

Vancouver

**WOO** **COMMERCE**

Meetup

Joey Kudish

@jkudish

<http://slides.jkudish.com>

WooCommerce powers more than  
37% of all online stores and has  
more than 14 million downloads

**STORES**



**stripe**

**Braintree**  
A **PayPal** Company

**amazon** payments

**Moneris**   
SOLUTIONS

**PayPal**

LIVE  TEST

Q Search...

GENERAL

Dashboard

Payments

Customers

Transfers

SUBSCRIPTIONS

Plans

Coupons

REQUESTS

Events & Webhooks

Logs

\$368.52

Last transfer

\$478.85

Next transfer

1,344

Total customers

\$163,870.76

Total volume

Overview

05/01/2012 to 02/28/2013

Gross volume

\$149,221.05 total



Successful charges

1202 total



Customers created

1215 total



# Customers Report

Help ▾

Orders

Customers

Stock

Taxes

Customers vs. Guests | [Customer List](#)

Year

Last Month

This Month

Last 7 Days

Custom: yyyy-mm-dd - yyyy-mm-dd

Go

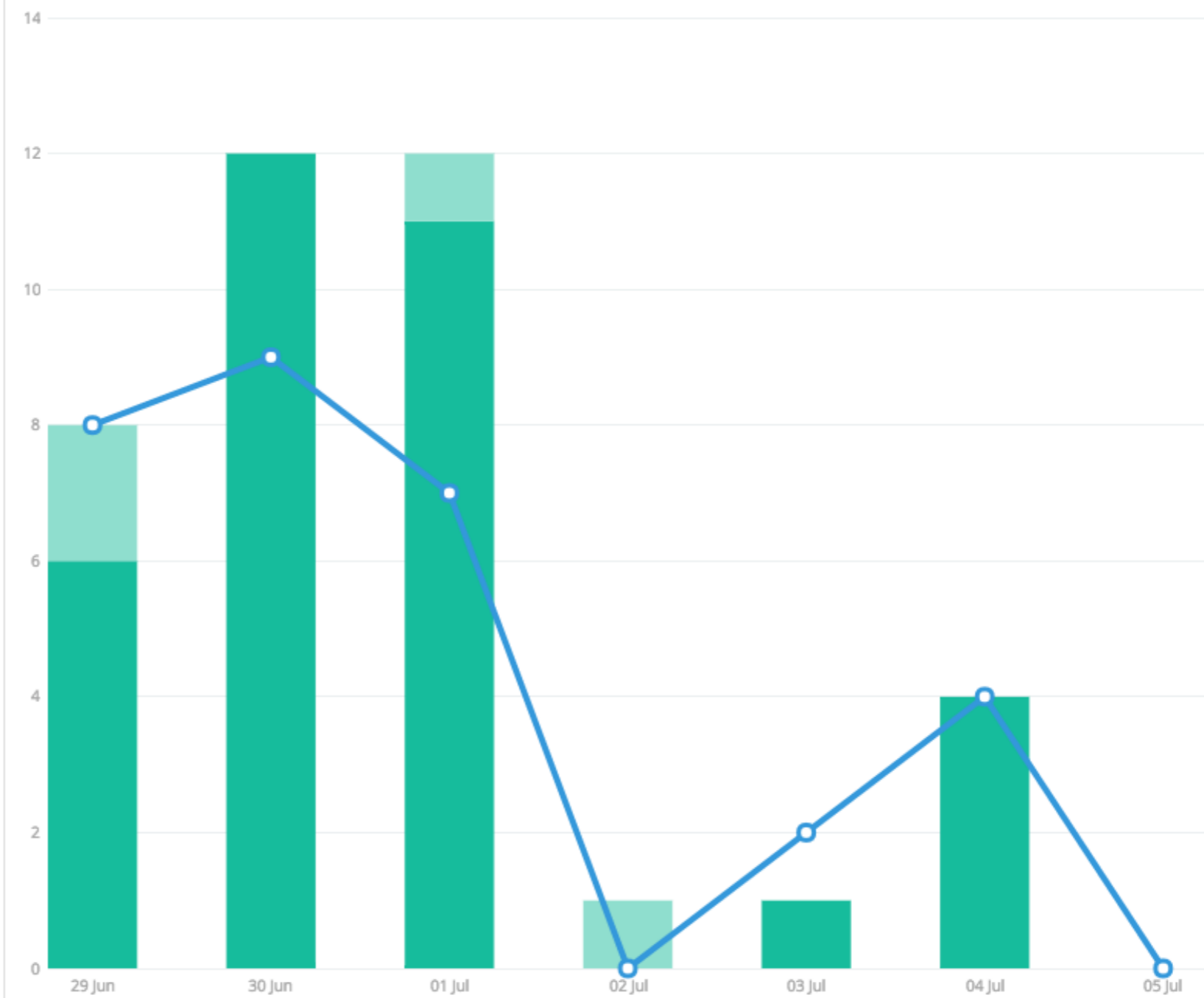
Export CSV

30

signups in this period



Customer Sales Guest Sales



# Orders Report

Orders

Customers

Stock

Taxes

[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

**\$203.97**

gross sales in this period

**\$29.14**

average gross daily sales

**\$134.50**

net sales in this period

**\$19.21**

average net daily sales

**38**

orders placed

**158**

items purchased

**\$0.00**

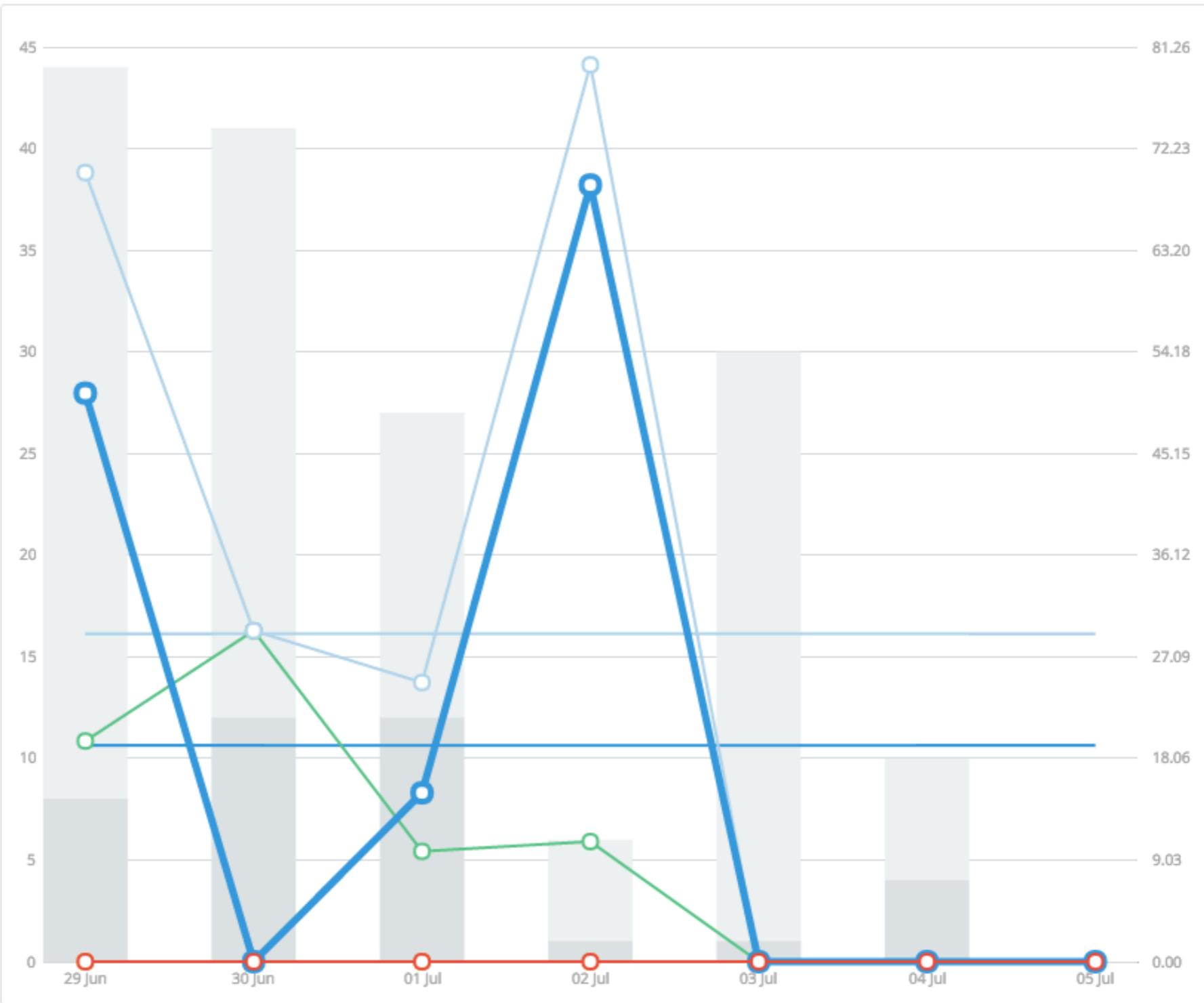
refunded 0 orders (0 items)

**\$69.47**

charged for shipping

**\$0.00**

worth of coupons used



# Taxes Report

Help ▾

Orders Customers Stock **Taxes**

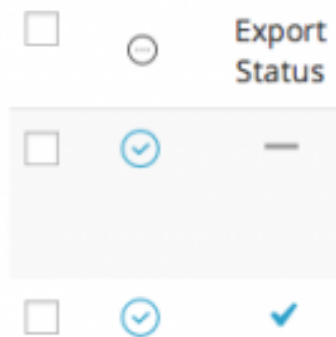
Taxes by code | [Taxes by date](#)

