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Store Owner Guide

1. How Your Store Works (Quick Overview)

Here's the full workflow from a customer placing an order to you shipping it out:

1. Customer places an order
2. You receive a New Order Email
3. The order appears in WooCommerce → Orders
4. Pirate Ship imports the order automatically
5. You buy a shipping label on Pirate Ship
6. Pirate Ship adds the tracking number to the Woo order
7. WooCommerce sends the Order Shipped / Completed email to your customer
8. You pack the order and attach the label
9. You drop it off at USPS/UPS or schedule pickup

2. Emails Your Store Sends Automatically

To the Customer

- **Order Received** – confirms purchase
- **Order Processing** – payment approved, preparing shipment
- **Order Shipped (with tracking)** – after you create the label
- **Order Complete** – order finalized
- **Refund Email** (if applicable)

To You (Store Owner)

- **New Order**
- **Canceled Order**
- **Failed Order**

Make sure to check your spam/junk folder the first few days.

3. Accessing Your Store Dashboard

Log in with your username and password.

Inside your dashboard:

WooCommerce → Orders

View, manage, and fulfill orders.

Products → All Products

Add, edit, or remove products.

WooCommerce → Settings

Store settings, taxes, shipping zones, payment settings.

4. How to Manage Orders Inside WooCommerce

1. Go to **WooCommerce → Orders**
2. Click an order to view details
3. You will see:
 - Customer information
 - Items ordered
 - Address
 - Notes
 - Tracking (after label is created)

Statuses you'll see:

- **Processing** → payment received, waiting to ship
 - **Completed** → shipped
 - **On Hold** → waiting for action
 - **Failed** → payment did not go through
 - **Canceled** → customer canceled checkout
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5. How Pirate Ship Imports Your Orders

Pirate Ship automatically pulls all Processing WooCommerce orders.

To view orders:

Inside Pirate Ship:

Ship → Import from Store → WooCommerce

You will see:

- Order number
 - Customer name
 - Address
 - Items
 - Weight (if added in WooCommerce)
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6. How to Buy a Shipping Label in Pirate Ship

1. Go to **Ship → Orders**
2. Click the order
3. Add package size & weight
4. Compare USPS/UPS rates
5. Select the best rate
6. Click **Buy Label**
7. Download & print the label

After buying, Pirate Ship will:

- Add tracking to the WooCommerce order
 - Mark the order as **Completed** (optional setting)
 - Trigger the “Order Shipped” customer email
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7. How to See Tracking Numbers

Inside WooCommerce

Go to:

WooCommerce → **Orders** → **Click Order**

Tracking is shown in the “Order Notes” section.

Inside Pirate Ship

Go to:

Ship → **Shipments** → **View Shipment**

Tracking is at the top.

8. Fulfilling the Order

Once the label is printed:

1. Pack the items
2. Attach the label securely
3. Drop off at USPS/UPS
4. Or schedule a pickup in Pirate Ship (optional)

Your customer already received the tracking email automatically.

9. Adding New Products

Go to:

Products → **Add New**

Fill in:

- Product Name
- Description
- Price
- Images
- Inventory
- Categories
- Weight & dimensions (required for shipping)

Click **Publish**.

10. Refunds (Optional)

Go to:

WooCommerce → Orders → Click Order → Refund