WooCommerce Lazada Integration - User Guide

by CedCommerce Products Documentation

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1. Overview

As an e-commerce continues to grow in Thailand, the Lazada marketplace offers the opportunities to both the new and the experienced sellers not only to reach the new markets but also benefit from the Lazada support in advertising their goods and monitor critical data on how their store is performing.

With more than 4.5 million daily visits to its sites and close to 100 percent geographical distribution coverage, Lazada has become the clear choice for sellers throughout Southeast Asia.

WooCommerce Lazada Integration offers API integration extension solution that allows the WooCommerce owners or sellers to make a connection between their online shops and Lazada.com.

Essentially, it is an establishment of a real-time channel to feed product critical data directly to Lazada.com through API Communication.

It feeds all the product assortment and data in one-go directly at Lazada.com. It has centralized Status Update machinery that sends dynamic alerts and compliance reports for the entire product fulfillment cycle.

CedCommerce helps in Uploading Products and providing expert training to make you familiar with navigation and operation. Also, it offers expert advice and support for the hassle-free operation, better product discover-ability, and higher sales.

This plug-in provides the facility to integrate the WooCommerce store with the Lazada marketplace and automates the ordering process and establishes a synchronization of products, orders, and refunds with the help of Lazada API.

With the help of this plug-in, the merchant can configure the desired product category into WooCommerce for automatic submission of the selected product to the same Category on Lazada. The process enables the merchant to configure the desired product category into WooCommerce for automatic submission of the selected product to the same Category on Lazada.

Features of the extension are as follows:

- **Profile-based Product Upload**: Enables the admin to create the Profiles and assign it to the products to automate the product upload.
- **Creation of WooCommerce Orders**: The newly placed orders on the Lazada Web site are automatically created in the WooCommerce store with all the required details as it is on the Lazada Web site.
- **Error Notification**: If an error occurs while products uploading, then it gets listed on the page.
- **Status Notification:** It updates the store owners about the current status of the product on the Lazada website, such as whether it is **UNDER REVIEW** or **LIVE**.
- **Synchronized Product Editing:** Besides adding the products, any product information changes made on the WooCommerce store reflects on the Lazada.
- **Bulk Upload System:** The merchant has the flexibility to upload any number of products on the Lazada Web site using bulk product upload feature.
- **Product Category Mapping:** Follows many-to-one category mapping philosophy. Admin can map many categories of the WooCommerce store to the single category of Lazada.
- **Synchronized Inventory and Profile Based Pricing:** Inventory Synchronization at regular intervals. A product listing is established between WooCommerce and Lazada. Profile-based price increase or decrease.

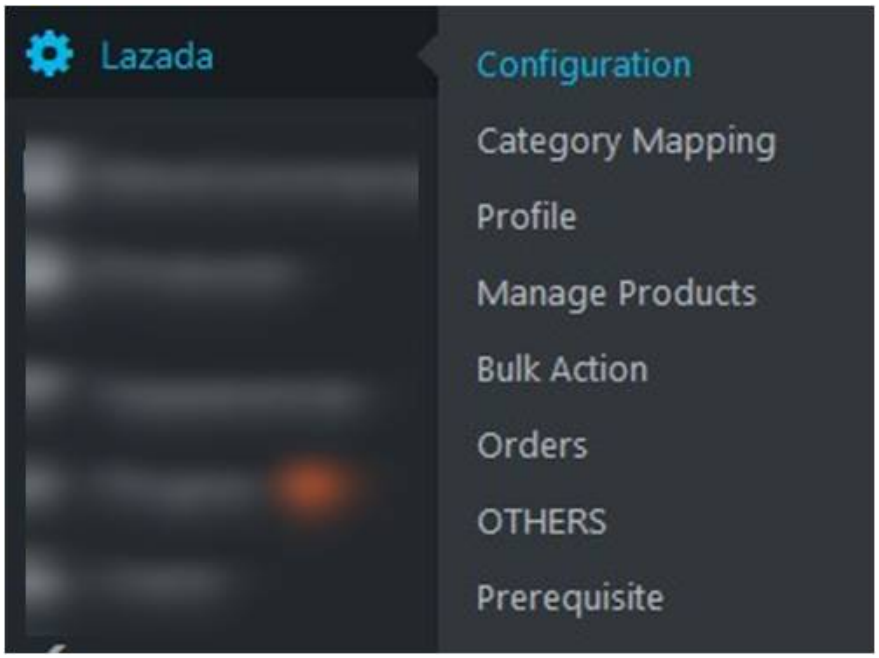
2. Lazada Configuration Settings

Once the extension is successfully installed in the WooCommerce store, the **Lazada** menu appears on the left

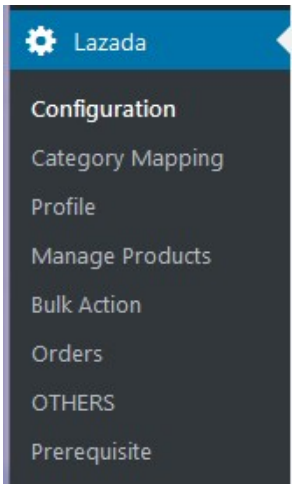
navigation bar of its Admin Panel. The merchant has to first create a seller account in the Lazada seller panel. Once the seller account is created and is approved by Lazada, the store owners receive Lazada **API credentials from Lazada. Hence, the store owners** can use the Lazada **API credentials provided by Lazada** while setting up the Lazada Configuration settings in the **WooCommerce store Admin** panel.

To set up the configuration settings in the WooCommerce Admin panel

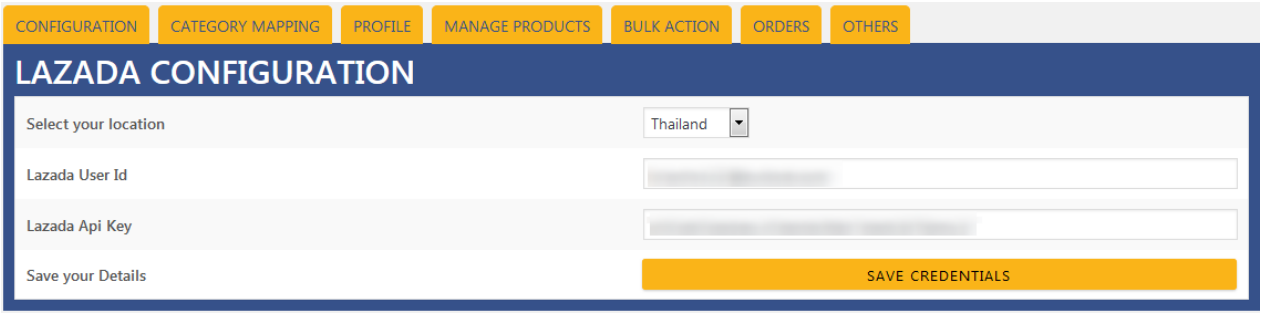
1. Go to the **WooCommerce Admin** panel.
2. On the left navigation bar, click the **Lazada** menu.
   The menu appears as shown in the following figure:



3. Click **Configuration**.
   The menu moves to the left navigation bar, below Lazada as shown in the following figure:



The **LAZADA CONFIGURATION** page appears as shown in the following figure:



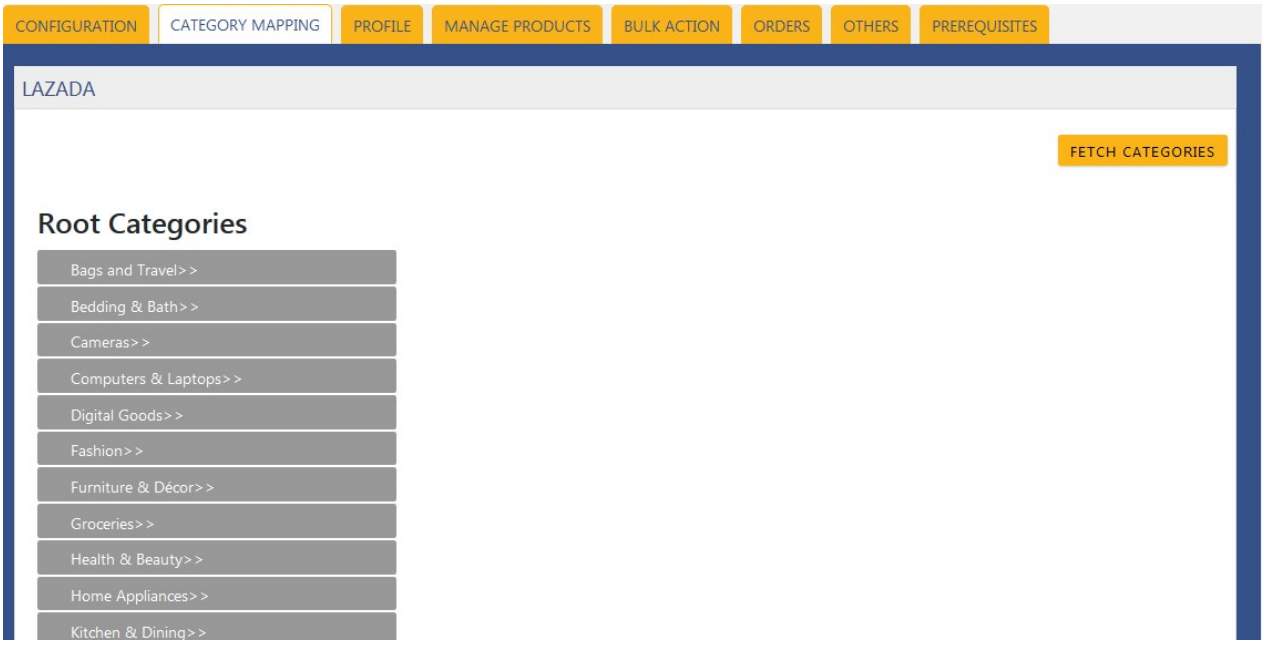
4. In the **Select your location** list, select the required location.
5. In the **Lazada User Id** box, enter the Lazada Seller Account user id.
6. In the **Lazada Api Key** box, enter the key value provided by the Lazada Support.
7. Click the **SAVE CREDENTIALS** button.
   The credentials are saved.

3. Category Mapping

The **CATEGORY MAPPING** page lists all the Lazada categories. Admin has to select the Lazada categories to which the products need to be assigned.

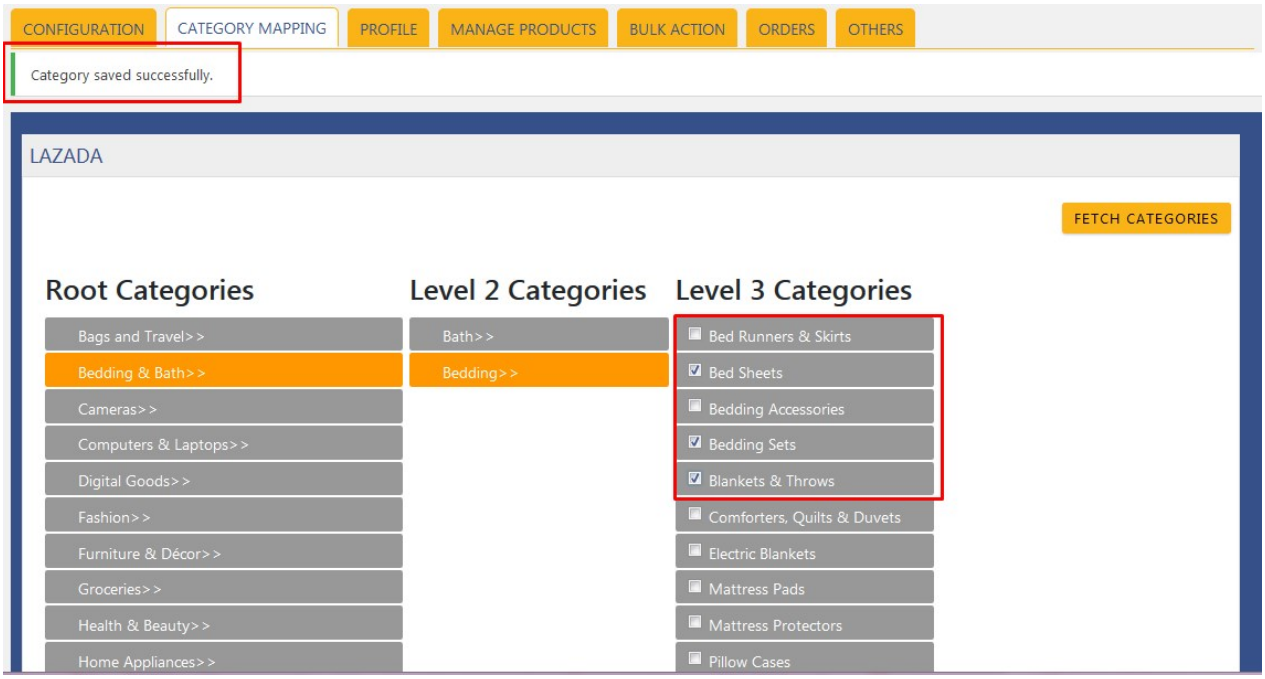
To select the required categories for mapping

1. Go to the WooCommerce Admin panel.
2. On the left navigation bar, click the **Lazada** menu.
3. In the right panel, click the **CATEGORY MAPPING** tab.
   The page appears as shown in the following figure:



4. Click the **FETCH CATEGORIES** button to fetch all the categories from lazada.com.
5. Under **Root Categories**, click the required category.
   Next level categories list appears. Click the required category.

Note: Keep clicking every next level required categories until the last level categories list and the corresponding checkboxes appear as shown in the following figure:



6. Select the check boxes associated with the required categories.
   The selected categories are saved and a success message appears on the page as highlighted in the figure.

4. Manage Profiles

Profile-based product uploading provides the admin a facility to create a group of the required products those have common meta-keys, and then upload those products at one go through uploading that profile (created group). In other words, admin can create a new profile and assign it to the group of those products, and then upload the profile on Lazada. It saves the time of making the same changes in each meta-keys of each and every product.

It means, rather than making the changes in the common meta-keys of each and every product, admin can create a profile and assign it to all the products having common meta-keys, and thus make the changes in the meta-keys available on the profile page.

While creating and editing the profile, admin can select the product and the corresponding meta-keys. These meta-keys are applicable to all the products that are assigned to the profile.

