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Bring your online store to life with IONOS

An essential guide to WooCommerce and WordPress

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1   Introducing WooCommerce with WordPress

*"People do not buy goods and services.
They buy relationships, stories, and magic."*

Want to build your own online store? Before you start, you might want to make a note of this quote by marketing whizz Seth Godin. Because launching your business online means beginning an adventure limited only by your imagination.

Think about your last online purchase. What was it that made it feel exciting? To take a guess, we'd say it probably wasn't entering your payment details. So, what about the journey that took you there? Was it the head-turning design, a captivating backstory, or was it simply feeling comfortable and at ease? Whatever it was, we guarantee that it wasn't the product, but the experience. This is something every successful business has, one way or another, managed to get right.

In today's world, the customer really is king, and to take advantage of a fast-evolving market, businesses must deliver compelling experiences that truly reflect their ideal customers.

In this guide, we'll show you how to make the right decisions and create an online store with WooCommerce that will captivate your visitors.

1.1   What is WooCommerce with WordPress?

WooCommerce is an eCommerce plugin for the world's favourite content management platform, WordPress. It is by far the most popular, well-developed tool to help you turn your website into a fully functioning online store. As the most widely-used open-source tool – with roughly 5 million stores and counting – the Woo community is backed by an extraordinary range of themes, plugins, and other customisable options.

We know that many businesses are already using WordPress for their online presence, which is why WooCommerce is designed to seamlessly integrate into your website.

In just a few clicks, you can turn a digital space into a fully-fledged online business where you can upload and sell your products, with the major benefit of zero transaction fees.

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1.2 Why is it the right time to build an online shop with WooCommerce?

> "Ideas are easy. It's the execution that's hard," said Jeff Bezos, founder of Amazon, the most successful eCommerce store of all time. When he was setting up shop in the early years of internet shopping, the execution was pretty much off-limits for a novice entrepreneur with little coding experience or cash flow.

Today, tools like WooCommerce, by their design, help close the gap between idea and execution. We're not saying it's easy, but creating an engaging and secure platform has certainly never been simpler – and there's never been a better time to do it!

Today, approximately 1 in 4 people in the world are digital buyers – that's over 2 billion people.[1] With eCommerce growing at an average of at least 4% year on year and online connectivity accelerating at a tremendous pace, developing your online presence is the next logical step.

KEY FIGURE

> 2 billion
Digital buyers in the world

1.3 What can you expect?

Setting up an online store with professional features enables you to flexibly manage your product range, coordinate customer orders and delivery, optimise the look and feel of your store, and attract new customers through powerful marketing tools.

Whether you're reaching for the stars or looking for something simple, building an online presence from scratch is no walk in the park. Your business is precious, and control is important, but equally so are support and security. This is why IONOS offers all the freedom and control of a **DIY** (Do It Yourself) approach, just with the optional comfort of having technical setup, configuration and maintenance done automatically – with around-the-clock assistance too.

If you're looking to launch with minimal effort, we also offer a DIFM (Do It For Me) service. As it says on the tin, this means that we'll do everything for you: create the design, add your content, publish your site – it's as simple as that.

This guide is dedicated to the DIY approach. While it's a bigger step that requires patience and dedication, by making your journey from WordPress to WooCommerce with IONOS, your new store will feel like a place you and your visitors can call home.

Let's get started!

2 Setting up your store

So, you're ready to set up shop. It's probably a good time to grab a coffee because there are a lot of exciting things to learn to bring your idea to life.

If you're building from the bottom up, it all starts with these basic steps:

2.1 Find a host

However beautifully designed, professionally built and perfectly configured it is, a lot can go wrong with an eCommerce website. The last thing you want is to drive away a potential customer with a bad user experience (UX). Issues at the frontend and backend can leak into the UX.

WordPress and WooCommerce are powerful tools for creating web pages and managing elements like text, images, layout, and theming. Just like a computer requires a hard drive, your projects need a place to store information and make it available online in the fastest way possible. At the same time, this data should be backed up regularly and protected against viruses and hackers.

