



10 WooCommerce Shortcodes To Improve Your Site



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[WordPress shortcodes](#) perform a particular function in a site using only a simple line of pseudocode. In fact, that's where the name comes from: shortcut + code.

They're a powerful feature if you want to do cool things with little effort, as they eliminate the need for complicated scripts.

We've asked the [WooCommerce experts](#) at AnnexCore to share their **top 10 WooCommerce shortcodes** that will speed up your development workflow, facilitate standardization across your sites, and make all your sites easier to maintain in the long term:

- 1. Products**
- 2. Product Categories**
- 3. Add to Cart**
- 4. Cart**
- 5. Order Tracking**
- 6. Recent Products**
- 7. Related Products**
- 8. Best-Selling Products**
- 9. Top-Rated Products**
- 10. Checkout**

About AnnexCore

As a certified [WooCommerce agency](#), AnnexCore is the go-to agency for ambitious businesses using WooCommerce. They're all about the 10/10, "would recommend" customer service, and focus on providing the right solutions to help clients scale and stay ahead of the curve.

[AnnexCore](#) is a member of [Kinsta's Agency Directory](#), our trusted list of agency clients.

Scale your WooCommerce business with AnnexCore





Top 10 WooCommerce Shortcodes

#1: Products

This flexible shortcode with various properties is great for when you want to add a list of products to your site and customize how they're displayed. It's useful for small and large stores alike, though you should definitely play with the customization options if your store has a larger number of products.

```
[products limit="X" columns="Y" orderby="Z"]
```

- X is the total number of products that will be displayed
- Y is the number of columns to arrange the layout in
- Z is a variable to sort by date, ID, popularity, rating, title, etc

#2: Product Categories

If your online store has a lot of inventory, this shortcode will help you better present your product categories. Note: it's not as useful if your shop only has a small catalog of products.

```
[product_categories]
```

Similarly to the previous “Products” shortcode, you can use `[product_category]` to display a specific category.

#3: Add to Cart

Insert this shortcode to display the traditional WooCommerce “Add to Cart” screen.

While useful, this shortcode also has the potential to be slightly annoying for shoppers if used incorrectly. Don’t bring up the “Add to Cart” screen unless the user has explicitly requested it – otherwise, your store might see an [increase in abandoned carts](#) and a decrease in sales.

Note: The `id="123"` is an example of a product ID. You’ll need to replace it with one of your own.

```
[add_to_cart id="123"]
```

#4: Cart

On a related note, it can be convenient to make the shopping cart itself more easily accessible. This can be done with another nifty shortcode, and it’s one that you’ve probably already seen on various WooCommerce sites.

Unfortunately, there aren’t many customization options available for this one. You’ll also have to make sure that it’s enabled in your WooCommerce settings first.

```
[woocommerce_cart]
```

#5: Order Tracking

After your customers have made a purchase, they'll want to track their orders. You can invoke a page for this with a single shortcode in WooCommerce.

Ideally, this page will be easily accessible from a variety of locations in your store, as well as be linked to in your order confirmation emails.

Don't be afraid to use this shortcode generously. Most customers will be glad to have easy access to tracking, even if it keeps coming up in a variety of places.

```
[woocommerce_order_tracking]
```

#6: Recent Products

If your site sees a lot of traffic to your newly added products, you'll find this shortcode useful. It'll help your visitors keep track of new items and direct them towards higher priority pages.

This shortcode comes with the same customization options as "Products," including the number of columns and sorting order.

"Recent Products" usually works best on your homepage and a few other select locations. But don't overuse it – most shoppers won't specifically be looking for this list by default and might get annoyed by seeing it too often.

```
[recent_products per_page="2" columns="4"
orderby="id"]
```

#7: Related Products

Here's another useful shortcode for facilitating navigation through multiple products. As the name implies, you can use this shortcode to present a list of related items similar to what your user is currently viewing.

It's a great way to drive traffic to additional products, but it does require a bit of tweaking in order to be used correctly, especially for stores with a lot of inventory.

You should include this as part of your [standard product page](#), especially for your products that receive a lot of traffic. You can also play around with some settings to ensure that shoppers are exposed to a good mix of products. And if you can afford the screen real estate, make the list larger.

```
[related_products]
```

#8: Best-Selling Products

This is something many users will look for if they're having trouble navigating your store. You should include it in a variety of places to make navigation as simple as possible.

This shortcode features the same customization options as most other product-related shortcodes in WooCommerce, meaning that you can tweak exactly what is shown on different pages.

```
[best_selling_products per_page="5" columns="4"
orderby="id"]
```


#9: Top-Rated Products

Next on the list of product-related shortcodes is one that can improve traffic and navigation around your site. You should definitely include this one on your main page, and optionally on some other popular pages of your store as well.

Note: This one can be a bit of a double-edged sword as some users might ignore this list by default, preferring to do their own research instead.

```
[top_rated_products per_page="5" columns="4"
orderby="id"]
```

#10: Checkout

Last but not least, showing your checkout page in a convenient manner can also provide a great boost to your store's usability as well as make it more flexible for the average user.

You should always have the standard checkout process in place, but it also doesn't hurt to trigger the page in additional ways here and there.

There aren't any options to tweak in this shortcode other than configuring the checkout page itself. This is something that you should do separately, before using the shortcode.

```
[woocommerce_checkout]
```



Level Up Your WooCommerce Shop With Kinsta Hosting

There are several ways in which your hosting provider can impact your WooCommerce shop. Let's take a look at each.

Performance

Time is money when it comes to ecommerce, and slow-loading sites just won't cut it. [47% of customers](#) expect your site to load in 2 seconds, and [40% will abandon the site](#) if it takes longer than 3 seconds.

And since Google is focused on pleasing their users, sites with poor performance will also struggle in search results.

At Kinsta, we know how [important speed is to your business](#). Our speed obsessive architecture is built on [Google Cloud Platform's](#) premium tier network and C2 machines, the best of what Google offers. We also use state-of-the-art technology like Nginx, PHP 8.0, LXD software containers, MariaDB, and compute-optimized VMs to make sure your website loads in the blink of an eye.

Security

Website security is important for all websites, but it's especially important in the ecommerce space because of the financial transactions that take place.

At Kinsta, our plans include – at no additional cost – access to [Cloudflare's firewall and enterprise-level DDoS protection](#). We also continuously run malware scans, support IP Geolocation blocking, and automatically ban abusive IPs. Free Cloudflare SSL, SFTP, SSH, HTTP/3, and A+ ratings on Qualys SSL Labs are standard.

Support

There's no worse feeling than being in the middle of an online store crisis and not having access to world-class support, or needing to wait 24+ hours for your ticket to be looked at.

At Kinsta, 97% of customers leave support interactions happy and satisfied. Our [support engineers](#) are available 24/7/365. That means you can get help fast from a team that speaks WordPress fluently and has experience in troubleshooting, server maintenance, theme and plugin building and maintenance, contributing to WordPress core, and more!

Migrate to Kinsta and experience hosting that supports your business.

[Get Kinsta's WooCommerce Hosting](#)



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