Managing Your Magento Store

Join us after Imagine for a special classroom delivery of our online course, Managing Your Magento Store! This is an essential training course on the Magento Admin panel to help optimize the management of your store.

Target Audience

Magento store owners, merchandisers, product marketing managers, customer service, operations management and staff.

Prerequisites

Understanding of eCommerce and familiarity with eCommerce systems

Course Overview

This course empowers merchants toward self-management of the Magento store. It will enable students to gain an understanding of the capabilities and parameters within the Magento Administration panel in the areas of:

- Catalog Management – eCommerce configuration, site behavior, and reports
- Product Marketing – Merchandising, product management, brand management, and driving traffic on-site and off-site
- Operations – Order management, fulfillment, and customer service

Course Outline

1. Catalog Management
- Administration
- Site Configuration & Behavior
- Product Types
- Product Configuration
- Frontend Functionality
- Product Management
- Taxes
- SEO
- Site Performance Enhancement
- Cache & Index Management
- Multi-store Setup
- Reports

2. Product Marketing
- Customer Management
- Events, Sales, Promotions
- CMS Pages
- Newsletters
- Catalog Price Rules
- Shopping Cart Price Rules
- Import/Export of Customer Data

3. Operations
- Order Management
- Back End Order Placement
- Credit Memos/Returns
- Fulfillment
- Shipping
- Customer Service
- Transactional Email
- Shopping Cart Management
- Self-management configuration

Learning Objectives
- Understand system and configuration settings to develop desired behavior for their Magento site and store
- Manage their store for better performance and optimum customer experience
- Manage taxes and financial data to optimize profits
- Create and manage multiple sites to accommodate product reach
- Use promotions and effective check-out to create revenue
- Manage orders, invoices and shipments to enhance customer service
- Develop and control their store with native Magento features