TECHNOCATION FREELANCING TRAINING INSTITUTE & SOFTWARE HOUSE

Professional Shopify E-Commerce Course Outline

Module 1: Introduction to Shopify & E-Commerce

- What is Shopify? Features & Benefits
- Understanding Shopify's Ecosystem
- Shopify vs. WooCommerce vs. Magento vs. Custom Development
- Business Models (Dropshipping, Print-on-Demand, Private Label, Wholesale)

Module 2: Setting Up a Shopify Store

- Creating a Shopify Account & Choosing a Plan
- Choosing & Registering a Domain Name
- Understanding Shopify Admin Dashboard
- Installing & Customizing Themes (Free & Premium)

Module 3: Shopify Store Design & Customization

- Shopify Theme Customization Using Shopify Editor
- Working with Shopify Sections & Blocks
- Customizing Header, Footer, Navigation & Sidebars
- Mobile Optimization & Responsive Design

Module 4: Adding & Managing Products

- Creating Product Listings (Title, Description, Pricing, Variants)
- Product Images & Videos Best Practices
- Inventory Management & Stock Control
- Bulk Product Uploading & Management

Module 5: Payment Gateways & Checkout Optimization

- Setting Up Shopify Payments, PayPal, Stripe & Other Gateways
- Understanding Transaction Fees & Multi-Currency Setup
- Customizing the Checkout Experience
- Implementing Upsells, Cross-Sells & One-Click Checkout

Module 6: Shipping, Fulfillment & Dropshipping

- Setting Up Shipping Zones & Rates
- Working with Shopify Fulfillment Network (SFN)
- Dropshipping with Oberlo, Spocket & AliExpress
- Managing Order Processing & Returns

Module 7: Shopify SEO & Organic Traffic Growth

- On-Page SEO for Shopify Products & Collections
- Optimizing URLs, Meta Tags & Alt Text
- Site Speed Optimization for Higher Rankings
- Blogging & Content Marketing for Shopify

Module 8: Digital Marketing for Shopify Stores

- Running Facebook & Instagram Ads for Shopify
- Google Shopping Ads & PPC Strategies
- Email Marketing Automation (Klaviyo, Mailchimp)
- Retargeting & Conversion Optimization

Module 9: Social Commerce & Sales Channels

- Selling on Instagram, Facebook & TikTok
- Integrating Shopify with Amazon, eBay & Walmart
- WhatsApp & Messenger Marketing for Shopify
- Influencer Marketing & Affiliate Marketing

Module 10: Conversion Rate Optimization (CRO)

- Understanding Customer Behavior with Shopify Analytics
- A/B Testing for Product Pages & Checkout
- Personalization & AI-Based Product Recommendations
- Reducing Cart Abandonment with Smart Tactics

Module 11: Shopify Apps & Automation

- Must-Have Shopify Apps for Growth & Automation
- Using AI & Chatbots for Customer Support
- Automating Order Fulfillment & Email Sequences
- Subscription & Membership-Based E-Commerce

Module 12: Shopify Analytics & Performance Tracking

- Using Shopify Analytics & Reports
- Google Analytics & Facebook Pixel Integration
- Tracking ROI, Conversion Rates & Customer Lifetime Value (CLV)
- Understanding Heatmaps & Customer Behavior

Module 13: Scaling & Expanding a Shopify Business

- Expanding to International Markets (Multi-Currency & Multi-Language)
- Managing High-Traffic Shopify Plus Stores
- Creating a Brand Loyalty Program & Subscription Model
- Outsourcing & Hiring for Shopify Store Management

Module 14: Legal & Compliance for Shopify Stores

- Consumer Protection Laws & E-Commerce Regulations
- Shopify Refund & Return Policy Best Practices
- GDPR Compliance & Data Privacy
- Copyright & Trademark Considerations

Module 15: Final Project & Shopify Certification Preparation

- Building & Launching a Fully Functional Shopify Store
- Implementing a Full-Scale Digital Marketing Strategy
- Preparing for Shopify Partner & Shopify Developer Certification
- Career Opportunities in Shopify E-Commerce