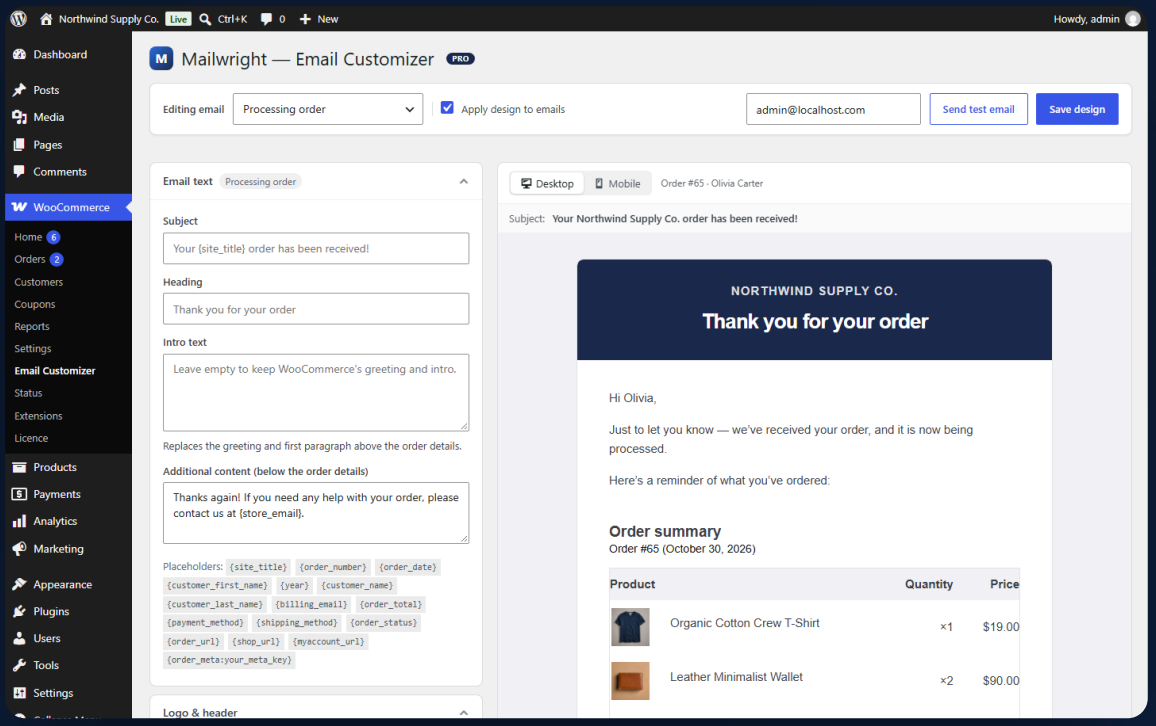
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WOOCOMMERCE PLUGIN · USER GUIDE

Mailwright — WooCommerce Email Template Customizer

Version 1.0.0 · Installation, licence activation, every setting explained, FAQ and troubleshooting.



coodecraft.com/market/product/woo-email-customizer · support: coodecraft.com/contact

Mailwright — WooCommerce Email Template Customizer: User Guide

Mailwright lets you redesign every WooCommerce email (order received, processing, completed, refunded, invoices, account emails and the store's own notifications) from one visual editor with a live preview. You never edit PHP template files.

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1. Requirements

- WordPress 6.4 or newer, PHP 7.4 or newer
- WooCommerce 8.0 or newer (tested up to 11.2)

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2. Installation

1. In WordPress go to **Plugins** → **Add New** → **Upload Plugin** and upload `woo-email-customizer-free.zip` (Free) or `woo-email-customizer.zip` (Pro).
2. Click **Activate**.
3. Open **WooCommerce** → **Email Customizer**.

Right after activation your emails already use Mailwright's clean default design (navy header, white card, store name at the top). Nothing else needs to be set up.

