

WooCommerce: An introduction

WooCommerce is an open source eCommerce plugin for WordPress. It was launched on September 27, 2011. Right after the launch the plugin quickly became popular for its simplicity to install and customize and free base product. It is designed for small to large-sized online business using WordPress.

WooCommerce was first developed by WordPress theme developer WooThemes, who hired Mike Jolley and James Koster, developers at Jigowatt, to work on a fork of Jigoshop that became WooCommerce. In August 2014, WooCommerce powered 381,187 sites (or 17.77% of e-commerce sites online).

It's concept was developed by going beyond the confines of traditional eCommerce solutions, and be limited only by your own imagination.

Features of WooCommerce

Powered by trust

WooCommerce is built on WordPress, the software that runs 26% of the web. Regularly audited by Sucuri, an industry leader in security, you're in good hands.

Content at the core

Working on top of the world's most popular content management system, WooCommerce seamlessly integrates commerce with content. Everything you need is in one place.

A modular system

WooCommerce is kept lean so you can add just the options you want. It's also made to work alongside your favorite WordPress plugins, so you can keep the features you already love.

Sell anything

From physical products and digital downloads to subscriptions, content and even appointments, you can sell anything with WooCommerce.

No limits

WooCommerce is entirely open source, which means you can modify and customize anything and everything. Because you have complete control, you can add unlimited products and users, and take unlimited orders.

Worldwide community

WooCommerce stores and developers come from all over the world – from Norway to South Africa, from Canada to Japan.

Built on WordPress

The principles that drive WordPress also power WooCommerce, so you already know the basics of developing on our platform. Keep using all the plugins you already love and even use the WP-CLI to manage stores.

Open development

WooCommerce is fully open source and managed on GitHub. Contribute to the software that powers over 2M+ active stores and collaborate with fellow developers to build the future of eCommerce.

More than 400 official extensions

From payments and shipping to marketing and accounting, we've got a wide variety of extensions, all built by developers just like you.

Features tools you already know

Customize WooCommerce with countless actions and filters at your fingertips, custom AJAX endpoints or webhooks.

The list of [5 WooCommerce freindly WordPress theme](#) is given here.

Take care.