Mastering E-Commerce Website Creation

Course: **00185**

Filter: **Beginner**

Duration: **7 days**

Category:: **Marketing**

Price: **1226,00 €**

About Course

The No-Code E-commerce Website Creation training course aims to train professionals to design, create, deploy, and manage a functional online store without the need for programming. It enables learners to master No-Code e-commerce platforms, product management techniques, online payment systems, as well as methods for publishing and hosting websites. Upon completion of this training, participants will be able to create a professional online store, sell products or services on the Internet, manage orders, and ensure the smooth operation of their e-commerce site.

What you'll learn

- The fundamentals of e-commerce and online sales
- Techniques for creating an online store with no-code tools
- Methods for adding and managing products
- Integrating payment and delivery systems
- Deploying, hosting, and launching an e-commerce site
- Techniques for managing, maintaining, and optimizing an online store

Targeted audience

- This training course is aimed at entrepreneurs, retailers, business managers, brand creators, and anyone wishing to sell products or services online.
- It is also aimed at students, freelancers, professionals undergoing retraining, and anyone wishing to acquire practical skills in creating and managing no-code e-commerce websites.

Pre-requisites

- Have a basic knowledge of computers.
- Know how to use a computer and browse the Internet.
- Have access to a computer and the Internet
- Have a good understanding of French
- Be motivated to learn and practice e-commerce
- Have an interest in online sales and digital technology

Curriculum

Module 1: Key concepts of e-commerce

- Definition and functioning of e-commerce
- Different types of online stores
- The advantages of e-commerce for businesses
- Current trends in online commerce
- Essential elements of an e-commerce site

Module 2: Principles of online store design

- Structure of an e-commerce site
- Page organization (home, store, product, contact, etc.)
- User experience and customer journey
- Effective product presentation
- Responsive design (adaptation for mobile, tablet, computer)

Module 3: Organizing an e-commerce project

- Defining the store's objectives
- Choosing products or services
- Preparing content (images, descriptions, prices)
- Planning the site structure
- Preparing for launch

Module 4: Getting started with e-commerce platforms

- Introduction to platforms (Shopify, WooCommerce, Wix e-commerce, etc.)
- Creating and setting up an account
- Exploring the interface
- Choosing and customizing a template

Module 5: Product Creation and Management

- Adding Products
- Adding Images and Descriptions
- Configuring Prices
- Organizing Categories
- Catalog Management

Module 6: Payment and Delivery Configuration

- Integrating Payment Systems (Mobile Money, Credit Card, etc.)
- Configuring Delivery Options
- Setting Delivery Fees
- Order Management
- Customer Management

Module 7: Domain Name and Hosting

- Definition of Domain Name and Hosting
- Choosing a Professional Domain Name
- Purchasing and Configuring a Domain Name
- Configuring Hosting
- Linking the Domain to the Store

Module 8: Deployment and launch

- : Publishing the online store
- Verifying proper functioning
- Testing the ordering process
- Testing payments

- Official launch

Module 9: Store Management and Maintenance

- Order Management
- Product Updates
- Customer Management
- Maintenance and Security
- Performance Optimization