SUWEB.AI USER GUIDE

Divi Funnels

Build sales funnels with Divi and WooCommerce: checkout, order bumps, one-click upsells, A/B tests and private analytics.

What support covers. SU support helps with problems in SU plugins only. For Divi itself (the theme, the builder, Divi updates) or for design help, please contact Elegant Themes support.

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What it does and who it's for

Divi Funnels builds sales funnels on your own WordPress site with Divi and WooCommerce. A funnel is a short series of pages (called steps) that walks a visitor from a first page to a purchase or sign-up: for example, a sales page, a checkout with an order bump, a one-click upsell and a thank-you page. Every step is a normal page that you design in Divi.

It's for store owners, coaches, creators and agencies who want landing pages, checkouts and upsells that look like the rest of their Divi site, with the data kept on their own site.

Requirements

- WordPress 6.4 or newer (6.5 or newer recommended), PHP 7.4 or newer

- WooCommerce, installed and active. WordPress lists it as a required plugin, so install WooCommerce first.
- Divi 4 or Divi 5 (the theme or the Divi Builder plugin) for the funnel modules. Without Divi, steps still work with shortcodes.
- An administrator account
- Optional: Divi Bot Bridge, to let your Grok Bot build and edit funnels; Divi Kickstart, to ask for a funnel in your site brief

Install the plugin

1. Download the plugin zip from your account at **suweb.ai** > **My account** > **Downloads**. Keep it zipped.
2. In WordPress, go to **Plugins** > **Add New** and click **Upload Plugin** at the top.
3. Click **Choose File**, pick the zip, then click **Install Now**.
4. Already have an older version installed? WordPress shows a comparison. Click **Replace current with uploaded**.
5. Click **Activate Plugin**. Divi Funnels appears under the **SUWEB** menu in the left sidebar (**SUWEB** > **Divi Funnels**).

Add your license key

A license gives you updates and support.

1. Find your key in your order email or at **suweb.ai** > **My account** > **My licenses**.
2. In WordPress, go to **SUWEB** > **My licenses**.
3. Under **Add a license key**, paste your key and click **Activate**. One key fills in for every installed SU Web plugin it covers.
4. You'll see **License activated.**
5. Moving to a different site? Click **Deactivate on this site** first so the site seat is freed up.

Updates arrive the normal WordPress way (**Dashboard** > **Updates**). Click **Check for updates** on **SUWEB** > **My licenses** to check right away.

The "Activate your license" reminder

If a plugin has no active key, a small reminder appears at the top of the **Dashboard**, the **Plugins** screen and the plugin's own screens: *Activate your Divi Funnels license to get updates and support.* Click **Activate** to add your key, or **Get a key** to buy one. Click **Remind me in 30 days** (or the **X**) to hide it for 30 days. It never shows on your website, never pops up, and the plugin keeps working either way.

The Divi Funnels screen

Go to **SUWEB > Divi Funnels**. The screen has six tabs:

- **Funnels**: your funnels and their steps. Create, clone, delete and edit funnels here.
- **Analytics**: visitors, conversions, revenue and drop-off for each funnel.
- **Leads**: everyone who filled in an opt-in form.
- **Templates**: the six ready-made funnels.
- **Settings**: options for all funnels (step address, checkout, upsells, privacy, leads).
- **Getting Started**: a short overview of everything in this guide.

Create a funnel

Start from a template (recommended)

1. Open the **Templates** tab.
2. Pick one of the six templates:
   - **Lead Magnet**: free guide opt-in page and a thank-you page that delivers it.
   - **Product Launch**: sales page with countdown, checkout with an order bump, one upsell and a thank-you page.
   - **Tripwire**: low-price front offer, order bump, a core-offer upsell, a downsell if they say no, and thank-you.
   - **Webinar Registration**: registration page with a countdown to the live date, then a confirmation page.
   - **Service Booking**: service landing page, a request form that captures the lead, and a "what happens next" page.
   - **Ecommerce: Bump + Upsell**: product landing page, checkout with an order bump, one-click upsell and an order-details thank-you page.
3. Optional: change the funnel name, and fill in **Your brand** (your business name) and **What you offer**. The template puts these on its pages.
4. Click **Import**. Every step is built as a Divi layout you can edit, and the funnel starts as a **Draft**. Store templates need WooCommerce.

