

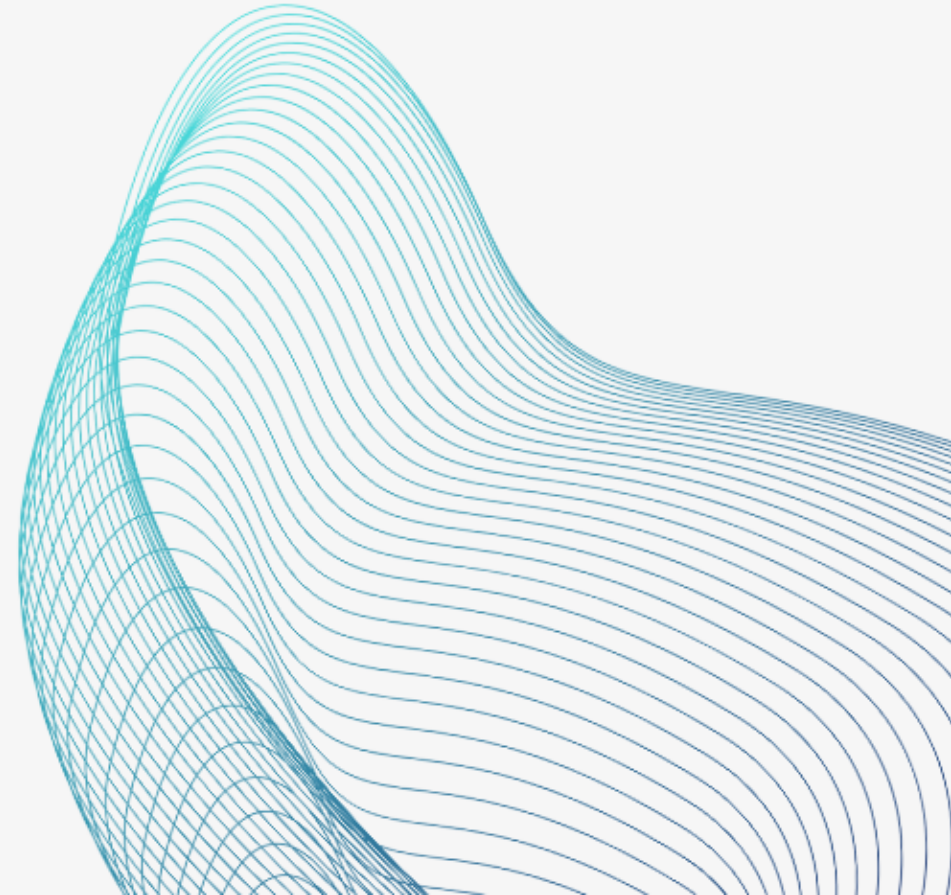


Training Courses
For Business Development



Created by
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Building Your Digital Storefront Workshop



Workshop Objectives:

1. **Store Functionality Testing:** Participants will learn how to thoroughly test your store's features, including navigation, search, product pages, cart, and the checkout process, to ensure a seamless user experience.
2. **SEO Optimization:** Participants will gain knowledge on implementing SEO techniques, such as the proper use of keywords, meta tags, and image optimization, to enhance your store's visibility on search engines.
3. **Analytics Setup:** Attendees will learn how to integrate Shopify Analytics or other analytics tools, such as Google Analytics, to monitor your store's performance and gain valuable insights.
4. **Social Media Connection:** Participants will understand the importance of linking your store to social media accounts and learn how to do so, driving traffic, increasing engagement, and improving brand awareness.
5. **Marketing Plan Development:** Participants will be guided on how to develop a comprehensive marketing strategy to promote your store, including tactics like email marketing, social media marketing, and paid advertising.
6. **Store Launch:** Participants will understand the necessary steps for launching your store, including testing, optimization, and removing password protection to make the store publicly accessible.
7. **Continuous Monitoring and Adjustment:** Attendees will learn the importance of continuous monitoring of your store's performance, customer feedback, and analytics data to identify areas for improvement and make necessary adjustments.
8. **Hands-On Experience:** Throughout the workshop, participants will apply the knowledge they've gained by optimizing and preparing your own Shopify store for launch.
9. **Confidence Building:** By the end of the workshop, participants will be equipped with the knowledge and skills necessary to successfully launch and manage your own Shopify store, ready to thrive in the e-commerce landscape.

What is expected of you:

1. **Active Participation:** Participants are expected to be engaged throughout the workshop. This includes brainstorming on your business idea, actively setting up your Shopify account, and actively participating in discussions.
2. **Hands-On Experience:** Participants are expected to gain hands-on experience by setting up your own Shopify store during the workshop. This includes defining your niche, choosing a business and domain name, selecting and customizing your theme.
3. **Feedback:** Participants are expected to provide and receive constructive feedback during the review session. This will involve sharing your Shopify store with others and discussing your choices.
4. **Learning Attitude:** Participants are expected to be open-minded and willing to learn. They should be prepared to explore different aspects of setting up an online store and to ask questions whenever necessary.
5. **Implementation:** Participants are expected to apply the knowledge and skills gained during the workshop to your own e-commerce ventures post-workshop. The ultimate goal is for participants to walk away with a ready-to-launch Shopify store.
6. **Professionalism:** Participants are expected to respect the ideas and opinions of others during discussions and feedback sessions, fostering a supportive learning environment.



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