



FEMPRENEURS
UPLIFTING WOMEN SMES

DETAILED GUIDE: HOW TO ADD PRODUCTS TO YOUR STORE

WWW.FEMPRENEURS.CO.ZA

A comprehensive how-to guide on adding products to your Store on Fempreneurs.

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A simple product is one without variations or downloadable formats.

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A virtual product is product that is available for download online only e.g. a voucher, an art print, crochet pattern, e-book etc.

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HOW TO ADD A SIMPLE PRODUCT

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ADDING A SIMPLE PRODUCT

A simple product is one without variations i.e. no colours, sizes etc. or downloadable formats e.g. vouchers.

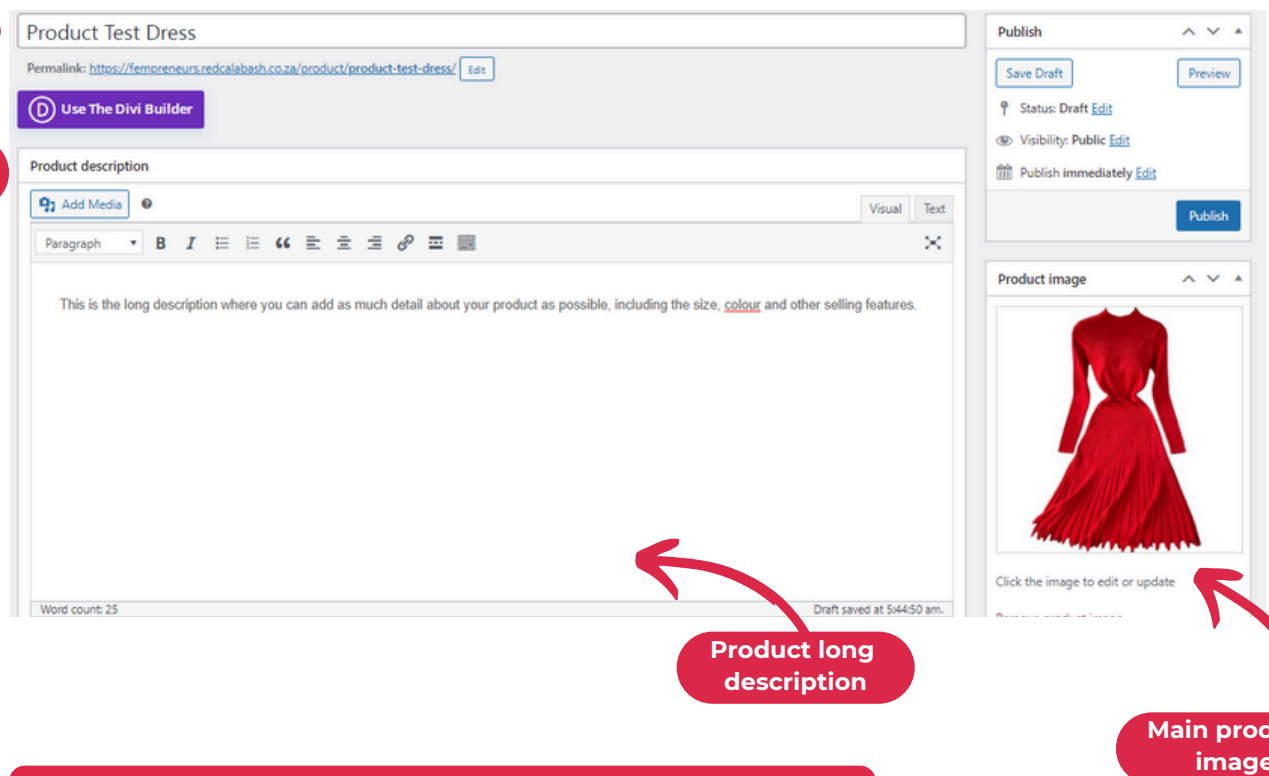
To add a simple product, you'll need this info available:

- Product Name
- Product price
- Product Image
- Descriptions
- Product dimensions

Follow these steps to add a simple product to your Store, with a description:

- Go to Manage products > Products > Add Product.
- Enter a Product name.
- In the Product Description section add a long description of your product including key selling features, sizing, etc.
- In the Product Short Description section add a brief description of your product.
- In the Product data > General section, the Product type should default to Simple product.
- Enter an amount in the Regular price field, **leave the sale price field blank if there's no sale price.**
- In the Product Image panel in the right-hand column, click the Set product image link.
- Select the image you want to use and click the Set product image button.
- If you have more product images to showcase, you can add images on the product gallery link.
- In the Product Data > Shipping section add the product weight and dimensions.
 - **Choose your business name as the shipping class**
- In the Product Data > Linked Products section you can search and add products on our marketplace to add as an upsell or cross-sell.
- Add the relevant product category for your product.
- Enter keywords for your product in the Product Tags section.

