

Build Your Ecommerce Store with WordPress & WooCommerce

A practical guide for entrepreneurs and developers to create a professional online store quickly in 2026.

[Web & Mobile Design](#) Instructor: Morgan Blake • 5 sections • 58 lessons • 19.25h total

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About this course

Starting an online store can feel overwhelming with all the technical decisions involved. Many aspiring business owners struggle with choosing the right tools, setting up payment systems, and designing a site that converts visitors into customers. WordPress and WooCommerce offer a flexible, self-hosted solution that puts you in control without requiring deep coding knowledge.

This course walks you through every step of building a functional, attractive ecommerce store. You'll learn how to select hosting, customize your design, add products, configure payments and shipping, and launch with confidence. The format includes clear video tutorials, real-world case studies, and actionable checklists to help you move from planning to a live store.

Course curriculum

Foundations and Setup

- **Why WordPress and WooCommerce Lead Ecommerce in 2026 (18m)**
Examine the current strengths of this platform combo and why it remains a top choice for self-hosted stores.
- **Choosing a Hosting Provider Optimized for WooCommerce (12m)**
Compare managed hosting options and select one that balances performance, support, and cost for your needs.
- **Installing WordPress and WooCommerce in Minutes (15m)**
Follow a step-by-step process to get both platforms running on your server without common pitfalls.
- **Navigating the WordPress Dashboard and WooCommerce Admin (20m)**
Tour the key areas and tools you'll use daily to manage your store's backend.
- **Understanding Essential Ecommerce Terminology (10m)**
Clarify terms like products, orders, taxonomies, and payment gateways to build a solid foundation.
- **Setting Up Your Store's Basic Structure (25m)**
Configure foundational settings such as site title, permalinks, and user roles for a smooth start.
- **Configuring Initial WooCommerce Settings (18m)**
Adjust general, product, and account settings to align with your business model from day one.

Designing Your Storefront

- **Selecting a Mobile-First WooCommerce Theme for 2026 (22m)**
Evaluate themes based on speed, compatibility, and design flexibility for modern devices.
- **Customizing Your Theme with the Block Editor (30m)**
Use the site editor to adjust headers, footers, and layouts without touching code.
- **Installing Essential Plugins: SEO, Security, and Speed (25m)**
Identify and configure must-have plugins to protect your site and improve performance.
- **Building Your Homepage with Dynamic Content (28m)**
Create an engaging front page that showcases products and guides visitors to shop.
- **Creating an Effective Shop Page Layout (20m)**
Design a product listing page that is easy to browse and filter for better conversions.
- **Designing About, Contact, and FAQ Pages (15m)**
Craft these key pages to build trust and answer common customer questions.
- **Crafting Your Brand Identity: Logos, Colors, and Fonts (18m)**
Develop a consistent visual style that resonates with your target audience.
- **Ensuring Visual Consistency Across Your Store (12m)**
Apply your branding elements uniformly to every page and product.
- **Advanced Theme Customization with Child Themes (32m)**
Safely modify theme files to achieve unique design features while preserving updates.
- **Optimizing Navigation and Menu Structures (15m)**
Set up intuitive menus that help customers find what they need quickly.

- **Adding Custom Widgets and Sidebars (18m)**
Enhance your layout with additional content areas for promotions or information.
- **Previewing and Testing Your Design on Multiple Devices (20m)**
Check responsiveness and fix issues before moving to the next stage.

Adding and Managing Products

- **Setting Up Simple, Variable, and Digital Products (25m)**
Learn the differences and create each product type with real examples.
- **Writing Product Titles and Descriptions That Sell (18m)**
Craft compelling copy that highlights benefits and includes relevant keywords.
- **SEO Metadata for Products: Titles, Slugs, and Alt Text (15m)**
Optimize each product page for search engines to attract more organic traffic.
- **Uploading and Managing Product Images and Galleries (20m)**
Use high-quality visuals and organize galleries to showcase details effectively.
- **Configuring Pricing, Sales, and Discount Schedules (22m)**
Set up regular and sale prices with automated schedules for promotions.
- **Tracking Inventory and Setting Up Stock Alerts (12m)**
Manage stock levels and receive notifications to avoid overselling.
- **Organizing Products with Categories and Tags (15m)**
Create a logical structure that makes browsing easy for customers.
- **Using Attributes for Variations and Filtering (18m)**
Add attributes like size or color to enable product variations and filtering options.
- **Importing and Exporting Products in Bulk (25m)**
Save time by using CSV files to add or update multiple products at once.
- **Managing Product Reviews and Ratings (10m)**
Encourage and display customer feedback to build social proof.

