

PROGRAMĂ EXAMEN

Web E-Commerce Specialist

1. WooCommerce® Setup and Customization

- Installing and configuring the WooCommerce® plugin
- Working with the Storefront theme
- Basic and advanced WooCommerce® customization
- Managing WooCommerce® settings
- Checkout configuration
- Reports and analytics overview
- Handling customer information

2. Webshop Customization

- Designing and customizing the homepage
- Building and editing headers and footers
- Adding and managing navigation menus
- Adding sidebars and product archive filters
- Creating custom contact pages with forms
- Creating Privacy Policy and Terms & Conditions pages

3. Products

- Creating and organizing product categories
- Managing product information (SKU, images, UPC, weight, dimensions, etc.)
- Creating simple and variable products
- Working with affiliate and downloadable products
- Managing inventory and stock status
- Handling related, up-sell, and cross-sell products
- Creating product variations and global attributes
- Selling grouped products
- Importing products
- Configuring featured products
- Managing product reviews

4. Shipping

- Setting up shipping solutions
- Configuring shipping zones
- Managing countries outside shipping zones
- Setting flat rates
- Enabling free shipping
- Customizing shipping labels
- Using and configuring shipping classes

5. Payments, Invoices and Discounts

- Receiving and processing payments
- Working with payment providers
- Payment gateways and banking flows
- Managing invoices
- Creating and applying coupons
- Pricing structure and tax configuration

6. Site Backup and Security

- Backup and recovery procedures
- Security practices for stores built with WooCommerce®
- Managing Accounts & Privacy settings

7. Connections and Advanced Settings

- Managing WooCommerce® pages
- Working with APIs and webhooks
- Adding extended features and integrations

8. Managing Orders

- Viewing and managing incoming orders
- Editing order details
- Processing payments, discounts, and refunds