



Technocation Freelancing Training Institute & Software House
Shopify E Commerce Training Certification Course Outline

MODULE 1: Introduction to Shopify

- What is Shopify?
 - Why people use it
 - How it helps to sell online
 - Easy steps to get started
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MODULE 2: Creating Your Shopify Account

- Sign up with email
 - Choose store name
 - Select free trial
 - Explore basic dashboard
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MODULE 3: Shopify Dashboard Tour

- Home page overview
 - Orders section
 - Products section
 - Settings option
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MODULE 4 : Adding Products

- Click “Add product”
- Write product title
- Add description
- Save product

MODULE 5: Product Images & Details

- Upload product photos

- Add price & stock
- Write short details
- Organize in collection

MODULE 6: Customizing Store Theme

- Pick free theme
 - Change colors
 - Add store logo
 - Adjust homepage
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MODULE 7: Pages & Navigation

- Create About Us page
- Add Contact page
- Organize menu
- Save navigation bar

MODULE 8: Payment Setup

- Choose payment method
- Add PayPal or card
- Enable COD (if allowed)
- Test checkout page

MODULE 9: Shipping Setup

- Add shipping zones
- Choose free or paid shipping
- Set delivery time
- Save shipping rules

MODULE 10: Managing Orders

- View new orders
- Update order status
- Print invoice
- Mark as fulfilled

MODULE 11: Customers Section

- View customer list
- Add customer manually
- Check past orders
- Save customer notes

MODULE 12: Apps & Plugins

- Open Shopify App Store
- Install free apps
- Use for marketing
- Try reviews app

MODULE 13: Shopify Marketing Tools

- Create discount codes
- Set up email campaigns
- Use social media ads
- Track results

MODULE 14: Store Settings & Policies

- Add store policies
- Setup taxes
- Edit notifications
- Save store info

MODULE 15: Certification & Final Test

- Review all modules
- Take small quiz
- Submit practice store
- Get completion certificate

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