This is what hosting is all about.

When choosing a suitable provider to do this for you, you should consider the following points:

- **Performance** – is it a specialised solution for maximum eCommerce performance?
- **Sustainability** – does my host care about the future of our planet?
- **Support** – will I have 24/7 access to experts every step of the way?
- **Ease and convenience** – will I have to set up and maintain everything myself?
- **Security and privacy** – does my host protect my identity and keep hackers at bay? Does the setup make me compliant with data privacy laws?

Keeping on top of all this can seem quite daunting. The good news is that our managed WordPress for WooCommerce solution takes care of it all. It cuts out the guesswork and hassle that goes into selecting, configuring and maintaining a hosting package.

Equipped with an SSL certificate, domain name, 24/7 customer support and more, you get everything to start your journey the right way. Choose your package here.

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2.2   Installation

Setting up a WordPress online shop with WooCommerce is simple.
Once you've selected your package with IONOS, our new Setup Assistant
will guide you through the WooCommerce installation process from start
to finish.

1. When you log in to your WordPress installation for the first time, the
    IONOS Setup Assistant is launched automatically.

2. In the IONOS Setup Assistant, select the right website category – in this
    case, **Online Store** – and click on the theme tile with the theme you want
    to use. A brief summary about the theme will be displayed.

3. Click the **Choose This Theme** button. The theme is installed with an
    optimised selection of plugins and the Customiser automatically opens,
    allowing you to edit various theme options.

To return to the dashboard, click the X icon in the top left corner of the
Customiser. You can reach the Customiser later again via the left menu in the
WordPress admin under the menu item **Appearance**.

The manual route is less convenient, but worth covering in case you find
yourself stuck at any point:

> Go to the WordPress sidebar, where you'll find the installable plugins.

> In the menu, select **Plugins** and then **Install**.

> Search for **WooCommerce**, and then start the download by clicking
> on **Install now**, followed by **Activate**.

> For beginners, it is recommended to start the integrated installation
> wizard by clicking on the pink **Run setup wizard** button

> This guides you through the setup step by step. The final step is to click
> on the pink **Create a product** button.

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2.3 Configuration

WooCommerce with WordPress makes it possible to edit a variety of basic functions independently. Under the menu item **WooCommerce**, you will find **Settings** where you can select and organise the most important elements of your WordPress shop infrastructure. This includes:

- **General**
  This tab enables you to make changes to the headquarters location, the sales region, currency, and delivery locations.

- **Products**
  Here you can configure product-specific settings: units of measurement, ratings, display options (shop and product pages as well as images), warehouse management, and downloadable products.

- **Tax**
  This menu allows you to specify various options for tax rates (e.g. filtered by country, city, and delivery terms).

- **Shipping**
  In this menu, you can determine the terms of delivery for an unlimited number of countries and regions – including delivery areas, charges, delivery destination, and grouped delivery classes.

- **Checkout**
  Payment options can be set up via the **Checkout** tab. Here you can control the journey your customer takes from order to final payment, as well as how you'd like this presented to your customers.

- **Accounts**
  The registration of customer accounts can be easily managed in the settings menu: under the **Accounts** tab, you can specify how and when users are redirected to a page where they can log in or sign up for a customer account. You're free to choose the end part of the URL for individual commands and subpages (display orders, reset password, unsubscribe, etc.).

- **Emails**
  Under **emails** you can configure individual email notifications for customer transactions: the type of notification (e.g. new, cancelled, failed, as well as adding comments or creating new accounts) and even who receives the emails. In addition, you can also change the layout of the emails (name of sender, header and footers, as well as individual colours for text and background).

To check that your environment is set up properly, go to the **System status** tab. Any potential problems will be highlighted in red. If you don't see any warnings, you're good to move on!

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3   Reflecting your ideal customer

Congratulations, you've created a WooCommerce store! Now it's time to create your experience. To ensure it's a memorable one, try putting yourself in the shoes of your ideal customer and asking: is it useful, usable, findable, credible, desirable, accessible, and valuable?

