



## (Shopping from) Home for the Holidays

From the essentials of **taking payments** and **shipping**, to **security**, to your **marketing** efforts, learn which processes you need to have in place to be **ready** for the upcoming holiday season.



# Welcome 🙌

## Marcus Burnette

WooCommerce Community Specialist at  
GoDaddy Pro

 @marcusdburnette



# What does “holiday readiness” mean?

- The “big five” weekend in the US — Thanksgiving and Black Friday to Cyber Monday (November 25–29, 2021)
- Sales during this weekend in 2020 amounted to \$39 billion, up from \$28.4 billion in 2019<sup>1</sup>
- Ecommerce spending went up about 15% for Cyber Monday in 2020<sup>2</sup>
- Being out of stock during the Black Friday shopping week in 2019 cost retailers \$484 million in sales not realized<sup>3</sup>

<sup>1,2,3</sup> <https://digitalintheround.com/black-friday-vs-cyber-monday-statistics/>

Cyber Monday ecommerce spending by year:

- 2016: \$3.45 billion
- 2017: \$6.59 billion
- 2018: \$7.9 billion
- 2019: \$9.4 billion
- 2020: \$10.84 billion
- 2021: ??

# What we'll be covering



**Part 1**  
E-commerce  
store holiday  
shopping  
essentials



**Part 2**  
Payments and  
transactional  
emails



**Part 3**  
Holiday security



**Part 4**  
Email marketing



**Part 5**  
Measuring  
traffic with  
Google Analytics

# Cheat sheet

At the end of this workshop, you'll have access to download a PDF checklist that will contain all of the topics covered here.

# Let's dive into holiday readiness essentials!



# E-commerce store holiday shopping essentials

**PART 1**

# Our checklist



- Select a hosting package that is optimized for WooCommerce
- Install WooCommerce and configure store details
- Install a WooCommerce-compatible theme and activate
- Install a payment method to accept payments
- Install an SSL certificate and force HTTPS
- Make sure shipping options are available and configured
- Prepare a sales tax handling plugin
- Install a security plugin
- Install Google Analytics plugin
- Ensure email marketing campaigns are planned
- Replenish and update online store inventory
- Add other marketing plugins
- Set up a caching plugin

# Select a hosting package for WooCommerce stores



To have a WooCommerce store online, you need a place to host the files and database.

## What to look for

- Hosting plans that are optimized for WooCommerce stores
- Free SSL certificate
- Content delivery network (CDN)
- (optional) Included plugins
- (optional) Free domain name

GoDaddy Pro Why GoDaddy Pro Domains Hosting More Help Center mburnette-godaddy ▾

Managed WordPress Ecommerce Hosting

**Build more store for less — with over 75 free WooCommerce extensions.**

Quickly set up a customized, fully-featured store for less than \$20.00 per month.

**\$15.99/mo**  
\$24.99/mo when you renew\*

[Add to Cart](#)

[See it in action](#)



Build the exact store for your clients' needs.

Expand their store with nearly \$6,000.00 of free WooCommerce extensions.

Get started quickly with everything you need.

Develop customized applications and features

[Contact Us](#)

# Install WooCommerce and configure details



Make sure you have included accurate store information — especially for shipping and tax purposes.

## What to look for

- Is your store information correct?
- Are you using the correct currency?
- Have you enabled guest checkout?

Where is your store based?  
This will help us configure your store and get you started quickly

Address line 1

Address line 2 (optional)

Country / Region ▾

City

Post code

I'm setting up a store for a client

**Continue**

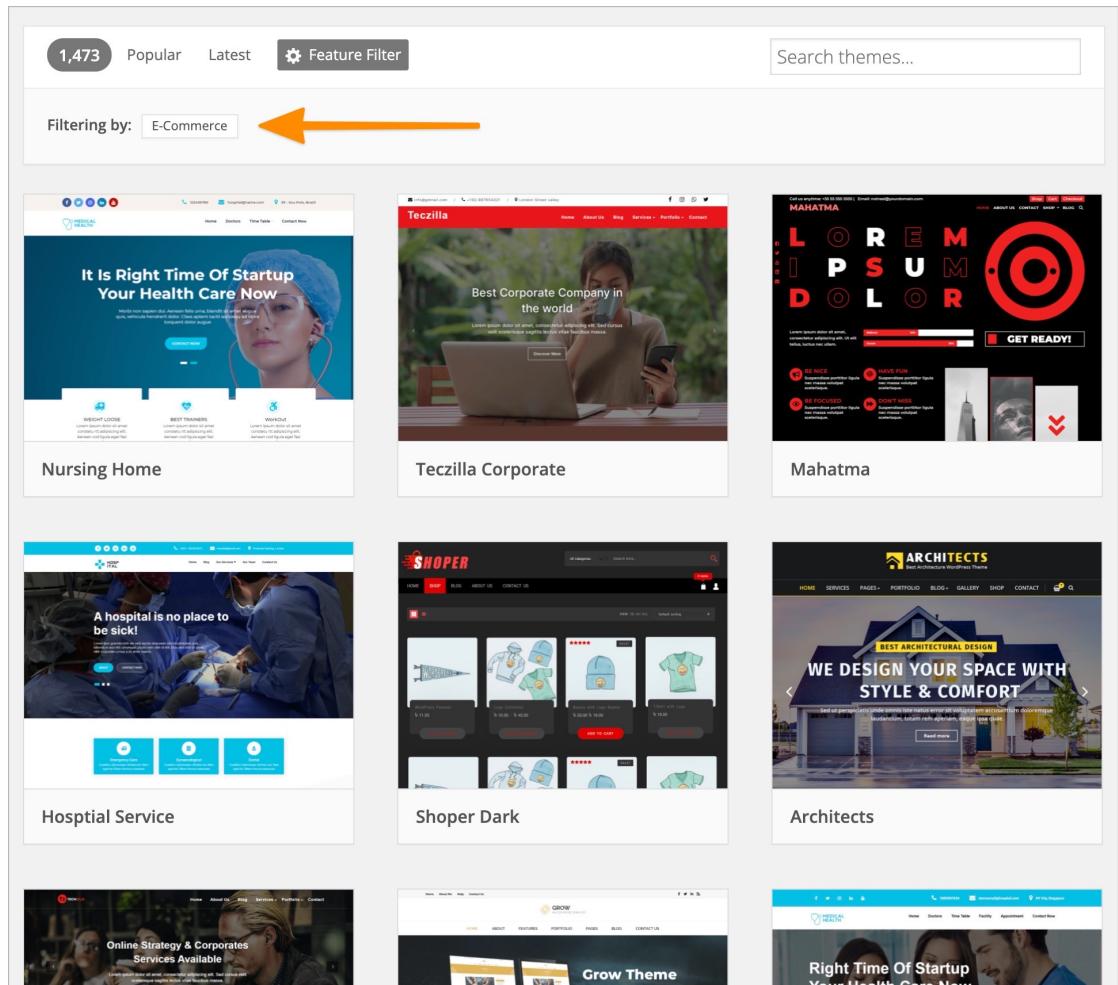
# Install a WooCommerce-compatible theme



Choosing the right theme will allow your customers to find and purchase your products quickly.

## What to look for

- Specifically compatible with WooCommerce
- Mobile-friendly
- Works with FSE (blocks) or your page builder of choice



## PAYMENTS

# Choose and install a payment method

Accept major credit cards, eChecks, and more with Poynt, Authorize.Net, PayPal, Bambora, Chase Payment, Intuit Payments, Moneris, etc.

## Why they're useful

- Without any payment options, customers cannot pay online
- Could lose customers due to missing payment options that work for them
- Choose an option that works for your compliance needs



# Install an SSL certificate and force HTTPS



SSL certificates and HTTPS keeps your customers' payment and login details from being intercepted.

## What to look for

- Most modern hosting companies provide this for free with ecommerce plans
- Alternative: LetsEncrypt.org
- Use host settings or plugin to force HTTPS





# Select shipping options for physical goods



Integrate shipping providers (USPS, UPS, FedEx, etc.) to get real-time shipping rates.

## What to look for

- Live rates vs flat fees
- Choose based on origin and destinations
- Include shipment tracking details
- 86% of customers like the ability to choose shipping speeds and options<sup>1</sup>



# Prepare to collect sales taxes



Collect national, state, and local taxes at checkout to streamline tax collection and submission.

