



How to integrate a PIM with WooCommerce

EVERYTHING YOU NEED TO KNOW
BEFORE AND AFTER THE INSTALLATION

Table of contents

Why choose Woocommerce	p.1
Previous considerations	p.5
Integration steps	p.7
Catalog structure	p.8
Common issues	p.9
PIM systems that offer a WooCommerce plugin	p.10
Case Study: Sales Layer & Mayfield Bakery	p.11

¿Why...?

WooCommerce is an open source platform that has been hosting and building online stores since 2008. Its market expansion has been impressive, and it's currently the fourth most popular CMS (Content Management System) in the world, and its WooCommerce Checkout feature is the most widely used in ecommerce websites.*

WooCommerce offers more than 200 free and pay-per-use plugins that facilitate the work of both ecommerce owners and developers. As a starter, they include their Storefront theme, which supports add-ons and total customization.

WooCommerce includes a security system, reviews, image galleries and products with no limits, a system of filters in the viewing of, calculation of sales taxes, integration with databases, marketing campaigns, stock tracking and payment systems such as PayPal.



* 3,549,243 websites by June 2019, according to Builtwith.

What's the secret?

Lately, WooCommerce has been gaining popularity among ecommerce businesses, largely as it is a WordPress plugin that is totally free and easy to install.

The biggest advantage of using WooCommerce as an ecommerce platform is its low complexity on both a technical and user level, so maintenance is very simple, making it ideal for online stores starting out with a more modest budget or inexperienced IT teams.

It is perfect for small companies or freelancers, who want to create an ecommerce website quickly and economically and take their first steps in the world of online sales.

Also, since it is a Wordpress plugin, you can retain your current website and blog to keep your clients up to date with your latest news.

Previous considerations



Minimum time recommended for setup

PIM + WooCommerce integration

1 week configuration + 2 weeks trials



Key Factors

WooCommerce hosting

WooCommerce layout

PIM plugins



Professional team

A person with experience in WooCommerce, both to perform the initial installation and configuration of ecommerce on the server and, subsequently, to maintain it. You must also have technical knowledge for installing the libraries necessary for the management plugin between the PIM and WooCommerce, and to organize the ecommerce data on the server.

Although it's really quite simple, it is advisable to explain how the PIM works and give anyone who is going to manage the information in the PIM some time to test it out, so they can get to know their way around the tool.

The typical professional profile would be someone working in marketing since the experience required is that which someone who typically manages product information will have.

Integration steps

- 1 Import catalog information into the PIM.
- 2 Create a WooCommerce trial installation.
- 3 Generate the necessary data in WooCommerce to establish the relationship with the PIM. For example, 'attributes'.
- 4 Create the connection channel in the PIM and assign relationship fields between the PIM and WooCommerce.
- 5 Install the plugin in WooCommerce.
- 6 Assign connector credentials in the plugin, and perform small-scale testing for synchronization verification.
- 7 Once the data has been verified, continue adding the data until your complete catalog has been added.
- 8 Continue making modifications to the data for two weeks to verify the synchronizations are successful.
- 9 Once finished, add the plugin to the production environment which must be created if it doesn't already exist, and then synchronize the entire catalog to start selling.

Catalog structure



Piece of advice

Having a simple and organized category structure is essential for both ecommerce and management within the PIM.

Product information should be as detailed and complete as possible, to assist in its sale and accurately determine the different product variations or formats, its price and the level of stock, and whether it is independent of the parent product or not.

Common issues



Not having someone who really knows how to manage the store or the necessary relationships between the PIM system and WooCommerce.



Wasting time asking the plugin developers what the steps to follow are, although in many cases the explanations in the plugin FAQ are enough.



Delays in the development and launch, due to the phase spent learning about the different characteristics of the PIM system and the doubts that arise during this period.



In fact, using a PIM system is quite intuitive. With a good guide, like the one we provide in Sales Layer, and technicians with a good level of knowledge, full functionality will be almost immediate.

PIM system that offer a WooCommerce plugin

If you decide to build your online store in WooCommerce and want to integrate the advantages of a PIM system that automates the organization, synchronization and constant updating of your product catalog, this whole process will be easier if your PIM works with WooCommerce and knows how to handle this integration (and take care of it for you, without the need to hire any extra technicians).

Currently, not all PIMs in the market guarantee integration with WooCommerce, but at Sales Layer we have an exclusive WooCommerce plugin!



sales layer

hola!

