



FastTrack: Build Your Own eCommerce Website

Duration: 1 Day

1. Introduction

1. Welcome
2. What you need to know?

2. Fundamentals of eCommerce

1. What is eCommerce?
2. Types of eCommerce

3. Getting Started with WordPress

1. Introduction to WordPress.org
2. Introduction to thePrintful.com
3. Setting Up Development Environment

3. Create a WordPress Platform

1. Installing WordPress
2. WordPress Dashboard
3. Creating The Foundation Of Your Website

4. Build Your Own Online Store

1. Intro to WooCommerce Plugin
2. Install a eCommerce Theme
3. Creating Your Store

4. Advanced Topics

1. Customize the Theme
2. Shipping Methods
3. Integrate Our Store With Printful and Processing Orders

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4. SEO & Marketing

1. SEO and Google Analytics
2. Social Media Marketing
3. Email Marketing
4. Google AdWords

5. Conclusion

1. QA
2. Useful WordPress Resources
3. Feedback