



Conviértete en Woo3PD y
vende en WooCommerce.com

@josecontic

www.joseconti.com

Quien soy yo

Desarrollador

Formador

Asesor

Mantenimiento instalaciones

Evangelizador

Woo3pd

Cursos online

Traductor

Auditorias

Limpieza instalaciones

¿Qué es lo más importante?

Paciencia, muuuuucha paciencia

¿Y aparte?

Saber desarrollar sobre PHP Y JS

Seguir los estándares de WordPress

Seguir los estándares de WordPress

Para ello:

[https://github.com/WordPress/WordPress-Coding-
Standards](https://github.com/WordPress/WordPress-Coding-Standards)

Utilizar las funciones de WordPress y WooCommerce

WordPress

<https://developer.wordpress.org/>

<https://codex.wordpress.org/>



WooCommerce

<https://docs.woocommerce.com/>

Sanitización Y nonce



Utilizar UX de WooCommerce

Utilizar UX de WooCommerce

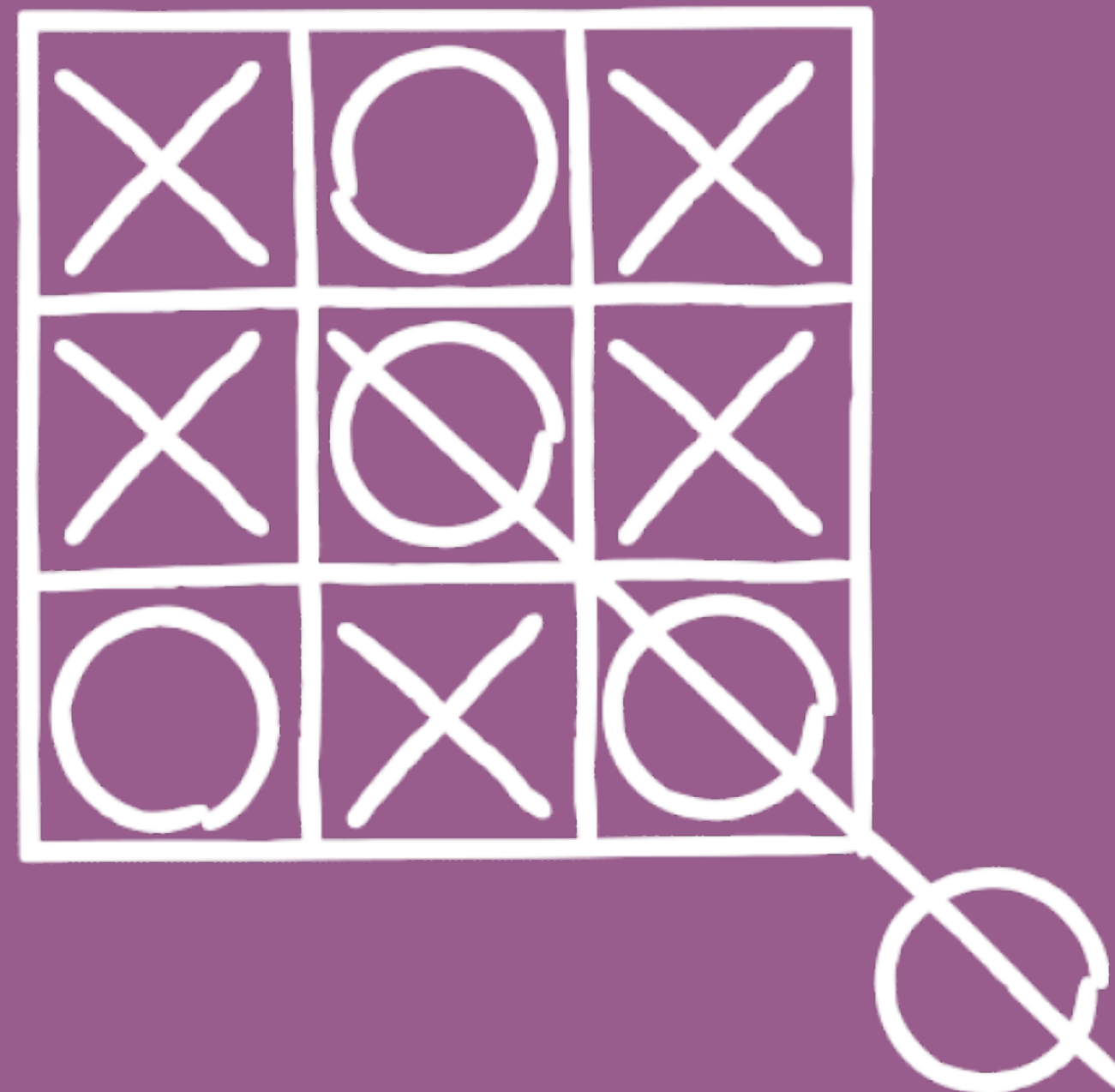
Utilizar pantallas de Woo
Facilitar la puesta en marcha
Facilitar la vida a los usuarios

¿Pero lo más importante de todo?