Upgrading from Free to Pro

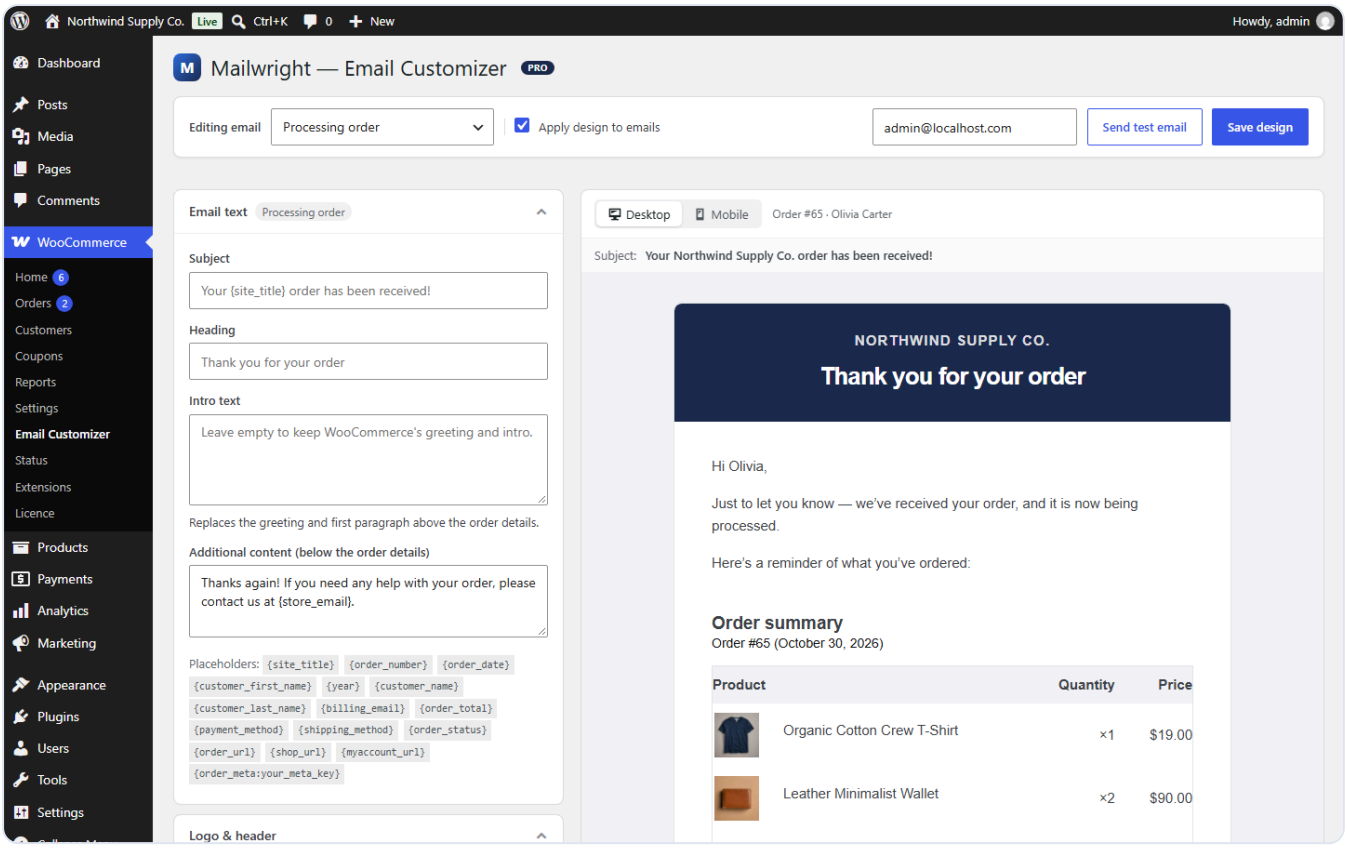
1. Upload the Pro zip over the Free plugin (WordPress offers "Replace current with uploaded"). Your design is kept.
2. Go to **WooCommerce** → **Licence**, paste the key from your Code Craft purchase email and click **Activate licence**.
3. The Pro sections (Content blocks, Templates & import/export) unlock in the editor.

To move the licence to another site, click **Deactivate on this site** on the same screen first.

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3. The editor

Screenshot: `media/shots/`



The screen has three parts:

- **Top bar** — choose which email you are editing, switch the design on or off, send a test, and save.
- **Left panel** — the settings, in collapsible sections.
- **Right panel** — the live preview. It is rendered from your **most recent real order**, exactly as WooCommerce would send it. If your store has no orders yet, WooCommerce's own sample order is used. The subject line is shown above the preview.

