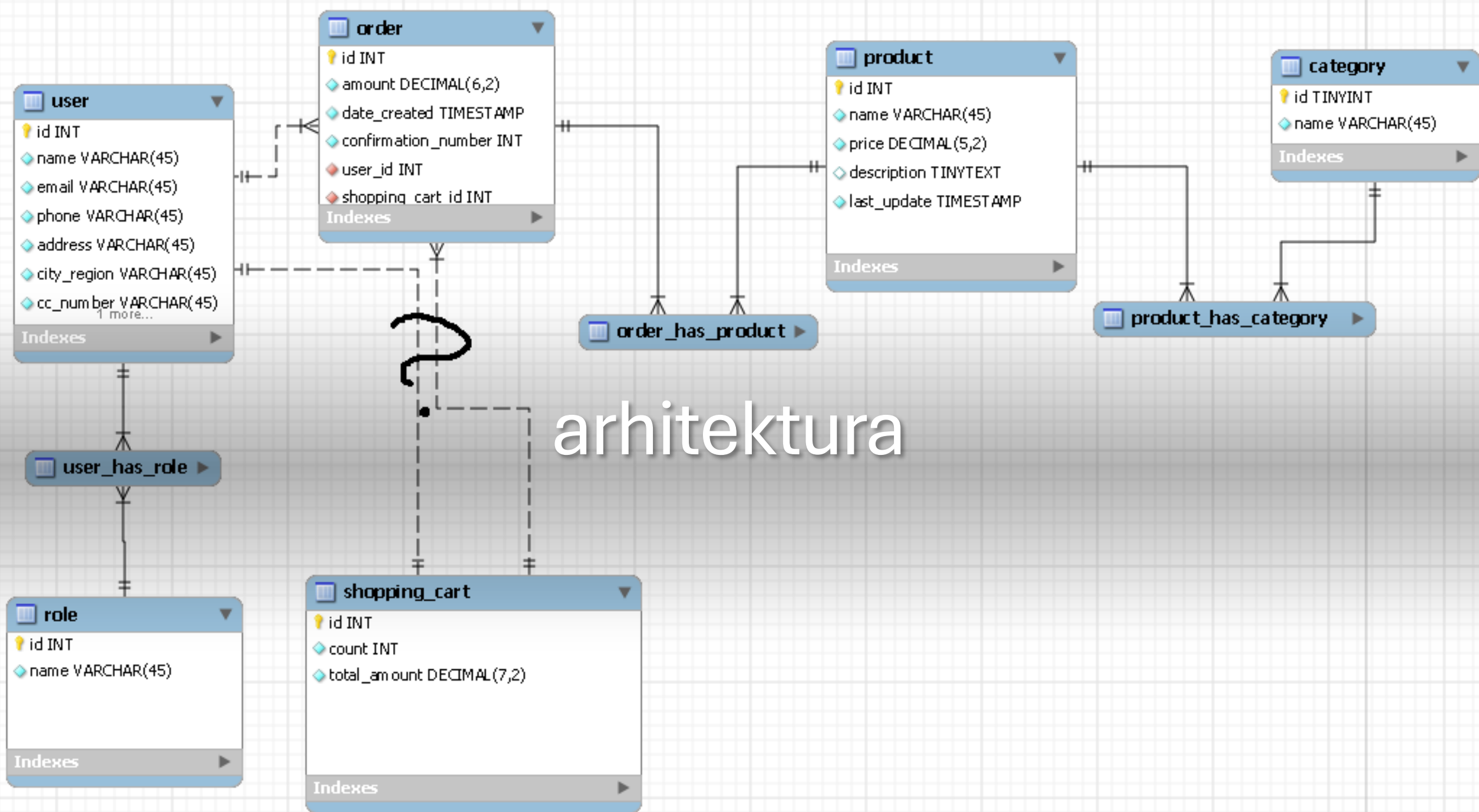


WOO Commerce arhitektura platforme

Elektronsko poslovanje

VI semsetar

tema = performanse + UX + skalabilnost



