

## How to Build an Online Store - Week 1 - December 12, 2011

### Course Description

1. 6 week course
  - a. Inspiration
    - i. Lanny Bassham - website makeover
    - ii. His store is slow and performs poorly, it's in a system that is difficult to maintain
    - iii. He'll be jumping in on this
  - b. Course syllabus
  - c. Videos will be available for till February 1, 2012
  - d. Questions on facebook, forum
  - e. Questions format - text and screenr
  - f. Webinar format - 90 minutes of presentation with 30 minutes of Q&A
    - i. We'll go for roughly 60 minutes
    - ii. Take a 5 minute break
2. Introduce Lanny Bassham & Mental Management Systems
  - a. talk a little about yourself, your history your business
3. What I'm Teaching - we are creating an online store that sells Lanny's books, CDs, DVDs
  - a. The products need to be able to be shipped worldwide and shipping needs to be calculated automatically
  - b. The products have various formats
  - c. We need to charge sales tax in some jurisdictions
  - d. With a specific set of tools
    - i. WordPress
    - ii. Thesis
    - iii. Shopp
    - iv. Authorize.net
    - v. Amazon S3
  - e. Why these tools? -
    - i. Because Shopp meets all of the business requirements
    - ii. Because I've tested them together and they work
    - iii. Because both Shopp and Thesis are highly customizable in a similar fashion
    - iv. Because Shopp has a business model that is likely to survive for the long haul.
4. Who is this class for?
  - a. Anyone who wants to learn the nuts and bolts of setting up an online store using WordPress
  - b. Beginning to advanced students
  - c. If you're advanced - you'll have to endure some basic instruction
  - d. If you're a beginner - hang in there, ask questions, call me on the phone, skype me, email me.
5. Why am I teaching this?
  - a. Because I love it!
  - b. We're at the beginning of the democratization of instruction
    - i. Inexpensive, highspeed broadband
    - ii. Inexpensive video creation tools

- iii.WordPress
  - c. The current paradigm has education centered in institutions.
    - i.This limits access for participants
    - ii.This limits access to teachers
  - d. The new paradigm allows for the development of knowledge communities like this one where anyone can teach and anyone can learn.
- 6. What can you do for ME?
  - a. Ask questions about your site, about shopp, about WordPress
  - b. Don't be afraid to go public
  - c. Ask questions on Facebook
  - d. If you are getting value out of this then pass it on

### **Ecommerce Site Organization - General Concepts**

1. Why Good Site Organization Matters
  - a. Make it easy for customers to find your site
    - i.Good SEO & semantic URLs
  - b. Make it easy for customers to find the right product on your site
    - i.Simplicity
      1. Just because you can, doesn't mean you should
        - a. ie - products by format
        - b. ie - products by price
      2. Limit choices
    - ii.Progressive revelation - drilldown
      1. On a complex site, one choice leads to another set of choices
2. Small Store - 1 to 10 products
  - a. For example - LadyLuckDiary.com
  - b. The store doesn't control the organization of the site
3. Medium Simple Store - 10 to 100 products
  - a. Simple set of categories
    - i.each category is a single level
    - ii.each product fits into one category
  - b. For example - PersonalBabyProducts.com
    - i.A category for Onsies, Tshirts & Romper
    - ii.These could be subcategories of "personalized clothing"
  - c. Customers browse by category
  - d. Main catalog page should be a product category page
  - e. The store should have a fast and simple drill down
4. Medium Complex Store - 50 to 100+ products
  - a. Hierarchical product categories
    - i.each category can have multiple sub-categories
    - ii.each product can fit into multiple categories
  - b. For example JackieJacobson.com
    - i.she has 3 main categories
    - ii.each category with multiple subcategories
  - c. Main page is a department directory
  - d. Each department has a category directory
  - e. Each category displays the products
5. Large Store - 100+ products
  - a. Hierarchical product categories

- b. Lots of product categories and sub-categories
- c. Multiple department levels

