



# Course Overview

According to Temasek Holdings and Google, the size of Singapore's eCommerce market is predicted to grow by more than five times to be worth [S\\$7.5 billion within 10 years](#) – more than the valuation of the casino industry here valued at US\$4 billion.

More and more retailers are adopting an omni-channel approach, with e-commerce tripling from 2.1 percent to making up 6.7 percent of all retail in Singapore. This growing trend is also apparent in five other South-east Asian countries – Indonesia, Vietnam, Philippines, Thailand, and Malaysia, also forecasted to have e-commerce markets worth more than US\$5 billion by 2025. Having an online presence is no longer an option if businesses want to thrive on the growing trend of e-commerce.

## Course Highlights

In this 2-day E-commerce Website Creation Course, participants will learn:

- How to start an online store from scratch (Step-by-step)
- How to create individual product pages, product category listings, and other essential pages of an eCommerce store (e.g. Shopping cart, checkout page, FAQ, support page, etc.)
- How to create different types of product and which type to use of different industries
- How to make use of the coupon system to generate more orders
- What are the mandatory costs as well as hidden costs of running an eCommerce shop
- Typical online shopping behaviour and how to optimise your store to increase online orders
- How to set up payment gateways and common checkout options such as Credit Card, PayPal, and eNets to receive payment online
- How to set up customer account creation to enable repeat purchases in future
- How to calculate local and international shipping rates and set up shipping modules
- How to connect your online store to popular social media platforms such as Facebook, Instagram, and Carousel
- How to backup, update, and maintain your eCommerce store

## Why Learn Here

- Lifetime access to [video tutorials and updated course materials](#) via the [learning portal](#)
- Up-to-date, bite-sized course modules
- Hands-on, interactive, instructor-led
- Demo domain hosting server and website provided
- Comprehensive and structured curriculum
- Developed and delivered by industry experts
- After-training support provided
  - 1 free refresher seat
  - Direct email support with trainer
  - Access to support forum

## Student Work

Below are some examples of websites created by our students and websites that you should be able to create by the end of the 2-day course.



## Objectives

In this 2-day intensive yet hands-on and engaging eCommerce Website Creation course, participants will learn all the essential aspects of creating a fully functional eCommerce website (i.e. ready to process online payments, showcase product catalogues, enable promo codes/discount coupons, and create up-sells/cross-sells, among many others).

At the end of the 2 days course, participants should be able to:

- Create an online store using WordPress integrated with the WooCommerce plugin
- Create individual product pages, product category listings, and essential eCommerce pages
- Create products based on industry needs
- Create promotion options/ coupon codes
- Calculate international shipping rates and set up shipping modules
- Set up customer account creation
- Set up online payment gateway
- Manage customer's order / account
- Make improvements to the website user experience to increase conversions
- Back up, update, and maintain a fully functional online store

## Target Audience

Retail store owners, Startup Founders, Marketing Executives, Brick and mortar shop owners who wish to provide online shop option.

## Prerequisite

**Each participant will be provided with a windows laptop** for the duration of the course. Participants may however opt to bring their own laptops.

Basic computer knowledge, fundamental knowledge of WordPress or have completed our 2-day our [WordPress Website Creation Course](#) prior to this course.

## Certification

Certification of completion will be issued upon completing 75% of the course.



# Course Outline

## Introduction to Ecommerce

Instructor-led | Mode of delivery: Presentation, Demonstration and Modelling (Hands-on)

- Types of eCommerce Systems
- WooCommerce Vs Shopify, Magento, Opencart, Prestashop
- Workflow and features of WooCommerce

## Domain and Hosting

Instructor-led | Mode of delivery (Presentation, Practical hands-on)

- Recommended domain name registrars
- How to buy a domain name
- Recommended web hosting providers
- What to consider when choosing the right hosting plan for your needs
- How to purchase a web hosting account
- How to point/link domain name to website

## Essentials of Commerce Website Creation

Instructor-led | Mode of delivery: Presentation, Demonstration and Modelling (Hands-on)

- Domain Registration
- Hosting Registration

## Set-Up and Installation of WordPress and WooCommerce

Instructor-led | Mode of delivery: Presentation, Demonstration and Modelling (Hands-on)

- 3 steps wordpress installation
- Logging into WordPress
- Installing WooCommerce
- Setting up Your WooCommerce online shop

## WooCommerce Set-Up

Instructor-led | Mode of delivery: Presentation, Demonstration and Modelling (Hands-on)

- Shipping methods
- Payment methods
- Product attributes
- Product categories
- Product set-up

## WooCommerce Workflow and Process

Instructor-led | Mode of Delivery: Presentation, Demonstration and Modelling (Hands-on)

- Customer account Management
- Order Processing
- Refunds

## WooCommerce Promotions and Coupons

Instructor-led | Mode of Delivery: Presentation, Demonstration and Modelling (Hands-on)

- Types of Promotions (e.g. Free shipping, category discounts..etc)
- Types of Coupons

## WooCommerce Plugins and Extensions

Instructor-led | Mode of Delivery: Presentation, Practical

- Extension to shipping method
- Extension to payment method
- Extension to Membership features

## WooCommerce Themes

Instructor-led | Mode of Delivery: Presentation, Demonstration and Modelling (Hands-on)

- Modern Woocommerce Designs
- Choosing a reliable Woocommerce Theme
- Installing a theme
- Installing a child theme

## Exploration and Guidance

Instructor-led | Mode of Delivery: Drill and Practice

- Touching up aesthetics of eCommerce website with trainer's guidance
- Exploring features and functions of the WooCommerce interface with trainer's guidance



# Course Information

## Course Duration

2 Days (10am to 6pm)

## Course Fee

~~S\$990~~ **S\$500 nett** (Lunch included + Laptops provided)

## Certification

Upon completion of the course, a soft copy of the Certification of Completion will be emailed to each participant.

## Training Method

Instructor-led training

## Course Dates

17, 18 Sep 2018

## Instructor

### Chan Teck Seng

Teck Seng is the founder of Lemonade IT, a Singaporean creative design agency specialising in web design and development.

As a webmaster and SEO consultant for leading companies, Teck Seng and his team created and managed websites that attained high conversion rates.

With more than 15 years of experience, his team has worked on web development projects spanning the South East Asian region. Lemonade It has also recently added the websites of Takashimaya Astro Arena (Malaysia), and Pezzo Pizza to their portfolio. All their projects reported a significant increase in leads and online conversions.

He believes that the foundation for strong branding lies in brand visibility – empowered by building websites that are both machine and human friendly.

Teck Seng is Google AdWords and Google Analytics certified. His works has earned him numerous accolades and praises, for both their design and skills in digital development. Teck Seng and his team were awarded by CSSWinner, CSSDesign Awards, Singapore Website Award (SWA).