How to Set Up WooCommerce for Your Store

E-commerce & Online Stores · https://thewebops.com/help-center/e-commerce-online-stores/how-to-set-up-woocommerce-for-your-store/

Who is this for?

Merchants, site-builders, and support agents helping customers configure a new WooCommerce store.

Prerequisites

- WordPress is installed and accessible.
- WooCommerce plugin installed and activated.
- Admin access to the WordPress dashboard.

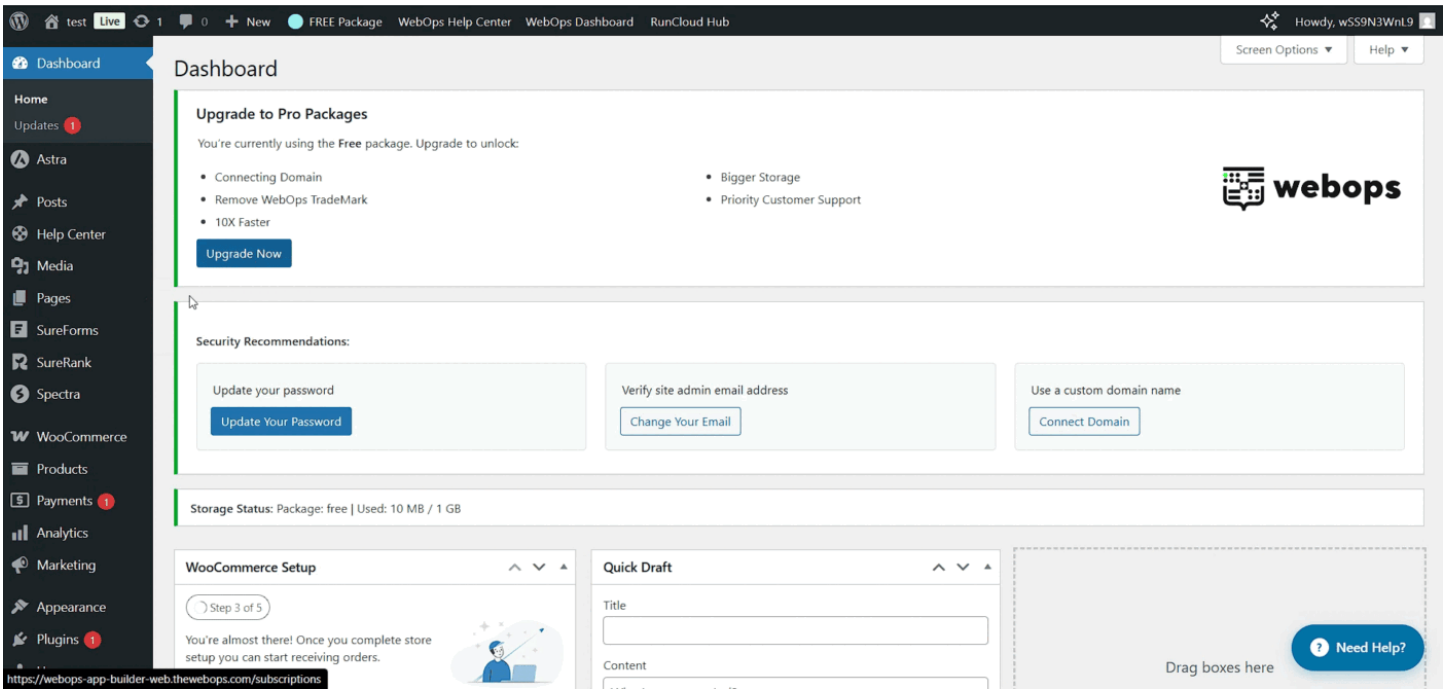
Quick checklist (what we'll configure)

- Run WooCommerce Setup Wizard (onboarding screen)
- Store details: name, address, country, postcode
- Currency and currency position
- Business details: industry, product types
- Shipping zones and methods
- Taxes (enable/disable + basic VAT/Tax settings)

1) Start: Run the WooCommerce Setup Wizard (Onboarding screen)

1. Go to **WooCommerce → Home** in the WordPress admin.
2. You'll be prompted to start the **Setup Wizard**. Click **Set up your store**.
3. If you skipped it earlier, reopen at any time: **WooCommerce → Help → Setup Wizard** (or **WooCommerce → Home → Set up**).