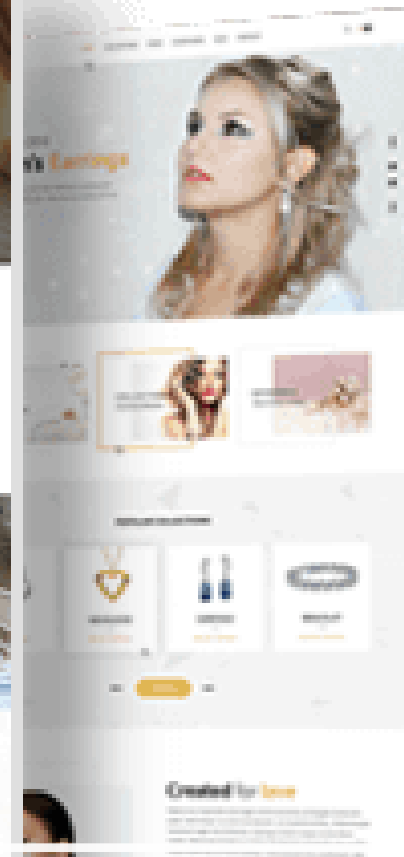
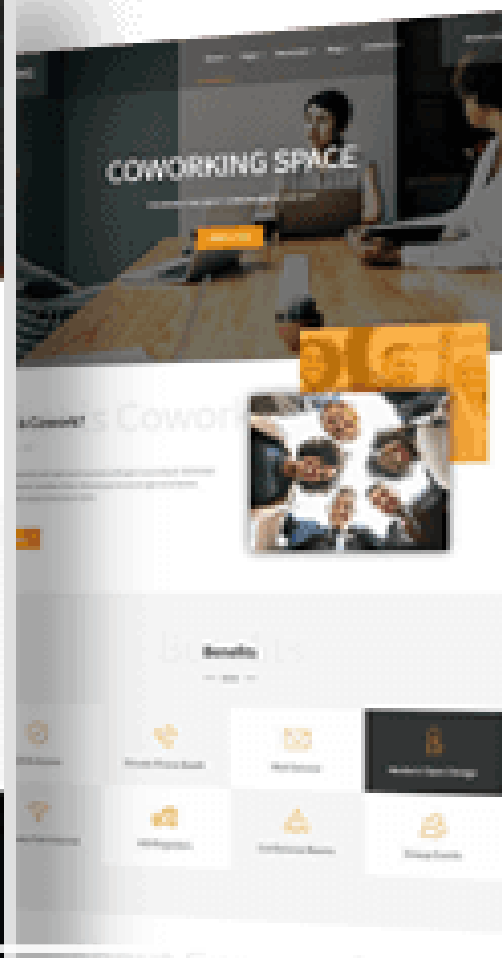
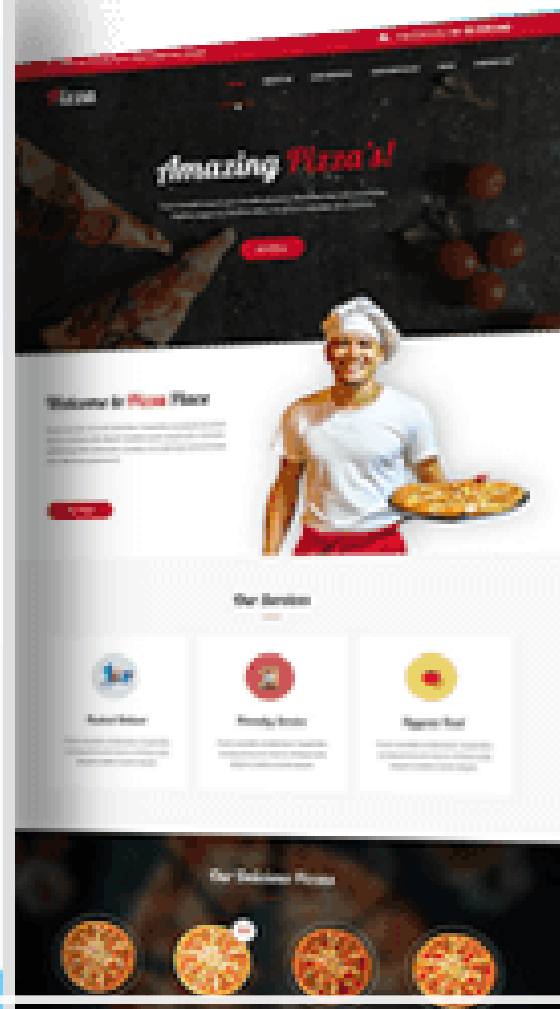
Monolitna WooCommerce arhitektura + tema

U klasičnom setup-u:

