



shopify

Expert Course

Module 1: Introduction to Shopify
1. What is Shopify & how it works
2. Shopify Subscription Plans – Basic vs Advanced
3. Shopify Partner Program
4. Creating a Shopify Partner Account
5. Creating Development Stores
6. Understanding Shopify Admin Dashboard
Module 2: Store Setup Essentials
1. Store creation (development & paid stores)
2. Store settings overview
3. General settings
4. Branding: Store name, logo, favicon
5. Currency, units, language settings
Module 3: Theme Selection & Integration
1. Free vs Paid Themes
2. How to choose the right theme
3. Installing themes from Shopify Theme Store
4. Installing external themes (ZIP upload)
5. Theme editor overview (Online Store → Themes → Customize)

Module 4: Product Management

A. Product Basics

1. Adding Single Product
2. Adding Multiple Products (bulk import CSV)
3. Product variants (size, color, etc.)
4. SKU, barcode & inventory tracking
5. Pricing & compare-at price

B. Advanced Products

1. Products with **Metafields**
2. Dynamic product pages using **Metafields & Objects**
3. Product organization (tags, types, vendors)

Module 5: Collections Management

A. Manual Collections

1. Creating manual collections
2. Adding products manually

B. Smart/Automated Collections

1. Creating automated rules
2. Filters setup
3. Sorting & collection hierarchy

Module 6: Dropshipping Stores

1. What is dropshipping?
2. Single-product dropshipping store setup
3. Multi-product dropshipping store strategy
4. Winning product selection
5. Using DS Apps Zendrop, DSers, Spocket
6. Automated order fulfillment

Module 7: Useful Shopify Apps & Extensions

1. Page builder apps (PageFly, GemPages)
2. Marketing & upsell apps
3. WhatsApp button apps
4. Reviews apps
5. Print-on-demand apps
6. Speed optimization apps
7. SEO apps

Module 8: Theme Customization

1. Sections & blocks
2. Editing theme code (Liquid basics)
3. Custom CSS
4. Adding custom sliders, banners
5. Homepage layout strategy
6. Custom product & collection pages

Module 9: Custom Pages

1. Creating About, Contact, FAQ pages
2. Adding forms
3. Adding icons & custom HTML
4. Linking pages to navigation menu

Module 10: Domain & DNS Configuration

1. Buying domain inside Shopify
2. Connecting GoDaddy / Namecheap domain

3. DNS settings (A record, CNAME)

4. SSL activation

5. Subdomain setup

Module 11: Payment Integration

1. Shopify Payments (if available)

2. Third-party providers

3. Integrating COD (Cash on Delivery)

4. PayFast / Stripe / PayPal setup

5. Transaction fees explanation

Module 12: Shipping & Delivery Setup

1. Shipping zones

2. Delivery rates

3. Free shipping setup

4. Weight & price-based shipping

5. Local delivery settings

6. Creating delivery profiles

Module 13: Discount Codes & Gift Cards

1. Percentage discounts

2. Fixed amount discounts

3. Buy X get Y discount

4. Automatic vs Manual discounts

5. Creating gift cards

6. Managing gift card balance

Module 14: Customer Accounts, Policies & Privacy

1. Customer accounts setup

2. Return/refund policy

3. Shipping policy

4. Privacy policy

5. Terms of service

6. Cookie & GDPR banner

Module 15: Social Media Integration

1. Facebook pixel integration

2. Google Analytics integration

3. TikTok integration

4. Instagram shop setup

5. Sales channels publishing

Module 16: WhatsApp Integration

1. WhatsApp chat bubble button

2. WhatsApp abandoned cart messages

Module 17: App Installation & Integrations

1. How to find the right apps

2. App installation process

3. App settings & customization

4. Uninstalling apps safely

Module 18: Final Store Launch Checklist

1. Speed optimization

2. SEO basics

3. Payment test orders

4. Navigation structure check

5. Mobile responsive check

6. Store publish & go live

Bonus Module : Banner & Promotional Graphics

1. Logo design principles for eCommerce

2. Designing favicon & alternate logo variations

3. Exporting logos in PNG, SVG, JPG

4. Uploading logos to Shopify store

5. Designing homepage hero banners

6. Collection banners & product highlight graphics

7. Sale, discount & announcement banners

8. Best practices: dimensions, color contrast, readability

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