Tip: The wizard covers the essentials quickly -- use it to capture store address, currency, shipping, and payments. You can refine settings later under **WooCommerce → Settings**.

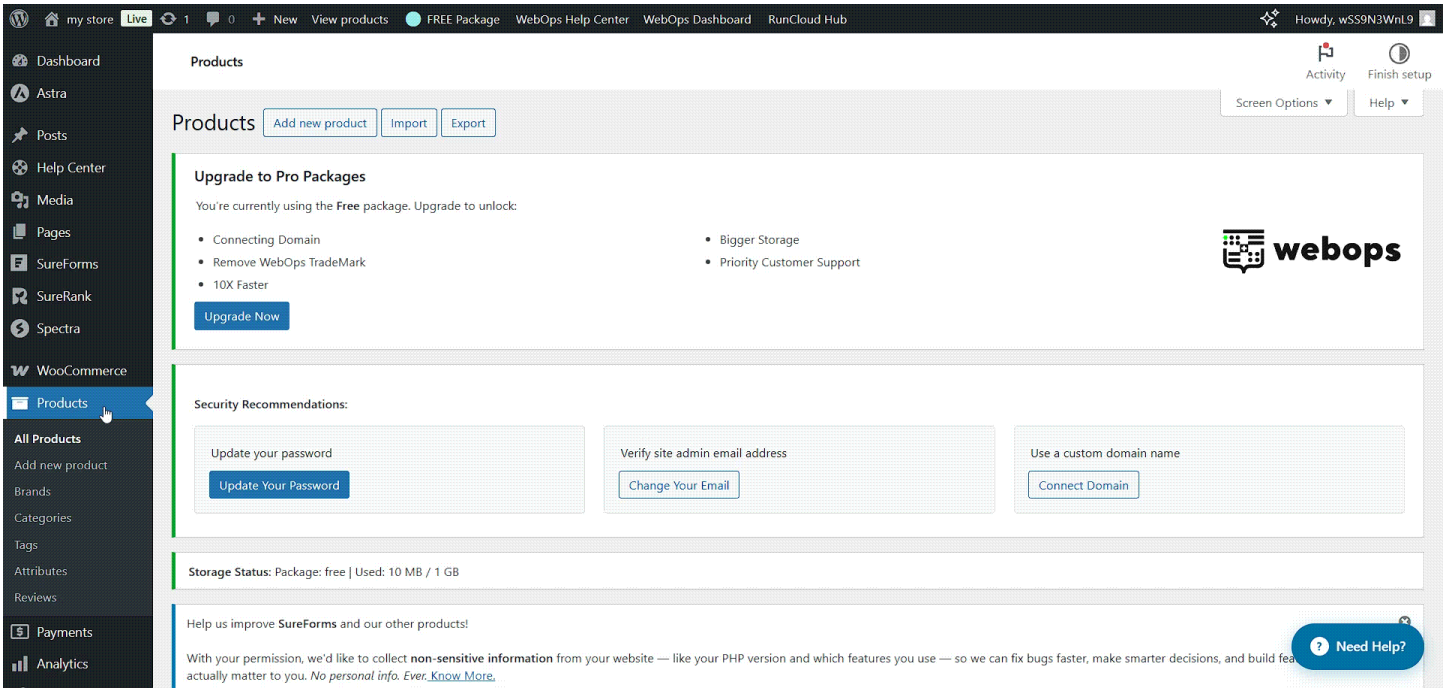


2) Store Details (Onboarding step)

Complete these fields during the wizard or later at **WooCommerce → Settings → General**:

- **Store address/location:** country, state, city, postcode. Important for tax and shipping calculations.
- **Store name:** appears on invoices and in some emails (also set in WordPress → Settings → General site title).
- **Selling/Shipping locations:** choose where you sell and ship to (all countries, specific countries, disabled).

