

WordPress Ecommerce Essential

SOA: Website Design

Description

This 16-hours workshop is to increase understanding and awareness of Shopify as a platform for e-commerce for business owners to sell their products. The course will provide learners with an understanding of the intricacies of setting up an online store as well as the dynamics of how Shopify works and the difference in the Shopify core product and its other products and services.

Who is this Course For?

- Entrepreneurs, business owners, Digital Marketing Executives/ Marketeers
- Those keen to explore e-commerce platforms to market their products and services

Course Objectives

By the end of this course, learners will be able to:

- Understand the Shopify website features and user experience for an online website.
- Understand the legal implications regarding the right use of 3rd party media assets during website design.
- Design and implement a marketing plan.
- Establish schedules and procedures for website content maintenance.
- Determine the metrics for customer experience measurement, loading and processing time for payment when using the website.
- Evaluate the website to ensure that it can satisfy technical and user experience targets.

Course Duration

16 Hours

Course Reference No.

TGS-2021003025

Mode of Training

Classroom

Funding Validity

Till 06 Mar 2027

Full Fee \$700

(Subject to 9% GST)

| Pricing | Funding | Nett Fee (After GST) |
|---|---------|-------------------------|
| SME OR SINGAPOREAN AGE 40 AND ABOVE | 70% | \$273 |
| NON-SME OR SINGAPOREAN AGE 21 TO 39 OR PR | 50% | \$413 |
| Subsidies available: SFC, SFEC, UTAP & PSEA | | |

As pre-requisites may differ by course, we strongly encourage you to review the details and contact us for any clarification.



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Visit our Website



Course Content

Learning Unit 1: Shopify Key Configuration

- Shopify Basics Foundation
- Shopify Settings
- Shopify Store Design
- Legal Policies and Copyrights of Website

Learning Unit 2: Legal Guidelines Requirements to Create Web Design

- Brand Strategy of Website
- Workflow of Website Development

Learning Unit 3: Using Dropshipping

- Apply dropshipping concepts and processes
- Understand the advantages and disadvantages of dropshipping
- Understanding the factors to succeed in dropshipping

Learning Unit 1: Align and Develop Implementation Plans According to Marketing Activities

- Implementation of Online Marketing for Website
- Maintenance of Website

Learning Unit 1: Evaluate Website to Establish Metrics on Technical and User Experiences

- User Experience of Website

