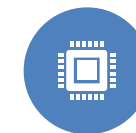




WooCommerce –
Osnova za uspešnu
online prodavnicu –
Elektronsko polsovanje



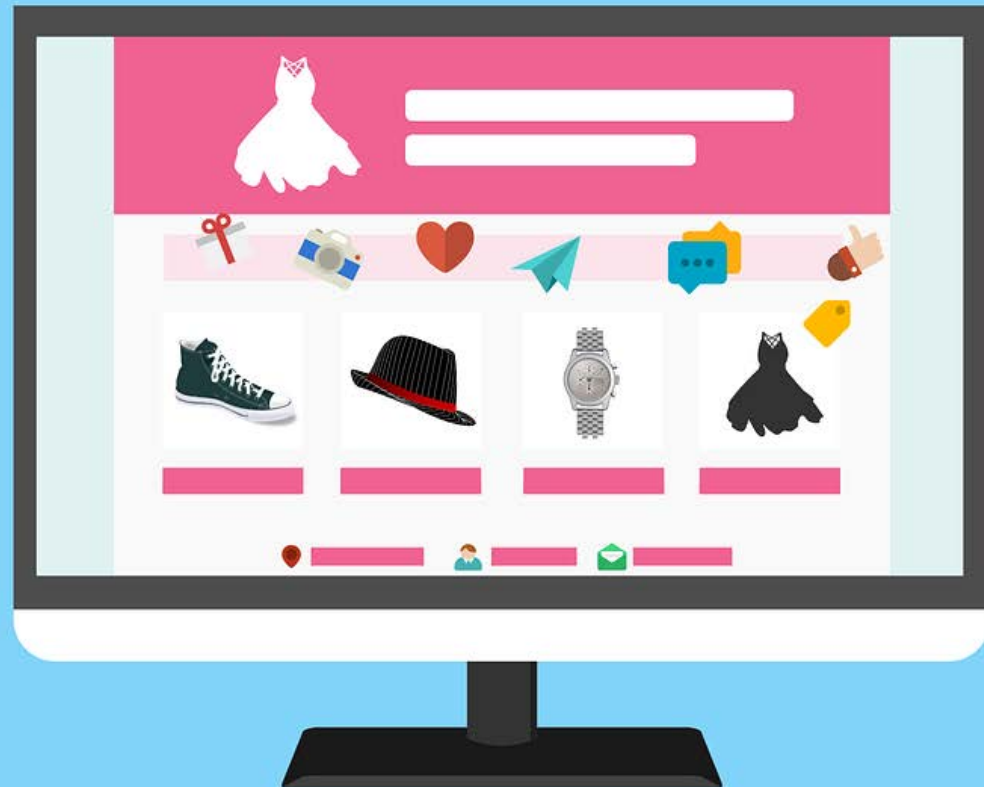
Najpopularniji
WordPress dodatak
za e-trgovinu.



Besplatan, fleksibilan
i moćan alat za
online prodaju.

Šta je WooCommerce?

- Besplatan WordPress dodatak
- Omogućava prodaju proizvoda i usluga
- Puna kontrola nad online prodavnicom



Zašto koristiti WooCommerce?



Ključne funkcije WooCommerce-a

- Upravljanje proizvodima

- Korpa i naplata

- Plaćanja i dostava

- Upravljanje narudžbinama

- Podrška za kupce

Tipovi proizvoda

- Jednostavni proizvodi
- Varijabilni proizvodi
- Digitalni proizvodi
- Grupisani i eksterni proizvodi