Let's see how these seven critical factors can be met through a combination of design, UX, security, and customisation.

3.1   Realising your design

It's important to think about what you want and expect from a website. People shop online because it's easier and faster. At the same time, it's not just about convenience. It's also about the experience and how the site looks.

Logos, designs, and colours all strongly influence how users perceive a web presence. In addition to content (text, pictures, videos, etc.) and how it is arranged, high importance should also be placed on a website's appearance. This boils down to one critical success factor: is it desirable? This can be difficult to judge, as it will be hard to account for other nuanced factors such as accessibility. This is why WooCommerce and WordPress themes are extremely useful.

The default WooCommerce theme is called **Storefront**. With a clean, professional look, it is designed and well-suited for most businesses starting out. Another to consider is **OceanWP**, which has also been developed with extensive WooCommerce features. Otherwise, you can take your pick from a wide range of themes on **WordPress**, specifically tailored to your industry and often free. Premium paid-for themes might take your store to the next level, as can hiring an external designer. That said, free-to-use themes are usually sufficient.
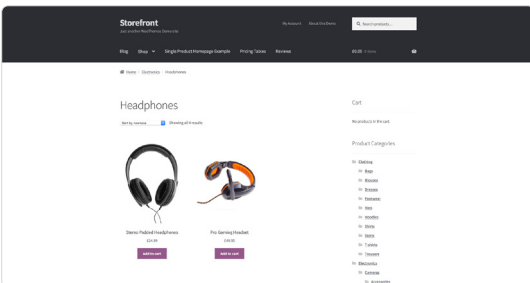
Storefront
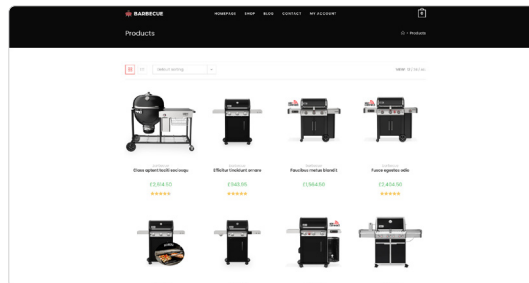
OceanWP

Ultimately, the type of web design that is the most suited to your shop depends on your sector, your range of products, and, of course, your target group's tastes. While you play around with them, why not get started with IONOS' free logo maker or read our blog on web design 101s here.

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3.2   Building the UX

To design for the modern consumer, the user experience (UX) must be seamless across multiple devices. In 2021, global mobile eCommerce sales hit $3.5 trillion and in some countries like the UK, at least 8 out of 10 adults have a smartphone.[2] Most WordPress themes are now suited to these platforms, but as technology evolves, be sure to keep your eye on how users access your website. This isn't to say you need to start preparing your store for the metaverse. But while IONOS will always stay one step ahead, it's important to keep in mind how your platform looks and feels across multiple devices.

To make it as easy as possible for users to navigate your shop and find what they're looking for, it's possible to customise the navigation on your WordPress online shop's user interface. The WooCommerce installation wizard automatically generates a central navigation interface with four menu options:

- **Shop** (product overview and details)
- **Shopping cart** (digital collection of all customer orders)
- **Checkout** (payment page for processing purchases)
- **My account** (customer account with order overview and contact information)

In the admin menu, you will also find the **Pages** tab where you can create additional pages for your shop. If you click on **Edit** when you're on a certain page, you can position this page anywhere in the site hierarchy and publish it. Parent pages can be selected by clicking on **Parents** in the **Page attributes** window.

On the dashboard, you can expand, modify, and manage the navigation menu of your shop page under **Design**. To do this, you must enter the desired name of the new menu under **Menu** (the first one is already named **Main menu**). To the left of the **Menu structure** window, you can add the desired pages to the menu by checking each one and saving your settings (**Save menu**). Main pages can be made into subpages using the drag and drop feature.

