

WooCommerce Tutorial for Beginners

Complete Course Notes — Build a WordPress Drop shipping Store from Scratch

SECTION 1: Introduction — What is WooCommerce Drop shipping?

1.1 The Drop shipping Business Model

Drop shipping is an eCommerce business model where you sell products through your own online store without ever physically holding or purchasing stock upfront. The entire fulfillment process is handled by a third-party supplier.

- You set up an online store and list products for sale
- A customer visits your store and places an order
- You purchase the product from the supplier (only after the customer pays you)
- The supplier ships the product directly to your customer
- You never touch the product — no warehouse, no inventory, no upfront stock costs

Why it's low risk and high reward:

- No upfront inventory investment — you only buy what you already sold
- No physical storage costs — no warehouse or stock room required
- Scalable — you can sell thousands of products without managing stock
- Location-independent — run your business from anywhere with an internet connection

1.2 What is WooCommerce?

WooCommerce is a free, open-source eCommerce plugin for WordPress. It transforms a standard WordPress website into a fully functional online store capable of listing products, processing payments, managing orders, and much more.

Layer	What It Does
WordPress	The underlying website platform — creates and manages your website's content, pages, and structure
WooCommerce Plugin	Adds eCommerce functionality to WordPress — product listings, shopping cart, checkout, payment processing, order management
Hosting Service	Provides the server space where your website files are stored and served to visitors
Domain Name	Your website's address (e.g. www.yourstorename.com) — what customers type to reach your store

1.3 Advantages of Selling on WooCommerce

- Your own domain name (www.yourstorename.com) — fully branded and professional
- Complete customisation — unlike eBay or Amazon, you control every aspect of your store's design, rules, and policies
- Unlimited scalability — no listing limits, no category restrictions, no marketplace rules telling you what you can sell
- Plugin ecosystem — hundreds of plugins to optimise your store, increase conversions, improve SEO, collect emails, and more
- Content marketing capability — create blog pages to drive free organic traffic through Google search
- Lower platform fees compared to selling on large marketplaces

1.4 Disadvantages and Challenges

- High learning curve — more technical setup required compared to Shopify or eBay
- No built-in organic traffic — unlike eBay or Amazon, nobody knows your store exists when you first launch. You are responsible for driving traffic to your store
- Initial setup time — hosting, domain, WordPress, WooCommerce, and customisation all need to be configured
- Marketing is required — paid advertising or free content marketing is needed to generate sales

Note: the learning curve is exactly what this course addresses — by the end you will have a fully functional WooCommerce drop shipping store.

SECTION 2: Product Research — Finding Winning Products

2.1 Why Product Research Matters

Product research is the first and most important step. Choosing the right products to sell — products with proven demand, good margins, and a clear target audience — is the foundation of a profitable drop shipping business. Product research is not a one-time task; it should be an ongoing process.

2.2 Top Product Research Methods

Method	How to Use It
AutoDS Marketplace	A built-in database of trending, dropship-ready products inside the AutoDS platform. Filter by category, supplier, and region. Browse hot products with sales data.
AutoDS Best Sellers YouTube Playlist	Free YouTube playlist with curated videos of the hottest drop shipping products. Add 20–30 variations of each product idea to test the market thoroughly.
AutoDS Product Finding Blog	Blog articles with trending product ideas, supplier links, and profit calculations. Good for readers who prefer written content over video.
Spy on Competitors	Find competitor stores selling similar products. Analyse their ads, product pages, pricing, and marketing tactics. Learn from their best practices.
Supplier Bestseller Sections	Browse AliExpress Drop shipping Center, Walmart, CJ Drop shipping, and other supplier sites to see their current bestsellers and trending items.
TikTok Hashtag Research	Search #TikTokMadeMeBuyIt on TikTok to find products going viral. Products with massive engagement on TikTok often convert well in drop shipping stores.
Facebook Ad Analysis	Search Facebook for phrases like 'Get Yours Now' or 'Free Shipping' to find active drop shipping ads. Use Chrome extensions like MyAdFinder to analyse competitor ads.

2.3 The Product Research Spreadsheet

As you discover products through the above methods, add each one to a product research spreadsheet. For each product, answer a set of qualification questions. If a product gets a 'Yes' to all questions, it has a high chance of success on your store.

