

# The Complete E-Commerce Bootcamp

Start successful selling with Online. From Start to Finish.

## What you'll learn

- Know exactly how to setup and run your own Online Store!
- See how Analytics helps you to improve your Store and Customer Experience
- Have hands-on experience how to make great Product Pictures and Banners using completely free tools online
- Use tools like Mailchimp or Facebook Ads to market your store better

## Description

- You always wanted to sell online, but don't know where to start?
- You have great products, but more sales would be nice?
- In this course we will show you **everything you need to know** about selling your products online!

We show you how you can setup your online store and start successfully selling - right from your chair! This includes:

- Branding & Marketing
- Setup of Shipping, Payment and Taxes!
- How to add compelling Blogs and Pages
- Free Tools for great Product Pictures
- Product Placement, Picture and Description Guides
- Accounting and Bookkeeping for Ecommerce
- Google Analytics, MailChimp, Facebook Marketing and more!
- Domains and Customer Emails that work!

## Who this course is for:

- It's perfect for Ecommerce Beginners
- You own a small Brick&Mortar Shop? Want to increase the revenue by selling online? This course teaches you all you need to know!

**Course Format:** Standard Modules: 16 hours  
Advanced Modules: 16 hours

**Delivery Format:** Class Room, On-Site, Online or Combinations

## Course content

### **Standard Modules:**

#### **1 Start Here:**

- Introduction
- Shop and Ecommerce

#### **2 Branding and Your Market:**

- Let's talk a bit about Branding, what it is and what it is not.
- How to get people to your shop – Advertising, Marketing?
- Let's Talk about the Who, Why and What
- Branding and Marketing

#### **3 Login, Signup and first Settings**

- Signup the First Time
- The Dashboard and talk about Sales Channels
- General Settings
- SEO settings in the Preferences

#### **4 Products, Pictures and Digital Downloads:**

- Basic Product Setting
- Advanced Product Settings
- Product Pictures
- What to consider with the Title and the Copy?
- What about Digital Downloads?
- How do I manage my Inventory?

#### **5 Pages and Content:**

- Let's add our first Pages to our Store
- Privacy Policy, TOS, Return Policy Page

#### **6 Theme Settings, Logo and Awesome Banners:**

- Editing our Theme Sections?
- Managing Themes, Languages and the Theme Store
- Logo and Banners
- Lets put it all together

#### **7 Shipping, Taxes and Payments:**

- Shipping
- Payment Settings
- Taxes
- Checkout Settings

#### **8 Your Shop goes Live:**

- Now it's time to get your Domain

- Customer Emails
- Facebook Page
- Promoting and Advertising on Facebook
- Collect Emails

### **Advanced Modules**

#### **9 Monitoring Store Financial Performance:**

- Financial Performance vs Bookkeeping
- Monitoring Basic Financial Performance - How to
- Bookkeeping - The options
- Recap - Knowing when to Seek Advice

#### **10 Orders and Customers:**

- Placing an Order & Abandoned Checkouts
- Order Cancellation

#### **11 Analytics for the Store:**

- Signup Analytics
- Understand the Basic Reports
- Signup, verify and connect Google Webmaster Tools
- Setup and understand Goals and Funnels
- Setup Search Tracking
- Make sure you see only valid data in Google Analytics

#### **12 Content Marketing**

- Content Marketing
- Business Writing
- Story Telling
- Content Ideas ( Video, Blogs, Articles)
- First Blog Posts

#### **13 Apps for your Store**

- General Overview of App's
- Things to watch out for
- App Ideas