How to Customize the WooCommerce Shopping Experience

E-commerce & Online Stores · https://thewebops.com/help-center/e-commerce-online-stores/how-to-customize-the-woocommerce-shopping-experience/

1. Customizing Your WooCommerce Shop Page

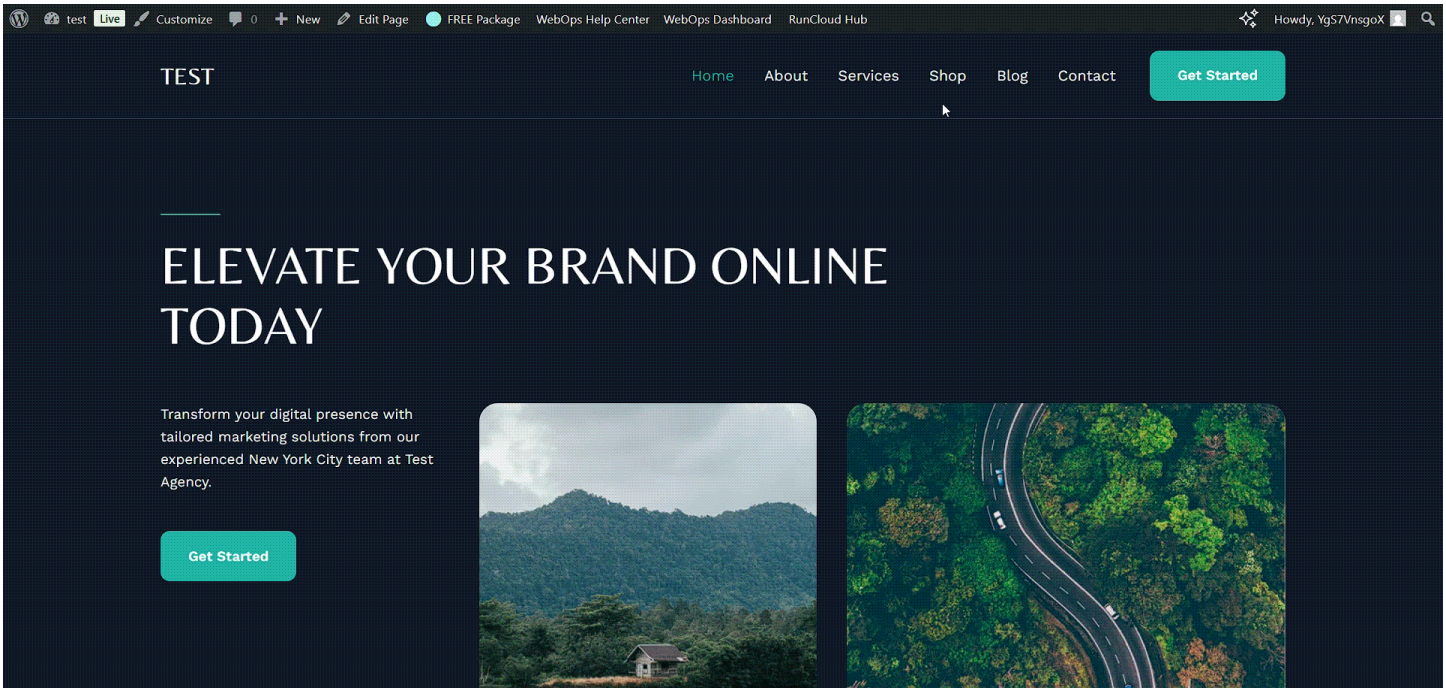
Your **Shop Page** is the front window of your online store -- where customers browse your products. You can easily design it to match your brand and layout preferences.

Accessing the Shop Page

1. Navigate to the shop page
2. Click on **Customize** on the top bar
3. You can change the number of columns and the number of products on the page
4. Toggle visibility for product title, price, rating, "Add to Cart" button, and more
5. Click **Publish**

Useful Customization Options

- **Product Grid Layout:** It lets you control how many products appear per row or page. *(Customizer → WooCommerce → Product Catalog)*
- **Shop Page Elements:** Toggle visibility for product title, price, rating, "Add to Cart" button, and more.
- **Sidebar & Filters Layout:** Choose a **sidebar layout** (left/right/no sidebar) to display filters and categories easily.
- **Typography & Colors:** Under **Customizer → Global → Typography / Colors**, adjust fonts and palette to match your branding.



