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Customising the WooCommerce order e-mails: wording, logo and what to say

Customers, E-mails & Policies

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Customising the WooCommerce order e-mails: wording, logo and what to say

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The “order received” e-mail is the message a shop's customer opens most. By default it goes out with WooCommerce's wording, without your logo, and often does not say what happens next. Changing it takes no code: it is all in **WooCommerce, Settings, Emails**. Here is what to change and what to say; if your problem is that they do not arrive, the article is a different one.

What you can change without code

What	Where	Note
Sender name and address	Emails, sender options	Use an address on your own domain that exists. An address at a free e-mail service is rejected by many recipients.
Logo at the top	Emails, email template, header image	Paste the address of an image already uploaded to the media library. Light, not too wide.
Colours and footer	Emails, email template	Base colour, background, text and the footer text.
Subject and heading of each e-mail	Click the e-mail's name in the list	Each has its own: received, processing, completed, refunded, new order for you.
Additional content	Inside each e-mail	A field to add a few lines at the end without touching the rest.
HTML or plain text	Inside each e-mail	HTML is normal; plain text suits readers with old software.

What lines to add

1. **Order received:** “We have received your order and will confirm it.” Say when you expect to confirm payment, without promising what you do not control.

2 **Processing:** what happens next and a realistic time for preparing and shipping. Write what you can keep.

3 **Completed:** the tracking number, if you have one, and a link to ask for help. It is the best place to invite the customer to leave a review.

4 **Refunded or cancelled:** what happened, when the money should come back and whom to contact. See **returns and refunds**.

5 **Place a test order** and read every e-mail, on a phone too. Recent versions have a preview, but nothing replaces receiving the real thing.

Editing the template files

(copying the e-mails into the theme folder) gives total control, but those files go out of date when WooCommerce changes: the system status page warns about old templates. Use it only if someone will maintain it; before that, see what the options above already solve.

Never put card details, passwords or cross-linked payment links

in the text of an e-mail. And if these messages stop arriving after you change them, see **e-mails not arriving**: subject and sender count towards the spam filter too, and **SPF, DKIM and DMARC** weigh more than the wording.

NEED A HAND?

Changed the e-mail and now it lands in junk, or does not go out? Tell us the sender address and a test order, and we will see what the server did.

Open a support ticket →

SEE ALSO

- **WooCommerce e-mails not arriving** →
- **Making WordPress send e-mail properly, with SMTP** →
- **SPF, DKIM and DMARC: why your e-mail lands in spam** →

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