Store templates add **hidden sample products** so the funnel works right away. Replace them with your own products on each step (see below). When you're done, click **Delete unused sample products** on the Templates tab.

Start blank

On the **Funnels** tab, type a **New funnel name** and click **Create blank funnel**. Then add steps with **Add step**.

Clone

Click **Clone** next to a funnel (or a single step) to copy it, for example to try a new offer.

Steps

Each step has a **Step type**:

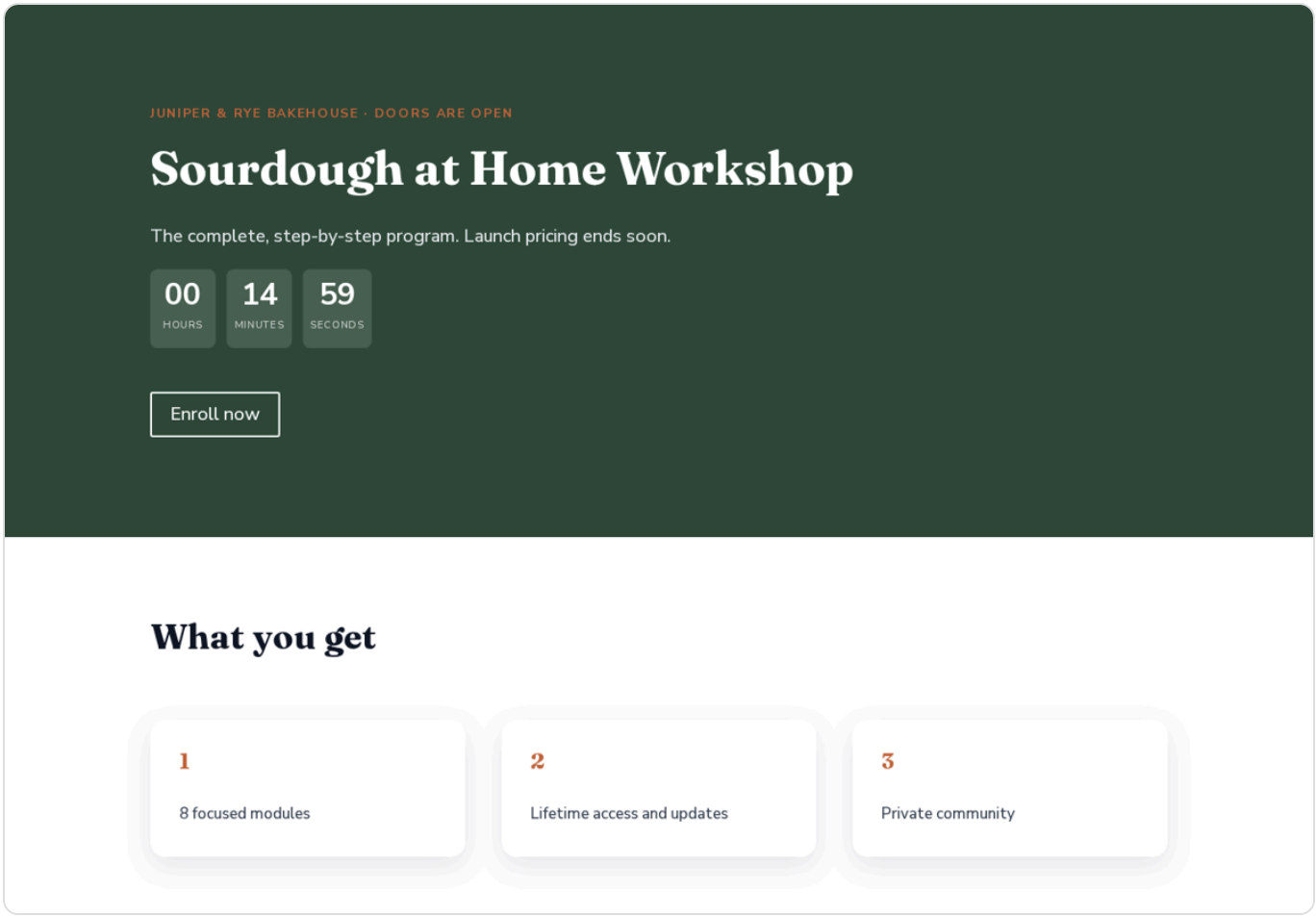
- **Landing page** and **Sales page**: pages that lead to the next step.
- **Opt-in**: collects a name, email and/or phone.
- **Checkout**: the WooCommerce checkout for this funnel, with an optional order bump.
- **Upsell** and **Downsell**: one-click offers shown after payment.
- **Thank you**: the order confirmation.

