

Herzlich Willkommen bei

Bioful



# + Learnings

## + Learning bei Doing

- + Erstes Produkt eine *Herumprobiererei*
- + zweites einfacher machbar

## + Man kann alles nachlesen

- + Wordpress Manual am eCampus oder

## + Google ist dein Freund

- + zB Schritt für Schritt Anleitung von Variable Products mit Bildern

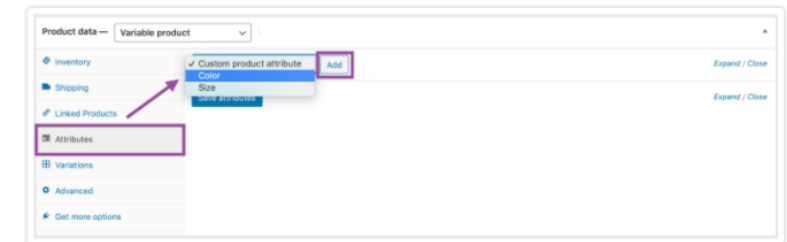
### Step 2. Add Attributes to Use for Variations

In the **Attributes** section, add [attributes](#) before creating variations — use global attributes that are site-wide or define custom ones specific to a product.

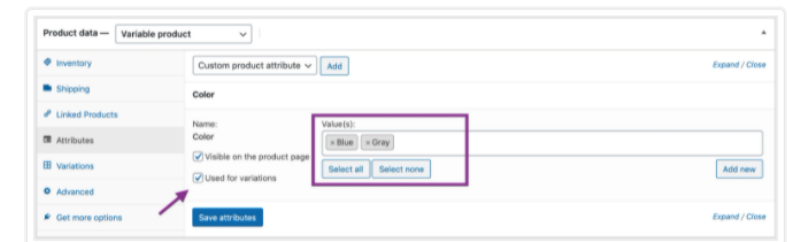
#### Global Attributes

To use a global attribute:

1. **Create** global attributes.
2. Select one from the dropdown and click **Add**.
3. Choose **Select all** to add all attributes to the variable product (if applicable).
4. Enable the **Used for variations** checkbox to tell WooCommerce it's for your variations.
5. Click **Save attributes**.



Adding a global attribute



Adding global attribute values



How to WooCommerce



# - Learnings

## - Yoast

- 100% grün quasi unmöglich

### ^ Problems (2)

- [Internal links](#): No internal links appear in this page, [make sure to add some!](#)
- [Text length](#): The text contains 86 words. This is far below the recommended minimum of 300 words. [Add more content.](#)

### ^ Improvements (3)

- [Image alt attributes](#): Images on this page do not have alt attributes that reflect the topic of your text. [Add your keyphrase or synonyms to the alt tags of relevant images!](#)
- [Keyphrase in title](#): The exact match of the focus keyphrase appears in the SEO title, but not at the beginning. [Move it to the beginning for the best results.](#)
- [SEO title width](#): The SEO title is too short. [Use the space to add keyphrase variations or create compelling call-to-action copy.](#)

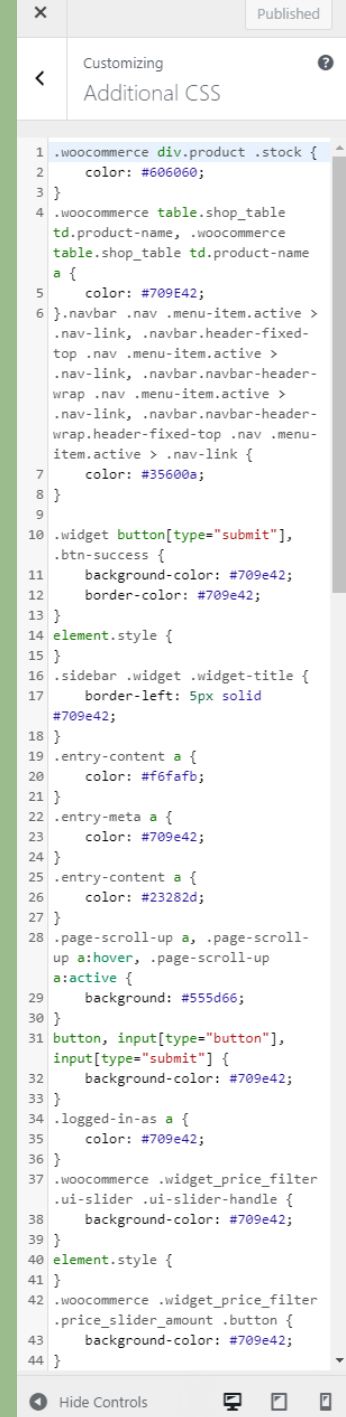
### ^ Good results (7)

- [Outbound links](#): Good job!
- [Keyphrase in introduction](#): Well done!
- [Keyphrase length](#): Good job!
- [Keyphrase in meta description](#): Keyphrase or synonym appear in the meta description. Well done!
- [Meta description length](#): Well done!
- [Previously used keyphrase](#): You've not used this keyphrase before, very good.
- [Keyphrase in slug](#): Great work!

