



# WooCommerce Plugin Marketing 101: Your First 1,000 Users



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# Introduction

“Only 4 of the newest\* 10,000  
WordPress repo plugins with  
‘WooCommerce’ in their name  
have 1,000+ active installs”



\*WooCommerce Analytics | installs: 20000+ | added: 2025-01-16


\*Modern Cart Starter for WooCommerce | installs: 10000+ | added: 2025-09-09

\*Shiptastic for WooCommerce | installs: 10000+ | added: 2025-03-17

\*GoCardless for WooCommerce | installs: 1000+ | added: 2025-02-12

  
**Ok, you know how to  
build a good plugin...**



  
**You work nights and weekends...**



**But then you skip the important bit!**





# Rodolfo Melogli

I help Woo professionals grow their skills, business, and confidence through hands-on guidance, expert training, and a supportive community.





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# 1. WordPress Repo Optimization

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“Appear in search, delight in use—when your plugin is worth sharing, word of mouth takes over.”





ABOUT BLOG VIBES BLOCKS TOOLS CONTACT

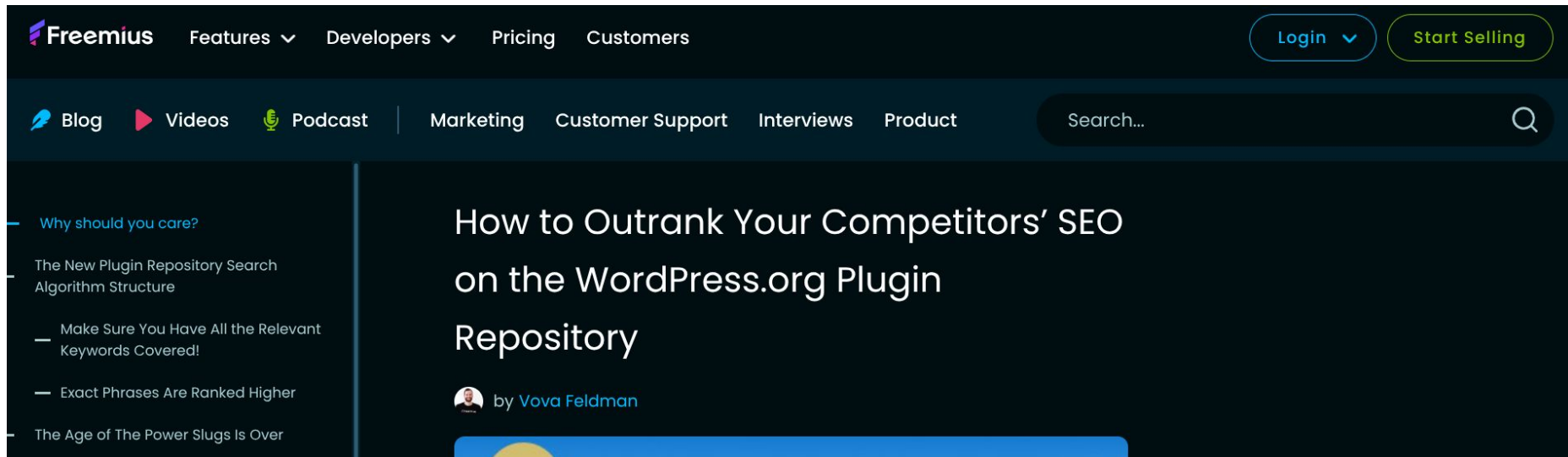
# Why Your WordPress Plugin Has 10 Installs (And How to Fix It)

Nick

Tips

October 5, 2025

<https://iconick.io/why-your-wordpress-plugin-has-10-installs-and-how-to-fix-it/>



The screenshot shows the Freemius website navigation and a featured blog article. The top navigation bar includes links for Features, Developers, Pricing, and Customers, along with Login and Start Selling buttons. A secondary navigation bar includes Blog, Videos, Podcast, Marketing, Customer Support, Interviews, and Product, with a search bar on the right. The main content area features a sidebar with a list of articles and a large featured article titled "How to Outrank Your Competitors' SEO on the WordPress.org Plugin Repository" by Vova Feldman.


**Freemius** Features ▾ Developers ▾ Pricing Customers Login ▾ Start Selling

Blog Videos Podcast Marketing Customer Support Interviews Product Search...


Why should you care?

- The New Plugin Repository Search Algorithm Structure
- Make Sure You Have All the Relevant Keywords Covered!
- Exact Phrases Are Ranked Higher
- The Age of The Power Slugs Is Over

## How to Outrank Your Competitors' SEO on the WordPress.org Plugin Repository

by  Vova Feldman

<https://freemius.com/blog/seo-on-new-plugin-repository/>



```
682 //
683 // Helpers for manipulating queries
684 //
685 // Someday: Should we just use ES_WP_Query???
686 // Converts WP-style args to ES args
687 function convert_wp_es_to_es_args( $args ) {
688     $defaults = array(
689         'blog_id'      => get_current_blog_id(),
690
691         'query'        => null, // Search phrase
692         'query_fields' => array(), // hacking to be able to do a very different type of query
693         'locale'      => false,
694
695         'post_type'   => null, // string or an array
696         'terms'       => array(), // ex: array( 'taxonomy-1' => array( 'slug' ), 'taxonomy-2' => array( 'slug-a',
        'slug-b' ) )
697
698         'author'      => null, // id or an array of ids
699         'author_name' => array(), // string or an array
700
701         'date_range'  => null, // array( 'field' => 'date', 'gt' => 'YYYY-MM-dd', 'lte' => 'YYYY-MM-dd' ); date
        formats: 'YYYY-MM-dd' or 'YYYY-MM-dd HH:MM:SS'
702         'tested_range' => null,
703         'filters'     => array(),
704
705         'orderby'    => null, // Defaults to 'relevance' if query is set, otherwise 'date'. Pass an array for
        multiple orders.
706         'order'      => 'DESC'
```

[https://meta.trac.wordpress.org/browser/sites/trunk/wordpress.org/public\\_html/wp-content/plugins/plugin-directory/libs/site-search/jetpack-search.php#L687](https://meta.trac.wordpress.org/browser/sites/trunk/wordpress.org/public_html/wp-content/plugins/plugin-directory/libs/site-search/jetpack-search.php#L687)



## Why Your Plugin Is Not Showing Up

The WP repo search algorithm first creates a pool of matching plugins by searching inside your readme.txt file (**TEXT SCORE**):

- Plugin Title – **weight/score: 6.2**, exact phrase matches get extra boost
- Plugin Slug – **weight/score: 2.0**, keyword-rich slug, but no need to over-optimize
- Short Description (150 words) – **weight/score: 4.0**
- Full Description (unlimited words, videos, etc.) – **weight/score: 4.0**
- Tags (the first 5) – **weight/score: 4.0**

**All keywords in a search query MUST appear somewhere in your readme.txt file, or the plugin won't show up in results at all.**

## Search results for: "woocommerce pdf invoice"



### PDF Invoices & Packing Slips for WooCommerce

★★★★★ (1,831)

Create, print & automatically email PDF or XML Invoices & PDF Packing Slips for WooCommerce orders.

