

Developing with WooCommerce

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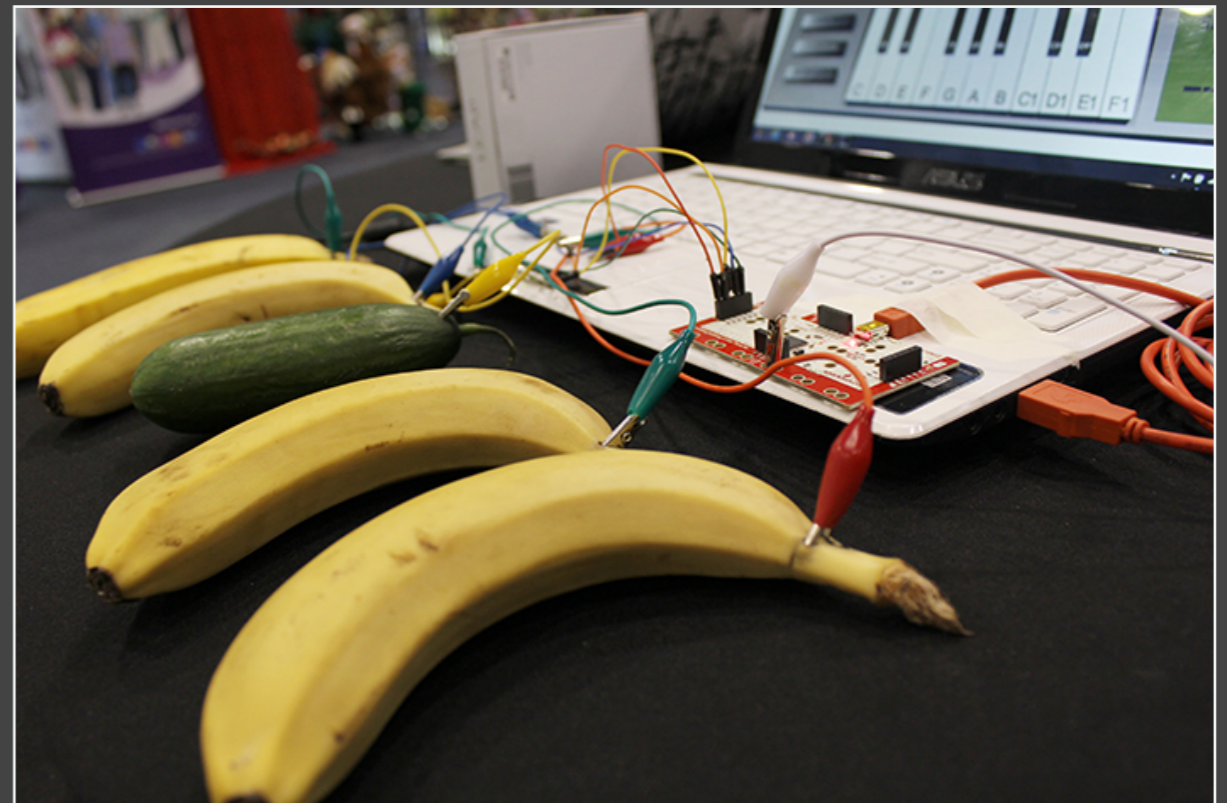
Outline

- Open eCommerce & WooCommerce overview
- Common pitfalls with Woo
- Customizing, safely
- Page builders are all the rage
- DevOps topics
- Looking ahead
- Q & A



Why Open eCommerce

- We are all developers!
- Ability to customize and tinker
- Vendor freedom with hosting, design, support, marketing, etc.
- Ownership and portability of your copy, configuration, data
- Lowering costs, especially transactional & hidden fees
- Involve a larger community of creatives on the forefront of tech with shared purpose & altruism



WooCommerce...

- Automattic Inc. owned open-source project since 2015
- The most popular eCommerce platform by most measures
- Brings complete store functionality into a WordPress site
- Sell physical goods w/shipping inventory & taxes, digital dl's, virtual, subscriptions, events, memberships, donations, etc.
- Available themes in the thousands ...but use Storefront!
- Heavily customizable by config's, theme, plugins & snippets

Avoid Common Pitfalls

1. **Plugins & Theme** – consider the source (popular?, up to date?, well documented & supported? rated?)

2. ...

3. ...

4. ...

5. ...