- Questions to ask for each product:
 - Does it solve a problem or fulfil a desire?
 - Is it trending on social media or search?
 - Is the profit margin sufficient after supplier cost and fees?
 - Is it easy to ship? (lightweight, not fragile, not oversized)
 - Can you find reliable supplier sources for it?
 - Are there active ads running for it? (proves market demand)
 - Can you target a clear audience with paid ads?
- Example product from this course: a Laser Hair Epilator — selling for \$33, supplier cost \$1.28 on AliExpress, approximately \$30+ gross profit potential, 2,000 Facebook comments on competitor's ad showing strong demand

2.4 Selecting a Drop shipping Supplier

Once you have your product shortlist, you need to find suppliers who carry those products. AutoDS supports over 25 drop shipping suppliers that can be fully automated — meaning price monitoring, stock monitoring, and order fulfilment are all handled for you.

- Filter suppliers by region — shipping from a UK warehouse to UK customers is faster and improves customer satisfaction
- Top recommended suppliers:
 - AliExpress — massive product range, competitive pricing, global shipping
 - Walmart — reliable US supplier with fast domestic shipping
 - CJ Drop shipping — wholesale prices, warehouses in multiple countries
 - Overstock — brand-name products at discounted prices
 - Bang good — electronics and gadgets focused

SECTION 3: Technical Setup — Hosting, Domain, and WordPress Installation

3.1 What You Need to Set Up

Before you can build your WooCommerce store, three things must be in place and connected: a hosting service, a domain name, and a WordPress + WooCommerce installation. These three components work together to make your website accessible on the internet.

Component	What It Is / Where to Get It
Hosting Service	Server space where your website files are stored. Recommended: Bluehost, Site Ground, or Hostinger. All three support one-click WordPress + WooCommerce installation. Cost: approx. \$15–20/month.
Domain Name	Your website address (www.yourstorename.com). Purchase from GoDaddy. Cost: approx. \$20/year. You can add this later once you decide on your store name.
WordPress + WooCommerce	Installed automatically by your hosting service. No separate download needed when using Bluehost, Site Ground, or Hostinger.

3.2 Cheaper Method vs WordPress.com

Approach	WordPress.com (all-in-one)
Cost	~\$25/month + \$20/year for domain
Control	Less control — tied to one platform
Flexibility	Cancelling the plan affects domain too
Recommended?	No — more expensive, less flexible

3.3 Connecting Your Domain to Your Hosting (Name Servers)

After purchasing a domain on GoDaddy and creating a hosting account on Site Ground (or similar), you must tell GoDaddy which hosting service to use. This is done by updating the Name Servers in GoDaddy's DNS settings.

- Step 1: Find the Name Servers in your hosting account (e.g. ns1.siteground.net and ns2.siteground.net)
- Step 2: Log into GoDaddy → click on your domain → DNS Settings → Change Name Servers
- Step 3: Select 'Enter My Own Name Servers (Advanced)' → paste Site Ground's name servers
- Step 4: Save — DNS propagation takes up to 24–48 hours but often updates within minutes
- Once connected, your domain will load your Site Ground-hosted WordPress website

During the setup period before your domain is connected, your hosting provider gives you a temporary URL so you can start building your site immediately.

3.4 Installing WordPress and WooCommerce

Once your hosting account is ready, installing WordPress and WooCommerce is a one-click process through your hosting control panel:

- In Site Ground: Websites → New Website → select your domain → choose WordPress + WooCommerce installation
- Enter your admin username, password, and email address
- The WordPress Starter onboarding tool launches automatically and guides you through initial setup
- After installation, access your WordPress dashboard at: yourdomainname.com/wp-admin
- WordPress Starter walks you through: choosing a store theme, installing optional plugins (contact forms, analytics, SEO), and basic configuration

SECTION 4: WooCommerce Store Settings — General Configuration

4.1 Store Details — The WooCommerce Onboarding Wizard

After installation, WooCommerce runs an onboarding wizard accessible from the WooCommerce menu in WordPress. Complete each tab in order:

4.2 General Settings

- Store address, city, postcode — basic location information
- Selling locations — choose from: Sell to All Countries / Sell to All Countries Except / Sell to Specific Countries only
- Shipping locations — choose which countries have a shipping option available at checkout
- Default customer location — set to 'Geolocate' to automatically use the customer's real country
- Enable taxes — required if you are selling to US states that collect sales tax. Research your tax obligations before enabling
- Enable coupons — always enable; gives you marketing flexibility
- Currency — select the currency to display prices in. For a US audience, choose US Dollar

Tip: You can add a multi-currency plugin so customers in different countries see prices in their own local currency rather than always seeing USD.

