



WooCommerce Webshop Brochure

We help businesses choose
the **most optimal** solution



Lars J. Croff

Founder of **Eazy-Office.com**

*“We help businesses by facilitating access to professional web solutions and services – boosting performance with **tailored consultancy**, we’re covering all the steps from assessment to implementation. We work closely with our clients – ensuring the **most optimal solution** is selected for their business.”*

ABOUT US – www.eazy-office.com

Eazy-Office.com offers integration of solutions that provides a wide range of easy-to-use business applications, giving companies easy access to the software they can utilize to run and grow their business.

Eazy-Office.com is owned and managed by a team of enthusiastic and business driven entrepreneurs. Our head office is located in Malmö, Sweden – so we can travel quickly to our clients from Copenhagen Airport.



OUR PARTNER – www.bistasolutions.com

Bista Solutions Inc. is a world-class software solutions company providing ingenious business solutions to a wide range of enterprises. With offices in USA, UAE & Canada and development center in India, catering to businesses in all global markets.

Their expertise in developing enterprise-grade business applications and customer-focused service has helped numerous businesses by saving them time, reducing costs/waste, and ultimately increasing business efficiency.



WHAT WE DO

OUR CONSULTANCY PROCESS



THIS IS HOW WE HELP YOUR BUSINESS MAKING THE BEST CHOICE:

- We boost performance with tailored consultancy, covering all steps from assessment to implementation.
- We'll work closely with you to understand your business and to ensure the most optimal solution is selected.

WHAT WE DO OUR SERVICES

odoo
All-in-one management software

- CRM
- Point of Sale
- Sales
- eSign
- Project
- Inventory
- Manufacturing
- Timesheets
- Invoicing
- Accounting
- Subscription
- Helpdesk

Microsoft
Power BI

WordPress
Responsive. Clean. Powerful.
Web Design

WooCommerce
Webshop Integration

We have the in-house expertise and experience to work as your trusted partner and exceed your IT challenges.

From specific technical issues to the big strategic questions for your business, we are ready to offer insight and action. Learn how our IT consultancy and design services are here to help you define and meet new technology challenges in your organization.

 **Odoo CRM & ERP Integration**

Odoo ensures that you have what you need to manage your company, staff and customers – in one place.

 **WordPress CMS Web Design Services**

We help businesses get a professional online presence with web design for WordPress CMS.

 **Power BI Integration**

Power BI is a suite of business analytics tools that deliver insights throughout your organization.

 **WooCommerce Webshop Integration**

With WooCommerce we help extend your WordPress platform, by creating a great shopping experience for your visitors.



Woo

COMMERCE



ABOUT WOOCOMMERCE WEBSHOP

WooCommerce is a customizable webshop platform

WooCommerce is built to integrate seamlessly with WordPress, which is the world's most popular and powerful method for creating a website. Why not benefit from both?

WooCommerce is now the most popular eCommerce platform on the web. With 41,494,506 downloads, WooCommerce powers over 28% of all online stores.

WooCommerce can be integrated with many payment gateways (for accepting credit cards and invoice payments, etc): Klarna, PayPal, Stripe, Authorize.net, and many more.

Main benefits you get by using WooCommerce webshop:

- Modern and clean interface with WordPress integration - multiple languages and currencies.
- Get the online store you want - sell anything from products and digital downloads to subscriptions.
- Built-in reporting and analysis with vital stats on customers, sales, deliveries and payments.



WooCommerce comes packed with a number of features included for free. In addition you can extend WooCommerce with thousands of premium plugins to help meet your webshop needs, for example: Accounting, CRM, Product Subscriptions, Media Galleries, Mailing lists, Forums, Reports/Analytics, and many more.