## What to look for

- Tax regions and codes change all the time
- If possible, use a plugin/service
- Some services will file the taxes, too
- Check with your accounting and legal teams for more information



# Install a WordPress security plugin



The holiday season has the highest potential for online attacks — especially for ecommerce stores.

## What to do

- Install a security plugin
- Set up a firewall through your host
- Install and SSL and force HTTPS



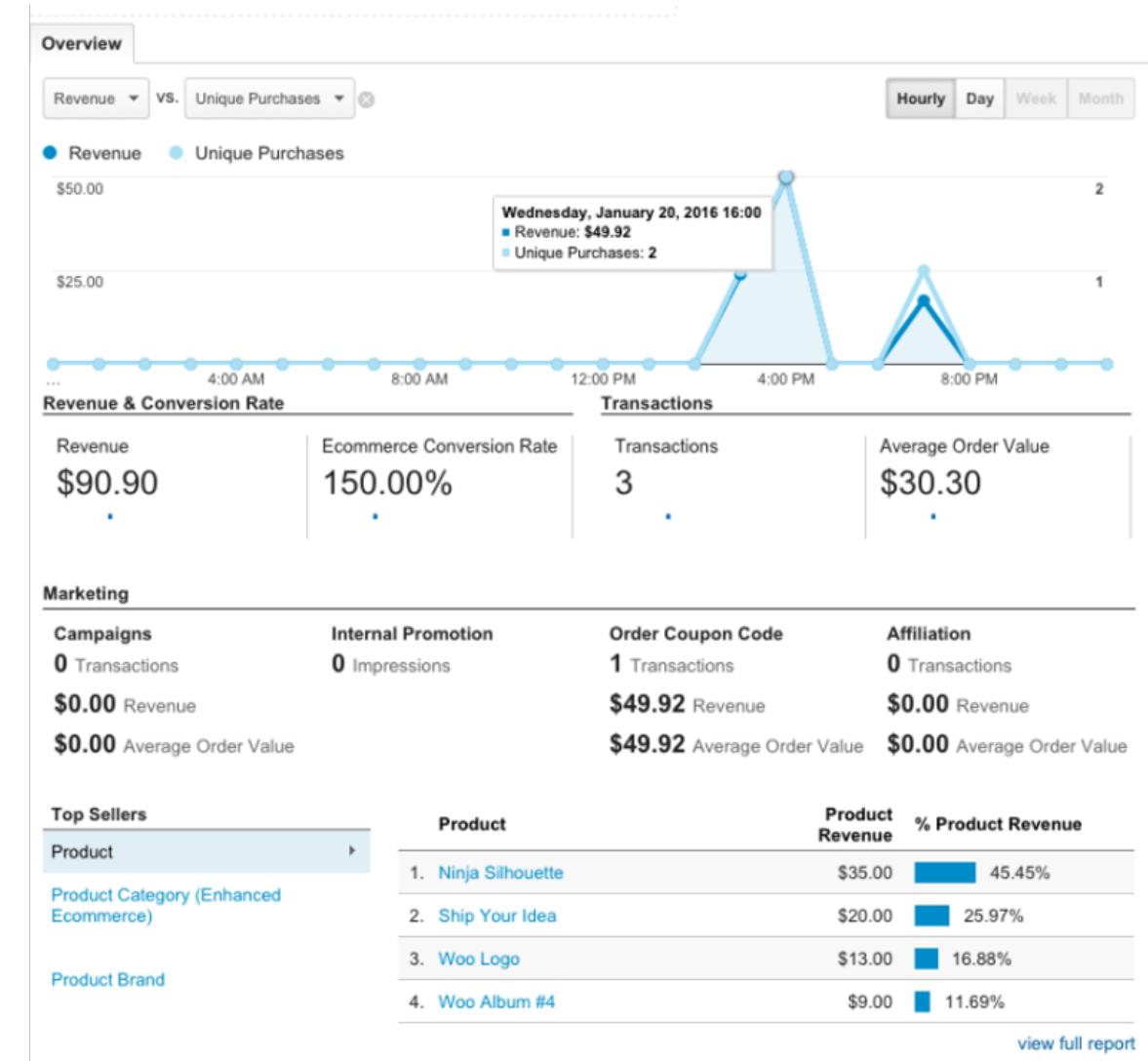
# Install Google Analytics plugin



Add advanced eCommerce features to Google Analytics including average order value, conversion rate, sales by product, and more.

## What to look for

- Install a Google Analytics plugin made specifically for WooCommerce to track more data
- Analytics are crucial for making better business and strategy decisions, as well as improving customer relationships<sup>1</sup>

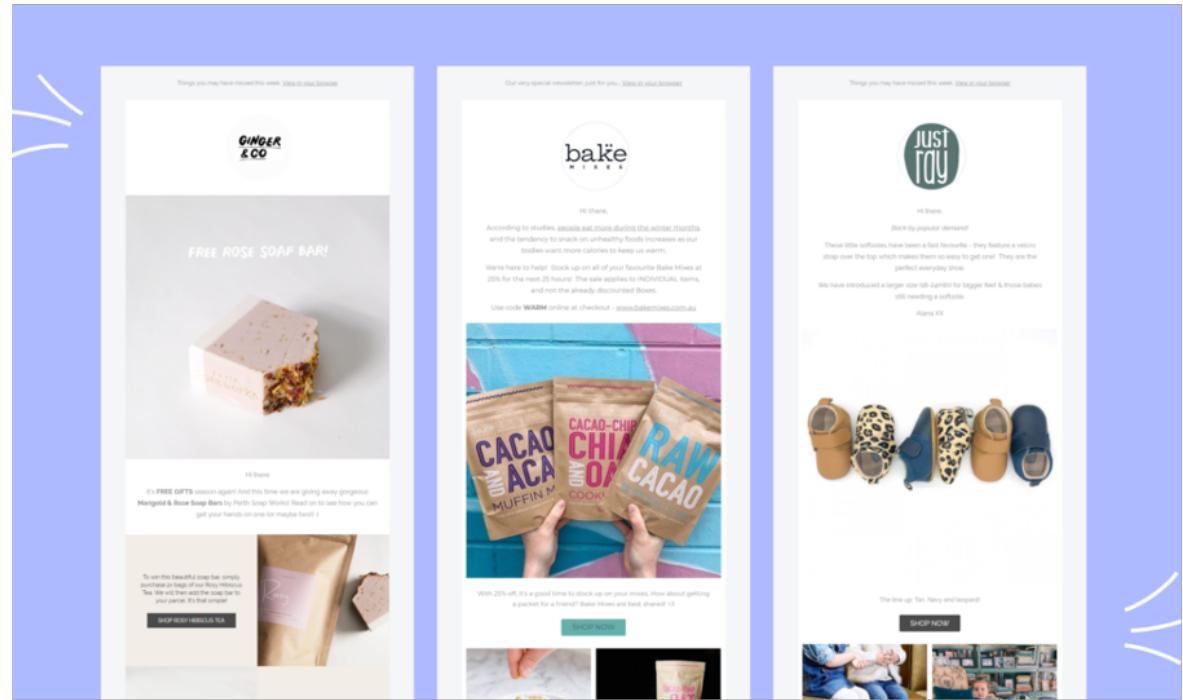


# Ensure email marketing campaigns are planned

Provide store updates, discounts, and sale information with current and prospective customers.

## What to look for

- Email is still 40x more effective at acquiring new customers than Facebook or Twitter<sup>1</sup>
- Make sure your email list is up-to-date
- Test order confirmation and drip campaign emails
- Schedule emails in advance



# Replenish and update online store inventory



Don't leave money on the table by having inadequate stock or ignoring your store's inventory levels.

## Why it's useful

- 75% of customers are frustrated by lack of accurate stock levels<sup>1</sup>
- Credible stock numbers can create sales-boosting sense of urgency and scarcity<sup>2</sup>
- Tip: use a plugin to bulk update stock

## Stock Management [View stock report](#)

All | Products | Variations

<input type="checkbox"/>		Name	Manage Stock	Stock Status	Backorders	Quantity
<input type="checkbox"/>		Variation #11179 of Berlin	Yes	—	No	2
<input type="checkbox"/>		Slimer T-Shirt	Yes	In stock	No	10
<input type="checkbox"/>		Pokémon White Version	Yes	Out of stock	No	0
<input type="checkbox"/>		Pokémon Black Version	Yes	Out of stock	No	0
<input type="checkbox"/>		Mr Stay Puff T-shirt	Yes	In stock	No	10
<input type="checkbox"/>		I did it Mum! 2 (Girl)	Yes	Out of stock	No	0
<input type="checkbox"/>		Final Fantasy Tactics A2: Grimoire of the Rift	Yes	In stock	No	2
<input type="checkbox"/>		Berlin	Yes	In stock	No	2
<input type="checkbox"/>		Barbie Fashion Show: An Eye for Style	Yes	In stock	Yes	-11



# Include additional marketing plugins



Utilize plugins to help convert more sales and save you time marketing your products.