Every change you make updates the preview within a second. **Nothing is saved until you click Save design.** If you try to leave the page or switch emails with unsaved changes, Mailwright asks first.

3.1 Top bar

Control	What it does
Editing email	Pick the email whose texts (and Pro blocks) you want to edit. Emails are grouped into "Sent to customers" and "Sent to the store". The design (logo, colours, fonts, footer) is shared by all emails.
Apply design to emails	When off, WooCommerce's default email look (or your theme's templates) is used again. Your settings are kept.
Send test email	Sends the email currently in the preview — including unsaved changes — to the address in the box, using WordPress's `wp_mail`. The subject is prefixed with "[Test]".
Save design	Saves everything on the screen.

If the test email does not arrive, your site cannot send mail at all; install an SMTP plugin. Mailwright shows an error when `wp_mail` reports a failure.

3.2 Email text

Applies to the email selected in the top bar.

- **Subject** and **Heading** — stored in WooCommerce's own email settings, so they are the same values you see under WooCommerce → Settings → Emails. Leave empty for WooCommerce's default (shown in grey).
- **Intro text** — replaces WooCommerce's greeting and first paragraph above the order details (for example "Hi Olivia, Just to let you know..."). Leave empty to keep WooCommerce's text. Available for order emails.
- **Additional content** — the text WooCommerce shows below the order details.

Placeholders (shown under the fields) are replaced with real values when the email is sent:

- Free: `{site_title}`, `{order_number}`, `{order_date}`, `{customer_first_name}`, `{year}`
- Pro adds: `{customer_name}`, `{customer_last_name}`, `{billing_email}`, `{order_total}`, `{payment_method}`, `{shipping_method}`, `{order_status}`, `{order_url}`, `{shop_url}`, `{myaccount_url}` and `{order_meta:your_meta_key}` (any order meta field, e.g. `{order_meta:_billing_vat_number}`).

3.3 Logo & header

- **Choose logo** opens the media library. A transparent PNG at about 2× its display width looks sharpest. **Remove** goes back to showing the store name.
- **Logo width** — 40 to 400 px (scaled down on phones).
- **Alignment** — left, centre or right for the logo and heading.
- **Show the store name when there is no logo**.
- **Header background**, **Header text** colours and **Heading size**.