Official Resources



WordPress.com hosting & JetPack

- Business Edition ~\$300/yr

Storefront theme (free)

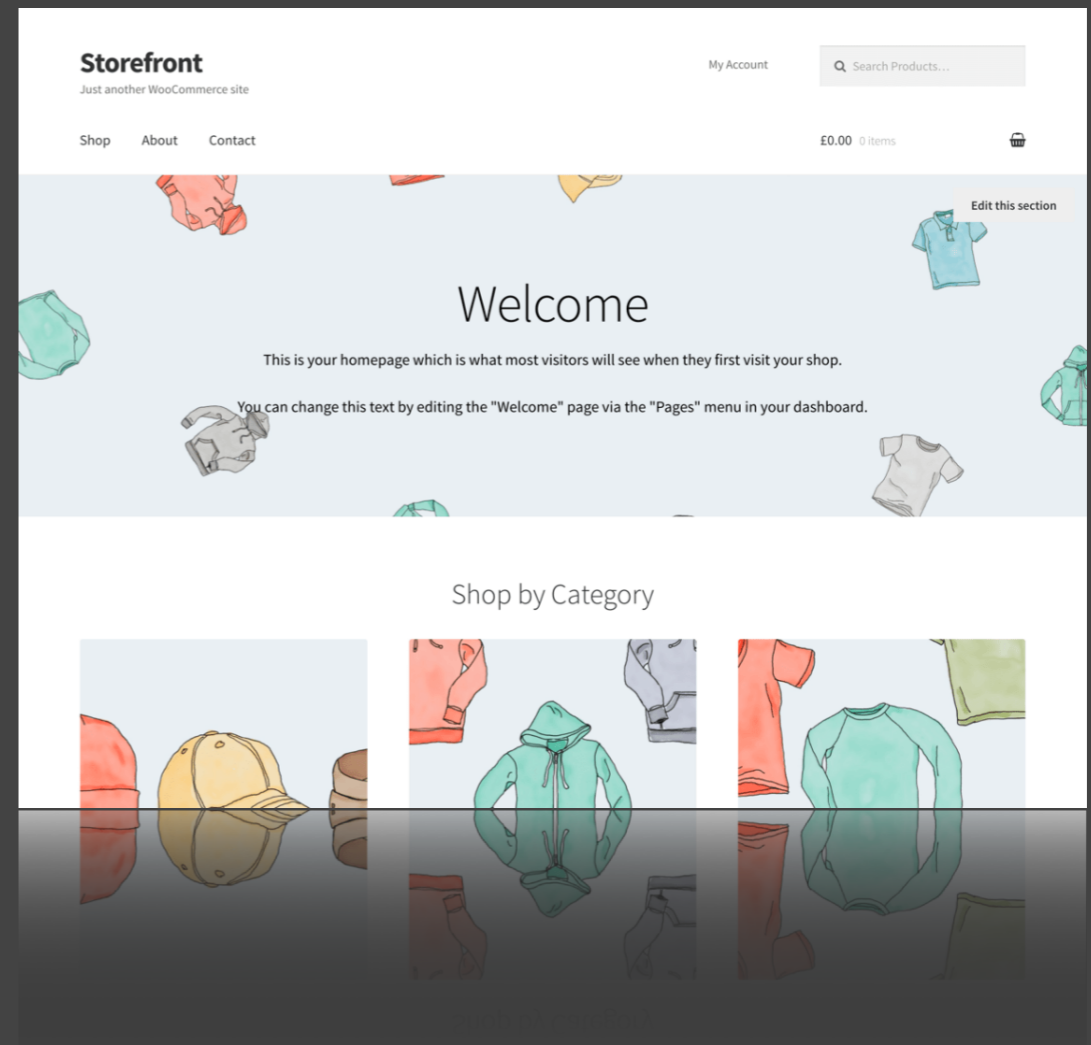
- Standards compliant and fast!
- Thoroughly tested at each step
- Paid add-ons: child theme designs and functional plugins

WooCommerce Marketplace

- ~300 supported plugins
- Fixed annual rates ~\$79/yr
- Discounts for multiple sites
- Extension bundles save \$\$
- Library of videos and docs

Storefront Theme

- **Standards compliant**
(See: Underscores theme)
- **Performance** & efficiency
(Sass, Susy grid)
- **Keeps pace** with Woo core
- **Well vetted** by core and official extension developers
- **Supported** by Automattic
- **Page builder** plugins work