Case Study: Sales Layer & Mayfield Bakery



With the joint collaboration of Sales Layer and Juice Creative (now Libris Systems), the UK-based Mayfield Farm Bakery business succeeded in introducing its WooCommerce workforce to all the benefits of a PIM applied to its product catalog.

By means of this fast, efficient and secure integration, Mayfield Farm can ensure their products are organized and updated by means of an attractive and easy-to-edit website: bakery, confectionery and preserves products located across dozens of categories and with clear, homogeneous and complete files, easily navigable and always up to date thanks to the synchronization that Sales Layer allows.

① Add all product data

Dashboard | **Products** | **Add New Product**

Name:

Term Image:

Attributes: ☒ Valid on the product page

chickens:

afterglow:

gluten_free:

review:

Product Image:

Product Gallery: [Add product gallery images](#)

Dashboard | **Products** | **Edit Product**

Name:

Term Image:

Attributes: ☒ Valid on the product page

chickens:

afterglow:

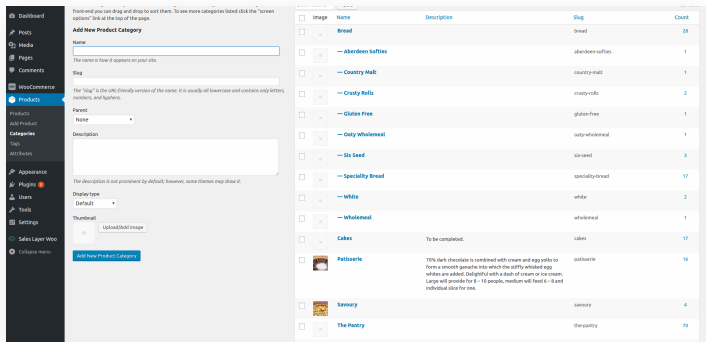
gluten_free:

review:

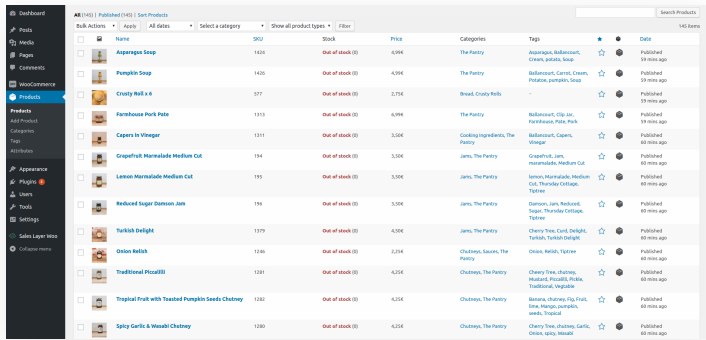
Product Image:

Product Gallery: [Add product gallery images](#)

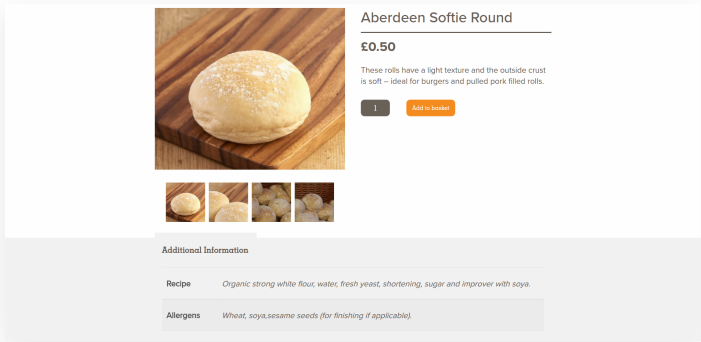
2 Create a categories list



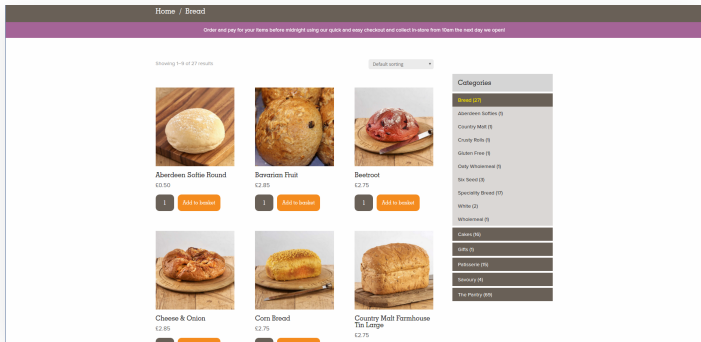
3 Create the products listing



4 Final product page



5 Final products thumbnails view



The integration

1 Install the connector

PANEL PRINCIPAL

- CATEGORÍAS
 - Productos
 - Fórmulas
 - Catálogo
- Puntos de venta
- Material de venta
- ESTRATEGIA
- Informe de calidad
- CONEXIONES
- Support
- Avisos
- Statísticas

