

Training program

“Advanced” Training (FR/EN)

Version : 1.0

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PREREQUISITES	You have followed the "START" training course or you already master its content, no technical knowledge is required. Your PrestaShop store is in version 1.7 (or later)
AUDIENCE AND ACCESSIBILITY	<p>You are already working on a PrestaShop store in version 1.7 or you have already followed the “START” training course. You want to be quickly autonomous on the use of the PrestaShop software.</p> <p>A preliminary meeting with the disability advisor to define the terms of access may take place.</p>
OBJECTIVES OF THE TRAINING COURSE	<p>This training course allows you to complete the "START" training course and to master the possibilities of modifying the design of your site. This training will allow you to master all the features you need to modify your store and to master both your back office and front office.</p> <p>Master the administration of your store.</p> <p>Set up the necessary features to build your home page, to implement a new design and to implement an ecommerce marketing strategy.</p> <p>Handle the CMS pages and master the statistics to follow and develop your business</p>
EVALUATION PROCEDURES	In order to validate the skills acquired, a MCQ test is scheduled at the end of the training course. Different tests are also planned during the training course
CONDITIONS OF REALIZATION	The training course is led by an expert of the PrestaShop solution, a certified PrestaShop trainer.
TEACHING METHODS	The training is conducted online. A course material is provided to each trainee. A large place is given to questions/answers so that each participant can perfectly understand the features they will use in their daily activity.

DURATION, LOCATION AND ACCESS TIME	<p>1 day: from 9am to 6pm with a 1-hour lunch break. The training course is conducted online, the link of the training course is sent as soon as the registration is validated.</p> <p>Access time to the training course: 72 hours You will be contacted by the training team before the beginning of the training course.</p>
PRICING	€700 (excluding tax) per person.

PROGRAM

Getting started with your store

- Important native modules to implement
- Addons modules needed to get started

Creation of the home page

- Modification of the slideshow
- Display and choice of photos for the home page
- Creation of the site menus

Customization of the store

- How native modules work
- Installation and configuration
- Installation of a theme ...

Loyalty and Marketing

- Customer Account Organization
- Group Management

- Email management
- Setting up a newsletter...

Statistics analysis

- The important statistics modules
- Using and implementing Google Analytics

CMS management and implementation

- Creation and modification of CMS pages
- Creation of CMS blocks
- Management of blocks and page

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