ADDING A SIMPLE PRODUCT CONTINUED



Product Test Dress

Permalink: <https://fempreneurs.redcalabash.co.za/product/product-test-dress/> Edit

Use The Divi Builder

Product description

Add Media

Paragraph B I [List icons] [Quote icon] [Link icon] [Image icon]

This is the long description where you can add as much detail about your product as possible, including the size, colour and other selling features.

Word count: 25

Draft saved at 5:44:50 am.

Publish

Save Draft Preview


Status: Draft Edit

Visibility: Public Edit

Publish immediately Edit

Publish

Product image



Click the image to edit or update

Product Title

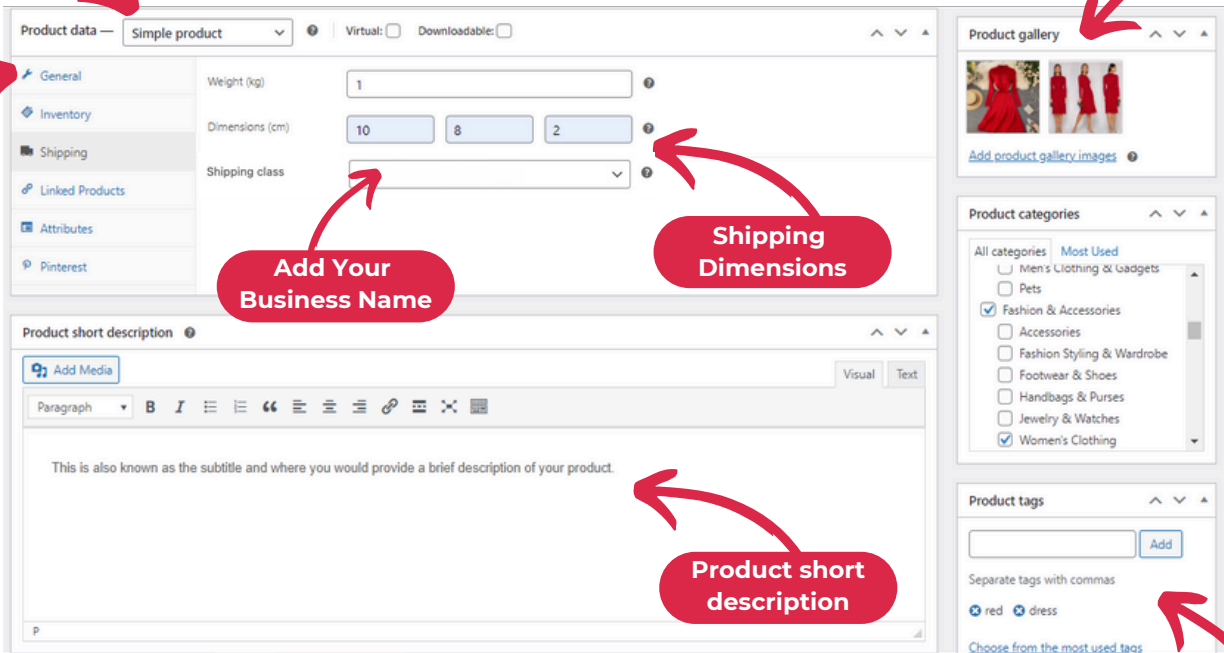
Product long description

Main product image

KEY TIPS

- Keep product titles concise to grab attention effectively.
- Product descriptions are an opportunity to showcase key features such as sizing, color, and unique selling points, helping customers make informed decisions.
- Ensure all product photos are of high quality and resolution to enhance customer experience.
- **Keep your product image sizes at 500x500 pixels with a white or blank background.**

ADDING A SIMPLE PRODUCT CONTINUED



The screenshot shows the 'Product data' section of a WooCommerce product editor. The 'Simple product' type is selected. The 'General' tab is active, showing fields for Weight (kg), Dimensions (cm), and Shipping class. The 'Product gallery' section on the right shows three product images. The 'Product categories' section shows a list of categories with 'Fashion & Accessories' and 'Women's Clothing' selected. The 'Product tags' section shows 'red' and 'dress' as tags. The 'Product short description' section is also visible.