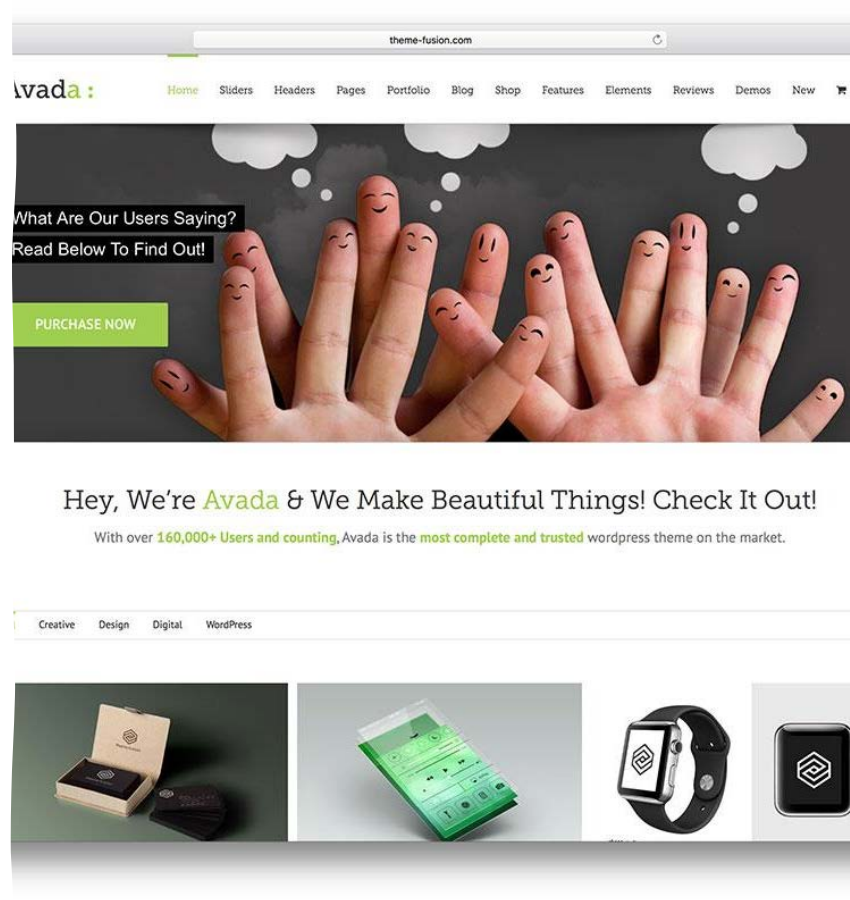
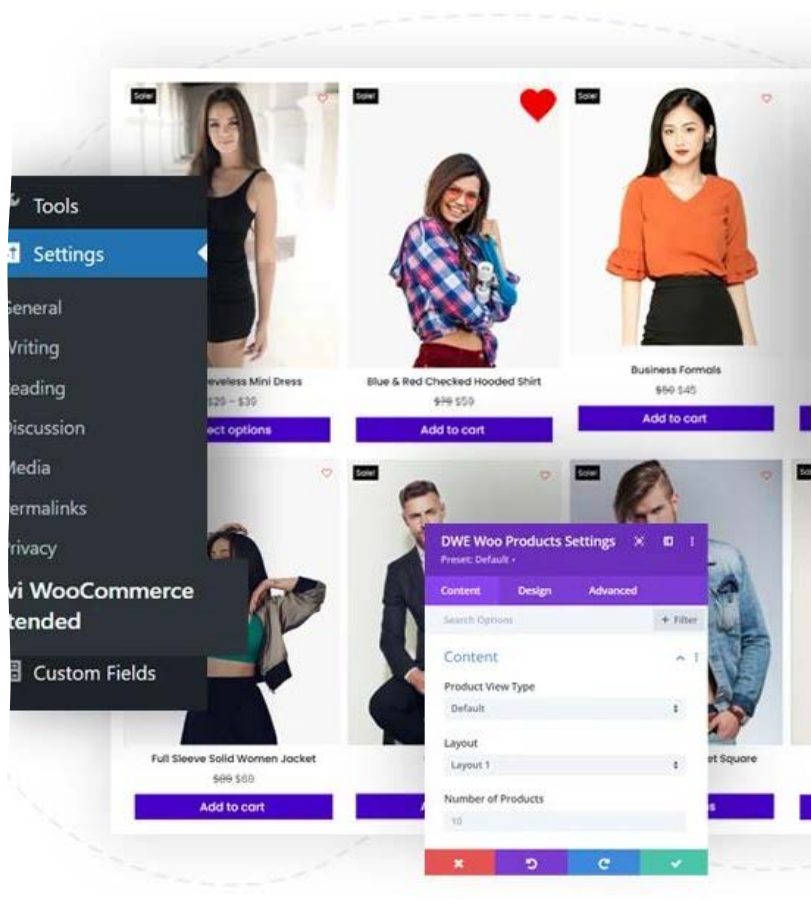
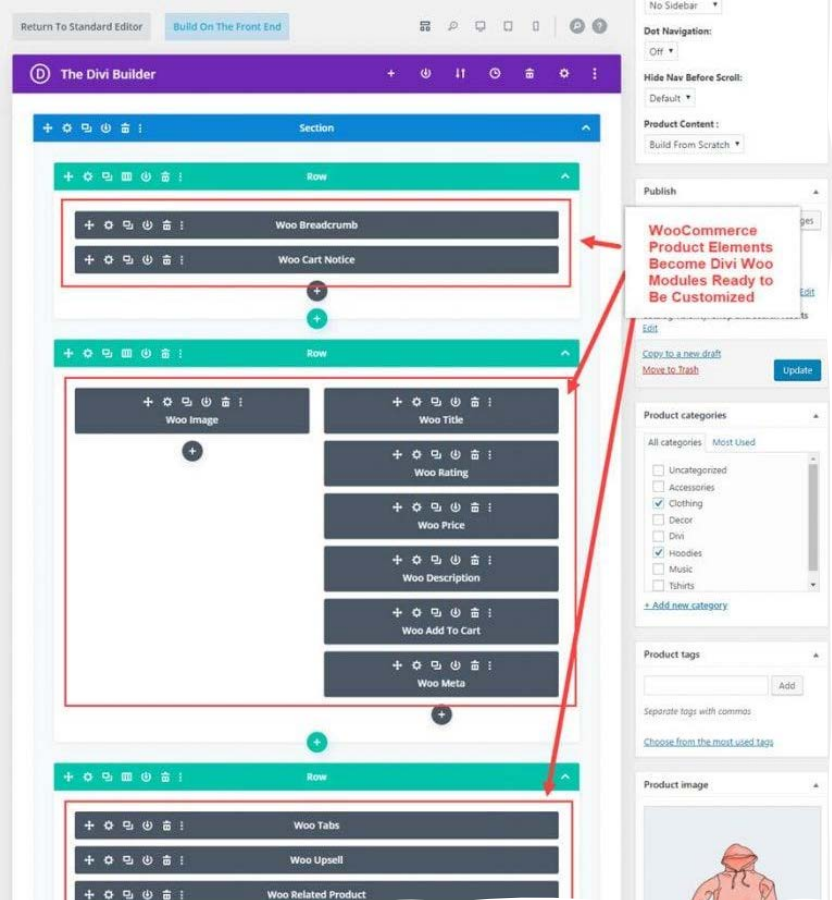
- WordPress = backend + routing
- WooCommerce = business logika (proizvodi, korpa, checkout)
- **Tema** = frontend (HTML + CSS + JS + PHP template-ovi)

Tema kontroliše:

- layout (product page, shop, cart)
- brzinu renderovanja
- UX (što direktno utiče na konverziju)



Tipovi tema



- A) Lightweight teme (preporuka)

Problem:

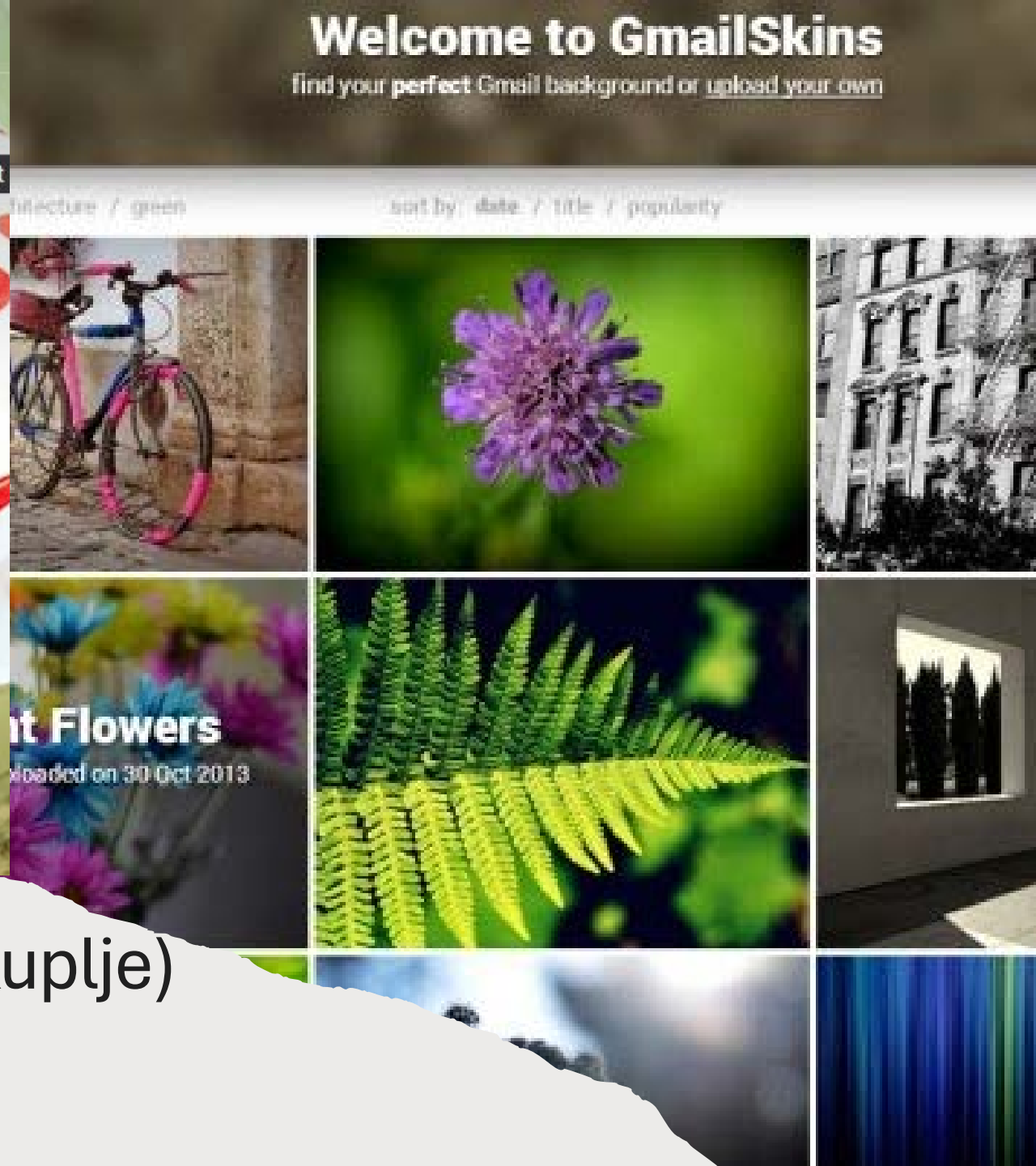
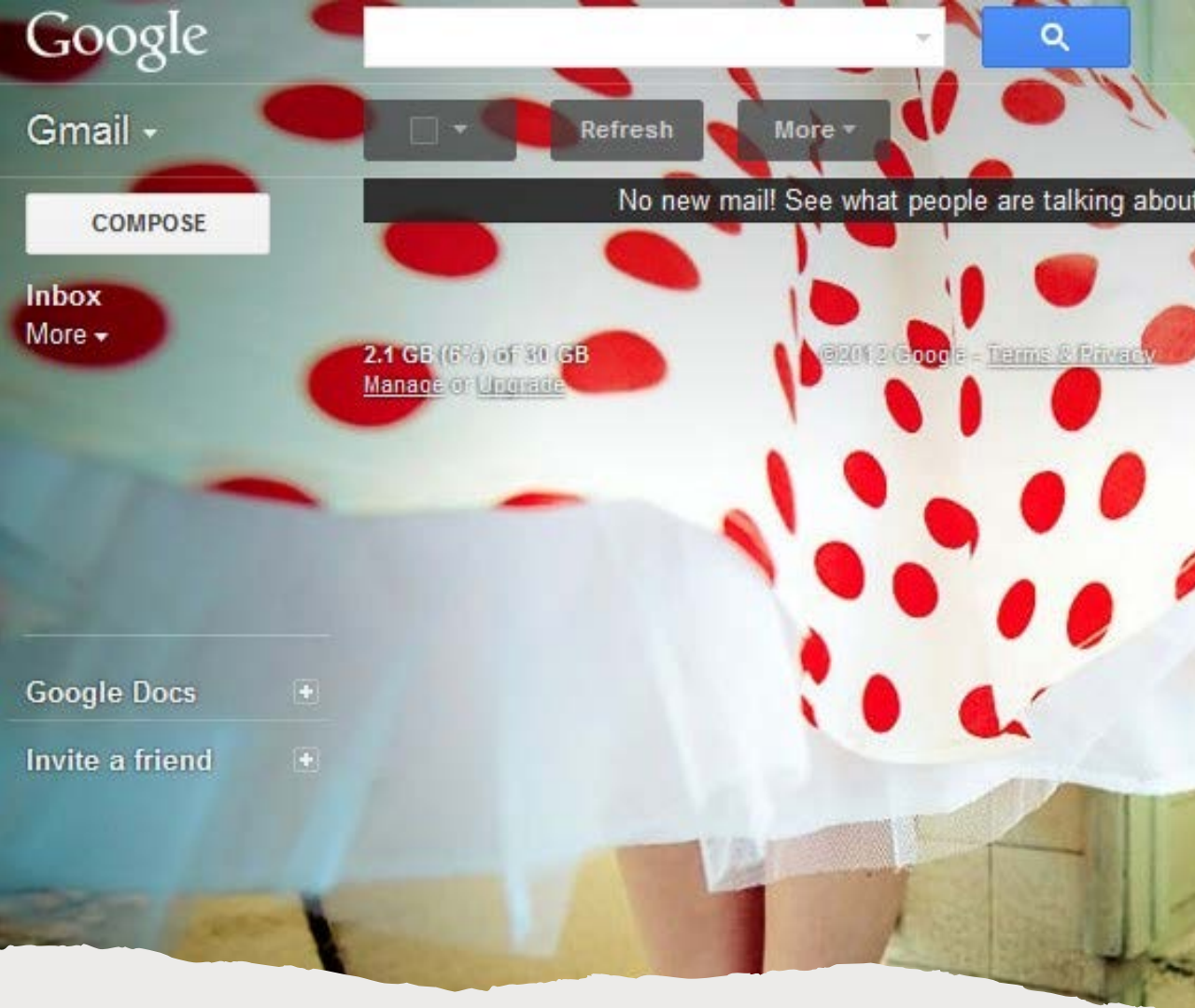
- Avada
- Divi