## - Templates haben Grenzen

- Additional CSS aber nicht ;)

- Vor allem Farben geändert



```
Customizing  
Additional CSS  
1 .woocommerce div.product .stock {  
2   color: #606060;  
3 }  
4 .woocommerce table.shop_table  
td.product-name, .woocommerce  
table.shop_table td.product-name  
a {  
5   color: #709E42;  
6 }.navbar .nav .menu-item.active >  
.nav-link, .navbar.header-fixed-  
top .nav .menu-item.active >  
.nav-link, .navbar.navbar-header-  
wrap .nav .menu-item.active >  
.nav-link, .navbar.navbar-header-  
wrap.header-fixed-top .nav .menu-  
item.active > .nav-link {  
7   color: #35600a;  
8 }  
9  
10 .widget button[type="submit"],  
.btn-success {  
11   background-color: #709e42;  
12   border-color: #709e42;  
13 }  
14 element.style {  
15 }  
16 .sidebar .widget .widget-title {  
17   border-left: 5px solid  
#709e42;  
18 }  
19 .entry-content a {  
20   color: #f6fafb;  
21 }  
22 .entry-meta a {  
23   color: #709e42;  
24 }  
25 .entry-content a {  
26   color: #23282d;  
27 }  
28 .page-scroll-up a, .page-scroll-  
up a:hover, .page-scroll-up  
a:active {  
29   background: #555d66;  
30 }  
31 button, input[type="button"],  
input[type="submit"] {  
32   background-color: #709e42;  
33 }  
34 .logged-in-as a {  
35   color: #709e42;  
36 }  
37 .woocommerce .widget_price_filter  
.ui-slider .ui-slider-handle {  
38   background-color: #709e42;  
39 }  
40 element.style {  
41 }  
42 .woocommerce .widget_price_filter  
.price_slider_amount .button {  
43   background-color: #709e42;  
44 }
```

# Learnings spezielles Beispiel

- Paprika – Grouped Product – Weiterleitung zu gelb/rot/grün – nochmal Grouped statt simple Product
- Choose an option und Textfeld

nachher



## Paprika

€1,20

Paprika aus der Steiermark. (grün / gelb / rot)

<input type="text" value="0"/>	Paprika Rot	€1,20 300 in stock
<input type="text" value="0"/>	Paprika Gelb	€1,20 300 in stock
<input type="text" value="0"/>	Paprika Grün	€1,20 250 in stock

Add to cart

SKU: gemüse- 02

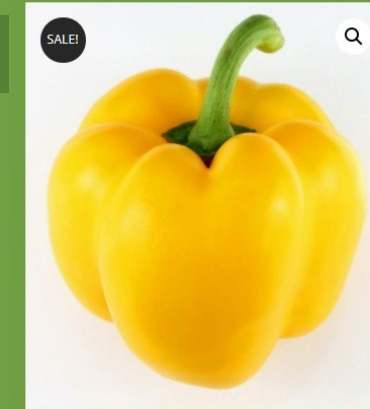
Categories: Gemüse, Paprika

Tags: Gemüse, Gesund, Paprika

vorher



## Paprika-Gelb



## Paprika-gelb

€1,00 – €2,00

Stück  Choose an option

- Choose an option
- 1 Stück
- 2 Stück
- 3 Stück

SKU: gemüse-07

Category: Paprika


Tags: Gemüse, Gesund, paprika gelb


# Learnings allgemein


- Noch einiges zu entdecken
  - Wordpress
  - WooCommerce
    - Extensions
    - Subscriptions
    - Weitere Payments
- Wie geht der Order Process weiter?


### Recommended extensions


Great marketing requires the right tools. Take your marketing to the next level with our recommended marketing extensions.


**AutomateWoo**  
Convert and retain customers with automated marketing that does the hard work for you.

**Mailchimp for WooCommerce**  
Send targeted campaigns, recover abandoned carts and more with Mailchimp.

**Facebook for WooCommerce**  
Grow your business by targeting the right people & driving sales with Facebook.

**Google Ads & Marketing by Kliken**  
Get in front of shoppers and drive traffic so you can grow your business with Smart Shopping Campaigns and free listings.

**HubSpot for WooCommerce**  
Grow traffic, convert leads, close deals, and turn customers into promoters.

**Amazon & eBay Integration for WooCommerce**  
List your entire WooCommerce product catalog on Amazon and eBay in minutes.

### Edit order [Add order](#)

Screen Options ▾ Help ▾

#### Order #651 details

Payment via Cash on delivery. Paid on May 31, 2021 @ 5:07 pm. Customer IP: 80.108.83.151

##### General

Date created:  @  :

Status:

Customer:  [Profile](#) [View other orders](#)

Billing	Shipping
Testi Testung Musterstraße 1 0000 Muster Town	Testi Testung Musterstraße 1 0000 Muster Town
Email address: <a href="mailto:mm191048@fhstp.ac.at">mm191048@fhstp.ac.at</a>	
Phone: <a href="tel:0123456789">0123456789</a>	

Item	Cost	Qty	Total	20% UST
------	------	-----	-------	---------

##### Order actions

Choose an action...

[Move to Trash](#)

##### Order notes

Order status changed from Pending payment to Completed.

May 31, 2021 at 5:07 pm by Martina Schuster [Delete note](#)

Stock levels reduced: Birne Williams (obst-04) 34→33, Paprika Gelb (gemüse-02b) 301→300, 140 g – BIO Schafkäse Rollen (milchprodukte – 05) 40→39

May 31, 2021 at 5:07 pm [Delete note](#)

Order status changed from Processing to Pending payment.

May 31, 2021 at 5:06 pm by Martina Schuster [Delete note](#)

Stock levels increased: Birne Williams