Selección de datos @ Acciones

> CN195H0M07CS3 - WCTEST

Catálogo Productos **Fórmula**

Filtrar: [v] [x]

	Tipo	Nombre en Vocabulario:	Campo relacionado:	
21	Normal	product_name	Product Name	[+ Datos]
21	Normal	product_description	Product Description	[+ Datos]
21	Normal	product_description_short	"Campo vacío"	[+ Datos]
21	Imagen	product_image	Main-Cabins-Image	[+ Datos]
metadata-TMS metadata-TMS normal SMD5 [ver S2D] metadata-SZD small SZD original DMS				
21	Normal	product_sku	Product Reference	[+ Datos]
21	Normal	product_regular_price	Price	[+ Datos]
21	Normal	product_min_price	"Campo vacío"	[+ Datos]
21	Normal	product_weight	"Campo vacío"	[+ Datos]
21	Normal	product_length	"Campo vacío"	[+ Datos]

< Ir al paso anterior Guardar y finalizar Cancelar

[illegible]

2 Add product data

Juleca | Acciones | 100%

PANEL PRINCIPAL

CATALOGO

- Productos
- Formatos
- Catalogo
- Puntos de venta
- Material de venta

ESTRATEGIA

- Informe de calidad
- Canales

SERVICIOS

- Imagenes
- Archivos
- Traducciones

Basic Information | Details | Images | Availability | Recipe

7 - 1 campo obligatorio

Status: Visible | Type of product: Bread | Price: 0.50

Product Reference: 566 | Product Name: Albondren Sufite Round

Product Description: These rolls have a light texture and the outside crust is soft - Ideal for burgers and pulled pork filled rolls.

Section References: 566 - Bread - Albondren Sufite

Main Image: 566_albondren_sufite_0001.jpg

(Puedes incluir tantos nombres de archivos como desees separados por coma)

Continuar

Continuar Guardar y finalizar Guardar y editar formato Cancelar

Juleca | Acciones | 100%

PANEL PRINCIPAL

CATALOGO

- Productos
- Formatos
- Catalogo
- Puntos de venta
- Material de venta

ESTRATEGIA

- Informe de calidad
- Canales

SERVICIOS

- Imagenes
- Archivos
- Traducciones

Basic Information | Details | Images | Availability | Recipe

7 - 1 campo obligatorio

566 - Bread - Albondren Sufite Round

Main Gallery Image: 566_albondren_sufite_0001.jpg

(Puedes incluir tantos nombres de archivos como desees separados por coma)

Continuar

Gallery Image 1: 566_albondren_sufite_0001.jpg

(Puedes incluir tantos nombres de archivos como desees separados por coma)

Continuar

Gallery Image 2: IMG_3334.JPG

(Puedes incluir tantos nombres de archivos como desees separados por coma)

Continuar

Continuar Guardar y finalizar Guardar y editar formato Cancelar

3 Create the categories list

Catálogo general
33 categorías con 369 productos

Buscar categorías

Acción: 3, Importar

Todos, 10, 50

ID	Ref	Nombre	Etiquetas	Productos	Modificado
1	BALLS	Baifanmurt		12 productos	01/07/2017 a las 12:23h
2	BREADS	Bread		28 productos	01/11/2016 a las 11:57h
3	ABERD	Aberdeen Softies		1 producto	01/11/2016 a las 11:57h
4	COUNTRY	Country Malt		1 producto	01/11/2016 a las 11:57h
5	CROISS	Croasty Rolls		2 productos	01/11/2016 a las 11:57h
6	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
7	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
8	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
9	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
10	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
11	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
12	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
13	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
14	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
15	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
16	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
17	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
18	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
19	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
20	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
21	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
22	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
23	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
24	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
25	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
26	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
27	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
28	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
29	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
30	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
31	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
32	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
33	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h

