Curriculum

1 Month Shopify Workshop

Official Workshop by World Of Tech

This is a live, practical workshop designed to help participants build, optimize, and promote Shopify stores using real world workflows. The program is structured across four weeks with three live sessions per week, conducted from Friday to Sunday, with each session lasting approximately 1.5 to 2 hours.

The workshop is led by three experienced instructors, each covering their area of specialization to ensure clarity, depth, and hands on learning.

Instructors

- Mesum Bin Shaukat
- Muhammad Huzaifa Irfan
- Abdul Rafay Khan

Workshop Schedule Overview

- Duration: **1 Month**
- Sessions per week: **3 (Friday, Saturday, Sunday)**
- Session length: **1.5 to 2 hours**
- Mode: **Live online sessions**

The batch will start before the mid of February.
Session timings will be finalized once all slots are filled.
Please note that Ramzan timings will be adjusted separately once Ramzan begins, to ensure comfort and flexibility for all participants.

Weekly Curriculum Breakdown

Week 1: **Shopify Foundations and Store Setup**

Instructor: **Muhammad Huzaifa Irfan**

Day 1: **Shopify Introduction and Store Planning**

- Understanding Shopify as a business platform
- Types of Shopify stores and business models
- Overview of dropshipping and private label concepts
- Store planning and niche selection
- Introduction to AI assisted workflows for store setup

Day 2: **Complete Shopify Store Setup**

- Creating and configuring a Shopify account
- Theme selection based on conversion goals
- Store settings, payments, taxes, and shipping setup
- Essential Shopify apps and integrations
- Best practices for a clean and professional store structure

Day 3: **Product Hunting and Product Listing**

- Product research methods and tools
- Understanding winning product criteria
- Supplier selection and sourcing strategies
- Creating optimized product listings
- Product images, pricing strategies, and descriptions

Week 2: **Conversion Focused Store Design and Meta Setup**

Instructor: **Muhammad Huzaifa Irfan and Mesum Bin Shaukat**

Day 4: **Conversion Focused Pages**

Instructor: **Muhammad Huzaifa Irfan**

- Homepage structure for higher conversions
- Product page layout and elements that build trust
- Writing product content that sells
- Cart and checkout optimization basics

Day 5: **Facebook and Instagram Business Setup**

Instructor: **Mesum Bin Shaukat**

- Creating and optimizing Facebook Page
- Setting up Instagram Business account
- Meta Business Manager overview
- Business assets organization and access management

Day 6: **Meta Pixel and Commerce Setup**

Instructor: **Mesum Bin Shaukat**

- Meta Pixel installation and verification
- Event tracking and conversion setup
- Meta Commerce Manager configuration
- Catalog setup and product syncing from Shopify

Week 3: **Meta Ads and Automation**

Instructor: **Mesum Bin Shaukat**

Day 7: **Meta Ads Fundamentals**

- Understanding Meta Ads ecosystem
- Campaign objectives and when to use them
- Ad account structure and best practices
- Budgeting and bidding basics

Day 8: **Ad Creatives and Campaign Execution**

- Creative strategy for eCommerce ads
- Designing ad creatives that convert
- Writing effective ad copy
- Launching first campaigns
- Common mistakes and how to avoid them

Day 9: **Automation with Meta Business Suite**

- Overview of Meta Business Suite
- Inbox automation and message handling
- Comment and DM automation basics
- Performance monitoring and optimization

Week 4: **SEO, Domains, and Store Optimization**

Instructor: **Abdul Rafay Khan**

Day 10: **Shopify SEO Fundamentals**

- Understanding SEO for Shopify stores
- Keyword research basics for products and pages
- On page SEO for product and collection pages
- Image optimization and site structure

Day 11: **Technical SEO and Domain Setup**

- Domain purchase and connection with Shopify
- DNS propagation and common issues
- Google Search Console setup
- Indexing and performance monitoring

Day 12: **Store Review, Optimization, and Next Steps**

- Store audit checklist
- Identifying and fixing common store issues
- Basic performance tracking
- Roadmap for scaling after the workshop
- Final Q and A session

Important Notes for Participants!

- This is a paid workshop with limited seats.
- Sessions are live and interactive.
- Timing adjustments will be made once Ramzan begins.
- Recordings may be shared where applicable.
- Fee details and enrollment process will be shared via WhatsApp.