Best practice: Use the legal business address for accurate tax/shipping calculations; use an international format if you ship worldwide.

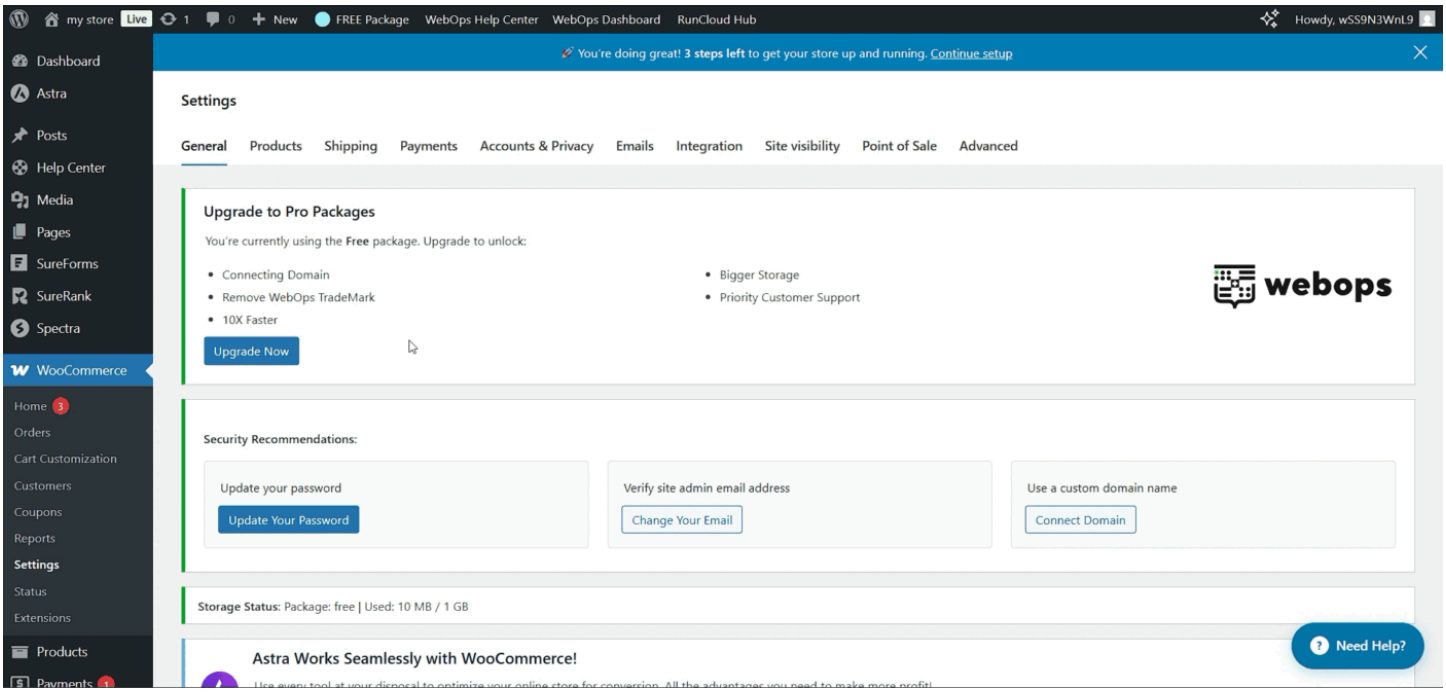


3) Currency & Currency Settings

Set in **WooCommerce → Settings → General**:

- **Currency:** choose the store currency (e.g., USD, EGP).
- **Currency position:** left ($10) / right (10$) etc.
- **Thousand separator / Decimal separator / Number of decimals**

Note for multi-currency stores: Use a currency switcher plugin (e.g., WooCommerce Multi-Currency) or a hosted payment provider supporting multiple currencies.