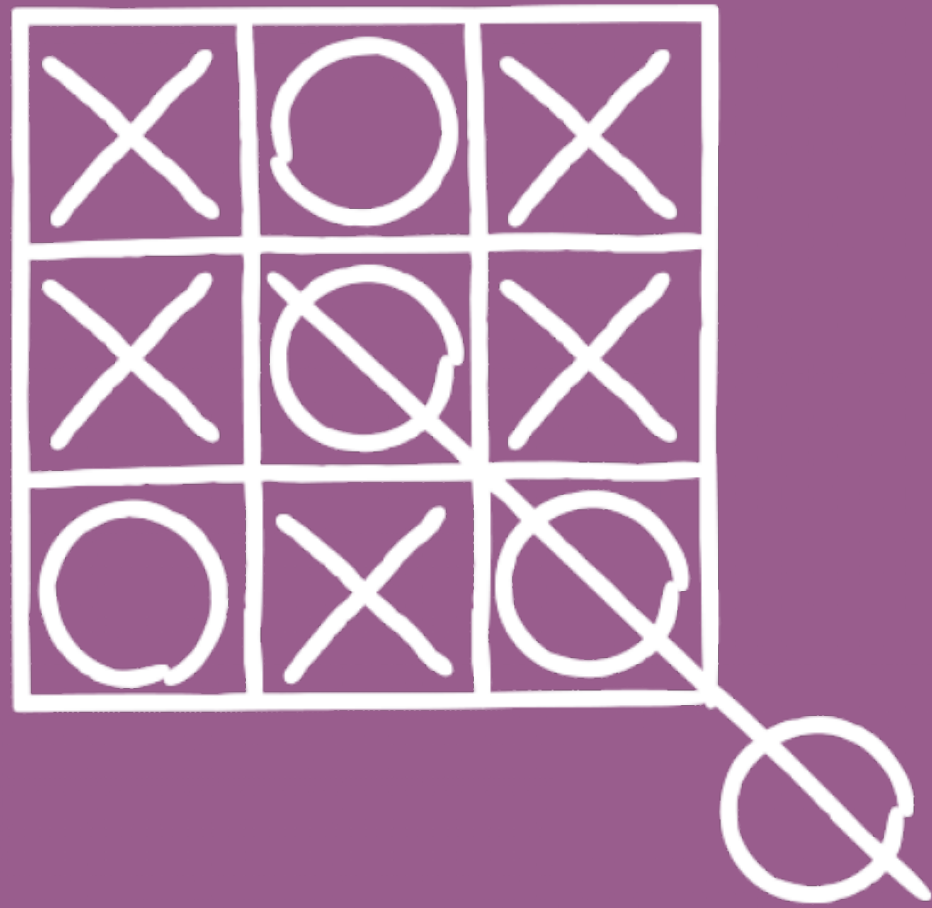
¿Pero lo más importante de todo?

Si, antes os había mentido

THINK OUTSIDE THE BOX



THINK
OUTSIDE
THE BOX

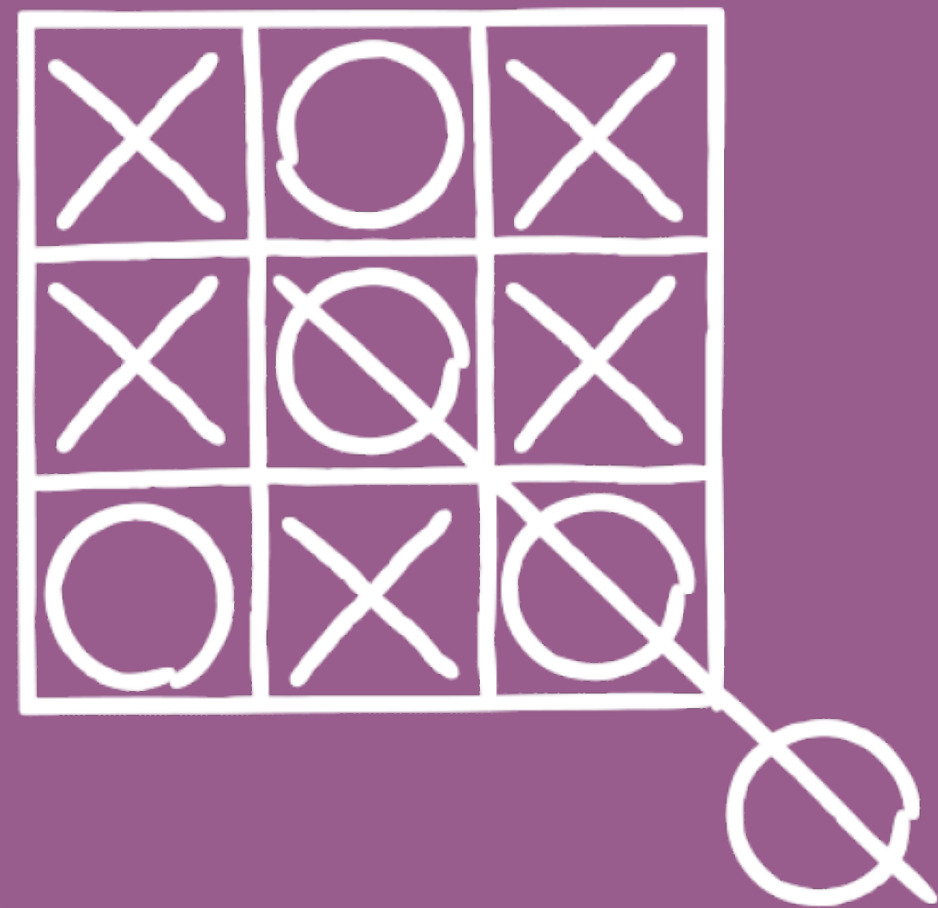


Es

IM-PO-SI-BLE

Vender en WooCommerce.com si
no creas funcionalidades nuevas

THINK
OUTSIDE
THE BOX



Hay que estar siempre evolucionando la extensión. No hay que tener extensiones «estáticas»

Dicho esto
¿Qué pasos debo seguir?

