



Getting Started with Shopify

No Experience? No Problem! Your Success Guide

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1. What is This?

Welcome to "**Getting Started with Shopify: Everything You Need To Know**," your ultimate beginner's guide to transitioning your offline business to a successful online store using Shopify. This comprehensive tutorial covers every essential step and tool needed to set up and manage your online store effectively. You'll learn how to:

- Sign up for Shopify
- Manage your products
- Customize your store
- Set up shipping and payments
- Implement marketing strategies

Following this guide will ensure you have a fully functional online store ready to attract customers and generate sales.

2. Why You Need an Online Store

Having an online store is essential. Here are the key reasons:

- **24/7 Operation:** An online presence allows your business to operate around the clock, enabling customers to shop anytime, from anywhere.

- **Enhanced Customer Satisfaction:** The convenience of online shopping improves customer satisfaction and boosts sales.
- **Cost-Effectiveness:** Running an online store is more cost-effective than a traditional setup, allowing you to allocate resources more efficiently toward product innovation and marketing.

3. Why Choose Shopify?

Shopify stands out as a leading e-commerce platform for businesses looking to establish or expand their online presence:

- **Versatile Selling Platforms:** Sell products across various online platforms and social media channels.
- **Point-of-Sale (POS) Software:** Shopify offers POS software tailored for physical retail stores.

Comprehensive E-commerce Solution:

- Payment processing
- Shipping discounts
- Inventory management
- Banking services
- Financing options for eligible sellers

Affordable Plans: Plans start at [\\$5 per month \(Starter Plan\)](#) and go up to enterprise-level solutions with customized pricing.

Third-Party Apps: Enhance your Shopify experience with additional apps (which may involve extra costs).

Read more: [Shopify Pricing Plans](#)

4. Avada's Exclusive Deals For Shopify Beginners

Shopify makes it incredibly easy to start by offering a **3-day free trial** and a special deal to **EXTEND** it for an additional **30 days for only \$1!**

But here's the kicker: signing up for Shopify through **Avada's landing page** unlocks even more benefits!

You'll get access to:

- **Shopify 2024 CRO Checklist:** Get a comprehensive checklist with 300+ checkpoints to optimize your store's conversion rate.
- **Access to AVADA paid apps:** Enjoy 2 months of free access to [AVADA's paid apps](#) to enhance your store's functionality.
- **Exclusive Discounts:** Save on top-rated Shopify apps and themes, plus additional perks.

Apps by Avada

7 apps • 5.0 average rating

 <p>Avada SEO Speed Image Optimize 4.9 ★ (7,054) • Free plan available Smart SEO optimizer: Speed optimizer, image optimizer, audit Built for Shopify</p>	 <p>Avada GDPR Cookie Consent 5.0 ★ (1,241) • Free plan available GDPR Banner For CCPA/GDPR Compliance, GCM v2, Checkout Block Built for Shopify</p>	 <p>Avada Order Printer & Invoices 4.9 ★ (880) • Free plan available Handling PDF invoices, order printer, tax & templates all in 1 Built for Shopify</p>	 <p>Avada Email Marketing 4.9 ★ (1,824) • Free plan available Increase sales with email automation marketing campaign & SMS</p>
 <p>Avada Size Chart & Size Guide 4.9 ★ (1,386) • Free plan available Set up size chart/size fit guides for detail body measurement</p>	 <p>Avada Order Limits Quantity 4.9 ★ (14) • Free Set Limit Rules For Your Order, Product, Collection, Customer</p>	 <p>Avada Email Pop-ups, Banners 5.0 ★ (1) • Free Easy-to-build popups to capture engaging email and promote sale</p>	

These offers will give you a competitive edge from the get-go. Are you ready to embark on your online journey with Shopify? Let's get started!

5. Creating Your Shopify Account

Signing up for a Shopify Account

Creating a Shopify account is the first step to launching and managing your online store. Your account lets you set up your shop, manage products, process orders, and track your business performance efficiently.

Here are the steps to sign up for Shopify:

- **Step 1:** Go to [Avada's landing page to sign up for Shopify](#), fill in your email, and click "Start free trial."



Start free trial

Avada Commerce invites you to start your 3-day free trial and enjoy your first month of Shopify for 1 \$ on select plans

Join the millions of businesses on Shopify today!

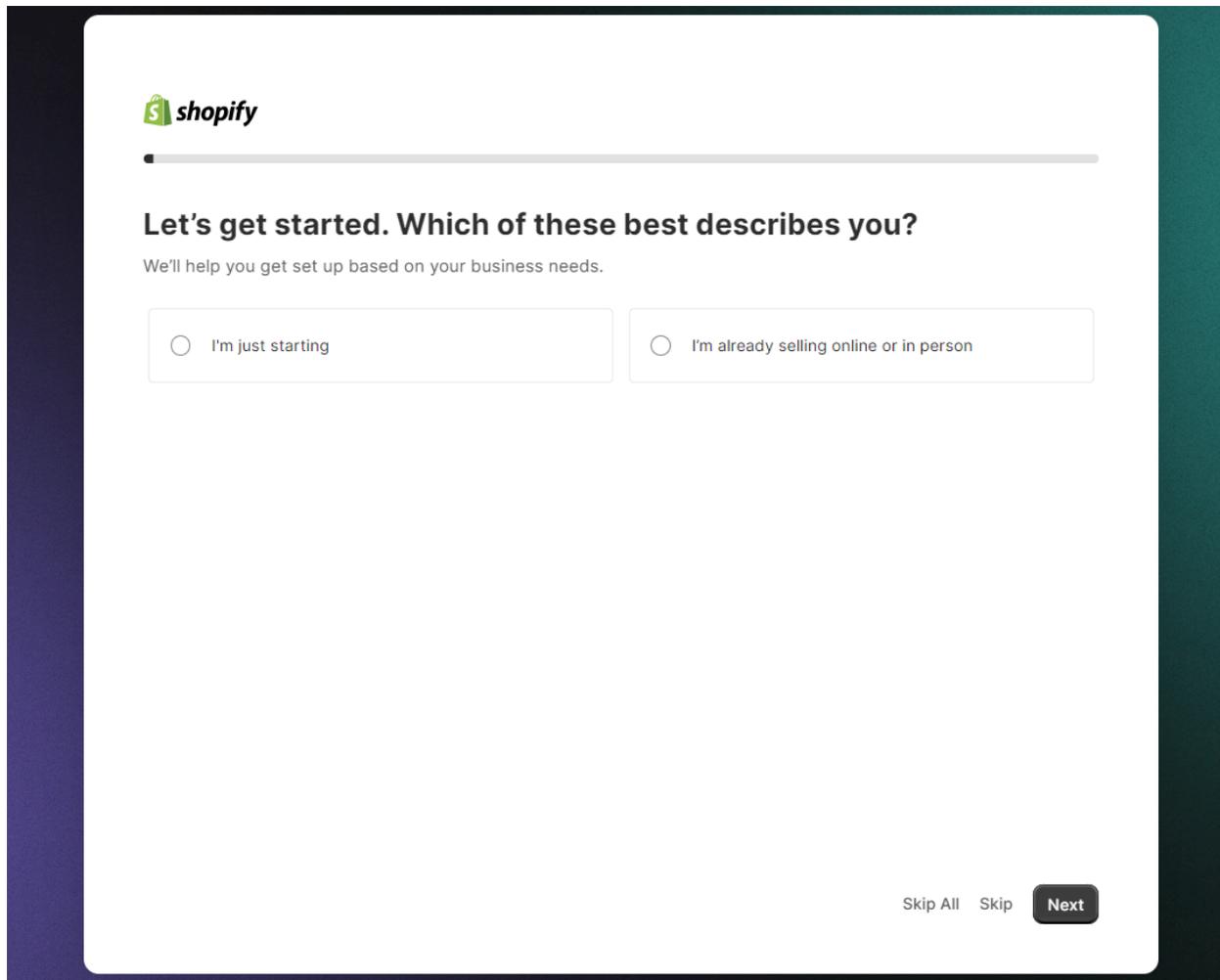
Enter your email address

Start free trial

No credit card required. By entering your email, you agree to receive marketing emails from Shopify.



- **Step 2:** The link will take you straight to the Shopify sign-up page and you will be prompted to fill in some details about your business. (You can skip these questions by clicking **“Skip all”** and set up later in the Shopify admin.)



The screenshot shows the Shopify sign-up page. At the top left is the Shopify logo. Below it is a progress bar. The main heading is "Let's get started. Which of these best describes you?" followed by the subtext "We'll help you get set up based on your business needs." There are two radio button options: "I'm just starting" and "I'm already selling online or in person". At the bottom right, there are three buttons: "Skip All", "Skip", and "Next".

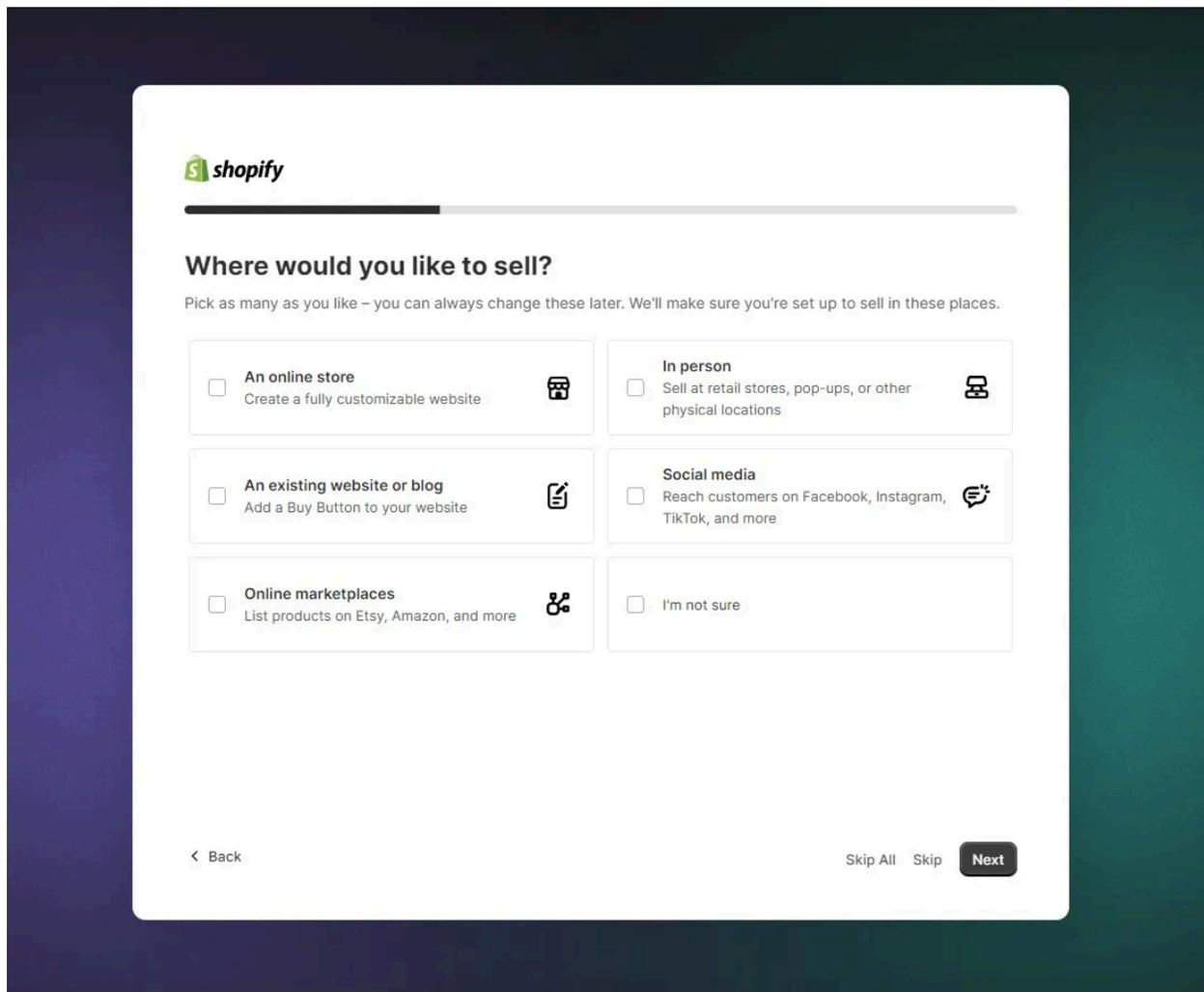
Now, select the option that best describes your online business situation:

- If you are new to e-commerce or just starting to sell products, choose **"I'm just starting."**

- If you already operate an online or physical store and are considering switching to Shopify, select "**I'm already selling online or in person.**"

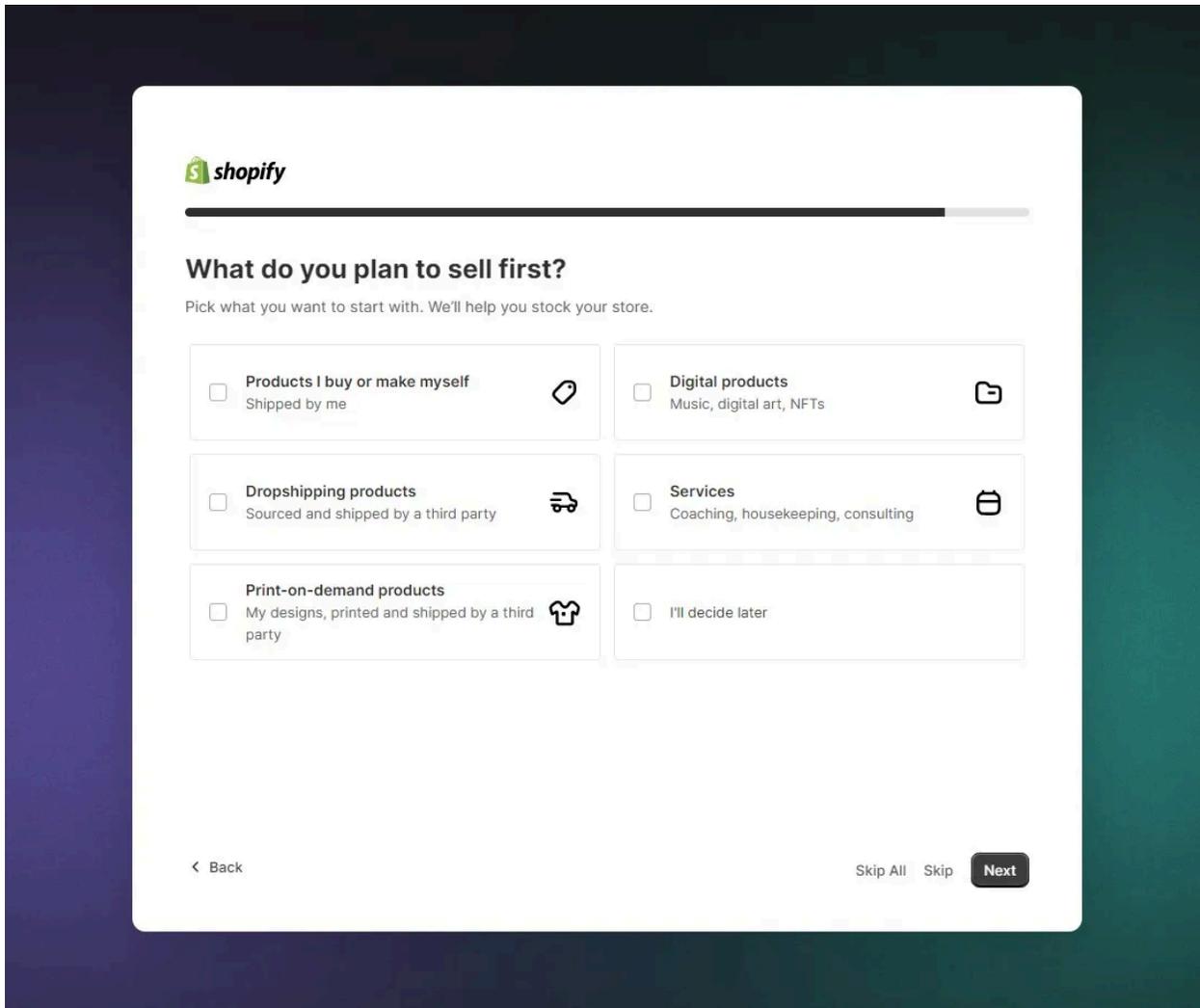
Click "**Next**" to proceed.

- **Step 3:** Now, choose your sales channels. You can select multiple options, then click "**Next**".

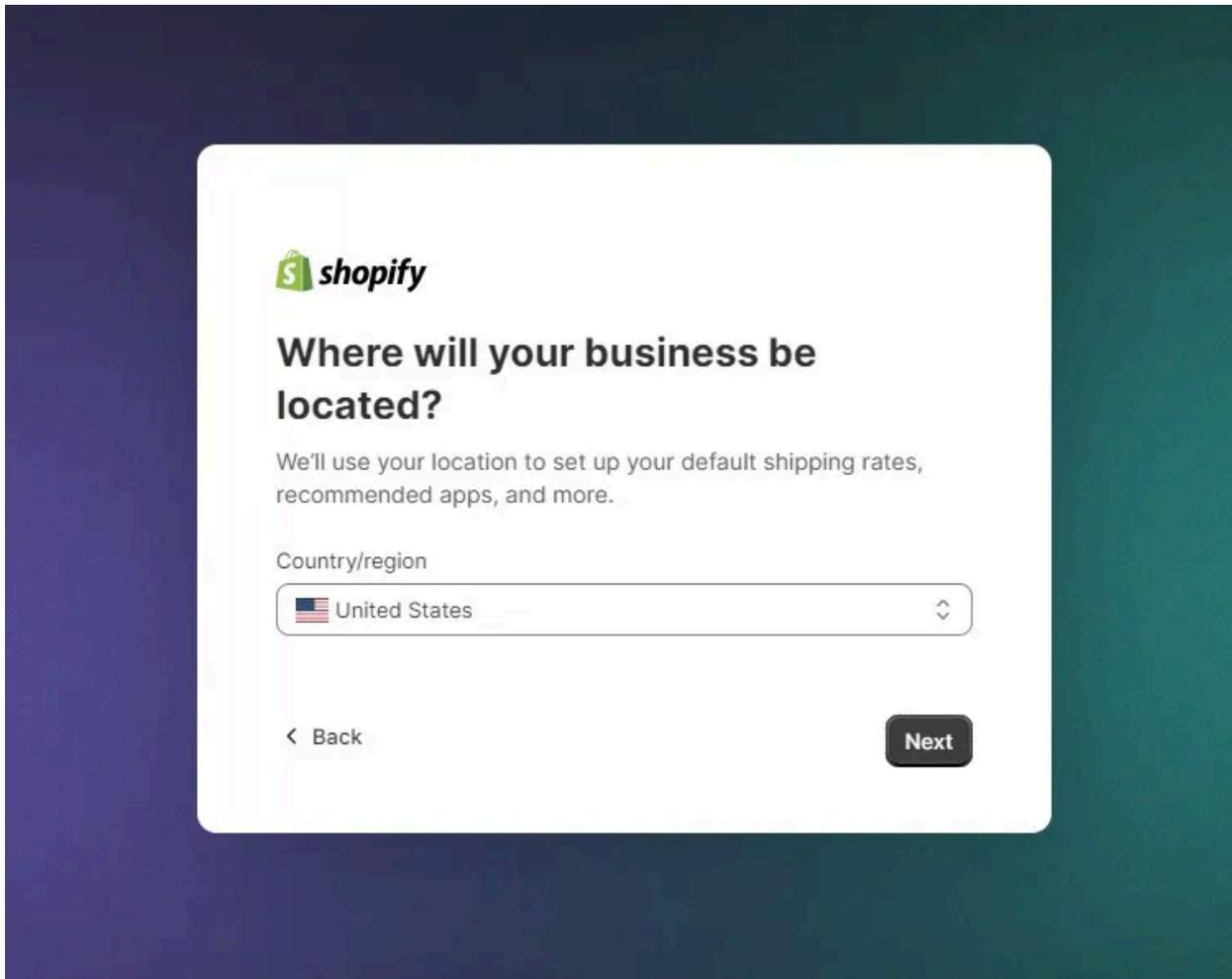


- **Step 4:** Choose what to sell first and then click "**Next**" to move on.