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Customizing Woo

- Each customization adds risk – so Keep It Simple, Silly
- Learn all settings really well for Woo, Theme and Plugins
 - All settings matter with “decisions not options” ethos
- Design changes – use CSS child theming or Customizer
- Functional changes – use PHP hooks (actions & filters)
 - In some cases you may need to use JS / jQuery
- Last resort – forking Woo templates into theme

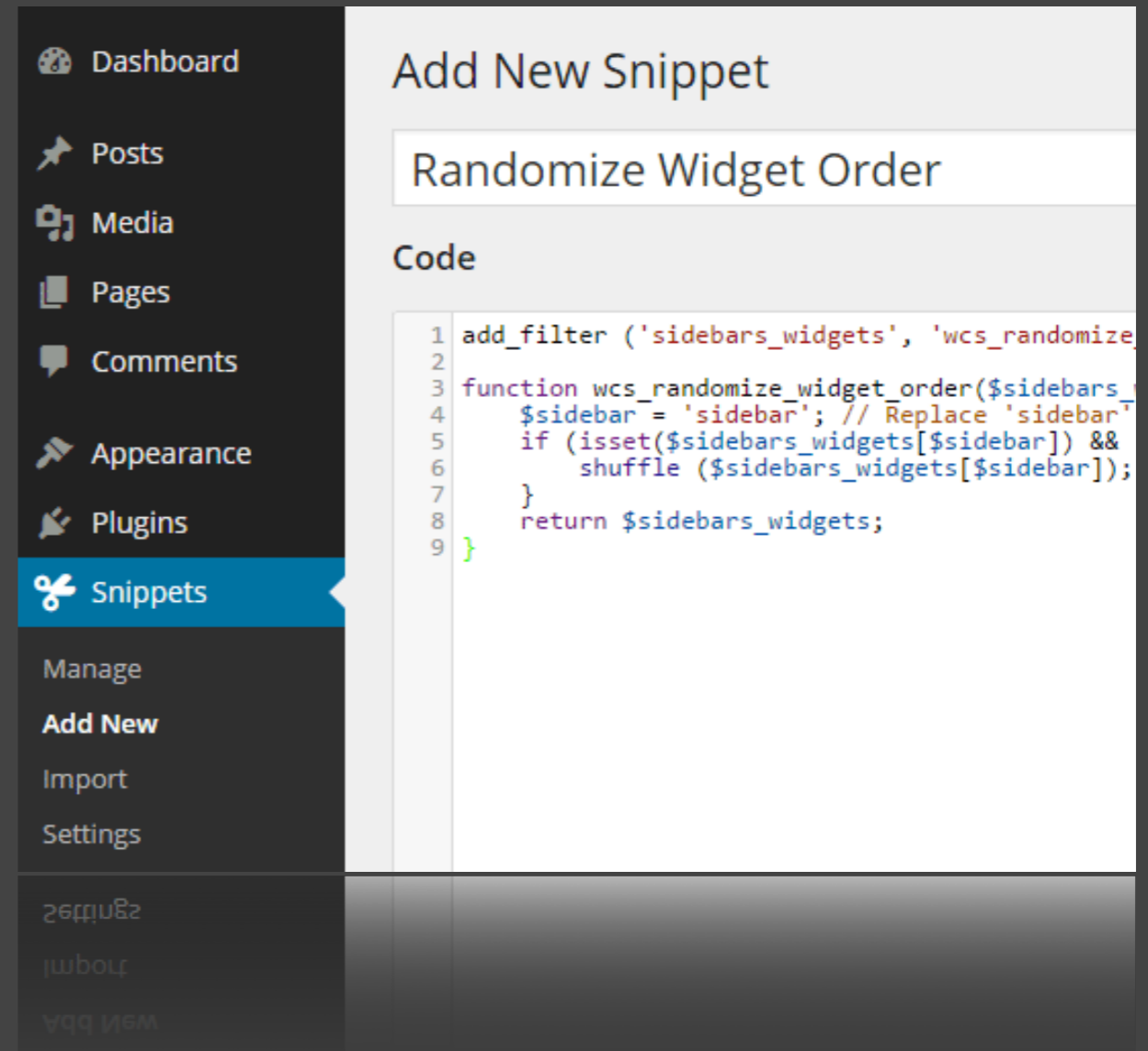
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Code Snippets Plugin

- Organizes your code with titles, descriptions, statuses
- Easily toggle functions when troubleshooting
- Ensures you can't white screen your site
- Portability if you change your theme, export / import code