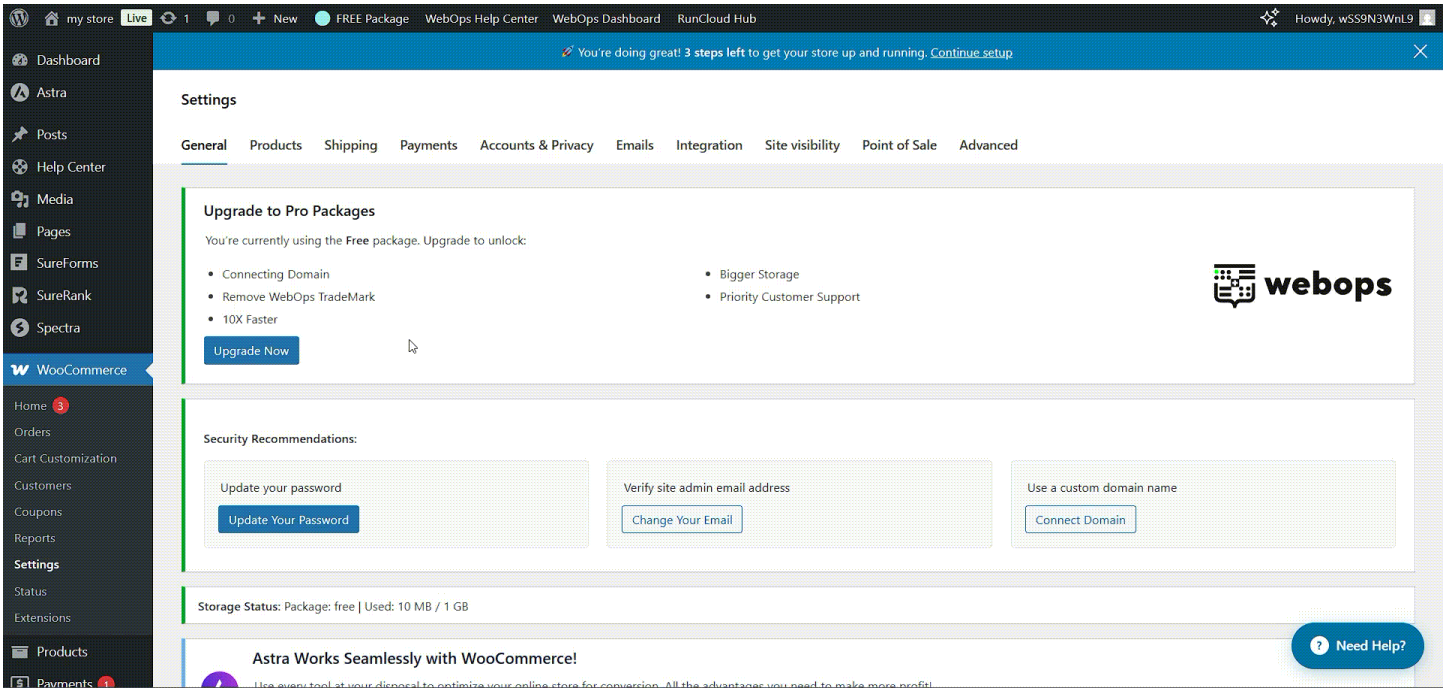
4) Taxes

WooCommerce can calculate taxes automatically (requires additional plugins/services) or manually configure standard tax rates.

- Enable taxes: **WooCommerce → Settings → General → Enable taxes**.
- Configure tax options: **WooCommerce → Settings → Tax** (standard rates, reduced, zero-rate).

Quick tax checklist:

- Turn on taxes if you must charge VAT/sales tax.
- Add standard tax rates or import rates via CSV if needed.
- Confirm whether product prices include or exclude tax.