Shopify for beginners



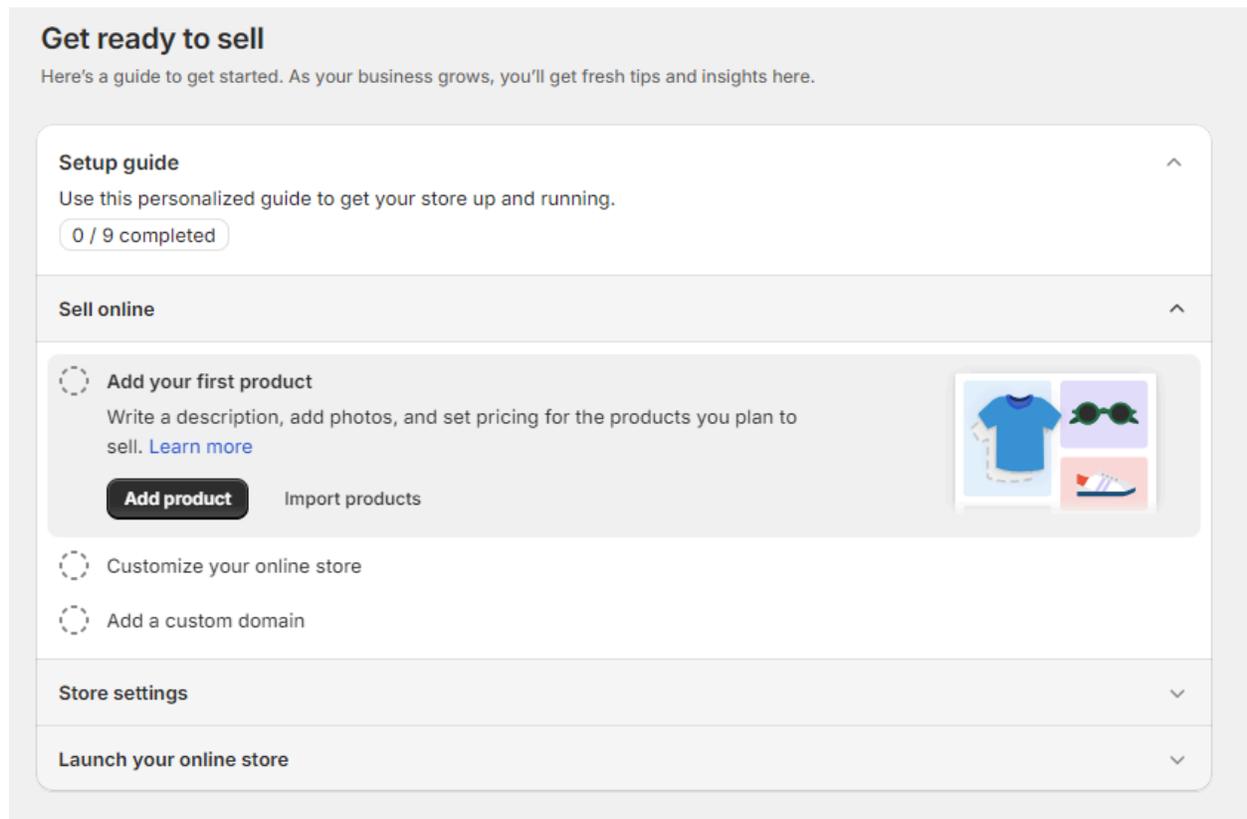
- **Step 5:** Choose the location of your business and click **“Next.”**



It's important to note that choosing your business location will affect essential store functions, such as default shipping rates, shipping discounts, payment options, and taxes.

- **Step 6:** Create your Shopify ID using your email address, Apple ID, Facebook, or Google account.

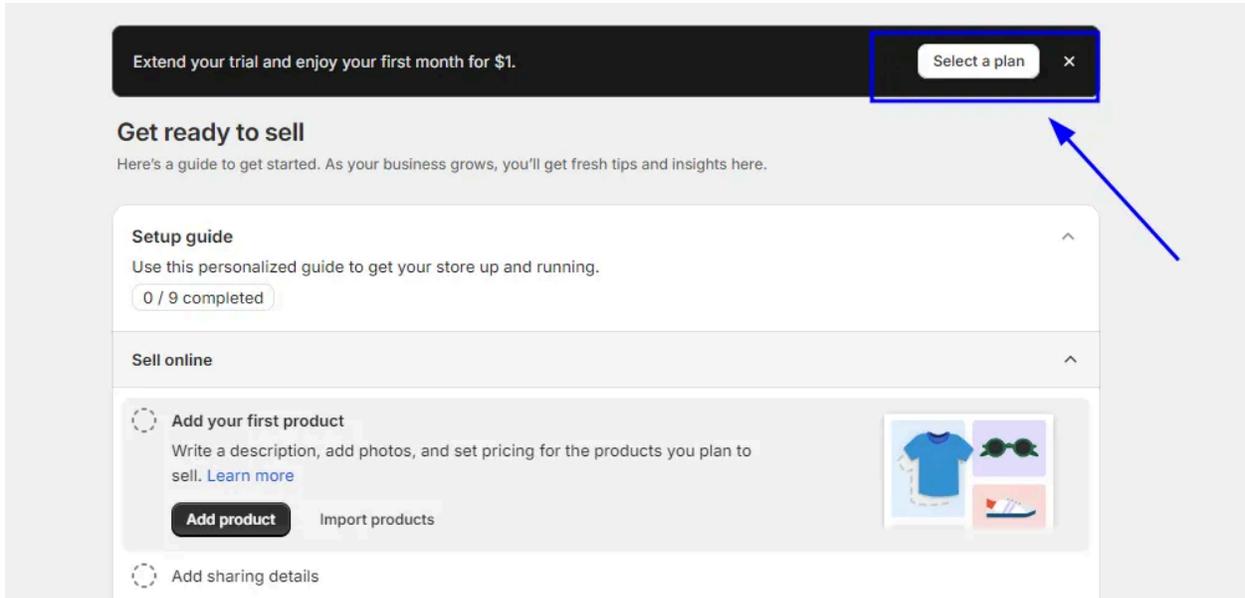
- **Step 7:** Now, your Shopify account is all set up, you can start setting up your Shopify store. Fortunately, Shopify offers **nine steps for new merchants to set up their stores**, which we will cover in this tutorial.



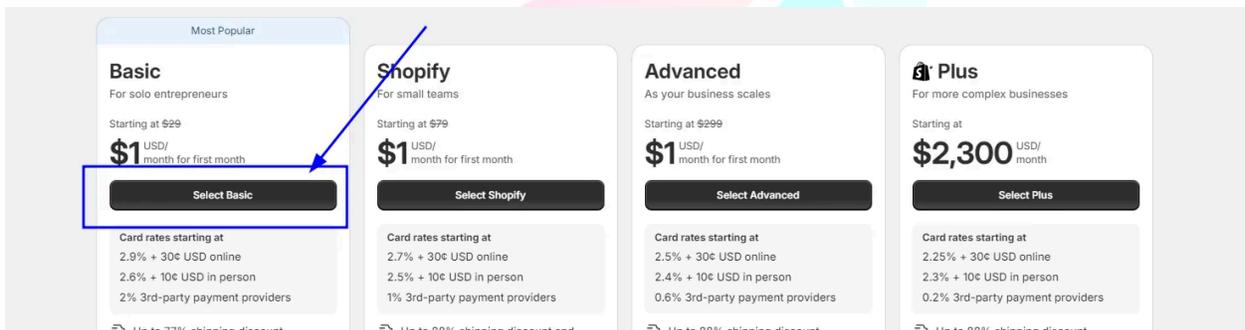
Selecting a Shopify Plan

While you can get a feel for the platform during the 3-day Shopify free trial, you'll need to choose a subscription plan actually to start selling. Here's how:

- **Step 1:** Hit **"Select a plan"** from the Shopify dashboard in the upper right corner.



- **Step 2:** Select one of the five Shopify plans that best suits your needs. For example, let's choose the Basic plan.



Step 3: Fill in your payment details and click the “**Subscribe**” button.

← Review and subscribe

Save with yearly billing \$120 off (\$29/mo)

Payment method
Choose how you'd like to pay for Shopify.

Credit or debit card 

First name Last name

Card number

Expires CVV

Country/region ZIP code

Basic plan Monthly **\$39.00**
\$1 × 1 month

Today	Free
Trial	
Apr 13, 2024	\$1.00
\$1 × 1 month	
First 30 days	
May 13, 2024	\$39.00
Basic plan	
Every 30 days	

Amount due **\$1.00 USD**
Apr 13, 2024 plus applicable taxes

Subscribe

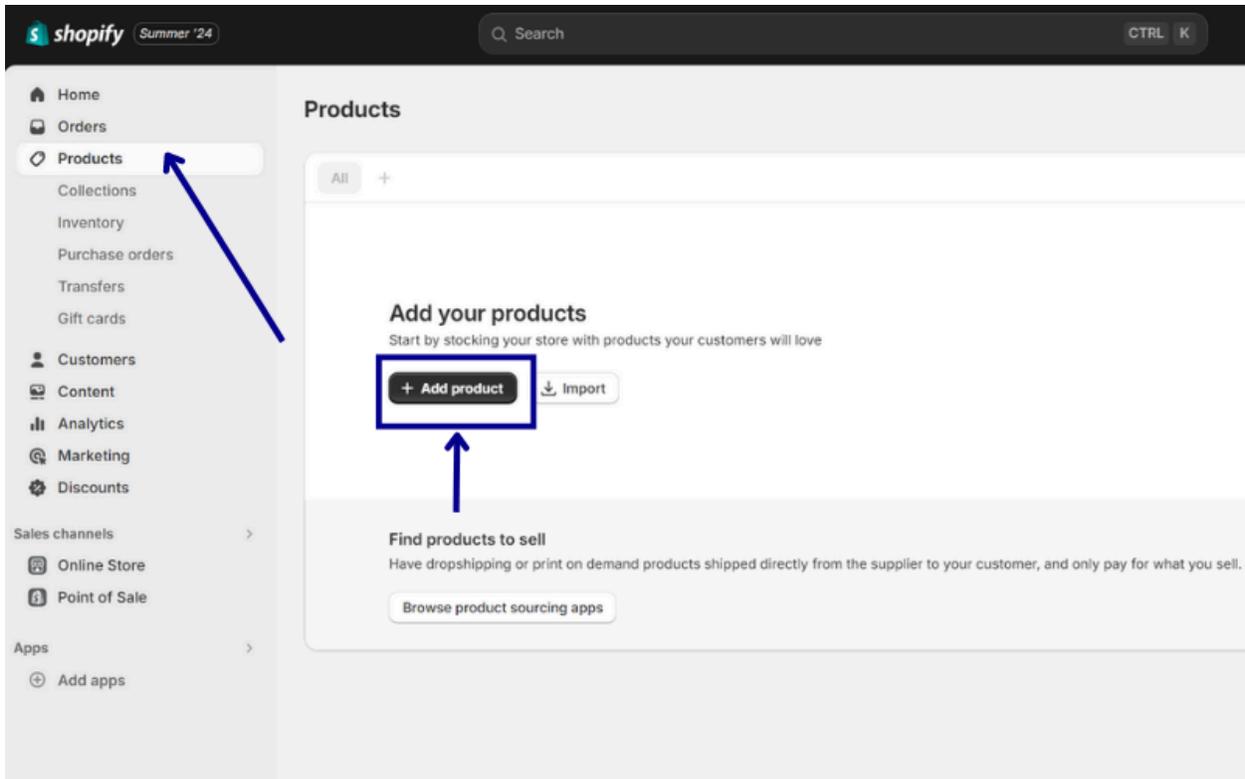
Change or cancel your plan at any time.

Great job! You've just got your store up. Now, it's time to get it running. You build a Shopify store to sell your products, so the next step is to add a few items to your catalog.

6. Adding Products to Your Store

Step 1: Create a New Product

- From the Shopify admin, click on the **"Products"** tab in the left sidebar.
- Hit the **"Add product"** button to create a new product.



Step 2: Add Product Details

You can now start populating your product page with essential details. Shopify's product settings allow you to input product titles, descriptions, images, pricing, inventory, and shipping details.

- **Product Title:** Enter a short and memorable title for your product.
- **Product Description:** Write a unique and engaging description highlighting the product's key features and benefits. Use the rich text editor to enhance readability and highlight key selling points.
- **Product Images:** Click on the "**Upload new**" button to upload or simply drag and drop images, videos, or 3D models that highlight the best

features of your product. Add pictures from different angles and in all available colors to give customers a complete view.

← Add product

Unsaved product Discard Save

Title
Lightweight Green Coat

Description

- Keeps you comfortable in 32-70 degree weather
- Insulated with 190 gsm of BisonShield™ Fill, our own sustainable blend of bison fiber and recycled polyester with temperature regulating, moisture wicking, and antimicrobial properties
- Vertically quilted, fitted body with a full snap front placket and a point shirt collar
- Recycled nylon shell with PFC-free DWR coating
- Chest flap pockets with snap closure, side welt pockets, and interior chest pocket
- Responsibly made in Vietnam
- Adrian is 6'2 and wearing a medium; this size runs a half-size large, so please consider sizing down for an optimal fit

Media

Category 9 metafields
Coats & Jackets in Outerwear

Determines tax rates and adds metafields to improve search, filters, and cross-channel sales

Pricing
Price Compare-at price

Status
Active

Publishing
Sales channels
 Online Store
 Point of Sale
Point of Sale has not been set up. Finish the remaining steps to start selling in person.
[Learn more](#)

Markets
 International and Vietnam

Product organization ⓘ
Product type
Vendor
Collections
Tags

Theme template

Step 3: Set a Price

Now that you've provided essential details about your product, it's time to set the product pricing for your customers.

The screenshot displays the Shopify product editor interface. The 'Pricing' section is highlighted with a blue box and contains the following fields: 'Price' (input: \$ 0.00), 'Compare-at price' (input: \$ 0.00 with a help icon), and a checked checkbox for 'Charge tax on this product'. Below this are 'Cost per item' (input: \$ 0.00 with a help icon), 'Profit' (input: --), and 'Margin' (input: --). The 'Inventory' section includes a checked checkbox for 'Track quantity' and a 'Quantity' input field. At the bottom, there is a 'Shop location' dropdown menu showing '0'. To the right of the main editor, there are sections for 'Collections' (empty input), 'Tags' (empty input), and 'Theme template' (dropdown: Default product).

- **Price:** Enter the amount you will charge customers for the product.
- **Compare at Price:** If the product is on sale, enter the original price to show customers the savings.
- **Charge tax on this product:** Select this option if sales tax is applicable to this product.
- **Cost per item:** Enter your cost for acquiring or producing the product (not visible to customers).

Step 4: Categorize Your Product and Choose Your Sales Channels

- Go to the **“Product organization”** to categorize your product:

Upload new Select existing
Accepts images, videos, or 3D models

and adds metafields to improve search, filters, and cross-

Compare-at price
\$ 0.00

This product

Product organization ⓘ

Product type

Vendor

Collections

Tags

- **Product Type:** Select the category or type of product you're selling.
- **Vendor:** Enter the brand or manufacturer of the product.
- **Collections:** Add your product with other related items within specific collections (e.g., "Summer Collection" or "Best Sellers").
- **Tags:** Add relevant keywords or phrases to improve your product's visibility in search results.

Upload new Select existing
Accepts images, videos, or 3D models

metafields to improve search, filters, and cross-channel sales

Compare-at price
\$ 0.00

Profit Margin

Product organization ⓘ
Product type
Vendor
Collections
Tags

Theme template
Default product

Step 5: Set Up Shipping and Fulfillment

- **Inventory:** Turn on “**Track Quantity**” to monitor stock levels.

Cost per item Profit Margin

\$ 0.00 -- --

Inventory

Track quantity

Quantity

Shop location 0

Continue selling when out of stock
This won't affect [Shopify POS](#). Staff will see a warning, but can complete sales when available inventory reaches zero and below.

This product has a SKU or barcode

- If your product is physical, this step is crucial. Be sure to check the **"Physical product"** box.

Shipping

This is a physical product

Weight

0.0 lb

[+ Add customs information](#)

Variants

[+ Add options like size or color](#)

Shipping:

- Check the **Physical product** box.
- Enter the shipping weight, including packaging.
- Select the **Country/Region** of origin.
- Add the HS (Harmonized System) code if shipping internationally.