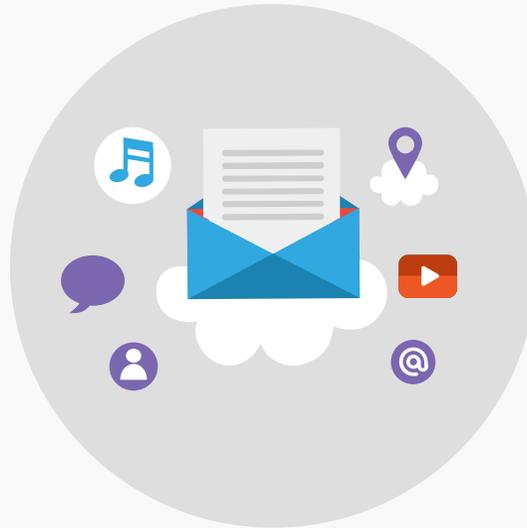


WooCommerce Features



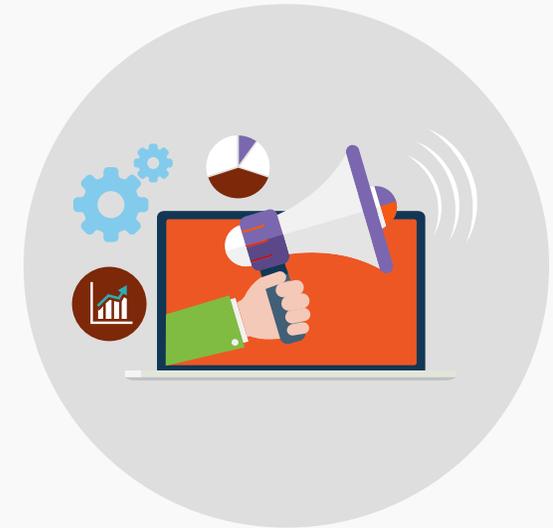
ONLINE SALES

Sell anything. From physical products and digital downloads to subscriptions, content and even appointments, you can sell anything with WooCommerce.



ONLINE MARKETING

Use online marketing to showcase top products, a specific category or tag, products on sale, featured products or recently viewed products on any page of your store.



SALES AND PROMOTION

Give customers coupons for a fixed amount, a percentage off or special offers like free shipping. Offer coupons for their whole cart or certain products.

ABOUT WOOCOMMERCE WEBSHOP

WooCommerce Features (Webshop Design)



Optimize your store to sell more

WooCommerce comes with features to help you connect your audience with the right offer.

- Up-sell related products
- Unlimited product variations
- Geo-location support
- Built-in payment processing
- Registered and guest checkouts
- Discount coupons

Get orders out the door in a timely manner and keep customers updated to spark future purchases.

We create a beautiful store where your customers can find what they want

A successful sale starts long before someone clicks “buy.” Create a store as unique as your brand and create a special experience for navigating your products, content and site. Publish great content and build a strong brand. Use WooCommerce to integrate eCommerce with the world's most popular content publishing platform.

Turn visitors into **loyal customers**
with custom shopping cart solutions powered by WordPress and WooCommerce