The screenshot displays the WordPress 'Add Plugins' interface. On the left is a dark sidebar menu with options: Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins (highlighted), Installed Plugins, Add New Plugin, Users, Tools, Settings, and Collapse menu. The main content area is titled 'Add Plugins' and includes an 'Upload Plugin' button. Below this is a search bar with 'WooCommerce' entered, highlighted by a red rectangle. To the right of the search bar is a 'Keyword' dropdown. Below the search bar, there are tabs for 'Search Results', 'Featured', 'Popular', 'Recommended', and 'Favorites'. The search results show 10,000 items, with a pagination bar indicating '1 of 278'. Two plugin cards are visible: 'WooCommerce' and 'Google for WooCommerce'. The 'WooCommerce' card features a purple 'woo' logo, a description, a red arrow pointing to the 'Install Now' button, a 'More Details' link, a 4.5-star rating (4,435 reviews), '7+ Million Active Installations', and a 'Last Updated: 3 days ago' status. The 'Google for WooCommerce' card features a colorful 'G' logo, a description, an 'Install Now' button, a 'More Details' link, a 4.5-star rating (211 reviews), '900,000+ Active Installations', and a 'Last Updated: 4 days ago' status. Below the 'Google for WooCommerce' card, a blue box states 'Additional plugins are required' with a 'More Details' link.