Shipping

This is a physical product

Weight

0.0

lb 

Country/Region of origin 

Select 

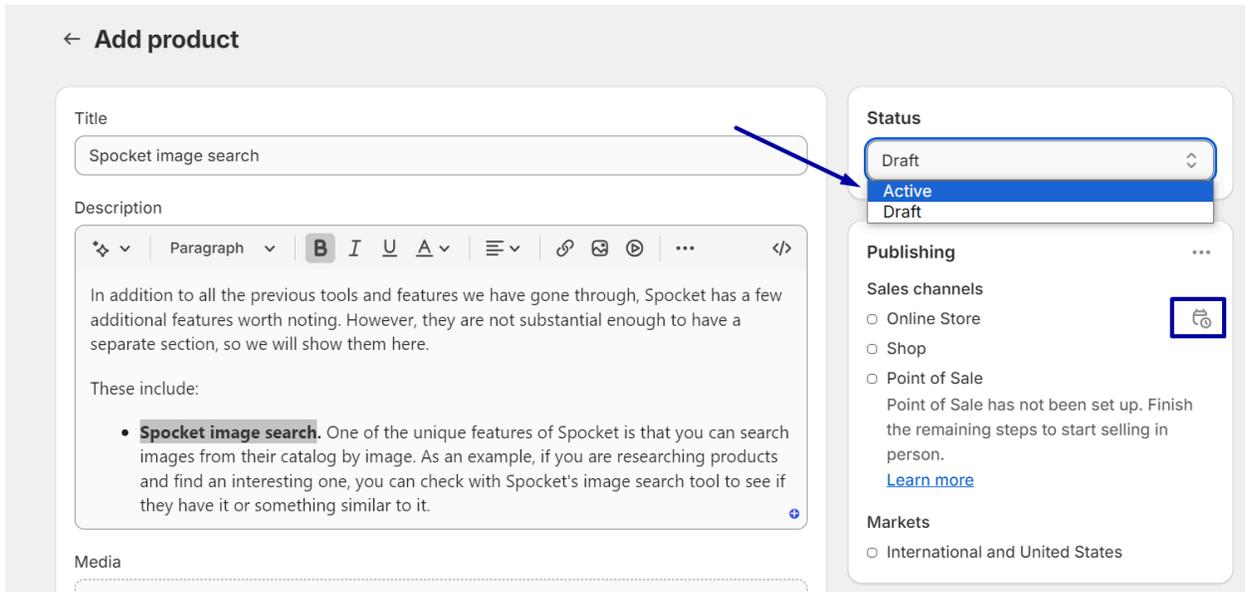
Harmonized System (HS) code

 Search by product keyword or code

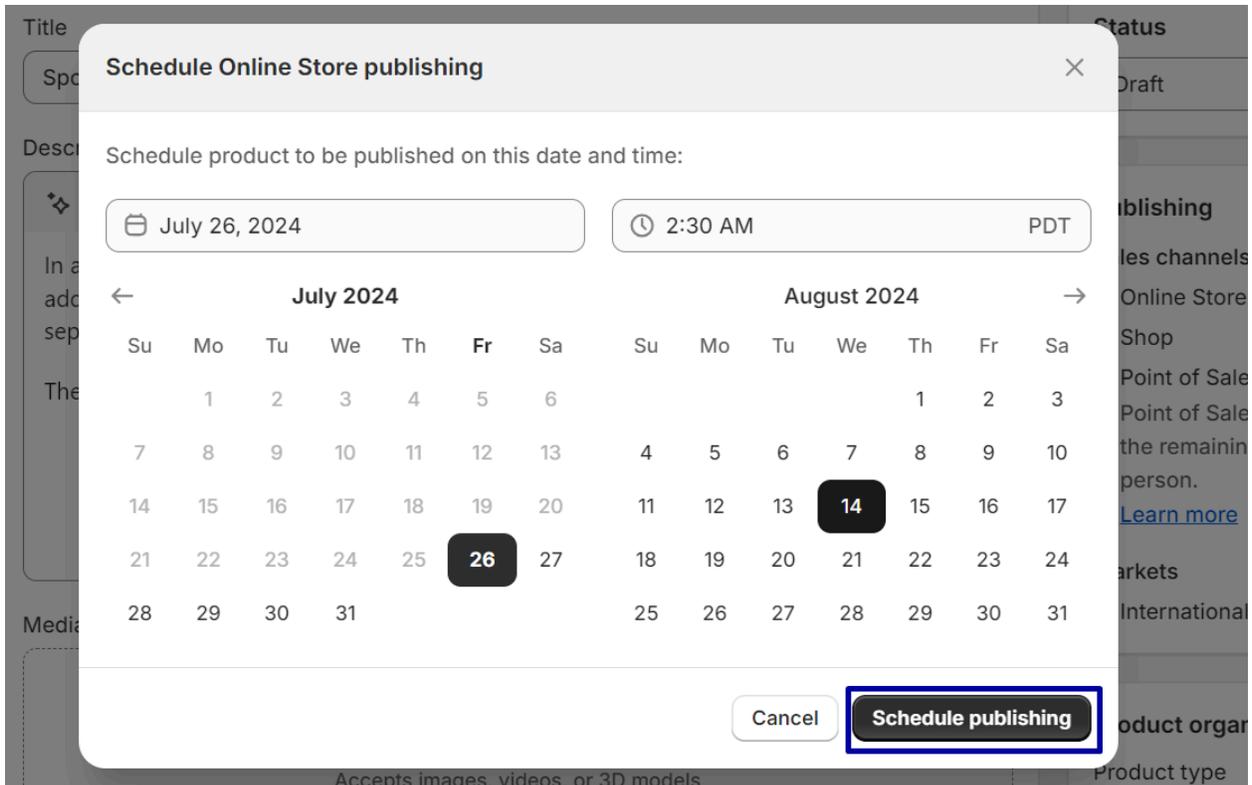
Learn more about [adding HS codes](#)

Step 6: Save, Publish, and Sell

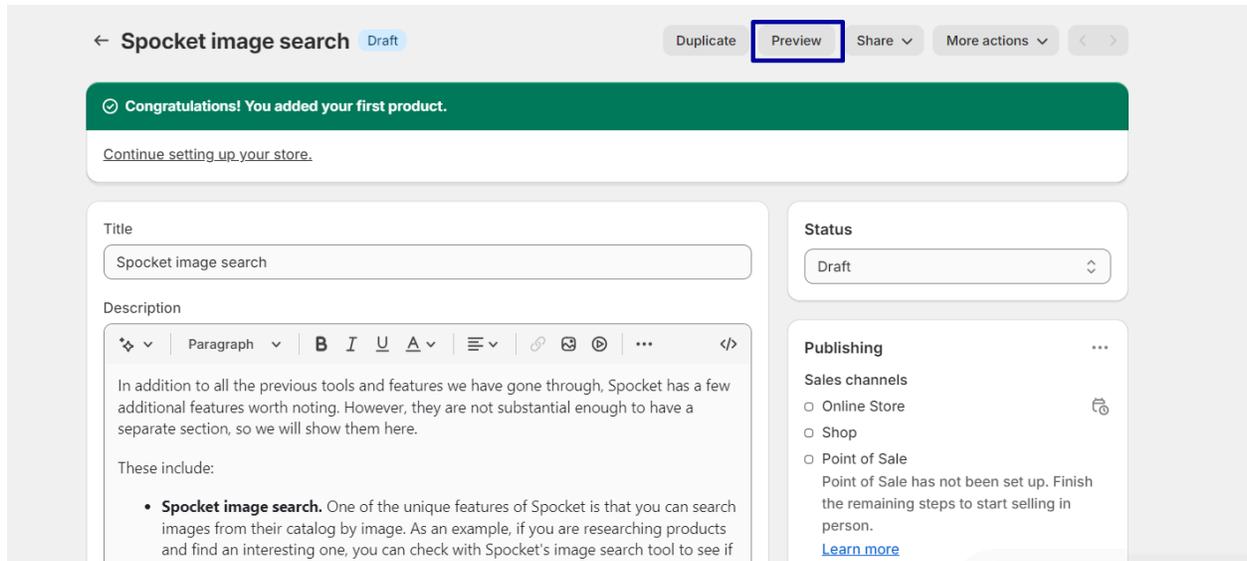
- Review all the product information before publishing the product.
- Click **“Save”** to store the product details as a draft.
- To make the product visible on your online store, set the status to **“Active.”**



- Click the calendar icon next to "**Online Store**" in the Publishing section to set the publication date and time. Then, click "**Schedule publishing.**"



- Use the **“Preview”** option to check your product page's appearance and make any necessary updates.



Tips for Organizing and Categorizing Products

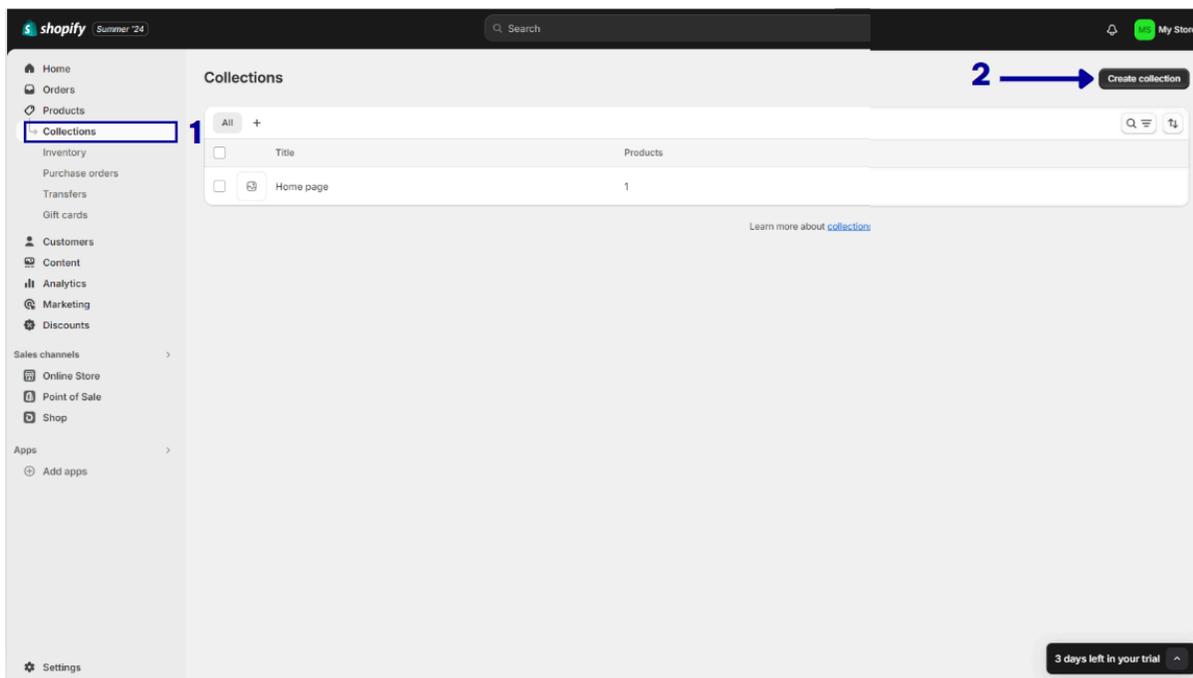
- **Consistent Naming:** Use a uniform format for product titles. If you include the color in one product title, do so for all others.
- **Clear Descriptions:** Write concise descriptions highlighting the product's benefits and features.
- **High-Quality Images:** Use high-quality images from multiple angles to give customers a comprehensive product view.
- **Categorization:** Properly categorize products by type, vendor, and collections to make them easy to find.
- **Tags and Keywords:** Use relevant tags and keywords to improve searchability within your store and on search engines.

7. Creating Product Collections

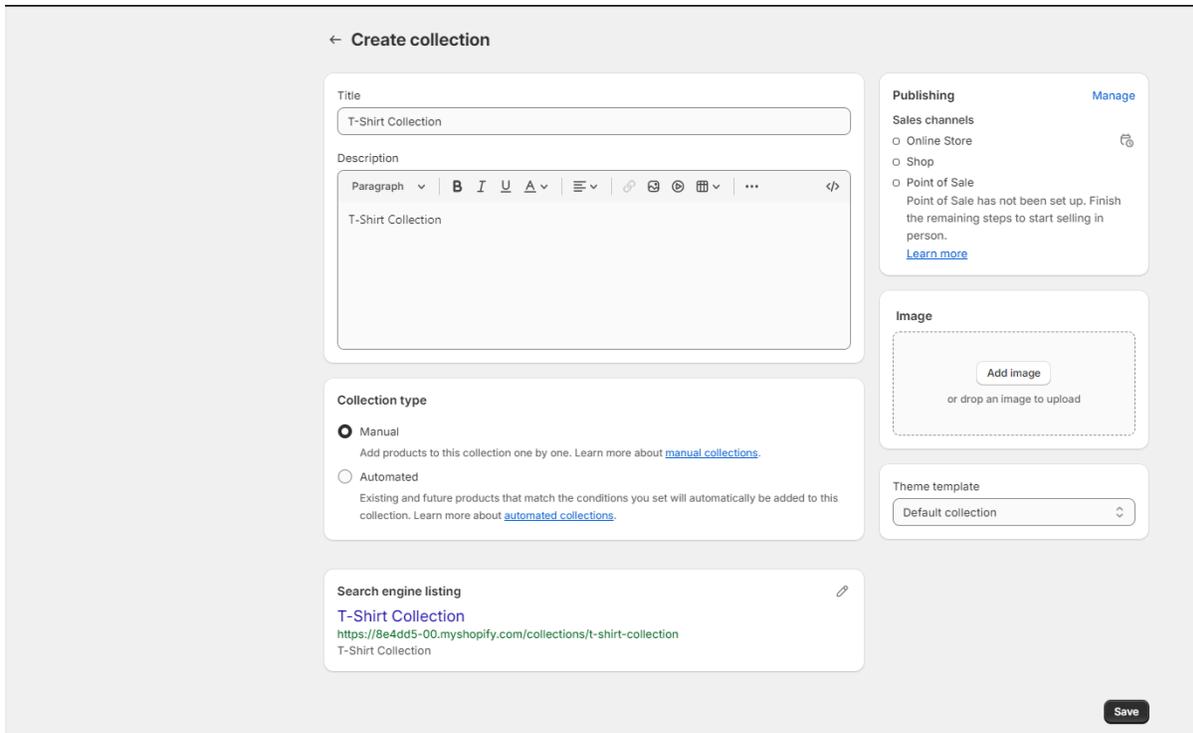
After [adding products to your Shopify store](#), you can group them into different collections, making it easier for customers to browse and find what they want.

Follow these steps:

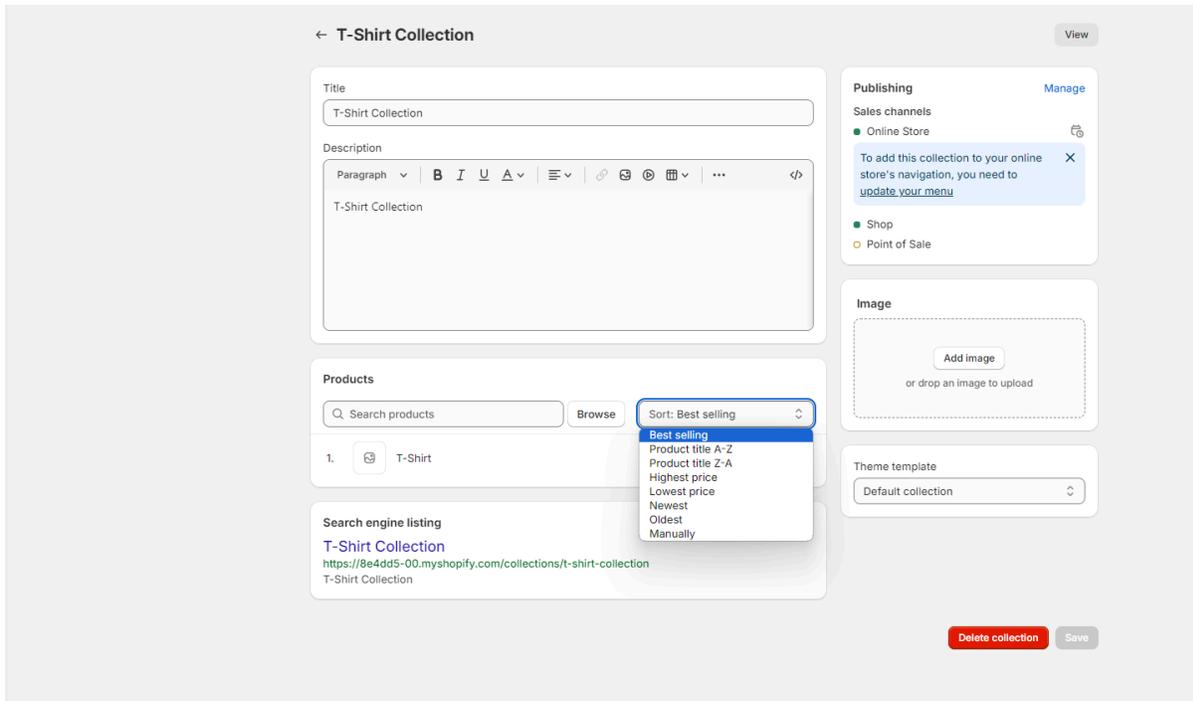
- **Step 1:** Select **Products > Collections** from the Shopify Dashboard → Select the **Create Collection** button on the top right corner.



- **Step 2:** Complete the details for your collection, including the **Title**, **Description**, **Collection** type, etc. Click the **Save** button on the bottom right corner to finish the process.



- **Step 3:** After a few seconds, refresh the page and select the products you want to appear in that collection (type the product names inside the **Search products box**), along with how you want the products to appear by selecting the dropdown button. Click **Save** when you're done.



5 Tips to Effectively Organize Your Product Collections

- **Select Criteria:** Choose standards for smart collections based on product name, type, category, weight, cost, and tags. Align these with your Shopify store strategy to customize collections to your needs.
- **Optimize Tags:** Use clear tags like “**T-shirt**,” “**green**,” and “**apple**” to provide detailed product info and create specific collections, such as eco-friendly clothes.
- **Utilize Options:** Shopify’s options let you define collection terms for a focused strategy.
- **Vendor Formatting:** For stores with multiple suppliers, create collections by vendor to streamline the shopping experience.

- **Customization:** Shopify allows you to customize the layout, sort collections in order, and create automatic collections based on conditions.

Not only can you sell physical products on Shopify, but you can also offer digital products like ebooks, software, music, videos, or even [gift card products](#).

