

TRAINING

Shopify

LEARNING OBJECTIVES

- Understand how Shopify works and its possibilities for e-commerce
- Create a high-performing and customised online store
- Configure products, payments, shipping and essential applications
- Optimise user experience and track sales performance

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

E-commerce, marketing and online sales professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,680 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
www.crews-education.com

DETAILED PROGRAM

- Introduction to Shopify
 - Solution overview, use cases and positioning
 - Discovering the interface and pricing plans
 - Installation, domain name and store structure
- Store creation
 - Adding products, collections and variants
 - Configuring inventory, pricing, taxes and shipping
 - Writing effective product descriptions
- Design and customisation
 - Choosing and customising a theme
 - Homepage, category, cart and checkout structure
 - Adding sections, images, HTML blocks and complementary apps
- Order and customer management
 - Sales tracking, payment management and refunds
 - Built-in CRM and abandoned cart management
 - Transactional emails and customer notifications
- Apps and advanced features
 - Adding apps: SEO, customer reviews, upsell, cross-sell
 - Connecting external tools (Meta, Google, Zapier, Mailchimp...)
 - Creating promotional campaigns
- Analysis and performance
 - Tracking KPIs (revenue, average order value, conversion rate...)
 - Native reports and analytics integrations
 - SEO and site speed optimisation
- Practical workshop
 - Creating a store from scratch
 - Publishing products and configuring funnels
 - Project presentations and collective feedback

Crews Education

CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to launch a high-performing Shopify store, manage daily operations and fully leverage optimisation levers to grow online sales.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
www.crews-education.com