KOENIG SOLUTIONS · COURSE OUTLINE

Sterling Store Next Gen 2.0

10
MODULES

147
TOPICS

LEARNING OBJECTIVES

- Explain the architecture and components of Sterling Store Next Gen 2.0
- Configure store settings such as domain, hosting, payment and shipping
- Create and manage products, categories and product attributes
- Apply inventory management techniques such as reorder points
- Configure payment gateways and shipping methods for customers
- Customise storefront design, layout and SEO settings
- Plan marketing campaigns using social media and email promotion
- Analyse store performance metrics to identify areas of improvement

COURSE SYLLABUS

10 Modules, 147 Topics

01

Introduction to Sterling Store Next Gen 2.0

Module 1: Introduction to Sterling Store Next Gen 2.0 is an introductory course designed to provide an overview of the Sterling Store Next Gen 2.0 platform. It covers the basics of the platform, including its features, architecture, and components. It also provides an introduction to the development process and the tools used to create and manage applications.

LESSONS

- Overview of Sterling Store Next Gen 2.0
- Understanding the Sterling Store Next Gen 2.0 Architecture
- Setting up the Sterling Store Next Gen 2.0 Environment
- Configuring the Sterling Store Next Gen 2.0 Database
- Integrating with Third-Party Applications
- Creating and Managing User Accounts
- Managing Orders and Inventory
- Troubleshooting and Debugging Sterling Store Next Gen 2.0
- Optimizing Performance of Sterling Store Next Gen 2.0
- Securing Sterling Store Next Gen 2.0

AFTER COMPLETING THIS MODULE, STUDENTS WILL BE ABLE TO

- Understand the architecture and components of Sterling Store Next Gen 2.0
- Develop an understanding of the user interface and navigation of the Sterling Store Next Gen 2.0
- Learn how to configure and customize the Sterling Store Next Gen 2.0
- Gain knowledge of the various features and functionalities of the Sterling Store Next Gen 2.0

02

Setting Up Your Store

Module 2: Setting Up Your Store is a comprehensive guide to setting up your Sterling Store Next Gen 2.0 store. It covers topics such as setting up your store, configuring payment methods, setting up shipping and taxes, and more. This module will help you get your store up and running quickly and easily.

LESSONS

- Choosing a Platform for Your Store
- Setting Up Your Store's Domain Name
- Setting Up Your Store's Hosting
- Installing Your Store's Software
- Configuring Your Store's Settings
- Adding Products to Your Store
- Setting Up Payment Processing
- Setting Up Shipping Options
- Setting Up Tax Rules
- Setting Up Your Store's Design
- Setting Up Your Store's SEO
- Setting Up Your Store's Security
- Setting Up Your Store's Analytics
- Setting Up Your Store's Social Media Integration
- Setting Up Your Store's Email Marketing

AFTER COMPLETING THIS MODULE, STUDENTS WILL BE ABLE TO

- Understand the basics of setting up a store, including creating a store, adding products, and setting up payment methods
- Configure store settings, such as taxes, shipping, and discounts
- Utilize the store's built-in features, such as product reviews, wishlists, and customer accounts
- Integrate third-party services, such as analytics and marketing tools, to optimize the store's performance

03

Creating Products and Categories

Module 3: Creating Products and Categories is a part of the Sterling Store Next Gen 2.0 course. This module covers the basics of creating products and categories in the Sterling Store Next Gen 2.0 platform. It covers topics such as creating product and category pages, setting up product and category attributes, and managing product and category images. It also covers how to use the product and category management tools to manage and optimize product and category pages.

LESSONS

- Understanding the Sterling Store Next Gen 2.0 Product and Category Structure
- Creating and Managing Products in Sterling Store Next Gen 2.0
- Creating and Managing Categories in Sterling Store Next Gen 2.0
- Assigning Products to Categories in Sterling Store Next Gen 2.0
- Utilizing Product Attributes in Sterling Store Next Gen 2.0
- Utilizing Category Attributes in Sterling Store Next Gen 2.0
- Managing Product and Category Visibility in Sterling Store Next Gen 2.0
- Utilizing Product and Category SEO in Sterling Store Next Gen 2.0
- Utilizing Product and Category Promotions in Sterling Store Next Gen 2.0
- Utilizing Product and Category Reviews in Sterling Store Next Gen 2.0

AFTER COMPLETING THIS MODULE, STUDENTS WILL BE ABLE TO

- Understand the concept of product and category management in an e-commerce store
- Create and manage product categories and subcategories
- Utilize product attributes to create product variations
- Implement product search and filtering capabilities

04

Managing Inventory and Orders

Module 4 of the Sterling Store Next Gen 2.0 course focuses on managing inventory and orders. It covers topics such as setting up inventory, creating orders, tracking orders, and managing returns. It also covers how to use the Sterling Store Next Gen 2.0 platform to manage inventory and orders.