Callout boxes and arrows point to the following elements:

- Simple product**: Points to the 'Simple product' dropdown in the 'Product data' section.
- Pricing**: Points to the 'General' tab in the 'Product data' section.
- Add Your Business Name**: Points to the 'Weight (kg)' field.
- Shipping Dimensions**: Points to the 'Dimensions (cm)' field.
- Multiple product images**: Points to the 'Product gallery' section.
- Product short description**: Points to the 'Product short description' section.
- Product keywords**: Points to the 'Product tags' section.

KEY TIPS

- Select the most relevant product category by checking both the parent category and sub-category boxes.
- Leave the sales price field **blank** if your product is not currently on sale.
- Set the inventory weight to 1kg for courier purposes.
- Use the product gallery to showcase additional images that enhance your product's appeal and encourage customer purchases.
- Take advantage of upselling and cross-selling opportunities by promoting complementary products alongside the one you're adding.



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HOW TO ADD A VARIABLE PRODUCT

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ADDING A VARIABLE PRODUCT

Variable products are more complex, allowing you to define different variations using product attributes.

Examples of variations can be: SKU, image, price, colour and stock level.

To add a variable product, you'll need this ready:

- **Product Name & Variant Product Names**
- **Product price & Variant Product Prices**
- **Product Image & Variant Product Images**
- **Descriptions**
- **Product dimensions**

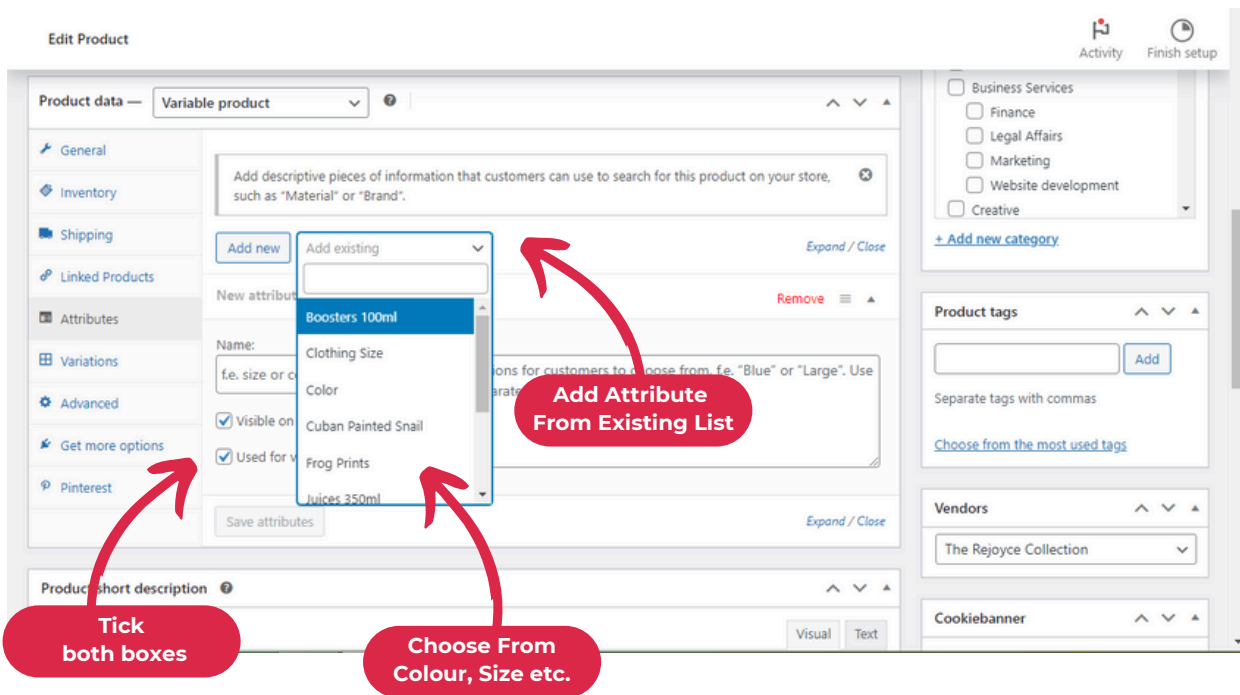
Follow these steps to add a variable product to your Store:

- Click "Add New Product" at the top of the page.
- Enter the product name.
- Choose "Variable Product" from the "Product data" dropdown menu.
- Select the "Attributes" tab on the left.
- Add either a global or new attribute:
- For global attributes, select from the dropdown menu or create new ones.
- For new attributes, click "Add New," name your attribute (e.g., size), add values (separated by |), and save.
- Click "Save Attributes."
- Navigate to the "Variations" tab.
- Choose between generating all variations automatically or adding them manually.
- Expand each variation to input product details: price, stock, weight, dimensions, shipping class, description, and linked products. Repeat for all variations.

ADDING A VARIABLE PRODUCT CONTINUED

1

EXAMPLE OF ADDING ATTRIBUTES



Tick both boxes

Choose From Colour, Size etc.

Add Attribute From Existing List

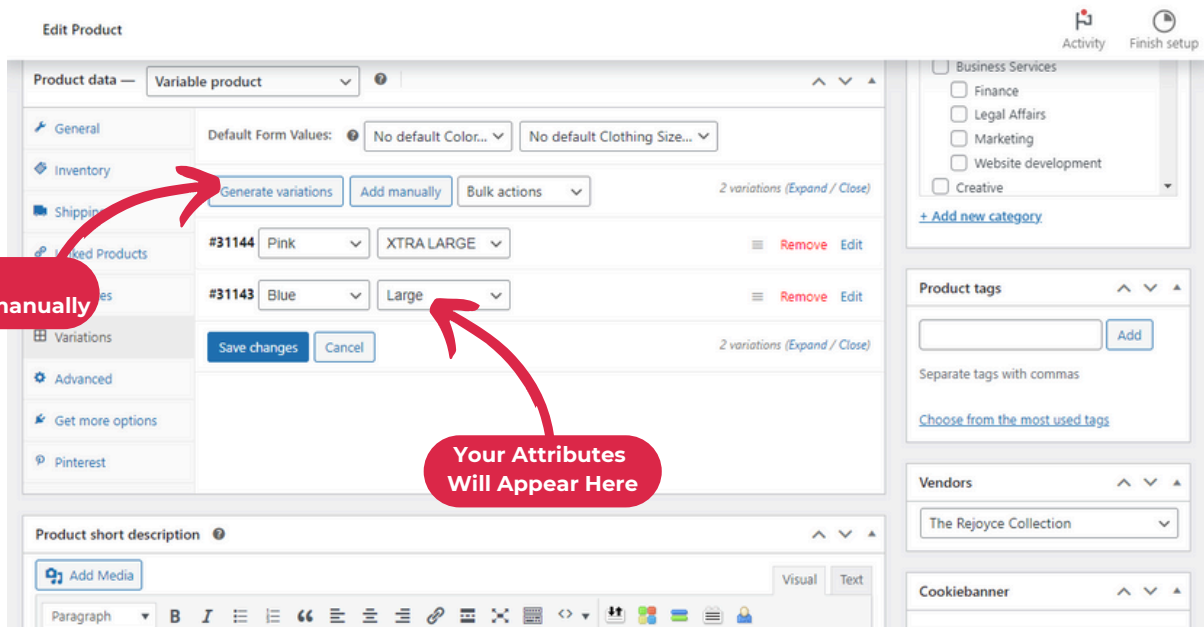
KEY TIPS

- Use existing attributes like color, clothing size, or print size and select suitable values for your products.
- You can create custom attributes tailored to your products.
- Remember to check both boxes to ensure the attribute is visible on the product page and available for variations.
- Be sure to save the attribute before proceeding to the variations tab.