UX is a key success factor that depends on many different areas. But you must get the basics of navigation right, so your customers aren't hitting any dead ends. The UX must feel logical and easy. Consumers are now used to shopping online, using retailers with incredibly advanced platforms. This sets the expectations high so you should consider everything from user-friendly search bars and product sorting panels, to variation switches and image quality. If it feels like you're missing something, it's a good idea to research benchmark stores and ask: what do they have that I don't? Your IONOS personal consultant can take it from there!

KEY FIGURE

$3.5 trillion

Global mobile eCommerce sales in 2021

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3.3 Securing your website

Robust security is another key success factor for your WooCommerce store. Ensuring your store is highly secure will protect your own and your customers' data, as well as mitigate risks to the user experience. Increasing cybersecurity threats are leaving no store safe, however big or small. So, managed WooCommerce hosting is the best option to keep your store not just secure but smooth and scalable too.

> IONOS includes an SSL certificate in every package, always ensuring safe transactions*. This is used to encrypt the connection between your site and your visitors, as well as to protect sensitive client data transferred from the browser to the host server. Browsers like Google Chrome will notify visitors if your site doesn't have one. When you do, your URL will start with the familiar prefix "https" and a padlock icon will be displayed in the browser bar, showing your visitors your site is secure and their data is safe. In addition to hosting with SSL, DDoS (denial-of-service) protection helps to maintain site availability in the event of a DDoS attack.

If your site is ever hacked, a backup is the fastest and best way to get it up and running again. With IONOS, websites are hosted on a georedundant platform, which means that your data is mirrored in two data centres at once, keeping you online even during maintenance. With information stored every 24 hours, and real-time backups, you'll never have to worry about losing order information. Restoring it is as easy as a click, without having to go through complicated workflows.

It's true that you can never be too secure, and you should also consider solutions like enabling two-factor authentication (2FA), creating strong passwords, and checking your File Transfer Protocol (FTP) settings. It's worth bearing in mind that every plugin you install on your website increases your attack surface because developers also have a role in keeping you safe. We suggest keeping as few plugins as possible and only using plugins from trusted sources. Keep an eye out for 'nulled' WordPress plugins which are usually paid-for versions distributed by bad actors.

It's easy to lose sight of security, but it shouldn't be taken lightly. Your customers' data needs to be a top priority from the very beginning.

* IONOS uses TLS which is an updated, more secure version of SSL. When you have an SSL certificate with IONOS, you have the latest TLS technology (we still refer to them as SSL because it's the more common term).

3.4 Offering flexibility

Your customer has arrived, stayed because of the design, and browsed feeling safe and secure. Job done, right? Not quite. If they arrive at the checkout and their preferred payment option isn't there, it could cause a problem. With payment options like 'buy now, pay later' or Apple Pay exploding in popularity, it's important to stay on trend with how consumers like to part ways with their money.

By default, WooCommerce comes with several payment options: cash on pickup, PayPal, bank transfer and checks. However, there are many payment processors out in the world and WooCommerce supports most of them. Many countries have a preferred or specific payment method, and you can browse the Extensions Store for specific options. That said, PayPal and Stripe offer great international coverage as preferred payments options.
For example, the Stripe plugin supports Google Pay, Apple Pay, local payments, and even recurring payments.

As well as payments, your setup process must involve how you plan to ship your products to customers. For digital products, you only need to remove the shipping options, but for stores with physical goods you'll need to consider a range of factors:

- The shipping methods offered

- The shipping carriers integrated with via extension

- Which extensions, specifically, to use

- How much to charge for shipping

- When, if ever, to reduce or waive the shipping fee(s)

- Where you will ship all or some of your products to

Again, like security or payments, it's tempting to explore these options post-setup but it's best to customise these areas before you add your products. Negotiating better shipping rates or researching and setting up the right extension can take time, so ensuring that you're flexible as much for yourself as your consumers is essential.

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4 Finding your customers

Just like a party's not a party without guests, a website is nothing without its digital visitors hanging around, admiring the content and having a great time. Once they're in, you're the host and it's your job to make sure they feel happy that they came – and look forward to coming back. But first, you've got to find them. Here's how:

4.1 Developing an SEO strategy

You don't need to have programming knowledge or be a marketing expert to get your store further up Google's rankings. But you can't just plug in your products and hope that someone notices. There are many ways to drive traffic to your WooCommerce store, but search engine optimisation (SEO) is one of the most effective.