Admin can do the following tasks:

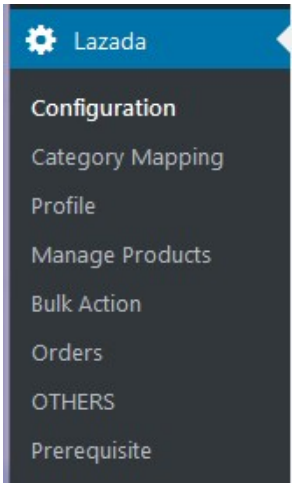
- Add new profile(https://docs.cedcommerce.com/woocommerce/woocommerce-lazada-integration-guide/woocommerce-lazada-integration-user-guide/?section=add-a-new-profile-26)

- Edit the existing profile(https://docs.cedcommerce.com/woocommerce/woocommerce-lazada-integration-guide/woocommerce-lazada-integration-user-guide/?section=edit-the-existing-profile-36)
- Delete the profiles(https://docs.cedcommerce.com/woocommerce/woocommerce-lazada-integration-guide/woocommerce-lazada-integration-user-guide/?section=delete-the-profiles-17)

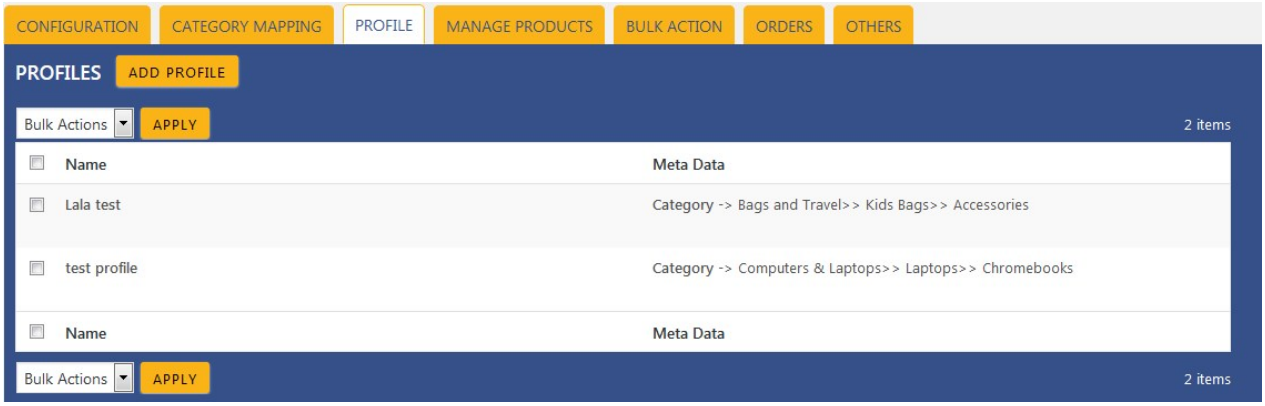
4.1. Add a New Profile

To add a new profile

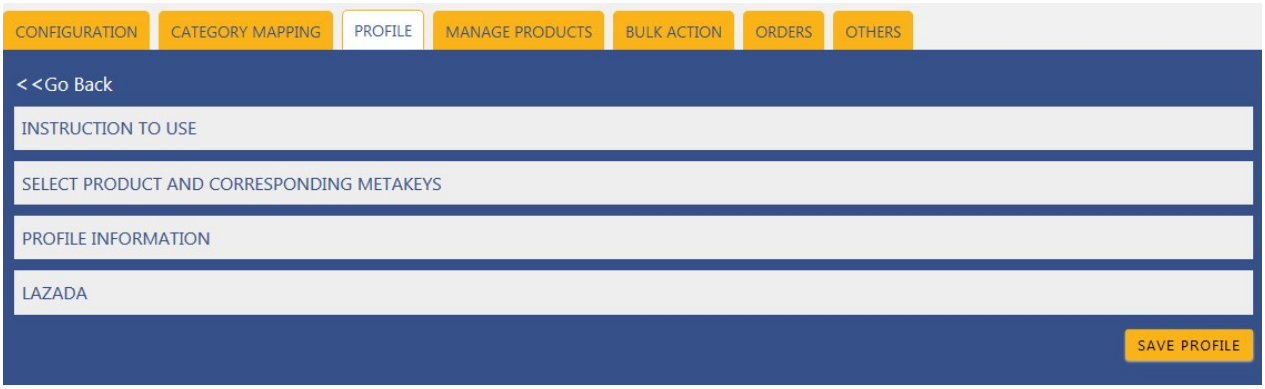
1. Go to the **WooCommerce Admin** panel.
2. On the left navigation bar, click the **Lazada** menu.
   A Submenu appears below the Lazada menu as shown in the following figure:



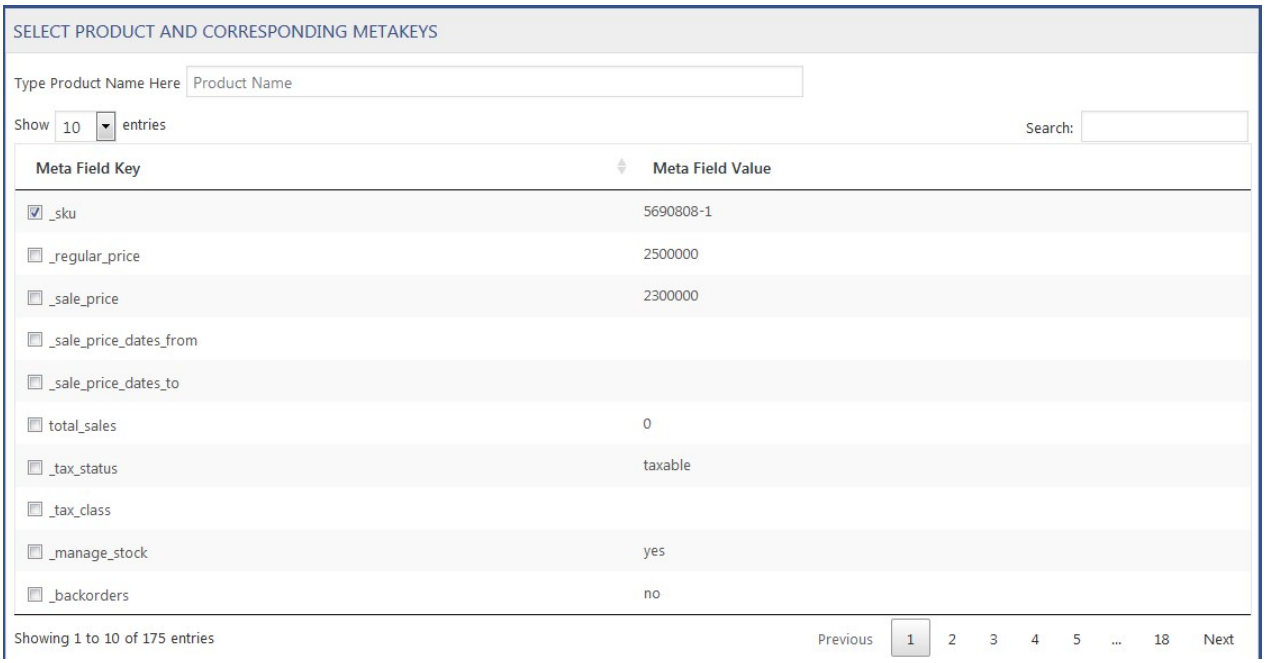
3. Click **Profile**.
   OR
   In the right panel, click the **PROFILE** tab.
   The **PROFILES** page appears as shown in the following figure:



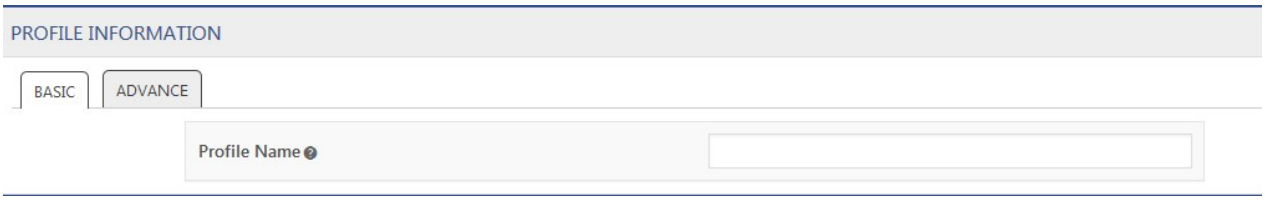
4. Click the **ADD PROFILE** button.
   The page appears as shown in the following figure:



   Note: Click the **INSTRUCTION TO USE** tab, to view the instruction.
5. Click the **SELECT PRODUCT AND CORRESPONDING METAKEYS** tab.
   The section appears as shown in the following figure:



6. In the **Type Product Name Here** box, enter the required product name to get the attributes of the entered product name.
   Note: Enter the initial of the product and a list appears. Select the required one from the list.
7. In the **Meta Field Key** column, select the check boxes associated with the required meta-keys.
8. Scroll down to the **PROFILE INFORMATION** tab, and then click the tab.
   The section appears as shown in the following figure:

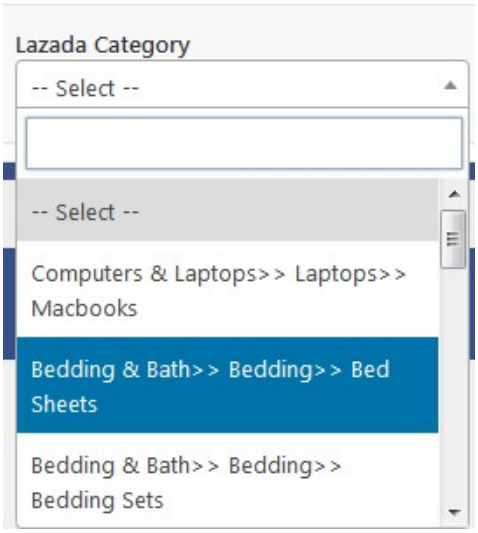


Following two tabs appear:

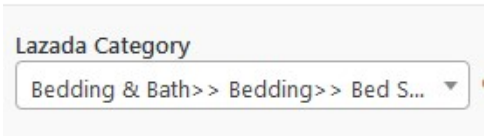
- BASIC
- ADVANCE

9. Under **BASIC**, do the following steps:
   - In the **Profile Name** box, enter the name of the profile.
10. Click the **ADVANCE** tab.
    The page appears as shown in the following figure:

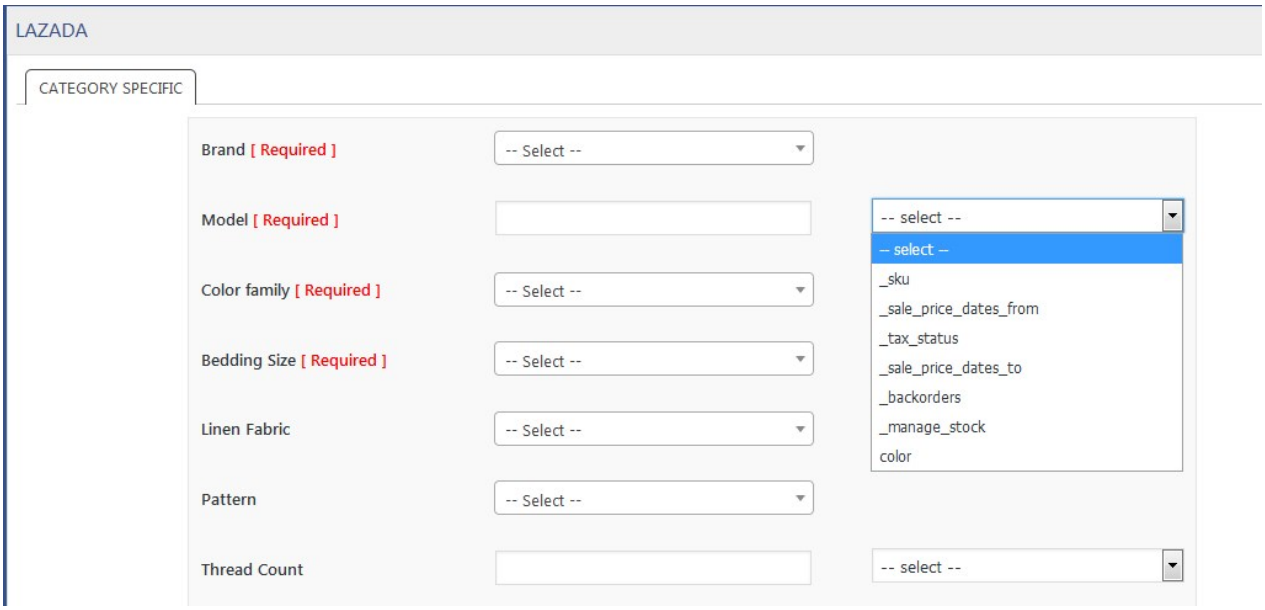
11. In the **Lazada Category** list, click to select the required category.
    A list appears as shown in the following figure:



12. Select the required category from the list.
    The selected category appears in the Lazada Category list.



13. Scroll down to the **LAZADA** tab, and then click the tab.
    The section appears as shown in the following figure:



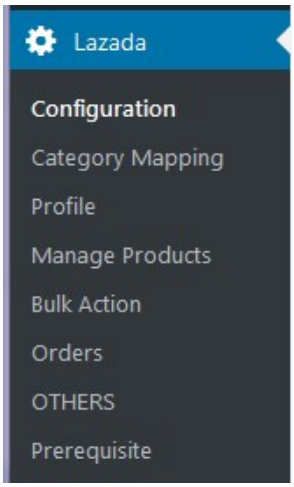
    The meta-keys selected under the **Select Product And Corresponding MetaKeys** section are listed in the select list field that appears next to the text boxes as shown in the following figure:

    a. In the **Brand** list, select the required value.
    b. In the select list associated with the **Model** box, select the required meta key.
       OR
       In the **Model** box, enter the required value.
       Note: The value entered in the box is applicable to all the products assigned to the profile. Whereas, selecting the meta key from the list selects the individual value of the individual product.
    c. Similarly, enter the values in the other mandatory fields and other fields if required.
14. Click **SAVE PROFILE** button.
    The created profile is saved.

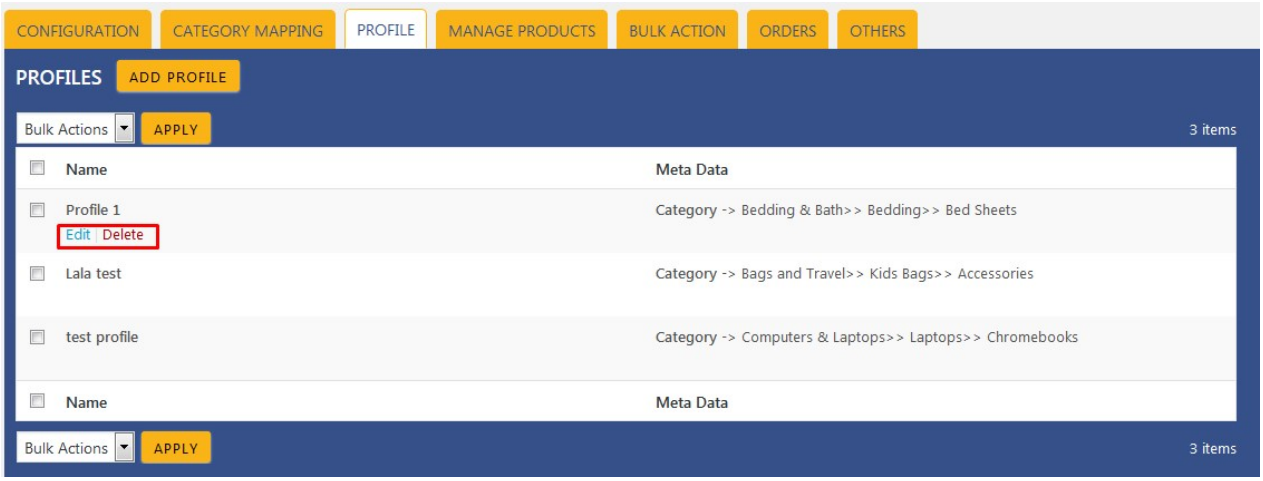
4.2. Edit the Existing Profile

To edit the existing profile

1. Go to the **WooCommerce Admin** panel.
2. On the left navigation bar, click the **Lazada** menu.
   A Submenu appears below the Lazada menu as shown in the following figure:

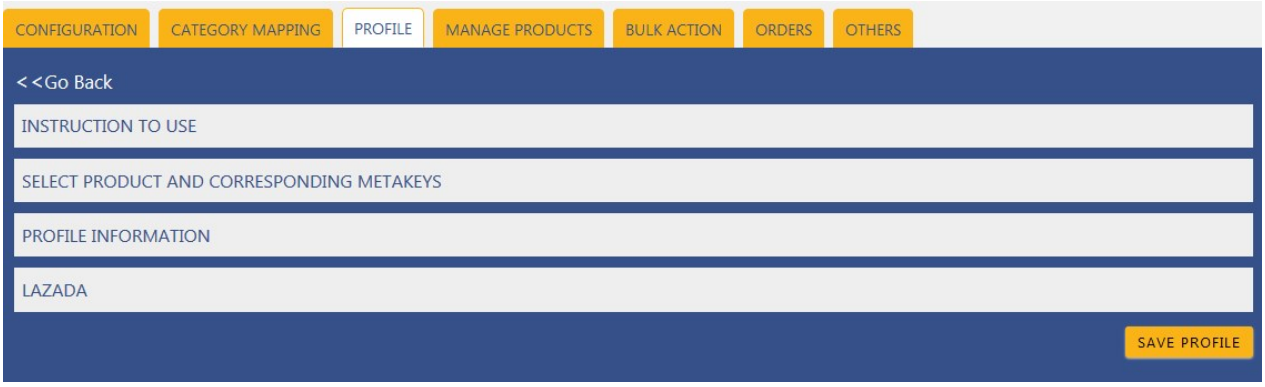


3. Click **Profile**.
   OR
   In the right panel, click the **PROFILE** tab.
   The page appears as shown in the following figure:



4. Move the cursor over the required profile to edit.
   The Edit and the Delete links appear as shown in the figure.

5. Click the **Edit** link.
   The page appears as shown in the following figure:

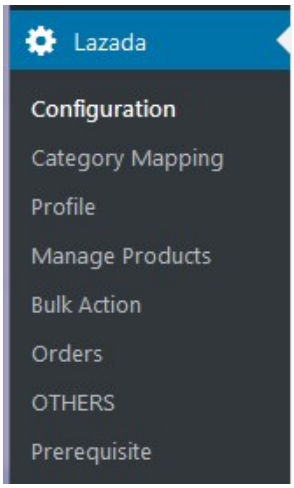


6. Click the **SELECT PRODUCT AND CORRESPONDING METAKEYS** tab, the **PROFILE INFORMATION** tab, and/ or the **LAZADA** tab as per the requirement.
7. Make the changes in the required section, and then click the **SAVE PROFILE** button.

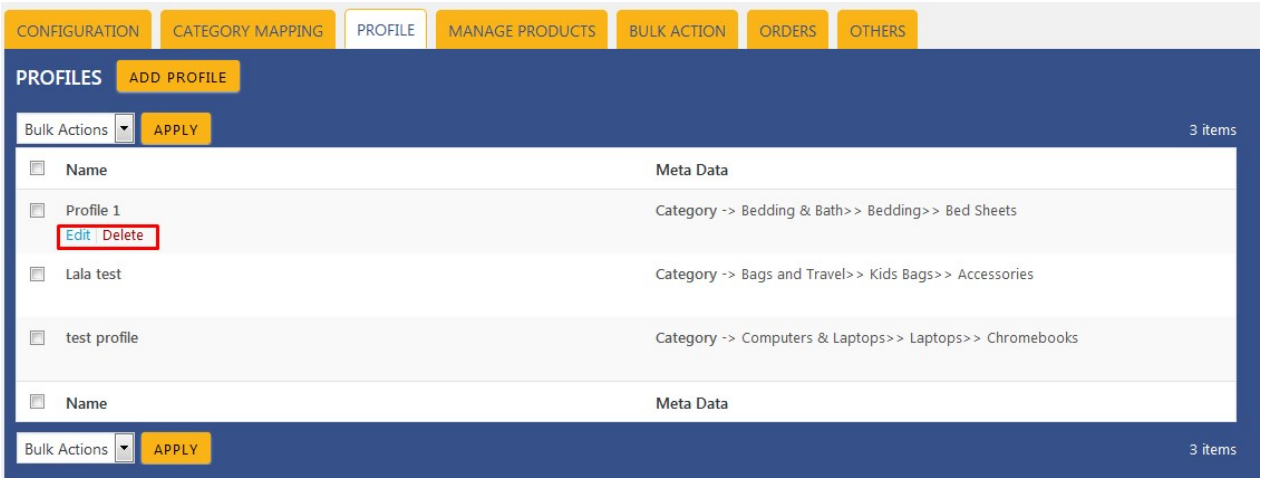
4.3. Delete the Profiles

To delete the single profile

1. Go to the **WooCommerce Admin** panel.
2. On the left navigation bar, click the **Lazada** menu.
   A Submenu appears below the Lazada menu as shown in the following figure:



3. Click **Profile**.
   OR
   In the right panel, click the **PROFILE** tab.
   The page appears as shown in the following figure:

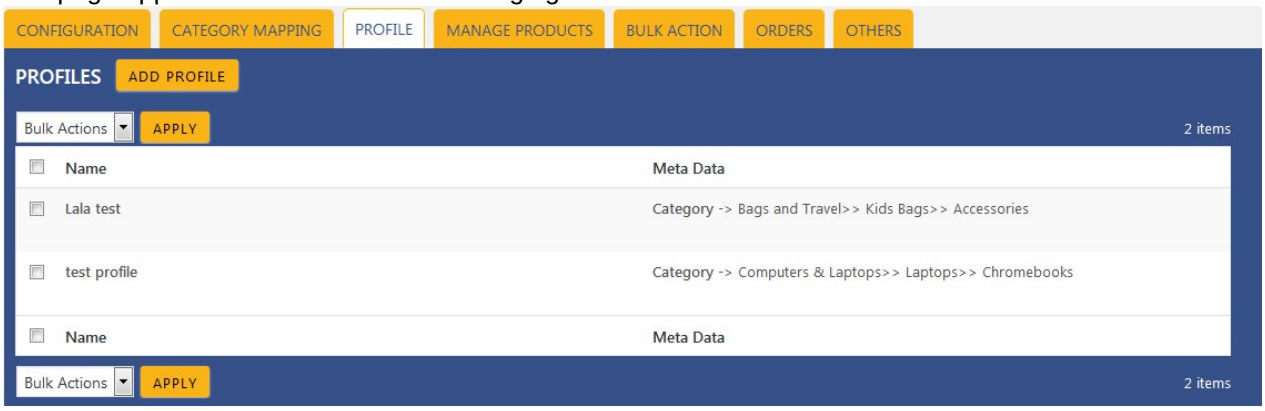


4. Move the cursor over the profile that is no more required and needs to be deleted.
   The Edit and the Delete links appear as shown in the figure.