4.3 Shipping Zones

Shipping zones define which delivery options are offered to customers in different countries, and what the costs are. Navigate to WooCommerce → Settings → Shipping.

- Click 'Add Shipping Zone' — name the zone (e.g. 'US Free Shipping') and select the region (United States)
- Add Shipping Method — Free Shipping: for customers in the US, set up a free shipping option as an incentive
- Add Flat Rate: offer an expedited paid shipping option (e.g. \$15 for faster delivery with a better carrier)
- Repeat for other countries or regions — you can have multiple zones with different pricing structures
- Shipping calculation uses the customer's delivery address to determine which zone and option to offer

4.4 Payment Settings

Payment settings control how customers pay you and how those payments are transferred to your account. Navigate to WooCommerce → Settings → Payments.

- Enable PayPal Payments — the default and most widely recognised payment option; customers can use their PayPal account or check out as a guest with a credit card
- Add additional payment providers — click 'Discover Other Payment Providers' to browse the WooCommerce extension store:
 - WooCommerce Payments — direct credit/debit card processing (US and select countries)
 - Stripe — widely supported credit card processor available in most countries
 - Square for WooCommerce — good for stores that also sell in person
- Offering multiple payment options increases checkout completion rates — some customers don't have PayPal

4.5 Email Notifications

WooCommerce automatically sends emails to you and your customers at key order stages. Navigate to WooCommerce → Settings → Emails to customise them.

Email Type	Recipient
New Order	Store owner
Cancelled Order	Store owner
Failed Order	Store owner
Order On Hold	Customer
Order Processing	Customer
Order Completed	Customer
Refund Issued	Customer

- All email templates are customisable — edit subject lines, headings, and message body text
- Use placeholder variables: {site_title}, {order_number}, {order_date} are automatically replaced with real values

SECTION 5: Designing Your Store — Themes, Logo, and Layout

5.1 Choosing a Theme

A WordPress theme controls the overall look and layout of your WooCommerce store. Themes can be changed at any time without losing your content.

- Free themes are available through the WordPress theme library — more than sufficient to start making sales
- The recommended starter theme is Storefront — a clean, WooCommerce-optimised free theme
- Access themes: WordPress Dashboard → Appearance → Themes → Add New
- Paid/premium themes offer more advanced design options and features — consider investing after your store is generating revenue
- The WordPress Starter onboarding tool lets you preview and select a theme during the initial setup process

5.2 Creating a Store Logo

Your logo appears in the site header, browser tab (favicon), and represents your brand identity. Creating a professional logo is free using Canva:

- Go to canva.com → Create a Design → search for 'Logo' → select the 500x500 template
- Browse Canva's template library — search by category (e.g. 'skincare', 'laser', 'health') to find relevant templates
- Customise the template — change text (store name, tagline), colours, and graphics
- Search for product-relevant graphics in Canva's Elements library (e.g. 'laser device')
- Choose a brand colour palette from Canva's Styles section — consistency across your store builds trust
- Download the completed logo as a PNG file
- Upload: Appearance → Customise → Site Identity → Select Logo and Site Icon (favicon)

Site icons (favicon) should be 512x512 pixels. The same logo file works for both the header logo and the favicon.

5.3 Customising Your Theme

Access theme customisation through: Appearance → Customise. Changes preview live on the right side of the screen.

Customisation Area	What You Can Edit
Site Identity	Logo, site title, tagline, and favicon (browser tab icon)
Header	Background colour, header image, text colour, and link colour. Match the background colour to your logo background for a seamless look.
Footer	Background colour and footer content. Should visually match the header for consistency.
Main Background	The background colour of the main content area of the page
Typography	Heading font sizes, body text colours, link colours, and hero text styling
Buttons	Button colours, border radius, and text styling for all CTA buttons site-wide
Menus	Create and assign navigation menus to header and footer positions
WooCommerce	Store notice (banner), shop page layout, and product catalogue settings

- Always click Publish after making changes — unpublished changes are only visible in the preview
- Match your header and footer background colour to your logo background to eliminate ugly white borders
- Keep colours consistent — choose a brand palette in Canva and apply the same hex colour codes throughout your site