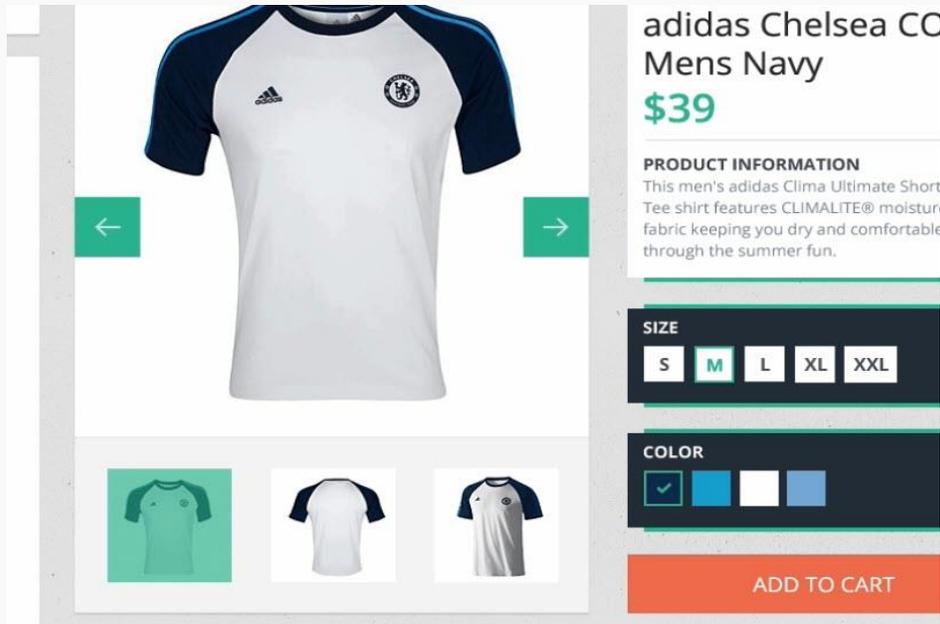


WordPress + WooCommerce



ABOUT WOOCOMMERCE WEBSHOP

WooCommerce Features (Product Pages)



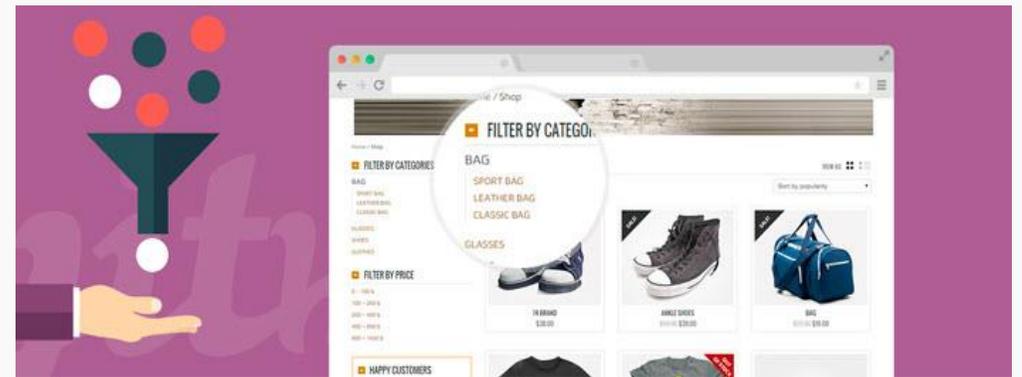
Unlimited variations on products

Sell physical products that will ship to a customer, digital products they can download or any combination of the two. Offer any number of variations (like color, size, fabric and so on) for a product with the option to set prices, stock and images for each variation.

Highlight important products throughout your store

Use a widget to showcase top products, a specific category or tag, products on sale, featured products or recently viewed products on any page of your store.

- Categories, tags and attributes make products easier to find
- Help customers find what they want by adding tags to describe a product
- Add attributes like size so customers can search for items most relevant to them



WooCommerce Features (Order Processing)

Order	Purchased	Ship to	Total	Actions
#311 by Roger Sterling er.sterling@mailinator.com	2 items	Roger Sterling, SCDP, 31 East 66th Street, 14A, New York, NY 10065 Via Standard Shipping	\$41.99	✓ 📄
#305 by Hank Schrader schraderbrau@mailinator.com	1 item	Hank Schrader, DEA, 4903 Cumbre Del Sur Ct NE, Albuquerque, NM 87111 Via Standard Shipping	\$16.98	✓ 📄 🔄
#282 by Hank Schrader schraderbrau@mailinator.com	1 item	Hank Schrader, DEA, 4903 Cumbre Del Sur Ct NE, Albuquerque, NM 87111 Via Standard Shipping	\$38.99	✓ 📄 🔄
#281 by Hank Schrader schraderbrau@mailinator.com	1 item	Hank Schrader, DEA, 4903 Cumbre Del Sur Ct NE, Albuquerque, NM 87111 Via Expedited	\$42.99	📄

Order statuses integrated into your workflow

The WooCommerce Order Status Manager allows you to create, edit, and delete custom order statuses and integrate them seamlessly into your WooCommerce order management flow. You can also edit core order statuses and trigger new order emails based on status changes.

