



SHOPIFY DEVELOPMENT

COURSE IN JAIPUR

15 Days Practical Training to
Launch E-commerce Stores





Course Overview

Learn to Build and Manage Professional Shopify Stores from Scratch

The global e-commerce market is booming, and Shopify is one of the most powerful platforms for launching online stores – without needing to code. This **15-day Shopify Development Course in Jaipur** is a crash course designed for entrepreneurs, freelancers, digital marketers, and beginners who want to **create, manage, and sell online** with confidence.

From setting up your storefront to payment integration, SEO, and product management – this hands-on course covers everything you need to launch your first e-commerce store quickly and professionally.

What You'll Learn

- Shopify platform overview and account setup
- Choosing the right theme and customizing your store
- Adding products, variants, categories, and collections
- Payment gateway and shipping configuration
- Customizing headers, footers, homepage, and product pages
- Installing and managing essential Shopify apps



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- Integrating WhatsApp Chat, Social Media, Email, and Reviews
- Shopify SEO basics: titles, meta tags, alt text
- Abandoned cart recovery & basic marketing automation
- Working with Shopify admin, orders, and reports
- Tips to scale your store with upsells & apps

Who Should Enroll

- E-commerce beginners & product sellers
- Freelancers offering web store setup services
- Digital marketers expanding to e-commerce
- Small business owners building their brand
- Students interested in launching a side hustle

Requirements

- No coding knowledge required
- Laptop or desktop with internet access
- Shopify trial account setup (we'll assist)
- Basic computer & internet usage skills



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Course Modules – Shopify Development Training (15 Days)

Module 1: Shopify Store Setup & Admin

- Shopify account creation and pricing overview
- Exploring the Shopify dashboard and features
- Selecting a theme and customization basics
- Configuring store settings, taxes, currency, and policies

Module 2: Product, Payments & Store Design

- Adding products, pricing, inventory, and images
- Managing collections and navigation
- Editing themes with Shopify Editor
- Setting up shipping zones and payment gateways
- Creating pages like About, Contact, FAQs



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Module 3: Apps, SEO & Store Launch

- Installing key apps: Reviews, WhatsApp chat, popup forms
- Connecting Facebook, Instagram, and Google
- Shopify SEO: meta titles, descriptions, alt text, speed tips
- Checkout process testing & final polish
- Launching the store and managing first orders
- Final Mini Project: Live Shopify Store Setup

Course Highlights

- Hands-on practical training with live store
- No-code store development for non-techies
- Learn to customize and launch within 15 days
- E-commerce business fundamentals included
- Certificate of Completion
- Support for your first Shopify project or freelance setup

Thank You



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