I dream of WOO COMMERCE

Who's with me?

WOO COMMERCE

- ~500k USA sites transacting online

- Automattic Inc. (WordPress) open-source project since 2015

- Brings complete store functionality into a WordPress site:

  - Products, categories, widgets

  - Cart & checkout

  - My account dashboard

  - Core theme: Storefront

- Heavily customizable by settings, theme, plugins, CSS & PHP code

- Sell all the things:

  - Physical goods w/shipping, inventory, taxes

  - Subscriptions

  - Drop-shipping integrations

  - Memberships

  - Events / bookings

  - Digital downloads

  - Donations

  - Services / invoicing

Why WooCommerce

- Ability to customize and tinker

- Vendor freedom with hosting, design, support, marketing…

- Ownership and portability of your copy, configuration, data

- Lowering costs, especially transactional & hidden fees

- Involve a larger community of altruistic creatives on the forefront of technology
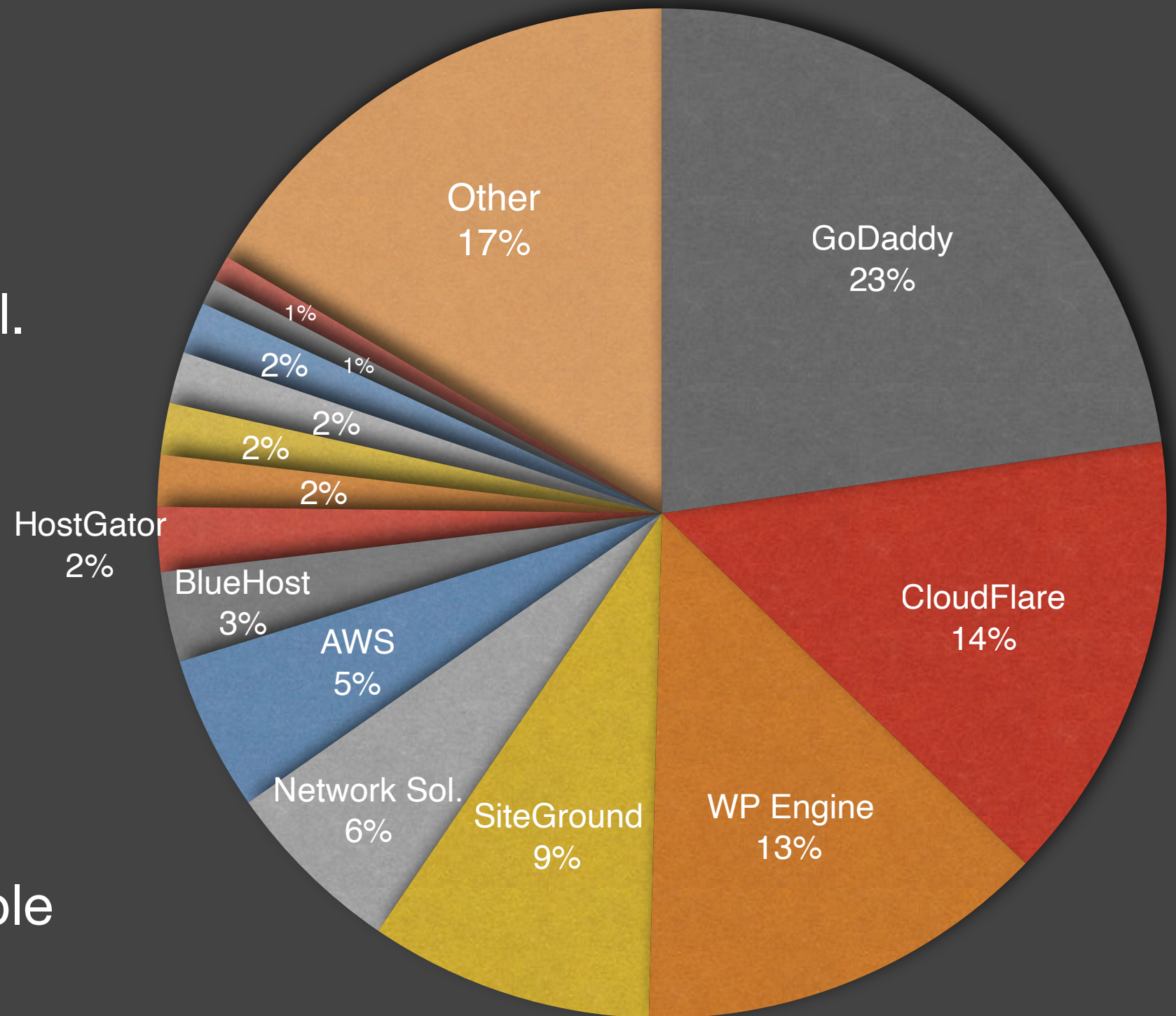
Quality Dimensions