Darse de alta

<https://woocommerce.com/develop-woocommerce/>

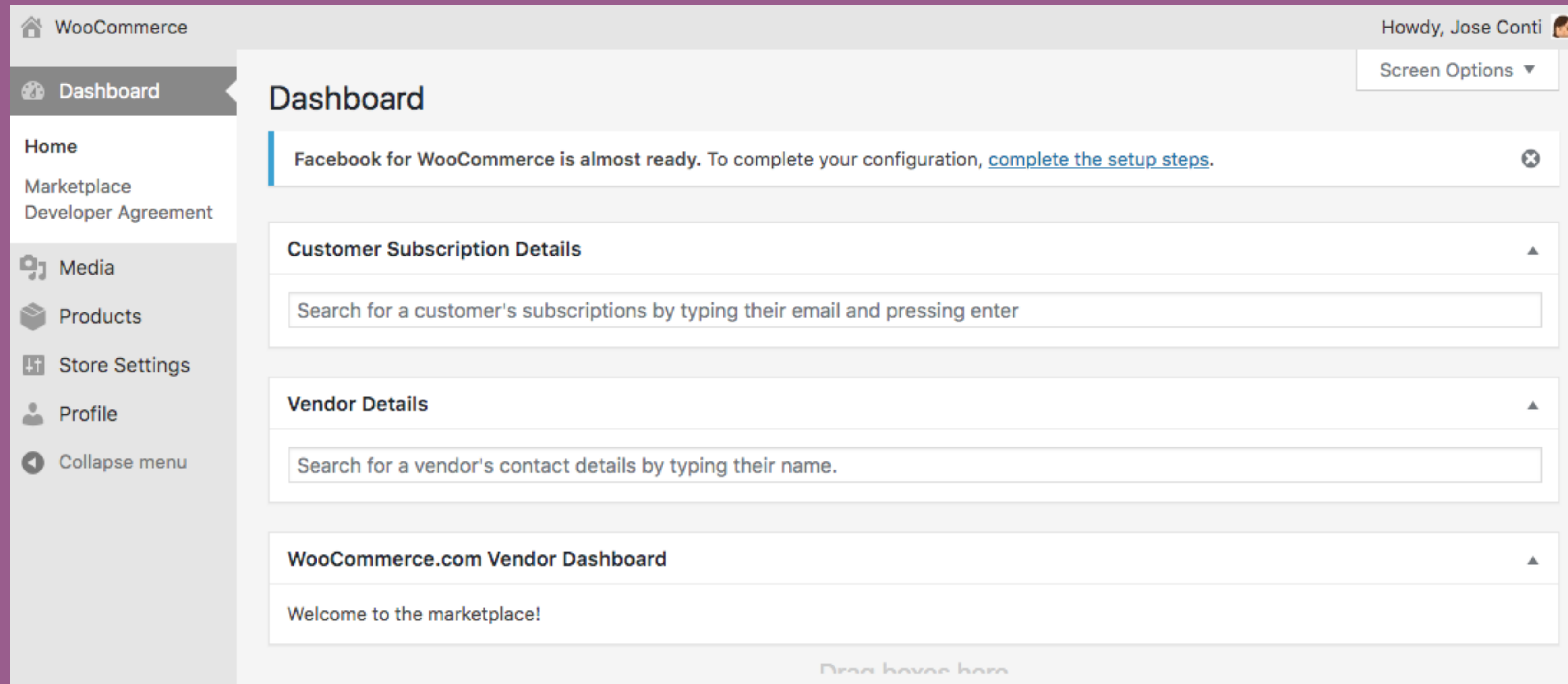


eCommerce for the open web - built by you

WooCommerce runs on WordPress and powers millions of stores worldwide. Create a developer account to start selling your extensions on the official WooCommerce marketplace.

[CREATE A DEVELOPER ACCOUNT](#)

Backend desarrolladores



The screenshot shows the WooCommerce dashboard interface. At the top left, there is a home icon and the text "WooCommerce". On the right, it says "Howdy, Jose Conti" with a user profile picture and a "Screen Options" dropdown menu. The left sidebar contains a menu with "Dashboard" (selected), "Home", "Marketplace", "Developer Agreement", "Media", "Products", "Store Settings", "Profile", and "Collapse menu". The main content area is titled "Dashboard" and features several widgets: a notification for Facebook for WooCommerce, a "Customer Subscription Details" widget with a search input, a "Vendor Details" widget with a search input, and a "WooCommerce.com Vendor Dashboard" widget with a "Welcome to the marketplace!" message. At the bottom, there is a "Drag boxes here" instruction.

Básicamente

Get Started

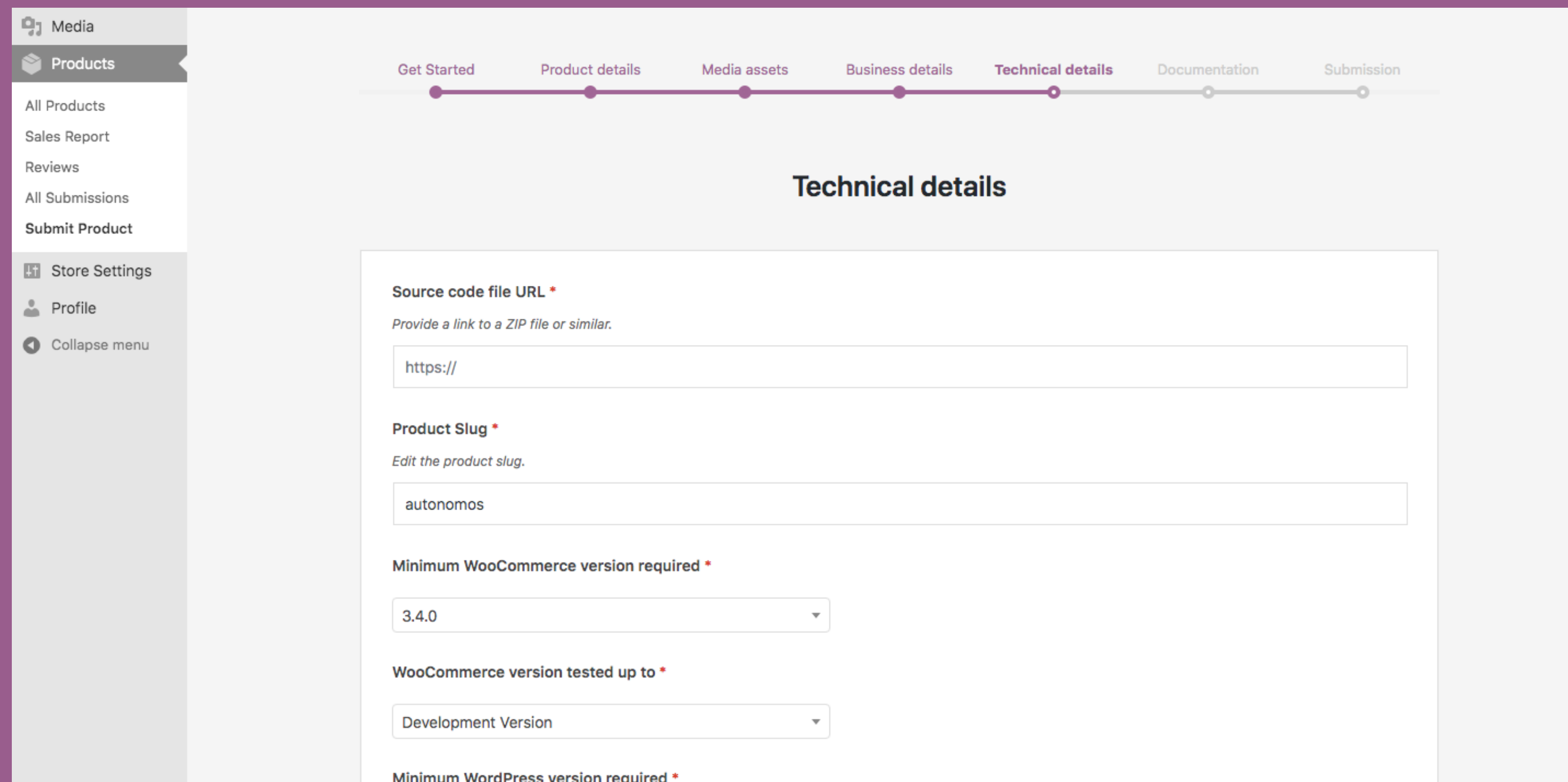
To submit a new product, you'll need:

- A fully-functioning product that meets all of our guidelines, including UX and technical standards.
- A demo or video walkthrough to showcase the features of your solution.
- Tools to test your product, like dummy data, if applicable.
- Marketing content such as a product logo, screenshots and product page copy.
- Documentation such as instructions for how to install, configure and use the product.

Before submitting a product, [read our guidelines](#) to give your product the best chance of being accepted as there are a number of product categories we're not currently approving, such as *payments*. Once you submit your product, we will review your submission and let you know if it's a good fit for sale on WooCommerce.com.

Get Started

Los pasos





The screenshot shows the 'Technical details' step of the WooCommerce product submission process. A progress bar at the top indicates the current step, with other steps including 'Get Started', 'Product details', 'Media assets', 'Business details', 'Documentation', and 'Submission'. The left sidebar contains navigation options: Media, Products (with sub-items: All Products, Sales Report, Reviews, All Submissions, Submit Product), Store Settings, Profile, and Collapse menu. The main content area is titled 'Technical details' and contains the following fields:

- Source code file URL ***: Provide a link to a ZIP file or similar. Input: `https://`
- Product Slug ***: Edit the product slug. Input: `autonomos`
- Minimum WooCommerce version required ***: Dropdown menu with `3.4.0` selected.
- WooCommerce version tested up to ***: Dropdown menu with `Development Version` selected.
- Minimum WordPress version required ***: (Field partially visible at the bottom)

Aceptación de la extensión

Discussion

Hi there!

Thank you for your submission. After reviewing the information you've sent our way, we think this product may be a good fit for our marketplace. We're moving on to a UX and code review – we'll reach out soon.

Thanks!

19/03/21 AT 8:26 PM

Aceptación UX



Hi Jose,

Thanks for submitting your extension. After completing a UX review of the product, everything looks good. Moving to code review.

Thanks,

Ola

19/06/27 AT 1:50 AM

¿Cuanto se gana?

El 60% de las ventas

¿Cuanto se gana?

