

WordPress Training | Online

Introduction to the [WordPress training](#)

Presentation of the training program

Setting up the tools for WordPress training

Installation and basic configuration

What is a Content Management System (CMS)?

WordPress vocabulary (post, page, widget, theme, plugin, etc.)

History of WordPress

Registering a domain name.

Finding a host for your site.

Downloading WordPress

Installing WordPress

Configuring WordPress

Dashboard

Create and organize content

Create posts

Display posts on the homepage

Create categories

Create menus

Practical workshop: *create posts, menus and display them on the site*

Managing media

Image formats (PNG, GIF, JPEG).

Manage media

Insert images

Insert video

Site administration

Users, groups, and permissions

Content access rights

Manage users

Manage site appearance

Theme concept

Install themes

Set up the theme

Customize theme appearance

WordPress Extensions

Define a plugin

Configure a plugin

Where to find WordPress extensions

Download/install extensions

SEO in WordPress

Definition of SEO

Basics of natural SEO

WordPress SEO plugins

Recommended after this training:

[WordPress Training: Creating a theme and SEO](#)

[WooCommerce Training](#)

Advanced WordPress Training:

[WordPress Plugin Development Training](#)

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)