- Highly available 24x7 365

- Fast loading < 2 seconds

- Easy to use, good UX

- Secure & up-to-date

- Responsive & mobile first

- Beautiful, modern designs

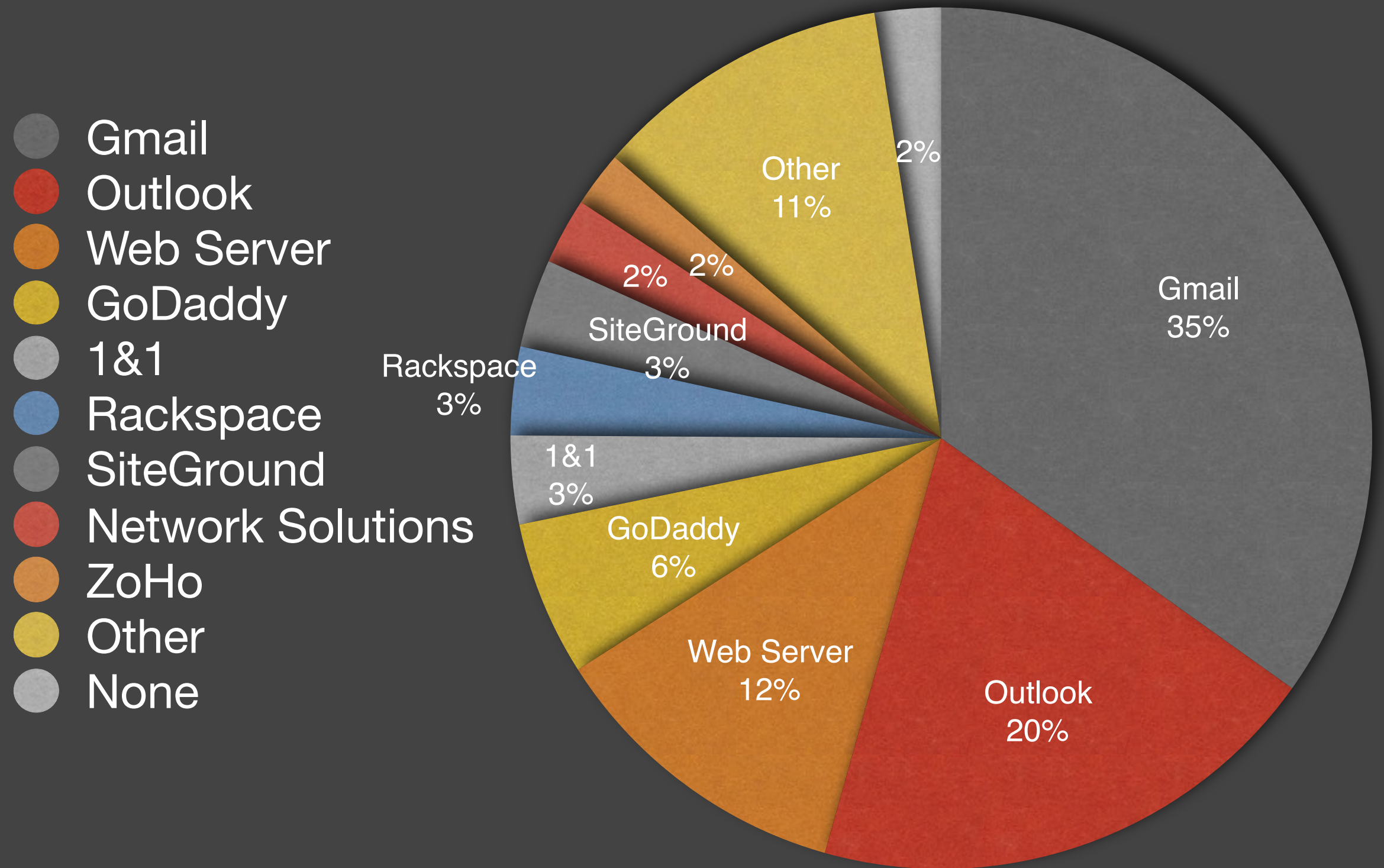- Business unique

- Integrated / automated

Reality: Widget Corp

- WP site running the latest version, WooCommerce is a minor point old

- Theme from ThemeForest is out of date, an earlier attempt had problems

- Site is running 49 active plugins

- Theme bundles in a dozen plugins, 4 of which are "required" including a less common page builder

- Theme contains 28 Woo templates, 3 of which are flagged as out of date

- Privacy policy links to one ¶ page

- WAVE scanner shows 24 accessibility (a11y) errors on the home page

- Many plugins need licenses to update