El 60% de las ventas

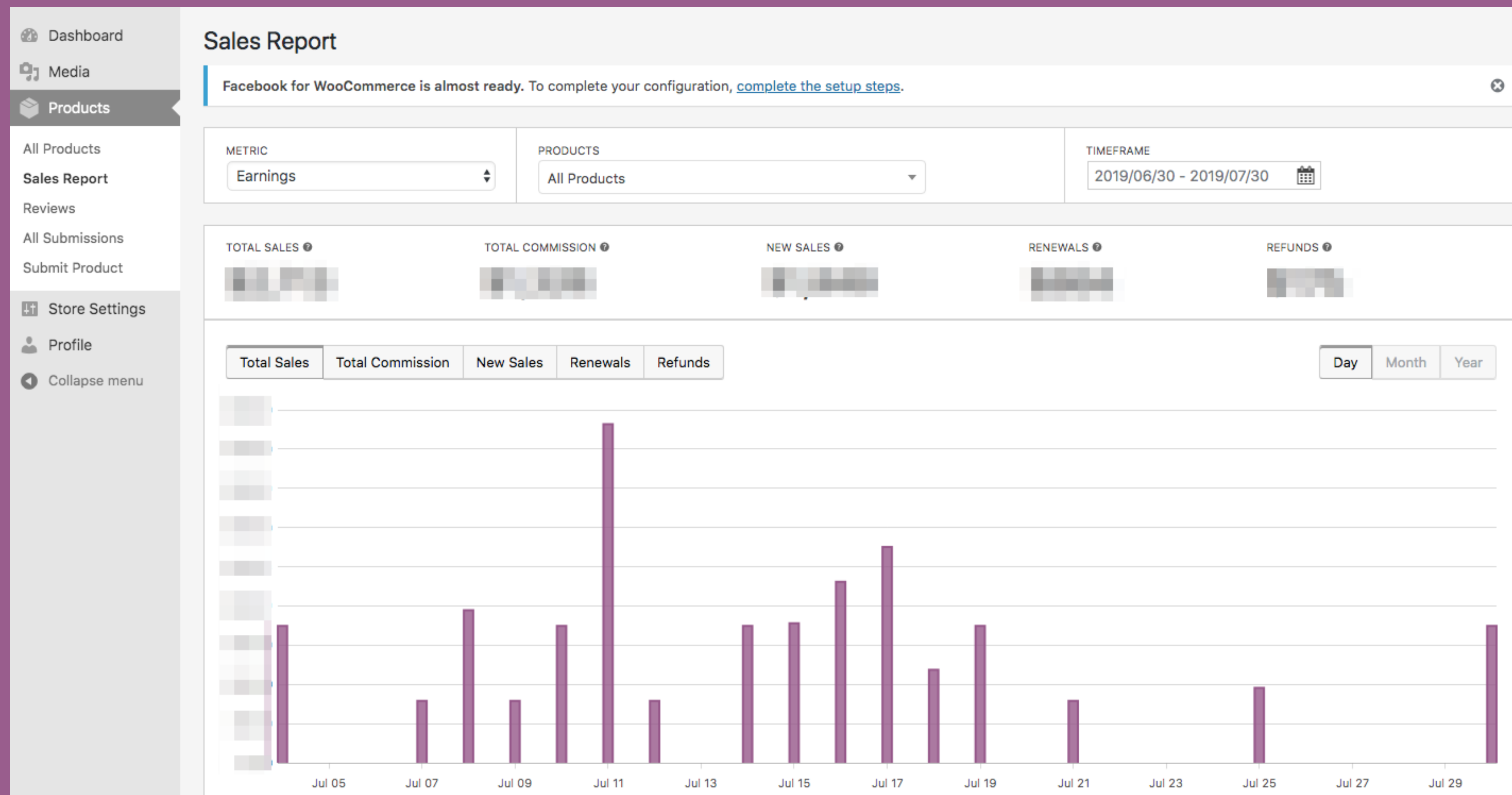
Por lo general

El precio lo pone
el desarrollador entre unos estandarizados

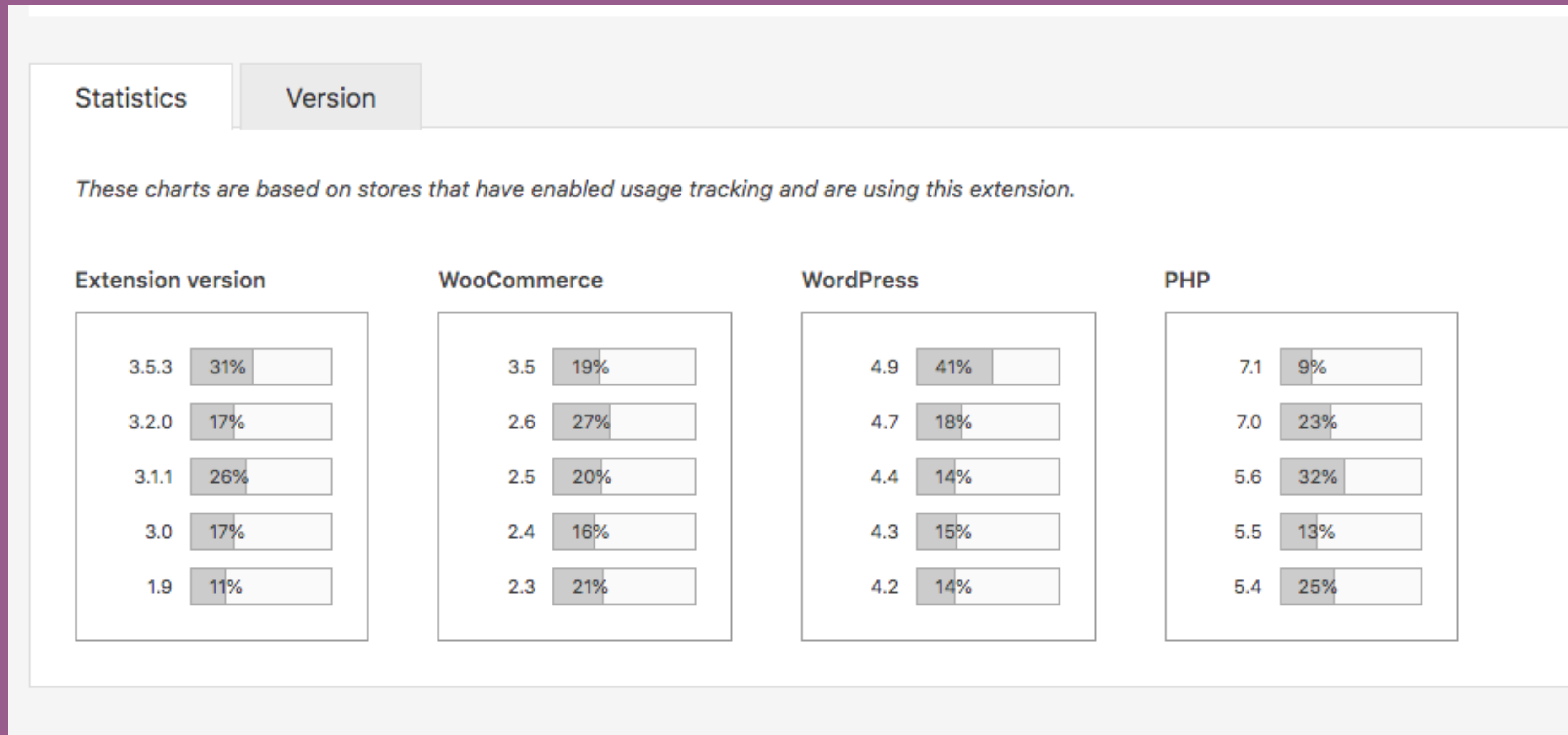
El soporte
Lo da el desarrollador y tiene que ser rápido
y efectivo

Existen 30 días de prueba
Cualquier comprador puede «devolver»
la extensión antes de 30 días

