Shopify Store Setup & Website Design Course

(Create Your Own Website)

SHOPIFY COURSE OUTLINE

Getting started with Shopify

- Setting up your FREE Shopify account
- Understanding - Shopify Account
- Understanding Shopify's pricing plans
- Overview of Shopify Dashboard

Popular Business Models to Work On Shopify

- Digital products
- Dropshipping
- Print-on-demand
- Wholesale
- Marketplace

Settings

- General Settings in Shopify
- Location Settings in Shopify
- 7Setting up our Plans and Permissions in Shopify
- Payments in Shopify
- Notifications Setup in Shopify
- Store Languages settings in Shopify
- Checkout Settings in Shopify
- Giftcard Setup in Shopify
- Billing Setup in Shopify
- Media and Files Setup in Shopify
- Policies and Legals in Shopify
- Taxation in Shopify
- An Introduction To Domains
- Setting up Sales Channel in Shopify

Time To Start Building An Online Store!

- Creating The Key Pages in Shopify
- Adding a Contact Us Page in Shopify
- Understanding Navigation - Creating The Menu
- Introduction to Blogs
- Preferences in Shopify

Deep Down Into The Theme

- Introduction to Themes in Shopify
- Choosing a theme for your Shopify store
- Customizing your theme's design settings
- Designing Homepage of our Store
- Adding logo on Website
- Using custom CSS to modify your theme

Navigation & menus and Footer

- Creating and managing navigation menus
- Creating dropdown menus and subcategories
- Set-up Footer

Adding Products

- How to Add Products in Shopify
- How to Add Variable Products in Shopify
- Setting up Collection Section in Shopify

Fulfilling Orders & Abandoned Checkouts

- Abandoned Checkouts in Shopify

Customers, Gift Cards & Discounts

- Checking Up Customers in Shopify
- Setting up Gift cards in Shopify
- Discount setup in Shopify

Analytics & Marketing

- Analytics in Shopify
- Marketing in Shopify
- Fulfilling orders on your Shopify store
- Managing your inventory levels and stock
- Using analytics to track your store's performance
- Refunding orders and handling returns

Great Apps

- Introduction to Apps in Shopify
- Sourcing Products in Shopify

Marketing and promoting your Shopify store

- Optimizing your store for search engines (SEO)
- Creating and managing email marketing campaigns
- Setting up and managing social media accounts for your store

Features of SHOPIFY plan

- Overview of our Shopify paid plan
- Selling Digital Products on Shopify
- More about Domain Name
- Connecting Your Domain To Your Shopify store

Advanced Shopify topics

- Customizing the checkout process
- Setting up and managing customer accounts
- Managing multiple sales channels, such as Facebook, Amazon

Making complete website

- Making E-commerce website