2. Adding Product Sorting Options

Default Sorting

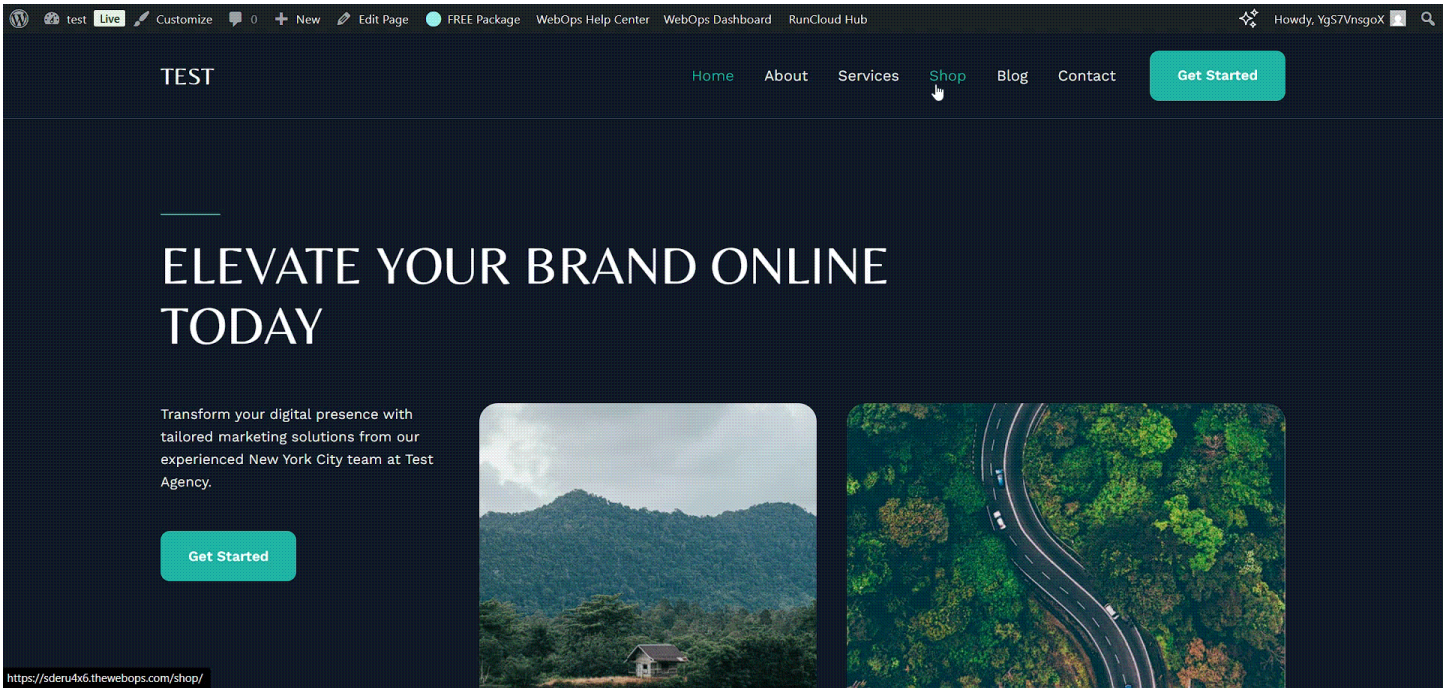
WooCommerce includes a basic "Sort by" dropdown on your shop and category pages.