Reorder steps by dragging them on the funnel (or focus a step and press **Alt + arrow keys**), then click **Save funnel**. Visitors move top to bottom unless a step sends them somewhere else.

Open a step to set its **Title**, **URL slug**, **Page layout** and products. Steps live at an address like `yoursite.com/go/step-name/` (change the `go` part under **Settings** > **Step URL base**).

Page layout: **Blank (no header or footer)** gives a distraction-free page; **Theme header and footer** keeps your site's header and footer.

Status: a funnel can be **Draft** or **Live**. Use **View funnel** to open the first step.



A sales page step from the Product Launch template (Divi 5)

Products, order bumps and offers

Checkout products

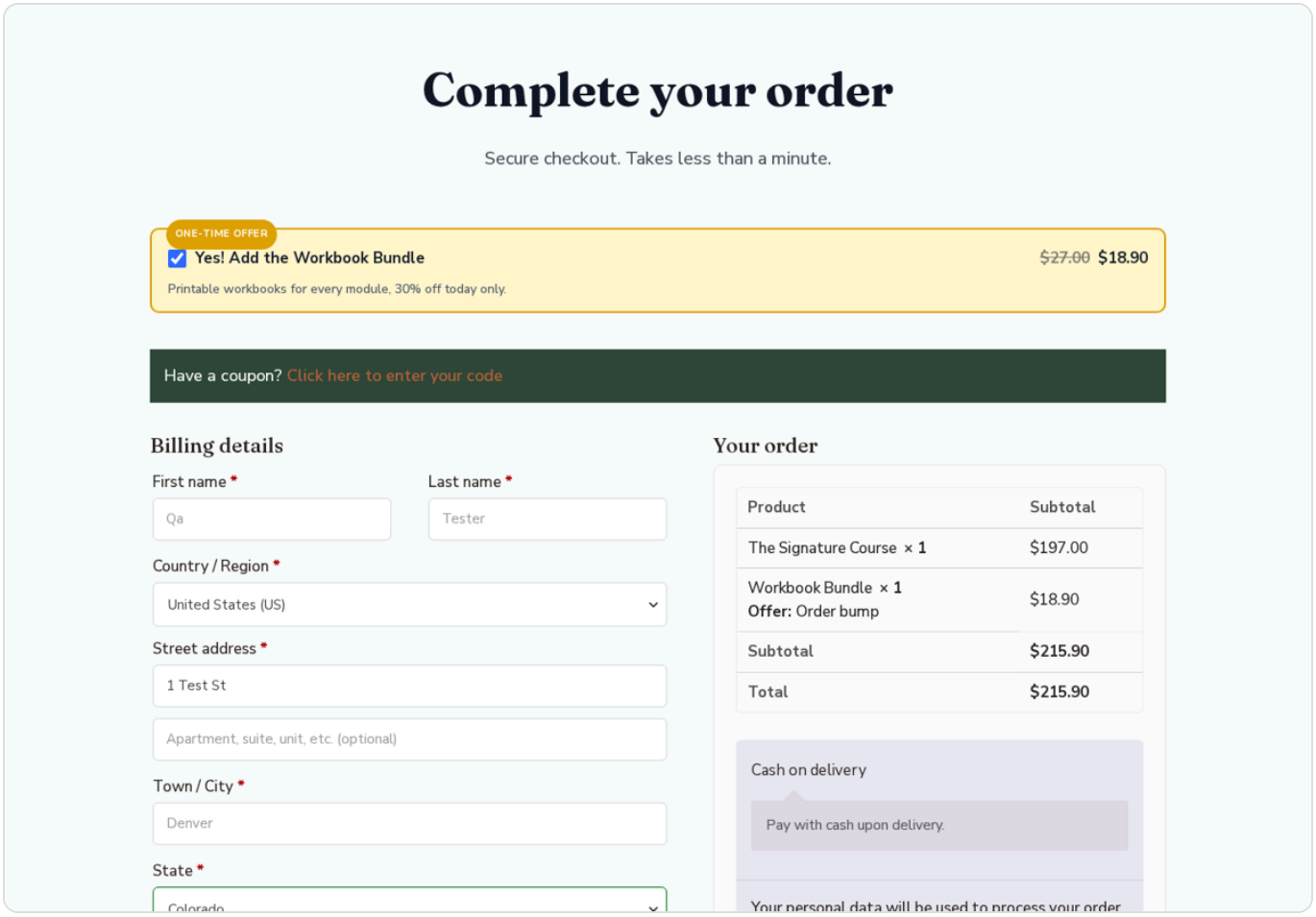
On a checkout step, click **Add product** and search for your WooCommerce products. Set the **Quantity** and an optional **Discount** (**% off**, **Amount off** or **Set price**). Use a simple product or a specific variation, not a variable parent product.

