# SHORT COURSE - Building an e-Commerce Websites

As there is an ever changing and evolving consumer market we see more and more brands opting for online shopping experiences. This course will teach you the fundamentals to tap into this market by creating an online e-commerce website. This can be an additional revenue stream you can use to grow your business or launch your own brand with very little overhead costs. This course is perfect for the individual who has basic computer skills who wants to grow their business, add an additional sales channel, reduce overhead costs, start a new business or learn new skills.

## OUTCOME:

- The skills to build a well-designed, mobile-responsive website.
- A foundational understanding of Wordpress, Woocommerce and integrated apps.
- Step by step creation of your own fully functioning four-page website
- A certificate of completion.

| CODE | TOPIC | DESCRIPTION |
|------|-------|-------------|
| ECOM1 | E-Commerce | Students will be introduced to the basics of how to setup and manage an e-commerce website using WordPress and an online store. On completion of the course you will have a fully functioning e-commerce website*. |
| **DURATION:**<br>12 Lessons<br>12 x 2 Hours<br>(24 Hours) | **TIMES:**<br>Tuesdays &<br>Thursdays<br>18:00 - 20:00 | **COST:**<br>Course Fee: R2999.00<br>Non-refundable deposit fee: R1500 (included in total)<br>Balance payable on commencement of course.<br>Minimum 4 students & maximum of 10 students per course |
| **START DATE:**<br>Tuesday 12<br>April 2022 | | **DOMAIN REGISTRATION:**<br>Via Afrihost Once off: R0 – R199 depending on your website name<br>Monthly Subscription: R50 – depending on your website requirements<br>Includes email domain |

## REQUIREMENTS:

- Basic understanding of using a computer.
- Basic Laptop required that can connect to WIFI and run Google Chrome or similar web browser.
- No website programming knowledge is required.
- Domain – You will require a domain to which you can link and build your new website on. We will do the domain setup in the 1st lesson so if you don't have a domain we will register you one. Alternatively you can supply your own but please know all your login information.
- Notebook + Pen

## SUPPLIED:

- Course Booklet & Documentation
- WIFI Access

# APPLICATION PROCESS

- We are a cash free - no money will be taken on-site.
- Payments can be made deposited into our bank account.
- To apply you need to fill in the enrolment form and deposit a non-refundable deposit of R1500 into our account and provide proof of payment. This will secure your spot. The deposit forms part of your course fee.
- The course fee balance will be due before class commencement by depositing directly into our account. Please email proof of payment to us devon@daconcept.co.za
- No refunds will be given, but should a candidate no longer be able to attend classes they will be afforded the opportunity to attend the next set of classes and an admin fee of R500 will charged for this purpose.

- BANKING DETAILS:
  D A Concept
  FNB Cheque: 62340310052
  Branch: 250655
  Reference: Please use your name and surname

# GENERAL

- Please arrive 30 minutes early on the first lesson so that we can process your registration and receipts.
- Our classes commence promptly at 18:00 and finish at 20:00 on week nights and start promptly at 9:00 and finish at 12:00 Saturdays.  We value punctuality and appreciate you getting to class on time
- All assignments not completed within the stipulated timeframe have to be completed in your own time.
- Any classes missed cannot be made up as we do not repeat any classes.
- A course may be postponed or cancelled if minimum number of candidates have not signed up.
- Please note that candidates need to be proficient in English as this is the medium of tuition.
- Please feel free to bring along your own refreshments.
- On Street Parking is on a 1st come 1st serve bases.

# LESSON PLAN

Lesson 1: Introduction, Types of Websites, Website name and your domain

Lesson 2: Setup Domain, Introduction to WordPress

Lesson 3: WooCommerce, Payment Methods, Couriers, Plug-ins, Canva

Lesson 4: Outline of planning and building your website – Branding, Images, Pricing, Plug-ins,

Navigation

Lesson 5: Building Website – Plug-ins

Lesson 6: Building Website – Themes + Appearance + Menu's

Lesson 7: Building Website - Pages, Tags, Categories, Products

Lesson 8: Building Website - Facebook and Instagram Integration

Lesson 9: Building Website – Continue developing

Lesson 10: Testing Website + Tweaks

Lesson 11: Testing Website + Tweaks

Lesson 12: Launch and present your website