SEO is a huge area and can seem daunting. Essentially, the game is to get your site to rank as near to the top of the search results as possible.
That way, when someone searches using a relevant keyword, your site is there to be clicked on. It's organic – rather than paid – and so the results depend on the time you put into it. Any time invested will pay off when your site gets more visitors and your reputation starts to have a positive effect on your ranking.

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On-page SEO refers to the measures that can be carried out on your website. This is your primary concern at the start as it is your responsibility to optimise. Start by testing your optimisation with IONOS' free SEO checker – all you need to do is enter your domain name.

With SEO, you should always give as much information as possible on your webpages so that they are quickly recognised and found by potential customers and search engines. These are the most important areas to consider:

- **Content:** The aim is to create content that is unique, topic-relevant, and high quality. Duplicate content or even plagiarism should be avoided at all costs. When distributing keywords, make sure to use synonyms and always write for the reader's benefit, not for Google's crawler.

- **Structure:** Just optimising content is not enough – the structure also has to look appealing. Using titles, subtitles, paragraphs, and lists can increase readability for the customer as well as for Google.

- **Multimedia content:** Texts, images, videos, and graphics also belong to the content of a website. For Google to be able to read these elements, file names, titles, and alt text of images and videos should also contain keywords.

- **Metadata:** Metadata, or meta tags, provide information that can be read by browsers and search engines. The most important attributes for on-page optimisation are the title and description.

- **Link structure:** Internal links don't just benefit the shopper. They also benefit Google by helping it navigate a website. When optimising a website's internal link structure, it is recommended to keep the length of the click path as short as possible.

- **Technical:** An additional method involves optimising the source code. This can be achieved by using search engine friendly programming. Long loading times or errors in the code do not sit well with Google.

There is also off-page SEO which combines all measures indirectly relating to a website, especially signals from external sites. This plays a role in reputation building and is not necessarily something that you need to address at first. See our crash course for beginners here or learn more about SEO plugins here.

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4.2   Promotions

Everyone loves a deal. It's why Black Friday is anticipated by millions of eager e-shoppers around the world and the Boxing Day sales have become part of festive tradition. Setting up discounts, promotions, and coupons is an effective way to boost your sales and – you've probably guessed it – WooCommerce has more than enough features and plugins to facilitate this.

> Just as it's easy to be lured into an offer, it's also easy for the website owner to enable and configure coupons. To enable a coupon, go to **Settings**, **General**, then tick **Enable Coupons**. From the marketing tab, you're free to treat your customers to as many bargains and deals as you want. In the coupon data panel, you'll be able to set usage restrictions to apply yours to certain products, set categories, or apply spend limits.

Where there are limits in WooCommerce, plugins can help. To offer flexible pricing and advanced coupons with deals like 'buy one get one free', you will have to purchase a plugin from the extensions store.

4.3   Customer segmentation

Another way of finding your ideal website visitors is through customer segmentation. This is the practice of categorising your customer base into smaller groups based on factors such as demographics, behaviour, or loyalty. This will allow you to target each group with tailored messaging, emails, and support. In doing so, you'll gather valuable insights into key trends and be able to adapt your business to suit your ideal customer.

WooCommerce's built-in segmenting feature is based on order status, month, and the customer who made that order. It can be useful, but it's limited. To take your segmentation to the next level and gain closer insights, you can consider third-party tools like Putler or Metorik.

Ultimately, the advantage is that your marketing campaign is less likely to fail when you're able to better identify who to pitch to, with what and when. The disadvantage is that you'll need to have enough customer data to collect. It's not necessarily something you need to worry about from the start, but you could prioritise it as you grow and analyse traffic.

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4.4   Social selling

Social media has quickly developed into one of the most effective marketing tools, with more and more businesses starting there and then moving to an online store. As a globally connected space with limitless possibilities for creativity, it's an exciting prospect for new businesses. Your ideal customer is very likely scrolling through content right now. The hard part is getting in front of them and grabbing their attention.