Checkout options:

- **Empty the cart first (sell only these products)**
- **Coupon applied at checkout**: a WooCommerce coupon code (separate several with commas)
- **Free shipping on funnel orders**, optionally **Only when the subtotal is at least** an amount

Order bump

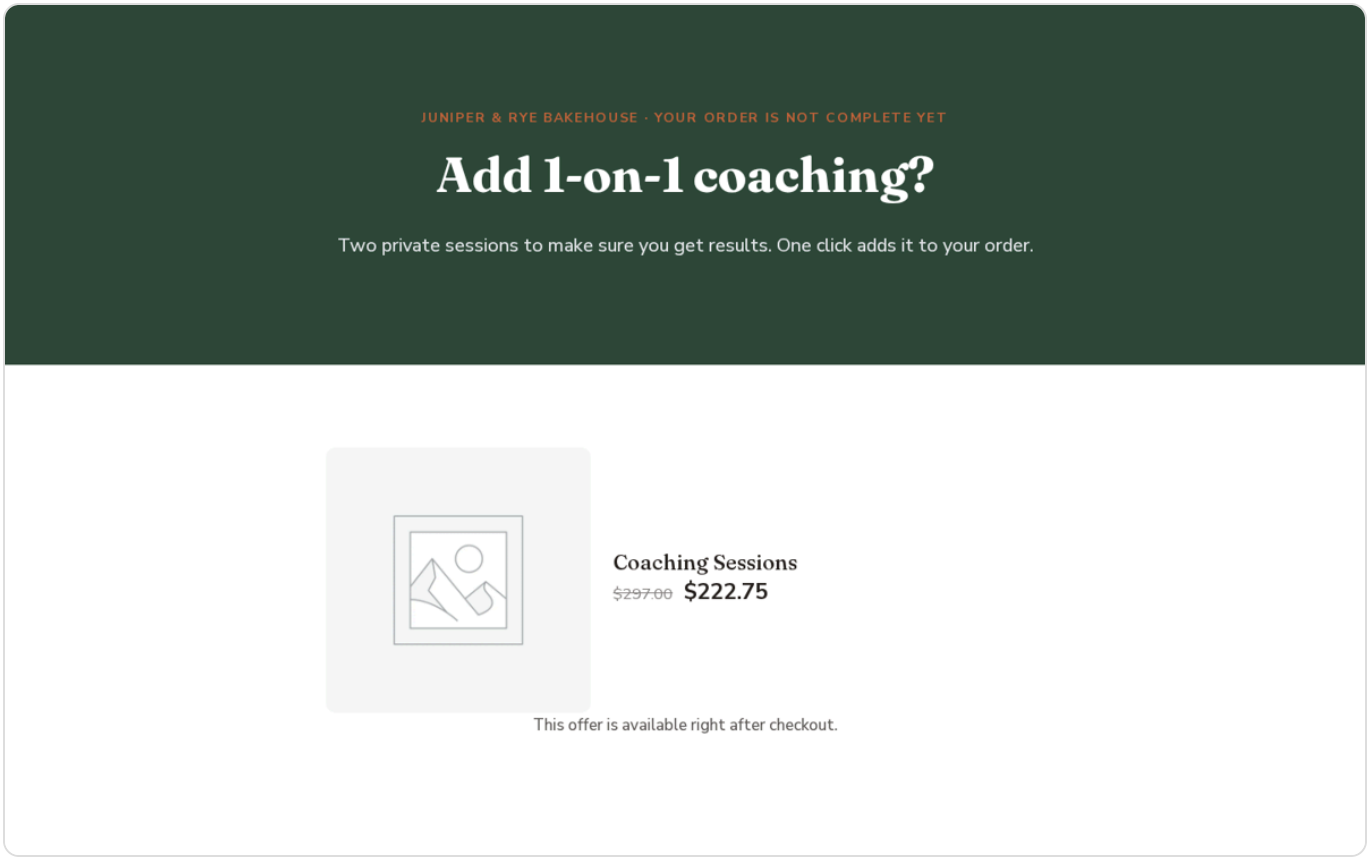
Tick **Offer an order bump** on the checkout step and choose the product, headline, description and discount. The bump is a checkbox **inside the checkout**, not a separate page.



