KIDS & TEENS FREELANCING TRAINING INSTITUTE

Magneto Training Course Outline

Module 1: Introduction to Magento

- What is Magento and why it's ideal for building large online stores
- Real-life example: Big e-commerce brands like Nike and HP using Magento
- Understanding Magento's architecture and core features
- Installing Magento on your local server or hosting
- Activity: Explore Magento admin and set up your first demo store

Module 2: Product Management in Magento

- What are products and how Magento organizes them
- Real-life example: Managing a fashion store with various sizes and colors
- Adding simple, configurable, and grouped products
- Setting up product attributes and categories
- Activity: Add and organize 5 products into categories with images

Module 3: Theme Customization and Storefront Design

- What are Magento themes and how they define your store's look
- Real-life example: Customizing your online bakery's homepage
- Installing new themes and customizing the layout
- Using Page Builder for drag-and-drop design
- Activity: Customize your homepage banner and featured product section

Module 4: Customer and Order Management

- How Magento manages users, customers, and orders

- Real-life example: Tracking orders and managing customer accounts in an electronics store
- Managing customer groups, orders, invoices, and shipping
- Creating discount codes and special pricing
- Activity: Simulate an order process and manage it from the admin panel

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Module 5: Payments, Shipping, and Tax Setup

- What are the key settings for running a real online store
- Real-life example: Offering free shipping over $100 and setting up PayPal
- Configuring shipping methods, payment gateways, and tax rules
- Integrating popular services like Stripe, PayPal, and FedEx
- Activity: Set up shipping zones and enable two payment methods

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Module 6: Magento Extensions and Modules

- What are extensions and how they expand store features
- Real-life example: Adding a customer review system with an extension
- Exploring Magento Marketplace and installing safe, useful modules
- Managing installed extensions and troubleshooting issues
- Activity: Install and configure an SEO or performance module

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Module 7: SEO, Marketing & Performance Optimization

- How to make your Magento store fast and visible online
- Real-life example: Improving loading speed and search visibility for your clothing brand
- Setting up SEO-friendly URLs, metadata, and sitemaps
- Using caching, image optimization, and performance tools
- Activity: Add SEO details to your product pages and test speed settings

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Module 8: Final Project – Build a Complete Magento Store

- Plan and build a real Magento store with products, orders, and design
- Implement tax, shipping, and customer management
- Test full e-commerce functionality from frontend to backend
- Activity: Launch your store and showcase all features in a presentation

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Bonus Materials

- Magento admin and CLI cheat sheets
- List of recommended free and premium extensions
- Sample product and category data sheets
- Mini quizzes after each module
- Certificate of Completion for Magento Fundamentals