Here's how to add them to your store:

8. Setting Up Digital Products and Gift Cards

Setting up digital products

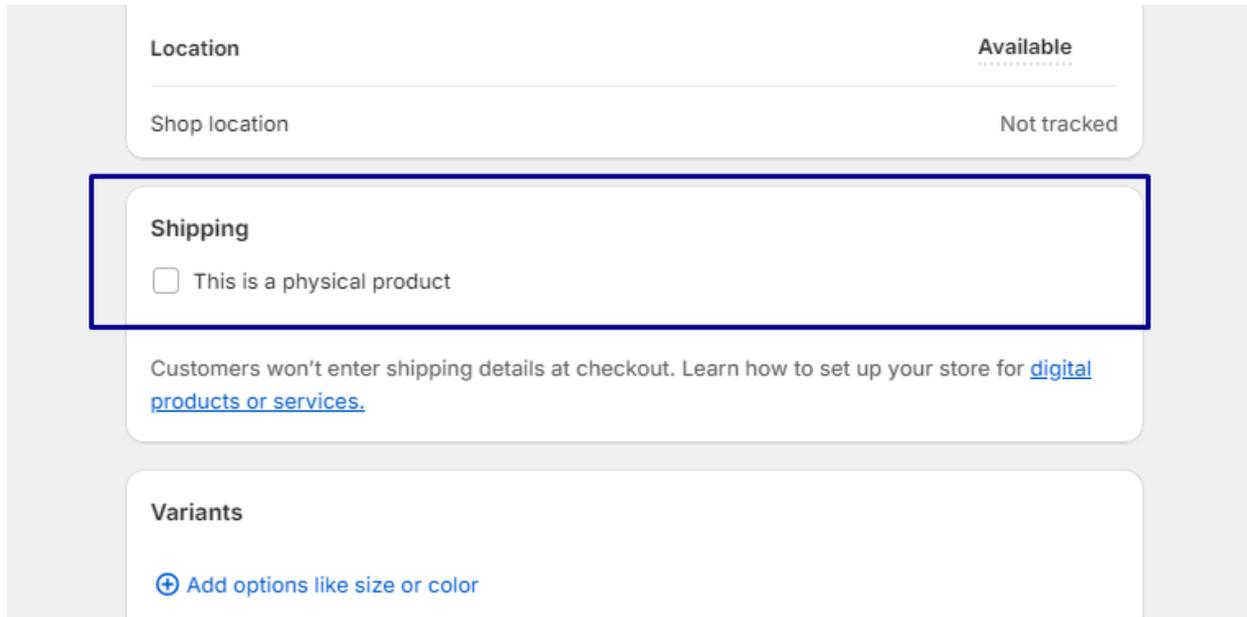
To add a digital product to your online store, you first need to create a product in the Shopify Admin, then return to the Digital Downloads app to add the corresponding digital files to the product's details page.

Step 1: Choose **Products** and click **Add Product**

Step 2: Complete the digital product's title and description

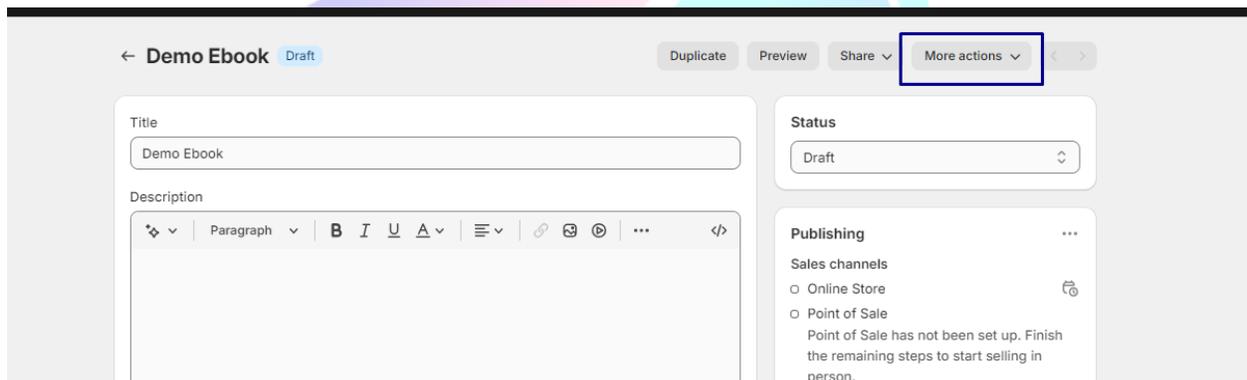
Step 3: Set the price for your digital product

Step 4: In the **Shipping** section, uncheck the box next to **This is a physical product** then click **Save**.



Step 5: Go to the Shopify App Store and install the [Digital Download app](#)

Step 6: Back to the Product page, click the Product you want to edit, then click **More Actions**.

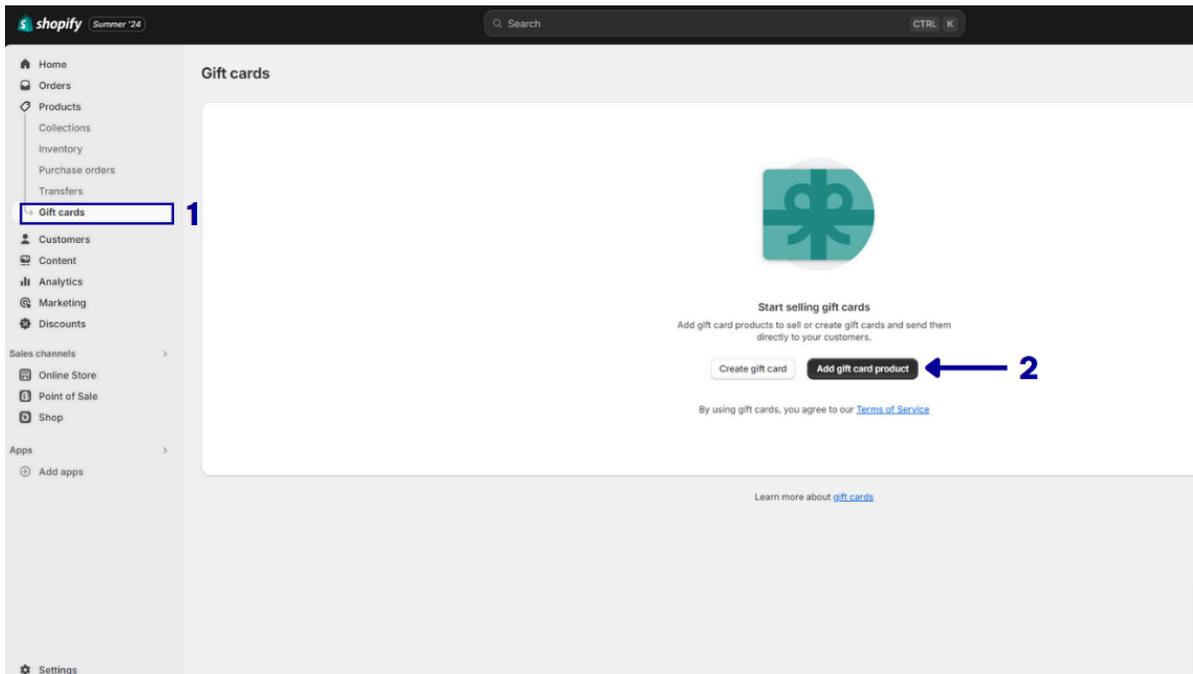


Step 7: Click **Add digital file**. Select the files you want to add to this product.

Step 8: Change your product status back to Active and click Save.

Setting Up Gift Card Products

Step 1: Go to **Products** > **Gift cards** in your Shopify dashboard. Select **Add gift card product**.



Step 2: Enter the following fields with the gift card product information:

- **Title** - Enter a clear, descriptive name (e.g., "\$50 Gift Card").
- **Description** - Write a compelling description for your gift card.
- **Media** - Upload product images or other material here. Your online store's product page displays product media.

← Create gift card product

1 Title
T Shirt 50% gift card

2 Description
Looking for the perfect gift? Give a *T-Shirt* Factory Store *Gift Card* to the ones you love and let them choose the printed *T-Shirts* and apparel they love!

3 Media
Uploading...

Category
Gift Cards
Determines tax rates and adds metafields to improve search, filters, and cross-channel sales

Status
Active

Publishing
Sales channels
 Online Store
 Shop
 Point of Sale
Point of Sale has not been set up. Finish the remaining steps to start selling in person.
[Learn more](#)
 Markets
 International and United States

Product organization ⓘ
 Product type

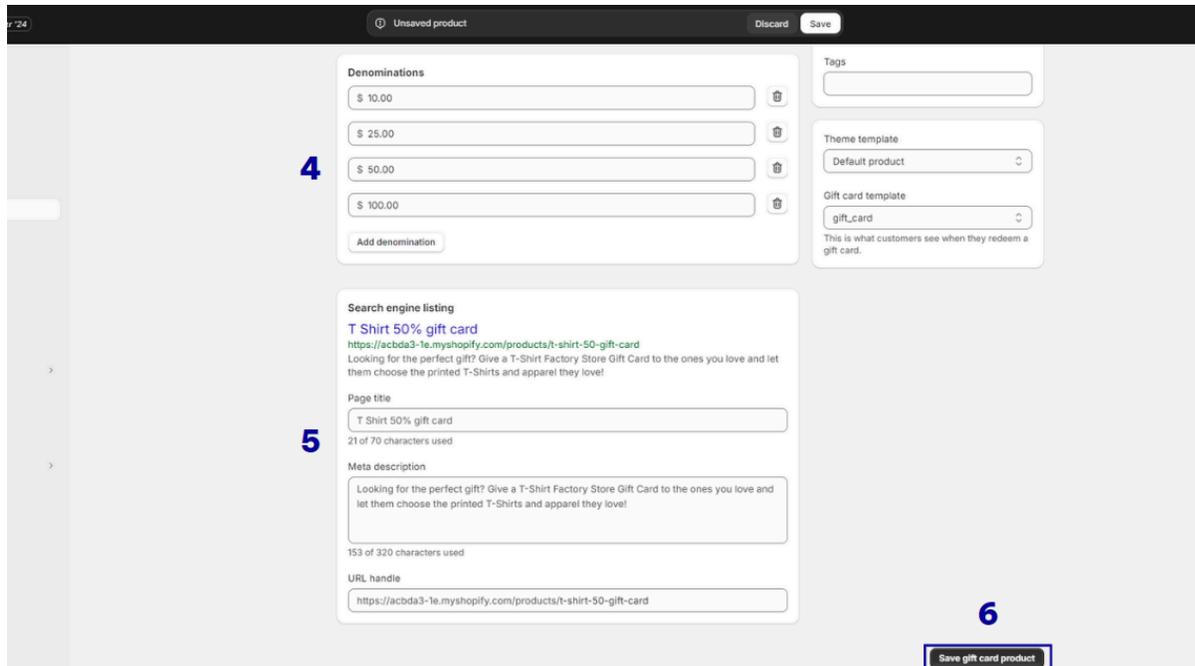
 Vendor

 Collections

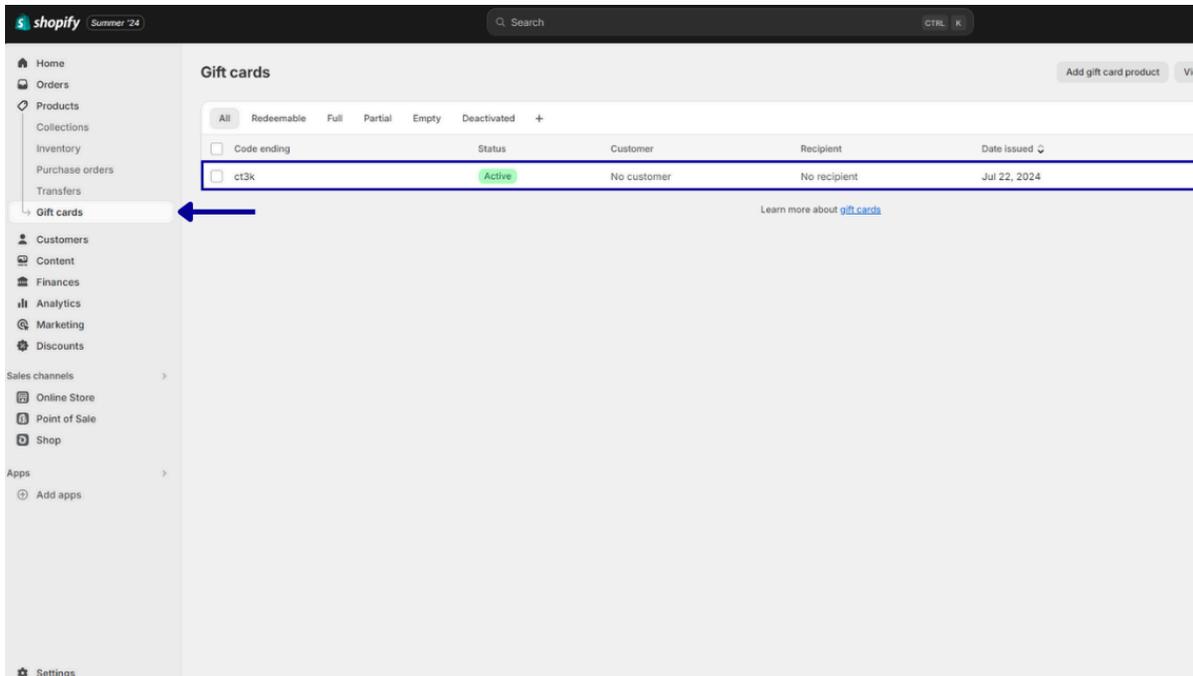
Step 3: Fill in the necessary information to optimize your Gift Card:

- **Define Denominations:** Set up the price range for your Gift Card (optional)
- **Search Engine Listing Preview:** Customize your gift card's appearance in search results (optional).
- **Sales Channels and Apps:** Choose where your gift card will be available for purchase (e.g., online store).

When you are done, click **“Save gift card product.”**



Step 4: Go to your Shopify admin's **"Gift cards"** page to see, arrange, or modify the produced gift cards.



Once you've added your products, it's time to make them visually appealing and entice customers to buy. Let's dive into designing your storefront with a Shopify theme!

9. Selecting the Shopify Theme

Shopify theme determines how your online store looks. With over 200 free and paid themes available on the [Shopify Theme Store](#), you have plenty of options to choose from. Moreover, adding a theme to your Shopify store is a piece of cake for most users out there.

The Dawn theme is pre-installed on all Shopify stores with the Basic plan or higher, but you can easily switch to any free theme and customize it to match your store's branding.

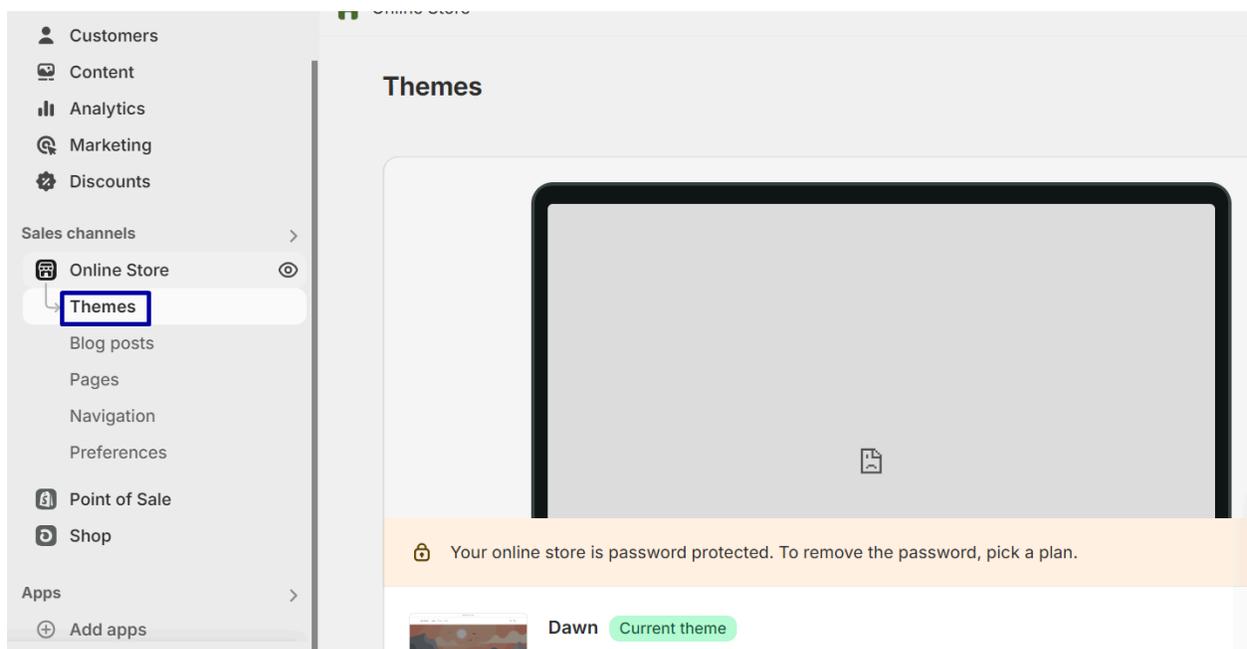
Shopify for beginners

Note that you can only use the [Spotlight theme](#) if you are on the *Shopify Starter plan*.

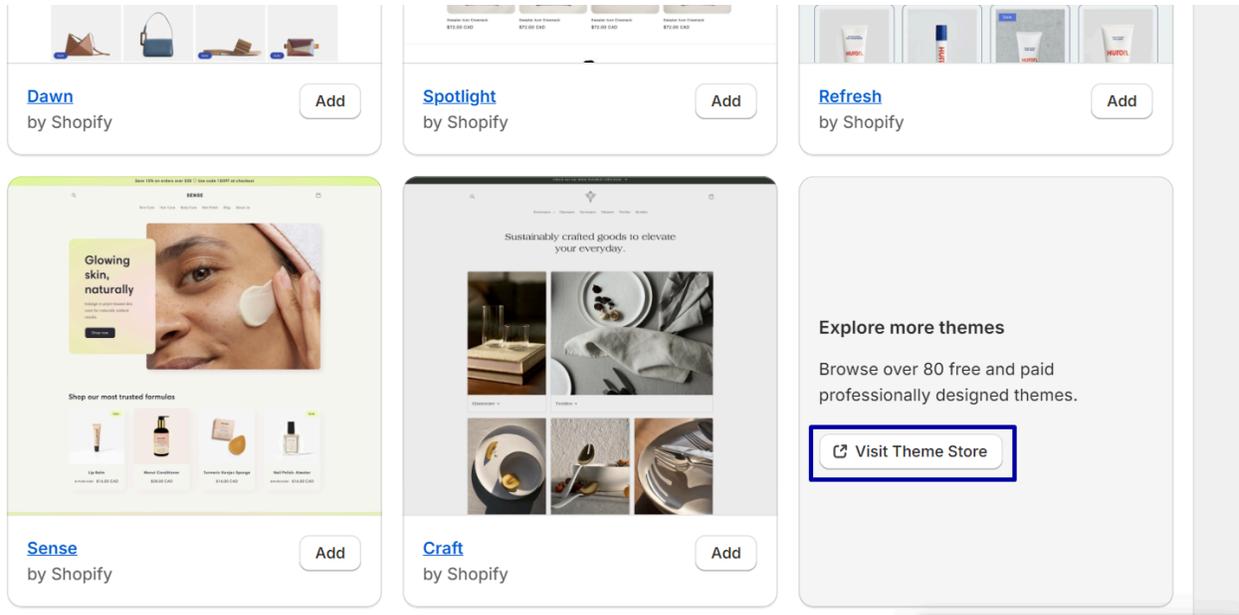
Add a theme from the Shopify Theme Store

Here are the steps to add a Shopify theme to your store:

- **Step 1:** From your Shopify admin, go to **“Online Store” > “Themes.”**



- **Step 2:** In the **Popular free themes** section at the bottom of the page, you can view the top free themes from the Shopify Theme Store, view details, and click **“Add.”** The theme will be added to the **Theme Library**.
- **Step 3:** If the free themes don't quite tickle your fancy, simply click **“Visit theme store”** to browse all available themes.



