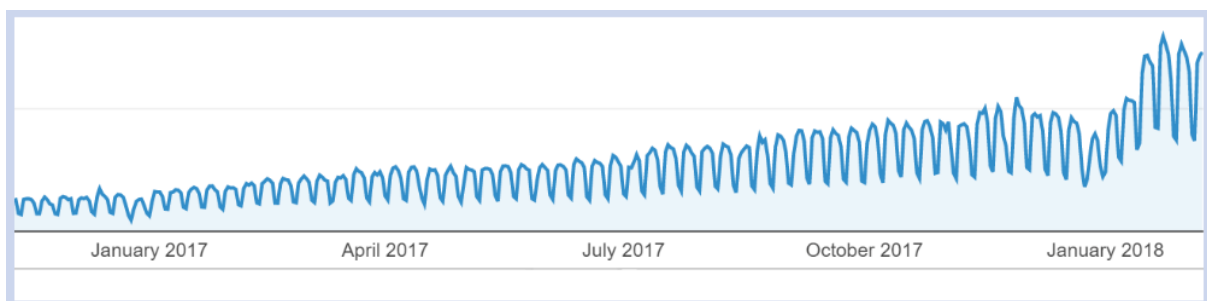
The screenshot shows the 'Orders' page in the WordPress admin interface. At the top, there are 'Screen Options' and 'Help' dropdowns. Below that is the 'Orders' title and an 'Add Order' button. A search bar labeled 'Search Orders' is on the right. The main content area shows a table of orders. The table has columns for 'Bulk Actions', 'Order', 'Purchased', 'Ship to', 'Date', 'Total', and 'Actions'. There are two orders listed. The first order is '#13 by Guest' with '1 item' and a total of '\$0.00'. The second order is 'Order' with 'Purchased' status and 'Ship to' information. The page also includes 'Bulk Actions' and 'Apply' buttons at the bottom.

#### Coupons

*WordPress Admin > WooCommerce > Coupons [> Add New]*

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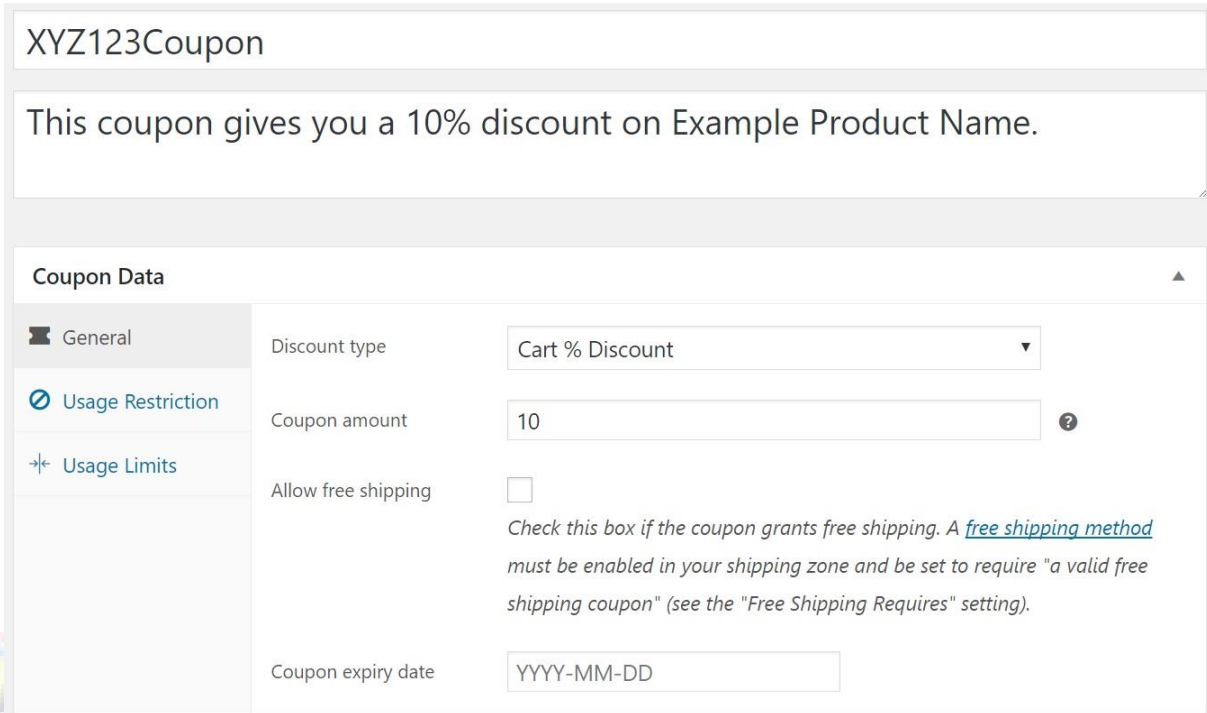
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WooCommerce has several powerful options for adding new coupons to your e-store. In the coupon editing screen, the coupon data screen widget allows you to customize the coupon discount and restrictions.



The screenshot shows the 'Coupon Data' screen in WooCommerce. At the top, there is a text input field containing 'XYZ123Coupon'. Below it is a description box with the text 'This coupon gives you a 10% discount on Example Product Name.' The main section is titled 'Coupon Data' and contains three tabs: 'General', 'Usage Restriction', and 'Usage Limits'. The 'General' tab is active and shows the following settings: 'Discount type' is set to 'Cart % Discount'; 'Coupon amount' is set to '10'; 'Allow free shipping' is an unchecked checkbox with a help icon and a note: 'Check this box if the coupon grants free shipping. A [free shipping method](#) must be enabled in your shipping zone and be set to require "a valid free shipping coupon" (see the "Free Shipping Requires" setting).'; and 'Coupon expiry date' is set to 'YYYY-MM-DD'.

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.

All (1) | Published (1)  Search Coupons

Bulk Actions ▾ Apply All dates ▾ Show all types ▾ Filter 1 item

<input type="checkbox"/>	Code	Coupon type	Coupon amount	Description	Product IDs	Usage / Limit	Expiry date
<input type="checkbox"/>	xyz123coupon	Cart % Discount	10	This coupon gives you a 10% discount on Example Product Name.	-	0 / ∞	-

Bulk Actions ▾ Apply 1 item

## 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.