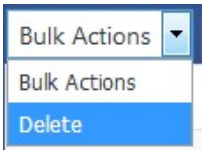
5. Click the **Delete** link.
   The profile is deleted.
   Admin can also delete more than one profiles in bulk through the **Bulk Action**.

To delete the selected profiles in bulk

1. Go to the WooCommerce Admin panel.
2. On the left navigation bar, click the **Lazada** menu.
3. In the right panel, click the **PROFILE** tab.
   The page appears as shown in the following figure:



4. Select the check boxes associated with the required profiles.
5. In the **Bulk Actions** list, select **Delete**.



6. Click the **Apply** button.
   A confirmation dialog box appears.
7. Click the **OK** button.
   The selected profiles are deleted.

5. Manage Products

Admin can view all the products details such as the assigned profile name, product selling price, and the product inventory.

Admin can edit the product meta-keys and assign the profile to the products. Also, admin can upload the selected products to the Lazada marketplace.

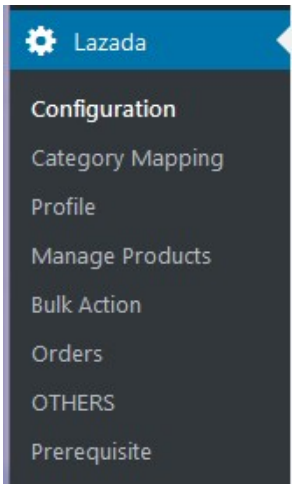
Thus, admin can perform the following tasks:

- Upload the selected products(https://docs.cedcommerce.com/woocommerce/woocommerce-lazada-integration-guide/woocommerce-lazada-integration-user-guide/?section=upload-the-selected-products-4)
- Assign the profile to the product(https://docs.cedcommerce.com/woocommerce/woocommerce-lazada-integration-guide/woocommerce-lazada-integration-user-guide/?section=assign-the-profile-to-the-product-4)
- Remove the assignment of the profile(https://docs.cedcommerce.com/woocommerce/woocommerce-lazada-integration-guide/woocommerce-lazada-integration-user-guide/?section=remove-the-assignment-of-the-profile-10)

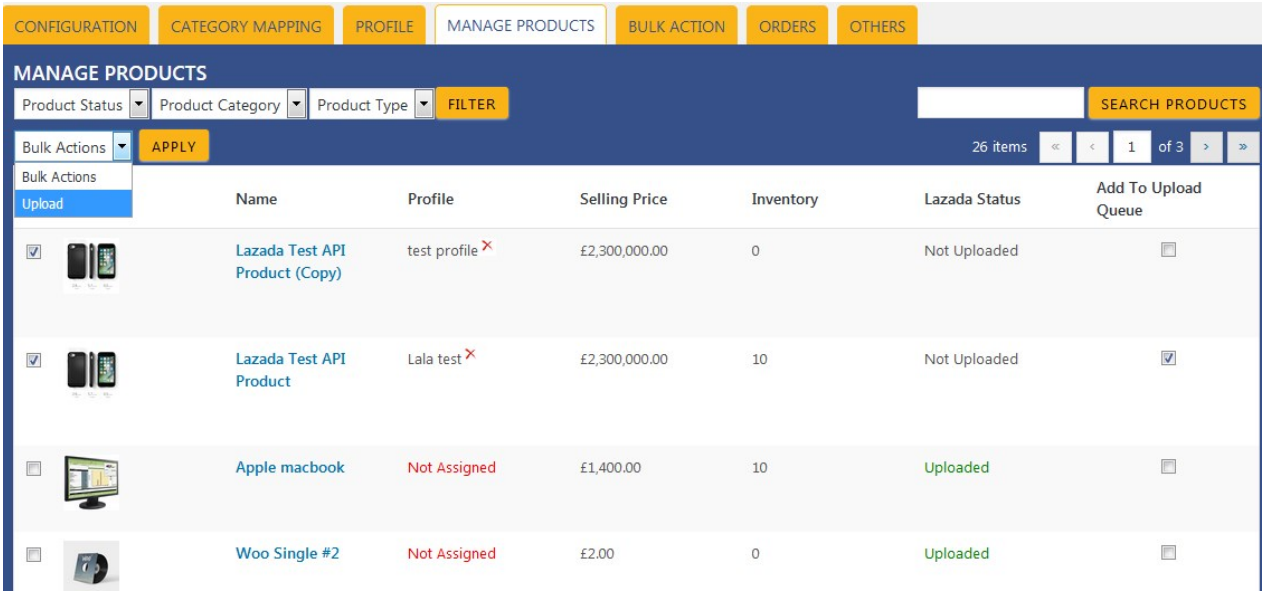
5.1. Upload the Selected Products

To upload the selected products

1. Go to the **WooCommerce Admin** panel.
2. On the left navigation bar, click the **Lazada** menu.
   A Submenu appears below the Lazada menu as shown in the following figure:



3. Click **Manage Products**.
   OR
   In the right panel, click the **MANAGE PRODUCTS** tab.
   The **MANAGE PRODUCTS** page appears as shown in the following figure:

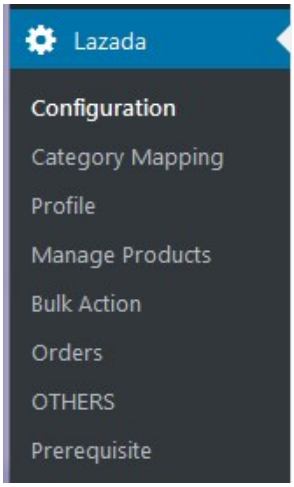


4. Select the check boxes associated with the required products to upload.
5. Click the **Arrow** button next to the **Bulk Actions** field, click **Upload**, and then click the **Apply** button.
   The selected products are uploaded and a success message appears on the page.
   Note: In the **Add to Upload Queue** column, select the check boxes associated with the required products to queue up the product to upload them again if required.