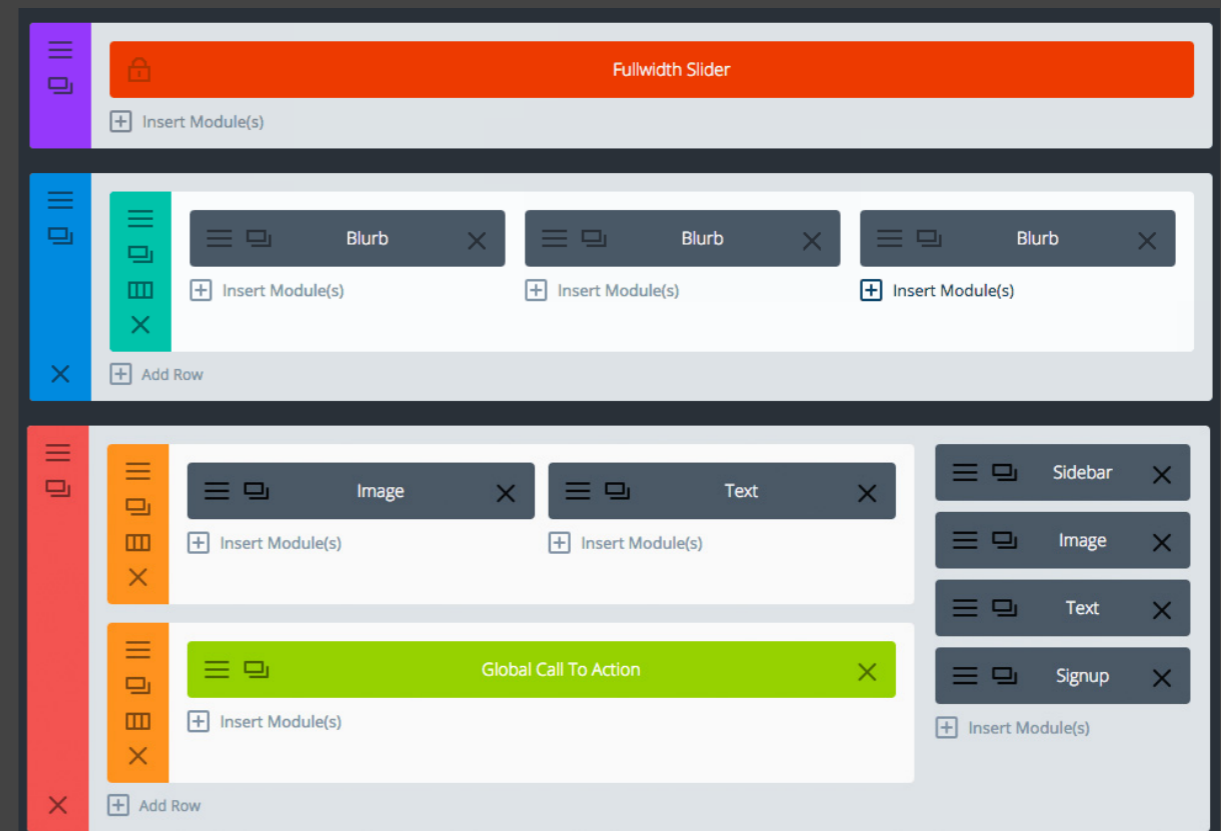


The screenshot displays the WordPress admin interface for the Code Snippets plugin. On the left is a dark sidebar menu with options: Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins, Snippets (highlighted), Manage, Add New, Import, and Settings. The main content area is titled 'Add New Snippet' and features a text input field containing 'Randomize Widget Order'. Below this is a 'Code' section with a text area containing PHP code for randomizing widget order in sidebars.

```
1 add_filter ('sidebars_widgets', 'wcs_randomize_widgets');
2
3 function wcs_randomize_widget_order($sidebars_widgets) {
4     $sidebar = 'sidebar'; // Replace 'sidebar' with the sidebar name
5     if (isset($sidebars_widgets[$sidebar]) &&
6         shuffle ($sidebars_widgets[$sidebar]));
7 }
8 return $sidebars_widgets;
9 }
```