## What to look for

- Plugins to upsell and cross-sell products
- Plugins to enhance the customer experience
- Plugins to automate site emails
- Plugins to manage inventory



Completely automate your member email list management by syncing membership changes to MailChimp.

[Edit](#)



Adds B2B functionality to WooCommerce Memberships, allowing sites to sell team, group, corporate, or family member accounts.

[Edit](#)



Add advanced event tracking and enhanced eCommerce tracking to your WooCommerce site.

★ 4 19 REVIEWS  
[Edit](#)



Get 100% accurate sales tax calculations and on-time tax filing. No more tracking sales tax rates and rules.

[Edit](#)



Power your membership association, online magazine, elearning sites, and more with access control to content/products and member discounts.

★ 4.4 78 REVIEWS  
[Edit](#)



Accept text, photo, and video as part of product reviews on your store, and enable "review qualifiers".

[Edit](#)



Create, edit, and delete completely custom order statuses and integrate them seamlessly into your order management flow.

[Edit](#)



Enable Social Login for seamless checkout and account creation.

[Edit](#)



Highlight relevant products, offers like free shipping and other up-sells during checkout.

[Edit](#)



Use this extension to automatically change the order status to "completed" after successful payment.

[Edit](#)



The Chase Paymentech extension is an advanced payment integration that provides easy setup & powerful options for accepting payments.

[Edit](#)



Add administrative detail fields to your order admin pages to streamline order processing.

[Edit](#)



# Cart Add-ons and/or Checkout Add-ons



Display related products to items in a customer's shopping cart or at checkout.

## Ways to add code

- Related product recommendations contribute ~30% of eCommerce sales<sup>1</sup>
- Great for food, fashion, beauty, books, and other stores cross-selling related items

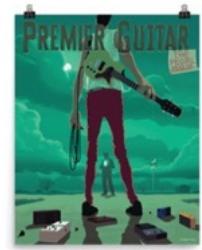
### RELATED PRODUCTS



Merch  
Long Sleeve Pedal T-Shirt  
\$25.95  
-\$31.95



Merch  
Short-Sleeve Pick T-Shirt  
\$23.50  
-\$26.50



Merch  
October 2019 Pedal Issue  
Poster  
\$22.00

# WooCommerce Additional Variation Images



Swap in multiple different images of a product (not just one) when a user selects a variation

## Why it's useful

- 75% of customers rely<sup>1</sup> on product photos and 22% of returns occur<sup>2</sup> because product looks different than it did online
- Recreate the experience for customers of having the product variations in-hand

Product Data — Variable product

General Inventory Shipping Linked Products Attributes Variations Advanced Add-ons

Choose a field to bulk edit... Go

#105 — Green

SKU: [?]

Stock Qty: [?]

Regular Price: (€) 20

Weight (kg): [?] 0

Shipping class: Same as parent

Enabled Downloadable [?] Virtual [?]

Additional Images [?]

Add Additional Images

#106 — Black

#107 — Blue

Defaults: [?] No default Colors... ↗



# WooCommerce Product Reviews Pro

Add professional-level reviews like you see at the world's biggest eCommerce stores

## Why it's useful

- 70% of customers look at reviews before purchasing<sup>1</sup>; 63% more likely to purchase if site has product ratings and reviews<sup>2</sup>
- Can include additional fields, photos, and videos

The screenshot shows the ColourPop website with a search bar and navigation menu (MAKEUP, COLLABS, SKINCARE, BODY, BEST SELLERS). The main content area displays reviews for a product. The first review is by 'Liliana' (Verified Buyer, 5 stars) with the title 'AMAZING !' and the text: 'A little goes a long way ! & for it being so inexpensive I love it ! Pros: Super creamy & pigmented !'. The second review is by 'Motunrayo' (Verified Buyer, 5 stars) with the title 'I LOVE IT' and the text: 'I love it. Pros: Easy to blend'. Below the reviews, there are two user-generated photos of a woman in a black dress holding a sunflower. The review count is displayed as '8 reviews'.

 CUSTOMER NURTURING

# AutomateWoo

Send automated emails to customers including abandoned cart emails, win-backs, review requests, and more

## Why it's useful

- Automations are opened and clicked ~3x more often than broadcasts and generate more than ~20x revenue<sup>1</sup>



PEEL

Products Why Peel? Our Story Refer-a-Friend

FREE SHIPPING ON ORDERS OVER \$49



Still Thinking it Over?

We're holding the items in your cart for you, but don't wait too long! Order today!

YOUR CART

	Super Thin iPhone X Case	1	\$ 24.99
---	--------------------------	---	----------

[RETURN TO YOUR CART](#)

Questions? Comments?

Email us at [hello@buypeel.com](mailto:hello@buypeel.com)

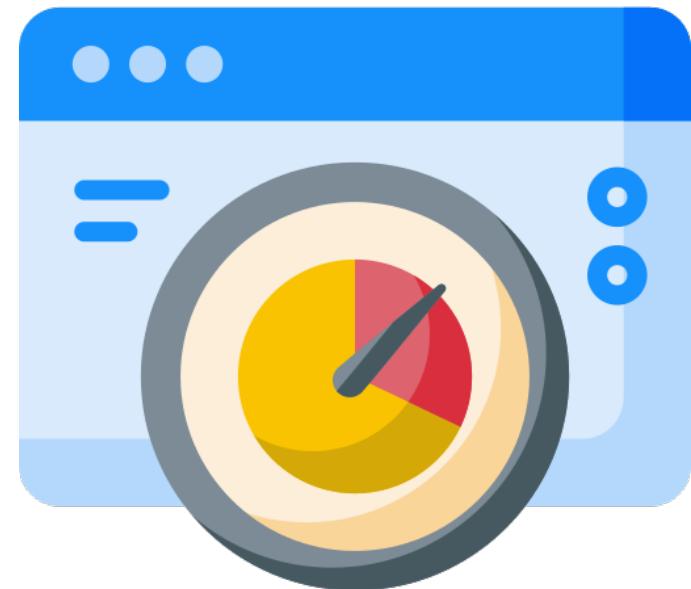
# Install a WordPress caching plugin



In addition to optimized hosting and a CDN, a caching plugin further boosts performance — which has been proven to lead to more sales.

## What to look for

- Plugin optimized for WooCommerce caching
- Works with logged-in and logged-out site visitors
- **Tip:** test checkout after installation!



# Checklist recap



- Select a hosting package that is optimized for WooCommerce
- Install WooCommerce and configure store details
- Install a WooCommerce-compatible theme and activate
- Install a payment method to accept payments
- Install an SSL certificate and force HTTPS
- Make sure shipping options are available and configured

- Prepare a sales tax handling plugin
- Install a security plugin
- Install Google Analytics plugin
- Ensure email marketing campaigns are planned
- Replenish and update online store inventory
- Add other marketing plugins
- Set up a caching plugin



# Payments and transactional emails

**PART 2**

# Our checklist



- Select gateway and merchant account
- Connect gateway test account
- Make test purchase using gateway development connection
- Confirm receipt of order confirmation emails
- Ensure “Thank you” page and order confirmation emails are friendly and helpful
- Connect gateway production account
- Make test purchase using production account connection
- Confirm receipt of order confirmation emails (again)
- (optional) Confirm recurring subscription order
- (optional) Confirm ability to process refund

**End result: successful payment and happy customer!**

# Payment gateways and gateway plugins

Accept major credit cards, eChecks, and more with GoDaddy Payments, Authorize.Net, PayPal, Bambora, Chase Payment, Intuit Payments, Moneris, etc.

## Notes

- Can lose up to 6% of orders because there isn't an option that works for the customer
- Includes digital wallets like Apple Pay and Google Pay, and even cryptocurrencies!



## PAYMENT PLUGINS

# Choose and install a payment plugin

When choosing a payment method, gateway, and plugin, you can also choose to include more than one.

### What to look for

- Easy to set up and manage
- Lowest fees per transaction
- Accepts payment in your country/currency
- Trusted globally and in your country
- Works for your compliance needs



# Connect to payment gateway development environment



Your payment gateway plugin should have at least two connection options — **development** and **production**.