- ogromni JS bundle-ovi
- page builder dependency
- spor loading

Realnost:

- lepo izgleda
- ali ubija performanse i SEO



Custom tema (najbolje, ali skuplje)

- 
- razvija se od nule
 - koristi samo ono što treba
 - Tehnologije:
 - PHP templates
 - SCSS / Tailwind
 - minimal JS
 - **“pro” opcija ako:**
 - **Postoji budžet**
 - **Očekuje se ozbiljan saobraćaj**

2. Tema i performance – Problemi

Ključni bottleneck-ovi:

1. Render blocking resursi

previše CSS/JS fajlova

2. DOM veličina

page builderi generišu ogroman HTML

3. WooCommerce hook-ovi

svaka tema dodaje dodatne query-je

3. Optimizacija teme

Asset optimizacija

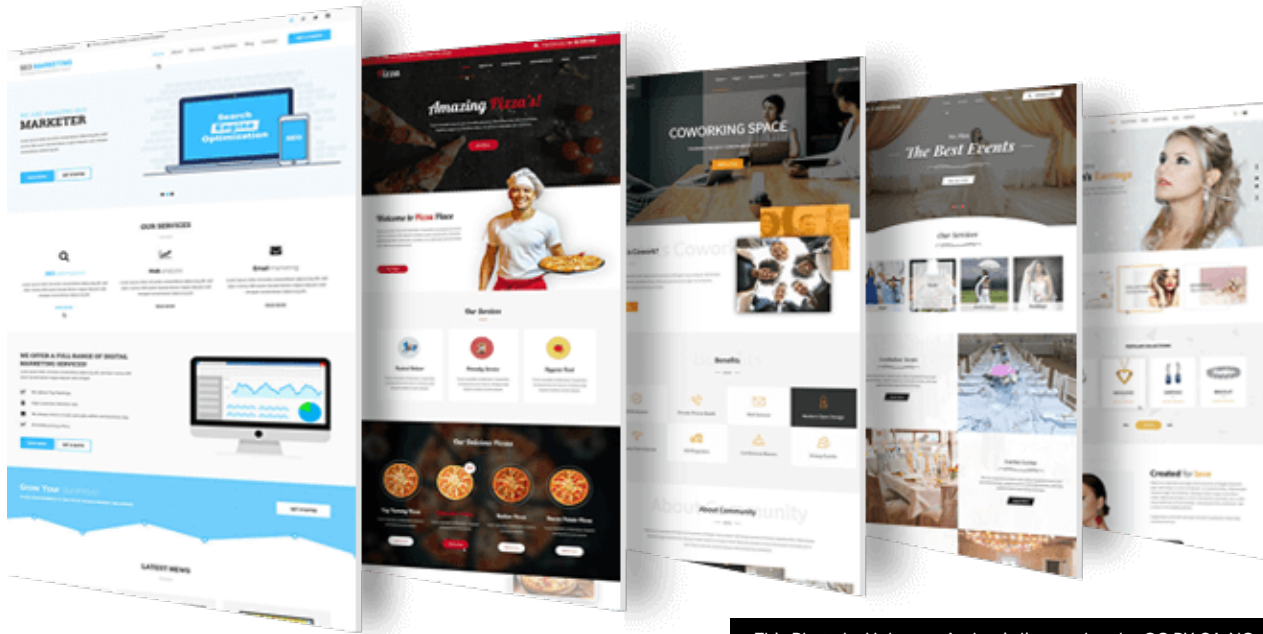
- minify CSS/JS
- defer JS
- critical CSS