3.4 Colours, fonts & layout

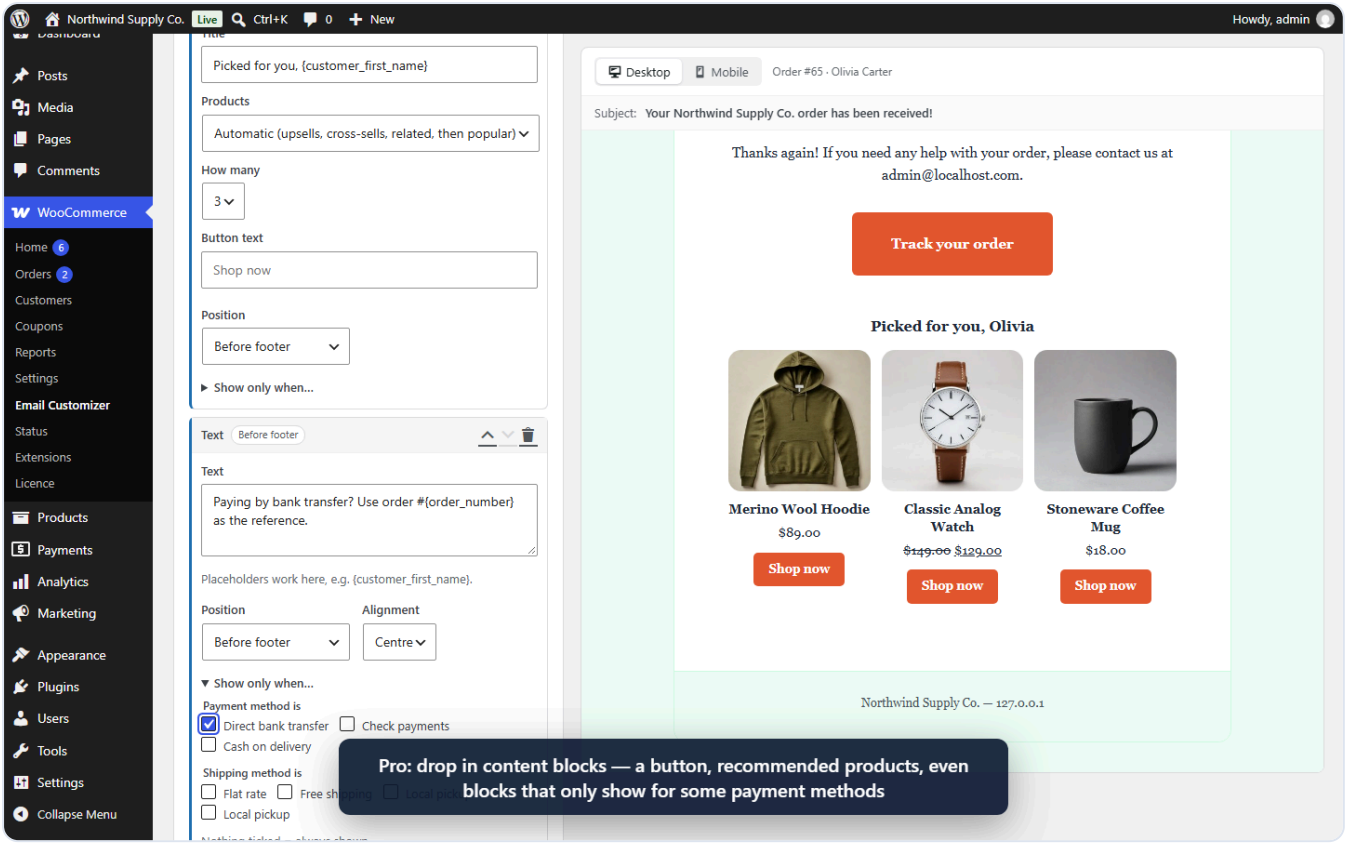
- **Page background** (around the email), **Email background** (the card), **Text**, **Links & buttons**, **Borders**.
- **Font** — eight email-safe font stacks (Helvetica/Arial, System UI, Georgia, Palatino, Trebuchet MS, Verdana, Tahoma, Courier). Web fonts are not used because many email apps (including Outlook) ignore them.
- **Text size**, **Email width** (480–720 px; 600 is the email standard) and **Corner radius**.

3.5 Footer

- **Footer text** — links, bold and italics are allowed. Placeholders: `{site_title}`, `{site_url}`, `{site_address}`, `{store_address}` (from WooCommerce → Settings → General) and `{year}`.
- **Footer background** and **Footer text** colours.

3.6 Content blocks (Pro)

Screenshot: `media/shots/`



Blocks are added to the email selected in the top bar. Click a **+ block** button, fill in its fields, and use the arrows to reorder or the bin icon to remove.

Block	Fields
Text	Text with placeholders, links and bold.
Image	Choose from the media library (or paste an image URL), alt text, width %, optional link.
Button	Text, link (a URL or `{shop_url}`, `{myaccount_url}`, `{order_url}`), colour (empty = your Links & buttons colour). Built as a "bulletproof" table button that works in Outlook.
Divider	Thickness and colour.
Product table	The ordered items with thumbnails, quantity and line total, plus an optional title.
Recommended products	1–4 products with image, name, price and a "Shop now" button. Source: Automatic (upsells, then cross-sells, then related, then popular products), Upsells, Cross-sells or Related products of what was ordered. Products already in the order are skipped.
Social links	Facebook, Instagram, X, TikTok, YouTube, LinkedIn, Pinterest — fill in the ones you use.

Every block has:

- **Position** — *Above order details* (after the intro text) or *Before footer*. In emails without an order table, "above order details" blocks appear after the email's own text.

- **Alignment** (where it applies).
- **Show only when…** — tick payment methods and/or shipping methods. The block then only appears in emails for orders that match (for example, bank details only for "Direct bank transfer" orders). With nothing ticked the block is always shown. Blocks with conditions are not shown in account emails (no order).

