

THE FUTURE TRACK

COMPUTER EDUCATION

WORDPRESS

E-Commerce Course



City Centre ,Dhanbad

+91 930 887 7375 , +91 620 326 9614

raushankmr75@gmail.com

WWW.THEFUTURETRACK.COM

E-COMMERCE

INTRODUCTION TO WORDPRESS E-COMMERCE

- Overview of e-commerce and its importance
- Introduction to WordPress for e-commerce
- Overview of popular WordPress e-commerce plugins (e.g., WooCommerce, Easy Digital Downloads)
- Choosing the right theme for an e-commerce store

SETTING UP WORDPRESS FOR E-COMMERCE

- Installing WordPress on a hosting platform
- Choosing and installing a responsive e-commerce theme
- Installing and configuring WooCommerce (or other e-commerce plugins)
- Setting up essential e-commerce pages (Shop, Cart, Checkout, Account)

PRODUCT MANAGEMENT

- Adding simple, variable, and digital products
- Managing product categories, tags, and attributes
- Setting up product images, galleries, and descriptions
- Adding stock management and SKU codes
- Creating downloadable products (if applicable)
- Managing product variations (size, color, etc.)

PAYMENT GATEWAY INTEGRATION

- Overview of different payment gateways (PayPal, Stripe, etc.)
- Setting up payment methods in WooCommerce
- Configuring credit card payments and bank transfers
- Handling taxes and currency settings
- Integrating alternative payment methods (e.g., Apple Pay, Google Pay)

E-COMMERCE

SHIPPING AND TAX CONFIGURATION

- Setting up shipping zones and classes
- Configuring shipping methods (Flat rate, Free shipping, Local pickup)
- Using plugins for advanced shipping calculations
- Automating tax calculations
- Handling international shipping and tax

CUSTOMIZING THE E-COMMERCE STORE

- Customizing store appearance using themes and page builders (Elementor, WPBakery, etc.)
- Customizing WooCommerce product, shop, and checkout pages
- Adding custom fields to product pages (Size, Material, etc.)
- Creating personalized product recommendations (related products, upsells)
- Customizing user account and registration pages

MANAGING ORDERS AND CUSTOMERS

- Processing and managing orders (manual and automated)
- Handling refunds and order cancellations
- Managing customer accounts and profiles
- Creating email notifications for orders, shipping, and customer feedback
- Using WooCommerce reports for sales insights

ENHANCING STORE FUNCTIONALITY WITH PLUGINS

- Installing plugins for enhanced product filtering and search
- Using plugins for product reviews and ratings
- Adding wishlist functionality
- Integrating live chat and support options
- Adding multi-language and multi-currency options

E-COMMERCE

MARKETING YOUR E-COMMERCE STORE

- SEO optimization for product pages and categories
- Setting up email marketing campaigns with WooCommerce
- Integrating social media marketing (Facebook, Instagram, etc.)
- Setting up discount coupons and promotional deals
- Creating landing pages for product launches
- Setting up Google Analytics for tracking sales and user behavior

SECURING AND OPTIMIZING THE STORE

- Setting up SSL for secure transactions
- Using security plugins (Wordfence, iThemes Security)
- Backing up the e-commerce store regularly
- Optimizing store performance (caching, image compression, etc.)
- Scaling the store for increased traffic and sales

PAYMENT AND CHECKOUT CUSTOMIZATION

- Customizing the checkout process
- Offering guest checkout and account creation options
- Adding multiple payment methods (e.g., Pay on Delivery)
- Streamlining the checkout for better conversion rates
- Adding “Buy Now” buttons and quick checkout features

LAUNCHING AND GROWING THE E-COMMERCE STORE

- Pre-launch checklist (testing payments, shipping, etc.)
- Launching the e-commerce store and handling first orders
- Managing customer feedback and improving product listings
- Strategies for driving traffic to your store (SEO, PPC, Social Media)
- Scaling the store with new products and features