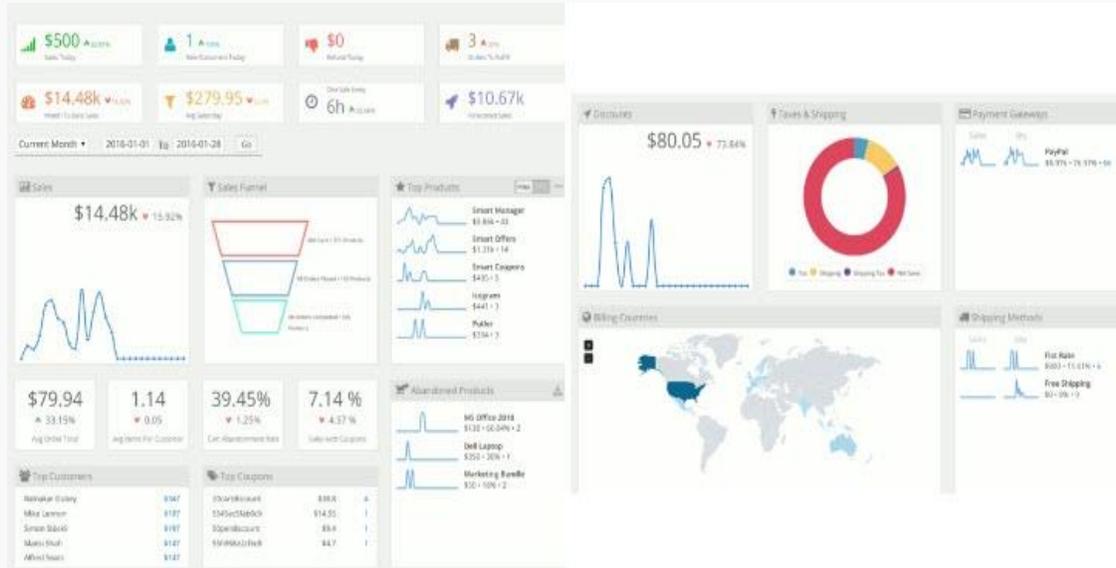
Display order status information on your customers

Customers can be frustrated by order management when they don't know where their orders are. You'll quickly find this information in the WooCommerce backend.

Product	Quantity	Tax	Total
Happy Ninja	1	\$0.00	\$18.00
Happy Ninja	1	\$0.00	\$35.00

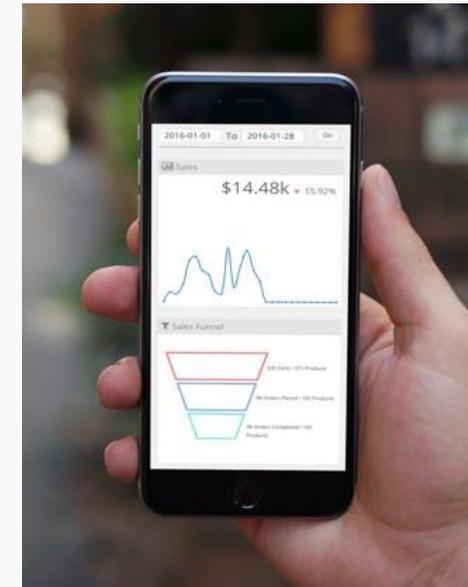
ABOUT WOOCOMMERCE WEBSHOP

WooCommerce Features (Statistics)



Providing a comprehensive products performance dashboard

Easily and quickly discover top selling products, laggards, and how well a product performs over a given time.