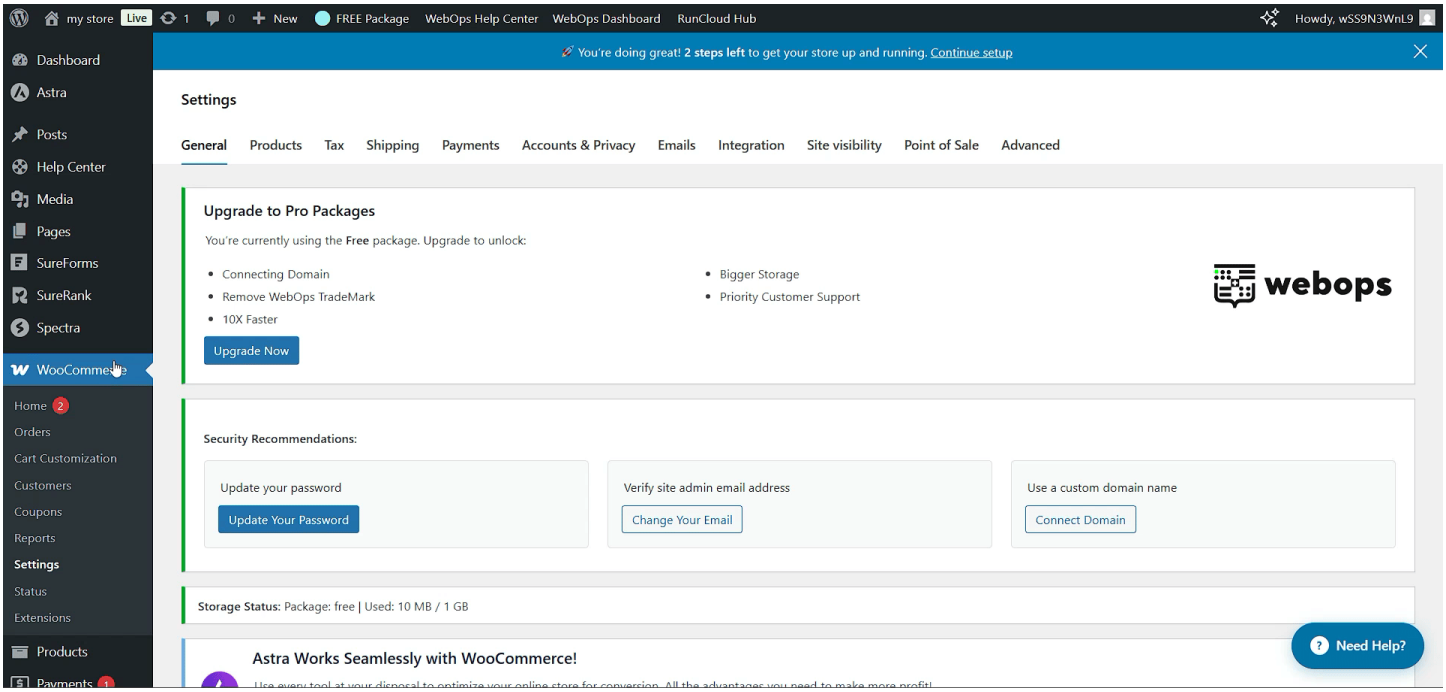


5) Shipping

Shipping setup happens across **WooCommerce → Settings → Shipping** and during the wizard.

- **Shipping Zones:** region-based zones (e.g., Egypt, EU).
- **Shipping Methods:** Flat rate, Free shipping, Local pickup.
- **Shipping classes:** group products with similar shipping costs.

Pro tip: Start with simple flat rates per zone and add a carrier-specific plugin later for real-time rates (e.g., Aramex, DHL, FedEx plugins).



6) Recommended plugins & extensions (starter list)

- **WooCommerce Admin** (improved analytics/dashboard -- often bundled).
- **Payment gateways:** Stripe, PayPal, local payment plugins.
- **Shipping integrations:** carrier plugins for real-time rates.
- **Checkout and UX:** Checkout blocks, Cart & Checkout optimization plugins.

7) Common troubleshooting & tips

- **Currency not changing:** Check theme overrides or currency plugins that may lock the display.
- **Taxes incorrect:** Verify store address and whether product prices include tax.

8) Short FAQs

Q: Can I change currency later?

A: Yes -- but changing currency after taking orders or having existing prices can create inconsistencies. Prefer setting the correct store currency from the start.

Q: Do I need a plugin for shipping rates?

A: For advanced carrier rates (live DHL, FedEx, Aramex), yes -- use a dedicated shipping plugin for real-time quotes.

9) Related articles

- Setting up Payment Gateways (Stripe & PayPal) -- *link*
- Managing Shipping Zones & Rates -- *link*