E-Commerce WooCommerce

WordPress • Products • Payments • Shipping

E-Commerce | Winter 2026 | 3rd Year Bachelor

Session 8: WordPress and the Plugin Ecosystem

Traffic Sources

Organic (53% of traffic), paid search (Google/Meta Ads), social media, and email marketing

SEO Essentials

On-page, technical, and off-page SEO — bilingual French/Arabic content doubles reach in Morocco

SEA & Social

Google Ads CPC $0.10-0.50 in Morocco; Facebook $0.05-0.15; TikTok growing fastest

Email & Strategy

36x ROI on email; start paid, build organic, diversify across 4-6 channels

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Session Objectives

01 Understand WooCommerce as an open-source e-commerce platform on WordPress

02 Learn how to install, configure, and customize a WooCommerce online store

03 Master product management: simple, variable, grouped, and digital products

04 Configure payment gateways, shipping zones, and tax settings for Morocco

05 Extend WooCommerce with essential plugins for SEO, security, and performance

Agenda: Why WooCommerce → Setup & Config → Products & Extensions → Morocco Focus → Going Live

What Is WooCommerce?

WooCommerce is a free, open-source WordPress plugin that turns any WordPress site into a full e-commerce store with products, cart, checkout, and order management.

Free & Open-Source

No license fees — download, install, and customize freely; you own 100% of your code and data

WordPress Powered

Built on WordPress (43% of all websites) — leverage themes, plugins, and a massive community

Fully Extensible

59,000+ plugins and extensions — add any feature from subscriptions to marketplaces

WooCommerce Growth Timeline

| 1990s | 2000s | 2005–10 | 2010–15 | 2020+ |

WordPress launches (2003): open-source blogging platform begins its global rise

WooThemes created (2008): premium WordPress themes lead to e-commerce ambitions

WooCommerce launches (2011): free plugin instantly becomes #1 WordPress e-commerce solution

Automattic acquires WooCommerce (2015): WordPress.com parent company ensures long-term growth

WooCommerce powers 6.3M+ stores (2024): #1 open-source e-commerce platform worldwide

WooCommerce handles 29% of the top 1 million e-commerce sites — more than any other open-source platform

WooCommerce by the Numbers

6.3M+

Active WooCommerce
Stores Worldwide

59K+

Plugins & Extensions
Available

29%

of Top 1M E-Commerce
Sites Use WooCommerce

$0

License Cost
(Free & Open-Source)

WooCommerce Architecture

**WordPress /
Core CMS**

**Theme /
Storefront**

**Woo
Commerce**

**Plugins /
Extensions**

**WordPress CMS +
WooCommerce plugin +
theme + extensions +
hosting = your complete
store**

**Hosting /
Server**

Installation & Initial Setup

1. Get Hosting
Choose a WordPress-compatible host — shared hosting from $3-10/mo or VPS for larger stores

2. Install WordPress
Most hosts offer one-click WordPress install via cPanel, Softaculous, or managed WP hosting

3. Add WooCommerce
Install from Plugins > Add New > search 'WooCommerce' > Install > Activate > run setup wizard

4. Configure Settings
Store address (Morocco), currency (MAD), payment methods, shipping zones, and tax rates

Morocco Hosting Options

- Local: HostoWeb, Genious.ma, DRK Media, Netfinity offer local support
- International: SiteGround, OVH France, Bluehost have good Morocco latency
- Budget: shared hosting from 50-200 MAD/month is enough to start
- Set currency to MAD, language to French, and timezone to Africa/Casablanca
- Enable cash on delivery — essential for the Moroccan market

Product Management

Simple Products

Single items with one price and SKU — books, electronics, accessories, handmade crafts

Variable Products

Products with options like size, color, material — each variation has its own price and stock

Digital Products

Downloadable files: e-books, courses, templates, music — no shipping needed, instant delivery

Morocco Product Tips

Use French product names with Arabic descriptions • Add weight for COD shipping • High-quality images (min 800x800px) • Include MAD pricing clearly

Payments & Shipping Setup

Cash on Delivery
Enable COD in WooCommerce settings — the #1 payment method in Morocco (60%+ of orders)

CMI / Online Payment
CMI (Centre Monetique Interbancaire) gateway for Moroccan bank cards — requires merchant account

PayPal & Stripe
International payments: PayPal available in Morocco; Stripe via third-party integrations

Shipping Zones
Configure zones: Casablanca (same-day), Morocco nationwide (2-5 days), international

Key Insight: In Morocco, offer COD + online payment. Partner with Amana (Poste Maroc) or private couriers like Colis Express and GLS for nationwide delivery.

