Mastering Magento: From Beginner to Advanced

Course Content

**WEEK 1**

**Module 1: Introduction to Magento**

1. Lesson 1: Overview of E-commerce Platforms

- Introduction to e-commerce and popular platforms

- Why choose Magento?

2. Lesson 2: Introduction to Magento

- What is Magento?

- History and versions of Magento

- Magento Open Source vs. Magento Commerce

3. Lesson 3: Setting Up Your Environment

- System requirements

- Installing Magento locally and on a server

- Introduction to Magento Marketplace

**Module 2: Getting Started with Magento**

1. Lesson 1: Magento Admin Panel Overview

- Navigating the admin panel

- Key features and functionalities

2. Lesson 2: Configuring Your Store

- General settings

- Currency setup

- Store emails and contacts

3. Lesson 3: Managing Products

- Types of products (simple, configurable, grouped, etc.)

- Adding and managing products

- Product attributes and attribute sets

**WEEK 2**

**Module 3: Catalog Management**

1. Lesson 1: Categories and Subcategories

- Creating and managing categories

- Organizing products within categories

2. Lesson 2: Product Types and Attributes

- Detailed look at different product types

- Creating and managing product attributes

3. Lesson 3: Inventory Management

- Setting up inventory

- Managing stock levels and stock status

**Module 4: Store Customization**

1. Lesson 1: Themes and Layouts

- Introduction to Magento themes

- Installing and customizing themes

- Working with layout XML files

2. Lesson 2: Customizing the Storefront

- Customizing homepage, category, and product pages

- Using widgets and blocks

3. Lesson 3: Managing CMS Pages and Blocks

- Creating and managing CMS pages

- Using static blocks and widgets

**Module 5: Customer and Order Management**

1. Lesson 1: Customer Accounts

- Managing customer accounts

- Customer groups and segmentation

2. Lesson 2: Orders and Invoices

- Processing orders

- Creating invoices and shipments

- Managing returns and refunds

3. Lesson 3: Promotions and Marketing

- Setting up promotions and discounts

- Managing newsletters and email campaigns

Module 6: Advanced Configuration

1. Lesson 1: Payment Gateways

- Configuring payment methods

- Integrating with third-party payment gateways

2. Lesson 2: Shipping and Tax Configuration

- Setting up shipping methods

- Managing tax rules and settings

3. Lesson 3: Multi-store and Multi-language Setup

- Creating multiple stores

- Setting up multiple languages and currencies

**Module 7: Security and Performance**

1. Lesson 1: Security Best Practices

- Securing your Magento store

- Implementing SSL and two-factor authentication

2. Lesson 2: Performance Optimization

- Speeding up your Magento store

- Caching and indexing

3. Lesson 3: Backup and Recovery

- Setting up backups

- Restoring your Magento store

**WEEK 3**

**Module 8: Extensions and Custom Development**

1. Lesson 1: Working with Magento Extensions

- Finding and installing extensions

- Managing and configuring extensions

2. Lesson 2: Introduction to Magento 2 Development

- Overview of Magento’s architecture

- Creating a simple module

3. Lesson 3: Customizing Magento with Code

- Using Magento’s API

- Customizing themes and templates with PHP and XML

Module 9: Analytics and Reporting

1. Lesson 1: Magento Reports

- Using built-in Magento reports

- Customizing reports

2. Lesson 2: Integrating Google Analytics

- Setting up Google Analytics

- Tracking e-commerce metrics

3. Lesson 3: Advanced Reporting Tools

- Using third-party analytics tools

- Creating custom dashboards

Module 10: Launching and Managing Your Store

1. Lesson 1: Pre-launch Checklist

- Final configurations and testing

- Launch strategy

2. Lesson 2: Post-launch Management

- Monitoring and maintaining your store

- Continuous improvement and scaling

3. Lesson 3: Community and Support

- Leveraging the Magento community

- Finding support and resources

**Course Conclusion**

- Final Project

- Building and launching a complete Magento store

- Certification Exam

- Test your knowledge and earn a certificate of completion

**Additional Resources**

- Recommended reading

- Useful extensions and tools

- Forums and communities for continued learning

This course outline provides a comprehensive roadmap for understanding Magento, covering essential topics to ensure that you can effectively use and customize the platform