At the time of writing, there are 200 paid Shopify themes, ranging in price from **\$140 to \$450**.

You can freely explore and preview theme demos, add a couple of paid themes to the Theme Library, and customize it at no cost. However, you'll need to buy the theme before publishing it on your store.

- **Step 4:** Browse the Shopify theme store for a theme you like, and click **“Try theme.”** It will take a few sections to be added to your Theme Library, now you can customize it with your own assets (we'll detail this part later)

Be Yours by RoarTheme

Version 7.2.2 • Jun 18, 2024

\$320 USD
Estimated £248.05*

Build, boost & scale your store with 8-hour support.

Includes support for:

- EU translations (EN, FR, IT, DE, ES)
- Store locator
- Age verifier
- Countdown timer
- Color swatches
- See all features [here](#)

Try theme
[View demo store](#)

Unlimited free trial. Pay if you publish.

Black Friday Sale. Save up to 40% with code BLACKFRIDAY

ENGLISH ▼ GERMANY (EUR €) ▼

BRANDS SKINCARE BABY & KIDS HAIR CARE BODY CARE GIFTS &

- **Step 6:** Click **“Buy”** if you’re happy with the design and want to purchase the theme.

Theme library Add theme ▼

These themes are only visible to you. You can switch to another theme by publishing it to your store.

C

Be Yours Theme trial

⋮

Buy

Customize

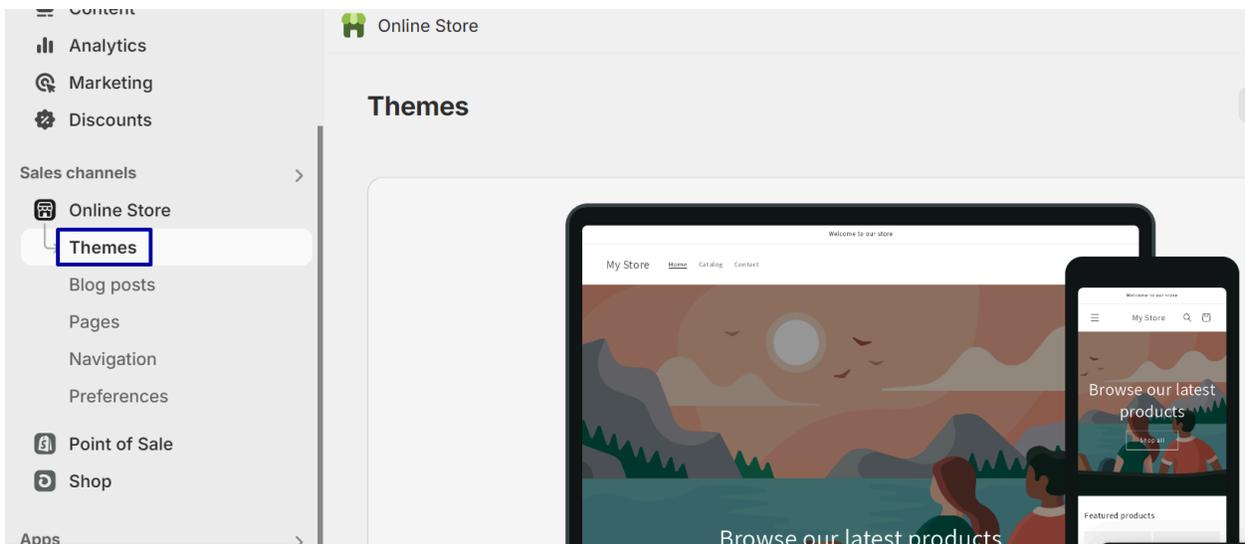
Popular free themes

Made with core features you can easily customize—no coding needed.

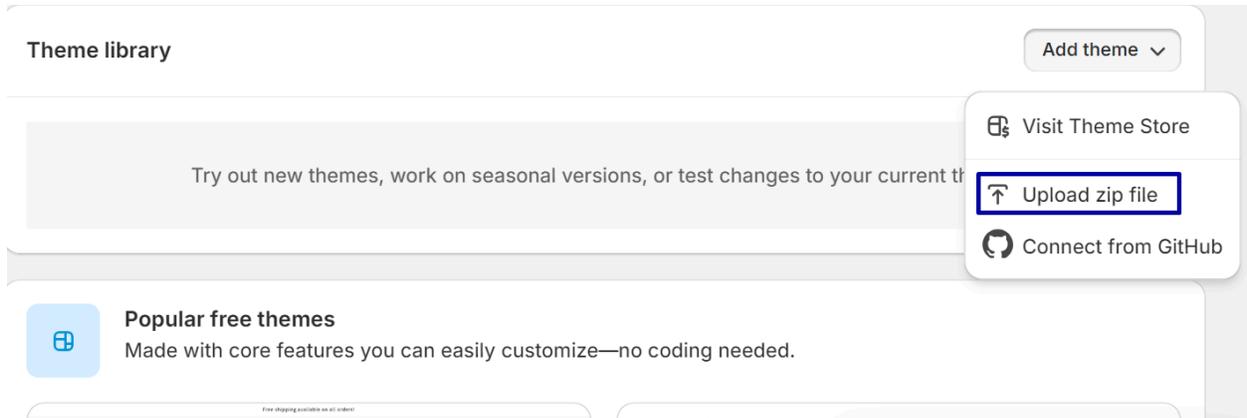
Upload a theme file from your computer

If you have a theme file on your computer, you can upload it to the Shopify admin. Before you upload, ensure that all theme files are compressed into a single ZIP file.

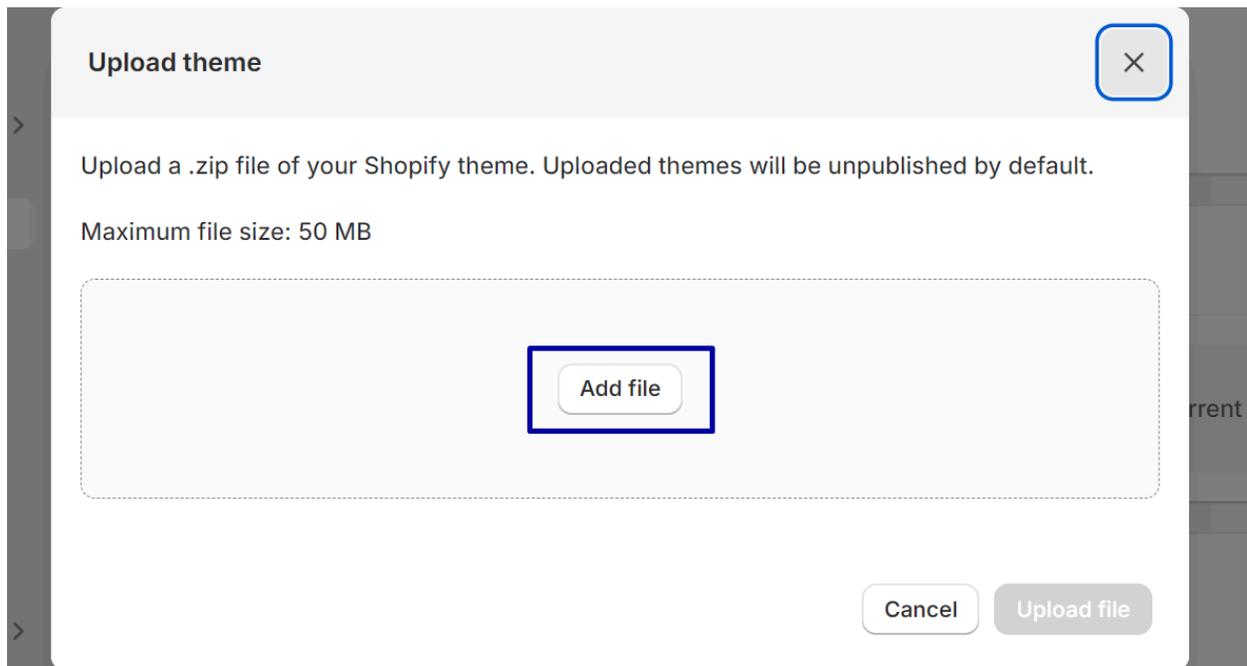
- **Step 1:** In your Shopify admin, go to **“Online Store” > “Themes.”**



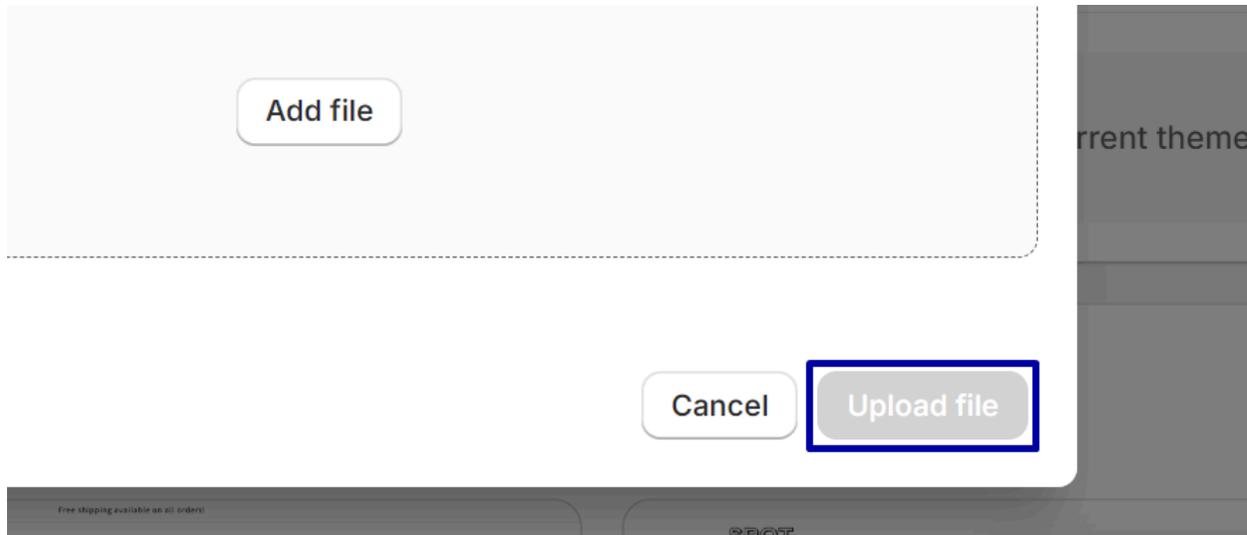
- **Step 2:** In the Theme Library section, click **“Add theme”** and click **“Upload zip file.”**



- **Step 3:** Click **“Add File”** to select the ZIP file you want to upload.



- **Step 4:** Click the **“Upload file”** button. Then, the theme will be added to your admin's Theme page.



Note: You can add up to 20 themes to your Shopify store, but only one theme can be published at a time. The others will be stored in your Theme library.

Once you choose your theme, it's time to customize it to your brand identity.

Customizing Your Storefront

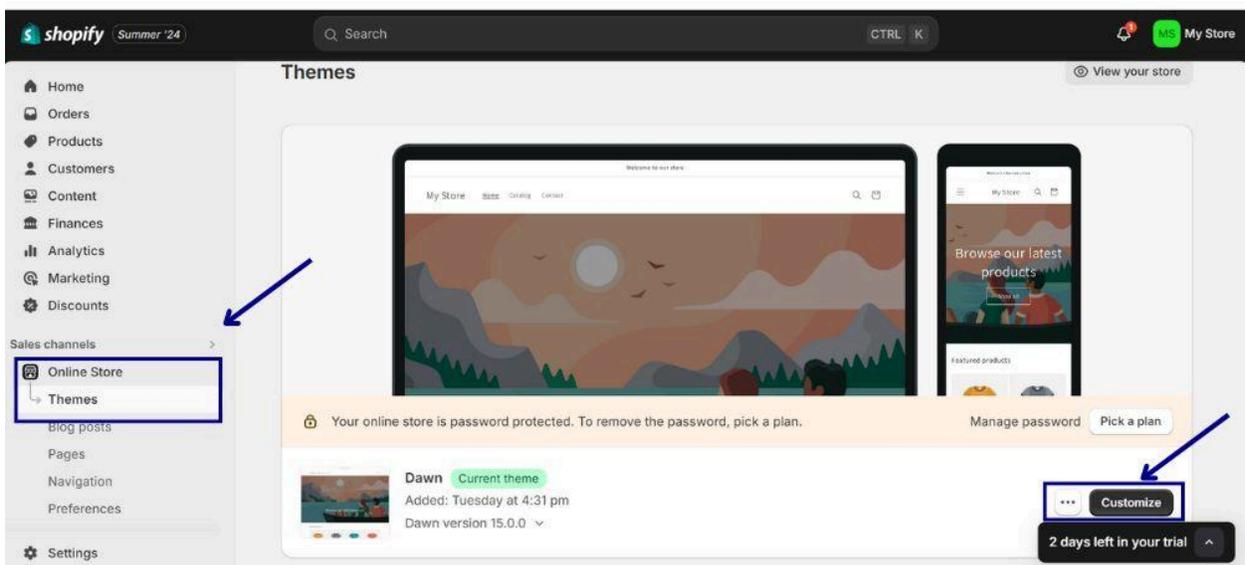
Customizing your storefront on Shopify is essential to creating a unique and engaging shopping experience for your customers. Here's a general guide to help you customize your Shopify store.

How to customize your storefront with logo, images, and colors

Here's a step-by-step guide on how to customize your storefront with logo, images, and colors on Shopify:

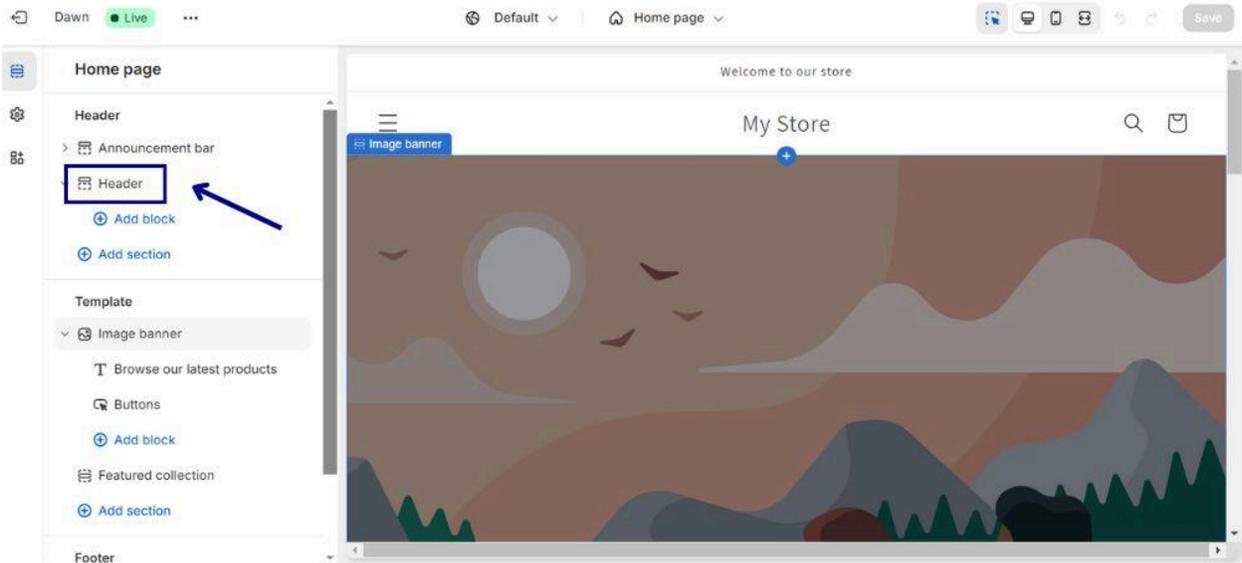
10. Accessing the Theme Customization

- **Log in to your Shopify Admin Panel:** Go to your Shopify admin page and log in.
- **Navigate to Themes:** From the Shopify admin, go to **Online Store > Themes**.
- **Choose a Theme:** Browse the Shopify Theme Store to find a theme that suits your brand aesthetics and budget, then click **Try Theme** to add it to your library. You can try it for free for as long as you want.
- **Customize the theme:** Find a theme in your library and click **Customize**.

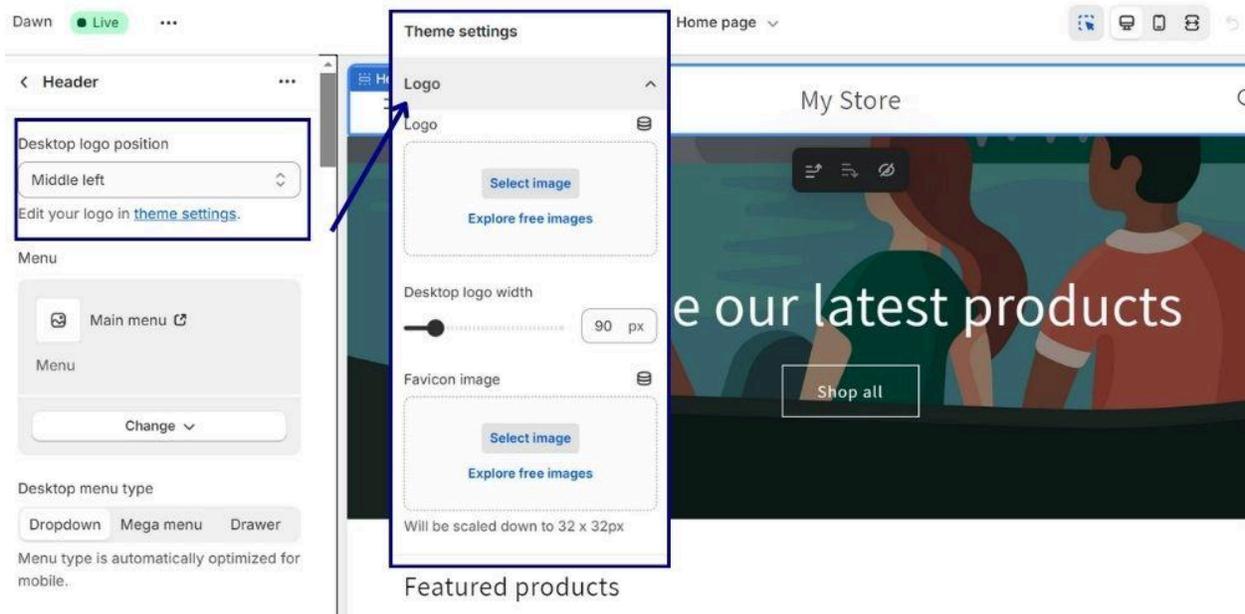


11. Adding Your Logo

- **Header Section:** In the theme editor, click on the **Header** section.