Year	Last Month	This Month	Custom: yyyy-mm-dd	yyyy-mm-dd	Go	↓ Export CSV		
Tax	Rate	Number of Orders	Tax Amount	?	Shipping Tax Amount	?	Total Tax	?
US-AZ-TAX-1	8.6000%	8	\$4.15		\$0.00		\$4.15	
Total			\$4.15		\$0.00		\$4.15	

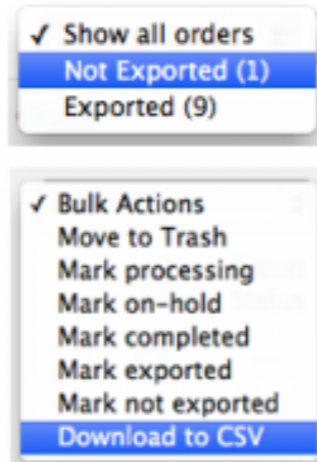


# Full-Featured & Easy CSV Export for Your WooCommerce Store

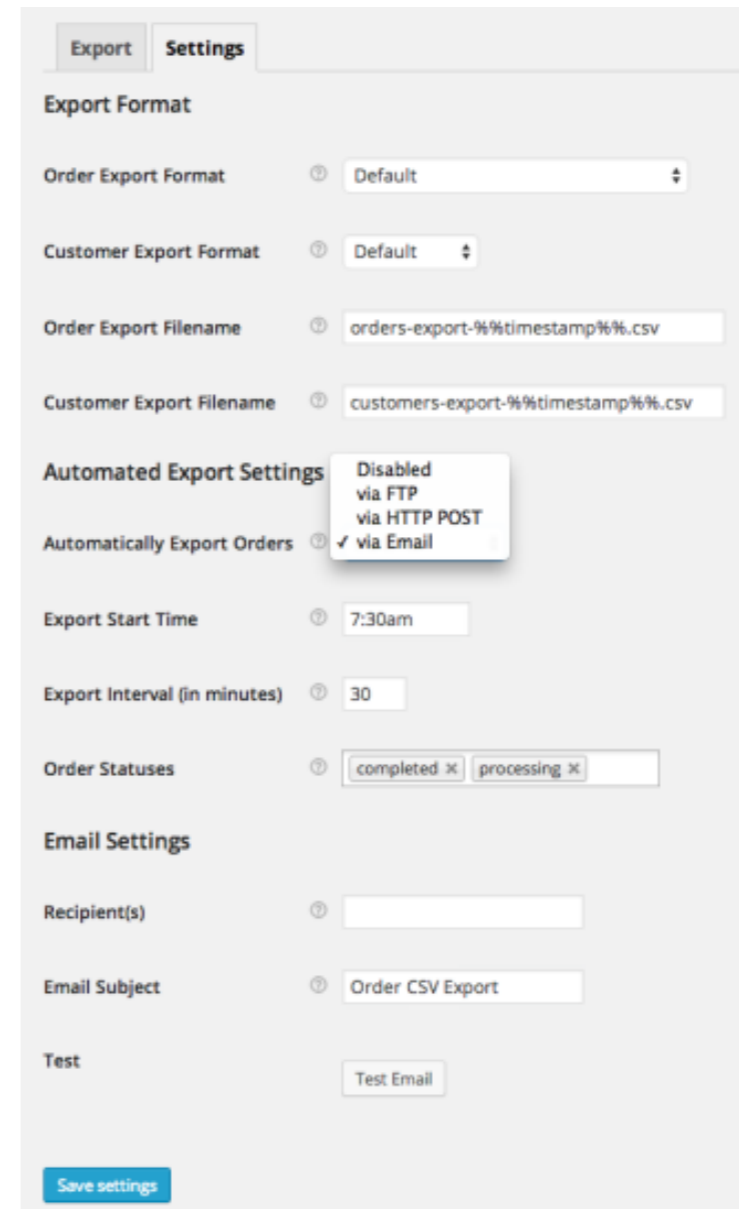
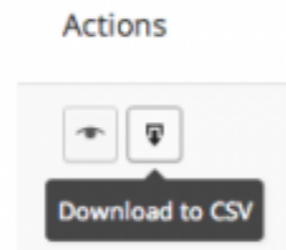
Quickly see orders that need to be exported



