

Building Your Own E-Commerce Website

A 2-day complete course to build a fully-functional e-commerce website

Course Objectives

- Explore the different website-building platforms available in the market
- Create and publish with zero coding required, a fully-functional business website with complete e-commerce features

Who Should Attend

Micro and SME business owners, influencers, public figures, or, any individuals who are interested in having a fully-functional e-commerce website of their own

Module Outline

Module 1: Setting up Your Free Account

- Overview of website building platforms available
- Understanding the different pricing plans

Module 2: Overview of Tools and Functions

- WordPress Basics
 - Set up WordPress account
 - Coming Soon Page
 - WordPress Dashboard
- WordPress Posts
 - Categories
 - Tags
- WordPress Media
- WordPress Pages
- WordPress Comments
- WordPress Plugins
- WordPress Users

Module 3: Designing Your Website

- Selecting themes
- Editing the homepage
- Changing layouts, colors, fonts
- Adding blocks
- Adding and deleting pages

Module 4: Creating Your Online Store

- Benefits of setting up an online store
- Setup eCommerce store for WordPress
 - Settings
 - Setup Default Pages
- Product types
 - Product ID
 - Product Tags & Categories
- Coupons
- Shipping Information

Module 5: Publishing your e-commerce website

- Web hosting vs Domain name
- Hosting services for WordPress

Module 6: Advanced Features

- Payment gateways
 - Payment Gateways for WooCommerce
 - Payment Gateways - Stripe
- Built-in analytics
- SEO settings
- Create a membership website