WP Overnight

300,000+ active installations

Tested with 6.9



### WebToffee WooCommerce PDF Invoices, Packing Slips, Delivery Notes and Shipping Labels

★★★★★ (276)

Auto-generate and attach WooCommerce PDF invoices and packing slips to order emails with customizable templates & bulk print options.

WebToffee

60,000+ active installations

Tested with 6.9



### Booster for WooCommerce - PDF Invoices, Abandoned Cart, Variation Swatches & 100+...

★★★★★ (529)

Supercharge WooCommerce with FREE Abandoned Cart Recovery, Product Variation Swatches, PDF Invoices & 100+ tools. Boost sales & save time.

Pluggabl

30,000+ active installations

Tested with 6.8.3



### Germanized for WooCommerce

★★★★★ (483)

Germanized extends WooCommerce to become a legally compliant shop for the german market. Must Have for every german WooCommerce shop owner.

vendidero

80,000+ active installations

Tested with 6.9





## Why Your Plugin Is Not Ranking Well

WordPress ranks search results via a transparent formula:

```
text_score × 0.375 × log2p(active_installs) × exp(active_installs, 1000000, 0, 900000, 0.75) × 0.25 × log2p(support_threads_resolved) × 0.25 × sqrt(rating) × exp(tested, 6.9, 0.1, 0.4, 0.6) × gauss(plugin_modified, 2025, 180d, 360d, 0.5)
```

- **Text Score** – from the text matching and boosting we discussed earlier
- Active Installs (**0.375 weight**) plus penalty if below 100k
- Support Threads Resolved (**0.25 weight**)
- Rating (**0.25 weight**) – plugins with 0 reviews are treated as 2.5 stars :(
- Compatibility & Freshness penalty (“Tested up to”, modified date)

## Search results for: "woocommerce stripe"



### WooCommerce Stripe Payment Gateway

★★★★☆ (218)

Accept debit and credit cards in 135+ currencies, many local methods like Alipay, ACH, and SEPA, and express checkout with Apple Pay and Google Pay.

WooCommerce

700,000+ active installations

Tested with 6.8.3



### WooCommerce

★★★★☆ (4,674)



Everything you need to launch an online store in days and keep it growing for years. From your first sale to millions in revenue, Woo is with you.

Automattic

7+ million active installations

Tested with 6.8.3



### Payment Plugins for Stripe WooCommerce

★★★★★ (291)

Accept Credit Cards, Google Pay, ApplePay, Afterpay, Affirm, ACH, Klarna, iDEAL and more all in one plugin for free!

Payment Plugins

100,000+ active installations

Tested with 6.9



### WooPayments: Integrated WooCommerce Payments

★★★★☆ (127)

Securely accept credit and debit cards on your WooCommerce store. Manage payments without leaving your WordPress dashboard. Only with WooPayments.

WooCommerce

900,000+ active installations

Tested with 6.8.3



# Checklist #1 (even if off-repo!)

- ❑ Perform Keyword Research
- ❑ Optimize Your Plugin Name & Readme
- ❑ Keep Your Plugin Up to Date
- ❑ Drive Genuine Plugin Reviews
- ❑ Reply to & Close All Support Tickets
- ❑ Bonus: Use Quality Images & Videos

# CASE STUDY



# wordpress.org/plugins/wondershop



Plugin Directory · WonderShop

Submit a plugin · My favorites · Log in



WonderShop

By [WoonderSoft](#)

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Details

Reviews

Installation

Development

[Support](#)

## Description

Wondershop is an advanced WooCommerce plugin designed to make product catalog management more intuitive and efficient. With Wondershop, you can save up to 80% of the time you spend managing your products, improve your SEO, and optimize your online store.

Version	1.0.13
Last updated	2 months ago
Active installations	Fewer than 10
WordPress version	6.6 or higher


[wordpress.org/plugins/wondershop](https://wordpress.org/plugins/wondershop)



for WooCommerce

# Hero Image: Missing Benefits

Plugin Directory + WonderShop Submit a plugin My favorites Log in



**WonderShop**  
LET'S WONDER IT

**WonderShop**  
By [WoonderSoft](#)

[Download](#)

[Details](#) [Reviews](#) [Installation](#) [Development](#) [Support](#)

# Hero Image

Better Email for  
WordPress-Powered  
Websites.



MailPoet – Newsletters, Email Marketing, and Automation

By [MailPoet](#)

Download

# Keyword Research

- **WooCommerce**
  - **Bulk edit, bulk editor, bulk editing, bulk edit products, bulk edit categories, bulk update, bulk delete, bulk actions...**
  - **Products manager, product management, product editor, inventory management...**
-

# Missing Keywords

Plugin Directory · WonderShop

and more.

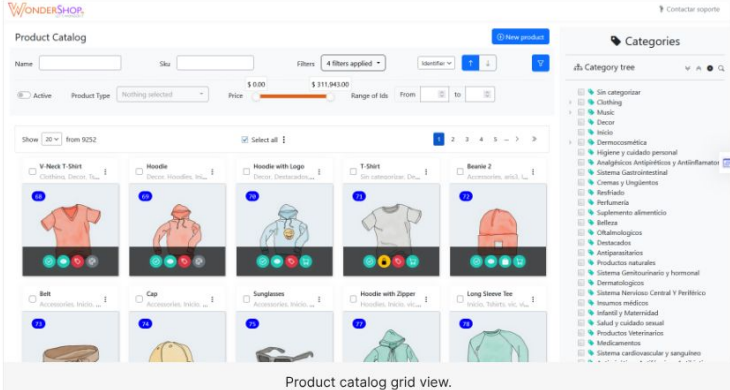
### Intuitive interface

Designed so that any user can manage their store effortlessly, without needing technical knowledge.

### Bulk editing

Modify multiple products or categories in seconds, saving time on repetitive tasks.

### Screenshots



Product Catalog

Filters: 4 filters applied

Price: \$ 0.00 to \$ 311.943.00

Categories

- Sin categorizar
- Clipping
- Musica
- Decor
- Beleza
- Indica
- Dermo-cosmetica
- Higiene y cuidado personal
- Analgicos Antiinflamatorios y Antiflamatorio
- Sistema Gastrointestinal
- Cosmetica y fragancias
- Renfado
- Herbarios
- Suplemento alimenticio
- Belleza
- Oftalmologicos
- Destacados
- Antiparasitarios
- Productos naturales
- Sistema Gastrointestinal y hormonal
- Dermatologicos
- Sistema Nervioso Central Y Periferico
- Insumos medicos
- Infancia y maternidad
- Salud y cuidado sexual
- Productos Internos
- Medicamentos
- Sistema cardiovascular y sanguineo

Product catalog grid view.

Support


Got something to say? Need help?

[View support forum](#)

bulk 1/2 ^ v X

# Plugin Name & Tags: Missed Chance

Plugin Directory • WonderShop Submit a plugin • My favorites • Log in

 **WonderShop** [Download](#)  
by [wonder-shop](#)


[Details](#) [Reviews](#) [Installation](#) [Development](#) [Support](#)

## Description

Wondershop is an advanced WooCommerce plugin designed to make product catalog management more intuitive and efficient. With Wondershop, you can save up to 80% of the time you spend managing your products, improve your SEO, and optimize your online store.

