

OpenCart Store Management Course for Merchants:

1. What is Dashboard

- a. How to read or Understand OpenCart Dashboard
- b. How to manage your OpenCart Store Dashboard, and add and remove dashboard widgets.

2. What is Catalog

a. Categories:

- i. How to add Product Categories in OpenCart
- ii. How To add Parent Categories in OpenCart
- iii. How to Add Sub Categories in OpenCart
- iv. How to Display Categories in the OpenCart Front Store.
- v. How to Edit Categories in OpenCart
- vi. How to Assign Specific Layout for different Categories.

b. Products:

- i. How to Add Products in OpenCart
- ii. How to Edit Products in OpenCart
- iii. How to assign products to specific categories
- iv. How to Show related products on OpenCart Product Page.
- v. How to Add Product Attributes for any Product
- vi. How to add Options for variable products in OpenCart
- vii. How to Add Subscription based products in OpenCart
- viii. How to Apply Discounts on OpenCart Products and Create Sales
- ix. How to Add Special Products in OpenCart for specific Dates to Sales Periods.

- x. How to Assign SEO URL to OpenCart Products
- xi. How to assign Specific Layout for different types of Products.

c. Products Filters:

- i. What is meant by Products Filters and Filter Groups?
- ii. How to Create Filter Groups and Product Filters.

d. Products Attributes:

- i. How to Create Attributes and Attribute Groups

e. Products Options:

- i. What is meant by Product Options and How to create and Edit Product Options.

f. Manufacturers:

- i. How to Add and Edit Products Manufacturers / Brands in OpenCart.
- ii. How to Add or Assign a Product to its respective Manufacturer or Brand in OpenCart.

g. Downloads:

- i. How to add Downloadable Products in OpenCart.
- ii. How to assign a Downloadable file to related Products.
- iii. How to prevent people from directly linking to your downloads.

h. Product Reviews:

- i. How to Add Product Reviews
- ii. How to Edit Product Reviews
- iii. How to Approve/ Disapprove or Enable/ Disable Product Reviews.

3. Information Pages:

- a. How to create / Edit important information pages like About Us, Delivery Information, Terms and Conditions, Privacy Policy etc.

4. Extensions:

- a. What is meant by Extensions and why are these required?
- b. Why is there a link to OpenCart Marketplace in your Store Admin and how you can benefit from it?
- c. How to Install Extensions or Modules in OpenCart?
- d. How to check which extensions and Modules are already installed in your Store.
- e. How to enable or disable extensions or modules?

5. How to Design & manage your store Layouts.

- a. What are Layouts
- b. How to add new Layouts in Opencart
- c. How to edit Layouts
- d. How to assign a layout to a specific category, product or page in OpenCart.
- e. How to Add Banners in Opencart
- f. How to display banners at any specific page.

6. How to View and Manage Sales,

- a. View Orders and Recurring Orders
- b. Manage Returns and
- c. How to Gift Vouchers for specific event like Birthdays, Christmas and General
- d. How to add and remove gift Voucher Themes.

7. Know and Manage your Customers

- a. How to View your Customer Information.

- b. How to create or remove customer groups?
 - c. How to approve or reject pending customer accounts.
- 8. Marketing: How to Market your Store with the help of Campaigns, coupons and Emails and Integrate your store with Google Shopping site
 - a. How to create, Edit and Delete Campaigns?
 - b. How to create Coupons for specific products or campaigns?
 - c. How to create emails to promote your specific products, campaigns or store.
 - d. How to integrate your Store Catalog with Google Shopping Site, to get unlimited sales.
- 9. System: Store General Settings, User Management, (User, User Groups and APIs), Store Localization settings.
- 10. Reports:
 - a. How to view 12 different types of Reports for your stores.
 - b. How to check who is online at your store (know your visitors)
 - c. How to check the statistics of your stores, including, Orders sales, order processing, complete orders, returns, out of stock products and pending reviews
- 11. SEO setup
- 12. Store Settings
 - a. Location / address,
 - b. Name,
 - c. Phone,
 - d. Logo,

- e. Map,
 - f. Main email settings, order cc email, order mail
 - g. Google analytics setup
13. Store Homepage
- a. Banners
 - b. Slideshow
 - c. Special
 - d. Sales
 - e. Featured Products
 - f. Latest Products
 - g. Bestsellers