Lazy loading

- slike
- product grid

Uklanjanje nepotrebnog

- disable Woo scripts gde ne trebaju (npr. cart script na homepage)



This Photo by Unknown Author is licensed under [CC BY-SA-NC](#)

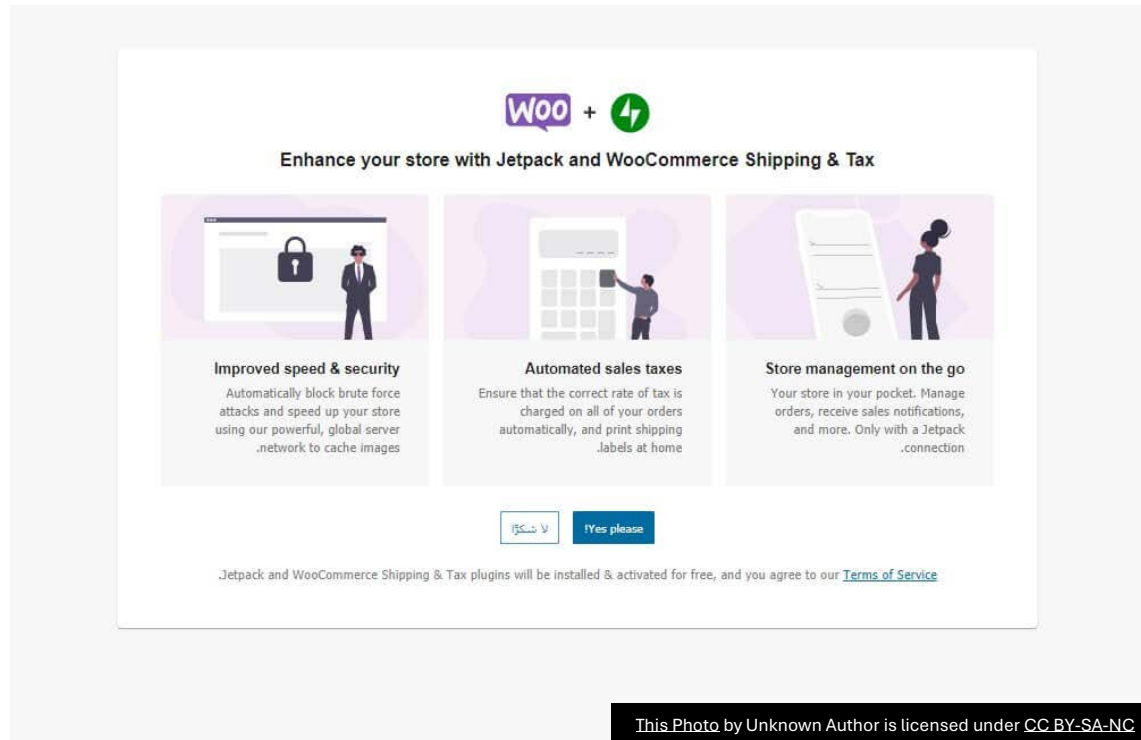
Najčešći problem:

- tema dolazi sa:
 - page builderom
 - custom shortcode-ovima
 - dodatnim pluginovima

Rezultat:

- konflikti
- spor admin panel
- random bugovi u checkout-u

4. Tema + plugin konflikti



- /wp-content/themes/your-theme/woocommerce/single-product.php
- Over ride!!!!

Prednosti:

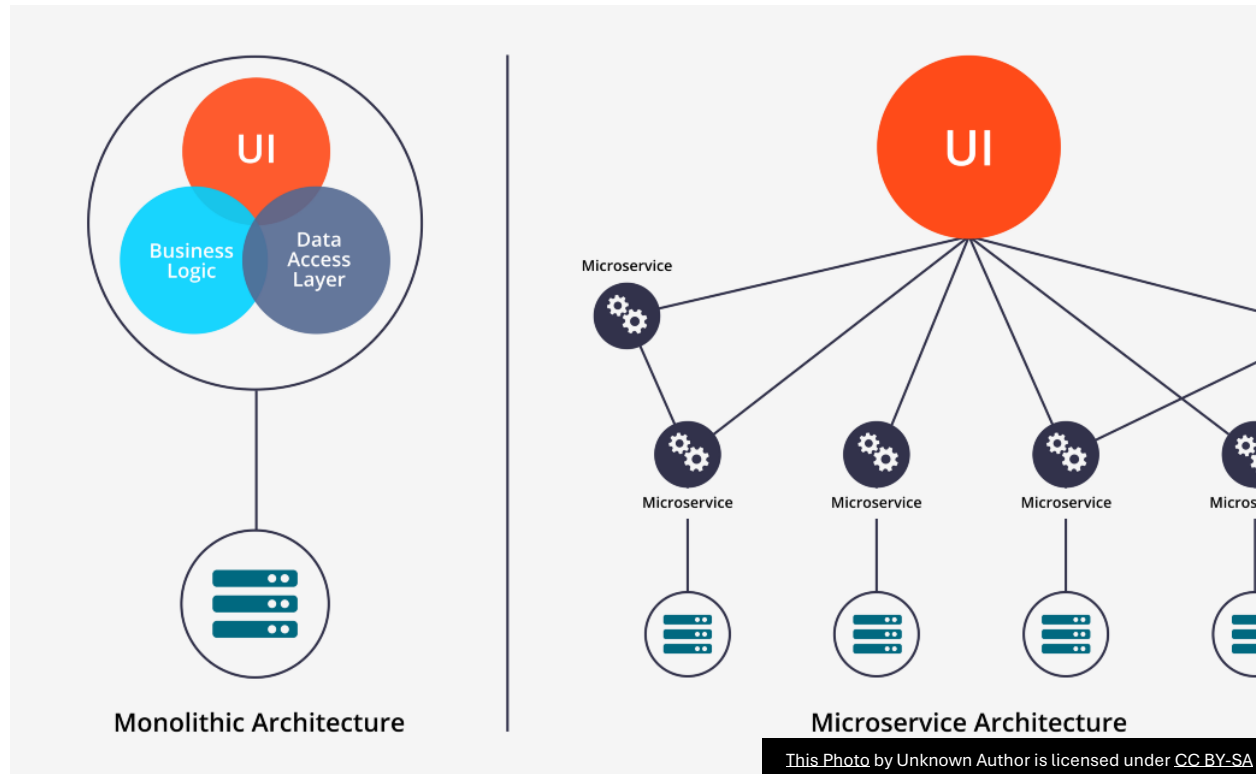
- full kontrola UI

Rizik:

- update WooCommerce-a → breaking changes

5. WooCommerce template override

6. Skaliranje monolitnog pristupa (realno stanje)



Bez optimizacije teme:

- 50–100 korisnika → OK
- 200+ → počinje usporavanje
- 500+ → problemi na checkout-u
- Sa dobrom temom + caching:
- možeš ići mnogo dalje (čak i 1000+ korisnika)

On line shoop +100 proizvoda

- Optimalna monolitna WooCommerce arhitektura (100 proizvoda)

Osnovni stack

- WordPress
- WooCommerce
- PHP 8.2+
- MySQL / MariaDB

Hosting

Za 100 proizvoda:

Minimum:

- 2 vCPU
- 2–4 GB RAM

Opcije:

- DigitalOcean (VPS)
- Cloudways

Performanse (brzina sajta)

MUST-HAVE:

- Cache plugin:
 - WP Rocket
- CDN:
 - Cloudflare
- Slike:
 - WebP format
 - lazy load

Rezultat:

- load < 2 sekunde bez problema

Minimalan set pluginova

Realno t

- SEO: Yoast SEO
- Security: Wordfence
- Backup (npr. UpdraftPlus)
- max 10–15 pluginova**
ukupno

Plaćanja

Za EU tržište:

- Stripe (kartice)
- PayPal
- lokalni gateway (banke)

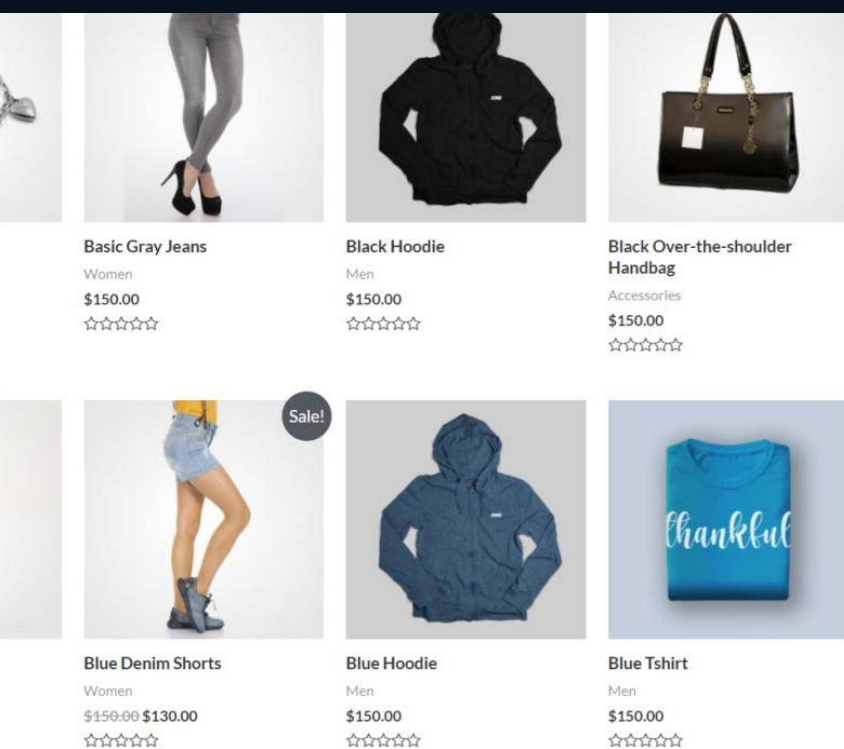
Logistika

Za 100 proizvoda:

- WooCommerce stock je dovoljan
- shipping:
 - flat rate
 - ili plugin za zone

Ne treba ERP integracija (za sada)

Tema ključni korak



Izbor:

- Astra
- Kadence
- GeneratePress

Zašto:

- brze (ispod 50KB CSS/JS inicijalno)
- stabilne sa WooCommerce
- lako se prilagođavaju

Izbegavati

- Avada
- Divi

Press

This is a demo store for te

Sale!