Manage multiple orders with bulk filters & actions



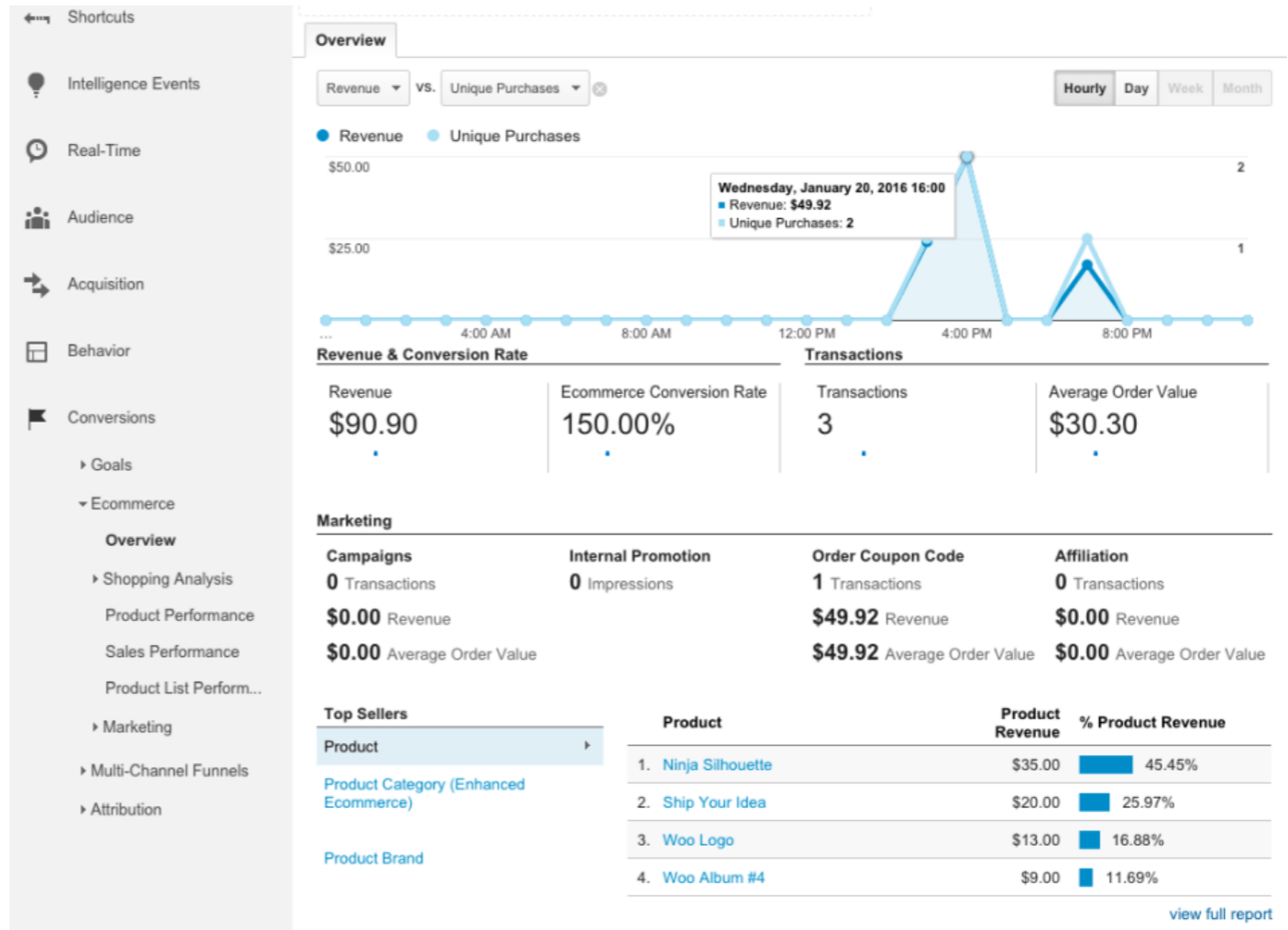
Download CSV with one click



<https://woocommerce.com/products/ordercustomer-csv-export/>



# Google Analytics



<https://woocommerce.com/products/woocommerce-google-analytics-pro/>

mixpanel

 **KISSmetrics**

 **HEAP**

LIST Mobile Users ▾

× FILTER Count of Purchased Item ▾ greater than ▾ 5 in prior month ▾ +

+ Filter

Run Query Save as Report Export

**pauline@yooahoo.com** Last seen 2 hours ago Show raw events

**Joined:** March 18, 2015  
**Total Lifetime Value** \$680.50  
**Plan:** Prime  
**Language:** French  
**Referred Via:** Friend  
**Location:** Kristianstad, Skåne, Sweden  
**Landing Page:** [coolstore.com/croc-sale](http://coolstore.com/croc-sale)  
**Initial Referrer:** <http://www.twitter.com>  
**Initial Browser:** Safari 8.0.3  
**Initial Platform:** Mac OS X 10.10.2

- ▼ Session with **4 events** lasted **2 minutes** on iOS 8.1 / iPhone 5s 2 hours ago (11:55 PM, Apr 1)

2 Search 1 Complete Checkout 1 Add Item to Cart

• Search 11:55 PM

• Add Item to Cart > • Complete Checkout

• Search 11:55 PM
- ▶ Session with **28 events** lasted **30 minutes** on iOS 8.1 / iPad Mini 3 hours ago (11:14 PM, Apr 1)

3 View Help Screen 2 Search 1 Submit Help Ticket
- ▶ Visit with **7 events** lasted **10 minutes** on Safari 8 / Mac OS X 10.10 12 hours ago (2:12 PM, Apr 1)

2 Search 1 Complete Checkout 1 Add Item to Cart

# WooCommerce & Segment.io

Segment.io Integrations Dashboard

Integration	Status
Google Analytics	On
mixpanel	On
KISSmetrics	Off
gauges	On
HubSpot	Off
Segment	On

**Send analytics to 54 SaaS services with a single script**

<https://segment.com/docs/platforms/woocommerce/>






Zapbook → WooCommerce Integrations

AUTOMATE WOOCOMMERCE TASKS USING ZAPIER



Sign up FREE today!

