

E-Commerce Mastery – 3-Month Course Outline

Month 1: Setting Up & Understanding E-Commerce

Week 1: Introduction to E-Commerce

- What is e-commerce & how it works
- Different e-commerce business models (B2B, B2C, Dropshipping)
- Choosing the right platform (Shopify, WooCommerce, etc.)

Week 2: Store Setup & Website Optimization

- Setting up an online store (domain, hosting, themes)
- Designing a user-friendly store
- Essential plugins & tools for e-commerce

Week 3: Product Sourcing & Inventory Management

- Finding profitable products (dropshipping, wholesale, private label)
- Managing inventory & pricing strategies
- Writing compelling product descriptions

Week 4: Payment Gateways & Order Fulfillment

- Setting up payment processors (PayPal, Stripe, etc.)
 - Shipping & delivery strategies
 - Handling returns & customer service
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Month 2: E-Commerce Marketing & Sales Growth

Week 5: SEO for E-Commerce

- Keyword research & optimizing product pages
- Writing SEO-friendly blogs for traffic
- Technical SEO & link-building strategies

Week 6: Social Media Marketing for Online Stores

- Promoting products on Facebook, Instagram & TikTok
- Running social media ads for e-commerce
- Engaging with customers & building brand loyalty

Week 7: Email & Influencer Marketing

- Building an email list & sending marketing campaigns
- Automating email sequences (abandoned cart, promotions)
- Partnering with influencers & affiliate marketing

Week 8: Paid Advertising & Retargeting

- Running Google Shopping & Facebook Ads
 - Retargeting & remarketing strategies
 - Budgeting & optimizing ad campaigns
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Month 3: Scaling & Automating Your E-Commerce Business

Week 9: Analytics & Conversion Rate Optimization

- Tracking sales & traffic with Google Analytics
- Understanding conversion rates & A/B testing
- Improving product pages & checkout process

Week 10: Advanced Growth Strategies

- Upselling & cross-selling techniques
- Expanding to international markets
- Subscription models & recurring revenue

Week 11: Managing & Automating Operations

- Automating order processing & customer service
- Hiring virtual assistants & scaling your team
- Managing finances & reinvesting profits

Week 12: Final Project & Launching Your Store

- Creating a full-fledged e-commerce business plan
- Implementing marketing strategies for long-term growth
- Course wrap-up & certification

By the end of this **3-month course**, you'll be ready to **launch, market, and grow a profitable online store** with confidence.