5.4 The WordPress Block Editor vs Elementor

Feature	Default Block Editor (Gutenberg)
Interface	Block-based — add and stack content blocks vertically
Ease of use	Moderate — requires familiarity with block types and settings
Design flexibility	Limited — basic layout options
Template library	Limited
Widgets available	Standard blocks (text, image, product)
Cost	Free — included with WordPress
Recommended for	Beginners on a budget getting started quickly

SECTION 6: Adding Products — AutoDS Automation

6.1 Why Use AutoDS?

AutoDS is a drop shipping automation platform that connects your WooCommerce store to your suppliers. Instead of manually copying product information, prices, and images from AliExpress to your store, AutoDS does it automatically — and continues to monitor for price and stock changes.

- Automated price and stock monitoring — if the supplier raises their price or runs out of stock, AutoDS updates your store listing automatically
- Automatic order fulfilment — when a customer orders, AutoDS can automatically place the order with the supplier without you doing anything
- Product importing — imports full product information, all variants, images, and descriptions in minutes
- Variation management — imports all colour, size, plug type, and other variations from the supplier listing
- Profit calculation — AutoDS calculates your break-even point and selling price based on your desired profit margin
- Bulk editing — edit prices, profit percentages, and settings across multiple product variations simultaneously

6.2 Connecting AutoDS to Your WooCommerce Store

- Register for an AutoDS account at autods.com
- In AutoDS: click Stores on the left menu → Add Store → select WooCommerce Store
- Enter your store URL (e.g. productchasers.com) → click Add Store
- AutoDS redirects you to WooCommerce for authorisation — click Approve
- Your WooCommerce store is now connected — AutoDS can now import products, monitor prices, and fulfil orders

6.3 Importing a Product

Once connected, importing a product from a supplier to your WooCommerce store takes only a few minutes:

- Step 1: Find the product on AliExpress (or another supported supplier)
- Step 2: Copy the product page URL
- Step 3: In AutoDS → Add Products → Single Product → paste the URL → click Edit Now
- Step 4: AutoDS adds the product to Drafts — you can optimise it before publishing
- Step 5: In the Draft editor, optimise the product:
 - Rewrite the product title (use ChatGPT to generate a better, more compelling title)
 - Rewrite the product description (use ChatGPT with bullet points and emojis for readability)
 - Enable price and stock monitoring and automatic orders
 - Review and adjust variation pricing — set your break-even cost and desired profit margin
 - Check all product images have been imported correctly
- Step 6: Click Save and Import — the product is now live on your WooCommerce store

Price tip: always round your prices to .97 or .99 (e.g. \$50.97 instead of \$50.46) — this is standard eCommerce pricing psychology.

6.4 Optimising Product Content with ChatGPT

ChatGPT is a free AI tool that can dramatically improve your product listings in minutes. AliExpress listings from Chinese sellers often have poor English and confusing descriptions — ChatGPT rewrites them professionally.

Task	ChatGPT Prompt to Use
Generate product title options	Generate three engaging product titles for this product: [paste existing product title]
Rewrite product description	Rewrite this product description, use bullet points and emojis: [paste original description]
Create homepage slogan	I'm creating an online store for this product. Generate five catchy slogans: [paste product description]
Generate blog article ideas	Generate five blog article ideas about [product type]
Write blog article headings	Brainstorm five headings for a blog article titled: [your chosen blog title]
Write blog article paragraphs	Write three paragraphs for the heading: [heading text]

Always run ChatGPT-generated text through a plagiarism checker (e.g. Grammarly) before publishing to confirm the content is unique. ChatGPT-generated content typically shows under 10% plagiarism.

