

- Buying a domain
- Building a brand logo from a template
- Choosing your brand colors
- Presentation

Module 4: Building a woocommerce Website

- UI/UX principals
- Examples of Bad and Good UI/UX schemes
- Choosing the right woocommerce theme
- Themeforest marketplace shopping
- Wordpress theme repository shopping
- Installing wordpress manually
- Installing wordpress usine one-click-installs
- Installing woocommerce
- Installing a woocommerce theme
- Adding WooCommerce products
- Adding WooCommerce Categories
- Creating Shipping Classes
- Creating web banners
- Test transactions
- Website speed test
- Presentation

Module 5: Facebook Advertising

- What is Facebook?
- What is Facebook Advertising
- Facebook Business Manager intro
- Facebook Audience Insights
- How the Facebook pixel works
- Configuring the Facebook pixel with a woocommerce website
- Writing effective Facebook sales copy
- Choosing and building the right campaign creatives for e-commerce
- Post campaign assessment and analysis
- Facebook CBO
- Presentation

Module 6: Google Search Ads

- What is Google?
- What are Google Search Ads?
- Keyword Research
- Building a Google search ads campaign from scratch
- Presentation

Module 7: Google Merchant Center

- What is the Google Merchant Center?
- How the Google Comparison Engine Works
- Google Shopping programs
- Submitting a Google Shopping Feed via the Google Ads API

- Building a Google Shopping Ad from scratch
- Presentation

Module 8: Google Display Network

- What is the Google Display Network?
- Audience Research
- Keyword Research
- Building a Display Network ad campaign from scratch (Google DRA Ads)
- Presentation

Module 9: Google Display Network

- What is Youtube?
- What is YouTube Ads?
- Youtube ads insights and research
- Choosing the right creatives for Youtube Ads
- Choosing the right Youtube Ads campaign objective
- Building a Youtube ads campaign from scratch
- Presentation
- Exam

Module 10: Measurement and Analytics

- Google Analytics
- Facebook Analytics
- Google Data Studio
- Presentation

Module 11: Customer Service

- The importance of great customer service
- How to handle customer service complaints
- Final Website Project
- Presentation

Module 12: Google Search Ads

- What is TikTok?
- What are TikTok Ads?
- Why TikTok Ads?
- Audience research
- Building a Tik Tok ads campaign from scratch
- Presentation

Module 13: SnapChat Ads

- What is SnapChat?
- What are SnapChat Ads?
- Why SnapChat Ads?
- Audience research
- Building a SnapChat ads campaign from scratch
- Presentation