Proces kupovine

1. Pregled proizvoda

2. Dodavanje u korpu

3. Unos podataka

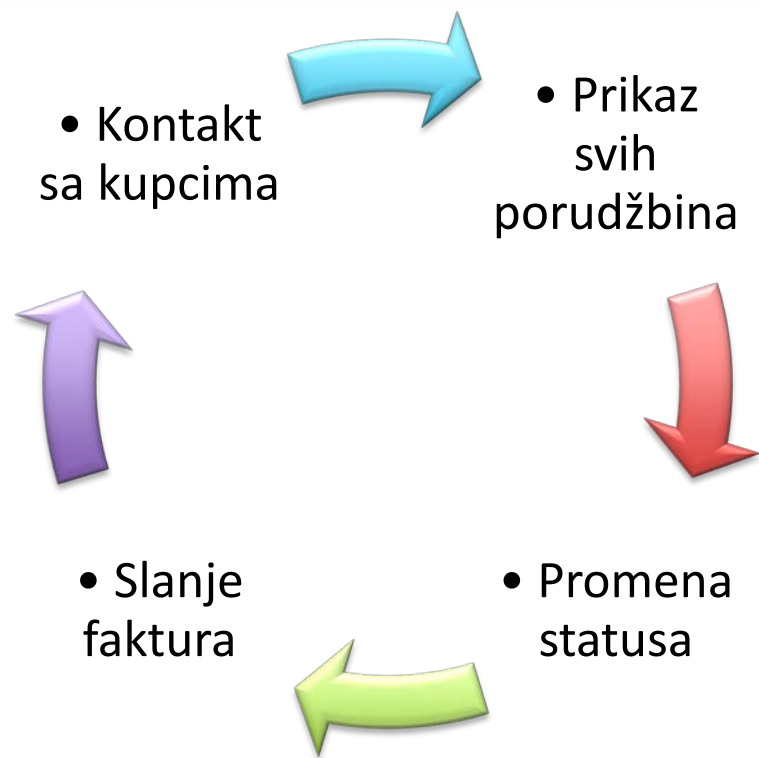
4. Plaćanje i dostava

5. Potvrda narudžbine

Upravljanje proizvodima



Upravljanje narudžbinama



Woo **COMMERCE**



Plaćanja

01

- Integracija sa PayPal, Stripe, karticama

02

- Plaćanje pouzećem

03

- Lokalni payment gateway plugini

Dostava

01

- Fiksna cena, besplatna dostava

02

- Po zoni, težini, lokaciji

03

- Integracija sa kurirskim službama

Ekstenzije i dodaci

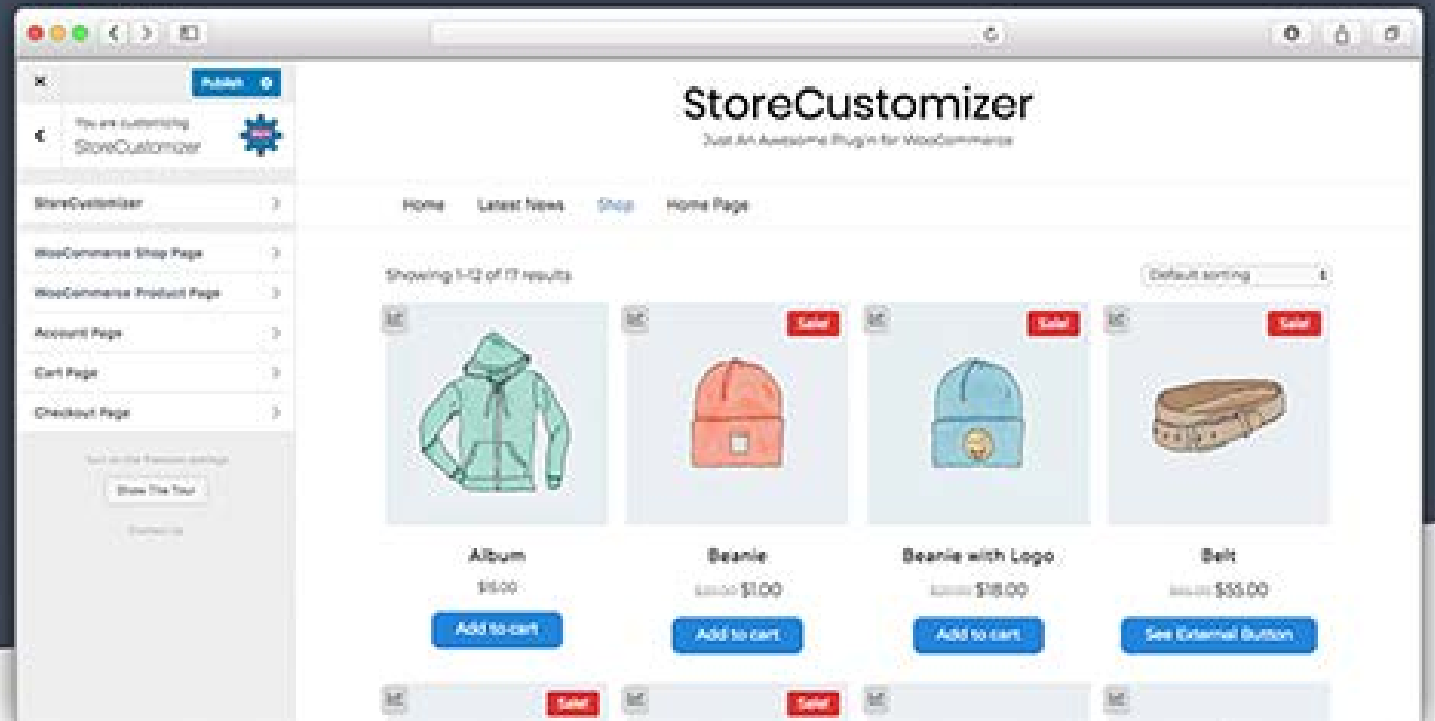
- PDF fakture i slipovi

- Subscriptions (pretplate)

- Bookings (rezervacije)

- Memberships

-



Popularni WooCommerce plugini



Sponsors

Media

Pages

Comments 99

Fluent Forms

Support 1

Fluent Support

WooCommerce

Products

All Products

Add New

Categories

Tags

Products

Add New

Import

Export

All (227) | Published (212) | Drafts (14) | Private (1) | Trash (2) | Sorting

Bulk actions

▼

Apply

Select a category

▼

Filter by product type

▼

Filter by stock status

▼

Filter by featured status

▼

Filter

227 items

«

<

1

>

»

Search products

☐		Name ⬆	SKU ⬆	Stock	Price ⬆	Categories	Tags	★	Date ⬆
☐		Test With Add-Ons	-	In stock	€10.00	Uncategorized	-	☆	Published 2023/05/03 at 10:00 am
☐		Send your Donation ID: 241982 Edit Quick Edit Trash View Duplicate	-	In stock	€0.00	Uncategorized	-	☆	Published 2023/01/06 at 4:48 pm
☐		Test Product — Private	sku123	In stock (100)	€58.00 €11.60	Sponsorships	Auto Tag	☆	Last Modified 2022/10/17 at 3:01 pm
☐		Simple 3 Backorder PNote	-	On backorder (-4)	€43.00	Uncategorized	-	☆	Published 2022/08/09 at 10:57 am
☐		Black yoga bag	24-WB01	In stock (4)	€100.00	Clothing, Uncategorized	Auto Tag, Tag 1, Tag 2	☆	Published 2022/08/09 at 10:57 am
☐			24-WG083-gray	In stock (1)	€32.00	Uncategorized	Auto Tag	☆	Published 2022/08/09 at 10:57 am