Wondershop transforms the way you manage products in WooCommerce through a modern, fast, and productivity-focused interface. You no longer need to navigate between multiple screens to edit products, categories, or visibility—everything is in one place.

Main Features

 WonderShop for Woo in 60" || Discover how to save hours of w... Watch later Share

Version	1.0.13
Last updated	1 month ago
Active installations	Fewer than 10
WordPress version	6.6 or higher
Tested up to	6.8.3
PHP version	7.4 or higher
Language	See all 2

**Tags**  
[catalog](#) [ecommerce](#)  
[product management](#)  
[shop management](#)  
[woocommerce](#)

# Plugin Name & Tags



Yoast SEO – Advanced SEO with real-time guidance and built-in AI

Download

Details

Reviews

Installation

Development

[Support](#)

## Description

Improve your SEO with real-time feedback, schema, and clear guidance. Upgrade for AI tools, Google Docs integration, and 24/7 support, no hidden fees.

## Yoast SEO: The #1 WordPress SEO Plugin

Since 2008, **Yoast SEO** has helped millions of websites worldwide improve their visibility and SEO performance.

Our mission is **SEO for Everyone** — from small local businesses to some of the most visited sites on the web.

Yoast SEO gives you everything you need to manage your on-site SEO effectively.

The [Yoast SEO Premium](#) plugin and its extensions unlock even more advanced and AI-powered tools.

## Commercial plugin

This plugin is free but offers additional paid commercial upgrades or support. [View support](#)

Version	26.5
Last updated	5 days ago
Active installations	10+ million
WordPress version	6.7 or higher
Tested up to	6.9
PHP version	7.4 or higher

Languages [See all 58](#)

Tags

Content analysis Readability

schema seo xml sitemap

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## 2. Pre-Launch / Relaunch Analysis

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“Every successful plugin starts with understanding the market, not just the code”



## Define Your Mission (Your Focus Guide)



- Why you built it?
- What problem does it solve?
- “A lightweight upsell plugin to increase AOV”

## Define Your USP (Your Differentiator)



- What makes it different?
- Why would a user install it?
- “A coupon plugin that automatically personalizes discounts”

## Define Your Avatar (Your Perfect Fit)



- Who is the ideal user?
- What type of store do they have?
- “Analytics for 6 figures stores”

## Define Your Pain Points (Your Perfect Fit)



- What real problem is the user struggling with?
- How do you solve it better than others?
- “A checkout optimizer that reduces abandoned carts”

## Understand the WP Ecosystem (If You're New)



- Community is key (online and in person)
- A missing capital “P” or “C” (for Woo) breaks trust
- Plugin must follow WP guidelines

## Know Your Competitors (Your Gap Spotter)



- Who else is solving the same problem?
- What weaknesses can you exploit?
- E.g.: existing product recommendation plugins lack personalization



## Checklist #2 (pre or post release)

- Define Your Mission
- Define Your USP
- Define Your Avatar
- Define Your Pain Points
- Understand the WP Ecosystem
- Know Your Competitors

# CASE STUDY



# wordpress.org/plugins/wondershop

The screenshot shows the WordPress dashboard with the WonderShop plugin page. The top status bar displays 'WC Beta Tester', '99' notifications, 'New', 'Platform Caching', 'Test Mode', 'Maintenance is On', and system metrics: '0.63s 43.7MB 0.11s 145q'. The user is identified as 'Howdy, Rodolfo Melogli'. The sidebar on the left contains navigation links for Dashboard, Posts, Media, WonderShop (active), Home, Catalog, Upgrade, Pages, Comments (99), FluentCart, WooCommerce, Products, Payments, Analytics, Marketing, Appearance, Plugins (6), Snippets, and Users. The main content area features the WonderShop logo and a 'Go to Catalog Management' button. Below this is a 'Why use WonderShop?' section with four key features: Centralized management, Advanced filters, Intuitive interface, and Bulk editing. A 'Latest updates' section shows a version change from v1.0.11 to v1.0.13. To the right, a 'Frequently Asked Questions' section addresses compatibility with themes, impact on WooCommerce plugins, and the ability to uninstall without losing data.

**Welcome to WonderShop**

[Go to Catalog Management](#)

### Why use WonderShop?

Manage your WooCommerce catalog more easily and intuitively with:

- Centralized management**  
Manage products and categories from one place, without complications.
- Advanced filters**  
Find and edit products quickly with powerful filtering options.
- Intuitive interface**  
Designed so any user can manage their store effortlessly.
- Bulk editing**  
Modify multiple products or categories in seconds, without wasting time.

**NEW Latest updates**

**v1.0.11 - v1.0.13:** Modification in plugin structure to fit the pro version

### ? Frequently Asked Questions

**Is it compatible with all themes?**

Yes, WonderShop is fully compatible with any theme that supports WooCommerce.

**Does it affect my WooCommerce plugin?**

No, WonderShop works on top of WooCommerce without modifying or affecting it. It is a clean plugin that simply facilitates catalog management without altering WooCommerce's structure. It only makes changes to the data you edit yourself.

**Can I uninstall WonderShop without losing data?**

Yes, WonderShop only manages your catalog data. If you decide to uninstall it, WooCommerce will continue to function with all the changes you've made within WonderShop. You will not lose any data.

# Mission Example

- Wondershop mission is to eliminate the **painful, repetitive** WooCommerce product-management workflow and give store owners their **time** back.



# USP Example

- Unlike traditional bulk editors, Wondershop keeps everything in a **single, modern interface** so users don't jump across 5 admin screens (or outside WP) to complete one task.



# Avatar Example

- The ideal user is anyone managing **100–10,000+ WooCommerce products** who's losing hours to slow page loads, duplicated tasks, and confusing WP admin UX.




# Pain Points Example

- **Slow UI, multiple reloads, no global overview, fragmented settings, SEO fields hidden everywhere, and constant tab-hopping.**



# Competitors


→ Competitors offer bulk actions but still rely on **complex UI, limited visibility, slow processing, or overwhelming spreadsheets.**





**BEAR – Bulk Editor and Products Manager**  
Professional for WooCommerce by Pluginus.Net

★★★★☆ (219)


BEAR – WooCommerce Bulk Editor Professional (former WOUBE) is plugin for bulk edit/manage woocommerce products their data in the flexible way

 RealMag777

 40,000+ active installations  Tested with 6.8.3

## Attribute Editing

★★★★☆



smartsmell (@smartsmell)  
[1 year, 4 months ago](#)

Hope that full version have everything announced, my review is about a free version of plugin.

1. In the description I read that in the free version 1 attribute can be edited. In fact I get message that I can not edit attribute in the free version.
2. Interface is not very user-friendly, I should watch video-instruction to understand how it works. Screens in the videos are not the exact copy of what I see in the free version.