> Setting the industry standard, Instagram offers the best opportunity to improve the visibility of your products, as you can post your products for free while reaching out to your customers directly. Plugins such as IONOS's Social Buy Button enable you to then turn your followers into customers. The integrated payments option allows you to sell up to 10 products right there on Instagram, meaning shoppers won't need to leave the page. Like segmentation, social selling also offers the opportunity to deliver a far more personalised experience, as a space for customer interaction.

If you want to bridge connections between your store and potential customers, the WooCommerce Social Login extension enables your customers to log in directly through their social media accounts. This allows for quicker and easier access to manage orders and details via their online shop. Download further social plugins to give customers the opportunity to share their purchase, an offer, refer a friend or leave a review.

4.5   Analysing traffic

You'll need to keep an eye on your guests as they flow in and out, so you know how to keep the party going. Luckily, Google Analytics collects all kinds of data that can tell you about the visitors coming to your website. For example, it groups data on who visits your site and how long they stay, what the demographics of your visitors are and what devices they use. Bear in mind that Google Analytics is not GDPR compliant by default and you must obtain consent before collecting personal information from EU citizens. To prepare, we've created a checklist to follow here.

> With permission, the information collected can be useful for many different purposes: content marketing strategies could be set up or adjusted based on the most popular posts, pages, products or other content. You'll be able to refine inbound marketing as you'll have a clearer idea of the target audience, which helps you to optimise user experiences and increase your conversion rate. Google Analytics is pretty much the best standard tool to consistently optimise the performance of your WordPress site.

In WooCommerce's own interface, you can delve into your site's activity in the **Reports** section. Here, you can check the progress of orders and revenue for your online shop, with a chart that enables you to see values such as gross and net turnover, orders received, products sold, refunds, delivery costs, and voucher values. Also consider using the free HubSpot plugin, which offers a comprehensive customer relationship management (CRM) system to handle customers and orders. On top of this, you can track abandoned shopping carts, send email marketing campaigns, create advertising campaigns on Facebook, LinkedIn and Google, and generate reports on customers and orders.

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5   Choosing IONOS

There are many reasons to choose IONOS for your WooCommerce store. But if we were to sum it up it would be easy installation and ultimate flexibility. Starting a brand-new store can be tricky – and that's where we can help.

Whether you need hassle-free setup for a simple landing page or want to prepare for a high traffic eCommerce site, IONOS has you covered – and now with that extra speed boost from our custom-built caching plugin included in all packages. Even if you already have a WordPress website, we're here to assist you – using our free migration tool, we'll transfer your website to our platform.

With a dedicated personal consultant and 24/7 award-winning customer service offering tailored advice, tips for success and technical support, you'll never be on your own. WooCommerce is one of the fastest growing open source projects on the web and whatever package you choose, we ensure easy integration that will quickly make you feel at home.

Ready to start your own WordPress journey? Head to our website to see all features and find the best option for your store. If you need help deciding, don't hesitate to reach out!

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6   FAQs

WooCommerce or Shopify?

Shopify and WooCommerce take different approaches. Shopify is a closed system: its backend cannot be modified by the user and it is designed as an all-inclusive solution for eCommerce. Their packages include everything required to create and operate a webshop with little to no need for technical knowledge. But this comes at a price. The most basic package costs around £24/m and fees apply for every sale you make.

WooCommerce, on the other hand, is a free eCommerce system that can be integrated into WordPress as a plugin. You need to be more proactive in creating and maintaining your shop and also find a reliable host. However, you benefit from a large community, countless extensions and the freedom to make your shop truly yours. With IONOS, WooCommerce users can get extensive support with installation, maintenance, and security.

Overall, if you are looking for a compact and quick-to-set-up solution, Shopify is a solid choice. But if you value freedom, flexibility and being part of an amazing community, WooCommerce is the way to go.

How secure is hosting with IONOS?

