Intermediate: E-commerce & Dropshipping

(Using WordPress + WooCommerce)

Description:

This course delivers a complete guide to launching and scaling an **e-commerce business**, with a particular focus on the **dropshipping model**. Participants will learn to set up and manage an online store using **WordPress and WooCommerce**, explore **product sourcing**, establish reliable **supplier relationships**, and automate **order fulfillment**. The curriculum integrates **digital marketing** strategies —such as **SEO**, **social media advertising**, and **email marketing**—alongside tools for **analytics**, **financial management**, and **automation**. Real-world case studies and hands-on projects ensure that learners leave with the skills to run a profitable, scalable, and customer-focused e-commerce operation.

Learning Outcomes:

By the end of this course, you will:

- Understand how e-commerce and dropshipping work in real business environments.

- Identify profitable product niches and evaluate trustworthy suppliers.

- Build and optimize a complete online store using **WordPress + WooCommerce**.

- Execute digital marketing strategies to attract and convert customers.

- Handle refunds, customer support, and shipping logistics for a global audience.

- Automate routine operations and track performance using analytics tools.

- Develop a foundation in financial planning and sustainable growth strategies.

Course Duration:

- **Total Duration:** 6 Weeks
- **Sessions per Week:** 2
- **Session Length:** 1.5 hours
- **Total Instructional Hours:** 18 hours

6-Week Learning Plan

Week 1: Introduction to E-commerce & Dropshipping

Topics:

- Understanding B2C vs B2B vs Dropshipping
- Legal considerations and business registration
- Pros and cons of the dropshipping model
- Overview of tools: WordPress, WooCommerce, AliExpress, Spocket, CJdropshipping

Hands-on:

- Define a niche and target audience
- Set up a basic WordPress site with WooCommerce

Week 2: Product Sourcing & Supplier Management

Topics:

- Finding and validating winning products
- Supplier vetting (AliExpress, CJdropshipping, Spocket)

- Profit margin calculations

- Handling inventory issues & alternative suppliers

Hands-on:

- Research profitable products using AliTools / Oberlo / Niche Scraper

- Connect a supplier to your WooCommerce store

Week 3: Store Setup & Branding

Topics:

- WooCommerce store configuration (shipping, payments, taxes)

- Store design: choosing themes, layout, and plugins

- Creating product listings with images and descriptions

- Essential plugins: reviews, upsells, GDPR compliance

Hands-on:

- Customize store design

- Add 5–10 real product listings

Week 4: Digital Marketing Essentials

Topics:

- SEO basics for product pages and blogs

- Facebook/Instagram advertising strategies

- Setting up Google Shopping campaigns

- Building email lists and automating email flows

Hands-on:

- Create an ad campaign with a basic funnel

- Write product descriptions optimized for search

Week 5: Store Operations & Customer Experience

Topics:

- Order fulfillment workflows and automation tools

- Managing refunds, exchanges, and returns

- Customer support tools (e.g., Tidio, WhatsApp plugins)

- Handling international orders and shipping policies

Hands-on:

- Automate orders using WooCommerce + plugin integration

- Set up a refund/return policy page

Week 6: Analytics, Scaling & Final Project

Topics:

- WooCommerce analytics and Google Analytics setup

- Budgeting, break-even, and profitability metrics

- Strategies for upselling, cross-selling, and retargeting

- Scaling to international markets

Final Project:

- Launch a fully functional WooCommerce dropshipping store

- Drive sample traffic via a test marketing campaign

- Submit performance summary and scaling plan

Final Deliverables:

- Live e-commerce website using WordPress + WooCommerce

- Digital marketing funnel (ads, email sequence, SEO plan)

- Operational store with real or demo products

- Store analytics dashboard setup

- Final business report with branding and scaling strategy

- Certificate of Completion by CodeHills

Course Fees (Pakistan):

- **Standard Fee:** PKR 15,000