ADDING A VARIABLE PRODUCT CONTINUED

2

EXAMPLE OF ADDING VARIATIONS



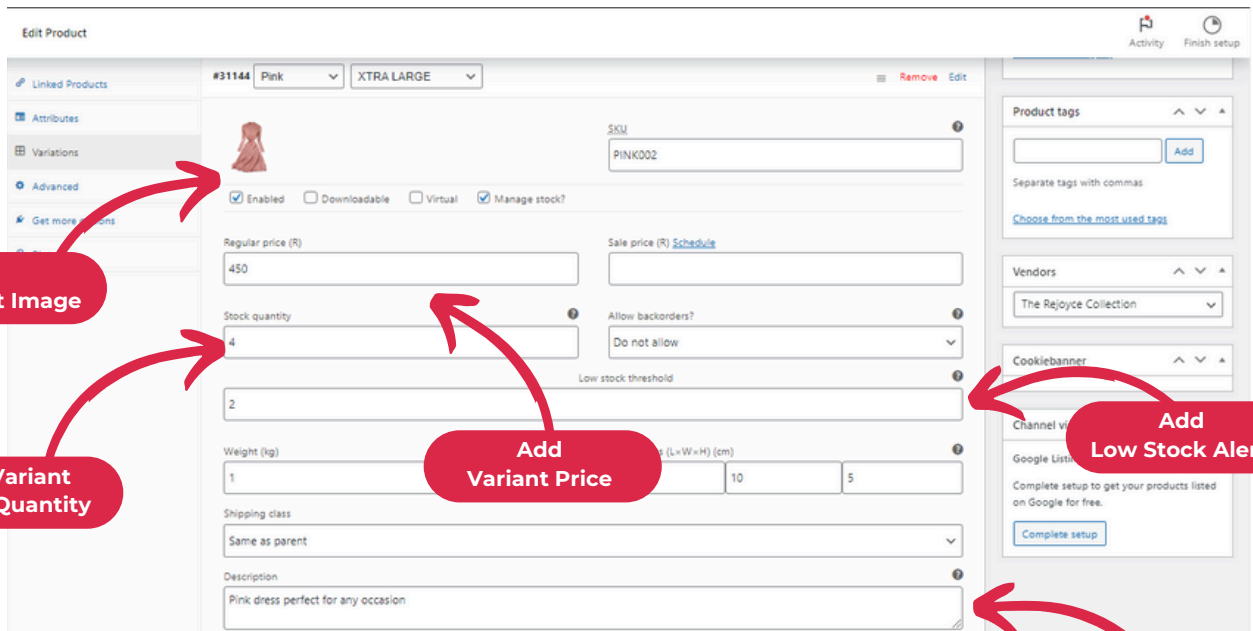
KEY TIPS

- You can select the default values to appear on your product page for each variant.
- When you choose "Add Manually," the selected attributes will appear.
- Tailor your variations to suit your product by selecting from the drop-down menu.
- You have the option to add multiple variants.
- Ensure you save your variations before proceeding to edit the details of variant products.

ADDING A VARIABLE PRODUCT CONTINUED

3

EXAMPLE OF ADDING VARIATIONS



Edit Product

#31144 Pink XTRA LARGE Remove Edit

SKU: PINK002

Enabled Downloadable Virtual Manage stock?

Regular price (R): 450 Sale price (R) [Schedule](#)

Stock quantity: 4 Allow backorders?: Do not allow

Low stock threshold: 2

Weight (kg): 1 Dimensions (LxWxH) (cm): 10 5

Shipping class: Same as parent

Description: Pink dress perfect for any occasion

Product tags: Add

Vendors: The Rejoyce Collection

Cookiebanner: Channel v... Google List... Complete setup to get your products listed on Google for free. Complete setup

KEY TIPS

- Add product details to the variant, beginning with the SKU.
- Be sure to tick the "Manage stock" box to activate stock management fields.
- Include the regular price or sale price if applicable.
- It's important to fill in stock management fields such as quantity, low stock threshold, weight, and dimensions.
- Lastly, consider adding a product description to distinguish the variant from the parent product.



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HOW TO ADD A VIRTUAL PRODUCT

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ADDING A VIRTUAL PRODUCT

A virtual product is product that is available for download online only e.g. a voucher, an art print, crochet pattern, e-book etc.

To add a virtual product, you'll need the following info:

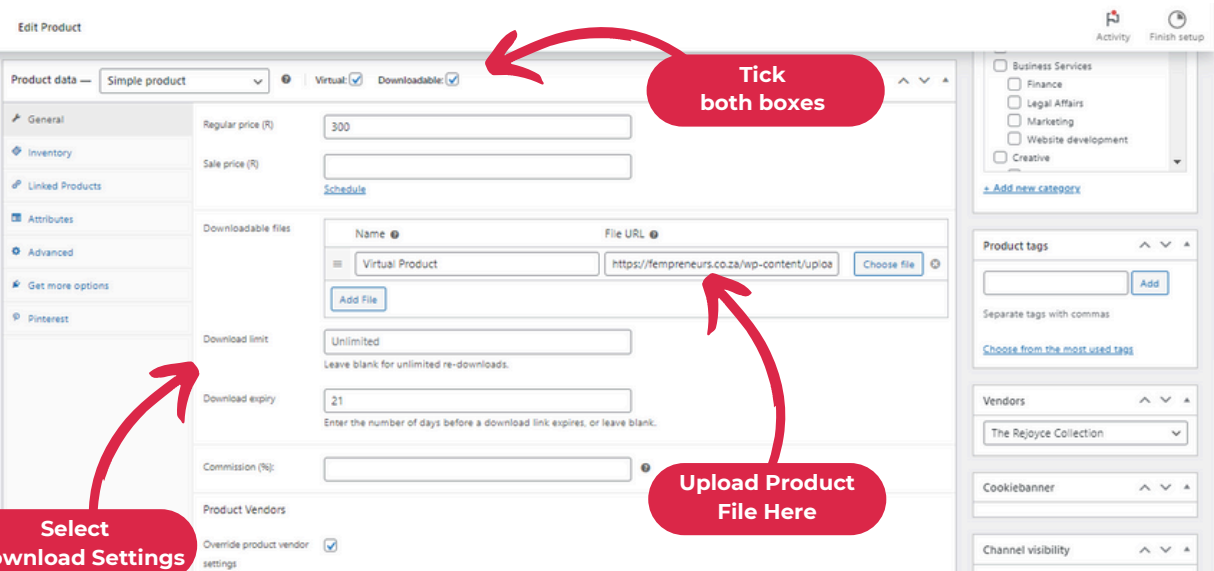
- **Product Name**
- **Product Price**
- **Product Image**
- **Downloadable File**
- **Download Limit**
- **Download Expiry Date**

Follow these steps to add a virtual product to your Store:

- Follow the standard product addition process.
- In the "Product data" > "General" section, ensure the "Product type" defaults to "Virtual product."
- Selecting "Virtual" removes shipping settings like weight, dimensions, and shipping class.
- Tick the "Downloadable" checkbox:
- After ticking this box, additional options will appear:
- "Downloadable Files": Add file(s) for customer download.
- "Download Limit": Specify how many times a customer can download the file(s); leave blank for unlimited.
- "Download Expiry": Set the number of days before a download link expires after purchase.
- Click "Add file," then name the file. Enter the downloadable URL if hosted elsewhere, or select "Choose file" to insert an existing file from your Media Library or upload a new file. Upload the file and click "Insert" to set up each downloadable file URL.
- Optionally, enter "Download Limit." Once reached, users can no longer download the file.
- Optionally, enter "Download Expiry." If defined, download links expire after the specified number of days.

ADDING A VIRTUAL PRODUCT CONTINUED

EXAMPLE OF A VIRTUAL PRODUCT



Select Download Settings

Tick both boxes

Upload Product File Here

KEY TIPS

- Make sure you've checked both the "Virtual" and "Downloadable" checkboxes to remove shipping fields.
- Upload the downloadable file(s) through the Media Library; you can add multiple files.
- Consider the download settings, like the download limit, which determines how many times a user can download the file.
- If you prefer the download link not to expire after purchase, you can leave the "Download Expiry" blank.