⚡ RECOMMENDED ZAPS

				
Save new WooCommerce orders to Google Sheets rows	Add new WooCommerce customers to ActiveCampaign as new contacts	Add new WooCommerce orders to QuickBooks Online as customers	Save WooCommerce orders to Google Sheets rows	Add new WooCommerce orders to a MailChimp list
USE THIS ZAP	USE THIS ZAP	USE THIS ZAP	USE THIS ZAP	USE THIS ZAP

< 1 - 5 (of 70) >



WP REST API

A close-up photograph of a person's hands typing on a laptop keyboard. The laptop screen is visible in the background, displaying lines of code in a dark-themed editor. To the right of the laptop, a black mug with a white crown logo and some text is partially visible. The overall scene is dimly lit, with the primary light source being the laptop screen.

# Development best practices



# code is poetry

make things legible,  
classy & elegant;  
follow the WP coding standards;  
don't re-invent the wheel.

# use the ecosystem

- WP REST API
- WP CLI
- Ajax + JSON Helpers
- WP\_HTTP
- CPTs/Taxonomies
- Filesystem
- Settings
- WPDB
- WooCommerce Hooks (actions + filters)
- ACF or CMB

- Packages**
- None
  - WooCommerce
    - Abstracts
    - Admin
    - API
    - Classes
    - CLI
    - Functions
    - PaymentTokens
    - Shortcodes
    - Webhooks
    - Widgets

- Classes**
- WC\_Abstract\_Order
  - WC\_Addons\_Gateway\_Simplify\_C...
  - WC\_Admin
  - WC\_Admin\_Addons
  - WC\_Admin\_API\_Keys
  - WC\_Admin\_API\_Keys\_Table\_List
  - WC\_Admin\_Assets
  - WC\_Admin\_Attributes
  - WC\_Admin\_Dashboard
  - WC\_Admin\_Duplicate\_Product
  - WC\_Admin\_Help
  - WC\_Admin\_Importers
  - WC\_Admin\_Menus
  - WC\_Admin\_Meta\_Boxes
  - WC\_Admin\_Notices
  - WC\_Admin\_Permalink\_Settings
  - WC\_Admin\_Pointers
  - WC\_Admin\_Post\_Types
  - WC\_Admin\_Profile
  - WC\_Admin\_Report
  - WC\_Admin\_Reports
  - WC\_Admin\_Settings
  - WC\_Admin\_Setup\_Wizard
  - WC\_Admin\_Status
  - WC\_Admin\_Taxonomies
  - WC\_Admin\_Webhooks
  - WC\_Admin\_Webhooks\_Table\_List
  - WC\_AJAX
  - WC\_API

## WooCommerce 2.6.x Code Reference

### Packages summary

### Classes summary

WC_Abstract_Order	Abstract Order
WC_Addons_Gateway_Simplify_Commerce	Simplify Commerce Gateway for subscriptions.
WC_Admin	WC_Admin class.
WC_Admin_Addons	WC_Admin_Addons Class.
WC_Admin_API_Keys	WC_Admin_API_Keys.
WC_Admin_API_Keys_Table_List	
WC_Admin_Assets	WC_Admin_Assets Class.
WC_Admin_Attributes	WC_Admin_Attributes Class.
WC_Admin_Dashboard	WC_Admin_Dashboard Class.
WC_Admin_Duplicate_Product	WC_Admin_Duplicate_Product Class.
WC_Admin_Help	WC_Admin_Help Class.
WC_Admin_Importers	WC_Admin_Importers Class.
WC_Admin_Menus	WC_Admin_Menus Class.
WC_Admin_Meta_Boxes	WC_Admin_Meta_Boxes.
WC_Admin_Notices	WC_Admin_Notices Class.
WC_Admin_Permalink_Settings	WC_Admin_Permalink_Settings Class.
WC_Admin_Pointers	WC_Admin_Pointers Class.
WC_Admin_Post_Types	WC_Admin_Post_Types Class.
WC_Admin_Profile	WC_Admin_Profile Class.
WC_Admin_Report	Admin Report.
WC_Admin_Reports	WC_Admin_Reports Class.
WC_Admin_Settings	WC_Admin_Settings Class.
WC_Admin_Setup_Wizard	WC_Admin_Setup_Wizard class.
WC_Admin_Status	WC_Admin_Status Class.
WC_Admin_Taxonomies	WC_Admin_Taxonomies class.
WC_Admin_Webhooks	WC_Admin_Webhooks.
WC_Admin_Webhooks_Table_List	

<https://docs.woothemes.com/wc-apidocs/>

# let the code tell you when you are wrong

- WP\_DEBUG
- `_doing_it_wrong();`
- unit tests
- Rollbar

Have a coupon? [Click here to enter your code](#)