Catálogo general
33 categorías con 369 productos

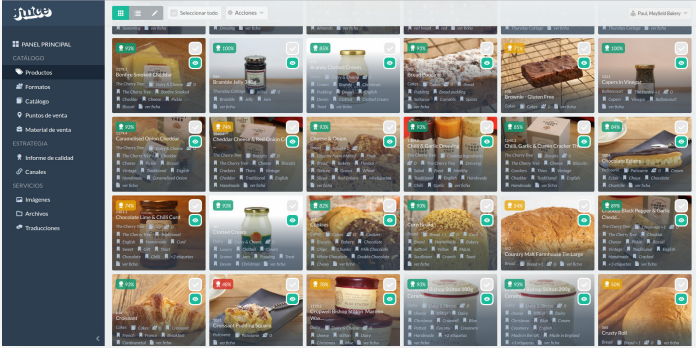
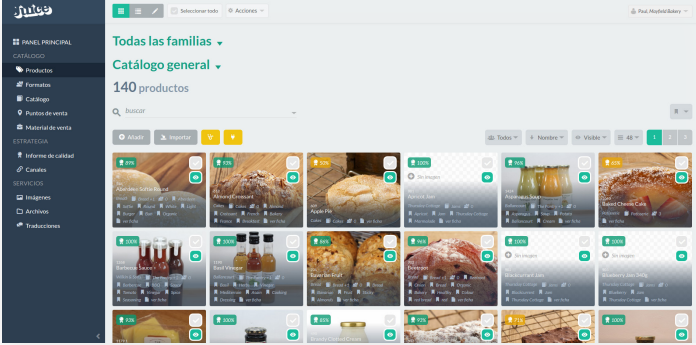
Buscar categorías

Acción: 3, Importar

Todos, 10, 50

ID	Ref	Nombre	Etiquetas	Productos	Modificado
1	BALLS	Baifanmurt		12 productos	01/07/2017 a las 12:23h
2	BREADS	Bread		28 productos	01/11/2016 a las 11:57h
3	ABERD	Aberdeen Softies		1 producto	01/11/2016 a las 11:57h
4	COUNTRY	Country Malt		1 producto	01/11/2016 a las 11:57h
5	CROISS	Croasty Rolls		2 productos	01/11/2016 a las 11:57h
6	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
7	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
8	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
9	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
10	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
11	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
12	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
13	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
14	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
15	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
16	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
17	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
18	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
19	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
20	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
21	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
22	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
23	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
24	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
25	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
26	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
27	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
28	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
29	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
30	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
31	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
32	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h
33	GLUTEN	Gluten Free		1 producto	01/11/2016 a las 11:57h

4



5 Launch synchronization

Dashboard

Posts

Media

Pages

Comments

WordPress

Products

Appearance

Plugins

Users

Tools

Settings

Sales Layer Web

How to Start?

Get Connected

Connectors

Category menu

WordPress 4.9 is available! Please update now.

Connector ID	Last Update	Progress	Actions
CN6739C232C351	2017-04-12 08:08:52	<div></div>	Sync Forget
CN6739C232C351	2017-04-12 08:08:52	<div></div>	Sync Forget
CN16940607C583	2017-04-12 08:08:52	<div>100% Synced products</div>	Sync Forget
CN16940607C583	2017-04-12 08:08:52	<div>100% Synced products</div>	Sync Forget
CN29320440C717	2017-04-12 08:08:52	<div></div>	Sync Forget
CN29320440C717	2017-04-12 08:08:52	<div></div>	Sync Forget
CN29320440C717	2017-04-12 08:08:52	<div></div>	Sync Forget
CN29320440C717	2017-04-12 08:08:52	<div></div>	Sync Forget

Please log in for creating with WordPress.

Get Version 4.9

6 Complete synchronization

Dashboard

Posts

Media

Pages

Comments

WordPress

Products

Appearance

Plugins

Users

Tools

Settings

Sales Layer Web

How to Start?

Get Connected

Connectors

Category menu

WordPress 4.9 is available! Please update now.

Connector ID: CN16940607C583 - Synchronization executed successfully!
Total categories synchronized: 22
Total products synchronized: 126
Total product formats synchronized: 25

Connector ID	Last Update	Progress	Actions
CN16940607C583	2017-04-12 08:08:52	<div></div>	Sync Forget
CN16940607C583	2017-04-12 08:08:52	<div></div>	Sync Forget
CN16940607C583	2017-04-12 08:08:52	<div></div>	Sync Forget
CN29320440C717	2017-04-12 08:08:52	<div></div>	Sync Forget
CN29320440C717	2017-04-12 08:08:52	<div></div>	Sync Forget
CN29320440C717	2017-04-12 08:08:52	<div></div>	Sync Forget
CN29320440C717	2017-04-12 08:08:52	<div></div>	Sync Forget

Please log in for creating with WordPress.

Get Version 4.9