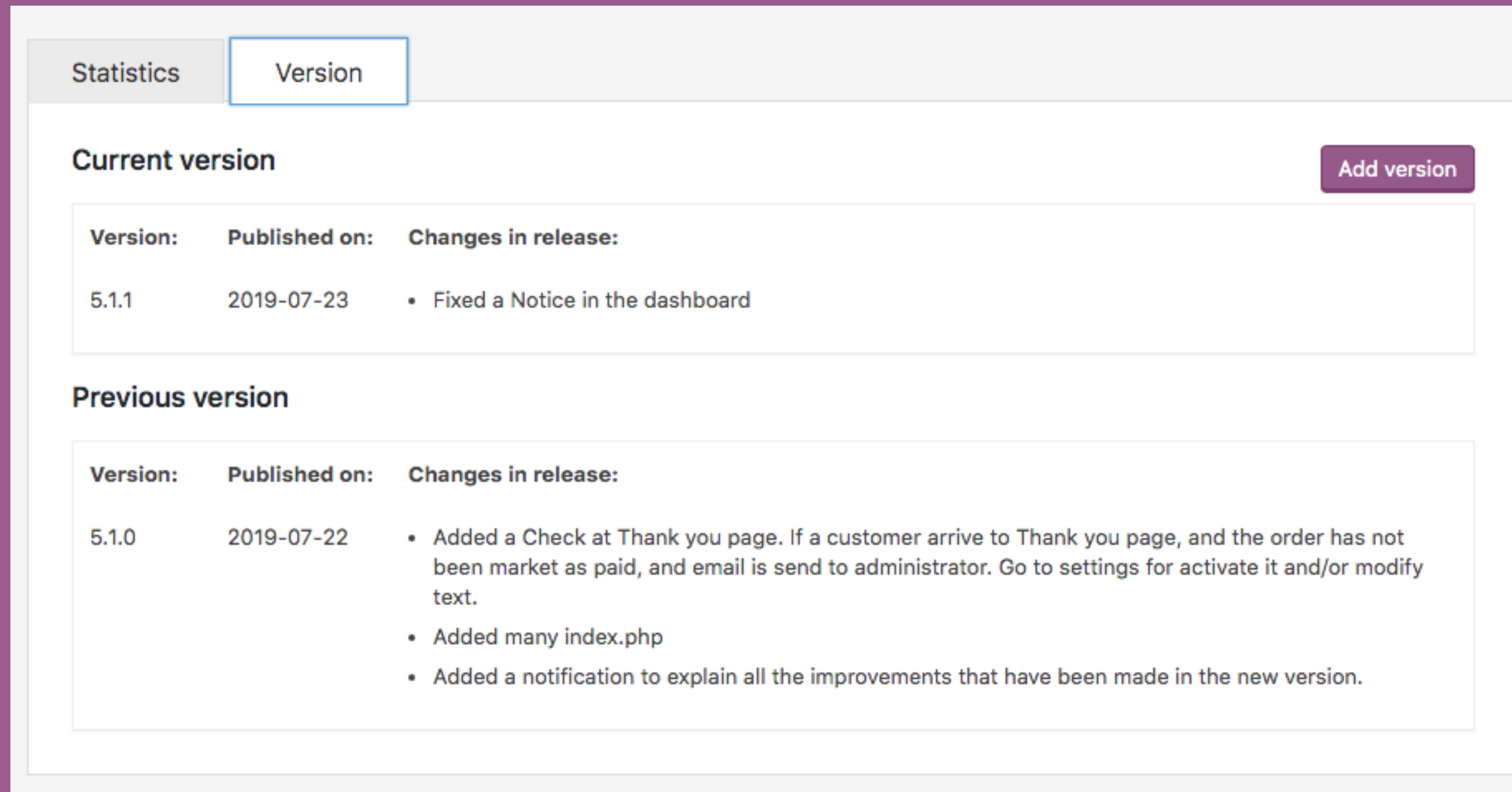
Control de ventas



Herramientas



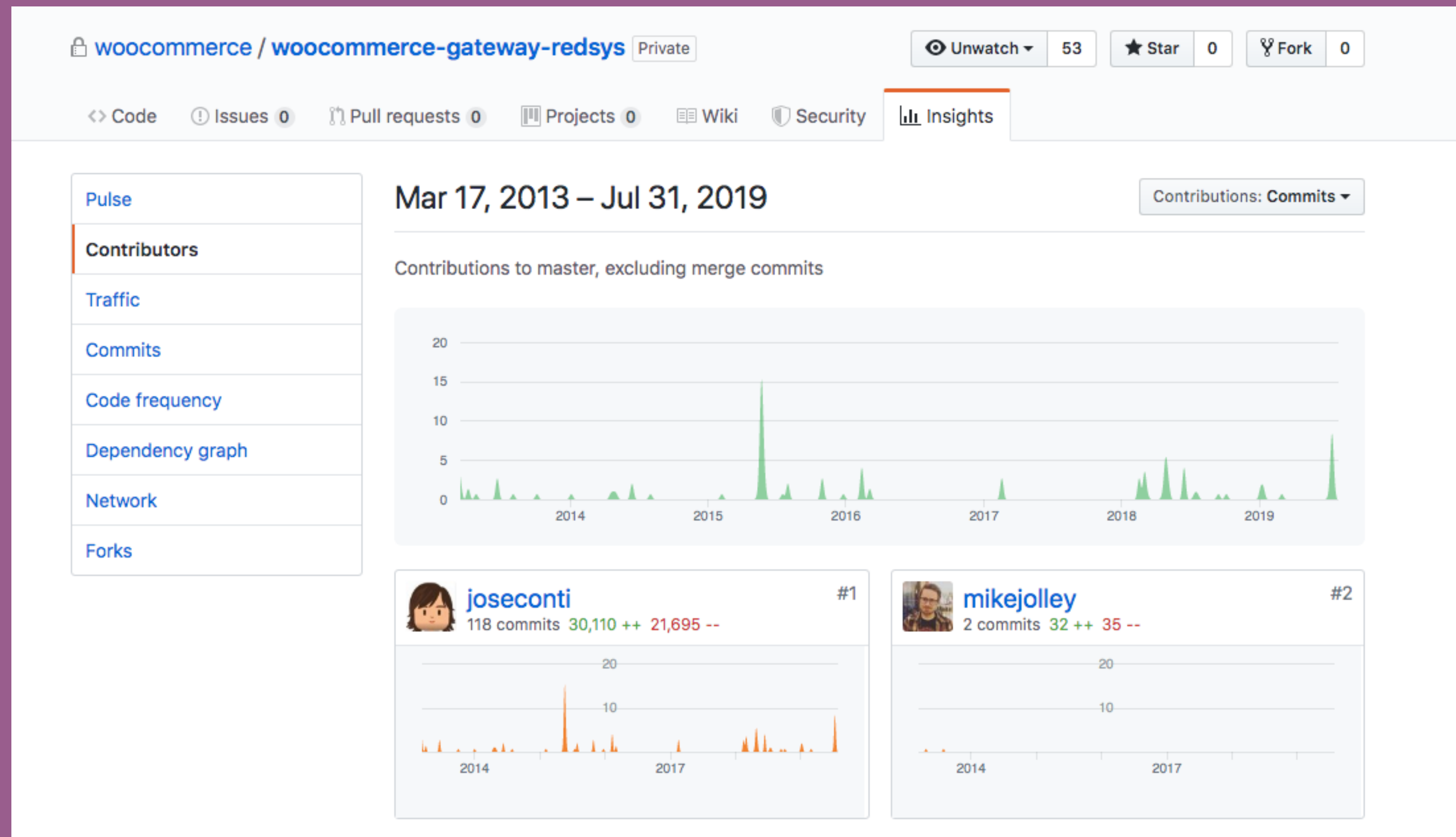
Herramientas



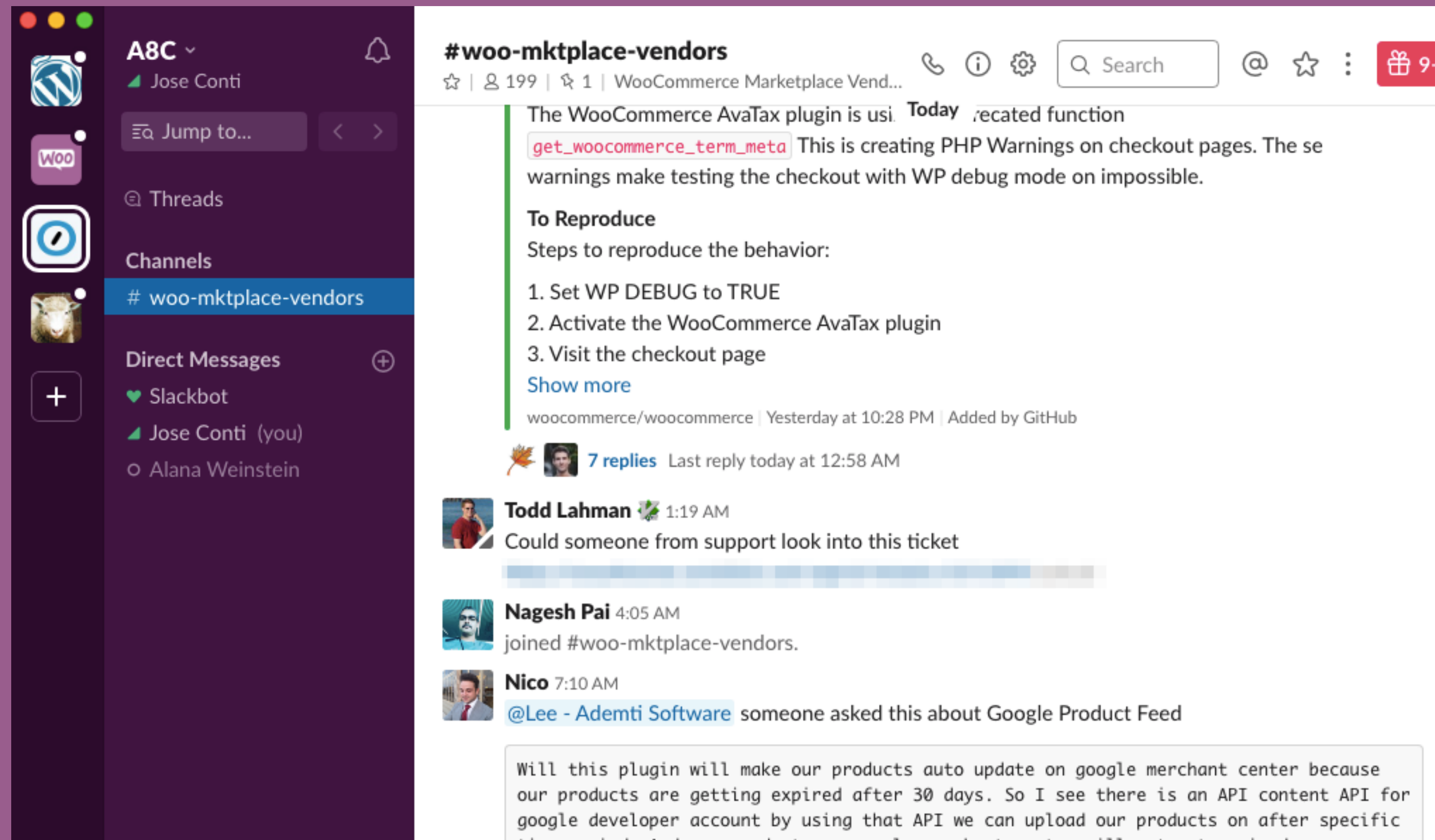
The screenshot shows the 'Version' tab in the WooCommerce admin dashboard. It features two tabs: 'Statistics' and 'Version'. The 'Version' tab is active and displays a table of versions. The table has three columns: 'Version', 'Published on', and 'Changes in release:'. There are two rows of data, one for the current version (5.1.1) and one for the previous version (5.1.0). A purple 'Add version' button is located in the top right corner of the version list area.

Version:	Published on:	Changes in release:
5.1.1	2019-07-23	<ul style="list-style-type: none">Fixed a Notice in the dashboard
5.1.0	2019-07-22	<ul style="list-style-type: none">Added a Check at Thank you page. If a customer arrive to Thank you page, and the order has not been market as paid, and email is send to administrator. Go to settings for activate it and/or modify text.Added many index.phpAdded a notification to explain all the improvements that have been made in the new version.