SECTION 7: Building Pages, Menus, and Navigation

7.1 WordPress Page vs Post — What's the Difference?

Content Type	Pages
What it is	Static pages with fixed content
Examples	Home page, About Us, Contact, Privacy Policy, Shipping Policy
Where it lives	Accessible from the header/footer menu
Created via	WordPress → Pages → Add New
URL structure	yourstore.com/page-name

7.2 Creating Your Home Page

Your home page is the first thing visitors see. Edit it via Pages → Front Page → Edit. Use the WordPress Block Editor to add and arrange content blocks:

- Add a hero banner with a background image from your product supplier (download using the AliSave Chrome extension)
- Add a compelling slogan (generate with ChatGPT) — e.g. 'Unleash the Full Potential of Your Beauty with Our Laser Hair Epilator Technology'
- Add a product widget — click the + icon → search 'Products' → select Products (Beta) or Featured Product
- Add a YouTube video embed — find or download a product demonstration video → click + icon → YouTube → paste the video URL
- Remove any default blocks from the theme you don't need — click a block and press Backspace to delete it
- Always click Update after making changes to save them

7.3 Setting Up Navigation Menus

Navigation menus organise how visitors move around your site. Access them via Appearance → Menus.

- Header Menu (Primary Menu):
 - Create a new menu called 'Header Menu'
 - Select menu location: Primary Menu
 - Add pages: Home (Front Page), Blog, Cart, and any other key pages
 - Drag and drop to reorder; nest pages as sub-items if desired
 - Click Save Menu — the header will update immediately
- Footer Menu:
 - Create a new menu called 'Footer'
 - Add legal pages: Privacy Policy, Terms of Service, Shipping Policy, Return Policy, Contact Us
 - Note: the free Storefront theme may not have a native footer menu position
 - Workaround: edit the Front Page using the Block Editor → add a Navigation block at the bottom → select the Footer menu

7.4 Essential Pages to Create

Page	Purpose / Notes
Home Page / Front Page	Your store's landing page — showcases featured product, hero banner, slogans, and product video
Shop Page	Lists all your products — created automatically by WooCommerce
Blog Page	Aggregates all your blog articles — created automatically; configure via Settings → Reading
About Us	Tells your brand story — builds trust with first-time visitors
Contact Us	Contact form for customer enquiries — use WP Forms plugin to create a professional form
Privacy Policy	Required by law in most countries — use the WP Legal Pages plugin to auto-generate
Terms and Conditions	Legal terms governing use of your store — auto-generate with WP Legal Pages
Shipping Policy	Explains your shipping times, costs, and processes
Return Policy	Explains how customers can request returns or refunds
FAQ	Pre-answers common customer questions — reduces support volume and builds buyer confidence

7.5 Creating a Contact Us Page with WP Forms

- WP Forms is a free plugin pre-installed by most hosting services (or search for it in Plugins → Add New)
- WP Forms → Add New → choose Simple Contact Form template → click Use Template
- Customise form fields: first/last name, email address, message (all set as Required)
- Optional additions: dropdown menu, multiple choice, or single-line text for topic
- Click Save → go to Pages → Add New → title the page 'Contact Us' → add a WP Forms block → select your contact form
- Publish the page → go to Appearance → Menus → add Contact Us to your header menu

SECTION 8: Blogging and SEO — Free Organic Traffic

8.1 Why Blog Articles Matter

Every blog article you publish is an opportunity for your store to appear in Google search results — completely free, with no advertising spend. A potential customer searches for 'laser hair removal at home pros and cons', finds your article, reads it, and clicks through to your product page. This is called organic traffic.

- More articles = more search ranking opportunities
- Targeted articles attract customers who are already interested in your product category
- ChatGPT can help you write 10 unique blog articles per day — dramatically accelerating your content production
- Use the Yoast SEO plugin to optimise each article for Google ranking

8.2 Writing a Blog Article with ChatGPT (Step by Step)

- Step 1: Generate article ideas — prompt ChatGPT: 'Generate five blog article ideas about [product type]'
- Step 2: Choose the broadest, most universal idea (one that appeals to the widest audience)
- Step 3: Generate headings — prompt: 'Brainstorm five headings for the article titled: [your chosen title]'
- Step 4: Write each section — prompt: 'Write three paragraphs for the heading: [heading text]'
- Step 5: In WordPress → Posts → Add New — add your title using the 'slash title' block type
- Step 6: Add each heading using /heading block → paste ChatGPT headings
- Step 7: Add paragraphs under each heading → paste ChatGPT content
- Step 8: Add a featured image (product photo or relevant graphic)
- Step 9: Shorten the permalink — edit the URL slug to something brief like 'laser-hair-epilator'
- Step 10: Check for plagiarism using Grammarly before publishing
- Step 11: Publish the post

8.3 Configuring the Blog URL Structure

By default, WordPress blog posts use a basic URL like `yourstore.com/post-name`. For better SEO and organisation, configure your blog posts to use `yourstore.com/blog/post-name`:

- Settings → Reading — set 'Your homepage displays' to 'A static page'. Select your Front Page as Home and your Blog page as Posts Page
- Settings → Permalinks — select 'Custom Structure' → enter: `/blog/%postname%`
- Click Save Changes — all new blog posts will now use the `/blog/` URL structure
- Existing posts that need updating — use the Redirection plugin to set up redirects from old URLs to new ones

A clean blog URL structure (`/blog/laser-hair-epilator`) is better for Google crawling, visitor trust, and overall website organisation.