## Billing Details

First Name \*

Last Name \*

Company Name

Email Address \*

Phone \*

Country \*

Address \*

Town / City \*

State \*

ZIP \*

## Your order

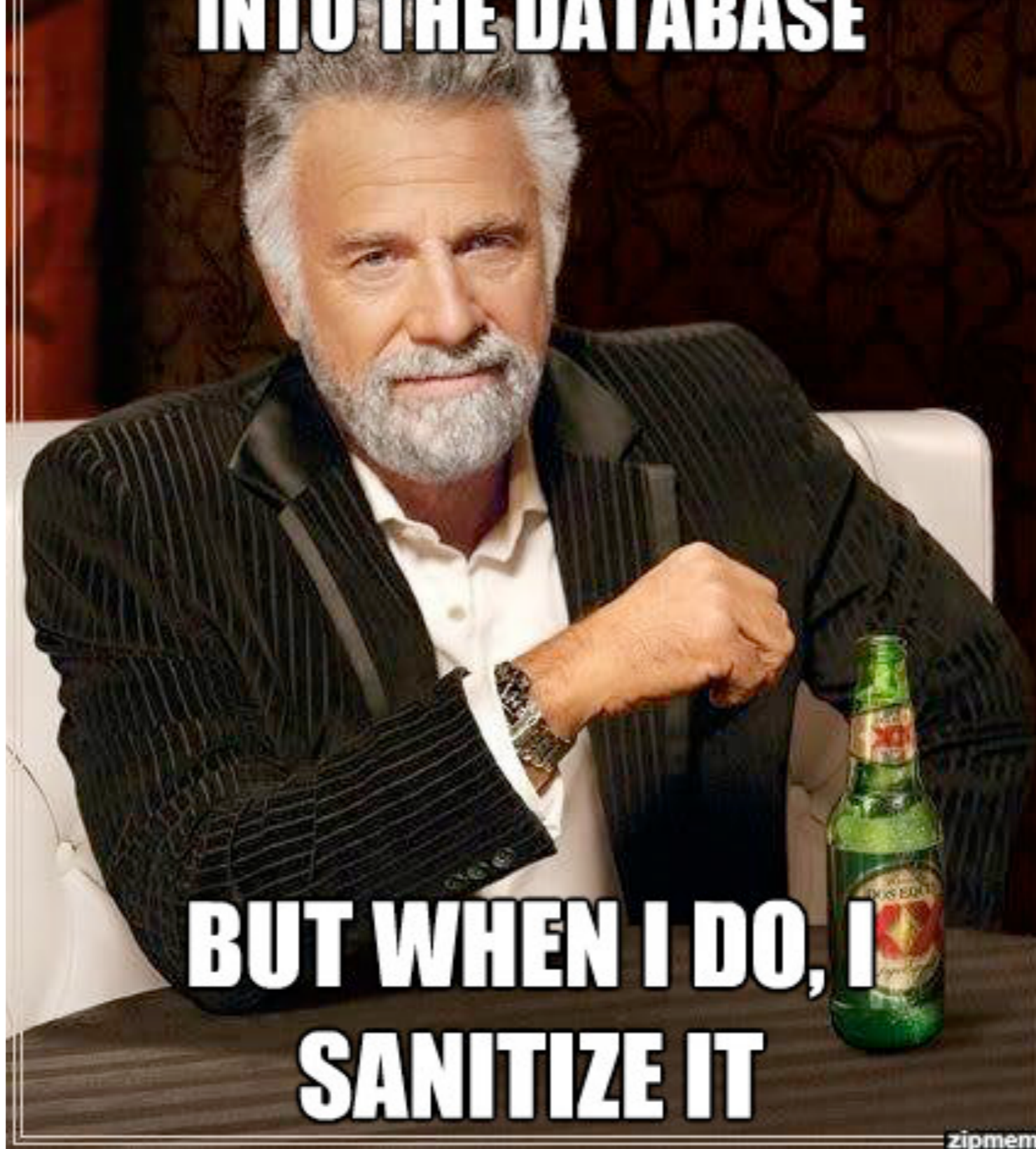
PRODUCT	TOTAL
Shippable Product *1	\$10.00
<b>Subtotal</b>	\$10.00
<b>Shipping</b>	USPS Retail Ground: \$22.06
<b>Total</b>	<b>\$32.06</b>

Sorry, it seems that there are no available payment methods for your state. Please contact us if you require assistance or wish to make alternate arrangements.

[Place order](#)

Ship to a different address?