Checkout step with the Funnel Checkout module and the order bump

Upsells and downsells (one-click offers)

On an upsell or downsell step, set the **One-click offer** product and discount. Under **Routing**, choose where **After accept** and **After decline** go. Empty goes to the next step. A typical store funnel is: sales page, checkout (+ bump), upsell, downsell (shown if the upsell is declined), thank-you.



One-click upsell step (Upsell Offer module)

Replace the store checkout

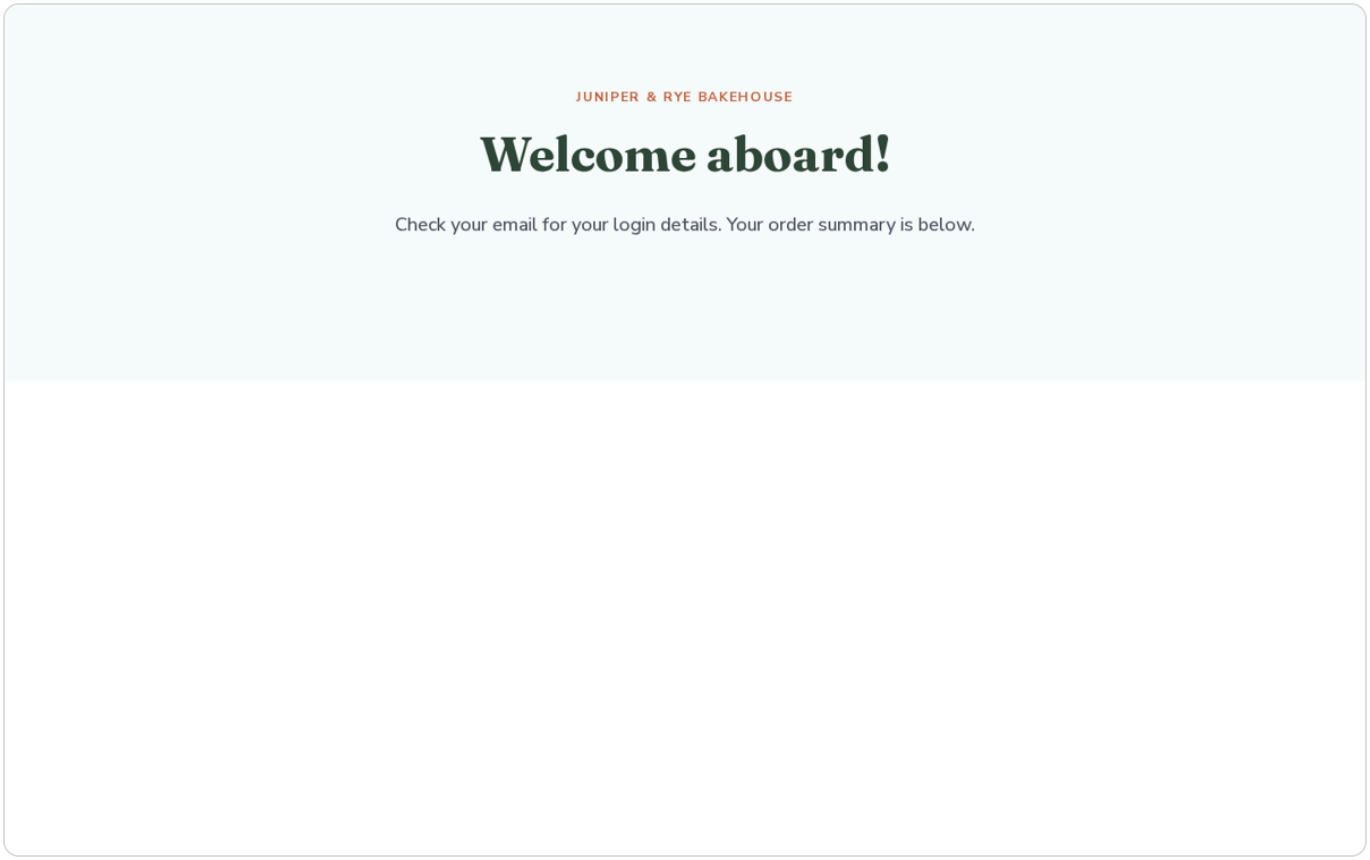
In a funnel's **Funnel settings**, **Replace the store checkout with this funnel** sends shoppers who go to the normal WooCommerce checkout to this funnel's checkout instead. Choose **Off (normal WooCommerce checkout)** to turn it off.