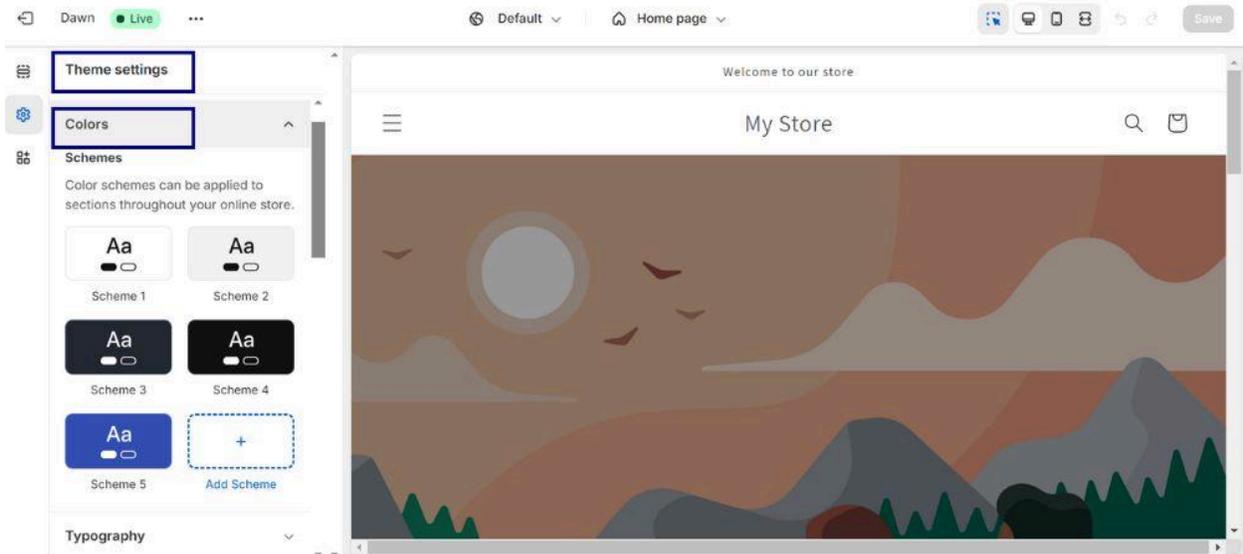
- **Upload Logo:** Look for the logo upload option. Click **Select Image** to upload your logo file. Ensure that your logo is high-resolution and appropriately sized.
- **Adjust Logo Size:** Some themes allow you to adjust the size of your logo. Ensure it fits well within the header without looking too large or too small.
- **Logo Alignment:** Customize the alignment of your logo within the header. Standard options include left, center, or right alignment.



12. Customizing Colors

- **General Settings:** In the theme editor, navigate to **Theme Settings** > **Colors**.
- **Primary Colors:** Adjust the primary colors used throughout your store. This typically includes the background color, text color, and accent colors.
- **Header and Footer Colors:** Customize the colors specifically for the header and footer to ensure they match your brand.
- **Button Colors:** Set the colors for buttons (e.g., add to cart, checkout) to make them stand out and encourage clicks.

- **Link Colors:** Adjust the color of links to ensure they are easily distinguishable from regular text.



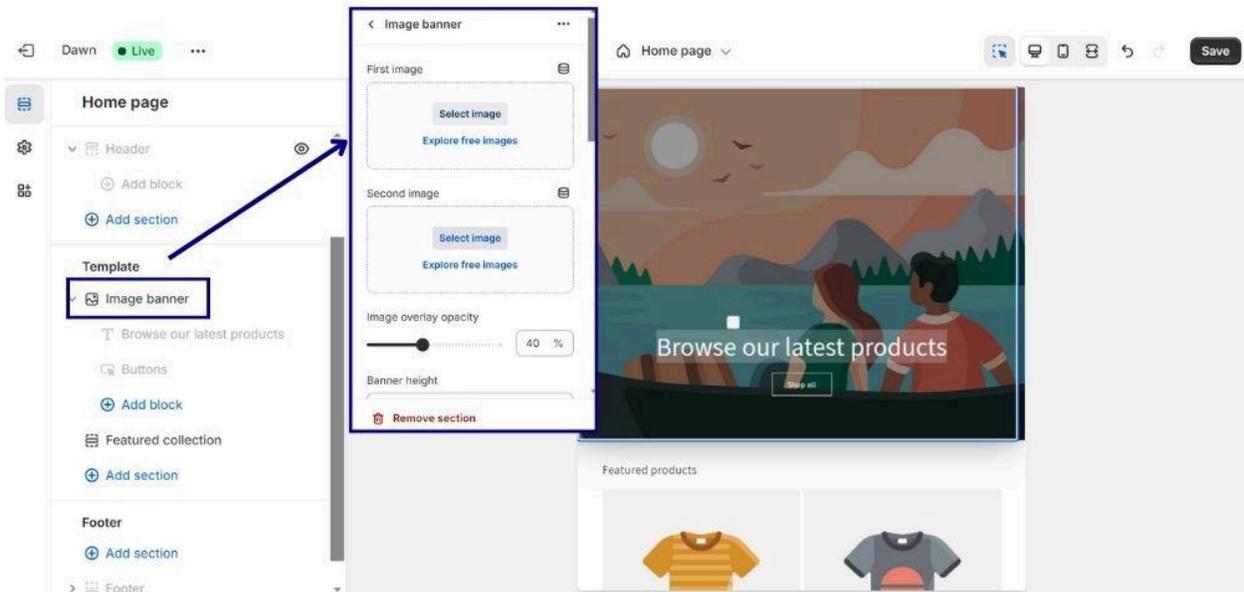
13. Adding and Customizing Images

- In the theme editor, select the section to add an image.
- Click "**Add image**" and upload your high-quality images.
- Customize settings like size, alignment, and positioning.

14. Customizing Other Elements On Your Website

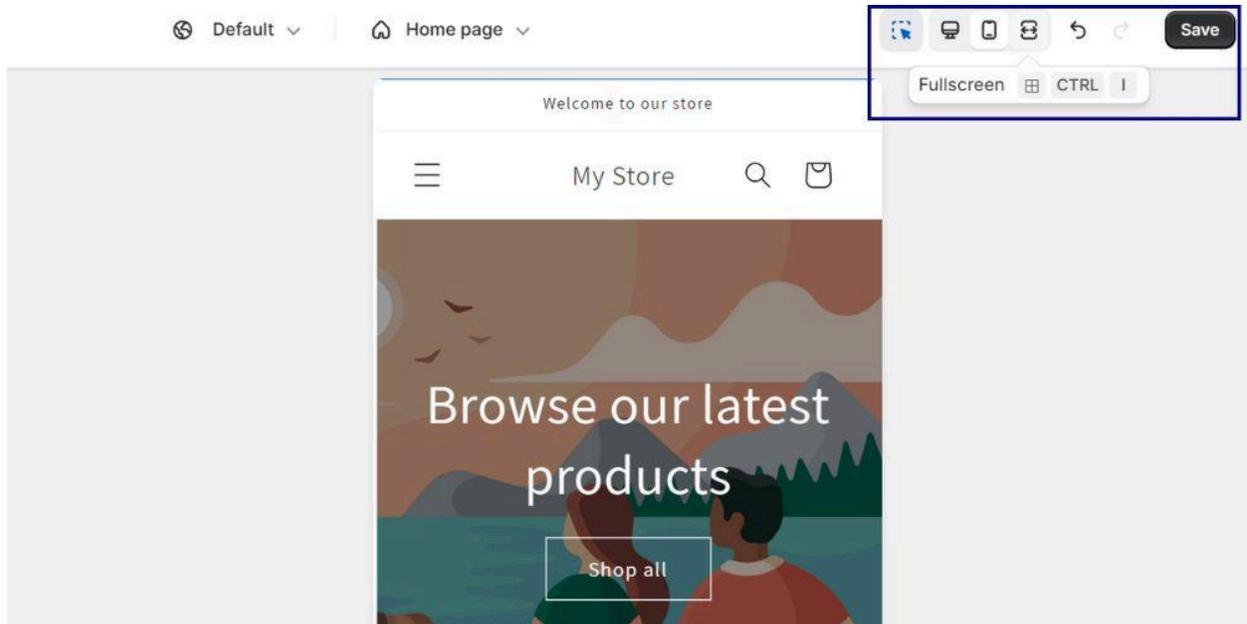
- Most Shopify themes offer 20+ customizable sections, so take the time to tweak your Home page, Product page, and Checkout page.
- Experiment by adding or rearranging sections like featured products, sliders, videos, or "shop the look" displays.

- Incorporate your brand's designs and media to get a clearer vision of your store's appearance with the theme.



15. Preview and Publish

- **Preview Changes:** Before making changes live, preview your store to ensure everything looks as expected.
- **Save and Publish:** Once satisfied, save your changes and publish your theme to make the customizations live.



Read more: [How To Customize Your Shopify Theme \(No Coding Required\)](#)

Best practices for a user-friendly storefront design

Here are some [web design tips to improve your Shopify store](#):

- **Intuitive Navigation:** Organize products into clear categories and subcategories. Use a robust search function with filters and autocomplete suggestions. Shopify makes these features easy to set up for effortless customer exploration.
- **Responsive Design:** Choose a [responsive theme](#) to ensure your Shopify store looks great on all devices. Optimize for quick loading with compressed images and Shopify's speed tools, providing a smooth mobile shopping experience.

- **Effective Use of Visuals:** Use high-resolution product images with zoom capabilities. Incorporate videos and 360-degree views supported by Shopify themes to boost customer confidence in their purchases.
- **Simple Checkout Process:** Streamline checkout by allowing guest checkouts and minimizing required fields to reduce cart abandonment further.
- **Clear Call to Actions (CTAs):** Make CTAs like “Add to Cart” and “Buy Now” stand out with contrasting colors and clear text. Customize these buttons easily with Shopify themes to guide customers in completing their purchases.
- **Security and Trust Signals:** Use HTTPS for data protection, display trust badges, and make policies easily accessible. Shopify tools and apps highlight these measures to build customer trust and encourage shopping.

Read more: [Essential Website Design Tips for Ecommerce Stores](#)

Let's move on to setting the functionality of your store so you can start selling.

Configuring Shipping Options

Before opening your doors to customers, deciding how to ship your products and setting up your store's shipping options is essential.

Shipping methods and carriers

Here are several types of shipping methods that Shopify is offering:

- **Standard Shipping** offers budget-friendly delivery, but it's slower than other options.
- **Expedited Shipping** provides faster delivery at a premium price.
- **Next-Day** or **Overnight Shipping** guarantees swift delivery at the highest cost.
- **Flat-Rate Shipping** charges a fixed fee regardless of order details.
- **Free Shipping** attracts customers by covering shipping costs.
- **Calculated Shipping** determines rates based on package dimensions and destination.
- **Local Pickup/Delivery** allows customers to collect orders from your store.
- **Dropshipping** eliminates inventory management by shipping directly from suppliers.
- **Subscription Box Shipping** facilitates recurring shipments for subscription services.



Shopify offers a variety of shipping methods and carriers, including USPS, UPS, DHL, and Canada Post. Shopify also offers pre-negotiated rates with these carriers for US and Canadian customers with up to 88% shipping discounts.

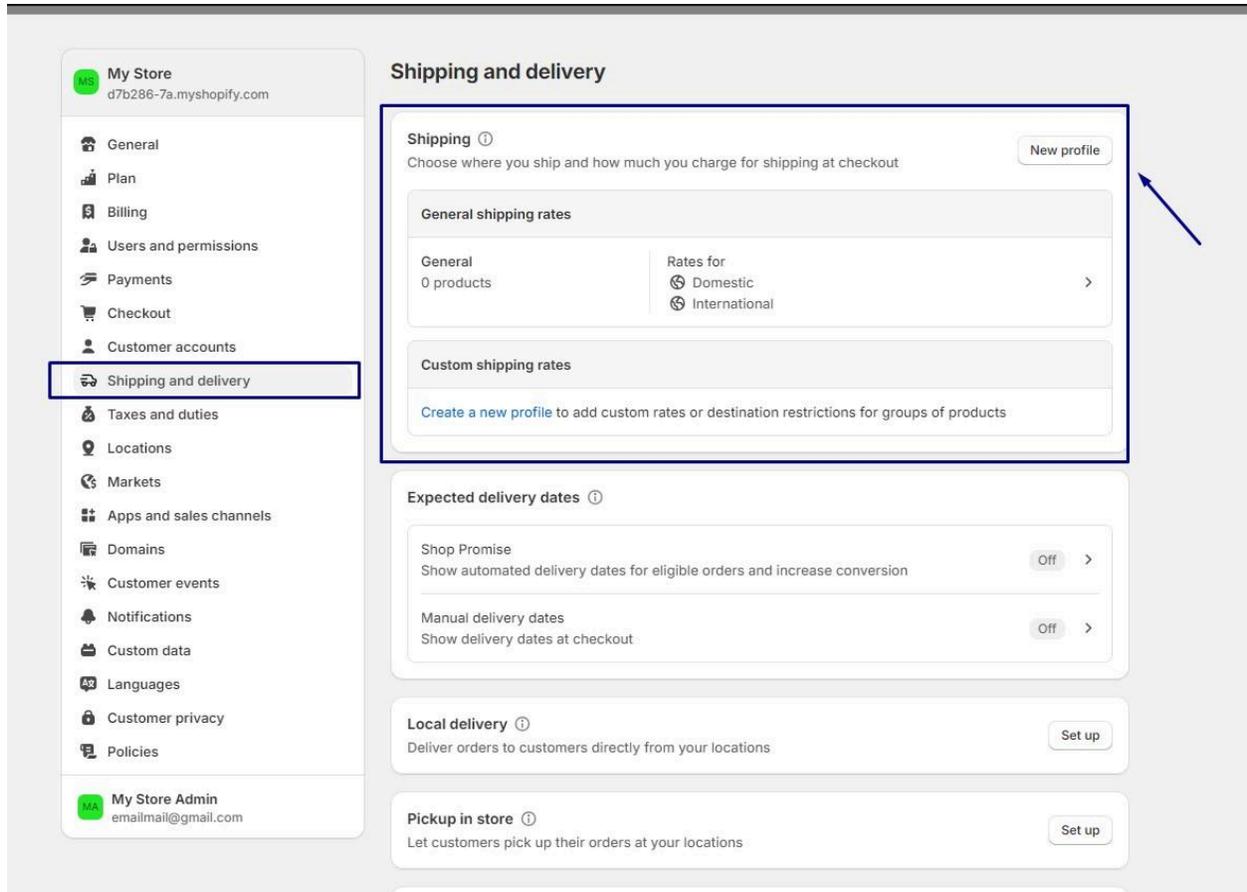
How To Set Up Shipping Rates And Zones

Set up Shipping Zones

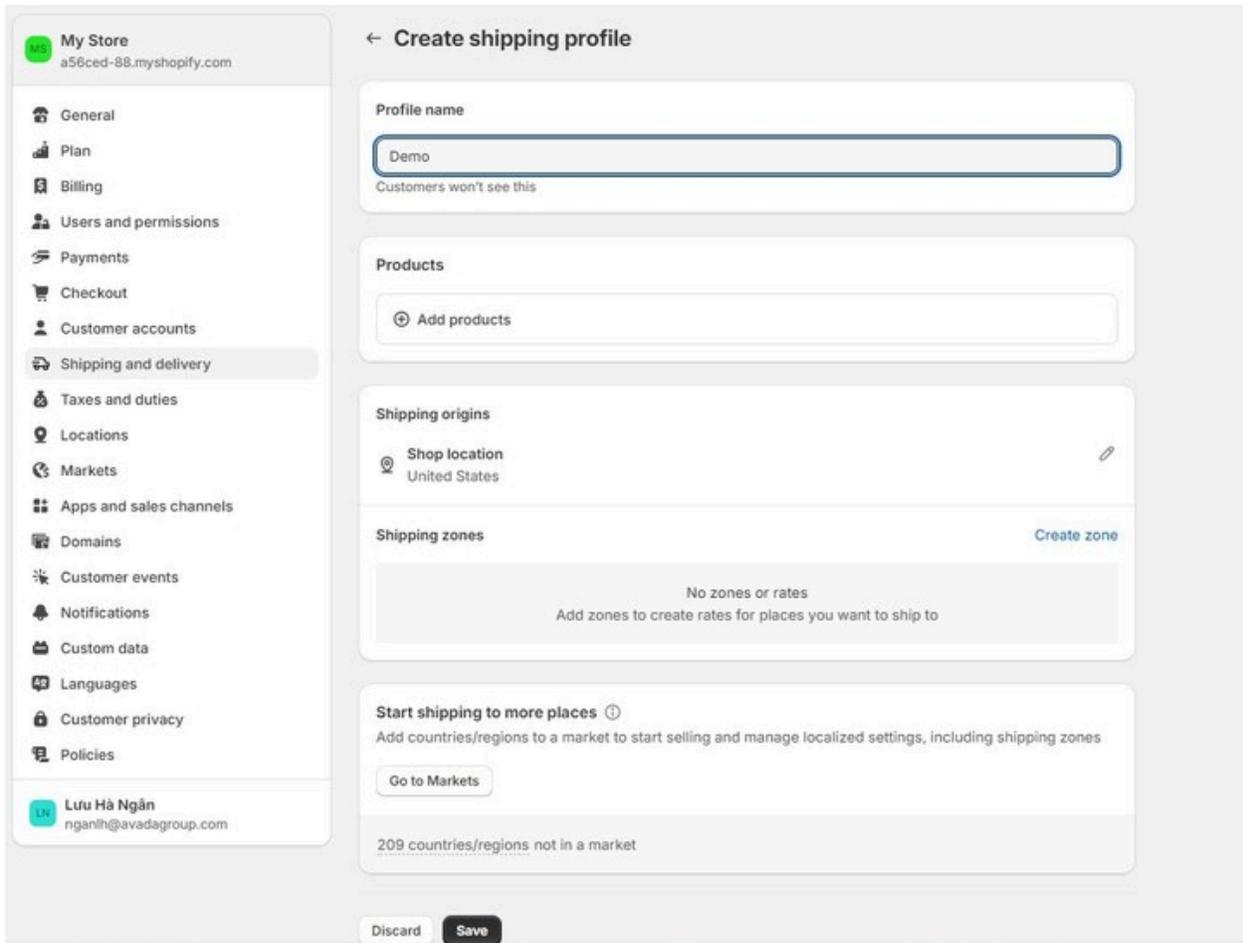
Shipping zones are a group of countries or regions you create for your shipping rates, and shipping profiles let you set up shipping rates for specific products and locations. Here's how to set up your shipping zone.