SEO i marketing

- Optimizacija za pretraživače

- Ugrađeni kuponi i popusti

- Email marketing integracija



Bezbednost i sigurnost

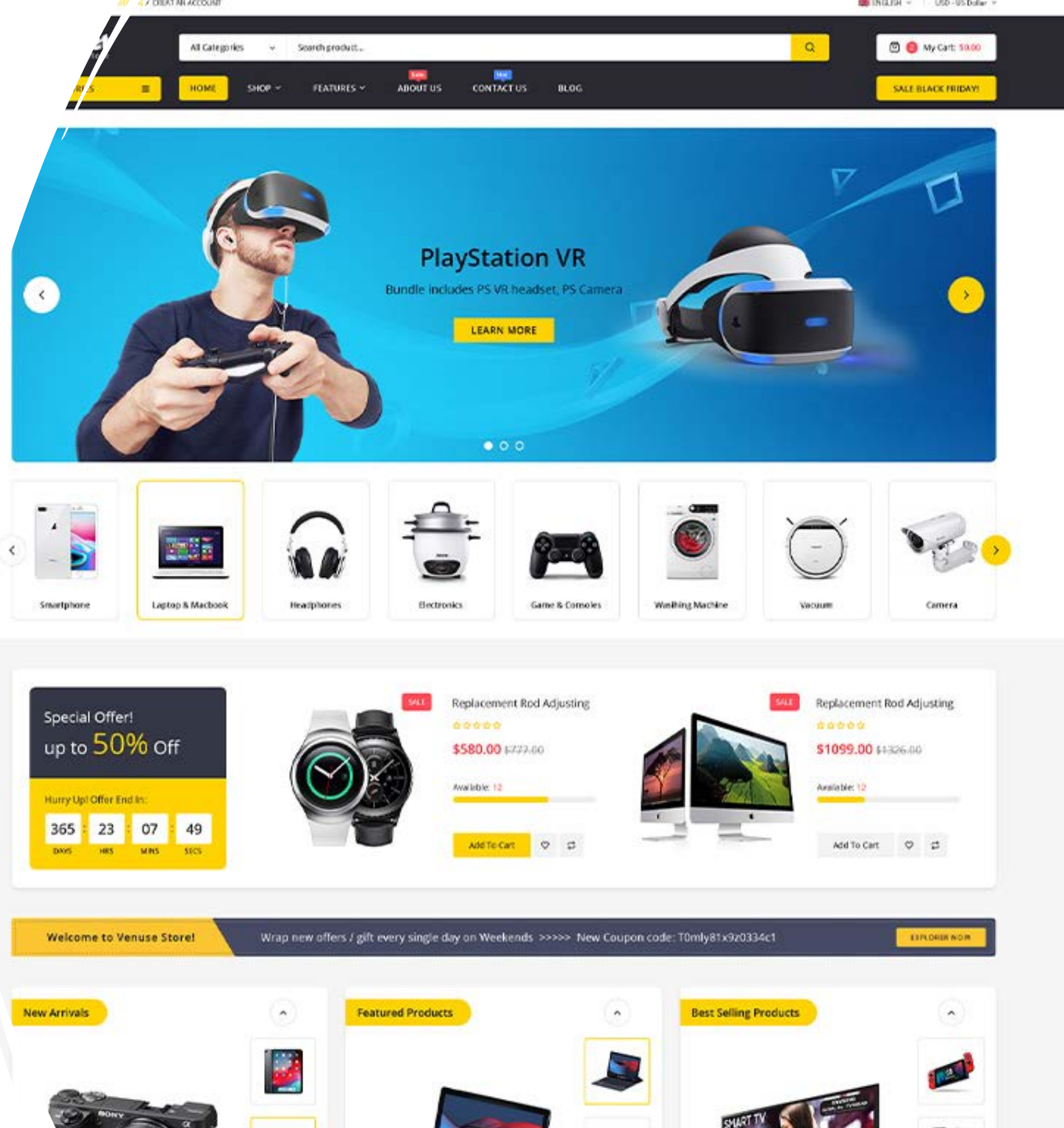
- SSL sertifikat

- Redovno ažuriranje plugina

- Backup i zaštita podataka

Teme i dizajn

- Hiljade besplatnih i premium tema
- Prilagođavanje bez programiranja
- Responsivan dizajn za mobilne uređaje