# Competitors

→ Competitors offer bulk actions but still rely on **complex UI, limited visibility, slow processing, or overwhelming spreadsheets.**



## Bulk Edit Products for WooCommerce – WP Sheet Editor

★★★★★ (224)

Modern Bulk Editor for WooCommerce products, create and edit hundreds of products in a spreadsheet inside wp-admin. No need to export/import

👤 Jose Vega

|| 10,000+ active installations

🇯🇵 Tested with 6.8.3

Not worth the time as Premium is required



HKaya (@hkaya)

[2 years, 2 months ago](#)

This so called “FREE” plugin is worthless without going Premium. Much better alternatives are available. The problem is not providing a pro version but at least let the free version do something, even the built in WordPress bulk editor is on the same level as this and you don’t need this plugin.

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## 3. Your First 100 Users

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“The first 100 users are  
proof that your idea *may*  
work”



## At This Stage (No Installs) You're Probably:



- Burned out after weeks/months of development
- Wondering if users will eventually join... friends and family
- Hesitant as the plugin is not “*perfect*” yet



## So, Stop!



- Stop developing
- Stop polishing
- Stop guessing
- You need **VALIDATION!**

## Free Marketing Channels That Actually Work



- Write 5 **blog posts**: why, a tutorial, 3 comparisons
- Tell your **story** on X, LinkedIn, Slack, YT
- **Documentation** is key
- Pitch for **podcasts** and **newsletters**

## Beta Testers: One More Set of Eyes



- Test assumptions and discover what features **truly matter** to users
- Turn early users into **advocates**
- Collect testimonials and **social proof**



## The Power of Integration



- ➔ Now that you know your audience, what **plugins** do they use?
- ➔ Ensure **compatibility** or recommended setups
- ➔ Tap into their **user base** (potential partnership)

## Low-Cost Paid Strategies



- Show up: **attend** in person  
WordPress meetups,  
WordCamps, events
- **Microsponsor** newsletters /  
communities / channels
- Reach out to  
**micro-influencers**



## Checklist #3 (0-100 installs)

- ❑ Invest as little as possible (no ads!)
- ❑ Use your own channels
- ❑ Also, be everywhere (outreach)
- ❑ Be smart with integrations
- ❑ Show up
- ❑ Either reach 100 installs within a few weeks... or **reconsider** whether there's real demand

# CASE STUDY



# wordpress.org/plugins/wondershop

The screenshot displays the WonderShop WordPress plugin interface. At the top, the dashboard header includes navigation icons, system status (BBDEV, 14 WC Beta Tester, 99 New, Platform Caching, Test Mode, Maintenance is On), performance metrics (2.95s, 43.9MB, 0.46s, 147Q), and the user name (Howdy, Rodolfo Melogli). The left sidebar contains a menu with items like Dashboard, Posts, Media, WonderShop (active), Home, Catalog, Upgrade, Pages, Comments (99), FluentCart, WooCommerce, Products, Payments, Analytics, Marketing, Appearance, Plugins (6), Snippets, and Users.

The main content area is titled "Product catalog" and features a "New product" button. Below this are search and filter fields: "Name" and "Sku" input boxes, an "Identifier" dropdown, and a "Filters" dropdown set to "Nothing selected". A "Show 20 of 3" indicator and a "Select all" checkbox are also present.

Three product cards are displayed in a grid:

- Chaz Kangeroo Hoodie** (SKU: 247218) - Eco Friendly|Clothi...
- Bruno Compete Hoodie** (SKU: 247250) - Eco Friendly|Clothi...
- Frankie Sweatshirt** (SKU: 247266) - Eco Friendly|Clothi...

Each product card includes a thumbnail image and a set of action icons (check, eye, edit, delete, refresh). A "1" badge is visible in the bottom right corner of the product grid.

On the right side, the "Categories" section shows a "Category tree" with a hierarchical list of categories:

- WooCommerce
- Bloomer Armada
- Uncategorized
- Online Courses
- Newsletters
  - Sponsorships
- Premium Snippets
- Clothing
  - Tshirts
- Men
  - Tops
    - Hoodies & Sweatsh
      - Collections
        - Eco Friendly
    - Hoodies & Sweatsh
    - Jackets
  - Jackets|Clothing
    - Collections
      - Eco Friendly

# Website



[Inicio](#) [Plugin](#) [Blog](#) [Contacto](#) [🇬🇧 English](#)

EMPEZAR AHORA

## El plugin para catálogos grandes de WooCommerce

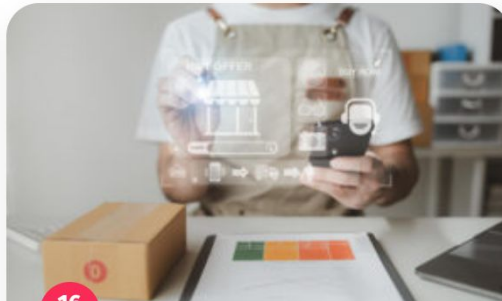
Si funciona para los grandes, funciona para todos.

Gestiona miles de productos con velocidad, claridad y control. Todo dentro de WooCommerce.

COMIENZA YA →

# Blog

Tips, ideas and news to  
optimize your eCommerce



30  
Sep

Wayra 2025: 5 learnings for  
digital entrepreneurs

# LinkedIn Page + 3 People

The screenshot shows a LinkedIn profile for WonderShop.io. The header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Advertise. The profile banner features the WonderShop.io logo and the tagline "LET'S WONDER IT" with an image of shopping bags. The profile name is "WonderShop" with the tagline "Let's wonder it". The company description is "Technology, Information and Internet · Calle Hendaya, 8, Basque Country · 68 followers · 2-10 employees". A section titled "People who work here" shows "Victor works here" with a "+ Follow" button and a "Message" button. Below this are navigation tabs for "Home", "About", "Posts", "Jobs", and "People". The "Overview" section contains the text: "En Woondersoft, nos especializamos en desarrollar soluciones tecnológicas que faciliten la gestión de catálogos de productos en tiendas online. Nuestro producto estrella es WonderShop, un plugin diseñado para WooCommerce, la plataforma de comercio electrónico más utilizada en WordPress. Con ... see more". On the right side, there is an advertisement for LinkedIn Jobs' new AI-assistant with a "Hire with AI" button. Below the ad is a section titled "Pages people also viewed" which lists three pages: "Honda Auto Gelkor S.A" (Retail Motor Vehicles, 22 followers), "NU3A OPEN HUB Eibar" (Executive Offices, 73 followers), and "INDARRA AUTOMATISMOS SL" (Machinery Manufacturing).

# Facebook

The image shows a screenshot of a Facebook profile for 'WonderShop'. The page features a large blue banner with the text 'WONDERSHOP.io' in orange and purple, and 'LET'S WONDER IT' below it. To the right of the text is a shopping cart filled with glowing blue bags. The profile picture is a circular logo with a stylized 'W'. The page shows 30 likes and 54 followers. Navigation buttons for 'Message', 'Like', and 'Search' are visible. The main content area has tabs for 'Posts', 'About', 'Mentions', 'Reviews', 'Reels', 'Photos', and 'More'. The 'Intro' and 'Featured' sections are partially visible at the bottom.