Design in Divi

Click **Design in Divi** on a step to open it in the Divi Visual Builder. Divi Funnels adds eight modules (Divi 5 and Divi 4):

- **Funnel Checkout**: the checkout form for this step's products.
- **Order Bump**: the bump checkbox and offer.
- **Upsell Offer**: the offer with **Accept** and **Decline** buttons.
- **Opt-in Form**: the lead form.
- **Countdown**: a timer for deadlines.
- **Funnel Product**: shows a product's image, name and price.
- **Next Step Button**: a button that goes to the next step.
- **Order Details**: the order summary on the thank-you page.

Style them with Divi's own spacing, colors and fonts. Funnel CSS and JavaScript only load on funnel steps, so the rest of your site isn't slowed down.



Thank-you step

Payments and one-click upsells

How an accepted upsell is paid depends on the payment method the buyer used at checkout:

- **Cash on delivery, bank transfer and check**: the upsell is added to the same order. Truly one click.
- **Stripe (WooCommerce Stripe Gateway)**: the saved card is charged in one click, as a linked order. Keep **Save the card for one-click upsells (Stripe)** on in Settings.
- **Other gateways (WooPayments, PayPal and more)**: the buyer confirms the upsell on a short payment page. Not one click.
- **WooCommerce Subscriptions products** work at checkout; subscription upsells always use the payment page.

In **Settings > Upsells and orders**, **When a gateway cannot charge in one click** lets you choose **Show a short payment page** or **Skip upsells**. You can also choose to **Add to the original order when possible** or keep upsells as **Always a separate order**, and **Tag orders with the funnel and step**.

A/B split tests

1. Open a step and click **Add variant (copy of this step)**. Edit the variant with **Edit variant**.
2. Set each variant's **Weight %** and click **Run the test**, then **Save split**.
3. Visitors are split by weight and always see the same variant.
4. Each variant shows its **Conversion**, **Lift** and **Confidence** against the control. Wait for 95% confidence or more, then click **Declare winner**. All visitors then see the winner.

Analytics

The **Analytics** tab shows, for each funnel and date range: visitors, conversions, revenue, average order value (AOV), bump rate, upsell take rates and drop-off for every step, plus **Traffic sources (UTM)**.

Privacy:

- First-party: the data stays in your own database. No third-party trackers.
- No tracking cookies and no IP addresses stored. Visitors are counted with a salted hash that changes every day.
- Visitors who send Do Not Track or Global Privacy Control are skipped (switch under **Settings** > **Privacy and analytics**).
- **Keep analytics for (days)** deletes old data automatically (default 365). **Delete all analytics for this funnel?** clears one funnel.