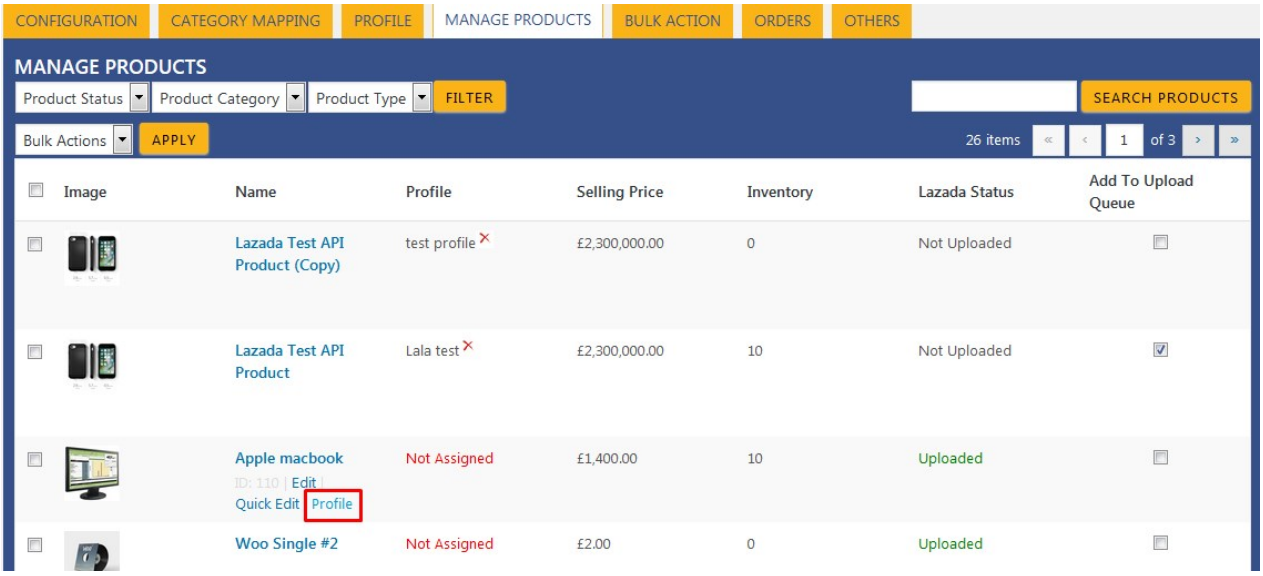
5.2. Assign the Profile to the Product

To assign the profile to the product

1. Go to the **WooCommerce Admin** panel.
2. On the left navigation bar, click the **Lazada** menu.
   A Submenu appears below the Lazada menu as shown in the following figure:



3. Click **Manage Products**.
   OR
   In the right panel, click the **MANAGE PRODUCTS** tab.
   The **MANAGE PRODUCTS** page appears as shown in the following figure:



4. Move the cursor over the required product to assign the selected profile.
   The the **Profile** links appear as shown in the figure.

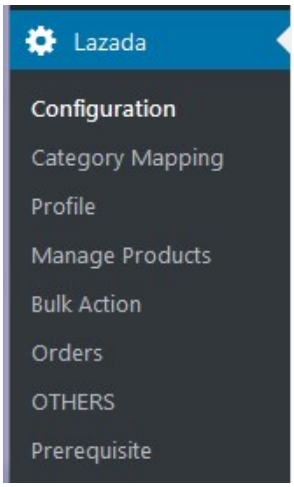
5. Click the **Profile** link.
   A dialog box appears as shown in the following figure:

6. In the **AVAILABLE PROFILE** list, select the profile to assign it to the individual product.
7. Click the **SAVE PROFILE** button.
   The profile is assigned to the product.

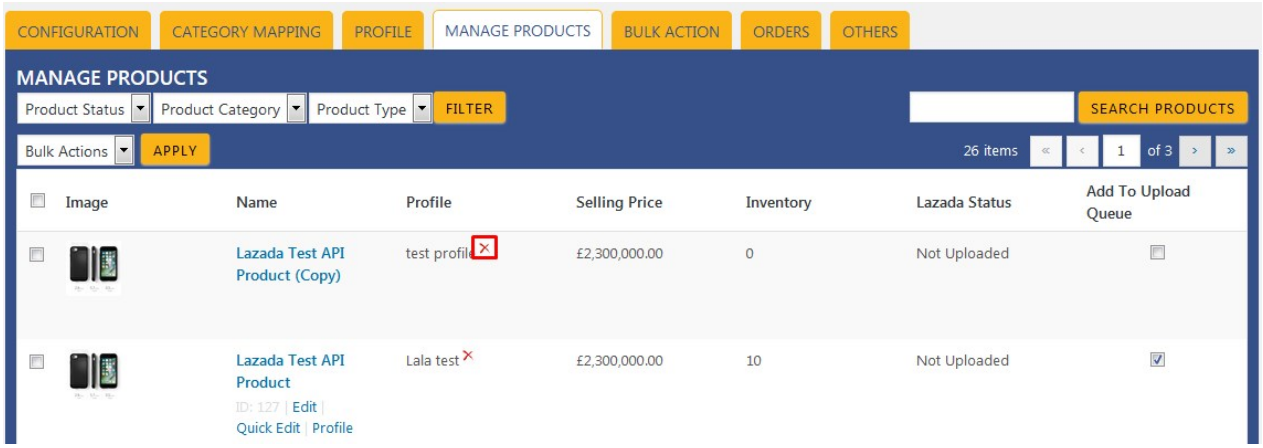
5.3. Remove the Assignment of the Profile

To remove the assignment of the profile

1. Go to the **WooCommerce Admin** panel.
2. On the left navigation bar, click the **Lazada** menu.
   A Submenu appears below the Lazada menu as shown in the following figure:



3. Click **Manage Products**.
   OR
   In the right panel, click the **MANAGE PRODUCTS** tab.
   The **MANAGE PRODUCTS** page appears as shown in the following figure:



4. Scroll down to the required product.
   The product from which the profile assignment needs to be removed.
5. In the **Profile** column of the required product, click the cross icon associated with the profile name as highlighted.
   The assigned profile is removed from the product, and the **Not Assigned** link appears.

6. Bulk Action

With the Bulk Action feature, the admin has an ability to perform the following Bulk actions:

- ***Bulk Profile***

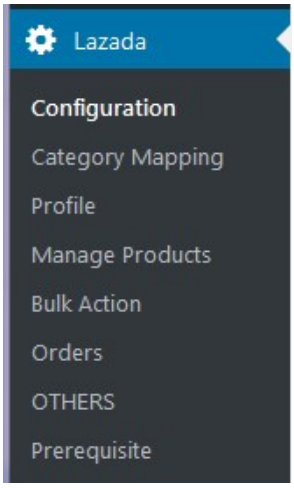
Assignment*(https://docs.cedcommerce.com/woocommerce/woocommerce-lazada-integration-guide/woocommerce-lazada-integration-user-guide/?section=bulk-profile-assignment-8)*
: Assign the selected profile to the category. Thus, the selected profile is assigned to all the products that come under the category.

- ***Bulk Product Upload****(https://docs.cedcommerce.com/woocommerce/woocommerce-lazada-integration-guide/woocommerce-lazada-integration-user-guide/?section=bulk-product-upload-9)*
  : Upload the selected categories to Lazada. Also, can select the required products to upload and exclude the products not to upload on *Lazada*.
- ***Upload Your Queue***(https://docs.cedcommerce.com/woocommerce/woocommerce-lazada-integration-guide/woocommerce-lazada-integration-user-guide/?section=upload-the-queue-5)
  : It is used to queue up the products to upload them again.