00:09:09

Search Facebook

WonderShop





30 likes · 54 followers


Message Like Search

Posts About Mentions Reviews Reels Photos More

Intro Featured

# YouTube

Search    + Create  





## WonderShop

@WonderShopOfficial · 35 subscribers · 3 videos


More about this channel ...more

**Subscribe**


**Videos** 



WonderShop para Woo en 30" ||  
Descubre cómo ahorrar horas de...  
20k views · 1 month ago

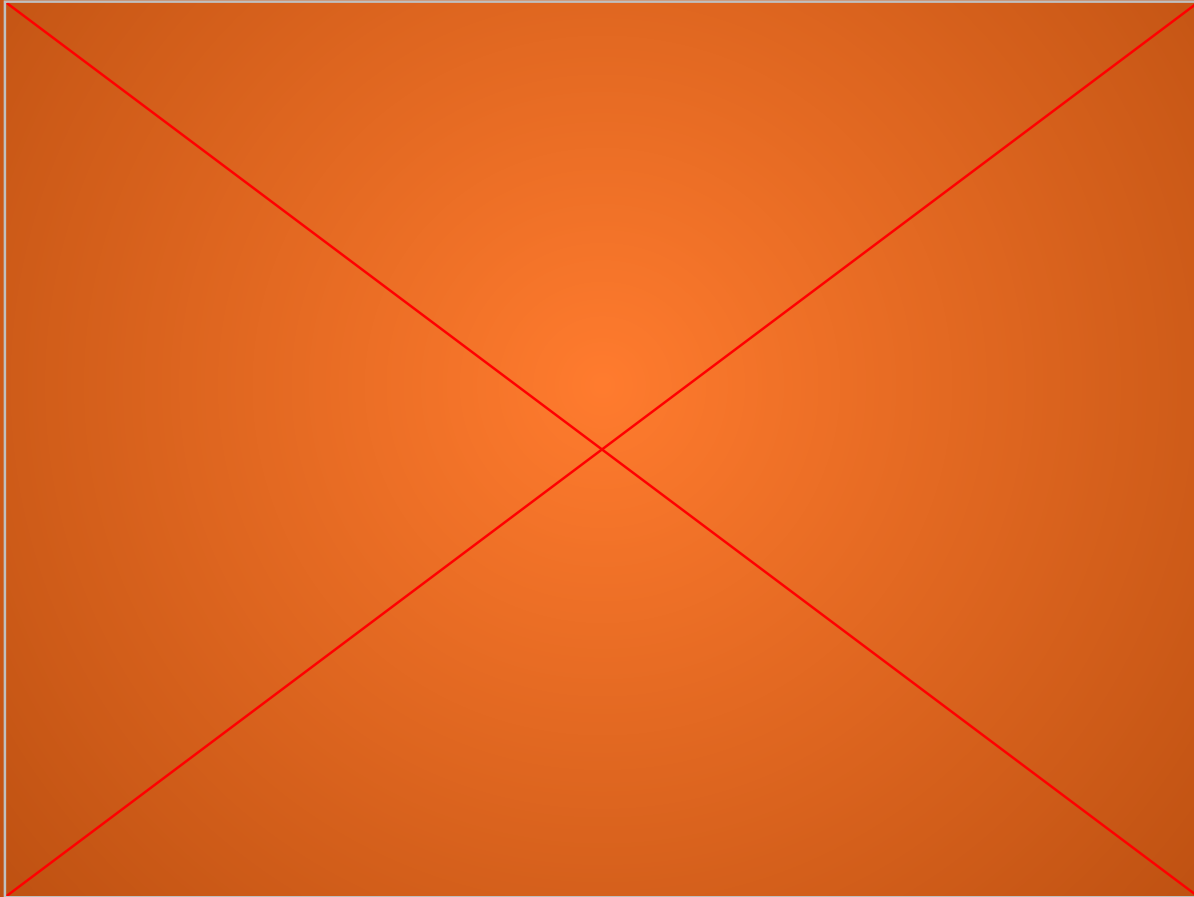


WonderShop for Woo in 60" ||  
Discover how to save hours of wor...  
5k views · 7 months ago



WonderShop para Woo en 60" ||  
Descubre cómo ahorrar horas de...  
390k views · 7 months ago

# Backlinks



# 1) Be a Guest on WordPress Podcasts



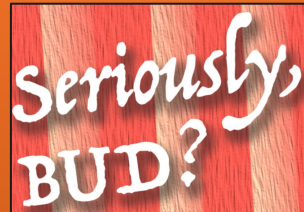
PublishPress



Webmasters  
WITH BRIAN COORDS\_

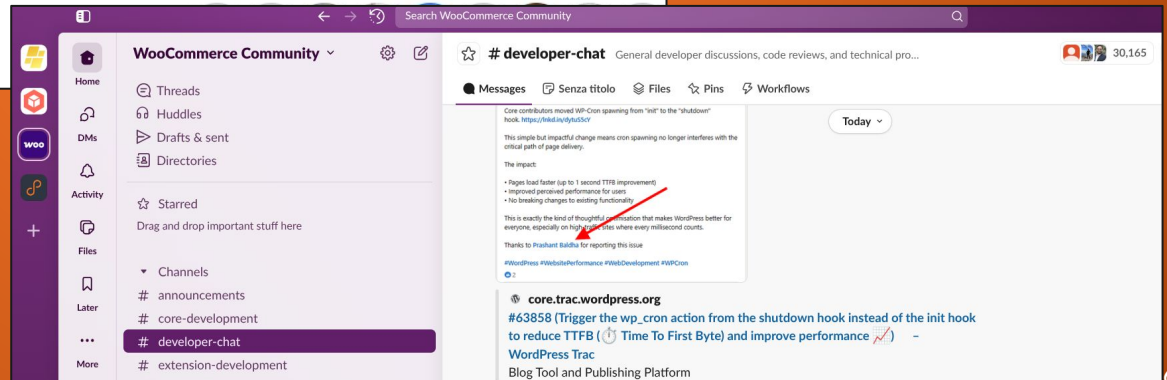
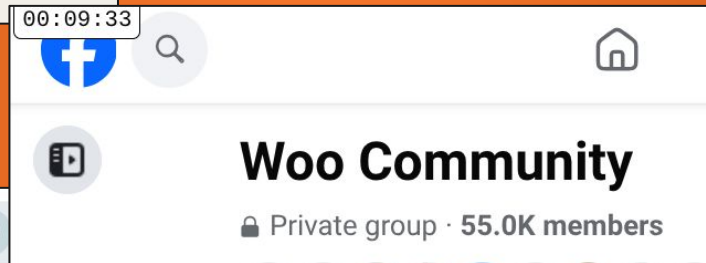
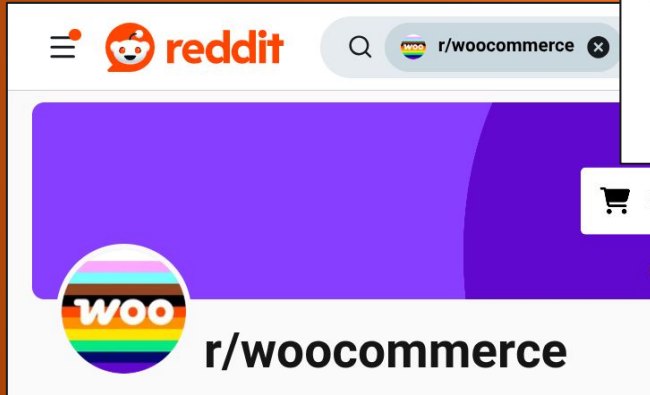
WP LEGENDS

Open  
Channels fm



WP-Tonic.com

## 2) Contribute to Woo Newsletters & Communities



# 3) Develop Proactive Integrations



## Advanced Product Fields (Product Addons) for WooCommerce



★★★★★ (275)

Add options (addons) to your WooCommerce products and allow customers to personalize their products. Product forms for

Wombat Plugins

50,000+ active installations



## WooCommerce Subscriptions

by [Woo](#)

Let customers subscribe to your products or services and pay on a weekly, monthly or annual basis.

