## ****1. Website Activity & Customer Behavior Monitor Karna****

###  ****Basic Analytics:****

**Plugin Use:**

* **Jetpack** (by WordPress):
	+ Website traffic
	+ Popular pages/posts
	+ Referrers (Google, Facebook, etc.)
	+ Search terms

**Alternative Plugin:**

* **WP Statistics**
	+ Real-time visitor stats
	+ IP tracking
	+ Country-wise traffic

###  ****Advanced Analytics & Behavior Tracking:****

**Use Google Tools:**

1. **Google Analytics 4 (GA4)**
	* Visitor count (Real-time & Historical)
	* Page views
	* User flow (kon konsi pages dekhte hain)
	* Session duration
	* Bounce rate
2. **Google Tag Manager (GTM)**
	* Button click tracking (like "Add to cart", "Buy Now")
	* Scroll depth
	* Video engagement

**How to Add GA4 to WordPress:**

* Plugin: **Site Kit by Google**
	+ Google Analytics
	+ Search Console
	+ AdSense
	+ PageSpeed Insights

## ****2. WooCommerce Order Management & Monitoring****

###  ****Order Management Panel:****

* WooCommerce > Orders
	+ Saare orders list hotay hain
	+ Status: Processing / Completed / On Hold / Cancelled
	+ Customer details
	+ Order notes / instructions
	+ Shipping & Billing details

## ****3. Sales Performance & Revenue Analysis****

###  ****WooCommerce Analytics (Built-in):****

Location: **WooCommerce > Analytics**
Yahan aap ye sab check kar sakte hain:

* Revenue
* Orders
* Average Order Value
* Products Sold
* Sales by Date
* Sales by Product
* Customer Repeat Rate
* Refunds

###  ****Enhanced Reporting Plugins:****

* **Metorik** (Paid)
	+ Real-time dashboard
	+ Repeat customer reports
	+ Abandoned carts analysis
	+ Email automation
* **WooCommerce Google Analytics Pro** (Paid plugin)
	+ Deeper integration with Google Analytics

## ****4. Inventory & Product Management****

* WooCommerce > Products
	+ Add/Edit/Delete products
	+ Manage stock quantity
	+ Add product images, description, price
	+ Product categories, tags, and attributes (size, color etc.)

**Plugins for Inventory Management:**

* **ATUM Inventory Management for WooCommerce**
	+ Real-time stock control
	+ Purchase orders
	+ Supplier management

## ****5. Customer Communication & Support****

###  ****Live Chat Integration:****

* **Tawk.to**
* **LiveChat**
* **WhatsApp Chat Plugin**

###  ****Email Marketing Integration:****

* Mailchimp for WooCommerce
* FluentCRM (For internal email automation)

##  ****6. Online Orders Zyada Generate Karne ke Tareeqay****

### ****Marketing Strategies:****

#### A. ****SEO (Search Engine Optimization):****

* Plugin: **Rank Math** or **Yoast SEO**
* Focus on:
	+ Product keyword optimization
	+ Meta titles & descriptions
	+ Image alt tags
	+ Fast loading speed (Use caching & image optimization)

#### B. ****Social Media Marketing:****

* Facebook / Instagram Shop integration with WooCommerce
* Run dynamic retargeting ads (showing viewed products again)

#### C. ****Discounts & Coupons:****

* WooCommerce > Marketing > Coupons
	+ Create percentage or fixed discounts
	+ Free shipping coupons
	+ Limited time offers

#### D. ****Abandoned Cart Recovery:****

* Plugin: **CartFlows** or **ShopMagic**
* Send automatic emails to users who didn’t complete checkout

#### E. ****Product Reviews & Ratings:****

* Encourage customers to leave reviews
* Use plugin like **Customer Reviews for WooCommerce**

## ****7. Speed Optimization (Performance)****

Fast loading = better SEO + better conversions.

* **Caching Plugin:** WP Rocket (Paid) or W3 Total Cache
* **Image Optimization:** ShortPixel or Smush
* **WebP Image Format**: Convert images to WebP
* **Lazy Load Images**: Load images only when visible

## ****8. Security & Backup****

* Plugin: **Wordfence Security** or **iThemes Security**
* Backup plugin: **UpdraftPlus** (automatic daily backups)

## ****9. Important Dashboards & Tools Summary****

| **Area** | **Plugin/Tool** | **Purpose** |
| --- | --- | --- |
| Traffic Analytics | Google Analytics (via Site Kit) | Track visitors |
| Sales Reports | WooCommerce Analytics | Revenue, orders |
| Behavior | Hotjar / Microsoft Clarity | Heatmaps, session recording |
| SEO | Rank Math / Yoast | Organic traffic growth |
| Email Marketing | FluentCRM / Mailchimp | Email campaigns |
| Speed | WP Rocket / Smush | Page load optimization |
| Backup | UpdraftPlus | Daily automatic backups |

## ****10. Monthly Monitoring Checklist****

| **Task** | **Tool** |
| --- | --- |
| Sales & Revenue Report | WooCommerce Analytics |
| Product Stock Review | ATUM Inventory Plugin |
| Traffic Source Report | Google Analytics |
| Site Speed & Errors | Google PageSpeed / Jetpack |
| Order Review & Customer Feedback | WooCommerce Dashboard |
| Email Campaign Performance | Mailchimp / FluentCRM |
| Security Scan | Wordfence |