GoDaddy integrates with WooCommerce, simplifying e-commerce set up on WordPress

In a move that will ease and speed up e-commerce set up on WordPress, internet domain registrar and web hosting company GoDaddy has integrated with WooCommerce, the open-source e-commerce plugin for WordPress.

The integration, now available in South Africa, reduces the typical four-step set-up process into a single step, so GoDaddy WordPress customers can set up a fully-functioning e-commerce site in very little time.

Freedom and simplicity

The new WooCommerce plan simplifies the on-boarding process for e-commerce WordPress sites by combining hosting services, WordPress, WooCommerce and integrated feature extensions into an automated one-step setup solution. This synchronised process reduces the number of setup screens by 70% compared to other options in the market.

"GoDaddy and WooCommerce share the goal of helping entrepreneurs to succeed online, and we're thrilled to be working with the WooCommerce community to help South African WordPress customers fast-track into the world of e-commerce," says Selina Bieber, regional director for Turkey and MENA at GoDaddy EMEA. "This integration is a quick, efficient and simple way to build an online shop to help a business grow."

"At Automattic, our goal is to democratise publishing and commerce on the open web," said Matt Mullenweg, the co-founder of WordPress and founder and CEO of WooCommerce parent, Automattic. "WooCommerce in partnership with GoDaddy offers a tremendous opportunity to give people the freedom and simplicity to sell anything online, around the world."

With this integration, WordPress users can quickly establish their e-commerce sites with pre-populated, customisable design themes. GoDaddy WordPress customers receive free access to top WooCommerce premium extensions. GoDaddy also gives users peace of mind when it comes to the site and payment security by providing free auto-managed SSL, eliminating the need for regular site recertification and re-keying.

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