You can customize the sorting options under:

1. Navigate to the shop page
2. Click on **Customize** on the top bar
3. Click **Publish**

Typical sorting options include:

- Default sorting (custom ordering + name)
- Sort by popularity
- Sort by average rating
- Sort by latest
- Sort by price (low → high or high → low)

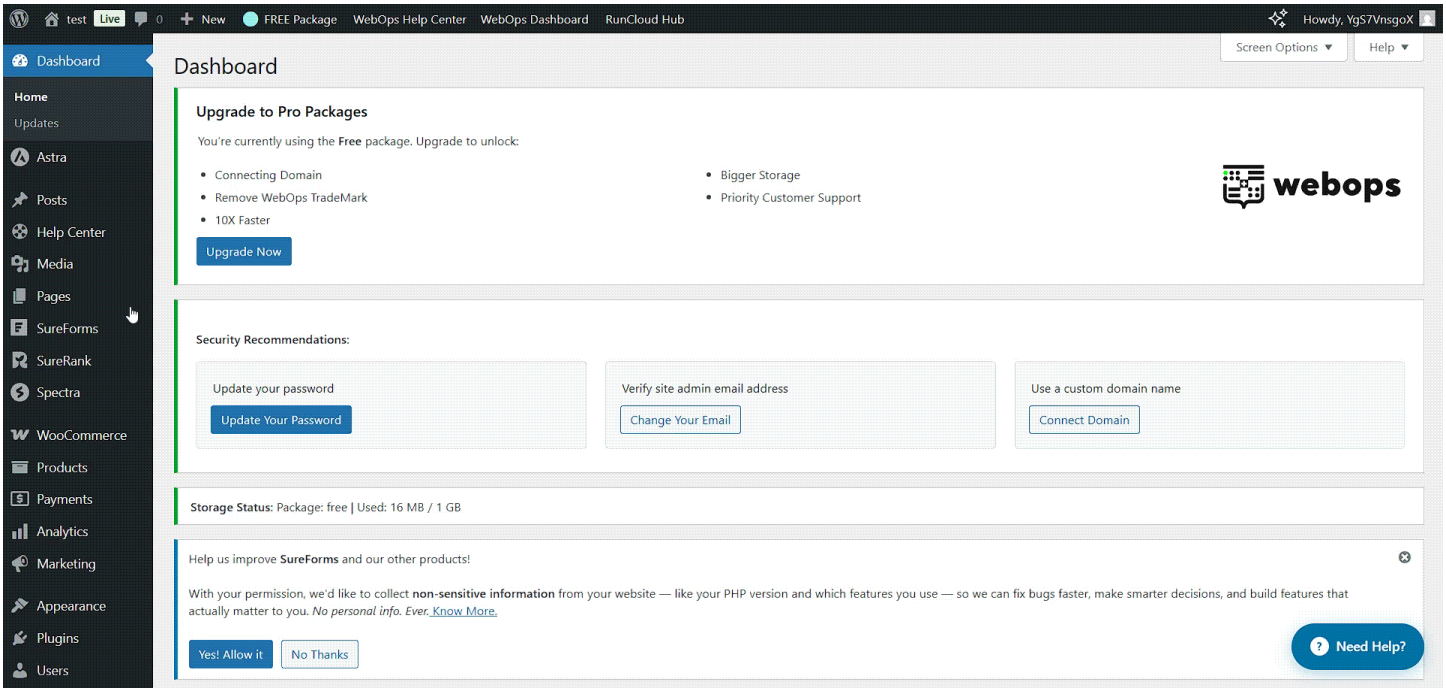


3. Displaying Related Products

WooCommerce includes category filters on your shop page. Filters help customers narrow down products by category.

Adding the Default Filtering

1. Go to **Pages → All Pages → Shop**
2. Click **Edit**
3. Add a **Products Category List widget**
4. Click **Publish**



4. Best Practices for Better UX

- Use **consistent product images** and aspect ratios
- Keep filters and sorting visible without scrolling
- Test your design on **mobile devices**

Conclusion

A smooth, visually appealing shopping experience can make the difference between a quick bounce and a successful sale. With **Spectra Builder** and **Astra Theme**, you can transform WooCommerce's default layout into a modern, user-friendly storefront -- customized to your exact brand and customer journey.

Take time to refine the flow, simplify navigation, and make discovery effortless. Your customers (and your sales) will thank you for it.