LESSONS

- Understanding Inventory Management
- Establishing Reorder Points
- Implementing Inventory Control Systems
- Managing Stock Levels
- Optimizing Inventory Levels
- Analyzing Inventory Turnover
- Forecasting Demand
- Managing Supplier Relationships
- Creating Purchase Orders
- Tracking Orders and Delivery
- Managing Returns and Exchanges
- Analyzing Inventory Performance

AFTER COMPLETING THIS MODULE, STUDENTS WILL BE ABLE TO

- Understand the fundamentals of inventory management and how to track and manage inventory levels
- Develop an understanding of the different types of orders and how to process them
- Learn how to use Sterling Store Next Gen 2.0 to manage inventory and orders
- Develop the skills to create and manage reports related to inventory and orders

05

Configuring Payment and Shipping Options

Module 5 of the Sterling Store Next Gen 2.0 course covers how to configure payment and shipping options for your store. It covers topics such as setting up payment gateways, configuring shipping methods, and setting up taxes. It also covers how to manage orders and refunds.

LESSONS

- Understanding Payment and Shipping Options
- Configuring Payment and Shipping Options
- Setting Up Payment Gateways
- Setting Up Shipping Methods
- Configuring Tax Settings
- Troubleshooting Payment and Shipping Issues
- Testing Payment and Shipping Options
- Optimizing Payment and Shipping Options
- Integrating Third-Party Payment and Shipping Solutions
- Securing Payment and Shipping Options

AFTER COMPLETING THIS MODULE, STUDENTS WILL BE ABLE TO

- Understand the different payment and shipping options available for Sterling Store Next Gen 2.0
- Configure payment and shipping options for Sterling Store Next Gen 2.0
- Set up payment and shipping methods for customers
- Troubleshoot payment and shipping issues for customers

06

Customizing Your Storefront

Module 6: Customizing Your Storefront is a course designed to help you customize your store's look and feel. You will learn how to create a unique storefront design, add custom images, and create a custom navigation menu. You will also learn how to add custom content, such as product descriptions, customer reviews, and more. Finally, you will learn how to optimize your store for search engine optimization (SEO).

LESSONS

- Setting Up Your Storefront Theme
- Customizing Your Storefront Layout
- Adding Custom CSS to Your Storefront
- Adding Custom JavaScript to Your Storefront
- Creating Custom Widgets for Your Storefront
- Integrating Third-Party Services with Your Storefront
- Optimizing Your Storefront for SEO
- Enhancing Your Storefront with Plugins
- Troubleshooting Common Storefront Issues
- Best Practices for Storefront Maintenance

AFTER COMPLETING THIS MODULE, STUDENTS WILL BE ABLE TO

- Understand how to customize the look and feel of their storefront using the Sterling Store Next Gen 2.0 platform
- Utilize the platform's features to create a unique and engaging customer experience
- Implement customizations to the storefront such as product categories, product images, and product descriptions
- Implement promotional campaigns and discounts to increase customer engagement and sales

07

Promoting Your Store

Module 7: Promoting Your Store is a module in the Sterling Store Next Gen 2.0 course that focuses on how to effectively promote your store. It covers topics such as creating a marketing plan, using social media, and leveraging search engine optimization to increase visibility and sales. It also provides tips and strategies for creating effective promotional campaigns.

