

Online Store Conversion

A NOTE BEFORE STARTING: You will NOT need to add the course's payment information in the process of building the online store. This process is ONLY for adding the store to the course's website, and adding the products that will need to be included in the store.

ADDITIONAL NOTE: Keep the source site's online store open in a new tab. You will refer to it throughout the process for the products and their prices!

1. Activate the online store.

- a. From the Dashboard, find "Plugins."
- b. Find and activate the plugin labeled "WooCommerce".
- c. After clicking "Activate" under "WooCommerce", a landing page will appear, offering you steps to provide the store's info. Skip this process by clicking the link at the bottom that reads "Skip Setup Store Details."

2. Activate the associated plugins.

- a. Return to the "Plugins" page, and activate the following plugins: "WooCommerce PayPal Payments", "WooCommerce Gift Cards", and "Conditional Checkout Fields for WooCommerce".
 1. You may activate multiple plugins at the same time by clicking the checkbox next to each plugin, then scrolling to the top and clicking "Activate" in the "Bulk Actions" dropdown.

3. Add Products to your online store.

- a. From the Dashboard, find Products > Add Product.
- b. For each product, you will add:
 1. Product Title
 2. Product Image (in the right hand side of the product page)
 3. Product Price (in the featured section labeled "Product Data")
 4. Product Description (in the featured section labeled "Product Short Description").
 5. Product Category (in the right hand side of the product page)
 - i. Example categories: 'Event Registration', 'Apparel', 'Gift Cards'
- c. Press "Publish" in the top right corner to add your item to the online store.

4. NOT SO WILD Card Items

- a. If the item added is a gift card, indicate so by check-boxing the "Gift Card" checkbox under the "Product Data" section.
 1. Additionally, under WooCommerce > Settings > Gift Cards, update the settings to include the following:
 - i. Under "Send as Gift", select "Let Customers Decide".
 - ii. Under "Enable cart page features", Checkbox "Allow customers to apply gift cards in the cart page".
 - iii. Press "Save Changes" in the bottom left corner to save your changes.
- b. If the item has multiple fields before adding to cart (this can happen with event registrations), add a "Custom Field" for each additional option.
 1. Example: A "Custom Field" can be added for "Player Name", if a guest is required to provide the name of each golfer participating in an event they register for online.
- c. If the item has multiple prices attached (for example, an event registration that is \$120 for an individual player but \$200 for a couple), this will be a "Variable Product". Indicate this in the dropdown list at the top of the item's "Product Data".
 1. Ensure that the checkboxes "Used for Variations" and "Visible on the Product Page" have a "check"!
 2. In a new tab, open "Attributes" from under the "Product" menu in the left-hand sidebar of the website.
 - i. Add an "Attribute" for each variable that affects the price. In this context, an attribute for "Players" will be created.

- Provide the Attribute Title, then press the button labeled "Add Attribute".
- ii. Your Attribute will appear in a list on the right-hand side of the Attribute landing page. Hover over the Attribute you just created, and click the link that reads "Configure Terms". This will take you to a separate landing page to edit this Attribute.
 - iii. Add as many 'values' to this Attribute that are needed. In this context, you will need to add "1 player" and "Couple" as values.
 - a. Each value will require a title and a "slug"! In this context, the slugs would be "1-player" and "couple".
3. Return to your product's page (you may need to save your changes and refresh the page to see the attributes populate), and find the "Product Data" section.
- i. Click the "Attributes" section. For each "Attribute":
 - a. Press the dropdown labeled "Add Existing". Your attributes will be listed (in this case, you would see "Players"). Click to add.
 - b. Your attribute will be added in the "Product Data" main section. Click "Select All" so that all possible 'values' will be available for the customer to select (in this context, that would be "1 player" and "Couple").
 - i. Confirm that all values will be needed for this product. You may click the "X" next to each value if one or more are not needed.
 - c. From this section, click the "Variations" section.
 - d. Click the "Generate Variations" button in the main section.
 - i. You will get notifications in Chrome, one asking to confirm this choice (say yes!) and another saying that this process was completed (say OK!).
 - e. For each "variation", add a corresponding price. In this context, that would be \$120 for "One Player" and \$200 for "Couple".
 - ii. Press "Save" as needed.

5. Update the Store "Settings".

- a. This step will only be necessary for items that use "Custom Fields". If no item in your online store uses "Custom Fields" in their store items, you may skip this step.
- b. Once you have added your items, go to the store settings under "WooCommerce" > "Settings" from the left-hand sidebar.
- c. Find the tab labeled "Conditional Checkout Fields".
- d. A list of Checkout fields will appear in this tab as a table. Press the button labeled "+Add Field."
 - i. A popup box will appear to build your Custom Field.
 - ii. Add the same "Custom Field" options as used in the items using "Custom Fields" (such as a Text field for "Player 1 Name").
 - iii. Check the option that reads "Display for Specific Product or Category". This will tell the store to use this field at checkout for either specific products, or products under a specific category.
 1. You will specify Product or Category from a dropdown next to this checkbox.
 - a. If you choose "Product", a new dropdown will appear where you may choose the product to which this custom field applies/will appear at checkout. If you choose "Category", you may choose the category to which all items with this category will see this custom field at checkout.
 - i. You will be able to "X" out individual items if this should not apply to all items. You likely will not need to, but the option is there if you need it!

- iv. Press "Save" at the bottom of this box to save your changes.
- e. Press "Save" as needed in this section.
- f. **NOTE: You will need to add a Custom Field for each possible option, if the item is a registration for multiple golfers. If an event requires the registration include the name of four players, a Custom Field will be needed for "Player 1 Name," "Player 2 Name," etc.**

6. Design Categories

- a. From the Dashboard, find Products > Categories.
- b. Each item in your store should have an associated category. The landing page of Categories should have each category you've created listed.
- c. For each category:
 - 1. Click "Edit".
 - 2. A landing page for your category will appear. Scroll down to add a "Thumbnail", which will be a featured image used for this category.
 - i. **NOTE: Add an image that can be used in each item for the category. For example, a picture of a golfer holding a trophy works great for an "Events" category, but a picture of a Santa on a golf cart may not be best if the course has tournaments year round!**
 - 3. Scroll down and press "Update" at the bottom of the landing page to save your changes.

7. Add Custom CSS

- a. From the Dashboard, find Appearance > Customize > Additional CSS.
- b. In the Additional CSS section, add the following CSS:

```
.woocommerce .quantity .qty{  
width: 6em;  
text-align: center;  
}
```
- c. Press "Publish" in the top right corner to save your changes.