

WooCommerce Profit Tracking Checklist

Sixteen practical checks to set up cost of goods and see the real profit on every WooCommerce order, from first cost entry to acting on the numbers.

STEP 1

Set Up Your Costs

- ✓ Install and activate a cost of goods plugin
- ✓ Enter a cost for every product in your catalog
- ✓ Set per-variation costs for variable products
- ✓ Bulk-import costs for large catalogs with a CSV
- ✓ Keep a timestamped history of cost changes

STEP 2

Capture the Full Cost

- ✓ Add payment gateway fees (Stripe, PayPal, and others)
- ✓ Add shipping costs per shipping class
- ✓ Decide how refunds affect your recorded COGS
- ✓ Handle multi-currency conversion if you sell globally

STEP 3**Track Your Profit**

- ✓ Enable profit-per-order display in your dashboard
- ✓ Turn on profit-on-order emails to see margin before fulfilling
- ✓ Review profit reports by product
- ✓ Review profit reports by category
- ✓ Compare profit across date ranges

STEP 4**Act on the Numbers**

- ✓ Identify products selling below your target margin
- ✓ Calculate the break-even price for each product
- ✓ Flag loss-making orders for review
- ✓ Adjust pricing or renegotiate supplier costs

Ready to track profit automatically?

Cost of Goods for WooCommerce records costs, fees and margin, and shows profit on every order. Trusted by 15,000+ stores.

Get it at wpfactory.com/item/cost-of-goods-for-woocommerce