## Notes

- The **development** option is also sometimes called **staging**, **testing**, **demo**, or **sandbox**
- Connection processes differ between plugins, so you may need to refer to documentation for detailed instructions

**PayPal sandbox**  **Enable PayPal sandbox**  
PayPal sandbox can be used to test payments. Sign up for a [developer account](#).

**Environment** ? **Staging** ▼

**Connection settings**  
To connect to Poynt Staging, [create a Poynt Staging account](#). Then copy your Staging Application ID and Private Key from [Poynt Collect API Settings](#) and paste them in the fields below.

**Staging Application ID** ? 2ae0b29e-REDACTED

**Staging Private Key** ? -----BEGIN RSA PRIVATE KEY-----  
-----END RSA PRIVATE KEY-----  
REDACTED

## ✓ TROUBLESHOOTING

# Detailed decline messages and debug logging



Before testing payments, enable “detailed decline messages” and “debug logging” to catch any transaction errors.

## Why it's useful

- Detailed decline messages give *the customer* a friendly decline message so they can try their payment again.
- Debug logging gives you and *developers* a more technical look at the payment error.

Detailed Decline Messages  Check to enable detailed decline messages to the customer during checkout when possible, rather than a generic decline message.

Debug Mode

The card verification number does not match. Please re-enter and try again.

**fatal-errors-2ca94f24a029c.log**

2018-10-22T13:59:14+00:00 CRITICAL Uncaught Error: Call to a member function `get_items()` on null in `/wp-content`  
Stack trace:  
#0 `/wp-content/plugins/woocommerce/includes/class-file-with-error.php(1561): Class::function_with_error(Object`  
#1 `/wp-content/plugins/woocommerce/includes/class-file-with-error.php(1371): Class::function_with_error(Object`  
#2 `/wp-includes/class-wp-hook.php(286): Class::function_with_error(Object(object))`  
#3 `/wp-includes/class-wp-hook.php(310): WP_Hook->apply_filters(NULL, Array)`  
#4 `/wp-includes/plugin.php(453): WP_Hook->do_action(Array)`  
#5 `/wp-content/plugins/woocommerce/includes/class-with-error.php(1234): do`

 TESTING 1,2,3

# Make a purchase using the development environment

Don't leave your purchase reliability to chance!  
Test each of your gateways in development mode.

## What to look for

- Test payment card numbers
- Test various amounts
- Test discounts
- Confirm correct tax and shipping amounts
- Check for errors onscreen and in logs



### Billing details

First name <small>*</small>	Last name <small>*</small>
<input type="text"/>	<input type="text"/>
Company name	Email address <small>*</small>
<input type="text"/>	<input type="text"/>
Postcode / ZIP <small>*</small>	Country <small>*</small>
<input type="text"/>	<input type="button" value="Select a country..."/>

### Subscribe to Newsletters

- Reviews Plugin: News & Tips  
 Review Management & Marketing

Create account password \*

Password

### Your order

Product	Total
Test Product <small>× 2</small>	\$200.00
<b>Subtotal</b>	<b>\$200.00</b>
<b>Total</b>	<b>\$200.00</b>

Credit Card



Pay with credit/debit card. Processed by Stripe.

Credit or debit card

Card number  MM / YY  CVC

Save payment information to my account for future purchases.

PayPal 

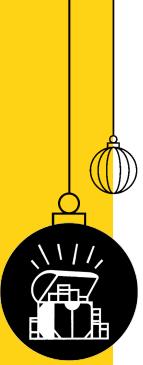
What is PayPal?

I've read and accept the [terms & conditions](#) \*

**Place order**



# Ensure receipt of confirmation emails



Each order triggers at least two emails by default — one for the customer, one for the store. Make sure these (and any others you have enabled) are being sent successfully.

## Notes

- Check your email's spam folder
- Make sure design and content are accurate
- Install an email deliverability plugin like **WP Mail SMTP** for reliability
- Install an email logging plugin like **Mail Poet** to log outbound emails

Email	Content type	Recipient(s)
✓ <a href="#">New order</a> <small>?</small>	text/html	youremail@yourdomain.com
✓ <a href="#">Cancelled order</a> <small>?</small>	text/html	youremail@yourdomain.com
✓ <a href="#">Failed order</a> <small>?</small>	text/html	youremail@yourdomain.com
✓ <a href="#">Order on-hold</a> <small>?</small>	text/html	Customer
✓ <a href="#">Processing order</a> <small>?</small>	text/html	Customer
✓ <a href="#">Completed order</a> <small>?</small>	text/html	Customer
✓ <a href="#">Refunded order</a> <small>?</small>	text/html	Customer
→ <a href="#">Customer invoice / Order details</a> <small>?</small>	text/html	Customer

# Customizing confirmation emails



Create clean and practical order confirmation emails that include order details, discounts, and upsells.

## Use a plugin

- **WooCommerce Email Customizer**
  - By WooCommerce (official WooCommerce marketplace)
- **Kadence WooCommerce Email Designer**
  - By Kadence WP

**Thank you for your order**

Your order has been received and is now being processed. Your order details are shown below for your reference:

**Get 20% off**

Thank you for making this purchase! Come back and use the code "**Back4More**" to receive a 20% discount on your next purchase! [Click here](#) to continue shopping.

**Order: #761**

Product	Quantity	Price
Test product	1	\$1.00
<b>Cart Subtotal:</b>		\$1.00
<b>Shipping:</b>		\$15.00 via International Rate
<b>Order Total:</b>		\$16.00



# Customizing the “Thank you” page

Create a custom thank you page that is friendly and useful — include order details, helpful tools, discounts, newsletter signups, and upsells.

## Use a plugin

- **Custom Thank You Pages**
  - By Jeroen Sormani (official WooCommerce marketplace)
- **WooCommerce Thank You Pages**
  - By Plugin Republic
- **Custom Thank You Page for WooCommerce**
  - By StoreApps



Thank you. Your order has been received.

Order: 237 Date: April 28, 2017 Total: 0,00€ Payment method: Direct Bank Transfer

**ORDER DETAILS**

Product	Total
YITH Car x1	7,000,00€
<b>Subtotal:</b>	7,000,00€
<b>Total:</b>	0,00€

**Save as PDF**

You may be interested in...

Thank you.  
12,00€  
Add to cart

Thank you.  
34,99€  
Add to cart

Thank you.  
160,00€  
Add to cart

Thank you.  
22,74€  
Add to cart

# From “staging” to “live”



When you’re ready to “go live”, check to make sure everything is still working as expected.

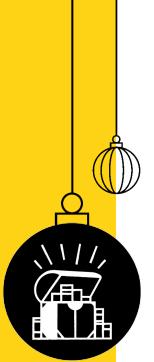
## Step-by-step

- Add production environment connection settings
- Test with a production purchase
- Ensure receipt of confirmation emails (again)
- Turn off debug logging





# One more thing...



Depending on your particular store setup, you may also want to test a few other features.

## Step-by-step

- Test subscription orders and recurring orders
- Test refunds
- Test order fulfillment notifications (warehouse, shipping, local pickup)



# Recap



Select gateway and merchant account  
Connect gateway test account  
Make test purchase using gateway development connection  
Confirm receipt of order confirmation emails  
Ensure “Thank you” page and order confirmation emails are friendly and helpful

Connect gateway production account  
Make test purchase using production account connection  
Confirm receipt of order confirmation emails (again)  
(optional) Confirm recurring subscription order  
(optional) Confirm ability to process refund



# Holiday security

**PART 3**

# What are the main holiday security risks?

-  Customer credit card data compromise
-  Customer personal identifying information (PII) compromised
-  Orders not being completed successfully
-  Site going down over the holiday

# Why me?

- 💡 Most hacks are random and are found using a bot looking for vulnerabilities.
- 💡 Your small site is probably easier to get into then a large corporation.
- 💡 The holidays are a high-volume time of year for transactions, so more “bad guys” are on the lookout for vulnerabilities than usual.

# Our checklist



- Configure web-based firewall to prevent DDoS attack
- Install SSL to prevent "Man in the Middle" attack
- Plan to monitor for phishing or redirect attacks
- Update WordPress and all plugins
- (optional) Set up uptime and performance monitoring



# Distributed Denial of Service (DDoS)



An attack on website resources designed to take the website offline or to flood communications allowing a person to slip in unnoticed.

