



Blocs 4 Commerce Course

THE CURRICULUM

Blocs 4 Commerce Course Overview

Part 1. Commerce Website Basics

1-1. Course Introduction

- Overview of this course
- Learning Recommendations
- Limitations of Blocs 4 Commerce Course

1-2. Different Ways to Create a Commerce Website

- Possible ways to build a commerce website in Blocs
- Three scenarios I am covering in this course

1-3. Payment Processors and Ecommerce Platforms

- The need for payment processor or commerce platform
- Two payment processors I recommend
- Commerce platforms recommendations
- The difference between payment processors and commerce platforms
- Fees and Subscriptions

1-4. Choosing the Right Ecommerce Platform

- How to determine the right platform for you
- Things to consider (geographical limitations)
- Recommendations for different product types

1-5. Commissions & Fees - Real-world Example

- What's included in the price
- Possible commissions, fees, and subscriptions
- Real-world example (Blocs Master course)

1-6. The Role of Blocs App

- Why the version of Blocs is not that important
- Your responsibility as a Blocs designer

1-7. Pages for Commerce Websites

- Essential pages to include in your commerce website
- Recommended pages to add to commerce website
- Legal recommendations

Part 2. Selling a Single Product or Service

2-1. Overview of the Part 2

- Overview of this part

2-2. How to Build an Effective Product Landing Page

- What to include on a product landing page
- Blocs app website example
- Blocs Templates website example
- Page design tips and recommendations

2-3. Setting Up Purchase Buttons with Gumroad

- Duplicating blocs across different pages
- Adding a product in Gumroad
- Embedding the Gumroad purchase buttons
- Linking Blocs buttons to Gumroad Overlay checkout

2-4. Setting Up Purchase Buttons with Stripe

- Adding a product in Stripe
- Creating payment links in Stripe
- Linking buttons in Blocs to Stripe
- Setting Stripe account in Blocs Project Settings
- Using Ecommerce Interaction in Blocs 4

2-5. Sell Services with Acuity (Squarespace) Scheduling

- Acuity (Squarespace) Scheduling Basics
- Adding Appointment Types
- Embedding Options for Acuity Scheduling
- Customizing the Intake forms
- Setting up payments in Acuity Scheduling
- Embedding the Acuity scheduler
- Embedding the overlay scheduling button
- Booking & calendar syncing example

2-6. Setting Up Purchase Buttons with Paddle

- Adding a product in Paddle
- Using Ecommerce Interaction in Blocs

Part 3. Building Small to Medium Commerce Website

3-1. Overview of Part 3

- Overview of this part
- Introduction of Blocs Brics website

3-2. Planning a Commerce Website

- Putting together a list of things to include on our website
- Deciding on the format for each page
- Deciding what to include in the global content areas

3-3. Building a Structure of Blocs Website

- Overview of our product
- Creating a project in Blocs 4
- Bootstrap 4 vs Bootstrap 5
- Creating pages in Blocs project
- Putting together a simple page layout
- Importing the images to Asset Manager

3-4. Designing a Home Page

- Setting default typography settings
- Setting Project Settings for our Project
- Designing the page (speeded up)
- Bugs & Crashes in Blocs
- Recommendations for saving a project
- Creating a grid of products
- Adding hover effects using CSS filters

3-5. Building a simple FAQ section

- Adding tooltips to images (coming soon products)
- Adding Blocs Edge Dividers
- Building a simple FAQ section
- Using Toggle Visibility feature
- Fixing a problem with fathom spacing

3-6. Building a Website Footer

- Building a simple banner with button for Newsletter
- Using Custom Blocs to quickly build the footer
- Adjusting the typography style for footer links
- Completing the product landing page

3-7. Building a Support Page

- Using Acuity Scheduling for call scheduling
- Building a simple page structure
- Using Email interaction
- Using Emoji instead of icons

3-8. Building a Thank You Page

- Creating a layout for a thank you page
- What to include on a Thank You page

3-9. Building and Managing Product Pages

- What to include on a product page
- Designing the product page
- Building the preview gallery section
- Creating groups in Asset Manager
- Adjusting the Scroll to Top button

- Adding and linking a new product to the product grid

3-10. Building a Pricing Page

- Creating a simple layout for the pricing page
- Creating a 3-tier pricing table
- Creating gradient text styles

3-11. Creating and Linking a Product with Paddle

- Packaging our digital product
- Adding a product to Paddle
- Linking a Thank You page in Paddle
- Setting up Paddle purchase buttons
- Checking all purchase links and images

3-12. Creating and Linking a Product with Podia

- Creating a products in Podia
- Changing the settings for Podia products
- Embedding Podia purchase buttons
- Embedding Podia product cards
- Embedding Podia purchase links
- Podia plans comparison and recommendations

3-13. Finalizing & Publishing

- Finalizing the look for all pages
- Checking all of the links
- Exporting our project
- Publishing to FTP server

Part 4. Building Large Commerce Websites with Ecwid

4-1. Overview of Part 4

- When I recommend to use Ecwid with Blocs
- Other similar ways to create similar websites (WP)
- What's included in this part

4-2. Creating an Ecwid Account

- Creating an Ecwid account
- Setting up our Store
- List of products you can sell on Ecwid
- Ecwid pricing plans comparison and recommendations

4-3. Getting Started with Ecwid Settings

- Ecwid Dashboard overview
- Reviewing the regional settings
- Linking Ecwid to our URL
- Setting Basics store settings
- Enabling GDPR cookie consent banner

4-4. Setting Up Payment & Shipping Methods

- Many ways to embed the Ecwid shop page
- Setting up payments with PayPal, Stripe, and other options
- Adding shipping methods to our store
- Setting automatically calculated shipping rates
- Deleting demo products

4-5. Creating Products & Categories in Ecwid

- Downloading copyright-free images from Shopify
- Importing products to Ecwid in bulk

- Adding new products in Ecwid
- Adding different options to products
- Setting up Tax rates
- Setting Product Categories

4-6. Changing the Look of the Ecwid Store

- Adding and reordering images in product pages
- Assigning categories for products
- Adjusting the layout and design of the Ecwid Store
- Changing the layout of product pages

4-7. Embedding the Ecwid Shop Page

- Adjusting the shop page on Startup template
- Embedding the whole Ecwid shop using Code Widget bric
- Ecwid shop experience overview
- Applying changes to our Store via Ecwid Dashboard

4-8. Adjusting the Typography Colors

- Using Color Adaptation feature in Ecwid
- Setting font colors in Blocs app
- Adjusting the footer menu of the Ecwid Store

4-9. Adding the Shopping Cart Icon & Product Search

- Embedding a shopping cart icon
- Using the Ecwid shopping cart
- Footer menu options overview
- Embedding a product search box

4-10. Finalizing the Settings of the Ecwid Shop

- Setting up the Legal section
- Adding content to Terms and Conditions, etc
- Disabling/Enabling email marketing consent
- Checking the notification emails
- Customizing the Invoice formats
- Adding related products in Ecwid
- Final thoughts on Ecwid & Blocs workflow

Review

If you have any questions, or need help with anything you can reach me at [**Eldar@EldarGezalov.com**](mailto:Eldar@EldarGezalov.com) or as [**@BlocsMaster**](https://twitter.com/BlocsMaster) on Twitter.