**I DON'T ALWAYS INSERT DATA  
INTO THE DATABASE**



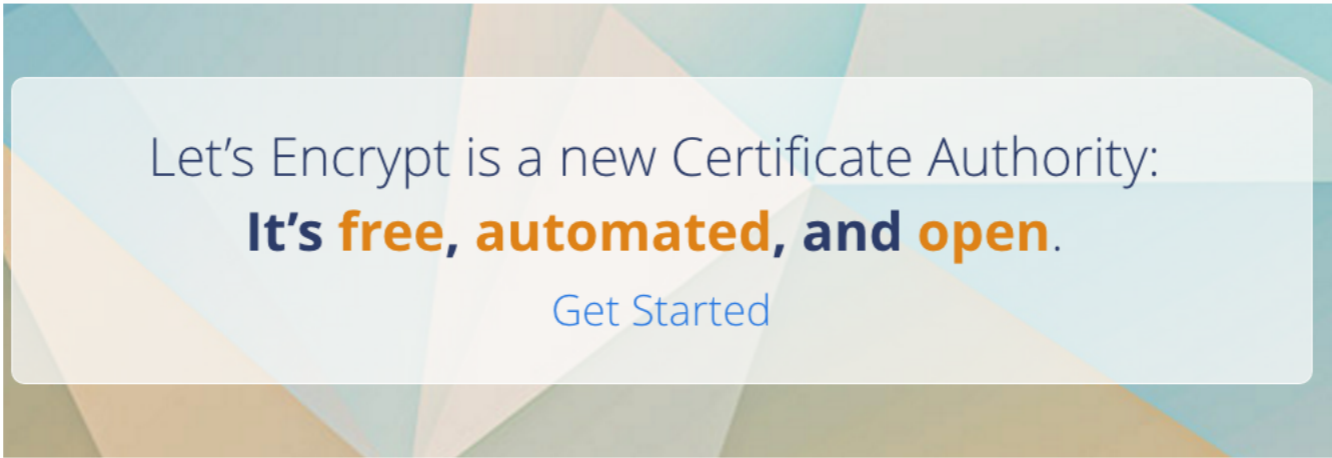
validate & sanitize  
input early

escape output late



don't go too cheap  
on the hosting





FROM OUR BLOG

Jun 23, 2016

[Defending Our Brand \[Updated\]](#)

We have confirmed that Comodo submitted Requests for Express Abandonment for all three trademark registration applications in question.

[Read more](#)

Jun 22, 2016

[Progress Towards 100% HTTPS, June 2016](#)

Our goal with Let's Encrypt is to get the Web to 100% HTTPS. We'd like to give a quick progress update.

[Read more](#)

Apr 12, 2016

[Leaving Beta, New Sponsors](#)

Let's Encrypt is leaving beta today. We're also excited to announce that founding sponsors Cisco and Akamai have renewed their Platinum sponsorships with 3-year commitments, Gemalto is joining as our newest Gold sponsor, and HP Enterprise, Fastly, Duda and ReliableSite.net are our newest Silver sponsors.

[Read more](#)

MAJOR SPONSORS





open source

code review

collaborate

WordPress

Advanced WooCommerce

# WooCommerce

ADVANCED GROUP

Advanced WooCommerce

Closed Group

Joined Share Notifications

Discussion Members Events Photos Files Search this group

Write something...

Write Post Add Photo / Video Create Poll More

PINNED POST

**Michael Tieso**  
Yesterday at 9:30am · Seattle, WA, United States



**Winning others over: announcing WooCommerce.com**

Today marks an important milestone for Woo: we've moved to WooCommerce.com. Read some Woo history and why we've made this important change here.

WOOCOMMERCE.COM

You, Joel Bronkowski, Christopher Lauzon and 7 others

1 Comment 1 Share

Like Comment Share

RECENT ACTIVITY

**Sam Israeli**  
23 hrs

Hello, How can I send a report to the Administrator of the site with all details of orders from the previous day with the status of "Pending Payment"? Thank you, Sam

Like Comment

1

ADD MEMBERS

Enter name or email address...

MEMBERS 7,828 Members



DESCRIPTION

Following the idea spread and lived "Advanced WordPress" The idea of this group is simple, a place for WP developers, store owners and WooCommerce users on Facebook to meet and share ideas, knowledge with a focus on the more advanced features and functionality without needing to go into any basics.

This group is mainly a source of support for people seeking help with their WooCommerce project or store. Feel free to post your questions to get help, even if they are advanced (we are a friendly bunch, worry not).

Do not use this group to market or promote your site, blog or service by asking for unspecified feedback, giving away general tips, or masking your identity otherwise, with the primary intention of generating profit or traffic. This group is for WooCommerce specific ideas, issues, posts that bring value to the group and people seeking help.

You can share links in this group as long as your intention is not primarily driven by a desire to generate revenue or traffic to a specific site or service.

GROUP TYPE Support

TAGS WooCommerce

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

RECENT GROUP PHOTOS

# WooCommerce

HELP & SHARE

WooCommerce Help & Share

Closed Group

Joined Share Notifications

Discussion Members Events Photos Files Search this group

Write something...

Write Post Add Photo / Video Create Poll More

RECENT ACTIVITY

**Nolie Fernando**  
12 hrs

Greetings,  
For those who have ecommerce sites with lots of products, how do you see the menu dropdown with all the categorizations for all the products? How did you organize? (as sitemap of each category). (including the main and sub categories)... See More

Like Comment

1

**Srivas Karan** see nielsen theme demo best categorisation  
Like · Reply · 11 hrs

**Adrian Sawyer** I looked at popular sites in my niche and followed their example. Some were slightly different so I had to make a choice, but mostly they menu organization was not that different.  
Like · Reply · 26 mins · Edited

Write a comment...