€266 annually

★ 3.2 (109)



## Product Bundles

by [Woo](#)

Offer personalized product bundles, bulk discount packages, and assembled products.

€76 annually

★ 4.7 (148)



## Rental Products

by [Kestrel](#)

Your all-in-one WooCommerce booking and rental system. Rent anything, shipped, on-site, or in-store with smart inventory control.

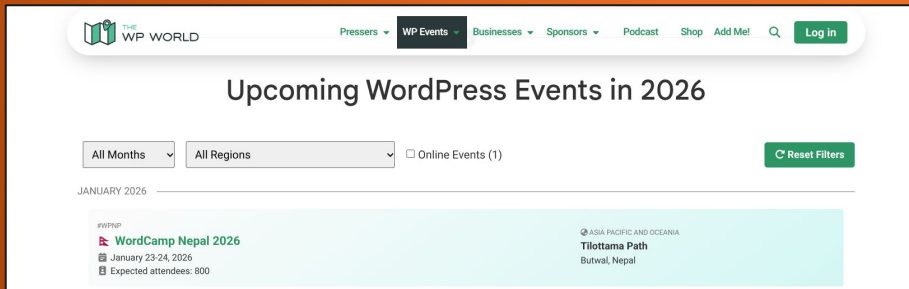
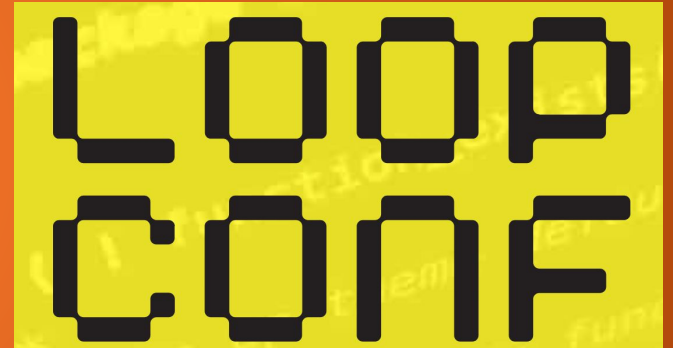
€190 annually

★ 4.4 (25)

# 4) Make Friends



## Checkout Summit



# 5) Recruit Beta Testers

Plugin Author



**Verdict** (@verdictapps)

[2 years, 9 months ago](#)

Hello,

This forum is not actively monitored. Please email the plugin and how it works.

But it sounds like pe  
customers can actu

<https://help.getverd>

We have built this feature for the Shopify version of this plugin, but are looking for beta testers to try out our WooCommerce version.

If this interests you, we'd be happy to include you on it. Please contact us at [support@verdict.com](mailto:support@verdict.com).



Plugin Directory • Time Tracker

## 2.4.7

- New Feature: Notice to users – looking for **beta testers** for next major release!

## 2.4.6

- Improvement: Changes for older versions of MariaDB and MySQL (Project date started, Task date added, Time start and end, default and null values handled differently)



**Nathan Wrigley** #selfpromotion

Jul 1st at 6:23 PM

Hi there. ... I'm on the cusp of releasing a pretty cool podcast / podcasting plugin for WordPress. I've never done this before, and I'm quite excited! DM if you have a podcast and would like to be a **beta tester**. It'll make things easier and more beautiful! ... Thank you. ... [Show more](#)



**3 replies** Last reply 5 months ago

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## 4. From 100 To 1,000 Users

—

“Growing from 100 to 1000 users is about systems, not luck”





## At This Stage You're Probably:



- **Excited**, because you got your first 100 installs
- Starting to receive the first **support requests**
- Seeing which **features** users care about (and which ones they hate)

## Double Down on What Works



- Repeat the marketing **tactics** that delivered the first installs
- Develop **new features** based on first feedback
- **Remove features** that confuse users



## Turn Users into Promoters



- Encourage happy users to leave **reviews**
- Create a **community** around your plugin. And why not, a “competition”
- Highlight **user success stories** on your channels

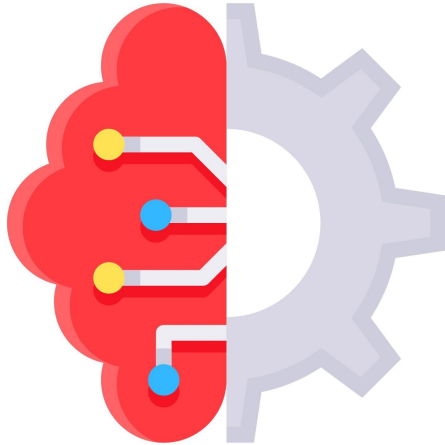


## Invest in Visibility Assets



- Build a simple **email list** for updates, tips, and engagement
- Publish **guest posts** or tutorials on relevant blogs
- Optimize your **documentation**

## Expand Integrations & Ecosystem Reach



- Collaborate with developers to test and promote integrations
- Feature your plugin in community **roundups**, newsletters, or blogs



## Start Planning Your PRO Version



- Analyze **competitor** features to identify gaps you can fill
- Gather **feedback** from your users
- Prepare clear value messaging to show **why** PRO is worth it



## Checklist #4 (100–1,000 installs)

- Do more of what's already working
- Turn users into fans
- Invest in content marketing
- Expand integrations
- Start planning your PRO version
- Either reach 1,000 installs, or never launch PRO—there may not be enough demand

# CASE STUDY



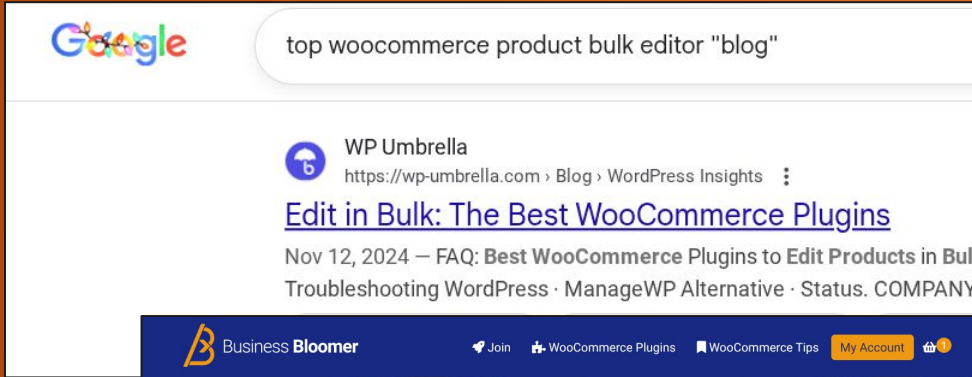
# wordpress.org/plugins/wondershop

The screenshot displays the WordPress admin interface with the 'Edit product' page for 'Chaz Kangeroo Hoodie'. The top navigation bar shows system status: '2.95s 43.9MB 0.46s 147q'. The left sidebar contains the standard WordPress menu, with 'WonderShop' highlighted. The main content area is divided into several sections:

- Product Overview:** Shows the product name 'Chaz Kangeroo Hoodie', an 'Active' status toggle, a product image, the price '€52,00', and categories 'Eco Friendly|Clothing'. The 'Product Type' is set to 'Variable product'.
- General Tab:** Contains a 'Reference' section with 'SKU' and 'MH01', and a 'Statistics' section with 'View count', 'Total sales' (5), and 'Sales amount'. All statistics are marked as 'PRO'.
- Images:** Shows 'Total images: (3)' and three product images.
- Summary:** States 'This is a variable product called a Chaz Kangeroo Hoodie'.
- Description:** Starts with 'Ideal for cold-weather training or work outdoors, the Chaz Hoodie promises superior warmth with'.

The right sidebar shows a 'Contact support' link and a 'Categories' section with a 'Category tree' view.

# 1) Expand Reach Strategically



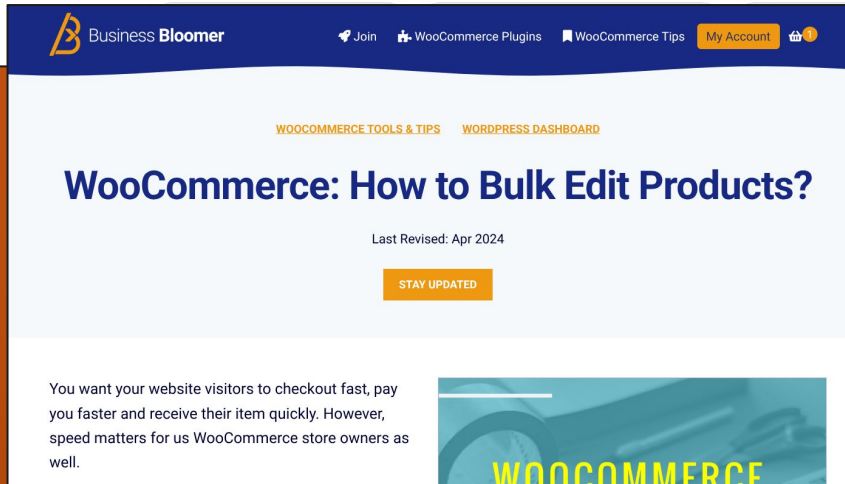
Google

top woocommerce product bulk editor "blog"

WP Umbrella  
https://wp-umbrella.com › Blog › WordPress Insights

[Edit in Bulk: The Best WooCommerce Plugins](#)

Nov 12, 2024 — FAQ: **Best WooCommerce Plugins to Edit Products in Bulk**  
Troubleshooting WordPress · ManageWP Alternative · Status. COMPANY.



Business Bloomer

Join + WooCommerce Plugins WooCommerce Tips My Account

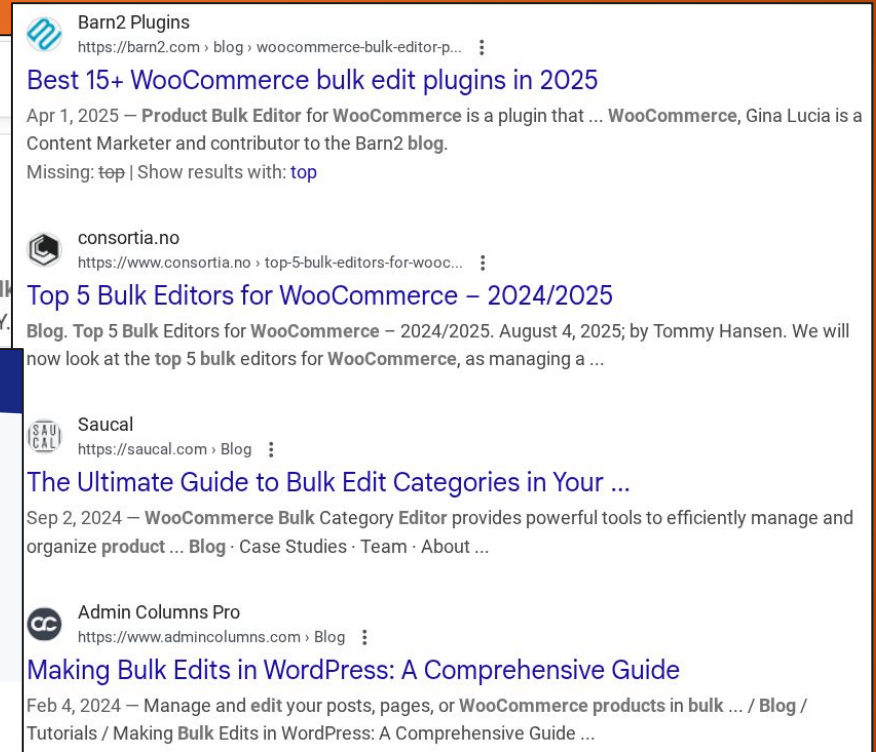

WOOCOMMERCE TOOLS & TIPS WORDPRESS DASHBOARD

## WooCommerce: How to Bulk Edit Products?

Last Revised: Apr 2024

STAY UPDATED

You want your website visitors to checkout fast, pay you faster and receive their item quickly. However, speed matters for us WooCommerce store owners as well.



Barn2 Plugins  
https://barn2.com › blog › woocommerce-bulk-editor-p...

### Best 15+ WooCommerce bulk edit plugins in 2025

Apr 1, 2025 — **Product Bulk Editor** for WooCommerce is a plugin that ... **WooCommerce**, Gina Lucia is a Content Marketer and contributor to the **Barn2 blog**.  
Missing: top | Show results with: top

consortia.no  
https://www.consortia.no › top-5-bulk-editors-for-wooc...

### Top 5 Bulk Editors for WooCommerce – 2024/2025

Blog. **Top 5 Bulk Editors for WooCommerce – 2024/2025**. August 4, 2025; by Tommy Hansen. We will now look at the **top 5 bulk editors for WooCommerce**, as managing a ...