## How to avoid

- A good firewall will prevent this type of attack
- I'd recommend a web based firewall as a local firewall can actually be easier to attack



 I'M TALKING 'BOUT THE

# Man in the Middle

A Man in the middle attack is when the connection between the browser and the server is compromised.

## How to avoid

- Install an SSL certificate
- SSL certificates encrypt the data in transit



## Billing details

First name <small>*</small>	Last name <small>*</small>
<input type="text"/>	<input type="text"/>
Company name	Email address <small>*</small>
<input type="text"/>	<input type="text"/>
Postcode / ZIP <small>*</small>	Country <small>*</small>
<input type="text"/>	<input type="text"/>

## Subscribe to Newsletters

- Reviews Plugin: News & Tips
- Review Management & Marketing

Create account password \*

## Your order

Product	Total
Test Product <small>× 2</small>	\$200.00
<b>Subtotal</b>	<b>\$200.00</b>
<b>Total</b>	<b>\$200.00</b>

Credit Card



Pay with credit/debit card. Processed by Stripe.

Credit or debit card

 Card number  MM / YY  CVC

Save payment information to my account for future purchases.

PayPal 

What is PayPal?

I've read and accept the [terms & conditions](#) \*

**Place order**

# Man in the middle attack



# Phishing

When a page online is designed to look very similar to your page to gain customer information or payment information.

## What's more

- Often included with a redirect so a customer goes to check out on your site and gets redirected to a fraudulent site.
- This is a hard one to recover from after because the site gets indexed with google and can be a pain to get rid of.

## How to avoid

- Good monitoring and firewall to prevent malware before the attack is the way to go on protection.



The screenshot shows a Gmail inbox with the following details:

- Subject:** Important: Your Password will expire in 1 day(s)
- From:** MyUniversity (myuni@myuni.edu)
- Date:** 12:18 PM (50 minutes ago)
- Message Preview:** Dear network user,  
This email is meant to inform you that your MyUniversity network password will expire in 24 hours.  
Please follow the link below to update your password  
[myuni.edu/renewal](http://myuni.edu/renewal)
- MyUniversity Logo:** A logo featuring a globe with a book on top, surrounded by a laurel wreath, with the text "MY UNIVERSITY" below it.
- Text:** Thank you  
MyUniversity Network Security Staff

# Redirects



When a visitor to your site gets redirected to a completely different site because the file in your site have been modified.

## What's more

- It can sometimes be hard to diagnose since it may be intentionally random, or only affect some browsers.
- Can hurt reputation if it redirects to something contradictory or inappropriate.

## How to avoid

- Again, good file monitoring and a firewall will allow you to prevent it or catch it early.



# Credit card swipers



When files on your site have been modified to send credit card details to an unauthorized third-party.

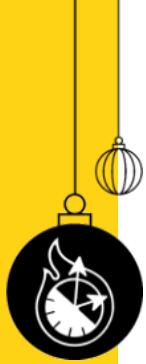
## How to avoid

- Once again, good file monitoring and a firewall will allow you to prevent it or catch it early.
- Choose a payment gateway that process credit card information outside of your website.





# Update WordPress and plugins



One of the best ways to keep your WooCommerce site safe is by updating core and plugins regularly.

## What to look for

- Update WordPress shortly after new releases.
- Update WooCommerce and all plugins often, or enable automatic updates.
- Always update security releases as soon as possible.
- Use a tool to help keep plugins updated, like the Hub by GoDaddy Pro 😊

WordPress Updates

Important: before updating, please [back up your database and files](#). I

Last checked on April 22, 2019 at 2:25 pm. [Check Again](#)

An updated version of WordPress is available.

You can update to [WordPress 5.1.1](#) automatically:

[Update Now](#)

While your site is being updated, it will be in maintenance mode. As soon as the update is complete, your site will be restored.



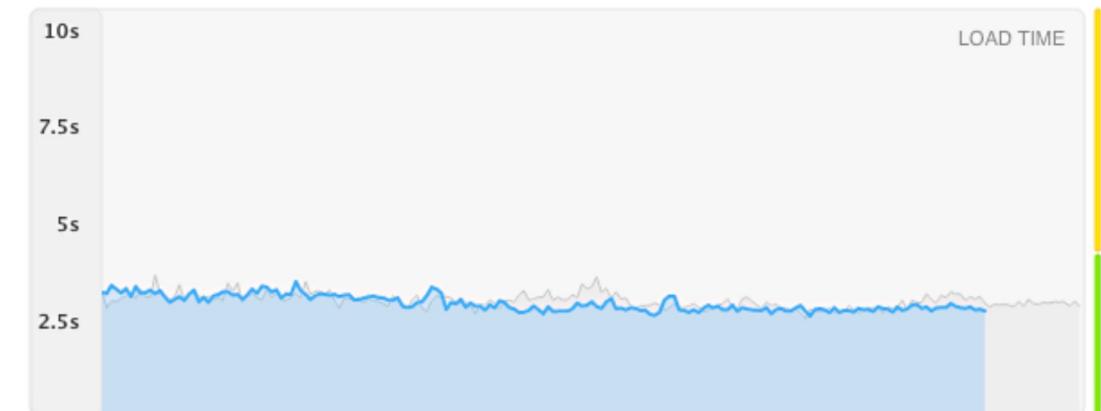
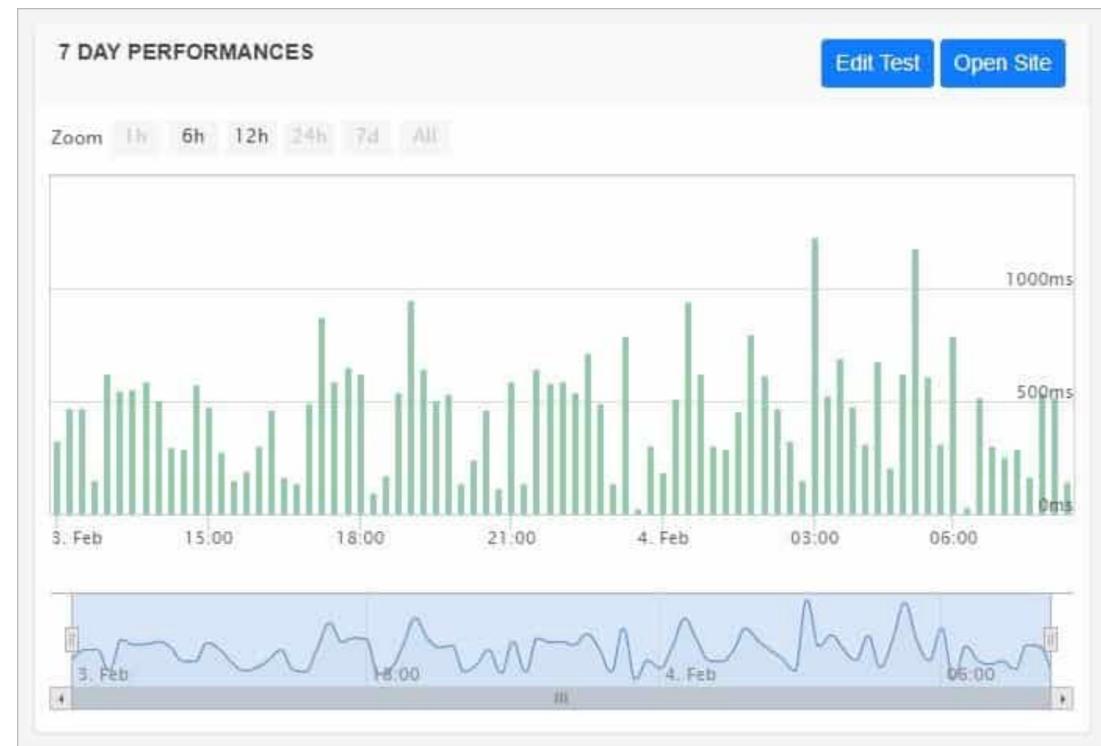
# Set up uptime and performance monitoring



If your site goes down, uptime monitoring will alert you right away so you can fix it.

## What to look for

- Get alerts right to your email inbox.
- Fix costly issues quickly.
- Use one of many free services, like **Pingdom Tools**.



