


Shopify Store Creation Course

Build Professional Shopify Stores
That Convert

 In-Person or Online-Based Classroom

 Duration: 19 Hours (2 days)



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We upskill and empower teams at leading industry organisations.
You are in good hands.



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Course Fees & Fundings

Course Fee: S\$990.00 (inclusive of 9% GST)

Nett Course Fee After Eligible SSG Subsidies:
From S\$297.00

SkillsFuture
Credit, PSEA,
UTAP
Claimable

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Course Overview

Master the art of building and optimising your online store with our Shopify Store Creation course. This hands-on training programme is designed to equip you with the skills to create a professional e-commerce storefront, manage product listings, and implement user-friendly features to enhance customer experience. Whether you're a budding entrepreneur or a marketer expanding your e-commerce capabilities, this course empowers you to design, customise, and manage Shopify stores that drive traffic and conversions.

Learn to optimise your store for search engines and streamline operations using Shopify's powerful tools. From configuring payment gateways to setting up efficient shipping workflows, you'll gain the practical know-how to handle every aspect of Shopify management. Additionally, explore analytics and plug-ins that help you track performance and improve store functionality, ensuring your e-commerce business stays ahead in a competitive market.

By the end of this course, you'll have a fully functional Shopify store tailored to your business needs. Gain insights into data-driven strategies, plug-in recommendations, and advanced optimisation techniques to maximise ROI. Take the next step in your e-commerce journey and transform your online store into a scalable, results-driven platform.



Target Audience

1. **Entrepreneurs:** Aspiring or current business owners looking to launch or optimise their online stores.
2. **Marketers:** Professionals expanding their expertise in e-commerce and Shopify store management.
3. **E-commerce Teams:** Individuals responsible for managing or scaling online business operations.
4. **Freelancers:** Consultants and developers looking to offer Shopify-related services to clients.

Course Highlights

- Build a fully operational Shopify store from scratch.
- Customise your storefront to deliver an engaging user experience.
- Master product listing optimisation to boost search visibility.
- Set up payment gateways and shipping workflows aligned to customer needs.
- Leverage Shopify analytics to track performance and optimise sales.
- Evaluate and integrate plug-ins for operational and UX improvements.



Course Objectives

By the end of the class, trainees will be able to:

- Design and Customisation: Create a fully functional Shopify storefront aligned with customer experience best practices.
- Product Management: Manage and optimise product listings using SEO strategies to enhance visibility and sales.
- Payment and Shipping: Configure seamless payment gateways and shipping workflows tailored to customer preferences.
- Analytics and Optimisation: Leverage Shopify analytics tools to track store performance and implement data-driven improvements.
- Store Enhancements: Evaluate and adopt plug-ins to improve operational efficiency and user experience.

Course Outline

Introduction to Shopify

Topics Covered:

- Overview of Shopify and its ecosystem.
- Setting up Shopify stores: aligning configurations with organisational content management policies.
- Practical implementation of organisational policies during store setup

Instructional Methods:

- Lectures
- Demonstrations
- Case Studies

Store Design and Customisation

Topics Covered:

- Selecting and customising Shopify themes
- Optimising storefronts for mobile responsiveness
- Brainstorming and applying UX-focused ideas for storefront design

Instructional Methods:

- Hands-On Workshop
- Peer Review



Product Listings and Inventory Management

Topics Covered:

- Adding and optimising product listings for SEO
- Ensuring proper tagging, metadata, and product descriptions
- Managing inventory and updating product descriptions regularly

Instructional Methods:

- Hands-On Workshop
- Group Discussion

Payment Gateways, Shipping, and Fulfilment

Topics Covered:

- Overview of Shopify's payment gateway and shipping options
- Key considerations for selecting shipping providers
- Researching and selecting appropriate payment and shipping solutions

Instructional Methods:

- Lectures
- Hands-on Workshop



Shopify Analytics and Store Optimisation

Topics Covered:

- Overview of Shopify asset management tools
- Analysing store assets for performance optimisation
- Tracking sales, traffic, and conversion rates using Shopify analytics
- Generating reports for store optimisation
- Evaluating plug-ins for operational and UX improvements
- Interpreting analytics data and recommending improvements
- Demonstrating selected plug-ins and explaining their operational benefits

Instructional Methods:

- Hands-On Workshop
- Peer Review



Trainer Profile

Jessica Bong

Jessica Bong is an experienced and highly skilled Shopify Store Creation trainer and the Founder of Soodo, an eCommerce growth partner dedicated to helping businesses scale and succeed across Shopify, Lazada, and Shopee. Drawing from years of hands-on experience, Jessica has built and scaled multiple brands across industries such as home goods, tech gadgets, jewelry, and subscription boxes. Many of these brands have consistently achieved six-figure revenues within their first year, showcasing her systematic approach to creating profitable, functional, and visually compelling online stores.





Certificate and Certification Track

A Certification of Completion will be issued upon achieving at least 75% attendance for the course.



Frequently Asked Questions

Who is this course for?

This course is designed for entrepreneurs, small business owners, e-commerce professionals, and marketers who want to create, customise, and manage professional Shopify stores.

Do I need prior experience with Shopify?

No prior experience with Shopify is required. The course covers everything from setting up a store to advanced customisation and optimisation techniques.

What will I learn in this course?

You'll learn how to set up, design, and customise a Shopify store. Topics include product listing optimisation, payment gateways, shipping workflows, SEO strategies, and leveraging Shopify analytics for performance improvement.

What tools or equipment do I need for the course?

You'll need a laptop with internet access. Access to a Shopify account is highly recommended for hands-on sessions. Should you not have access to a Shopify account, we will provide one for you for the duration of the course.

How is the course structured?

The course spans two days and includes lectures, hands-on workshops, peer discussions, and individual projects to provide a comprehensive learning experience.

Still have unanswered questions? Check out the [FAQs page](#) or [submit an enquiry](#).



Related Courses



Certified Ecommerce Specialist (CES)



**Certified Digital
Marketing Strategist v2**



Ecommerce Essentials



**Ecommerce Marketplaces
(Shopee & Lazada)**



Ecommerce Strategy



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