## **Organizing a WordPress Ecommerce Site with Shopp - The Tools**

- 1. WordPress Default Tools
  - a. Content types
    - i. Pages
      - 1. Pages stand alone
      - 2. Pages are heirarchical
      - 3. Pages don't get grouped together
    - ii. Posts
      - 1. Posts are in series - one after the other
      - 2. Posts are not hierarchical
      - 3. Posts can be grouped by date, category, tag, author
    - iii. Archive Pages
      - 1. Groups of posts by date, category, tag or author
  - b. Organizational Elements
    - i. Categories
      - 1. hierarchical
      - 2. Apply only to posts
      - 3. Generally one category per post
    - ii. Tags
      - 1. non hierarchical
      - 2. Apply only to posts
      - 3. Generally several tags per post
- 2. WordPress Custom Tools
  - a. Custom post types
    - i. can behave like pages or posts
  - b. Custom taxonomies
    - i. can behave like categories or tags
- 3. Shopp's Tools
  - a. Content Types
    - i. Products - a custom type
    - ii. The next version creates a custom post type called product
  - b. Organizational Elements
    - i. Product Categories - hierarchical
    - ii. Product tags - non hierarchical

## **Organizing a WordPress Ecommerce Site with Shopp - Two Approaches**

- 1. Two Scenarios
  - c. Shopp Centric
    - i. Use Shopp for Catalog, Organization and Transaction processing
    - ii. Use all of the Shopp features

- d. WordPress Centric
  - i. Use WordPress for catalog & organization
  - ii. Use Shopp for Transaction processing
- 2. The Shopp Centric Approach
  - a. The benefits of a Shopp centric approach
    - i. Easy
    - ii. Use of Shopp specific widgets
    - iii. Simple product navigation
    - iv. A single point of data entry
  - b. The disadvantages
    - i. Proprietary - all data is saved in the database in a way that is only accessible via the plugin
    - ii. No control over SEO - it happens automatically
      - 1. Limited semantic urls
      - 2. Meta title is automatic
      - 3. No meta description
    - iii. No control over product display order
    - iv. Difficult to integrate social networking
- 3. The WordPress Centric Approach
  - a. The benefits of a WordPress centric approach
    - i. Not proprietary - you can switch plugins without losing data
    - ii. More control over SEO - especially if you are using the Thesis theme
      - 1. Setup semantic URLs
      - 2. Customize meta title
      - 3. Customize meta description
    - iii. More ways to organize
      - 1. use custom taxonomies
    - iv. Control over product display order
    - v. Easily integrate social networking
  - b. The disadvantages
    - i. It's more work
    - ii. Can't use most Shopp widgets
    - iii. Need to install and configure additional plugins to replace Shopp widgets
    - iv. Additional product navigation required
    - v. Multiple data entry points
- 4. We will be using the WordPress Centric Approach

### **Organization of the Mental Management Products**

- 1. Our products - Primarily education materials
  - a. Products specific to a single sport
  - b. Products applicable to all sports
  - c. Products with multiple formats
    - i. Hard cover
    - ii. Paperback
    - iii. Audio CD
    - iv. Video DVD
    - v. Downloadable audio

- vi. Downloadable eBook
- d. Products as bundles
- 2. The principle organization will be by Activity
  - a. Product categories will be by activity
  - b. Product categories will not be hierarchical
  - c. We'll only use one organizing element - product category
  - d. The various formats will be product variations rather than individual products

### **Mental Management Store Site Organization**

1. The Home Page - a landing page
  - a. Featured products
  - b. Specials
  - c. Testimonials
  - d. Social networking
2. Individual Product Pages
  - a. Custom post type called mms-products
  - b. Custom taxonomy called mms-product-category
3. Catalog Pages
  - a. Department page will be a page that shows the various activities
  - b. Each product category will be a taxonomy archive page
4. Transaction Pages
  - a. shopping cart
  - b. checkout
  - c. my account
5. Promotional Pages
  - a. testimonials
6. Administrative Pages
  - a. help/support
  - b. about
  - c. contact
  - d. policies
7. The Blog
  - a. Traditional blog - with success stories, product announcements, etc
  - b. Categories will be by topic
  - c. May or may not use tags

### **Install Shopp**

1. Purchase and download from [shopplugin.net](http://shopplugin.net)
2. Install the plugin
3. Introductory Screen
4. Activate the product
5. Shopp Resources
  - a. Support site
  - b. Support documents

c. Support forum