SECTION 9: Legal Pages and Essential Plugins

9.1 Creating Legal Pages with WP Legal Pages

You are legally required to have certain policy pages on your eCommerce store. The WP Legal Pages plugin auto-generates these from basic information you provide — no need to write them from scratch.

- Install: Plugins → Add New → search 'WP Legal Pages' → Install → Activate
- Configure: enter your domain name and business name in the Settings
- Create Legal Page wizard: choose the page type (Privacy Policy, Terms of Use, DMCA, CCPA for California) → select language → fill in required details
- The plugin generates the complete legal text automatically → click Create and Edit to finalise → Publish
- Pages to create:
 - Privacy Policy — describes what customer data you collect and how you use it
 - Terms and Conditions — legal terms for using your website and making purchases
 - DMCA Notice — protects your content from being copied without permission
 - CCPA Compliance — required for California-based customers (US-focused stores)
 - Shipping Policy — your delivery timeframes, carriers, and costs
 - Return / Refund Policy — your returns process and eligibility
- Add all legal pages to your footer menu so they are easily accessible but don't clutter the main navigation

9.2 The Five Essential WooCommerce Plugins

Plugin	Purpose
Monster Insights	Connects Google Analytics to WordPress with a user-friendly dashboard. Shows traffic sources, visitor demographics, bounce rates, and customer behaviour. Essential for data-driven decisions.
Redirection	Creates URL redirects within your site. Essential when you change page URLs — prevents dead links and lost traffic. Preserves SEO value of existing pages.
Jetpack	Security plugin — protects against attacks, malware, and spam. Also optimises site performance by identifying slow-loading plugins and elements.
Yoast SEO	Guides you in optimising every page and blog post for Google search. Analyses keyword usage, readability, meta descriptions, and technical SEO factors. Shows a traffic light system (red/orange/green) for each factor.
WP Forms	Drag-and-drop form builder. Create contact forms, survey forms, multi-step forms. Free plan includes the contact form template sufficient for a Contact Us page.

9.3 Bonus Plugin — Ali Reviews (Review Importer)

Social proof — customer reviews — is one of the most powerful conversion tools for an eCommerce store. Ali Reviews allows you to import real customer reviews from AliExpress and Amazon directly onto your WooCommerce product pages, giving new customers the confidence to buy even before your own customers leave reviews.

- Search for: Plugins → Add New → search 'Ali Reviews' or 'Import Reviews from AliExpress'
- Install the plugin AND the companion Chrome extension (both are free)
- Use the Chrome extension while browsing an AliExpress product to select and import reviews
- Choose reviews with photos for maximum impact on your product page
- The imported reviews appear exactly like native WooCommerce reviews — visitors cannot tell they were imported

9.4 Installing Plugins

There are two ways to install any WordPress plugin:

- Method 1 (recommended): Plugins → Add New → Search for plugin name → Install Now → Activate
- Method 2: Download the plugin .zip file from the developer's website → Plugins → Add New → Upload Plugin → upload the .zip file → Install Now → Activate
- Once activated, the plugin appears in your left WordPress menu
- Some plugins add settings directly to the WordPress Settings menu; others add their own top-level menu item

SECTION 10: Marketing Your Store — Driving Traffic and Sales

10.1 The Core Marketing Challenge

Having a complete, professional WooCommerce store is only half the job. The other half is getting the right people — your target customers — to visit your store and make a purchase. Unlike marketplaces (eBay, Amazon), WooCommerce stores receive zero traffic by default. Every visitor must be actively brought to your store.