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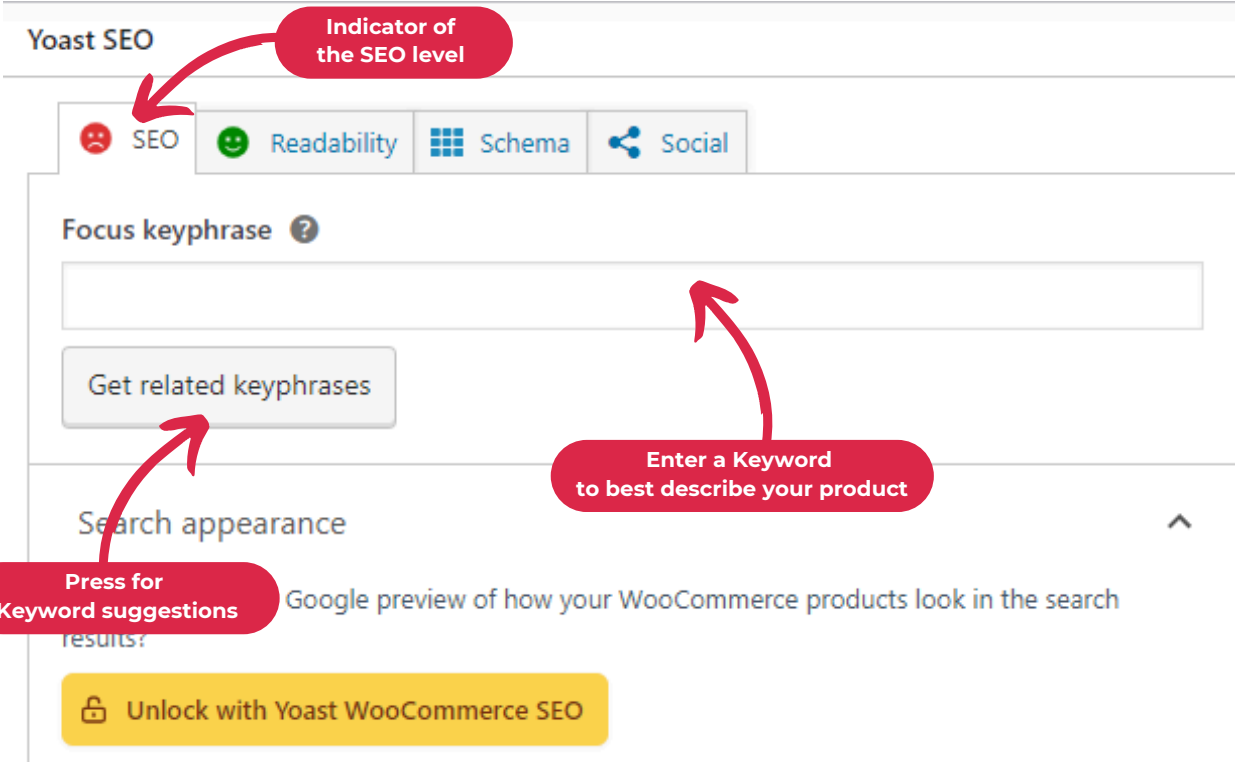
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SEO GUIDELINE

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GUIDE TO ADDING SEO

EXAMPLE OF ADDING SEO TO YOUR PRODUCT



Yoast SEO

Indicator of the SEO level

SEO Readability Schema Social

Focus keyphrase ?

Get related keyphrases

Press for Keyword suggestions

Enter a Keyword to best describe your product

Search appearance

Google preview of how your WooCommerce products look in the search results?

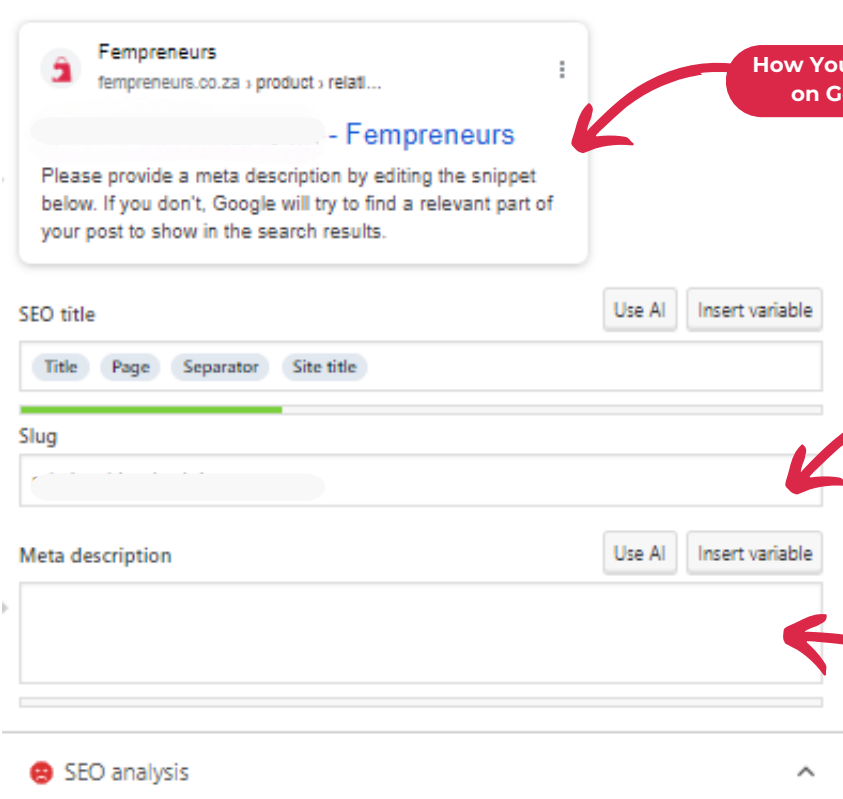
Unlock with Yoast WooCommerce SEO

KEY TIPS

- Make sure to enter a keyword/focus keyphrase that best describes your product for SEO purposes.
- An example is if you are selling clothing a keyword could be 'Red Dress'.
- If you need help with best selecting a keyword you can press the 'get related keyphrases' for more suggestions.
- The colour of the face next to the SEO tab indicates how well you've entered the SEO details.

