Marketing Habs

Shopify Mastery Course

Curriculum & Syllabus — with Basic SEO

Duration: 6 weeks
18 classes total
Format: 3 classes/week
Instructor: Adeel Ahmad

A hands-on Shopify course covering store setup, products, apps, and checkout — plus a dedicated basic SEO module so every student launches with a search-optimized store.

Weekly Curriculum & Syllabus

Week 1 — Shopify Fundamentals

- **Class 1:** Account setup, plans, dashboard walkthrough
- **Class 2:** Choosing & customizing a theme
- **Class 3:** Store branding — logo, colors, fonts

Week 2 — Products & Store Setup

- **Class 1:** Adding products, variants, collections
- **Class 2:** Payment gateways, shipping settings, taxes
- **Class 3:** Store policies, navigation, homepage build

Week 3 — Apps & Functionality

- **Class 1:** Essential Shopify apps (reviews, upsell, email)
- **Class 2:** Custom sections & page building
- **Class 3:** Checkout customization, abandoned cart setup

Week 4 — Basic SEO for Shopify

- **Class 1:** Shopify SEO settings — title tags, meta descriptions, URLs
- **Class 2:** Image alt text, sitemap, basic keyword-optimized product copy
- **Class 3:** Site speed basics, mobile optimization checklist

Week 5 — Launch & Operations

- **Class 1:** Testing checkout, orders, inventory management
- **Class 2:** Analytics setup (Shopify Analytics + GA4 basics)
- **Class 3:** Pre-launch checklist & going live

Week 6 — Growth & Freelancing

- **Class 1:** Marketing your Shopify store (intro to ads/social)
- **Class 2:** Client project — build a mini store from scratch
- **Class 3:** Final presentation & certification

Notes

Ends with a client-style mini store build and certification. Basic SEO module (Week 4) covers everything needed to launch search-ready; students wanting deeper SEO can follow up with the Complete SEO Mastery Course.