



SOP for Performance Monitoring and Optimization in WooCommerce

Procedure:

Monitoring Sales and Website Analytics

- Step 1: Utilize WooCommerce analytics and external tools like Google Analytics to track sales data, customer behavior, and website traffic. Set up WooCommerce to integrate with Google Analytics for comprehensive tracking.
- Step 2: Regularly review key performance indicators (KPIs) such as conversion rate, average order value, cart abandonment rate, and traffic sources. Schedule weekly or monthly reporting to stay updated.
 - Tips: Use analytics data to identify trends, areas for improvement, and successful strategies that can be expanded.

Strategies for Improving Site Speed and User Experience

- Step 1: Test your website's speed using tools like Google PageSpeed Insights or GTmetrix. Identify areas that need improvement, such as image optimization, minifying CSS/JS files, and leveraging browser caching.
- Step 2: Implement a responsive design to ensure your site is mobile-friendly. Use themes and plugins optimized for speed and responsiveness.
- Step 3: Reduce the number of plugins in use and regularly update WordPress, themes, and plugins to their latest versions to enhance performance.
- Step 4: Consider using a Content Delivery Network (CDN) and optimizing your hosting environment (e.g., upgrading to a better hosting plan) to improve site loading times.
 - Tips: Regularly monitor site speed after making changes and continue to optimize for ongoing improvements.

SEO for Product Pages

- Step 1: Conduct keyword research to identify target keywords for your product pages. Include these keywords naturally in product titles, descriptions, meta descriptions, and

URLs.

- Step 2: Optimize product images by using descriptive file names and alt text that includes relevant keywords. Ensure images are compressed for fast loading.
- Step 3: Use structured data (schema markup) to enhance product page listings in search results. Plugins like Yoast SEO can help implement schema markup.
- Step 4: Encourage customer reviews for products to increase unique content on product pages and improve search rankings. Monitor and respond to reviews to engage with customers.
 - Tips: Regularly review and update product pages for relevance and SEO performance. Stay updated on SEO best practices and algorithm changes.

Safety/Compliance Considerations: Ensure all optimization efforts comply with search engine guidelines to avoid penalties. Be transparent with users about data collection and usage, complying with privacy regulations like GDPR.