E-commerce Website Development Course

Course Overview

Learn how to build and manage a fully functional e-commerce website from scratch! This hands-on course covers essential tools and platforms like WordPress, WooCommerce, product pages, payment gateways, shipping options, and customer management. Perfect for beginners, freelancers, and entrepreneurs who want to sell products online.

What You'll Learn

- Set up and customize an e-commerce website using WordPress & WooCommerce

- Add and manage product listings with variations

- Configure payment gateways and shipping settings

- Design homepage, shop, cart, and checkout pages

- Manage orders, taxes, coupons, and inventory

- Implement basic SEO and mobile responsiveness

- Track performance with analytics tools

- Understand order lifecycle and customer engagement

- Secure and back up your online store

- Launch and maintain your e-commerce platform

Why Choose This Course?

- Tailored for entrepreneurs, freelancers, and business owners

- Build fully functional e-commerce sites from scratch

- Learn strategies for sales growth and customer trust

- Gain skills that stand out in today's digital marketplace

Benefits

- Step-by-step guidance: from domain & hosting setup to launch

- Live classes with real-world use cases and instant feedback

- One-on-one coaching during development

- Access to templates, guides, and post-course support

- Flexible learning paths: choose project types and features to explore

Is It Right for You?

- Ideal for business owners and freelancers wanting to create their own online stores

- Also perfect for developers seeking to add e-commerce skills

- No prior coding experience necessary—HTML/CSS basics are helpful but not required

Key Features

- Instructor-led practical sessions

- Course Completion Certificate

- KHDA Attested Certificate (upon request)

- Flexible scheduling: weekdays/weekends

- Available Online & Onsite

Course Content

Module 1: Introduction to E-commerce

- Understanding the e-commerce ecosystem

- Choosing the right platform (WooCommerce/Shopify overview)

- Domain & Hosting setup

Module 2: Installing WordPress & WooCommerce

- Installing WordPress

- Setting up WooCommerce plugin

- Configuring general settings

Module 3: Website Design & Theme Customization

- Installing and activating an e-commerce theme

- Customizing header, footer, and layouts

- Homepage banner, featured categories & offers

Module 4: Product Management

- Adding simple & variable products

- Product categories, tags, and filters

- Managing inventory & stock levels

Module 5: Payment Gateway Integration

- Configuring payment methods (Stripe, PayPal, etc.)

- Tax and currency setup

- Shipping methods and zones

Module 6: Store Pages & Functionalities

- Cart and Checkout pages setup

- Customer account creation and login

- Order confirmation emails

Module 7: Coupons, Sales & Promotions

- Creating and applying discount codes

- Flash sales and seasonal offers

- Upsells and cross-sells

Module 8: Security, Backups & Performance

- Securing your store with SSL & plugins

- Backup and restore options

- Speed optimization

Module 9: SEO, Analytics & Launch

- On-page SEO practices

- Connecting Google Analytics & Search Console

- Pre-launch checklist & going live

Ready to Start?
🎓 Build, launch, and manage a professional online store—enroll now!

Frequently Asked Questions

Q1. Do I need to know coding to join?
Basic HTML/CSS helps, but we guide you through every programming step.

Q2. Will I integrate payment gateways during the course?
Yes—you'll learn to set up Stripe, PayPal, and other popular gateways.

Q3. What platform will we use?
We commonly teach WordPress + WooCommerce or custom Laravel solutions, depending on group choices.

Q4. Is SEO part of the training?
Absolutely. You'll learn on-page SEO techniques and how to make your store discoverable.

Q5. Can I sell digital products too?
Yes—you'll be able to set up both physical and digital product workflows.

Q6. Will there be a live project?
Yes, you'll build a functional e-commerce website during the course.

Q7. How long is the course?
Typically 20–30 hours, flexible timings available on weekdays or weekends.

Q8. What support is offered after the course?
You'll get access to documentation, templates, and post-class assistance for 30 days.

Q9. Can I customize design and functionality?
Yes—our aim is to make your online store uniquely yours, adding custom features per your requirements.

Q10. Is certification provided?
Yes—KHDA-approved certificate upon successful completion of your e-commerce project.