Leads

Opt-in forms save leads on your site under the **Leads** tab. Search by email or name, delete a lead, or **Export CSV**.

On an opt-in step you choose the **Fields** (any of name, email, phone), an optional **Consent checkbox text**, **Tags**, and an optional **Send to URL after opt-in**.

To send leads elsewhere:

- **Email me new leads** (empty uses the site admin email)
- **Webhook URL**: leads and orders are POSTed as JSON. Add a **Webhook secret** to sign each webhook (`X-DFN-Signature`, HMAC-SHA256).
- Developers: the `dfn_lead_captured` action.

Keep leads for (days): 0 keeps everything.

Divi Kickstart integration

When Divi Funnels is active, Divi Kickstart's brief shows an optional **Sales funnel** question: **No funnel**, **Just a sales funnel** or **A full site with a sales funnel**, plus the **Funnel type**, **What the funnel sells or gives away** and **Price (optional)**.

Your Grok Bot then builds the funnel from the matching template and brands it from your brief: business name, offer, price, colors and fonts. It creates the WooCommerce products from your offer and price. The funnel is created as a draft so you can check it before going live. If Divi Funnels isn't active, Kickstart works exactly as before.

Divi Bot Bridge integration

With Divi Bot Bridge connected, your Grok Bot can create, edit and check funnels for you through the plugin's REST API (`divi-funnels/v1`, admins only). Just ask, for example:

- "Build a product launch funnel for my sourdough starter kit at $29."
- "Add a downsell after the upsell in my Spring Launch funnel."
- "Start an A/B test on the sales page headline."
- "How is my Spring Launch funnel converting this month?"

Your bot sees leads as personal data and summarizes them rather than pasting lists.

Settings

SUWEB > Divi Funnels > Settings:

- **General**: **Step URL base**; **New steps hide the theme header and footer**.
- **Upsells and orders**: payment fallback, one-click mode, Stripe card saving, order tagging.
- **Privacy and analytics**: **First-party analytics** on/off, Do Not Track / Global Privacy Control, retention.
- **Leads**: email notices, webhook URL and secret, retention.
- **Uninstall**: **Delete all funnels, steps, leads, analytics and settings when the plugin is deleted** (off by default).

Hosting firewall (WAF) and caching

The Divi Funnels screen and your Grok Bot use the WordPress REST API under `/wp-json/`. If an action fails with a **403** or **Forbidden Access** page, add a firewall exception for `/wp-json/` (see suweb.ai/docs/hosting-and-firewall).

Funnel step links carry a short `?dfn_s=` code and send no-cache headers so host page caches don't mix up shoppers' carts. Leave it in place, and don't share links that contain it; share the step address without it.

Troubleshooting

- **"WooCommerce is not active."**: install and activate WooCommerce.
- **"Divi was not found."**: activate the Divi theme or Divi Builder to use the modules.
- **The modules don't show in the Visual Builder**: make sure you're editing a funnel step (open it with **Design in Divi**) and clear Divi's cache.
- **A step shows an empty cart**: clear your host/site cache and open the funnel from **View funnel**, not a saved link.
- **Upsell asks for payment instead of one click**: expected for gateways other than Stripe and offline payments (see Payments).
- **Upsell doesn't add a variable product**: choose a specific variation.
- **Sample products still in the store**: they're hidden; remove them with **Delete unused sample products** on the Templates tab.
- **A step address goes to the wrong page**: step slugs are unique across funnels; rename the step's **URL slug** and save.

FAQ

Is the order bump its own page? No. It's a checkbox inside the checkout step. Upsells and downsells are separate steps after payment.

Does it set cookies for analytics? No. WooCommerce still uses its own cart cookies for checkout.

Can I use my normal checkout too? Yes. Only funnels set to replace the store checkout change it.

Where is my data? Funnels, leads and analytics are stored in your WordPress database. Nothing is sent to suweb.ai except license checks (key, site address, plugin version).

Need help?

Visit suweb.ai/support and suweb.ai/docs.