

## 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](mailto:contact@crews-education.com)  
[www.crews-education.com](http://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](mailto:handicap@crews-education.com)

Accessibility to international attendants, contact us: [international@crews-education.com](mailto:international@crews-education.com)

## **CONTACTS**

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