# Recap



Configure web-based firewall to prevent DDoS attack

Install SSL to prevent "Man in the Middle" attack

Plan to monitor for phishing or redirect attacks

Update WordPress and all plugins

(optional) Set up uptime and performance monitoring



# Email marketing

**PART 4**

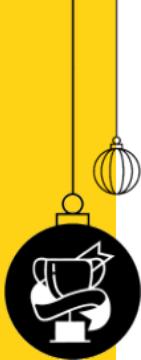
# Our checklist



- Update email marketing list
- Plan out multi-step email campaigns
- Set up email automation for cart abandonment
- Confirm contents of "order confirmation" emails
- Confirm "Welcome" emails are ready to go
- (optional) Set up "feedback request" email

 READ ALL ABOUT IT

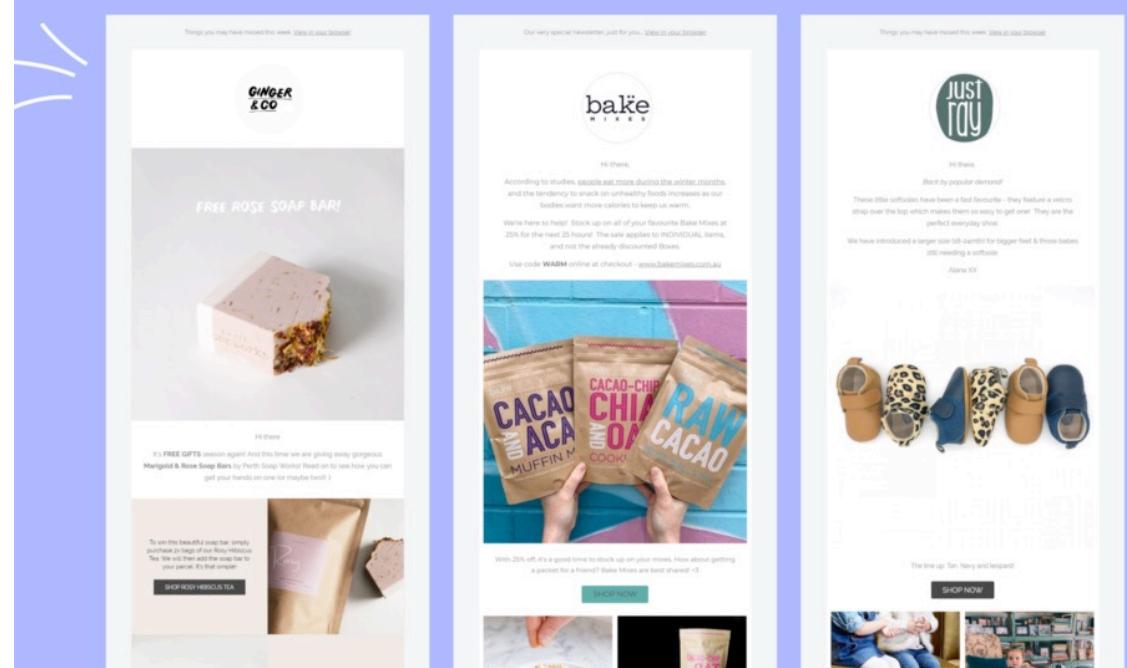
# Update email marketing list



While less personalized, broadcast newsletters provide store and product updates, including holiday sales information.

## Why it's useful

- Email is still 40x more effective at acquiring new customers than Facebook or Twitter<sup>1</sup>
- Using a service like Mailchimp, Klaviyo, or GoDaddy Email Marketing may be necessary depending on the number of subscribers and send rate



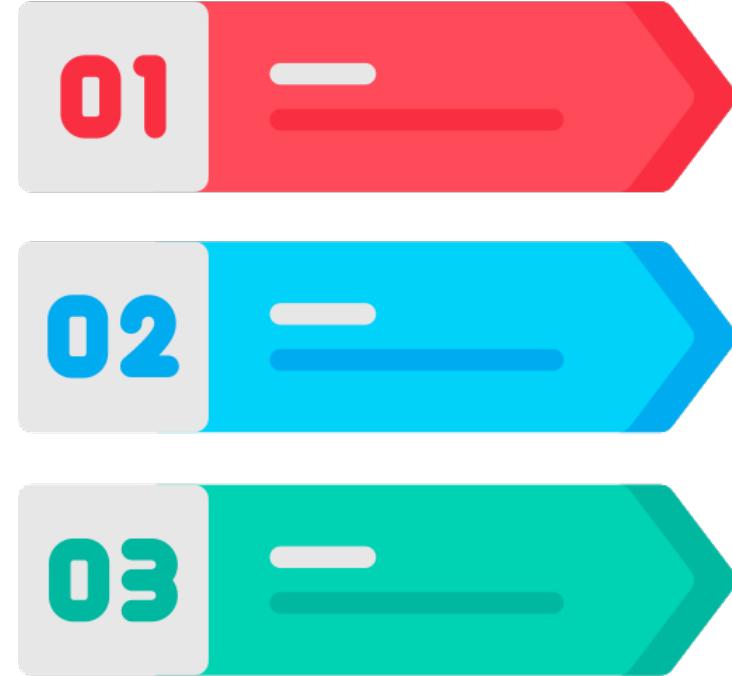
# Plan out multi-step campaigns



Don't wait until the last minute to plan your multi-step, or drip holiday campaigns.

## Why it's useful

- Multi-step campaigns engage customers long before they make a purchase.
- Campaigns that provide value are much more likely to result in customer conversion.
- Schedule your campaigns ahead of time—don't wait to send each email manually!



 DID YOU FORGET SOMETHING?

# Cart recovery email



Cart recovery emails encourage customers to return to complete their purchase.

## Why it's useful

- Almost 70% of all carts online are abandoned at some point during the checkout process<sup>1</sup>
- The average store can recover more than 15% of their abandoned carts<sup>2</sup>



Did you need a hand checking out or have questions?

Hello Arnold,

We're following up with you because we noticed that you attempted to purchase the following products on Kats Botanicals but did not check out successfully. We wanted to reach out again and let you know that we are still holding onto the items in your cart. Click on the button below to return back and complete your order before the items sell out.

Product	Quantity	Price
	50x Red Crystal Extract – 1 Ounce	1 \$37.99
	Dark Red Malay – 250 Grams	1 \$25.00
Shipping		\$8.00
Tax		\$0.00
Total		\$70.99

[Continue Shopping](#)

If you had any problems checking out, please [contact us](#).

Otherwise, how about giving us another chance? Shop [Kats Botanicals](#).

Kats Botanicals – [Unsubscribe](#)

 YOU'RE ALL SET

# Order confirmation

Order confirmations put customers at ease, increasing brand loyalty.

## Why it's useful

- Order confirmation emails have an open rate around 70%, much higher than the standard 18% for regular promotional emails<sup>1</sup>
- Include cross-sells and upsells to generate up to 20% more orders<sup>2</sup>



New Order: #1

You have received an order from Sherlock Holmes. The order is as follows:

Order #1 (September 4, 2019)

Product	Quantity	Price
A Study in Scarlet	1	£9.95
The Hound of the Baskervilles	1	£14.95
<b>Subtotal:</b>		£24.90
<b>Total:</b>		£24.90

## Billing address

*Sherlock Holmes  
Detectives Ltd.  
221B Baker Street  
London  
NW1 6XE  
02079304832  
sherlock@holmes.co.uk*

Congratulations on the sale! 🎉

Book Store

✓ HEY THERE!

# Welcome email



Welcoming new customers is the first step in nurturing repeat customers.

## Why it's useful

- Welcome emails have a 91.43% open rate<sup>1</sup>
- Loyal customers are **4x as likely to refer you to other people, 9x as likely to buy from you again, 7x as likely to try your new products**<sup>2</sup>



Hello leva!

Thanks for signing up for our Newsletter!

We are so glad you are here and hope you enjoy updates on new products, promotions, and much more.

The Makeup Geek Team

---

Save 10% at checkout

**LVNFVRL5**

\*\*\* Coupon Expires 3 days after the date of this email. One-time use for one customer only.\*\*\*

# Feedback request

Find out what went well and what could have gone better.

## Why it's useful

- Offering coupons or discounts for feedback can also increase repeat customers<sup>1</sup>
- Even if they don't make another purchase immediately, the feedback data is just as valuable!

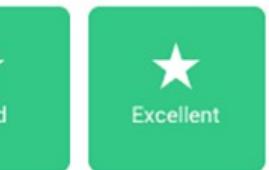
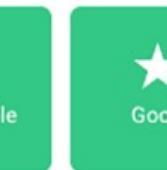
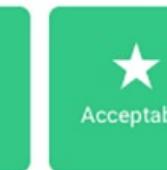
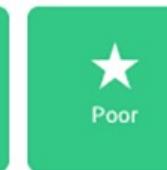
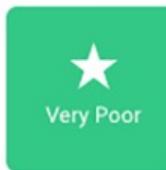


Hi Steph,

Thank you for your recent purchase at our store! Please help us improve our customer satisfaction by rating us and giving us a quick review.