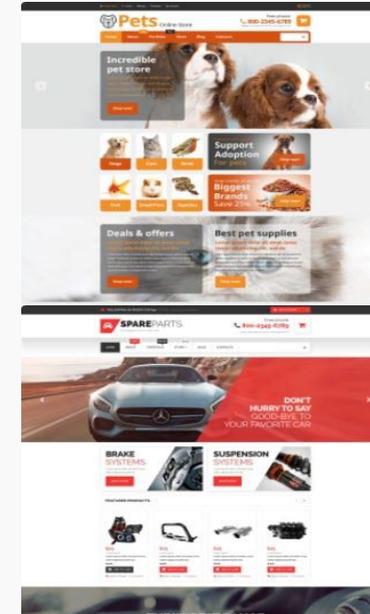
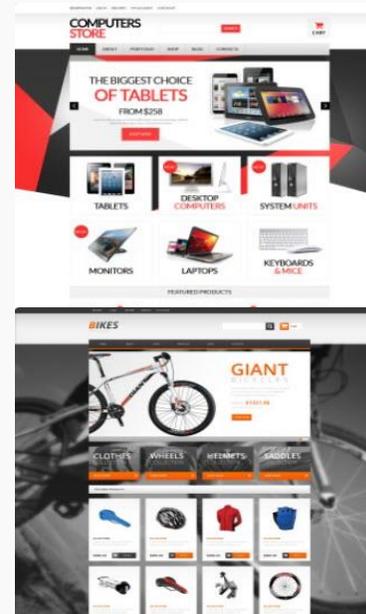
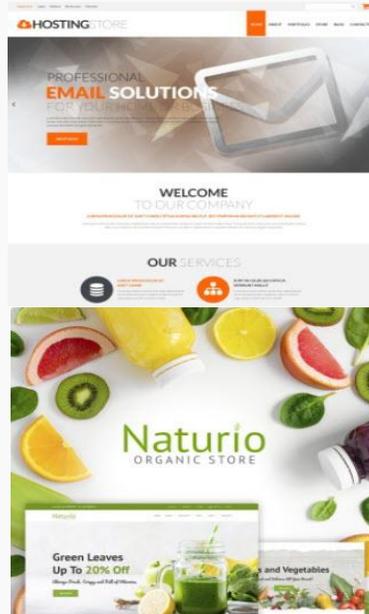


Get key performance indicators via dashboards

Detailed statistics about your store, your products and sales funnel. You get up to date and accurate charts, reports and key performance indicators. You can now back up your intuition with data and take your sales to the next level - a sales trend chart let's you easily spot the highs and lows!

ABOUT WOOCOMMERCE WEBSHOP

WooCommerce Features (Templates)



Choose from Premium website templates that perfectly fit your business

Innovation is what drives business, so that is where our approach to web design and development starts. To achieve even better quality of our services, we turn to innovative technologies, do research to foster best practices, participate and engage in trend analysis, have discussions about the future of web technologies, and balance these initiatives with customer needs. We think forward to **help you choose a webshop template** that exemplify the best combination of outstanding qualities. You take advantage of this getting an excellent and professionally made template for your webshop.

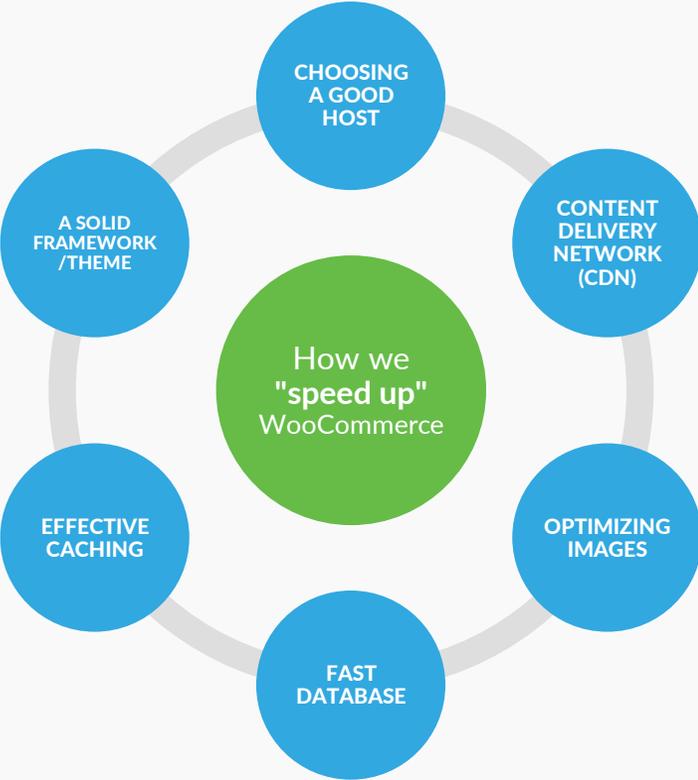
ABOUT WOOCOMMERCE WEBSHOP

WooCommerce Features (Site Optimization)