- Theme releases quarterly, bundling plugins through a nonstandard interface

- Time-to-first byte is 3 seconds

- Page rendering is 7 seconds

- On GoDaddy hosting, currently set to PHP v7.0

- Database service needs upgrade

- DB is mixed MyISAM & InnoDB

- Browser console has 404 errors and notices, bad google maps API key

Findings: Hosting

Legend:
- GoDaddy
- CloudFlare
- WP Engine
- SiteGround
- Network Sol.
- AWS
- BlueHost
- HostGator
- 1&1
- DreamHost
- Google
- InMotion
- Liquid Web
- Media Temple
- Other

Pie chart values:
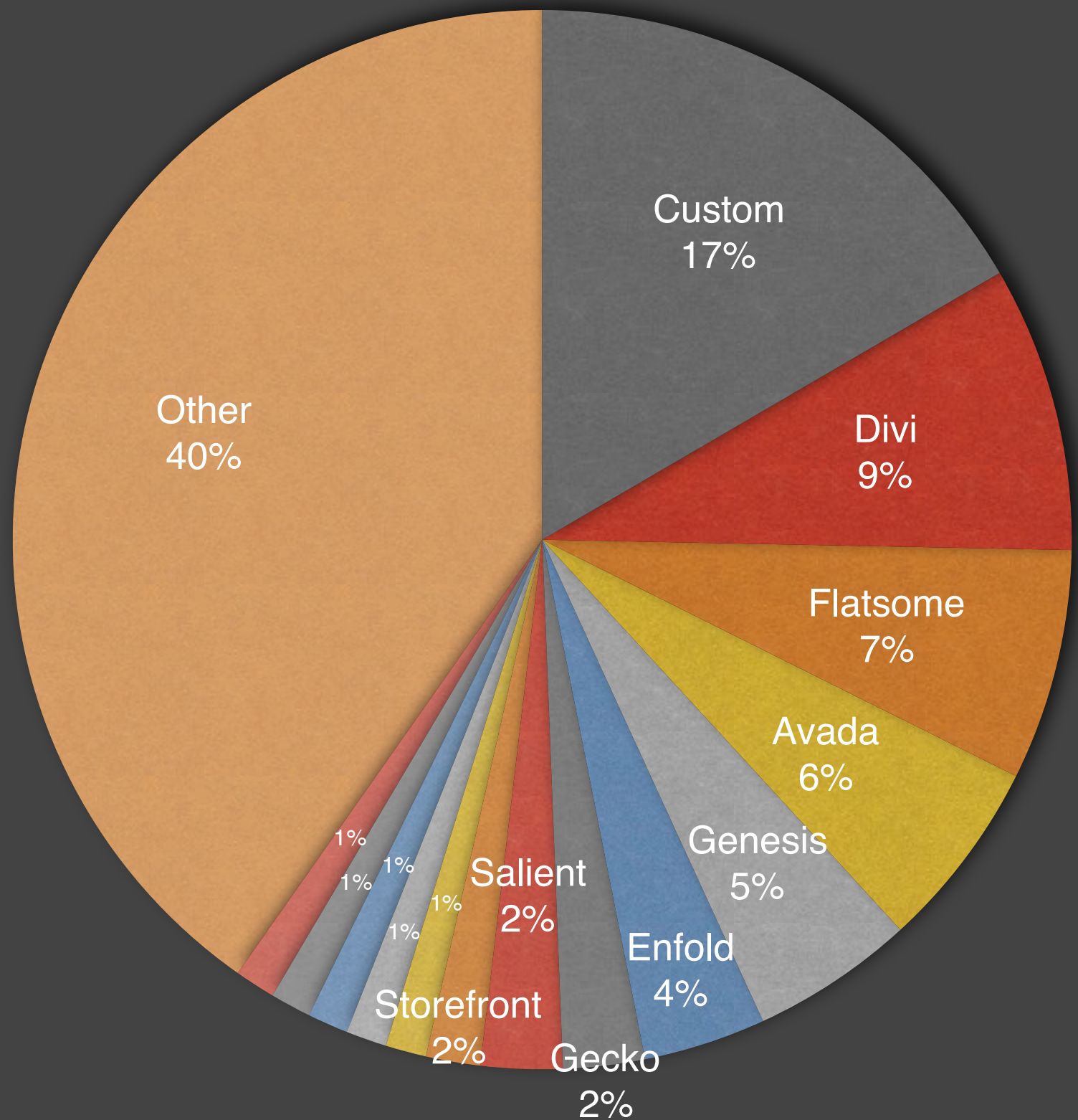- GoDaddy 23%
- CloudFlare 14%
- WP Engine 13%
- SiteGround 9%
- Network Sol. 6%
- AWS 5%
- BlueHost 3%
- HostGator 2%
- 2%
- 2%
- 2%
- 1%
- 2%
- 1%
- Other 17%