GUIDE TO ADDING SEO

EXAMPLE OF ADDING SEO TO YOUR PRODUCT



The screenshot shows the SEO configuration interface for a product. At the top, a preview box displays the product's appearance on Google search results, including the site name 'Fempreneurs', the URL 'fempreneurs.co.za › product › relati...', and the product title '- Fempreneurs'. Below this, a text box prompts the user to provide a meta description. The main interface includes fields for 'SEO title' (with 'Use AI' and 'Insert variable' buttons), a dropdown menu for 'Title', 'Page', 'Separator', and 'Site title', a 'Slug' field, and a 'Meta description' field (also with 'Use AI' and 'Insert variable' buttons). At the bottom, there is an 'SEO analysis' section. Three red callout boxes with arrows point to specific elements: 'How Your Product Shows on Google Results.' points to the preview box; 'The SEO URL based on your product title' points to the 'Slug' field; and 'Provide a brief description for Google Results.' points to the 'Meta description' field.

KEY TIPS

- Add a brief product description of your product which will show on Google results.
- An example if you are selling a red dress is “Gorgeous red dress perfect for evenings and events”
- The slug is the SEO url that will show on Google results.
- The SEO analysis will provide you with guidance on how to improve the SEO section for your product.



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**PRODUCT
IMAGE
GUIDELINES**

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GUIDE TO ADDING IMAGES



A poor-quality photo can be the difference between making a sale (or not). To maintain a high standard of Stores & Business Listings on our website, we request that all photos provided are good quality and high resolution.

PLEASE ENSURE YOUR PRODUCT IMAGE SIZES ARE 500X500 PIXELS WITH PREFERABLY A BLANK BACKGROUND.

7 Top tips for taking good product photos:

1. Use a newer model of mobile phone or camera.
 2. Shoot from a tripod to reduce camera shake.
 3. Use a white background/ plain background for your setup.
 4. Place your setup near a window with natural light.
 5. Avoid zooming in on photos.
 6. Try different camera angles.
 7. Use a photo editing app. (We highly recommend using this free one)
- If you'd like to have professional photos taken for you, we'd be happy to introduce a Fempreneur Photographer to you in your region :)

Please note: We reserve the right to reject any photos that do not meet our minimum requirements which may delay the publishing of your Store or Listing.



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PRODUCT UPLOAD CHECKLIST

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SIMPLE PRODUCT CHECKLIST

01 Enter a Product name

02 Added a Long Product Description

03 Added a Short Product Description

04 Product type should default to Simple product

05 Enter an amount in the Regular price field

06 Set a Product Image

07 Choose Your Business Name as the Shipping Class

08 Add the Product Weight and Dimensions

09 Add the relevant product category

10 Add SEO details

VARIABLE PRODUCT CHECKLIST

01 Add Product details such as Name, Price, Image etc.

02 Added a Long Product Description

03 Added a Short Product Description

04 Select Variable product as the product type

05 Add either a global or new attribute

06 For new attributes, click "Add New," name your attribute (e.g., size), add values (separated by |), and save.

07 Navigate to the "Variations" tab.

08 Choose between generating all variations automatically or adding them manually.

09 Expand each variation to input product details: price, stock, weight, dimensions, shipping class, description, and linked products. Repeat for all variations.

10 Add SEO details

VIRTUAL PRODUCT CHECKLIST

01 Add Product details such as Name, Price, Image etc.

02 Added a Long Product Description

03 Added a Short Product Description

04 Select Virtual product as the product type

05 Selecting "Virtual" removes shipping settings like weight, dimensions, and shipping class.

06 Tick the "Downloadable" checkbox:

07 Set your Download settings such as the limit, expiry etc.

08 Click "Add file," then name the file. Enter the downloadable URL if hosted elsewhere, or select "Choose file" to insert an existing file

09 Add SEO details