- **Step 1:** From your Shopify admin, go to **Settings > Shipping and delivery**.

- **Step 2:** In the Shipping section, click the shipping profile to which you want to add shipping zones. If you don't have a profile, click **New profile**.



- **Step 3:** Next to the group of locations where you want to add a shipping zone, click **Create zone**.
- **Step 4:** Enter a name for the shipping zone.
- **Step 5:** Select the countries and regions that you want to be in the zone, then click Done.
- **Step 6:** Add any rates you want for the zone, then click **Save**.



Setting up Shipping Rates

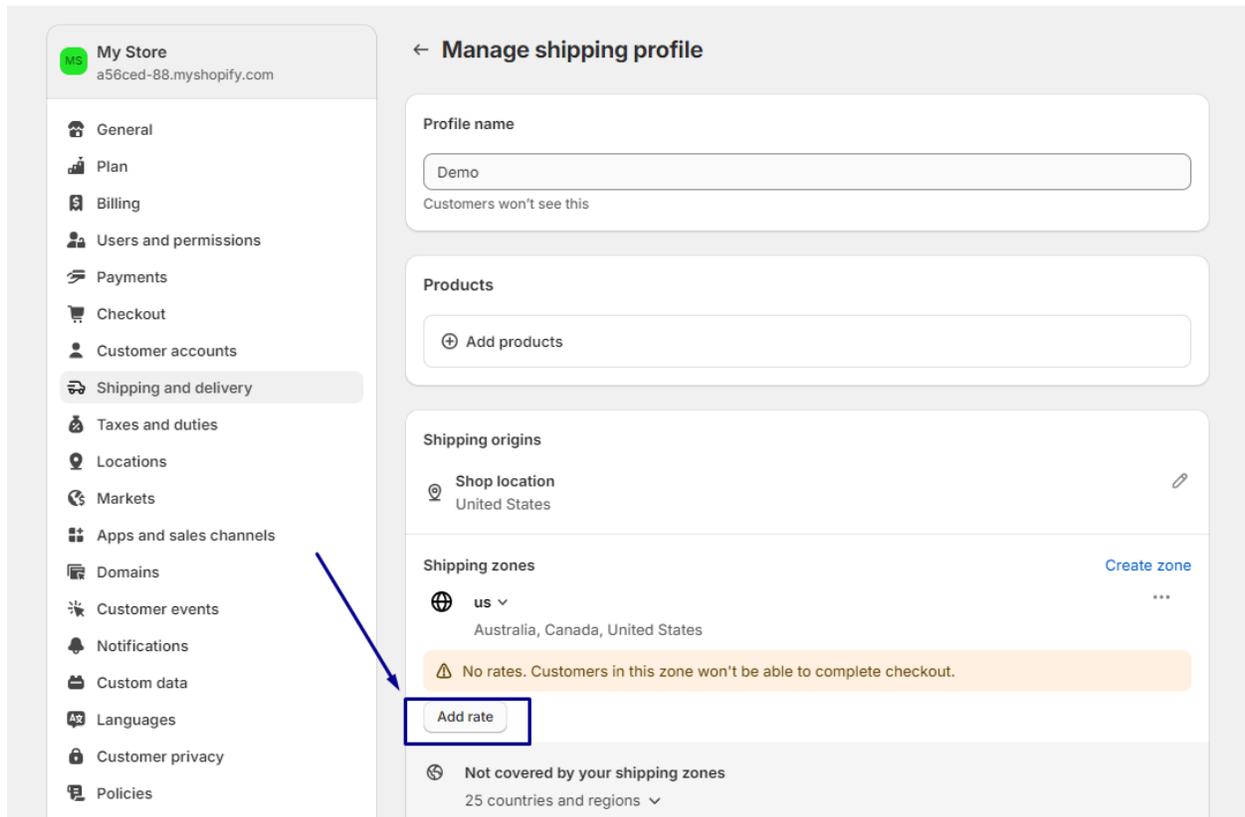
Shopify allows you to set up free, flat, or calculated shipping rates that are displayed at checkout for your customers. You can also create custom [your store's shipping rates](#), for example:

- If the user's cart total is **\$50 or more**, the shipping fee is **\$10**
- If the user's cart total is **\$100 or more**, the shipping rate is **\$5**
- If the user cart total is **\$150 or more**, there is **free delivery**

Shopify for beginners

Follow these steps to set up shipping rates

- From your Shopify admin, go to **Settings > Shipping and delivery**.
- In the Shipping section, click the shipping profile to which you want to add shipping rates, then click Add rate.



- Select a transit time or a custom flat rate to name the rate.
- Enter the shipping rate. You can add weight-based or price-based conditions.
- Review the checkout preview to ensure your shipping rate is displayed as expected, then click Done.

Shopify for beginners

- Click Save to save the shipping rate settings.

Add rate ×

Rate type
Use flat rate ▾

Shipping rate
Custom ▾

Custom rate name

Custom delivery description (optional)

Price
\$ 0.00 Free

[Add conditional pricing](#)

Checkout preview

Rate name Free

Cancel Done

209 countries/regions not in a market

Setting Up Payment Gateways

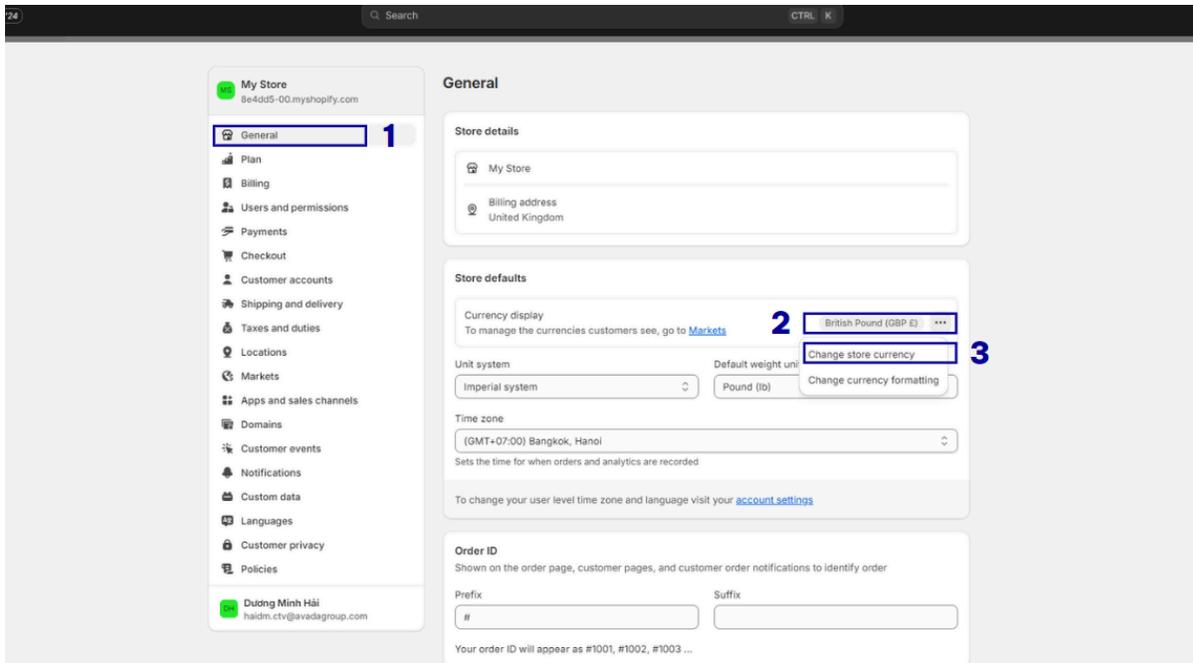
Another key step before launching your store is setting up your payment gateways.

Activating Shopify Payments

Shopify Payments is the built-in payment gateway for Shopify, and it's a great option for saving on transaction fees. Before you get started, make sure to check your [eligibility](#) and [bank account requirements](#), which vary depending on your store's location.

Here are the steps to activate Shopify Payments:

- **Step 1:** Choose **Settings** > **General** > **Store Defaults** > **Change Store Currency** and choose the desired currency.



- **Step 2:** From your Shopify admin, go to **Settings** > **Payments**. Activate Shopify Payments in one of the following ways:
 - If you haven't set up a credit card payment provider on your account, then click **Complete account setup** in the Shopify Payments section.
 - If you have a different credit card payment provider enabled, then click **Activate Shopify Payments** in the **Shopify Payments box** and then **Activate Shopify Payments in the dialog**. This removes any other credit card payment provider from your account.

My Store
f7bc2f-81.myshopify.com

- General
- Plan
- Billing
- Users and permissions
- Payments**
- Checkout
- Customer accounts
- Shipping and delivery
- Taxes and duties
- Locations
- Markets
- Apps and sales channels
- Domains
- Customer events
- Notifications
- Custom data
- Languages
- Customer privacy
- Policies

My Store Admin
emailmail@gmail.com

Payments

shopify payments

Let your customers pay their way with Shopify Payments

- Competitive credit card rates
- Better checkout conversion with Shop Pay
- Faster payouts with a Shopify Balance account
- Built-in fraud protection

Complete account setup [Learn more](#)

[See all other providers](#) if you want to use a different payment provider on your store.

Additional payment methods

Payment methods that are available with one of Shopify's approved payment providers

PayPal
0% transaction fee [Setup incomplete](#) >

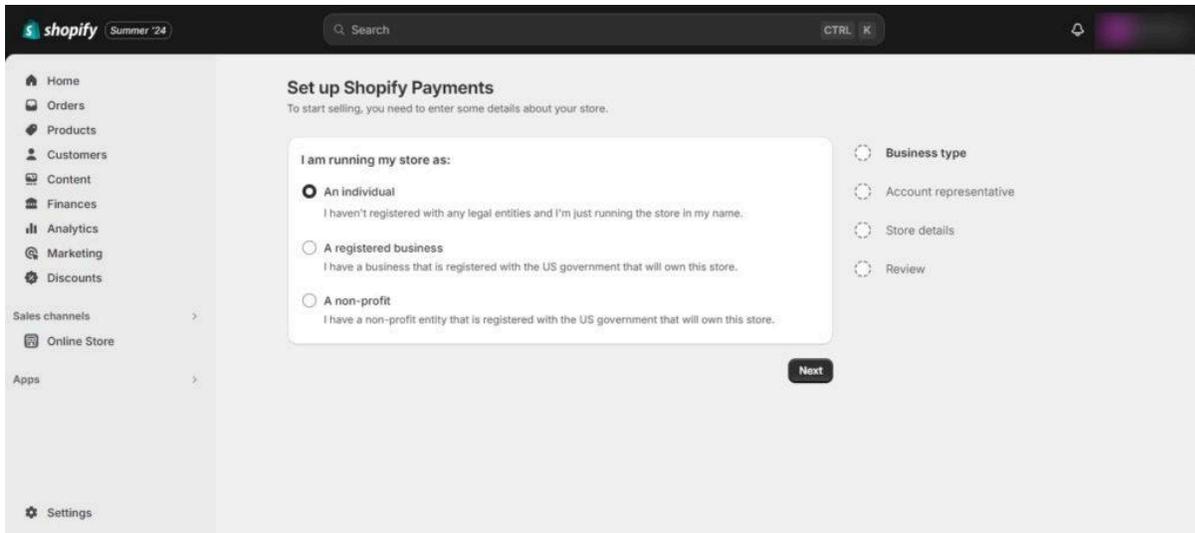
[Complete your Paypal account setup to start receiving payouts from Paypal.](#)

[Add payment method](#)

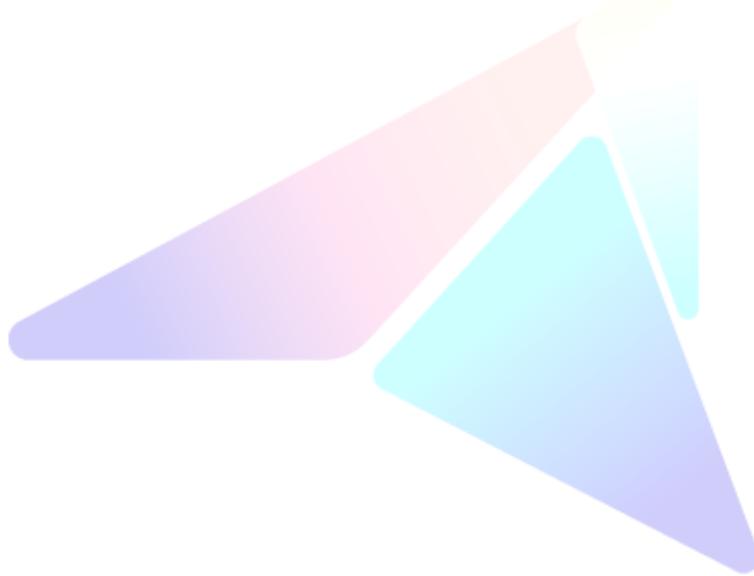
Payment capture method

Payments are authorized when an order is placed. Select how to [capture payments](#):

- **Step 3:** Choose the business type
 - **Individual:** This option pertains to solo owners who have yet to establish their firm legally.
 - **Registered Business:** This choice is for firms that use a registered name, such as a corporation, LLC, or partnership.
 - **Non-Profit:** This choice is for organizations that are registered as non-profit enterprises.



- **Step 4:** Fill in all the fields to set up your Account representative. Click **Next.**



Set up Shopify Payments
To start selling, you need to enter some details about your store.

Account representative
The account representative needs to be the owner of the business.

First name Last name

Date of birth
MM DD YYYY

Social Security number (SSN)

9 digits

Email

Phone number

Residential address
The address should be the person's primary residence, such as an apartment.

Country/region
United States

Address

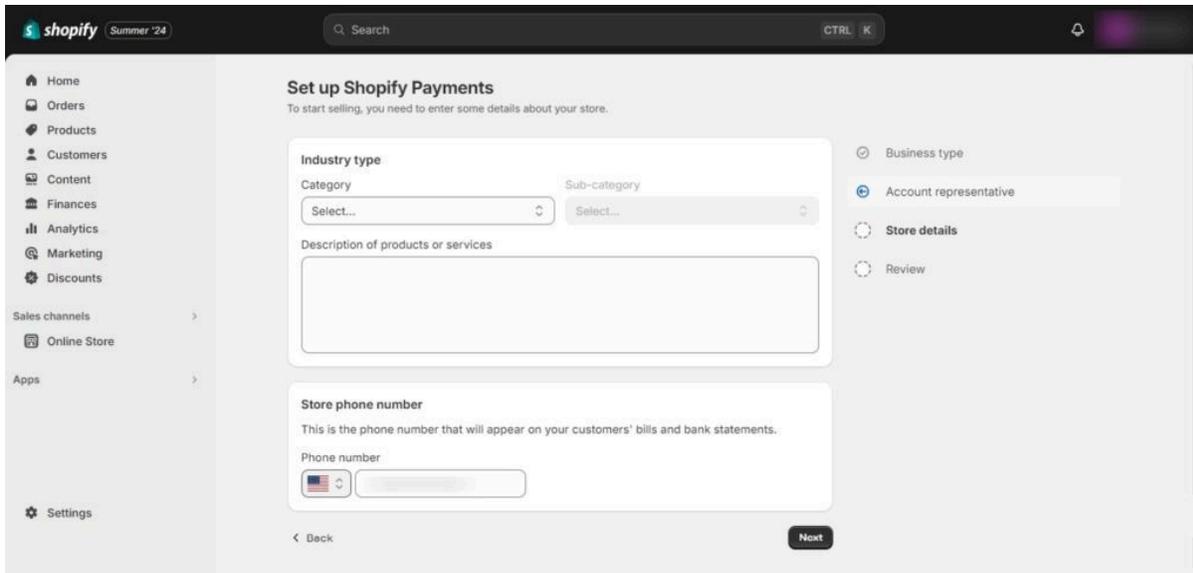
Apartment, suite, etc.

City State

ZIP code

[Back](#) [Next](#)

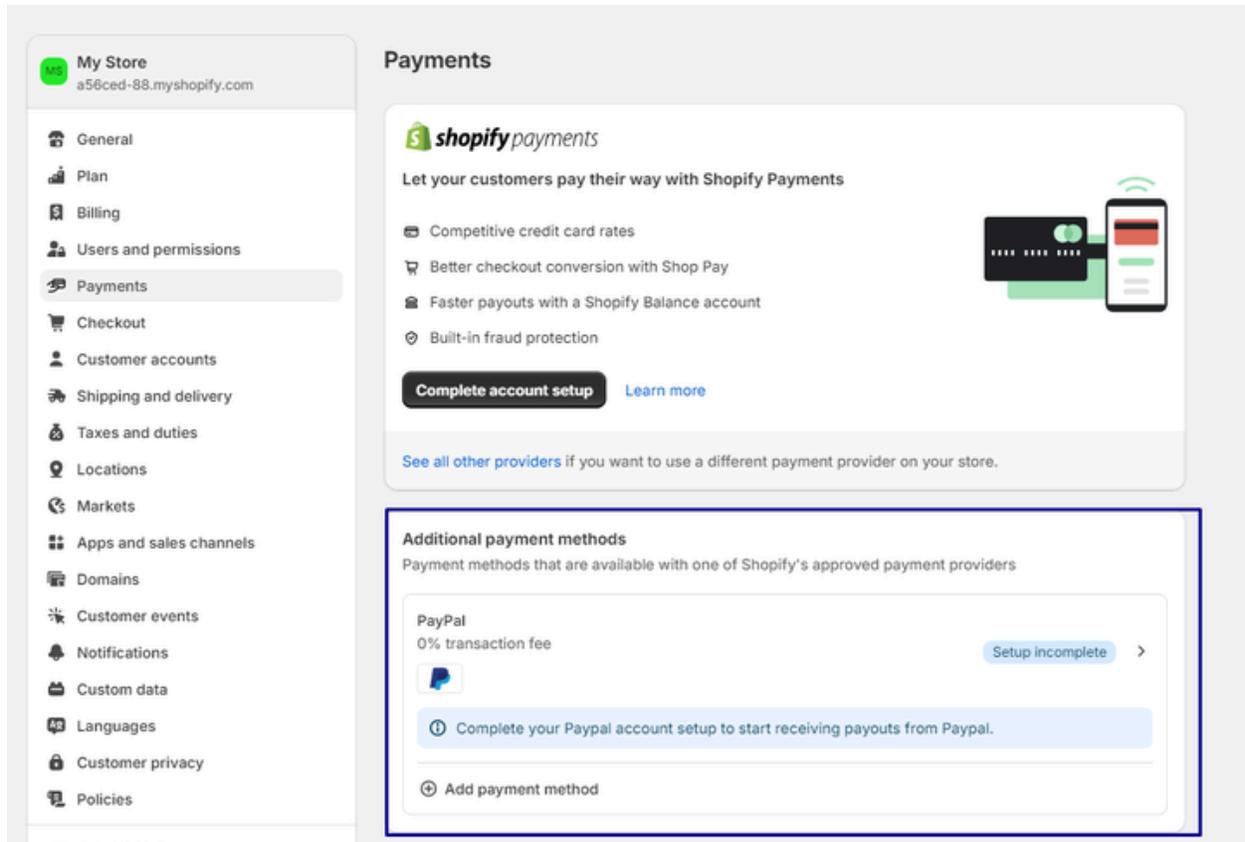
Step 5: Fill in the required boxes with the information regarding your store, including **category**, **Description of products or services**, **Store phone number**, etc., then click **Next**.