As a way to say thanks, we'll send you a 10% off discount code after you submit your review.

## Rate your experience:



Cheers,  
Management Team

# Recap



Update email marketing list

Plan out multi-step email campaigns

Set up email automation for cart abandonment

Confirm contents of "order confirmation" emails

Confirm "Welcome" emails are ready to go

(optional) Set up "feedback request" email



# Measuring traffic with Google Analytics

**PART 5**

# Why measure site traffic?

-  Collecting data on site behavior (in aggregate) allows you to make decisions about which parts of your checkout flow are working.
-  Gathering average order value, conversion rate, sales by product, and more allows you to adjust your marketing focus.
-  Increased holiday traffic provides a large enough data set to make accurate, informed decisions.

# Our checklist



- Set up Google Analytics account
- Create Google Analytics property
- Connect site to Google Analytics (using a plugin)
- Confirm connection by monitoring traffic data
- (optional) Set up goals in Google Analytics

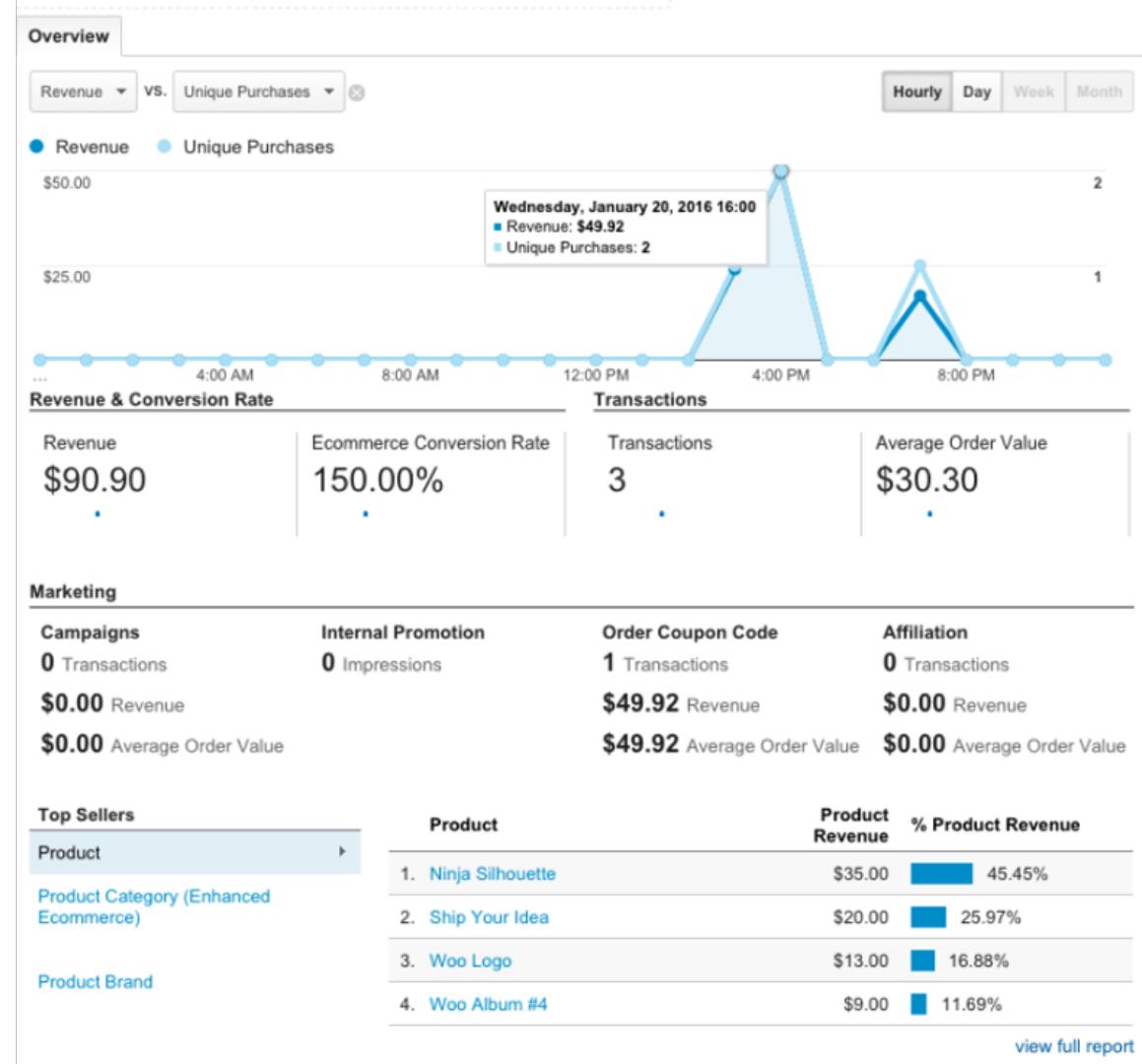
# Set up a Google Analytics account



Set up a Google Analytics account by signing up for a new one or connecting an existing Google account.

## Why Google Analytics?

- It's free.
- There are many WordPress and WooCommerce plugins designed to integrate with Google Analytics.
- Oh yea, it's free.



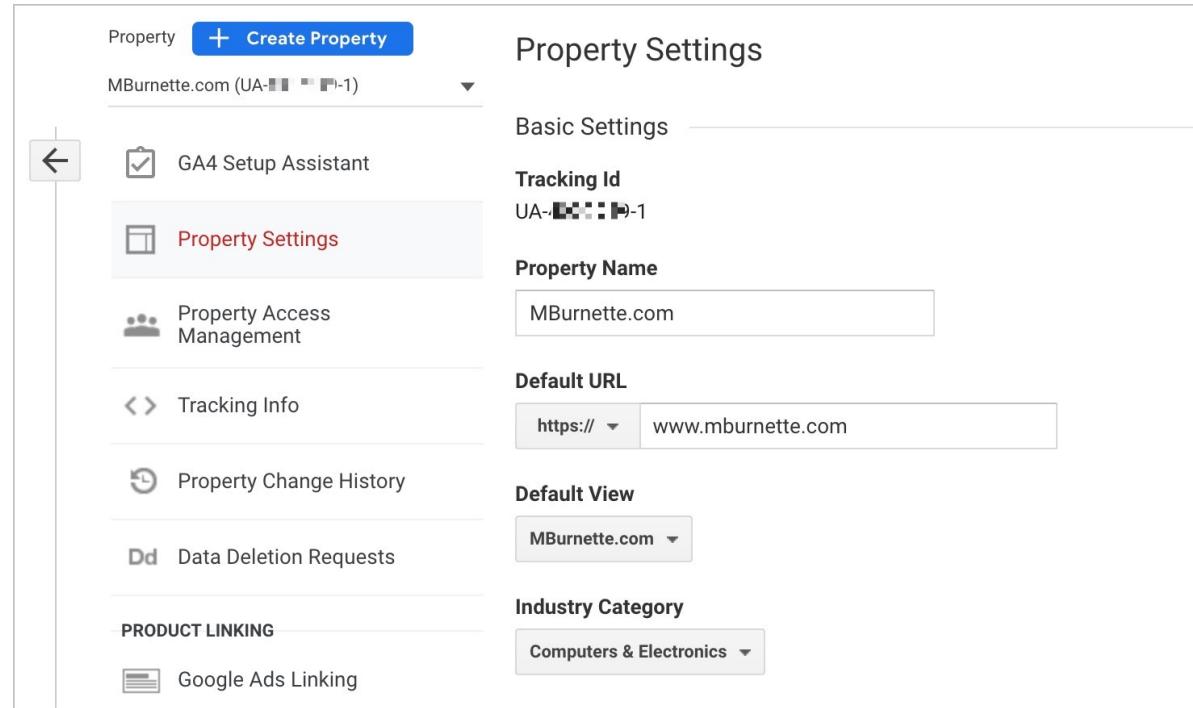
# Create a Google Analytics property



A Google Analytics account may contain many individual web sites—or **properties**.

## Step-by-step

- Create a new property
- Label it with the name of your site and configure any necessary settings, like providing the site URL.
- Take note of the UA-number, some plugins require this to connect your site.