Primeri upotrebe



Tehnički zahtevi

- WordPress instalacija
- PHP 7.4+, MySQL 5.6+
- SSL sertifikat
- Hosting optimizovan za WordPress

Prednosti WooCommerce-a

- Potpuna kontrola

- Besplatno rešenje

- Skalabilnost

- Prilagodljivost

END SEASON SALE

SALES UP TO \$200 OFF!

Start Shopping



LOREM IPSUM DOLOR SIT AME, SE ADIPISCIUNG ELIT.

Shop Now



LOREM IPSUM DOLOR SIT AME, SE ADIPISCIUNG ELIT.

Shop Now



LOREM IPSUM DOLOR SIT AME, SE ADIPISCIUNG ELIT.

Shop Now

Featured Products

View All

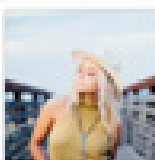


Sale!

Evening trousers

\$110.00 \$25.00

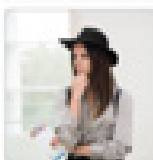
ADD TO CART



Women's dress

\$20.00

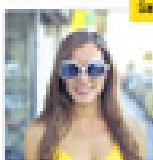
BUY NOW



Top pants upper

\$22.00 - \$89.00

VIEW PRODUCTS

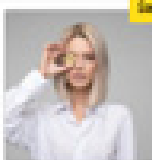


Sale!

Skini

\$110.00 \$22.00

ADD TO CART



Sale!

Single shirt

\$110.00 \$20.00

ADD TO CART



LOREM IPSUM DOLOR SIT AME, SE ADIPISCIUNG ELIT. MORBI INFERDIT, MAU, RE AD ALUTOR DICTUM

Shop Now

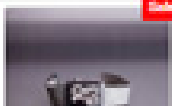
LOREM IPSUM DOLOR SIT AME, SE ADIPISCIUNG ELIT. MORBI INFERDIT, MAU, RE AD ALUTOR DICTUM

Shop Now

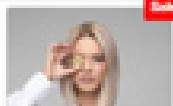


Featured

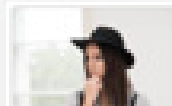
Best Selling



Sale!



Sale!



THE NEXT GENERATION

Innovation That Drives Emotion

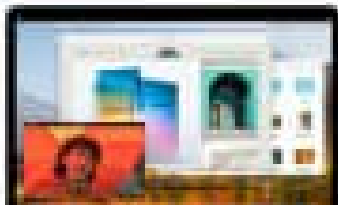
Get instant alerts for anyone who approaches, even if they don't press the headphone.

Buy Now - \$249



Computer & PC

[VIEW PRODUCTS](#)



Smart Gadgets

[VIEW PRODUCTS](#)



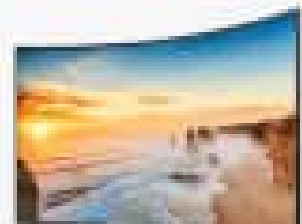
Wearable Items

[VIEW PRODUCTS](#)



TV & Monitors

[VIEW PRODUCTS](#)



×iSave

Translation Editor**String Translation**

German

Sunglasses

↩↪

View Website As

Current User

From English🇺🇸

Sunglasses

Text

To German🇩🇪

Text

Discard changes

No available suggestions

Startseite / Clothing / Accessories / Sunglasses

🔍✎

Sunglasses

90,00 lei

This is a simple product.

1

IN DEN WARENKORB 

Artikelnummer: woo-sunglasses
Kategorie: Accessories

BESCHREIBUNG**BEWERTUNGEN (0)**

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

🇩🇪 German

Zaključak

- WooCommerce je moćna platforma za e-trgovinu.
- Omogućava fleksibilnost, kontrolu i rast vašeg online poslovanja.
- Tehnički pouzdana
- Korisinički orijentisana