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	Titolo	Building Your Online Store With WordPress and WooCommerce : Learn to Leverage the Critical Role E-commerce Plays in Today's Competitive Marketplace / / by Lisa Sims
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	ISBN	1-4842-3846-X
	Edizione	[1st ed. 2018.]
	Descrizione fisica	1 online resource (xx, 179 pages) : illustrations
	Disciplina	658.87202854678
	Soggetti	Internet programming
		Web Development
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di bibliografia	Includes bibliographical references.
	Nota di contenuto	1. Introduction to E-commerce -- 2. Planning Your E-commerce Strategy -- 3. Overview of Wordpress -- 4. WooCommerce For E-commerce -- 5. E-commerce Themes -- 6. Creating Your Online Store -- 7. Securing Your Online Store -- 8. Testing Your Online Store -- 9. Marketing Your Online Store -- 10. Maintaining Your Online Store.
	Sommario/riassunto	Teaches you all about e-commerce and how to create your own online shop using WordPress and WooCommerce. Regardless of a business's size, e-commerce helps level the playing field, increases a business's exposure, allows companies to reach customers globally, and streamlines the fulfillment process. In the past, e-commerce websites were expensive, technically difficult, and time-consuming to create but not anymore. WordPress and WooCommerce together are a complete e-commerce solution that can be used to sell both physical and digital products online. You'll learn how to install WordPress and how to plan your e-commerce solution with WooCommerce as well as install, create, secure, test, and market a sample online store. Save time and money by planning your own e-commerce strategy without paying expensive consultants. Increase your brand and products' or services' exposure to your target customers, and increase sales by offering target customers the ability to purchase products online as well as reach potential customers globally. .