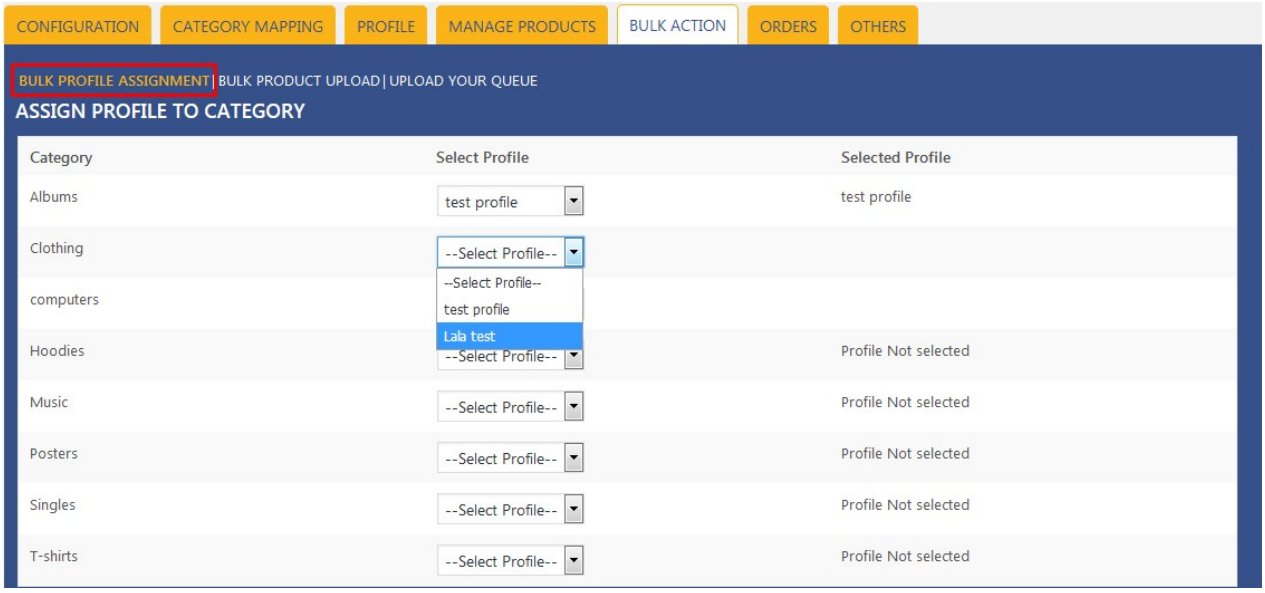
6.1. Bulk Profile Assignment

To perform bulk profile assignment

1. Go to the **WooCommerce Admin** panel.
2. On the left navigation bar, click the **Lazada** menu.
   A Submenu appears below the Lazada menu as shown in the following figure:



3. Click **Bulk Action**.
   OR
   In the right panel, click the **BULK ACTION** tab.
   The **ASSIGN PROFILE TO CATEGORY** page appears as shown in the following figure:

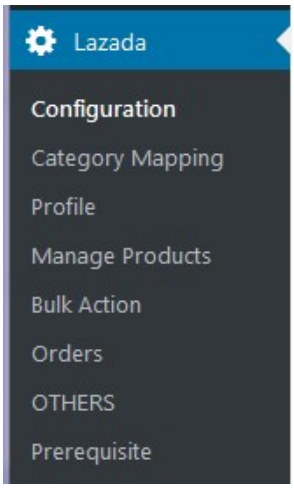


4. Scroll down to the category to assign the profile.
5. In the row of the required category, move to the **Select Profile** list.
6. In the **Select Profile** list, select the required profile.
   The selected profile is assigned to the category and a success message appears.

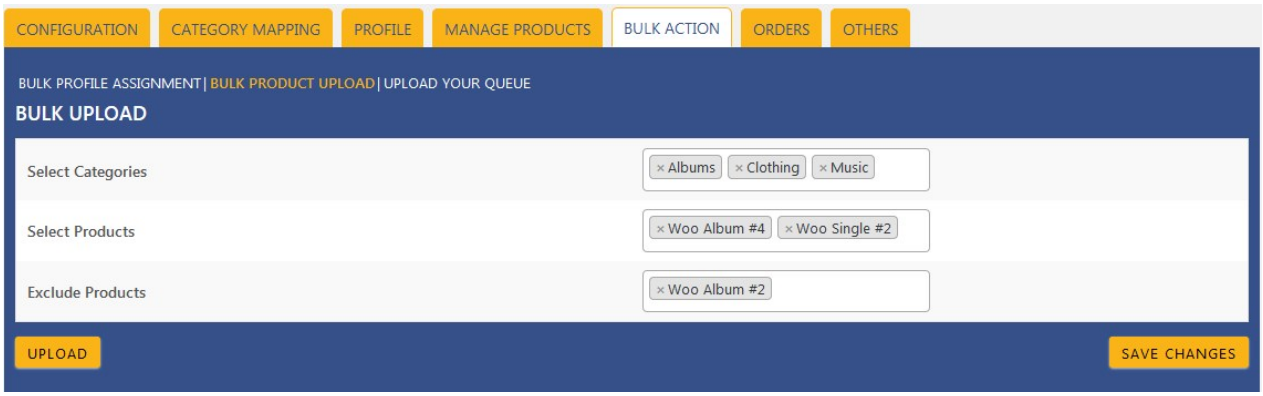
6.2. Bulk Product Upload

To upload the products in bulk

1. Go to the **WooCommerce Admin** panel.
2. On the left navigation bar, click the **Lazada** menu.
   A Submenu appears below the Lazada menu as shown in the following figure:



3. Click **Bulk Action**.
   OR
   In the right panel, click the **BULK ACTION** tab, and then click the **BULK PRODUCT UPLOAD** link.
   The **Bulk Upload** page appears as shown in the following figure:

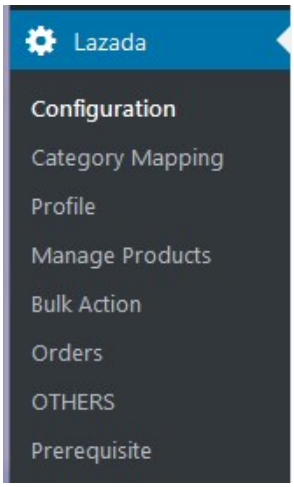


4. In the **Select Categories** box, click to select the required categories from the list.
5. In the **Select Products** box, click to select the required products from the list of products upload.
6. In the **Exclude Products** box, click to select the products from the list to hold back from product upload.
7. Click the **SAVE CHANGES** button to save the changes.
8. Click the **UPLOAD** button to upload the selected categories and products on Lazada.
   The selected categories and the products are uploaded and a success message appears on the page.

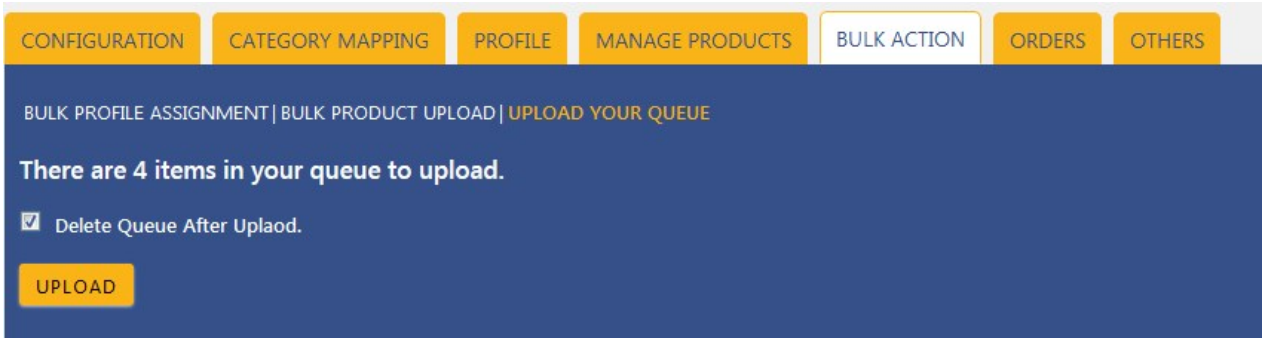
6.3. Upload the Queue

To upload the Queue in bulk

1. Go to the **WooCommerce Admin** panel.
2. On the left navigation bar, click the **Lazada** menu.
   A Submenu appears below the Lazada menu as shown in the following figure:



3. Click **Bulk Action**.
   OR
   In the right panel, click the **BULK ACTION** tab, and then click the **UPLOAD YOUR QUEUE** link.
   The page appears as shown in the following figure:



4. Select the checkbox associated with the **Delete Queue After Upload** text if required.
5. Click the **UPLOAD** button.
   Queued products are successfully uploaded to Lazada.