

Updated 07/26/2023

Sign up

Shopify training for users

2 days (14 hours)

Presentation

Shopify training for users is designed to enable you to create, manage and optimize your online store with efficiency and ease. You'll learn all the steps you need to administer your online store smoothly and efficiently. With this training course, you'll learn to navigate Shopify's user interface with confidence and master its [analysis and marketing](#) tools. You'll improve your e-commerce management skills and your knowledge of store customization, while optimizing for SEO. By following our training, you'll work in pre-production to ensure the functional and technical quality of your website. You'll be able to set up a professional, high-performance, dynamic and personalized store that respects your brand identity. Our training courses are constantly updated to incorporate the [latest](#) Shopify [developments](#), ensuring that your training is always up to date.

Objectives

- Create your online store
- Understanding the Shopify interface and ecosystem
- Master Shopify's marketing and analysis tools
- Optimize and use Shopify

Target audience

- Company managers
- Project managers
- Webmasters

Prerequisites

No prerequisites.

Our Shopify training program for users

Create your online store

- Introducing Shopify: What is it and why use it?
- The fundamentals of the Shopify ecosystem
- Understanding the Shopify user interface
- Register and configure your Shopify store
- Choosing a domain name and customizing your Shopify URL
- Overview of Shopify themes and how to select them
- How do I navigate the Shopify dashboard?

Product and inventory management

- How do I add, modify and delete products in Shopify?
- Managing product variants
- Organizing products with tags and collections
- Use SEO functions to improve the visibility of your products
- Understanding and managing Shopify inventory
- Setting delivery charges and taxes
- Supplier configuration

Sales and customer management

- Understanding the order process in Shopify
- Order management and delivery tracking
- Setting up payment methods
- Customer account management and CRM use
- Using discount codes and gift cards
- Returns and refunds management
- Setting up and using Shopify customer service

Use of marketing and analysis tools

- Shopify marketing overview: SEO, email marketing, social networks
- Using analysis tools to track your store's performance
- Optimizing your store's SEO
- How do I create and manage advertising campaigns with Shopify?
- Configuration of email and SMS notifications for customers
- Using social networks to promote your Shopify store
- Exploring marketing applications in the Shopify App Store

Optimizing and expanding your Shopify store

- Explore Shopify apps to enhance your store's functionality
- Shopify theme customization
- Using Shopify POS for in-person sales
- Expand your store on other sales platforms (Amazon, eBay)
- Tips for improving user experience and boosting sales
- Handling common problems and troubleshooting your Shopify store
- Additional resources to continue learning and developing your Shopify store

Companies concerned

This course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.