



TECHNOCATION FREELANCING TRAINING INSTITUTE & SOFTWARE HOUSE

Professional Advanced Magento Course Outline

Module 1: Introduction to Magento & Architecture

- Overview of Magento 2 Features & Capabilities
- Magento Architecture & MVC Pattern
- Magento Editions (Open Source vs. Commerce)
- Installation & Server Requirements (LAMP/LEMP Stack)

Module 2: Magento Admin & Store Management

- Understanding Magento Dashboard & User Roles
- Configuring Store Settings (Currency, Tax, Shipping)
- Managing Products, Categories & Attributes
- Setting Up Multi-Store & Multi-Language Features

Module 3: Magento Theme Development & Customization

- Magento Theme Structure & Layout XML
- Customizing Frontend with LESS, CSS, and JavaScript
- Creating Custom Magento Themes
- Working with Widgets & Blocks

Module 4: Magento Module & Extension Development

- Introduction to Magento Modules & Best Practices
- Creating Custom Modules (Controllers, Models, Views)
- Using Dependency Injection & Service Contracts
- Magento REST & GraphQL API Integration

Module 5: Magento Performance Optimization

- Caching Strategies (Full Page Cache, Varnish, Redis)
- Optimizing Database Performance & Indexing
- Image Optimization & Lazy Loading Techniques
- Using Elasticsearch for Faster Search Results

Module 6: Advanced Magento Security

- Magento Security Best Practices
- Securing Admin Panel & Two-Factor Authentication
- Implementing Custom Security Patches
- Preventing SQL Injection & XSS Attacks

Module 7: Magento Checkout & Payment Gateway Customization

- Customizing the Checkout Process
- Integrating Payment Gateways (Stripe, PayPal, Authorize.Net)
- Developing Custom Payment Methods
- One-Page vs. Multi-Step Checkout

Module 8: Magento SEO & Marketing Strategies

- Magento SEO Configuration & URL Rewriting
- Schema Markup & Rich Snippets Implementation
- Email Marketing & Abandoned Cart Recovery
- Loyalty Programs & Customer Retention Strategies

Module 9: Headless Magento & PWA Development

- Introduction to Headless Commerce
- Magento PWA Studio & Progressive Web Apps
- Building Custom Frontends with React/Vue.js
- Integrating Magento with Third-Party APIs

Module 10: Magento Integration & Automation

- ERP & CRM Integration (SAP, Salesforce)
- Automating Workflows with Magento Cron Jobs
- Importing & Exporting Data (CSV, API)
- Third-Party Extensions & Custom Development

Module 11: Magento Cloud & DevOps

- Deploying Magento on AWS, Azure, and GCP
- CI/CD Pipelines for Magento (Jenkins, GitHub Actions)
- Docker & Kubernetes for Magento Scaling
- Managing Magento in a Cloud Environment

Module 12: Final Project & Certification Preparation

- Developing a Custom Magento Store from Scratch
- Debugging & Troubleshooting Common Magento Issues
- Magento Certification Exam Preparation
- Magento Store Deployment & Maintenance Best Practices