Herramientas

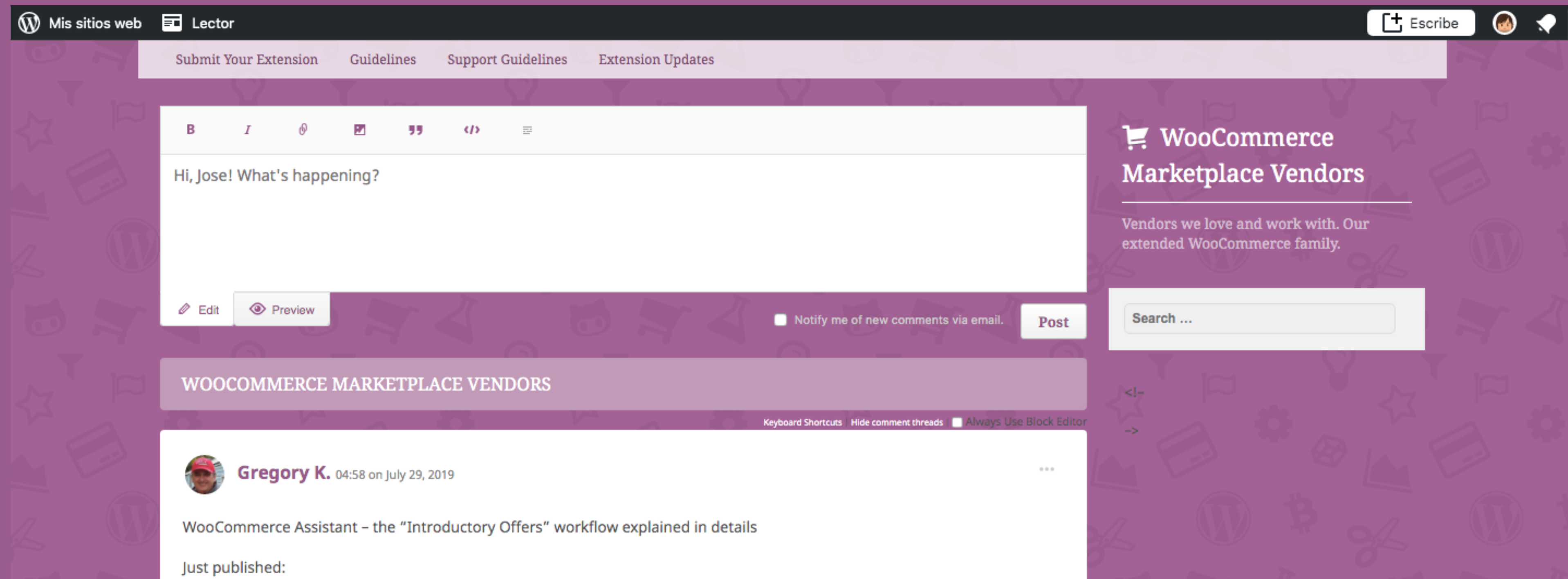


Herramientas



The screenshot shows a Slack channel named #woo-mktplace-vendors. The channel header indicates 199 members and 1 pinned message. The main message is from woocommerce/woocommerce, dated yesterday at 10:28 PM, and is titled "The WooCommerce AvaTax plugin is using a deprecated function". The message body states: "The WooCommerce AvaTax plugin is using a deprecated function `get_woocommerce_term_meta`. This is creating PHP Warnings on checkout pages. The warnings make testing the checkout with WP debug mode on impossible." It includes a "To Reproduce" section with three steps: 1. Set WP DEBUG to TRUE, 2. Activate the WooCommerce AvaTax plugin, and 3. Visit the checkout page. Below the message, there are 7 replies. The first reply is from Todd Lahman at 1:19 AM, asking "Could someone from support look into this ticket". The second reply is from Nagesh Pai at 4:05 AM, stating "joined #woo-mktplace-vendors.". The third reply is from Nico at 7:10 AM, mentioning "@Lee - Ademti Software" and "someone asked this about Google Product Feed". A text box at the bottom of the screenshot contains the text: "Will this plugin will make our products auto update on google merchant center because our products are getting expired after 30 days. So I see there is an API content API for google developer account by using that API we can upload our products on after specific time period. And our products on google merchant center will not get expired."

Herramientas



The screenshot shows a WordPress comment editor interface. At the top, there's a navigation bar with "Mis sitios web" and "Lector" on the left, and "Escribe" and a user profile icon on the right. Below this is a secondary navigation bar with links: "Submit Your Extension", "Guidelines", "Support Guidelines", and "Extension Updates". The main editor area has a rich text toolbar with icons for bold (B), italic (I), link, image, quote, code, and list. The text input area contains "Hi, Jose! What's happening?". Below the text are "Edit" and "Preview" buttons. To the right of the text area is a checkbox for "Notify me of new comments via email." and a "Post" button. Below the editor is a section header "WOOCOMMERCE MARKETPLACE VENDORS". At the bottom of the editor, there are links for "Keyboard Shortcuts", "Hide comment threads", and "Always Use Block Editor". On the right side of the editor, there's a "WooCommerce Marketplace Vendors" section with a shopping cart icon, a sub-header "WooCommerce Marketplace Vendors", and a paragraph: "Vendors we love and work with. Our extended WooCommerce family." Below this is a search bar with the text "Search ...".

Resumiendo

Resumiendo

Pensar fuera de la caja

Resumiendo

Pensar fuera de la caja
Estar dispuesto a apostar

Resumiendo

Pensar fuera de la caja
Estar dispuesto a apostar
Preparar todo para las pruebas

Resumiendo

Pensar fuera de la caja
Estar dispuesto a apostar
Preparar todo para las pruebas
60% sobre cada venta

Resumiendo

Pensar fuera de la caja
Estar dispuesto a apostar
Preparar todo para las pruebas
60% sobre cada venta
30 días de devolución

Resumiendo

Pensar fuera de la caja

Estar dispuesto a apostar

Preparar todo para las pruebas

60% sobre cada venta

30 dias de devolución

Saber ingles, sobre todo si son extensiones internacionales

Resumiendo

Y paciencia
muuuuucha paciencia.

Resumiendo

Y paciencia
muuuuucha paciencia.

Todo el proceso puede llegar a durar 6 meses o más

¿Vale la pena?

¿Vale la pena?

Si, sin dudarlo

Muchas gracias

¿Preguntas?

@josecontic

www.joseconti.com