Saucal  
https://saucal.com › Blog

### The Ultimate Guide to Bulk Edit Categories in Your ...

Sep 2, 2024 — **WooCommerce Bulk Category Editor** provides powerful tools to efficiently manage and organize **product ... Blog · Case Studies · Team · About ...**

Admin Columns Pro  
https://www.admincolumns.com › Blog

### Making Bulk Edits in WordPress: A Comprehensive Guide

Feb 4, 2024 — Manage and edit your posts, pages, or **WooCommerce products in bulk ... / Blog / Tutorials / Making Bulk Edits in WordPress: A Comprehensive Guide ...**

## 2) Leverage Social Proof

### Stock not syncing



darkcherrycreative (@darkcherrycreative)

4 days, 23 hours ago

I've got various error messages popping up in the sync status:

"can't update products of type simple" being one of them

Also full stock updates are not being done every 30 mins as set up on the config, i needed to select to run a full update from the settings menu.

When products are imported some of them are ticked for "stock management", some are not. If there is no number listed in the stock on square, it marks the item as out of stock on woocommerce, even if the item is marked as "available" on square.

How can i resolve these issues? Happy to provide store login details and a log file if you want to contact me directly.



WooCommerce Square

Plugin Support



shahzeen(woo-hc) (@shahzeenfarooq)

2 days, 17 hours ago

Hi there!

Thanks for the update! Glad to hear the failed tasks have cleared after increasing the execution time. That's a good sign.

Go ahead and monitor it over the next few days, and if anything unusual comes up or the issue returns, just let us know, we'll be happy to take another look.

If you're happy with the support you received today, would you consider leaving us a quick review? It really helps us out: <https://wordpress.org/support/plugin/woocommerce-square/reviews/#new-post>

# 3) Plan New Features

Plugin Author



Mikko Saari (@msaari)

1 year, 7 months ago

Relevanssi indeed ignores `post_mime_type`. I guess it did  
you're the first one to ask for it fifteen years =D

I'll add it in the next version of Relevanssi. Meanwhile, the  
`relevanssi_where` filter function. The best solution depends on  
something the user can choose from the search form, you can use  
`search_mime_type` and get the value from `$_REQUEST['search_mime_type']`  
the value directly to the SQL query, because that's not so

Plugin Author



Pär Thernström (@eskapism)

4 months, 2 weeks ago

Believe it or not but we are planning to add this in the next version. At least a simplified version, to start with.

Curious users can follow the progress here:

<https://github.com/bonny/WordPress-Simple-History/issues/163>

# 4) Refine Your PRO Version

The screenshot displays the WonderShop Pro dashboard. The top navigation bar includes the site name 'WonderShop', a status bar with '2.95s 43.9MB 0.46s 147Q', and user information 'Howdy, Rodolfo Melogli'. The left sidebar contains navigation links for Dashboard, Posts, Media, WonderShop, Home, Catalog, Upgrade, Pages, Comments (99), FluentCart, WooCommerce, Products, Payments, Analytics, Marketing, Appearance, Plugins (6), Snippets, Users, and Tools. The main content area is titled 'Product catalog' and features a 'New product' button, search fields for Name and Sku, and a 'Filters' dropdown. Below these are 'Identifier' controls and a 'Show 20 of 3' indicator. A grid of product cards is visible, with a context menu open over the first card. The menu options are: Activate, Disable, Bulk editing (PRO), Remove, Remove from category, Save list (PRO), Load list (PRO), Clean, and Delete list (PRO). The right sidebar shows a 'Categories' section with a 'Category tree' and a list of categories including WooCommerce, Bloomer Armada, Uncategorized, Online Courses, Newsletters, Sponsorships, Premium Snippets, Clothing, Tshirts, Men, and Tops.


# 5) Build in Public

Search **#RoadToCheckoutSummit**

Top **Latest** People Media Lists

**Rodolfo Melogli** @rmelogli · 17h  
**#RoadToCheckoutSummit** -136 🍷

We just revealed the next three speakers for Checkout Summit 2026: Jessica Risch (@jessie\_risch, @woosa.com), Remi Corson (@remicorson, @wp\_seopress), and Karolína Vyskočilová (@vyskoczilova, Kybernaut). All three are well known in the Woo and [Show more](#)

 checkoutsummit.com  
Announcing 3 More Checkout Summit 2026 ...

4 10 432

**Rodolfo Melogli** @rmelogli · Dec 4  
**#RoadToCheckoutSummit** -140 🍷

It's been six days since my last update and, honestly, it feels like a lifetime. Sorry for you —because I've kept you in the dark—and sorry for me, because this countdown actually keeps me motivated and grounded.

This week something new happened: [Show more](#)

Search **#ShopifyDiary from:KatieK...**

Top **Latest** People Media Lists

**Katie Keith** @KatieKeithBarn2 · 1h  
**#ShopifyDiary** 250: My Marketing Specialist has started a project to track and optimize our App Store listing, which requires a lot of data. I hooked him up with one of our developers to look at building an automation which would save a lot of manual effort.

3 126

**Katie Keith** @KatieKeithBarn2 · 20h  
**#ShopifyDiary** 249: When we started building Shopify apps, I thought our experience as an established software company gave us a big advantage. Now I'm less sure.

A lot of successful app founders I've met got there through sheer founder energy - personally pushing their app [Show more](#)

4 12 829

**Katie Keith** @KatieKeithBarn2 · Dec 7  
**#ShopifyDiary** 248: Reached out to @hey mantle to ask why only 5 of my 14 keywords were showing in the daily App Store ranking email from their SASI service. Turned out the email only included keywords


Search **buildinpublic**

Top **Latest** People Media Lists

**Maku Mazakpe**™... @makumazak... · 3m  
Replying to @buildinpublic  
We now have 50 complete validation reports in the catalog, all of which are free to read.

Got an idea? Submit it at [startuptribunal.com](http://startuptribunal.com)  
— The next verdict could be yours.

**#startup #ai #validation #buildinpublic #fintech #rwanda**

 startuptribunal.com  
StartupTribunal | Startup Research in 60 Seconds

6

**Au expense** @AuExpense · 6m  
We just crossed our first 50 users 🎉

Feels amazing to see real people using something that started as an idea.

Early days... but this means everything. **#buildinpublic**

# 6) Community Engagement :)





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# 5. Avoid These Fatal Mistakes

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“The smartest growth  
comes from learning what  
not to do before it’s too  
late”





## Don't Cheat the System



- ➔ Spamming forums and groups
- ➔ Fake reviews and black-hat tactics
- ➔ Over-promising in your plugin description

## Don't Ignore Your Users



- ➔ Ignoring support requests
- ➔ Forgetting about existing users while chasing new ones (especially PRO ones)
- ➔ Slow support response times

## Don't Sacrifice Quality & Security



- ➔ Poor code quality
- ➔ Guideline violations
- ➔ Neglecting plugin updates and security
- ➔ Breaking changes without proper migration paths



## Don't Push Too Hard—It's Too Early



- Don't invest in ads
- Don't rush the PRO version
- No need for affiliates (yet)
- Don't work too hard
- Don't underestimate the time required



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# Conclusion

**A free plugin is a potential business and should be treated seriously.**



**Your first users are your best teachers—listen, improve, and grow carefully.**



—

**Success isn't about luck;  
it's about research,  
analysis, and avoiding  
preventable mistakes.**





# Thank you :)



Business **Bloomer**



**Checkout Summit**



**wooweekly**  
newsletter

