

E-COMMERCE COURSE OUTLINE

INTRODUCTION

- Course setup and introduction
- Introduction to Wordpress and WooCommerce

E-COMMERCE WEBSITES THAT WORK

- Overview of latest e-commerce trends
- Overview of e-commerce functionality

WORKING WITH WOOCOMMERCE - THE BASICS

- Overview of WooCommerce / Magento
- Adding & showing a product on website

ADDING AND MANAGING PRODUCTS

- Overview of common product types (simple, variable, grouped, external, downloadable, virtual)
- Possibilities with custom product types

PRODUCTS WITH VARIATIONS & SELECTABLE OPTIONS

- Creating variable products
- Creating variation attributes
- Setting up and managing variations
- Nice possibilities with enabling selectable product options
- Composite products

BEST PRACTICES FOR PRODUCT SETUP

- Inventory & Shipping
- Linked products (e.g up-sells, cross sells)
- Layouts and product presentation options
- Creating additional product tabs
- Awesome product presentation
- SEO (Search Engine Optimization) tips
- Setting up shop categories, tags, etc

ENABLING SPECIAL FUNCTIONALITY

- Customer History
- Dynamic, Rule Based Pricing
- Product Reviews
- Gift Cards & Coupons
- Product bundles

STORE SETUP

- General Store Settings
- General Product Settings
- Tax Setup & Shipping Setup
- Cart and Checkout Settings
- Payment Options & Payment Gateways
- Customer Account Options
- Multiple Currencies

MODERN E-COMMERCE APPLICATIONS

- Crowd Funding Website Setup
- Subscription Setup
- Membership Setup

ORDERS AND REPORTS

- Managing Orders
- Managing Customers
- Reporting

E-COMMERCE
DEVELOPMENT

PIDM