Level *Up*

MASTER YOUR DIGITAL SKILLS

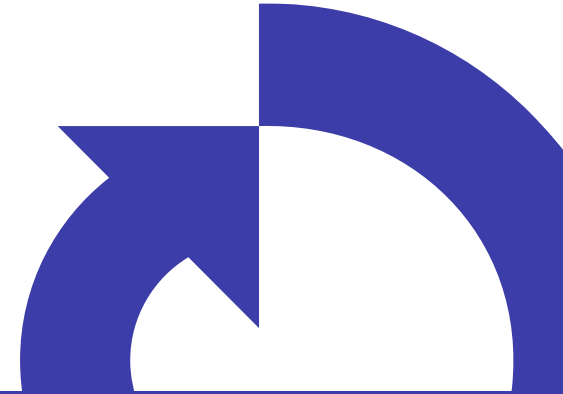### WooCommerce Essentials: Launch Your Own Online Store

ICT Skills

JOIST Innovation Park

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COURSE OVERVIEW

Join us for an in-depth webinar designed to guide you through the essential steps of launching your own online store using WooCommerce. Whether you're a small business owner or an e-commerce professional, this webinar will equip you with the knowledge and tools needed to successfully set up and manage your WooCommerce store.

OUR GOALS

1. Understand and Configure the Fundamentals of WooCommerce

2. Handle daily tasks such as managing products and inventory, orders and customers

3. Secure and optimize performance

COURSE DESCRIPTION

This course covers everything you need to know to create, manage, and optimize an online store. Start by setting up your store and designing an engaging storefront. Learn how to manage products and inventory effectively, handle orders and customers seamlessly, and boost sales performance. Explore essential WooCommerce integrations and implement security measures for enhanced performance. Perfect for small business owners and people starting their online commerce journey, this course will equip you with the skills to build a successful online store.

- Introduction to WooCommerce

- Setting up your WooCommerce Store

- Designing your Store

- Managing Products and Inventory

- Handling Orders and Customers

- Optimizing Sales Performance

- WooCommerce Integrations

- Security measures and Performance Enhancements

- QA

COURSE INFO

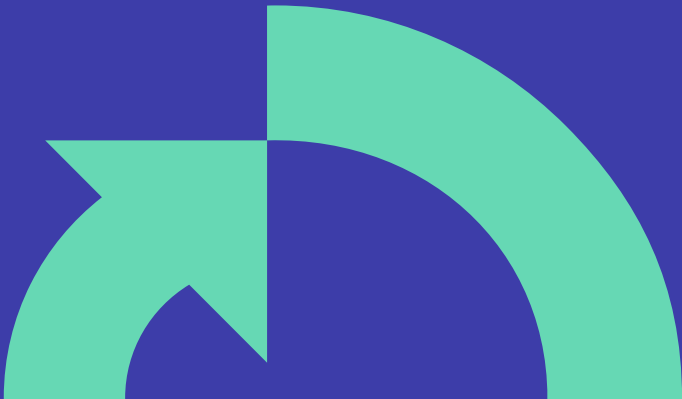|	
Location	**Online through MS Teams**
Date	**21.06.2024**
Time	**12:00 EEST**
Duration	**2 hours**
Cost	**Funded by the Level Up project**

Athanasios Fouloulis

Athanasios Fouloulis holds a Diploma in Electrical and Computer Engineering and an MSc in "Advanced Computer and Communications Systems" from the Department of Electrical and Computer Engineering at AUTh.

He has extensive experience as a Lead Application Consultant, being responsible for the design (both functional and technical), implementation, and optimization of various solutions, including demand forecasting, inventory planning, and assortment planning, for leading retailers worldwide. Additionally, he has served as a Lecturer in the Laboratory of Electronic Media at Aristotle University. His professional background also includes roles as an RNC/BSC Engineer in telecommunications and as a developer for numerous web projects.

Athanasios has founded EGNITE, Digital Transformation Agency, focusing on providing digital services and scalable solutions for sustainable business development.

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