



TRAINING WooCommerce

LEARNING OBJECTIVES

- Understand how WooCommerce works to create an e-commerce store
- Configure products, payment methods, shipping and taxes
- Customise the appearance and functionalities of the website
- Track sales, analyse performance and optimise the customer journey

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

E-commerce, marketing and digital 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 WooCommerce
 - Understanding the WordPress + WooCommerce ecosystem
 - Installation and initial configuration
 - Overview of the WooCommerce dashboard
- Product management
 - Creating simple, variable and downloadable products
 - Adding images, product descriptions and tags
 - Managing stock, pricing, promotions and taxes
- Store configuration
 - Setting up payment methods (credit card, PayPal, Stripe...)
 - Managing shipping zones and related costs
 - Creating cart, checkout and customer account pages
- Design and customisation
 - Choosing a WooCommerce-compatible theme
 - Customising the appearance via the editor or CSS
 - Adding plugins to extend functionalities
- Optimisation and performance
 - SEO and loading speed optimisation
 - Setting up forms, newsletters and sales funnels
 - Security, backups and GDPR compliance
- Store monitoring and management
 - Tracking orders and revenue
 - Integrating Google Analytics and tracking tools
 - Reports and customer behaviour analysis
- Practical workshop
 - Complete creation of a WooCommerce store
 - Adding products and configuring essential settings
 - Simulated go-live and collective review

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design, configure and manage an online store with WooCommerce, while mastering the technical and strategic fundamentals of e-commerce.

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

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