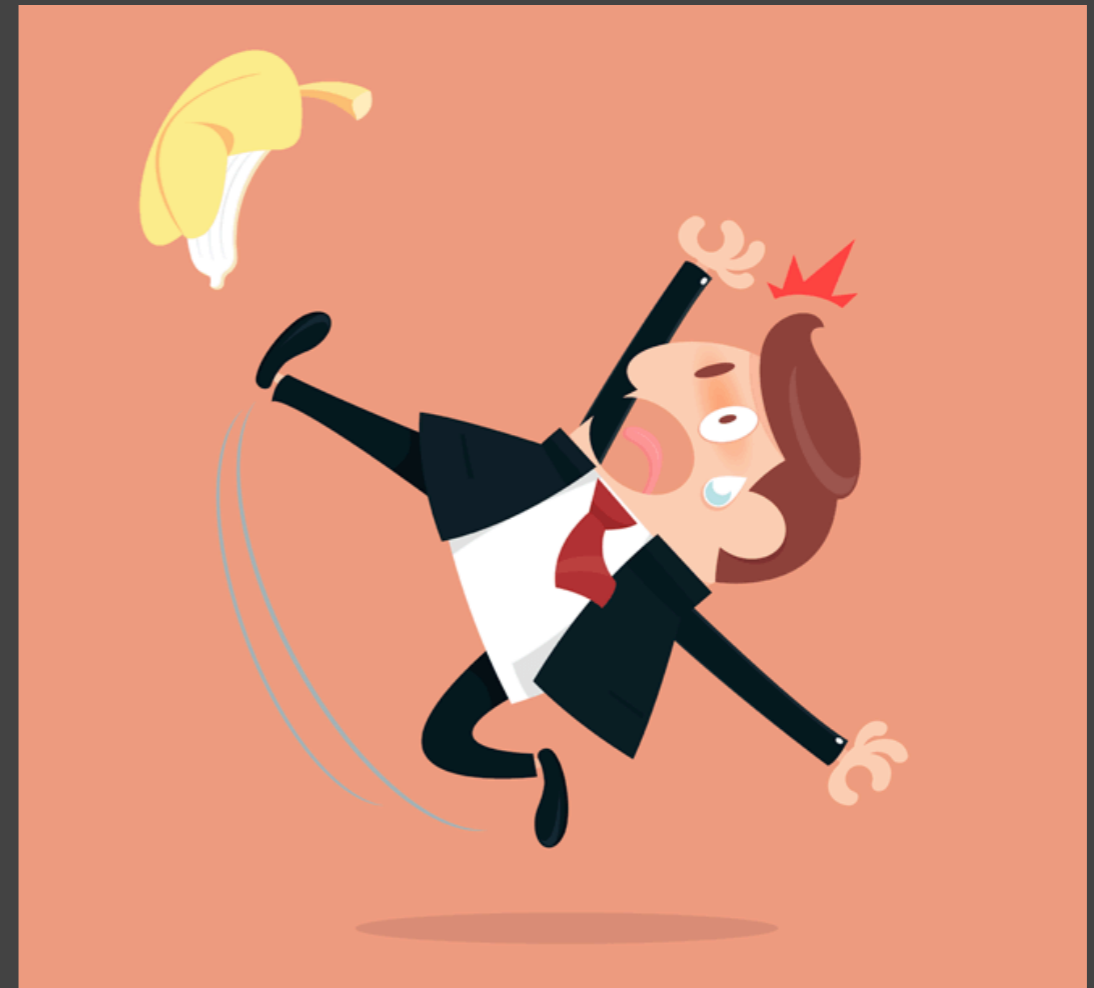
Page Builder Tools

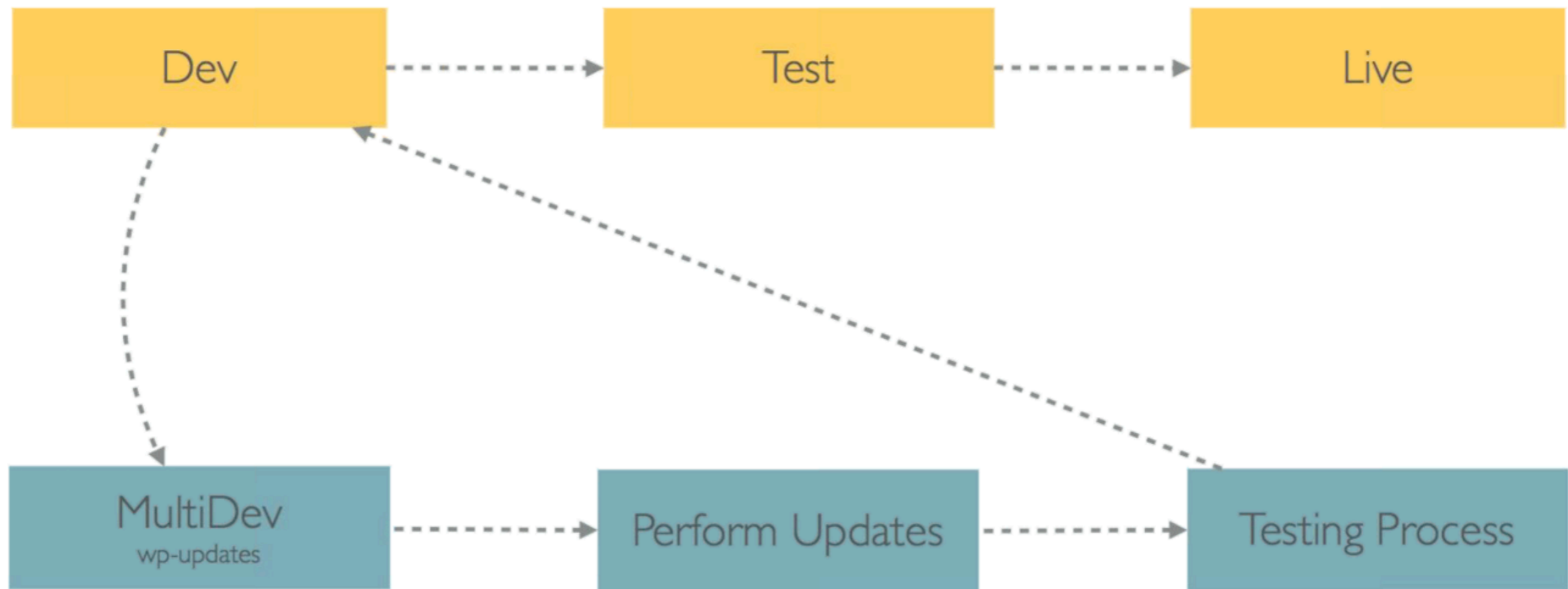
- Ex: Beaver Builder, Divi, Elementor, Gutenberg, Etc.
- Use them for site pages and landing pages with products
- Avoid on Woo pages because:
 - Could be thousands of Woo posts, archives (categories, tags, attributes), searches
 - Woo pages are dynamic
 - Woo pages use less cache



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4. **Staging environment**
Measure twice, cut once
5. ...





Testing and Phasing

Graphic courtesy of Pantheon.io

Dev Ops Topics

- **Environments**: dev, multi-dev, test, production
- **Version Control**: Git for custom plugins / theme, or the whole site?
 - WP Pusher, GitHub Updater, GitHub Sync, VersionPress, pantheon.io
 - Utilizing sandbox environments as **code branches**
 - **Upstreams** create hierarchy of back-end to front-end dev teams
- **Solid testing process**, defining test cases and automating where possible
 - **Visual regression** tools calculate % change per URL before/after
- Ease of doing **releases & rollbacks**
 - Having **launch confidence**

Sandboxing Woo

- Disable search engines if site is public
- Ensure JetPack went into Safe Mode
- Ensure subscription renewals is in Sandbox Mode
- Put payment gateways to test mode
- Disable shipping / fulfillment integrations
- Disable marketing services / analytics
- Obfuscate customer email addresses or trap all emails

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Measure twice, cut once
5. **Managed** hosting versus
“You’re a systems admin too”



Speed & Reliability

- Sales conversions as a function of speed (2 sec rule)
- Image compression and loading the proper sizes
- Latest software and server software (PHP v7.2) and rightsized
- Heavy caching – p-object, fragment, DB, page, browser, r-proxy
- Edge services – firewall, content delivery network, SSL termination
- Horizontal scaling – servers entering & exiting the traffic pool
- Load testing – simulating traffic (example script)
- Monitor PHP and DB using an APM (ex: New Relic)

Looking Ahead

- More blocks for Wootenberg
- Overhaul of reports / analytics
- Performance – more DB tables
- Marketplace expansion
 - Marketing & product types
 - Newer payment systems
 - Niche fulfillment services
- Worldwide eComm growth
- Subscribe to the official blogs!



The logo features the word "WOO" in a white, bold, rounded font. The letters are contained within a purple speech bubble with rounded corners and a tail pointing downwards and to the right. The background is a solid dark grey.

WOO

Q & A

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<https://github.com/Coded-Commerce-LLC/>