Managed WooCommerce hosting with IONOS comes with an SSL certificate, ensuring safe transactions at all times. In addition to WooCommerce hosting with SSL, our hosting plans also include DDoS protection, which helps to maintain site performance in the event of a DDoS attack. Finally, we run all necessary security updates automatically, so you don't need to worry about putting your site at risk by forgetting an update. Our websites are hosted on a European server following the highest EU data privacy and security standards. With a georedundant platform, your data is mirrored in two data centres at once, which means we keep you online even during maintenance. Any questions regarding security will be answered by our customer service team that's available around the clock.
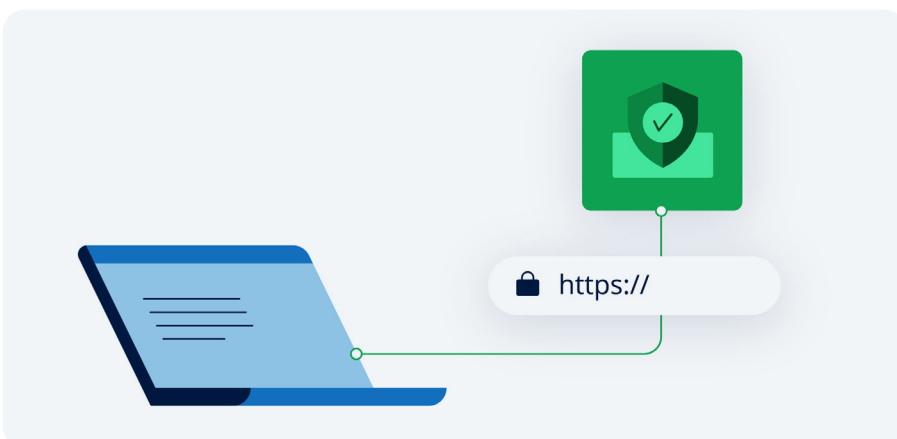
What kinds of products can I sell with WooCommerce?

When it comes to product variety, WooCommerce hosting is one of the most flexible options for your online store. In addition to physical goods, you can also sell anything from digital downloads and content to subscriptions and services. What's more, WooCommerce also offers plenty of features to help you manage and promote your products. Choose from a variety of product types, such as Grouped Product or Downloadable Product, and easily track stock levels and add to your product catalogue. You can choose to enable or disable discount codes and coupons, and can list just one product or thousands – WooCommerce is completely scalable. On top of the core functions, there are a vast range of both paid and free extensions which can further customise the types of products you sell and how you sell them.

What support does IONOS offer?

With a personal consultant here to help you succeed, you'll get direct access to the support you need. The service is free for all IONOS customers and has won two awards for Best Customer Engagement Initiative at the European Contact Centre & Customer Service Awards. They'll give you expert recommendations, easy-to-understand explanations, and uncomplicated advice on a range of topics to bring your idea to life. Available by phone, email, or chat, you can reach your personal consultant during business hours. Alternatively, you can request a callback at a time of your choice. For general inquiries our support team is here for you 24 hours a day, 7 days a week.

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Who we are

IONOS is the hosting and cloud partner of choice for small and medium-sized businesses. We are experts in IaaS and offer a portfolio of solutions to get businesses present online and working in the digital space. As the largest hosting company in Europe, we manage more than 8 million customer contracts and host more than 12 million domains in our own regional data centres around the globe.

We serve entrepreneurs taking their first steps online, business owners scaling up, large companies and partners who help them reach their ambitious goals. Whether building an online presence by securing a domain, building a website, moving back-office processes to the cloud or orchestrating a container cluster, our comprehensive portfolio offers a best-in-class app, server or service.

Reliability and security are engineered into the core of our products. Our self-built data centre network delivers optimal performance and georedundancy. With headquarters in Germany, we at IONOS pride ourselves on the tradition of state-of-the-art technology, strong privacy policies and airtight data security. Customers are our focus. That is why we not only have dedicated local support teams, but we also offer an industry first: a personal consultant who provides expert advice tailored to your needs.

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