WordPress.com

PARTNER BRIEF

SEPTEMBER 2026

Your store. Powered by WooCommerce.

WordPress.com ecommerce combines a customizable online store with managed hosting.

THE OFFER

Commerce plan for a WooCommerce-powered store.

THE AUDIENCE

Businesses selling products and services online.

TRY IT

14-day trial on a new WordPress.com site.

GO LIVE

Upgrade the trial to a paid Commerce plan to launch and accept customer payments.

Conversion path

Send readers to **wordpress.com/ecommerce/**. “Start your free trial today” opens the **store setup flow**.

The store owner, or someone building for them, starts setup with a WordPress.com account. The purchase is the paid store plan, not a shopper buying an item.

See **current plan pricing** for the billing term and currency that apply.

Core talking points

Store and hosting together

WordPress.com provides hosting, security, backups, and updates alongside WooCommerce. There is no separate hosting account to arrange.

Make the storefront your own

Start with a commerce theme, then customize pages using blocks and patterns. Replace sample content with your own copy and product images.

More ways to merchandise

Sell physical and downloadable products. Commerce also includes Product Add-Ons, Product Bundles, and gift-card tools.

Run the day-to-day business

Manage orders and inventory, review store analytics, and configure payment methods and shipping from the dashboard.

Angles for your audience

Written comparisons

Explore the tradeoff between a managed store bundle and assembling hosting and extensions separately.

The included-tools list makes a useful basis for comparing personalization, bundles, and store operations.

Reviews and explainers

Explore what a merchant still sets up: products, images, payments, taxes, and shipping.

The public setup guide provides a practical preparation checklist without needing a paid store.

Video and streaming

The trial offers a way to examine a storefront and the admin purchase-test flow before going live.

A public setup-guide walkthrough is another option. Keep trial testing separate from taking real customer orders.

A managed store still needs your business decisions.

Bring product details and images, choose how you will get paid, and decide where and how you will ship. WordPress.com handles the hosting infrastructure.

Keep the trial and live store distinct

The trial stays in Coming Soon mode. It limits extra plugin installation, third-party themes, and hosting tools. Site admins can test purchases using WooPayments or a recommended gateway. Upgrade the trial to publish and accept customer payments.

For additional functionality such as subscriptions or bookings, review the relevant extensions and their costs. Payment-provider setup and processing fees are separate considerations.

Naming and brand usage

Use WordPress.com for the hosted service and WooCommerce for the store software. Use the official WordPress.com logo without redrawing, recoloring, or stretching it.

Questions and contact

Have a question about the right store setup or content angle? Contact the partner team and we will help you find what you need.

Resources and links

Product overview · Plans and pricing · Commerce features and trial conditions

Store setup guide · Paying for your plan