10.2 Free (Organic) Marketing Methods

Method	How It Works
Content Marketing / Blog	Write SEO-optimised blog articles around your product niche. Google ranks your articles and sends free traffic. Use ChatGPT to write 10 articles per day. The more quality content you publish, the more organic visitors you attract over time.
Social Media — Organic Posts	Create accounts on TikTok, Instagram, Facebook, and Pinterest. Post product videos, tutorials, testimonials, and lifestyle content. Viral posts can drive significant traffic with zero advertising cost.
Influencer Marketing	Find micro-influencers (10,000–100,000 followers) in your product niche. Send them your product or pay a small fee for a sponsored post or unboxing video. Influencers drive targeted traffic from audiences who trust their recommendations.
Email Marketing	Collect customer email addresses through opt-in forms (Monster Insights helps with this). Send promotional emails, product launches, discounts, and blog articles. ChatGPT can write compelling email campaigns.

10.3 Paid Marketing Methods

Platform	Best For
Facebook & Instagram Ads (Meta)	Highly targeted demographic and interest-based advertising. Analyse competitor ads to identify winning creatives and audiences before spending your own budget.
TikTok Ads	Video-first advertising platform with massive organic reach potential. Products that go viral organically on TikTok often convert extremely well as paid ads too.
Google Shopping Ads	Show your products when people actively search for them on Google. High purchase intent — customers searching 'buy laser hair epilator' are ready to buy.
Pinterest Ads	Excellent for visual product categories — beauty, home décor, fashion, and lifestyle. Users actively browse for product inspiration.

- The Audience Research Spreadsheet (in the course cheat sheet) helps narrow down the right target audience profile before running ads — saving ad spend on the wrong demographics
- Analyse competitor ads using the Facebook Ad Library or Chrome extensions like MyAdFinder before creating your own

10.4 Order Fulfilment

When a customer places an order, you need to purchase the product from your supplier and have it shipped to the customer. There are two ways to handle this:

- Manual fulfilment: receive the order notification → log into AliExpress (or your supplier) → manually place the order entering the customer's shipping address → mark as fulfilled in WooCommerce
- Automated fulfilment with AutoDS 'Fulfilled by AutoDS': AutoDS automatically detects new orders, purchases the product from the supplier, enters the customer's shipping details, and marks the order as fulfilled — completely hands-free
- Check your emails and WooCommerce order dashboard regularly to monitor order statuses, especially if fulfilling manually

10.5 Customer Service

Good customer service leads to repeat purchases, positive reviews, and word-of-mouth referrals. Key customer service channels:

- Contact Us page — customers submit queries through your WP Forms contact form; you receive an email notification
- WooCommerce Live Chat plugin — adds a real-time chat widget to your store; customers get instant responses
- Email — respond to all customer emails within 24 hours
- Social media comments — monitor comments on your product posts and ads for questions and complaints
- FAQ page — pre-answers the most common questions. Research FAQs by searching your product type on Google and reading the 'People Also Ask' section

SECTION 11: Complete WooCommerce Dropshipping Workflow Summary

11.1 Step-by-Step Launch Checklist

Step	Task
1	Product Research — find winning products with high demand and good margins
2	Product Research Spreadsheet — evaluate each product against qualification criteria
3	Select a Supplier — find a reliable supplier who stocks your chosen products
4	Purchase Hosting Plan — choose Bluehost, SiteGround, or Hostinger
5	Purchase Domain Name — buy your store domain from GoDaddy
6	Connect Domain to Hosting — update GoDaddy name servers to point to your hosting
7	Install WordPress + WooCommerce — one-click install through hosting control panel
8	Choose a Store Theme — select a free or paid WooCommerce theme
9	Create a Logo — design your brand logo and favicon
10	Configure WooCommerce Settings — general, shipping zones, payments, emails
11	Create Essential Pages — Home, Blog, Contact, FAQ, legal pages
12	Set Up Navigation Menus — header menu and footer menu
13	Configure Blog URL Structure — /blog/%postname% permalink format
14	Connect AutoDS to WooCommerce — link your store to the automation platform
15	Import First Product via AutoDS — import with optimised title and description
16	Install Essential Plugins — Monster Insights, Redirection, Jetpack, Yoast SEO, WP Forms
17	Import Customer Reviews — import AliExpress reviews for social proof
18	Write Blog Articles — publish SEO-optimised articles targeting your product niche
19	Market Your Store — drive traffic using paid ads, influencers, and organic content
20	Manage Orders and Customer Service — fulfil orders, handle queries, monitor reviews

— End of Course Notes —