Why WooCommerce site speed matters:

When a person lands on your site for the first time, you only have a few seconds to capture their attention to convince them to hang around. If your site takes too long to load, most people are gone, lost before you even had a chance.

Not only that, but Google now includes site speed in its ranking algorithm. That means that your site's speed effects SEO, so if your site is slow, you're now losing visitors - **we'll ensure that your webshop is designed in the most optimal way.**



CHOOSING A GOOD HOSTING PROVIDER

We recommend using Hetzner for hosted servers. **Hetzner Online** (estbl. 1997) is a professional hosting provider and experienced data center operator.

BUILDING THE WEBSITE ON A SOLID FRAMEWORK

We use the **Elementor Builder** for themes, landing pages, product pages, category pages, portfolios and responsiveness/mobile on WordPress/WooCommerce.

USING EFFECTIVE CACHING METHODS

The **W3 Total Cache** plugin improves the SEO and user experience of your site by increasing website performance, reducing download times via features like content delivery network (CDN) integration.

CONTENT DELIVERY NETWORK (CDN)

Essentially, a CDN, or content delivery network, takes all your static files you've got on your site (CSS, Javascript and images etc) and lets visitors download them as fast as possible.

OPTIMIZING IMAGES AUTOMATICALLY

We use a plugin called **WP-SmushIt** for this, it will process all of your images automatically as you are uploading them.

OPTIMIZE WORDPRESS DATABASE

We utilize the **WP-Optimize** plugin to optimize the database (spam, post revisions, drafts, tables, etc.) reducing their overhead.



WooCommerce Features (Search Engine Optimization)



What is SEO?

SEO is an acronym that stands for Search Engine Optimization. It's a strategy used by website owners to get more traffic by ranking higher in search engines.



Why SEO is important

If your content isn't optimized, search engines won't know how to rank it. When people search for the topics you write about, your website won't appear in the search results, and you'll miss out on all that traffic.



The Best WordPress SEO plugin

One of the best part about WooCommerce is that there's a plugin for everything, and SEO is no exception. Instead of installing separate plugins for individual SEO tasks - **we will help choose the best WooCommerce SEO plugin for your website.**



WooCommerce Features (Social Media)



Integrating Social Media with WordPress & WooCommerce

Social media transformed the way that people share information online. For webshop owners, services such as Twitter and Facebook present an opportunity for their products to reach hundreds or even thousands of people instantly.

There are many plugins for Social Media integration in WooCommerce. **We'll help find the one that best suits your needs.**

- 1 The **Ultimate Sharing** social media plugin let's you add share icons for RSS, Email, Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram, YouTube, 'Share' (covering 200+ other social media platforms) and upload custom share icons of your choice.
- 2 The **Social Media Widget** is a simple sidebar widget that allows users to input their social media website profile URLs and other subscription options to show an icon on the sidebar to that social media site and more that open up in a separate browser window.

ABOUT WOOCOMMERCE WEBSHOP

WooCommerce Features (Security)



WEB APPLICATION FIREWALL

REAL-TIME THREAT DEFENSE

BLOCK BRUTE FORCE ATTACKS

COUNTRY BLOCKING

ADVANCED MANUAL BLOCKING

Wordfence is the best security plugin to protect WooCommerce webshop's

Powered by the constantly updated **Threat Defense Feed**, **Wordfence Firewall** stops you from getting hacked. **Wordfence Scan** leverages the same proprietary feed, alerting you quickly in the event your site is compromised. **Wordfence Live Traffic** view gives you real-time visibility into traffic and hack attempts on your website. A deep set of additional tools round out the most comprehensive WordPress/WooCommerce security solution available. **We'll help configure it for your webshop.**

ABOUT WOOCOMMERCE WEBSHOP

Why should you choose WooCommerce?

