

Shopify Training

Module 1 – Introduction to E-commerce and Shopify

- Understand how e-commerce works (B2C, B2B, Dropshipping)
- Overview of **Shopify** and its ecosystem
- Create an account and complete the initial setup
- Tour of the Shopify dashboard (Shopify admin)
- Quick comparison with WordPress + WooCommerce

Module 2 – General Store Configuration

- General settings (language, currency, time zone)
- Payment configuration (Shopify Payments, PayPal, Stripe)
- Tax setup (Canada / Quebec)
- Shipping rates and delivery zones configuration
- Writing policies (returns, privacy, terms of use)

Module 3 – Product and Collection Management

- Create and edit products
- Manage variants (size, color, model)
- Organize collections (manual and automatic)
- Inventory and stock management

Module 4 – Website Design and Customization

- Select and install a theme
- Customize colors, fonts, and sections
- Create the homepage
- Manage menus and navigation
- Mobile optimization (responsive design)

Module 5 – Essential Applications

- Overview of the Shopify App Store
- Install a useful app (e.g., customer reviews or shipping)
- Manage and remove applications
- Best practices to avoid unnecessary apps

Module 6 – Visibility and Promotions Basics

- Basic SEO settings (title and description)
- Create a simple promotional code
- Connect social media accounts
- Review key statistics

Module 7 – Order Management and Performance Tracking

- Manage and process orders
- Refunds and cancellations
- Payment tracking
- Sales reports and statistics
- Analyze key performance indicators (KPIs)