3.7 Templates & import/export (Pro)

- **Templates** — five ready-made designs: Classic Navy, Minimal Mono, Fresh Mint, Warm Boutique and Bold Midnight. Clicking one changes colours, font, header alignment, heading size and corner radius; your logo and texts stay. Tick **Also add the template's starter blocks** to add its suggested blocks (a button or a recommended-products block) to the current email. Review the preview, then **Save design**.
- **Export design (.json)** downloads the design, intro texts, blocks and every email's subject/heading/additional content.
- **Import** — choose a file exported by Mailwright (max 256 KB) and click **Import**. It replaces the design, intro texts, blocks and email texts. Logos are media-library items of the original site: the logo is kept only if the same image exists on this site; otherwise choose it again.

3.8 Plugin data

Delete all plugin data when the plugin is deleted — off by default. When on, deleting the plugin removes Mailwright's settings and licence data. WooCommerce's own email settings (subjects, headings, additional content) are never deleted.

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4. What the customer receives

Screenshot: `media/shots/` (the actual email WooCommerce sent after an order moved to Processing), and `media/shots/` (mobile layout).

NORTHWIND
SUPPLY CO.

Thanks for your order, Olivia!

Great news — order #65 is confirmed and our team is packing it now. We'll email you again the moment it ships.

Pay with cash upon delivery.

Order summary

Order #65 (October 30, 2026)

Product		Quantity	Price
	Organic Cotton Crew T-Shirt	×1	$19.00
	Leather Minimalist Wallet	×2	$90.00

Subtotal:	$109.00
Shipping: Flat rate	$5.00
Total:	**$114.00**
Payment method:	Cash on delivery

Billing address

Olivia Carter
42 Harbour Road
Portland, OR 97201
olivia.carter@example.com

Shipping address

Olivia Carter
42 Harbour Road
Portland, OR 97201

Thanks again! If you need any help with your order, please contact us at admin@localhost.com.