Payments, Shipping, and Legal Essentials

- **Integrating Stripe for Seamless Credit Card Payments (28m)**
Set up Stripe to accept cards directly on your site with minimal friction.
- **Adding PayPal and Alternative Payment Methods (20m)**
Offer PayPal, bank transfers, or other options to cater to customer preferences.
- **Setting Up Apple Pay and Digital Wallets (15m)**
Enable one-click payments for mobile users to speed up checkout.
- **Configuring Tax Rules for Multiple Regions (25m)**
Define tax rates based on location to comply with local regulations.
- **Automating Tax Calculation with Plugins (18m)**
Use tools to automatically calculate and apply taxes during checkout.
- **Defining Shipping Zones and Methods (22m)**
Create zones and assign shipping options like flat rates or free shipping.
- **Setting Up Flat Rates and Free Shipping Thresholds (15m)**
Encourage larger orders by offering free shipping above a certain amount.

- **Creating and Configuring Shipping Classes (12m)**
Group products with similar shipping needs to simplify rate calculations.
- **Generating a Privacy Policy and Terms of Service (20m)**
Draft essential legal pages using templates tailored for ecommerce.
- **Drafting Return and Refund Policies (18m)**
Create clear policies that protect your business and inform customers.
- **Testing the Full Checkout Process with Sandbox Transactions (30m)**
Run test orders to ensure payments, taxes, and shipping work correctly.
- **Handling Currency and Locale Settings (15m)**
Set your store's currency and format to match your target market.
- **Integrating Regional Payment Gateways for Global Sales (25m)**
Add local payment options to reach customers in different countries.
- **Managing Order Notifications and Confirmations (12m)**
Customize email templates for order updates to keep customers informed.
- **Setting Up Discount Codes and Coupons (18m)**
Create promotional codes to drive sales and reward loyal customers.

Launch, Marketing, and Scaling for Growth

- **Pre-Launch Checklist: Speed, Security, and Responsiveness (22m)**
Run through critical tests to ensure your store is ready for public access.
- **Implementing Email Marketing for Customer Retention (28m)**
Set up automated email campaigns to engage customers after purchase.
- **Setting Up Abandoned Cart Recovery Emails (20m)**
Recover lost sales by sending reminders to customers who leave items in their cart.
- **Creating and Managing Coupon Strategies (15m)**
Design discounts that align with your marketing goals without hurting margins.
- **Introduction to Analytics: Tracking Conversions and Behavior (25m)**
Learn key metrics to monitor your store's performance and customer actions.
- **Using Google Analytics and WooCommerce Reports (18m)**
Integrate tools to gather data and generate insights for better decisions.
- **Integrating Social Media Selling Channels (22m)**
Connect your store to platforms like Instagram or Facebook to sell directly.
- **Syncing Products with Online Marketplaces (30m)**
List your products on sites like Amazon or eBay to expand your reach.
- **Adding AI-Powered Product Recommendations (25m)**
Use plugins to show personalized suggestions that increase average order value.
- **Optimizing Site Speed with Caching and CDN (20m)**
Implement technical improvements to reduce load times for all users.
- **Database Optimization for Better Performance (15m)**
Clean up and streamline your database to keep your store running smoothly.
- **Planning for High-Traffic Events and Sales (28m)**
Prepare your site for traffic spikes during promotions or holidays.

- **Scaling Your Hosting as Your Store Grows** (18m)
Know when and how to upgrade your hosting plan to handle increased demand.
- **Ongoing Maintenance and Updates for Long-Term Success** (22m)
Establish routines for updates, backups, and security checks to protect your investment.

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