



helping you manage  
your SEO in-house



## Ecommerce Training Day

- Choosing the right Ecommerce Platform for your business
- Choosing a domain name (.co.uk or .com?)
- Selecting the right hosting for your e-business
- Pointing your domain to your hosting account
- Cpanel – What is cpanel and how to use it
  - How to set up a mysql database
  - How to set up email addresses
  - What is fantastic
- FTP – File Transfer Protocol
- Uploading your files / overwriting files
- CHMOD 777
- Learn how to install an ecommerce platform through a web browser
- Install and customise a theme for your website
- Changing the theme logo and images
- Learn how to use the admin panel of your website
  - Admin Panel
  - Basic Settings
  - Create Categories
  - Create Products
    - How to add Products & Images to your store
- Understanding & Implementing Google Analytics & Webmaster Tools.
- Creating site pages (taught during theme set up)
- Search engine optimisation tweaks (taught throughout the day)
- Google Merchant Feeds
- Creating an Adwords Pay Per Click campaign
- Site testing & Soft launch
- Tweaking your website and Pay Per Click campaigns
- Managing and processing orders and returns
- Payment processing
- Review the course and your site
- & finally .....

## Launch your site!

**This course is suitable for beginners with absolutely no knowledge** as well as people with previous web knowledge. This is tailored to teach anyone how to set up a real money making store.

The cost of the course is £299.00 + VAT per person