Track your order

Picked for you, Olivia



Merino Wool Hoodie
$89.00
Shop now

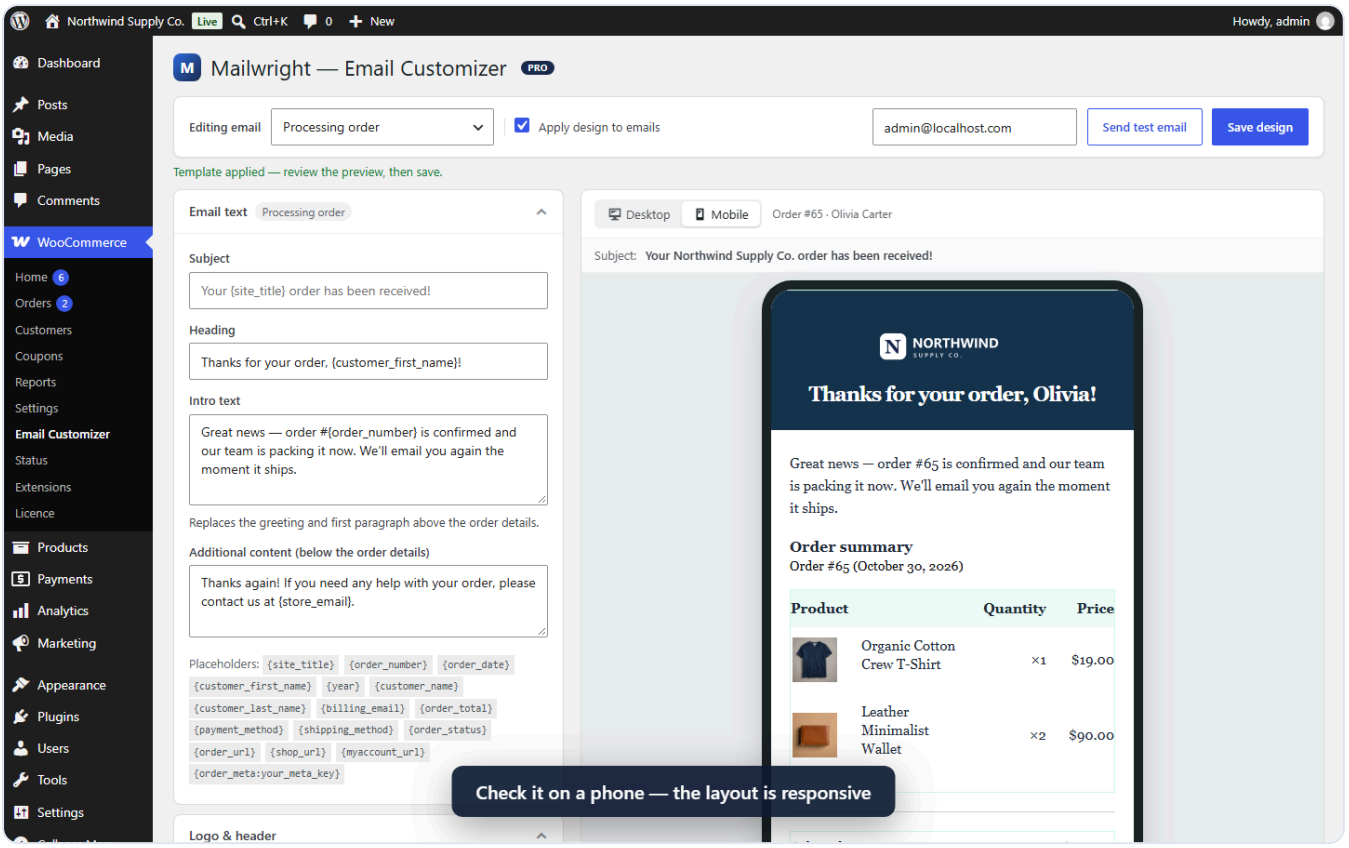


Classic Analog Watch
~~$149.00~~ $129.00
Shop now



Stoneware Coffee Mug
$18.00
Shop now

Northwind Supply Co. — 127.0.0.1



- The layout is built with tables and inline styles — WooCommerce inlines all CSS before sending — so it holds up in Gmail, Outlook and Apple Mail.
- On phones (screens under 620 px) the side padding shrinks, the card goes full width and recommended products stack, for email apps that support media queries.
- Plain-text emails are not changed.

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5. Multilingual stores (Pro)

- Subjects, headings and additional content are WooCommerce's own email settings; WPML (WooCommerce Multilingual) and Polylang for WooCommerce translate those themselves.
- Mailwright's own texts — intro texts, footer text and block texts — are registered as strings in the **Mailwright** group: with WPML under WPML → String Translation (registered each time you save the design), with Polylang under Languages → Translations. Mailwright then shows the translation for the language the email is sent in.

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6. WooCommerce's own email features

- **Email improvements (new templates)** — fully supported; Mailwright's header, footer and styles are applied on top.
- **Block email editor** — when this WooCommerce feature is turned on, emails you have designed in WooCommerce's block editor are rendered by WooCommerce itself and Mailwright leaves them

unchanged. All other emails keep your Mailwright design. Mailwright shows a notice on its screen when the block editor is on.

- **Theme template overrides** — if your theme overrides `emails/email-header.php` or `emails/email-footer.php`, Mailwright's versions are used while the design is on. Other overridden templates keep working.

7. FAQ

Does it work with emails from other plugins? Yes, if they use WooCommerce's standard email header and footer (most do). They get your logo, colours, fonts and footer. Blocks and intro text can be added to any email listed in the selector.

Some email shows "cannot be previewed here". Some emails from other plugins need data that only exists when they are really sent. They still use your design when sent.

Can I go back to the WooCommerce look? Untick **Apply design to emails** and save.

Why can't I pick Google Fonts? Most email apps (Outlook, Gmail on Android) don't load web fonts and would fall back unpredictably. The eight stacks offered look the same everywhere.

Is anything loaded from outside my site? No. Images in emails come from your own media library.

Will deleting the Free version to install Pro lose my design? No, unless you ticked the delete-data option.

8. Troubleshooting

Problem	Fix
Preview says "There is no order to preview this email with yet"	Create a test order, or update WooCommerce (newer versions provide a sample order).
Test email never arrives	Your host cannot send mail; install an SMTP plugin and send a test again.
Changes don't appear in real emails	Make sure you clicked **Save design** and that **Apply design to emails** is ticked. If an email was edited in WooCommerce's block email editor, it is designed there.
Logo looks blurry	Upload a PNG at twice the width you set.
Outlook shows square corners	Outlook for Windows ignores corner radius; the rest of the design is unaffected.

Support: https://coodecraft.com/market/product/woo-email-customizer