

Certified Professional Diploma

# E-Commerce & Digital Selling

**Practical Training on Real World Industrial Projects**

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**Target Learners:** Undergraduates and Job Professionals

**Pre-requisite:** Basic computer technological skills

**Duration:** 4 Months (2 sessions each week = Total 32 sessions)

**Credit Hours:** 64 (4 Hours each week)

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**Program Manager:** Meerab shabeeh - [meerab.shabeeh@vilabsacademy.uk](mailto:meerab.shabeeh@vilabsacademy.uk)

**Enrollment Form:** <https://forms.gle/wHUTGTGtAAba5AjN6>

## Key Takeaways



During this 4-month program, students will be able to:

- Understand e-commerce, marketplaces, and dropshipping models.
- Build professional Daraz & Shopify stores from scratch.
- Conduct product research and validate winning products.
- Apply SEO techniques to improve visibility and ranking.
- Manage domain/hosting and connect stores professionally.
- Create high-converting product pages with proper content.
- Run Facebook, Instagram, and TikTok ads effectively.
- Analyze and optimize ad performance using professional metrics.
- Build a full dropshipping workflow from sourcing to delivery.
- Launch and scale a fully operational e-commerce business.

**Approved by**



ViLabs Academy, Advisory Board Members (ABM) comprises senior educators, industry leaders, and global technology experts who provide strategic guidance across training design and curriculum development. The Board actively reviews course content, ensures alignment with current industry demands, and validates learning outcomes against global skill standards. Their involvement guarantees that all ViLabs Academy programs remain credible, practical, and workforce-ready, giving learners and partners confidence in the quality and relevance of our education.

## Software/Tools to be learn



- Daraz
- Shopify
- Dropshipping
- SEO
- Digital Marketing
- Domain/Hosting
- FB/IG/TikTok Ads

## Course Outline



### LEVEL 1 – Intermediate (Month 1 & Month 2)

**Focus: Store Setup · Product Research · SEO · Basic Marketing**

### Month 1 – E-Commerce Foundations & Store Building

#### Introduction to E-Commerce

- Marketplace vs standalone store
- Daraz, Shopify, Dropshipping
- How online selling works

#### Product Research

- Identifying winning products
- Understanding demand & profit
- Competition analysis

#### Daraz Seller Center

- Account setup
- Product listing basics
- Pricing & shipping structure

#### Shopify Setup

- Store creation
- Themes & homepage layout
- Collections & product pages

## **Dropshipping Basics**

- Model explanation
- Supplier selection
- Order process flow

## **Domain & Hosting**

- What is a domain
- Connecting domain to store
- Basic hosting knowledge

## **Basic SEO**

- Keyword research
- Titles, descriptions, tags
- Image & page optimization

## **Level 1 Project (Part 1)**

- Create Daraz listing or Shopify homepage

# **Month 2 — Store Optimization & Brand Building**

## **Daraz Optimization**

- SEO ranking factors
- Variants, pricing & offers
- Order management workflow

## **Shopify Product Page Optimization**

- High-conversion design
- Trust building (reviews, badges)
- User-friendly layout

## **Dropshipping Research (Intermediate)**

- Product validation
- Supplier comparison
- Shipping strategy

## **Content Creation Basics**

- Product photos
- Short videos for ads
- Content calendar

## **Basic Digital Marketing**

- Content strategy
- Organic growth methods
- Social media presence

## **Customer Handling**

- Responding professionally
- Returns & dispute policy
- Increasing customer satisfaction

## **Store Conversion Optimization**

- Speed improvement
- Reducing cart abandonment
- Building trust signals

## **Level 1 Project (Final)**

- Fully optimized product page
- Content kit (images + 1 video)

## **LEVEL 2 — Advanced (Month 3 & Month 4)**

**Focus: Paid Ads · Scaling · Dropshipping Launch · Business Growth**

## **Month 3 — Performance Marketing & Ads**

### **Facebook & Instagram Ads Setup**

- Business account
- Pixel installation
- Campaign structure

### **Sales Ads**

- Conversion campaigns
- Audience creation
- Budget strategy

### **TikTok Ads**

- Creative styles
- Launching winning product ads
- Performance analysis

### **Retargeting Techniques**

- Custom audiences
- Website retargeting
- Abandoned cart ads

### **Advanced SEO**

- Technical SEO

- Store-level ranking
- Product SEO strategy

## **Analytics & Reporting**

- CTR, CPC, ROAS
- Reading dashboards
- Finding winning ads

## **Marketing Automation**

- Auto replies
- Scheduling content
- Customer journey automation

## **Level 2 Project (Part 1)**

- Launch a test ad
- Create marketing funnel

## **Month 4 — Business Launch & Scaling**

### **Dropshipping System (Advanced)**

- Supplier negotiation
- Order fulfillment automation
- Tracking & customer updates

### **Shopify Pro Store Design**

- UI/UX improvements
- High-converting layout
- Branding elements

### **Sales Funnels**

- Landing pages
- Upsell & cross-sell strategy
- Checkout optimization

### **Scaling E-Commerce**

- Scaling ads
- Expanding product range
- Inventory planning

### **Daraz Growth Strategy**

- Campaigns
- Flash sales
- Premium seller tips

### **Social Selling**

- Live selling
- Influencer marketing

- UGC content

## Business Planning

- Budget planning
- Monthly cost breakdown
- Marketing calendar

## Capstone Project

- Students submit a complete working business:
- Daraz/Shopify store
- SEO setup
- Dropshipping system
- Ads strategy
- Content kit

# Projects



1. Weekly hands-on practical tasks
2. Create Daraz listing or Shopify homepage
3. Fully optimized product page
4. Content kit (images + 1 video)
5. Launch a test ad
6. Create marketing funnel
7. **Capstone Project:** Students submit a complete working business: Daraz/Shopify store, SEO setup, Dropshipping system, Ads strategy, Content kit