



Certified Professional Diploma

E-Commerce & Digital Selling

Practical Training on Real World Industrial Projects

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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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