Tehnički tuning

Disable Woo skripte gde ne trebaju

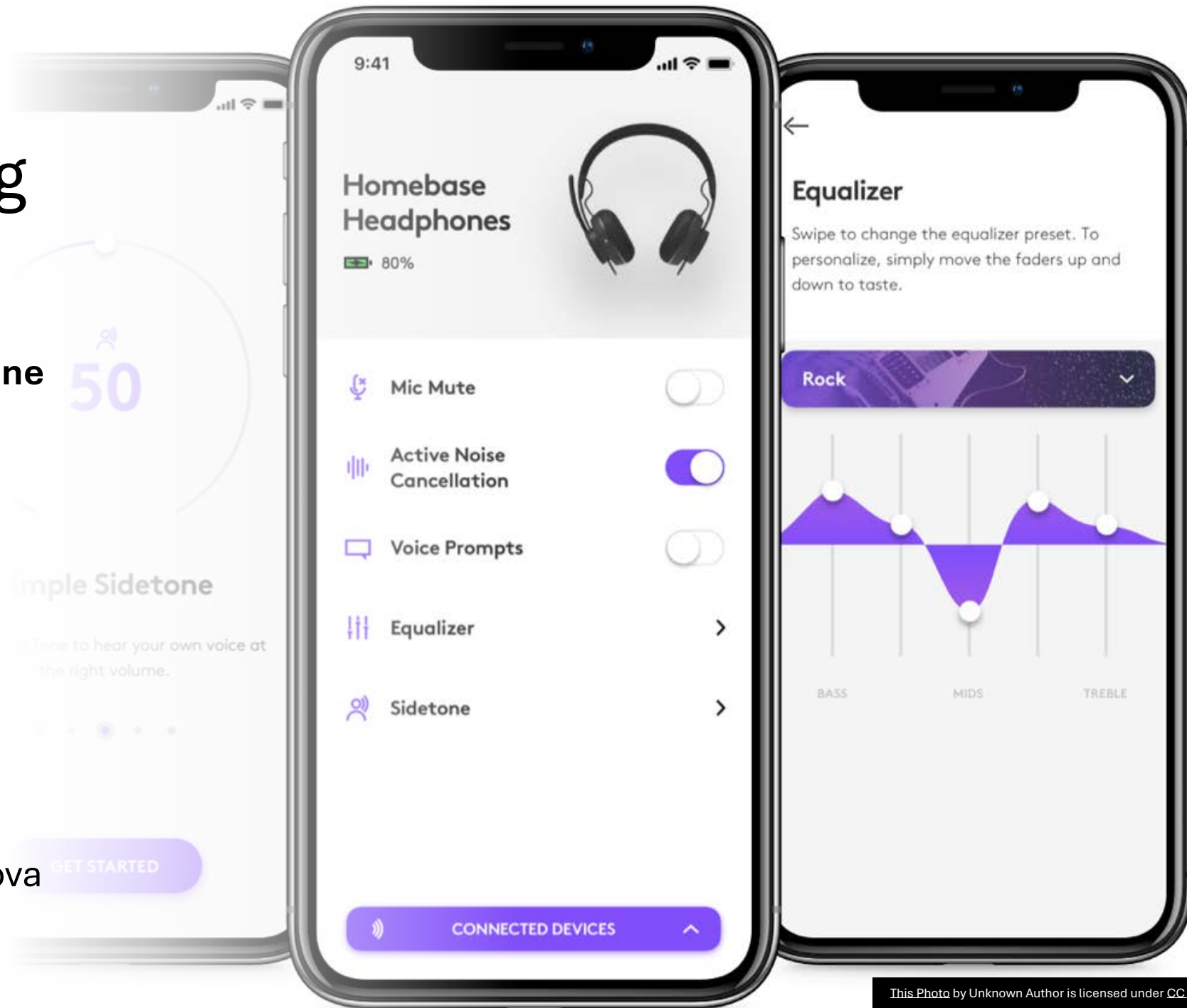
- cart script samo na cart/checkout

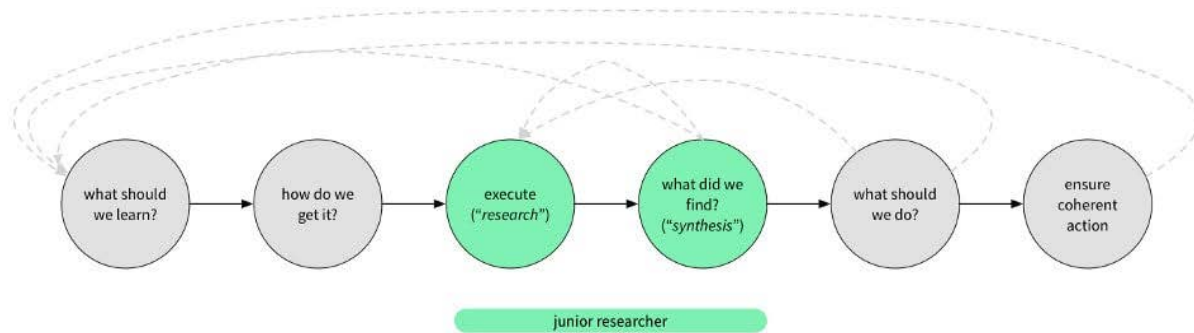
Optimize database

- očistiti revisions
- limit postmeta

Checkout optimizacija

- minimal fields
- bez nepotrebnih pluginova





UX FLOW (kako korisnik kupuje)

- **1. Ulaz**

Google / Ads → Homepage

- **2. Interes**

klik na kategoriju ili proizvod

- **3. Evaluacija**

product page (gleda slike, cenu)

- **4. Akcija**

Add to cart

- **5. Checkout**

jednostavan form:

- ime
- adresa
- email
- plaćanje