Property [+ Create Property](#)

MBurnette.com (UA-123-1)

[GA4 Setup Assistant](#)

[Property Settings](#)

[Property Access Management](#)

[Tracking Info](#)

[Property Change History](#)

[Data Deletion Requests](#)

**PRODUCT LINKING**

[Google Ads Linking](#)

**Property Settings**

**Basic Settings**

**Tracking Id**  
UA-123-1

**Property Name**  
MBurnette.com

**Default URL**  
https:// www.mburnette.com

**Default View**  
MBurnette.com

**Industry Category**  
Computers & Electronics

# Connect your site to Google Analytics (using a plugin)



The easiest way to add Google Analytics to your site is with a plugin—specifically one designed for WooCommerce.

## What to look for

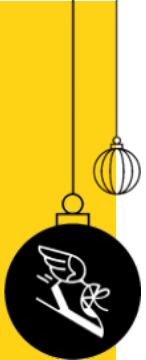
- There are free and paid extensions
- Some require a manual connection (using the UA- number)—some will connect in a more automated way.
- Highly recommend using **Google Analytics Pro**, as it is designed to collect WooCommerce-specific data.

Changed Cart Quantity	changed cart quantity	Triggered when a customer changes the quantity of an item in the cart.
Viewed Cart	viewed cart	Triggered when a customer views their cart.
Applied Coupon	applied coupon	Triggered when a customer applies a coupon.
Removed Coupon	removed coupon	Triggered when a customer removes a coupon.
Started Checkout	started checkout	Triggered when a customer starts the checkout process.
Provided Billing Email	provided billing email	Triggered when a customer provides their billing email.
Selected Payment Method	selected payment method	Triggered when a customer selects a payment method.
Placed Order	placed order	Triggered when a customer places an order.
Started Payment	started payment	Triggered when a customer starts a payment process.
Completed Purchase	completed purchase	Triggered when a customer completes a purchase.
Wrote Review	wrote review	Triggered when a customer writes a review.
Commented	commented	Triggered when a customer writes a comment.
Viewed Account	viewed account	Triggered when a customer views the My Account page.
Viewed Order	viewed order	Triggered when a customer views an order.
Updated Address	updated address	Triggered when a customer updates their address.
Changed Password	changed password	Triggered when a customer changes their password.
Estimated Shipping	estimated shipping	Triggered when a customer estimates shipping.
Tracked Order	tracked order	Triggered when a customer tracks an order.
Cancelled Order	cancelled order	Triggered when a customer cancels an order.
Order Refunded	order refunded	Triggered when an order is refunded.
Reordered	reordered	Triggered when a customer reorders a previous order.



IT'S ALIVE

# Confirm connection by monitoring traffic data

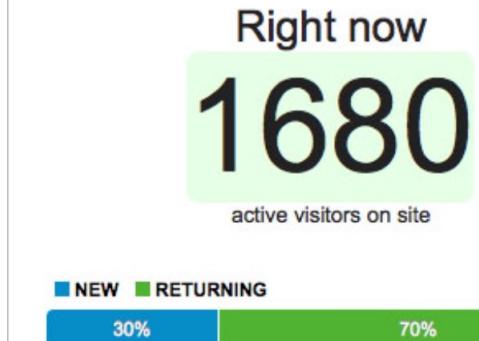


Google Analytics has a **Realtime** tab where you can see current site traffic.

## How to test

- Using the **Realtime** tab, monitor current site traffic.
- If your store is not live yet, open a new browser or **incognito** tab and surf around.

## Overview



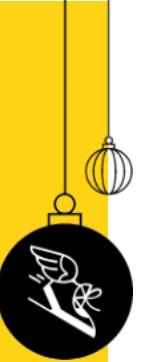
## Top Referrals:

	Source	Active Visitors ↓
1.	gizmodo.com	67
2.	pcworld.com	27
3.	engadget.com	16
4.	twitter.com	8
5.	techcrunch.com	7
6.	crunchgear.com	7
7.	cnn.com	7
8.	nytimes.com	4
9.	slashgear.com	4
10.	linkedin.com	3

## Top Active Pa

1.	/supp
2.	/hom
3.	/shop
4.	/cart.
5.	/abou
6.	/che
7.	/login
8.	/blog
9.	/vide
10.	/retu

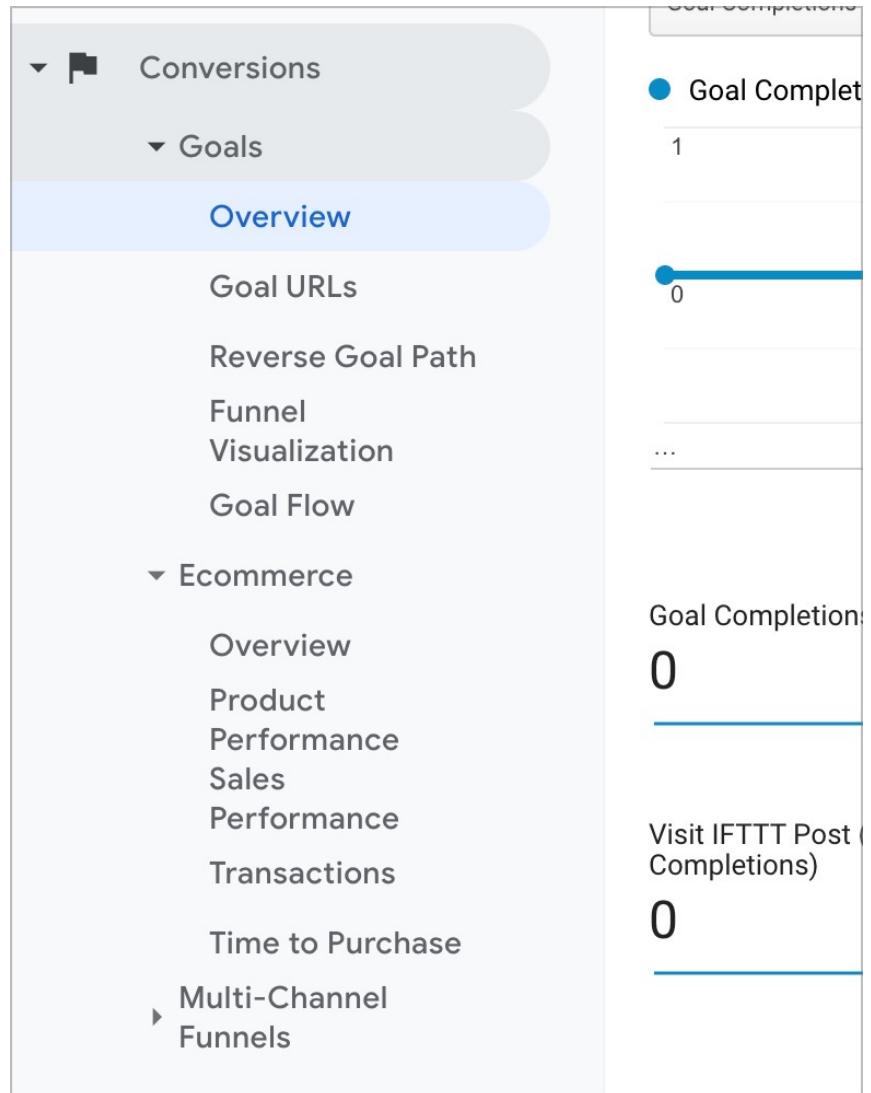
# Set up goals in Google Analytics



Let Google Analytics do the hard work of measuring your success—set up goals to track purchases, store URLs, product performance, and more.

## Why goals?

- Google Analytics can track (and alert) you about goal conversions.
- Product and order statistics allow you to make quick changes to maximize conversions.



# Recap



- Set up Google Analytics account
- Create Google Analytics property
- Connect site to Google Analytics  
(using a plugin)
- Confirm connection by monitoring  
traffic data
- (optional) Set up goals in Google  
Analytics

# What we covered today



**Part 1**  
E-commerce  
store holiday  
shopping  
essentials



**Part 2**  
Payments and  
transactional  
emails



**Part 3**  
Holiday security



**Part 4**  
Email marketing



**Part 5**  
Measuring  
traffic with  
Google Analytics

# Cheat sheet

Download the PDF cheat sheet that contains a checklist for all of the topics covered here:

[mburnette.com/woosesh-checklist](http://mburnette.com/woosesh-checklist)

GoDaddy Pro *Woo\$H*

# Thank you.

