

Course : PrestaShop, create an e-commerce site

Practical course - 3d - 21h00 - Ref. PST
Price : 2080 CHF E.T.

On completion of this training course, you'll be able to set up and manage a fully operational PrestaShop e-commerce site. In particular, you'll be able to create a product catalog and customer list, manage orders and the online store, and administer payment solutions.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Setting up an operational e-commerce site
- ✓ Create a product and customer catalog
- ✓ Manage orders and administer payment solutions
- ✓ Define shipping and delivery costs
- ✓ Manage and track the activity of a merchant site

Intended audience

Anyone wishing to create or manage an e-commerce site.

Prerequisites

Basic knowledge of Windows and web use.

Practical details

Hands-on work

Theoretical input and practical exercises, feedback and discussion. Setting up a PrestaShop site.

Course schedule

PARTICIPANTS

Anyone wishing to create or manage an e-commerce site.

PREREQUISITES

Basic knowledge of Windows and web use.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 PrestaShop overview

- Purpose of an e-commerce site. Main functionalities. Local/remote installation.
- PrestaShop user interface (front office): home page elements, navigation system, modules.
- PrestaShop back office: administration panel, tabs.

Hands-on work

Demonstration of a Prestashop site. Installation and familiarization with Prestashop (user and administrator sides).

2 Create a product and customer catalog

- Create category and sub-category hierarchies. Assign products to a category.
- Create customers and customer groups.

Hands-on work

Create store home page. Create categories and product sheets.

3 Manage orders and administer payment solutions

- Create a new order. View customer orders.
- Check order status (delivered, pending, cancelled, paid...).
- Payment modules (check, PayPal, etc.). Define payment module restrictions.

Hands-on work

Install the processing chain, from product proposal to final order. Add payment modules.

4 Define shipping and delivery costs

- Define rules for calculating transport and delivery costs. Define price and weight ranges.

Hands-on work

Design transport billing rules.

5 Set up store modules

- Identify default theme modules. The modules Login, Your account/Cart...

Hands-on work

Module installation.

6 Create a custom theme

- Define custom theme design and styles. Control the position of blocks.
- Graft a module. Find themes and modules.

Hands-on work

Create your own theme.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

7 Monitor site activity

- View statistics. Set preferences. Propose special offers.
- Display flagship products on the home page. Offer free shipping. Create cross-selling opportunities.

8 Store administration

- Registering your trademark and domain name. Configuring .htaccess for PrestaShop. Optimize referencig.

Hands-on work

Publish store on remote site. Optimize site referencig.