Essential WooCommerce Plugins

Yoast SEO
Optimize product pages, meta tags, and sitemaps — the #1 SEO plugin with 13M+ active installs

Wordfence Security
Firewall, malware scanner, and login security — protect your store from hackers and brute force

WP Rocket / LiteSpeed
Caching plugins that speed up your site 2-3x — critical for mobile users on slow connections

Mailchimp for Woo
Sync customers to Mailchimp for automated emails: welcome series, abandoned cart, newsletters

WooCommerce PDF Invoices
Auto-generate PDF invoices and packing slips — required for professional B2B and B2C sales

WPML / Polylang
Multilingual plugins for French/Arabic store — essential for reaching all Moroccan shoppers

Themes & Customization

Storefront (Free)
Official WooCommerce theme — clean, fast, mobile-responsive, and fully compatible out of the box

Astra (Freemium)
Lightweight theme with 240+ starter templates — fastest loading WooCommerce theme available

Flavor / flavor Theme
Premium themes with advanced product filtering, mega menus, and modern shop layouts

Elementor / Divi
Visual page builders that let you design custom product pages without coding knowledge

Morocco Theme Tips
Choose RTL-compatible themes for Arabic; prioritize mobile-first design; test on 3G speeds

Theme Selection Rule
Start with Storefront or Astra free — upgrade only when you need specific design features

WooCommerce vs. Competitors

vs. Shopify

WooCommerce: free, self-hosted, unlimited customization; Shopify: $29+/mo, hosted, easier setup

vs. PrestaShop

Both open-source; WooCommerce has a bigger ecosystem (59K plugins); PrestaShop is standalone

vs. Magento

Magento is enterprise-grade for 100K+ SKUs; WooCommerce is best for small-to-medium stores

vs. Marketplaces

WooCommerce: you own the brand and data; marketplaces: instant traffic but 8-20% commissions

Morocco: WooCommerce is ideal for SMEs — free, supports COD, French/Arabic, and MAD currency

WooCommerce — Key Trade-offs

BENEFITS

- ✓ 100% free and open-source — no license fees, ever
- ✓ Full ownership of your code, data, and customer information
- ✓ 59,000+ plugins extend functionality for any business need
- ✓ WordPress powers 43% of the web — massive community and support
- ✓ SEO-friendly by default with Yoast and clean permalink structures
- ✓ Supports every payment method including COD for Morocco
- ✓ Multilingual support (French/Arabic) with WPML or Polylang

CHALLENGES

- ✗ You manage hosting, updates, backups, and security yourself
- ✗ Performance degrades with 50+ plugins — careful selection needed
- ✗ No built-in customer support — you handle everything yourself
- ✗ Scaling past 10K products requires VPS or dedicated hosting
- ✗ Theme and plugin conflicts can break your store unexpectedly
- ✗ Security is your responsibility — regular updates are critical
- ✗ No official phone support — rely on documentation, forums, and agencies

WooCommerce in Morocco

30%+
Moroccan Online Stores
Use WooCommerce

50 MAD
Monthly Hosting
Cost (Minimum)

60%+
Orders Paid by
Cash on Delivery

WooCommerce Landscape

- WooCommerce is the #2 platform in Morocco after PrestaShop — growing fast among new stores
- Local agencies in Casablanca and Agadir offer WooCommerce setup from 3,000-15,000 MAD
- Amana (Poste Maroc) and private couriers integrate with WooCommerce shipping plugins
- Argan oil, cosmetics, and artisan cooperatives are the top WooCommerce niches in Morocco
- Morocco Digital 2030 funds SME digitization — WooCommerce is the most affordable entry point

Your WooCommerce Launch Checklist

Pre-Launch Setup

Hosting + WordPress + WooCommerce installed; SSL certificate active; currency set to MAD

Products & Content

Add 10+ products with quality images, French descriptions, clear MAD pricing, and categories

Payments & Shipping

Enable COD + online payment; configure shipping zones for Morocco cities and regions

Test & Launch

Test on mobile, place a test order, verify emails work, install Yoast + security plugin, then go live

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WooCommerce Success Stories

Singer: Global Brand on Woo
Singer sewing machines runs its global e-commerce on WooCommerce — proving it scales for established brands

Weber Grills: B2C + D2C
Weber uses WooCommerce for direct consumer sales alongside retail partnerships — handling thousands of SKUs

Moroccan Artisan Coops
Argan oil cooperatives in Souss-Massa use WooCommerce to sell directly to European customers — cutting out middlemen

Local Fashion Brands
Moroccan fashion brands use WooCommerce + Instagram to build D2C brands — lower cost than Shopify with full control

Key Takeaways

1 WooCommerce is 100% free and open-source — the most affordable way to launch a professional online store

2 WordPress + WooCommerce + hosting from 50 MAD/mo gives you a complete store with full ownership

3 Product management, payment gateways (COD + CMI), and shipping zones are the three core setup tasks

4 Essential plugins: Yoast SEO, security, caching, email marketing, and multilingual support

5 In Morocco, enable COD, set currency to MAD, offer French/Arabic, and partner with Amana for shipping

Homework & Required Reading

Required Reading

Book: *"How to design, create, and manage your site"*
Author: Pelet, Jean-Eric | Publisher: Dunod (2018)
Pages: 132 to 147
Access: http://international.scholarvox.com

Coming Up — Session 10

Shopify and Turnkey E-Commerce Solution — We will discover Shopify as a SaaS e-commerce solution and compare it with open-source solutions like WooCommerce.

Thank you | Questions? | See you next session!

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