WooCommerce is super flexible and can be extended by using plugins. There are thousands of free and premium plugins available for you to use. Not only can these plugins add extra functionality to WooCommerce, there are lots of plugins which can add a whole new platform to your WooCommerce webshop.

Working on top of the world's most popular content management system (WordPress) - WooCommerce seamlessly integrates commerce with content. Everything you need is in one place.

WordPress/WooCommerce comes with built-in updater that allows you to update your plugins and themes from within your WordPress admin dashboard. It also notifies you when there is a new version of WordPress/WooCommerce is available, so you can update it by just clicking a button. **WooCommerce is easy to manage!**

With **WooCommerce**, you can easily ship your products locally and internationally without any hassle during the operations. The logistics, shipping and payments are handled very well by WooCommerce. The shipping calculator option is available on the cart page where the shipping price is visible only when the user enters the shipping address.

Top 5 reasons for using the WooCommerce webshop on your website:

- Easy to learn and use
- Modern and up-to-date user interface
- Extendable by using themes and plugins
- Can be customized and tailored to your needs
- Safe and secure webshop platform

WooCommerce is a flexible webshop for your business!

ABOUT WOOCOMMERCE WEBSHOP

What does WooCommerce cost?

SERVER

UP TO 10 SITES

€ **40**

PER MONTH

Intel Core i7-6700 CPU

64 GB DDR4 RAM

2 x 240 GB SSD HD

**Server is rented by the customer at [Hetzner.com](https://www.hetzner.com)*

LICENSE

IT'S FREE!

€ **0**

PER MONTH

WooCommerce Module

Access to FREE Plugins

Mobile App For iPhone/Android

**Premium Templates/Plugins is purchased by the customer at supplier/developer.*

SUPPORT

08:00 TO 17:00

€ **999**

PER MONTH

Phone & Email Support

Remote Assistance/Resolution

Response Time 2-4 Hours

Solution Monitoring

Solution Backup & Restore

Questions about WooCommerce

1

Which other cost do I have to consider for the implementation of WooCommerce?

The basic installation of the system is included in the service cost. Other implementation costs such as configuration, employee training, data migration, detailed adaptation, development will vary depending on the size of the implementation and the usage of the system. **Get in touch with us for a detailed quotation.**

2

Can WooCommerce be integrated with other third-party systems and solutions?

Yes, there are many plugins available to facilitate this. Our implementation team has already made connections to well known systems such as **Amazon, DHL, EBay, Odoo, PayPal, Stripe, QuickBooks Accounting, MailChimp**, and many more. We can also develop connections to other third-party systems and platforms.

3

How long does it generally take to complete implementation of WooCommerce?

Implementations with default plugins can take somewhere between **3 to 5 days**, this will vary depending on the type of business and on a "case to case" basis. Another part of the implementation is the customization – this is the part where the estimation solely depend on the modifications/design you want.

4

Can I manage WooCommerce from a mobile device when I'm out of the office?

Yes, with the **WooCommerce Mobile** app you can access blogs, widgets, plugins and update your pages at your fingertips - you can access them from anywhere to keep watch on your website. **WooCommerce Mobile** is a native mobile application **available for Android and iPhone.**



GET IN TOUCH

CONTACT US

To learn more about our service offerings and industry expertise, or to have one of our consulting professionals contact you directly – you can get in touch with us using the channels listed below.

ADDRESS: [EO Web Solutions AB](#)
[Västergatan 36, 211-21 Malmö](#)
[Sweden](#)

PHONE: [+46 \(0\)764-668 600](#)

EMAIL: info@eazy-office.com **WWW:** www.eazy-office.com

Thanks for your attention!