**Mike Costantini**  
12 hrs

What's your favorite plugin for printing packing slips?

Like Comment

1

**Debbie Womack** I use WooCommerce PDF Invoices & Packing Slips and it has worked great for me.  
Like · Reply · 29 mins

Write a comment...

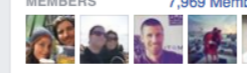
**Liz Schneider**  
3 hrs · Ballwin, MO, United States

Like Comment

ADD MEMBERS

Enter name or email address...

MEMBERS 7,969 Members



DESCRIPTION

A perfect place to talk WooCommerce. An unofficial Facebook group for people who use WooCommerce.

Please feel free to ask questions and be kind to all with your responses.

RULES: \*NO SPAM\*

Please feel free to share your product offerings if they are WooCommerce related. However, do not post your offerings more than once every two weeks. DRIVE BY PROMOTIONS WILL NOT BE TOLERATED. If you are not actively participating in the group and you post your products then you will be removed. YOUR VERY FIRST POST EVER PROMOTING YOUR PRODUCT WILL BE REMOVED.

\*BE RESPECTFUL\*

We all are at different levels and capabilities, respectively comments will be allowed and disrespectful to others then you will be removed.

\*KEEP IT CLEAN\*

No swearing and make sure your posts are appropriate for everyone to view.

GROUP TYPE Support

TAGS WooCommerce · WordPress · E-Commerce

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

# WooCommerce Build & Grow

A Community of Growing WooCommerce Stores Owners

by MadeByTribe.co

WooCommerce Build & Grow

Closed Group

Join Group

Join this group to see the discussion, post and comment.

+ Join Group

MEMBERS 1,093 Members



DESCRIPTION

WooCommerce Build & Grow is a private group of WooCommerce store owners, WP/WooCommerce marketers and theme/plugin business owners. The purpose is to share ideas around building and growing WooCommerce stores and businesses.

Group moderated by <http://www.madebytribe.com/>

GROUP TYPE Support

TAGS WooCommerce · E-Commerce · Marketing

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

CREATE NEW GROUPS

SUGGESTED GROUPS

**Freelance Web Design/Development Discussion**  
2,295 members

**Shopify Brand Academy**

**Shopify Brand Academy**

**Shopify Brand Academy**

# WooExperts

Find WooExperts by location, skills, cost, and more

COUNTRY:

Everywhere

SERVICE SPECIALIZATIONS:

- Select all
- Sensei Development
- WooCommerce Development
- WooCommerce Store Management
- WooCommerce Theming and Design

PRODUCT SPECIALIZATIONS:

- Select all
- Canvas
- Migrations
- Payment Gateways
- Shipping Gateways
- Storefront
- WooCommerce Bookings
- WooCommerce Memberships
- WooCommerce Subscriptions

EXPERT TIERS:

- Select all
- Gold
- Silver
- Standard

SEARCH



Advant Interactive Gold

Projects from \$10000 / Hourly from \$85  
LONG BEACH, CALIFORNIA, US  
WOOCOMMERCE DEVELOPMENT



WisdmLabs Gold

Hourly from \$50  
MUMBAI, IN  
WOOCOMMERCE DEVELOPMENT



coolblueweb Gold



Projects from \$6000 / Hourly from \$150  
SEATTLE, US  
WOOCOMMERCE DEVELOPMENT




Inpsyde GmbH Gold

Projects from \$5000 / Hourly from \$115  
BERGISCH-GLADBACH, DE  
WOOCOMMERCE DEVELOPMENT















**WooCommerce ...**  


 jkudish

CHANNELS (8)

- # announcements
- # developers
- # extensions
- # themes
- # woocommerce**

DIRECT MESSAGES (56) 

-  slackbot
-  jkudish (you)
-  coderkevin
-  craigmartin
-  crashomon
-  hannah
-  jameskoster
-  jesse
-  luminus
-  michael
-  mikeyarce



**#woocommerce**

55 members | The WooCommerce watercooler for all things WooCommerce and eCommerce

   |    

Yesterday



 2  1



**murph** 7:06 AM  
joined #woocommerce



**alek** 10:33 AM  
[woocommerce.com](http://woocommerce.com) is pretty darn cool, congrats to team WC~!



**ryanr14** 10:43 AM  
Glad you like it, @alek! Some minor tweaks for the launch, but more improvements coming down the line. 😊 (edited)

new messages



**moskjaer** 10:33 PM  
joined #woocommerce

Today



**michael** 7:45 AM  
Thanks!



**scottbuscemi** 5:47 PM  
joined #woocommerce



<https://wslack.herokuapp.com/>

PayPal

Braintree  
simple, powerful payments

meetup

CHA  
STA

We've got the  
Charge your  
smartphone &  
gadgets

THANK  
YOU!  
Q&A

*@jkudish*  
*<http://slides.jkudish.com>*



<https://sparkdev.io>