Gmail
Outlook
Web Server
GoDaddy
1&1
Rackspace
SiteGround
Network Solutions
ZoHo
Other
None

Other 11%
2%
Rackspace 3%
SiteGround 3%
2%
2%
1&1 3%
GoDaddy 6%
Web Server 12%
Gmail 35%
Outlook 20%

Findings: Email Service

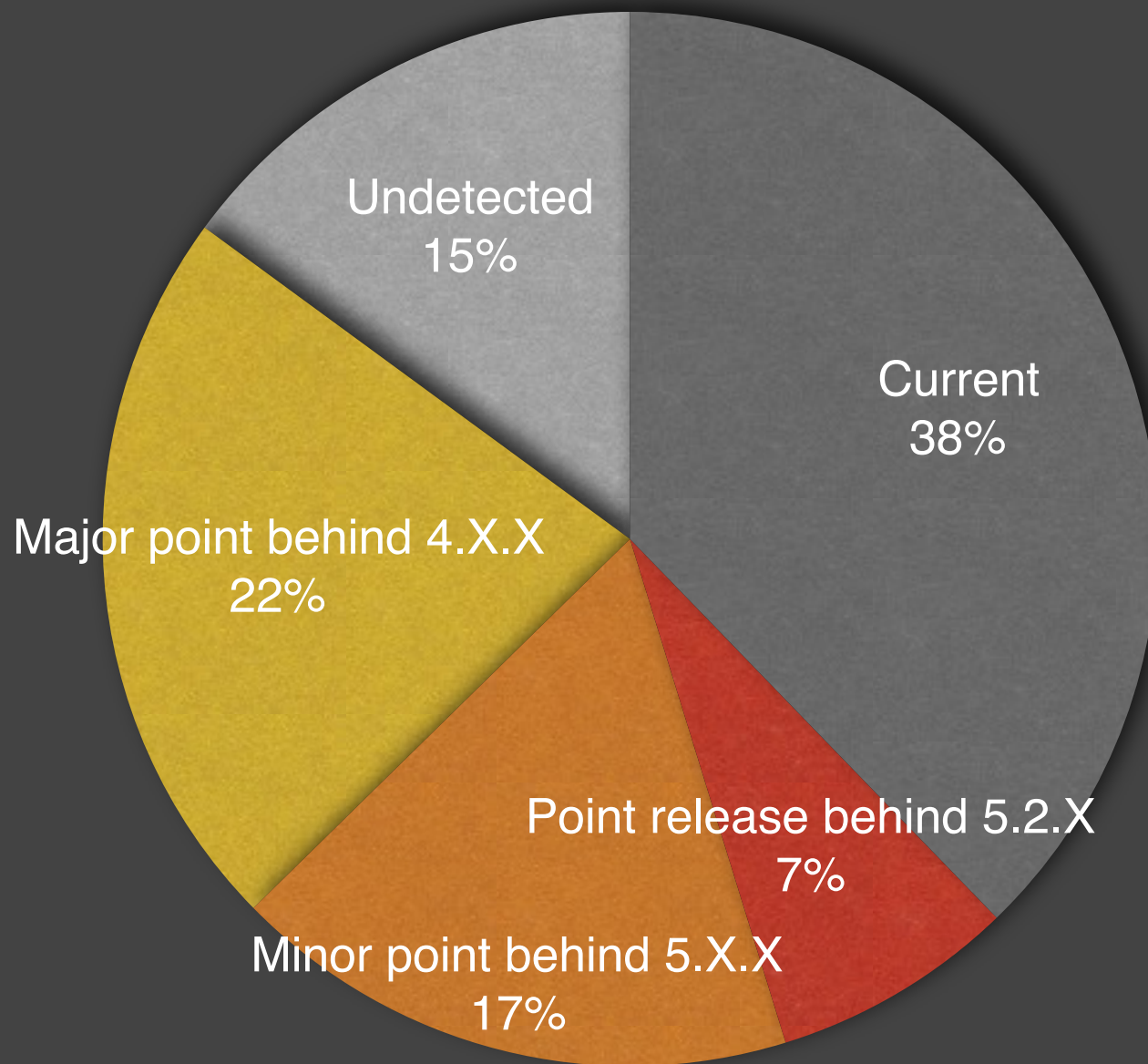|	Average	Target	Min	Max
Time-to-first-byte TTFB (seconds)	2.59	0.50	0.09	26.26
Page rendered (seconds)	7.06	1.75	1.34	65.53
Fully loaded (seconds)	8.48	3.0	1.77	66.83
Web page+assets download (MB)	5.20	1.50	0.32	44.36
Caching %	72.33	95	26.25	99.25