LESSONS

- Developing a Comprehensive Marketing Plan
- Utilizing Social Media to Promote Your Store
- Creating an Email Marketing Campaign
- Leveraging Influencers to Increase Brand Awareness
- Developing a Content Strategy to Engage Customers
- Optimizing Your Store for Search Engines
- Creating a Loyalty Program to Retain Customers
- Utilizing Paid Advertising to Reach New Customers
- Analyzing Your Store's Performance and Making Adjustments
- Developing a Referral Program to Generate New Customers

AFTER COMPLETING THIS MODULE, STUDENTS WILL BE ABLE TO

- Understand the importance of marketing and promotion for their store
- Develop a comprehensive marketing plan for their store
- Utilize various digital marketing tools and techniques to reach their target audience
- Analyze the effectiveness of their promotional campaigns and adjust accordingly

08

Analyzing Store Performance

Module 8 of the Sterling Store Next Gen 2.0 course focuses on analyzing store performance. It covers topics such as understanding store performance metrics, analyzing store performance data, and using store performance data to make decisions. It also provides guidance on how to use store performance data to identify areas of improvement and develop strategies to increase store performance.

LESSONS

- Analyzing Store Performance Metrics
- Identifying Areas of Improvement in Store Performance
- Utilizing Data to Improve Store Performance
- Analyzing Store Performance Trends
- Leveraging Technology to Enhance Store Performance
- Analyzing Store Performance Across Different Locations
- Analyzing Store Performance in Different Seasons
- Analyzing Store Performance in Different Markets
- Analyzing Store Performance in Different Demographics
- Analyzing Store Performance in Different Price Points

AFTER COMPLETING THIS MODULE, STUDENTS WILL BE ABLE TO

- Understand the key performance indicators (KPIs) used to measure store performance
- Analyze store performance data to identify areas of improvement
- Develop strategies to optimize store performance
- Implement changes to improve store performance

09

Troubleshooting and Maintenance

Module 9 of the Sterling Store Next Gen 2.0 course covers troubleshooting and maintenance techniques for the store's software. It provides an overview of the different types of errors that can occur, how to identify and diagnose them, and how to fix them. It also covers best practices for maintenance and optimization of the store's software.

LESSONS

- Identifying and Resolving Common Issues in Sterling Store Next Gen 2.0
- Troubleshooting Performance Issues in Sterling Store Next Gen 2.0
- Understanding and Troubleshooting Error Messages in Sterling Store Next Gen 2.0
- Best Practices for Maintenance and Upkeep of Sterling Store Next Gen 2.0
- Strategies for Optimizing Performance of Sterling Store Next Gen 2.0
- Troubleshooting Network Connectivity Issues in Sterling Store Next Gen 2.0
- Understanding and Troubleshooting Security Issues in Sterling Store Next Gen 2.0
- Strategies for Troubleshooting Data Integrity Issues in Sterling Store Next Gen 2.0
- Best Practices for Backing Up and Restoring Data in Sterling Store Next Gen 2.0
- Strategies for Troubleshooting User Access Issues in Sterling Store Next Gen 2.0

AFTER COMPLETING THIS MODULE, STUDENTS WILL BE ABLE TO

- Identify and resolve common issues related to the Sterling Store Next Gen 2.0 platform
- Utilize the Sterling Store Next Gen 2.0 platform's built-in troubleshooting tools
- Perform regular maintenance tasks to ensure the Sterling Store Next Gen 2.0 platform is running optimally
- Monitor the performance of the Sterling Store Next Gen 2.0 platform and take corrective action when necessary

10

Advanced Features and Integrations

Module 10 of the Sterling Store Next Gen 2.0 course covers advanced features and integrations. It provides an in-depth look at how to use the platform's advanced features and how to integrate with other systems. Topics include customizing the user interface, integrating with third-party services, and using the API. This module also covers best practices for using the platform and troubleshooting common issues.

LESSONS

- Introduction to Advanced Features and Integrations
- Configuring Payment Gateways
- Setting Up Shipping Options
- Integrating with Third-Party Applications
- Creating Custom Reports
- Utilizing Advanced Search Features
- Leveraging Automation Tools
- Optimizing Performance with Caching
- Integrating with Social Media Platforms
- Utilizing Advanced Security Features

AFTER COMPLETING THIS MODULE, STUDENTS WILL BE ABLE TO

- Understand the advanced features of Sterling Store Next Gen 2.0, such as product recommendations, customer segmentation, and loyalty programs
- Implement integrations with third-party services, such as payment gateways, shipping providers, and analytics tools
- Utilize the API to create custom integrations and extend the functionality of Sterling Store Next Gen 2.0
- Troubleshoot and debug any issues related to advanced features and integrations

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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