Findings: Performance

Legend:
- Custom
- Divi
- Flatsome
- Avada
- Genesis
- Enfold
- Gecko
- Salient
- Storefront
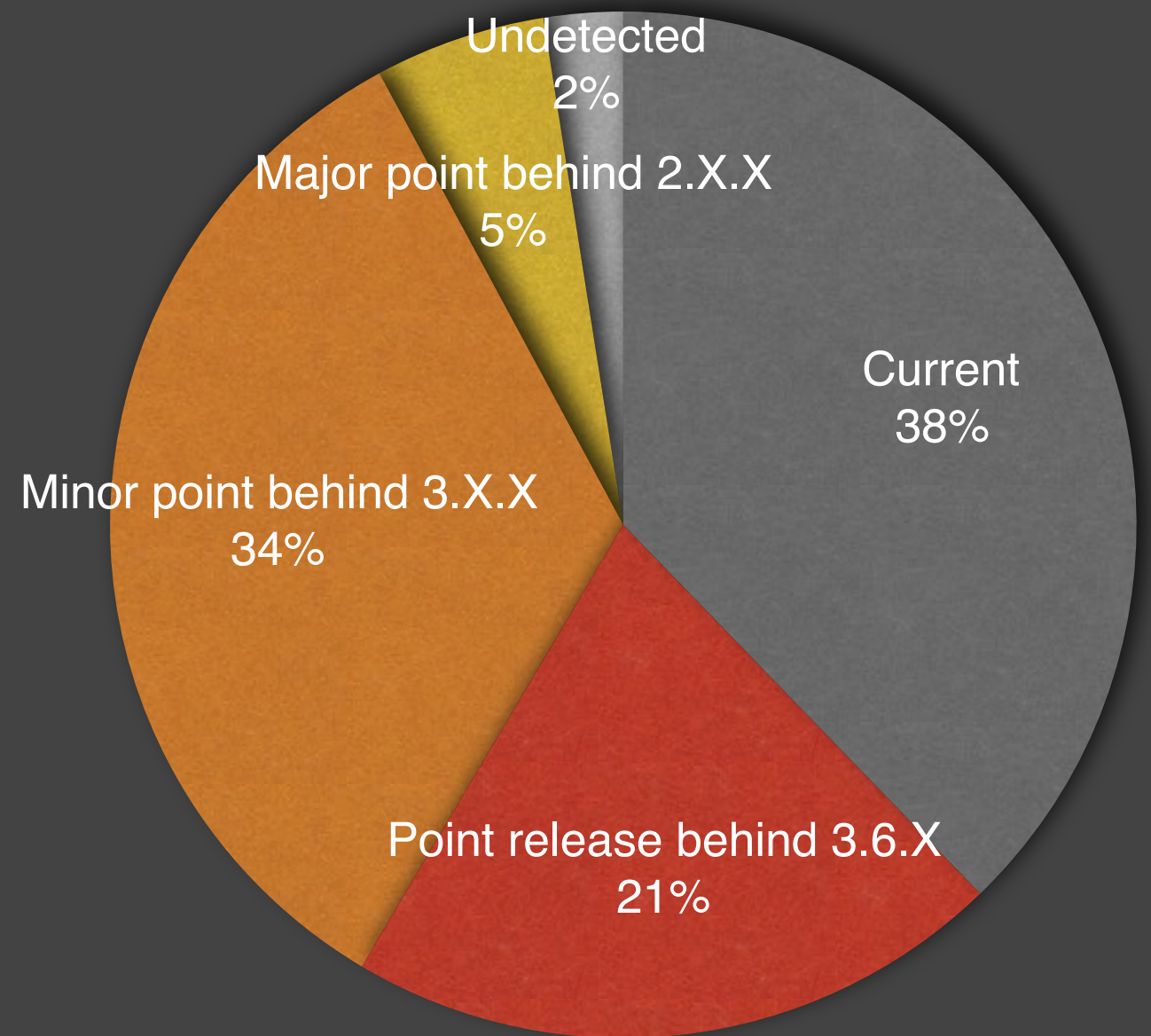- Beaver Builder
- BeTheme
- Bridge
- The7
- X ThemeCo
- Other

Pie chart values:
- Other 40%
- Custom 17%
- Divi 9%
- Flatsome 7%
- Avada 6%
- Genesis 5%
- Enfold 4%
- Gecko 2%
- Storefront 2%
- Salient 2%
- 1%
- 1%
- 1%
- 1%
- 1%

Findings: Theme choice

Plugin Folder Name	Num Sites			
Contact Form 7	93	Affiliate WP	9
Slider Revolution	76	Duracelltomi Google Tag Manager	9
Js_composer	74	**WooCommerce Gateway Authorize Net Cim**	9
Instagram Feed	28	Essential Grid	8
Jetpack	26	Pixelyoursite Pro	8
Woo Gutenberg Products Block	26	**WooCommerce Smart Coupons**	8
LayerSlider	24	WP Pagenavi	8
Yith WooCommerce Wishlist	24	Monarch	7
Google Analytics For Wordpress	19	Paypal For WooCommerce	7
Mailchimp For WooCommerce	18	Pixelyoursite	7
WooCommerce Gateway Paypal Express Checkout	17	Redirection	7
Yoast SEO	16	Simple Social Icons	7
Mailchimp For WP	14	WooCommerce Menu Bar Cart	7
Gravityforms	11	WP Google Maps	7
WooCommerce Product Bundles	11	Advanced Custom Fields	6
WooCommerce Products Filter	11	Elementor	6

Findings: Frontend plugins

Findings: Core updates

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http://www.theshoelabs.com

https://www.umbrellaclubla.com

http://www.vintalife.com

Findings: Good Designs

Presented by:
Sean Conklin

{Coded}

COMMERCE

https://codedcommerce.com