- **Step 6:** After you enter your company and banking information, Shopify will consider your request for Shopify Payments within 2-3 business days.

Configuring third-party payment providers

If Shopify Payments isn't available in your country, you have the option to choose from over [100 different payment providers](#) for your Shopify store. You can easily activate or switch a payment provider through the Payments page in your Shopify admin.



Read more: [Top 10 Payment Gateways For Your Shopify Store](#)

Managing Taxes

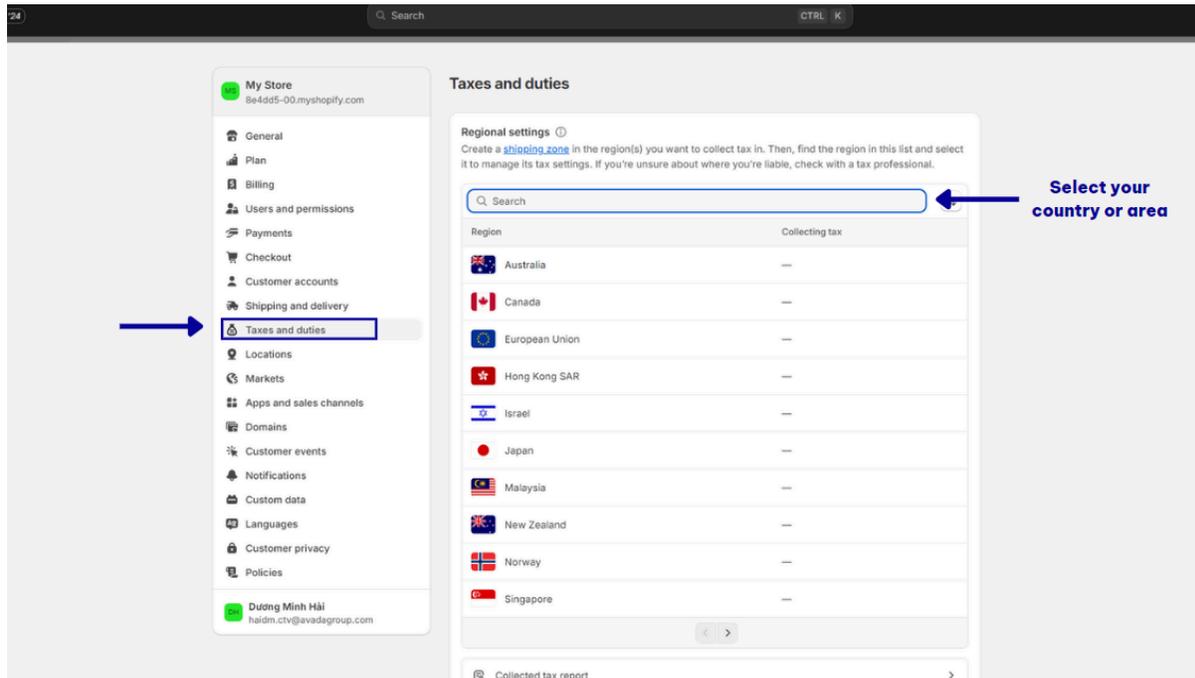
Shopify can calculate and collect sales taxes for you, but tax rules change often. You can adjust tax settings for specific situations, and it's important to check that Shopify's default tax rates are correct for your business. Check the latest [Shopify tax information](#) here.

Setting up taxes

- From the Shopify admin, go to Settings > [Taxes and duties](#).

Shopify for beginners

- In the Manage sales tax collection section, click your country or region.



- Click Collect sales tax.
- In Tax number, enter your tax number. If you have applied for a tax number but don't have one yet, then leave this field blank. You can update it when you receive your number.
- Click Collect tax.

Manage Taxes

After you set up your tax regions, you can [manage your tax settings](#), including your registrations, tax overrides and exemptions, and tax calculations.

You can add, delete, or change your registrations or account numbers by following the below steps.

- From your Shopify admin, go to **Settings > Taxes and duties**.
- In the **Countries/regions** section, click your region.
- In the Sales tax section, do either of the following:
 - To set up a new tax registration, click **Collect sales tax**.
 - To edit an existing tax registration, click the “...” button next to the region you want to edit.
- Update your regions and account numbers.
- Click **Collect sales tax**.

You can manage various settings that determine how tax is calculated on your products. For example, you can set whether taxes are included in your prices, whether to charge VAT on digital goods, and whether to apply tax to shipping costs.

Here are the steps:

- From your Shopify admin, go to Settings > [Taxes and duties](#).
- Select the options that apply in the **Decide how tax is charged** section.
- Click **Save**.

Importing Customer Data

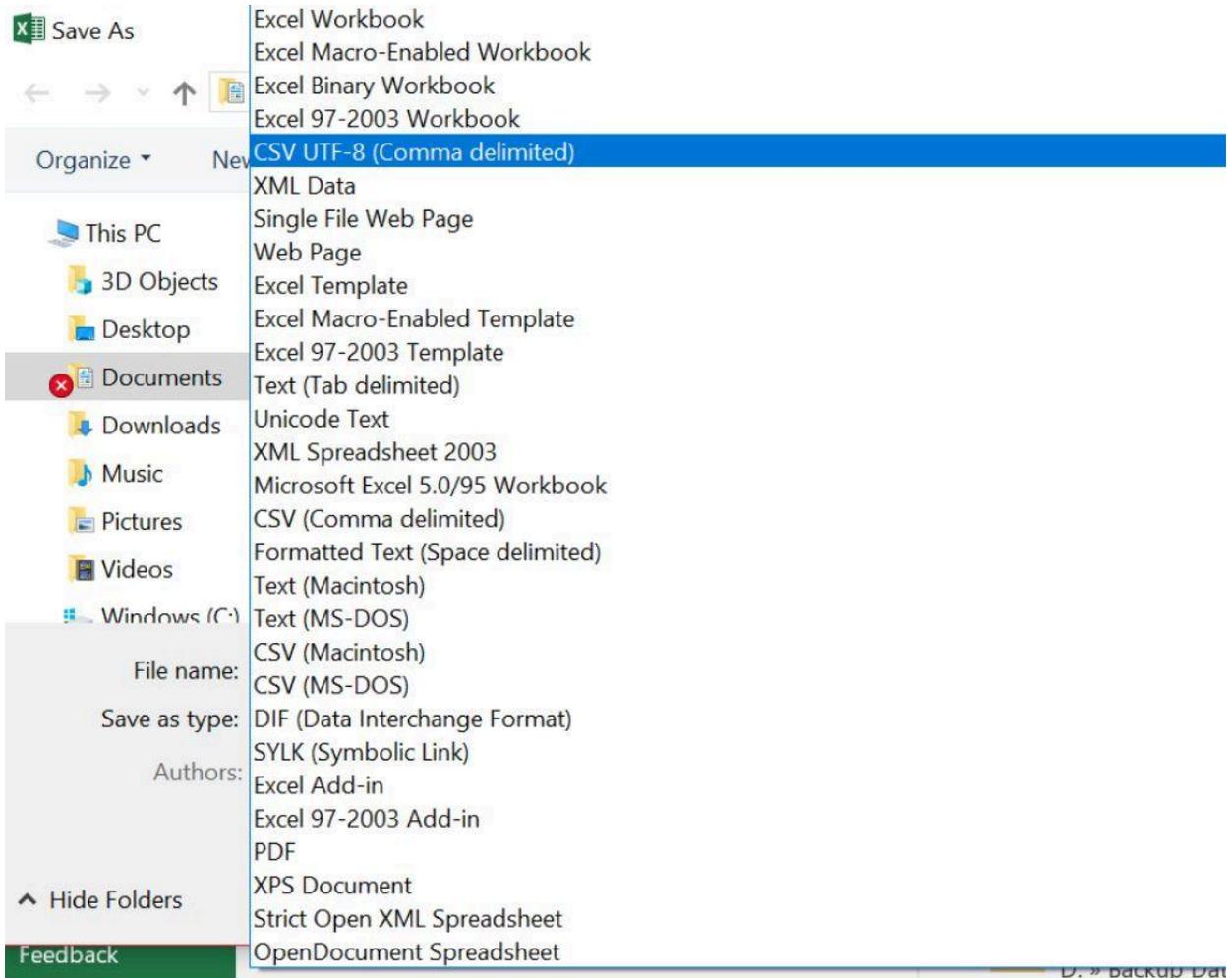
Now that your taxes are set up, ensuring a smooth transition for your existing customers is essential for a successful launch.

How to import customer lists from offline databases

Importing customer lists from offline databases into Shopify can streamline your operations and improve customer management. Here's a step-by-step guide to help you with the process:

1. Prepare Your CSV File

- Open your offline database and export the customer list as a **CSV file**. To import your database from platforms like Google Sheets or Microsoft Excel to Shopify, first export it to **.csv format**. Shopify supports only UTF-8 encoding, so ensure your data is correctly formatted to avoid incorrect characters during import.

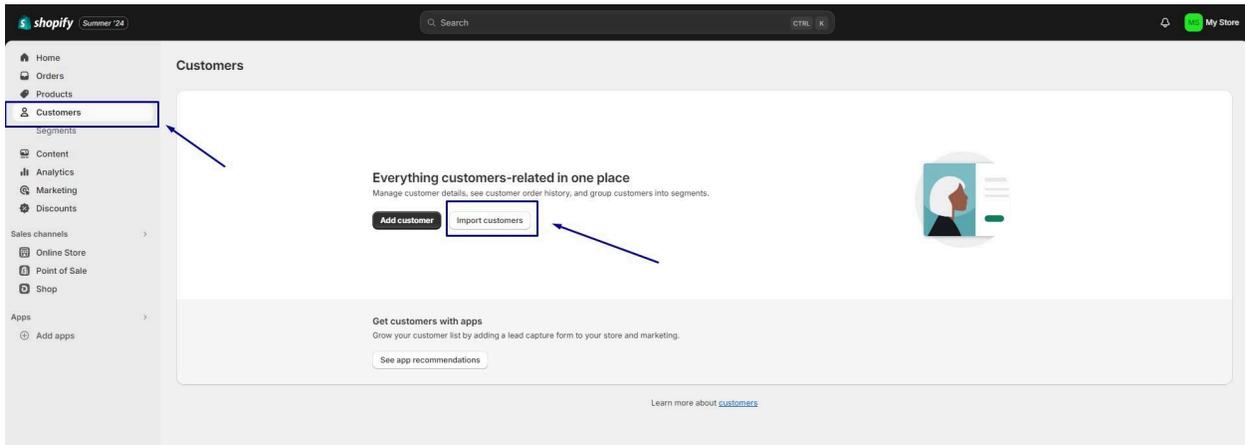


- Ensure the CSV file follows [Shopify's format requirements](#): First Name, Last Name, Email, Phone, Address, City, Province, Postal Code, and Country.
- Save the CSV file on your computer.

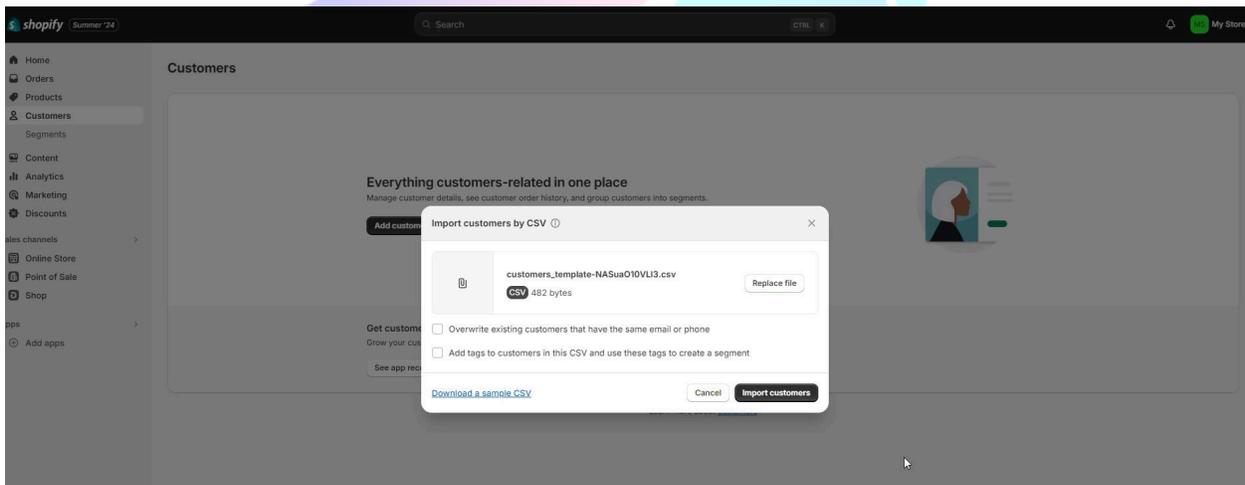
2. Import the CSV File into Shopify

- Log in to your Shopify admin panel.

- Go to **Customers** in the left-hand menu.



- In the import window, click **Import Customers** and select the CSV file you prepared.
- Tick the checkboxes for advanced settings, then click **Import Customers** to start the process.



3. Verify the Import

- Once the import is complete, review the customer list for accuracy.
- Ensure all customer data has been imported correctly without missing or duplicated entries.

Read more:

- [How to Import Existing Customers Using the Customer CSV on Shopify](#)
- [Importing and exporting customer lists](#)

6 Tips for managing customer information and communication

Managing customer information effectively is crucial for building lasting relationships and enhancing your business's reputation. Here are some practical tips to get you started:

- **Keep Information Up to Date:** Regularly update your customer database to ensure all information is accurate. Shopify's built-in tools make it easy to edit customer details and maintain current records.
- **Segment Your Customers:** Group customers based on their behavior, purchase history, or preferences. This enables targeted marketing and personalized communication, which can strengthen customer relationships.

- **Automate Communication:** Use Shopify’s automated email campaigns for order confirmations, shipping updates, and promotions. Consistent communication builds trust and keeps customers informed.
- **Respect Privacy:** Ensure compliance with data protection regulations like GDPR and clearly communicate your privacy policies. Always respect customer preferences for communication to maintain their trust.
- **Gather Feedback:** Encourage customers to leave reviews and provide feedback. Use this information to improve your products and services, showing customers that their opinions are valued.
- **Personalize Interactions:** Address customers by name and tailor messages based on past interactions. Personalized communication can significantly enhance the customer experience and foster loyalty.

Order Fulfillment and Management

Before [setting up Shopify Shipping](#) for fulfillment, it is important to double-check your Shopify store’s shipping methods and tax rates correctly.

Additionally, you can adjust the following sections:

- **Configure Notifications:** Set up [automated email notifications](#) for order confirmation, shipment tracking, and delivery status to keep customers informed and reduce support requests.

- **Customize Checkout Process**: Streamline the collection of necessary customer information during checkout and consider implementing a guest checkout option to reduce friction.

Choose a fulfillment method

Different items in the same order can have different fulfillment methods when adding a product to your store.

1. **Fulfill Your Own Orders**: Package and ship your items yourself, which is ideal for new or small businesses needing cost-effective methods. This gives you control over specialized packaging.
2. **Fulfillment Services**: These services store, package, and ship items for you. They can save time and be more cost-effective for larger businesses. There are two types:

Results for "fulfillment"

1,226 apps

▼ Built for Shopify ▢ Compare ≡ Refine

The screenshot shows a grid of fulfillment-related apps. Each app card includes an icon, the app name, a star rating with the number of reviews, and a 'Free to install' badge. Some cards also feature an 'Ad' label and a 'Built for Shopify' badge. The apps listed include:

- Frisbo European Fulfillment**: 5.0 ★ (3) • Free to install. Frisbo 3PL - fulfillment, stock management & next-day delivery.
- Order Automator**: 5.0 ★ (83) • Free plan available. Automate tasks like tagging, fulfillment, monitoring, and more.
- Rushy Scarcity Countdown Timer**: 5.0 ★ (71) • Free plan available. Hurry promotion: Reserve add to cart timer & checkout timer.
- Scarcity++ Low Stock Counter**: 5.0 ★ (100) • Free plan available. Add urgency stock levels sold stock countdown inventory alert.
- Order Fulfillment Guru**: 5.0 ★ (104) • Free plan available. Split multi-vendor orders Order routing rules Multi-store sync.
- Shopify Fulfillment Network**: Free to install. Outsource your fulfillment to a network you can trust.
- ShipBob Fulfillment**: 4.2 ★ (231) • Free to install. Fulfill your everything orders with a global, customized 3PL.
- Dropshipping: Grow your dropshipping business with apps.** (Promotional banner with 'Learn how' button)
- SIHI Dropshipping Fulfillment**: 4.8 ★ (51) • Free to install. SIHI makes Dropshipping easy and fast.
- Amazon MCF: US Fulfillment**: 4.1 ★ (57) • Free to install. Prime like fulfillment speed for any channel - Built by Amazon.
- Wio Dropshipping Fulfillment**: 4.7 ★ (139) • Free to install. Product Sourcing & Dropshipping Fulfillment all in one place.
- Dropshipping essentials: Get tips, examples, and recommended apps.** (Text box with 'Learn the fundamentals' button)
- Easy Fulfillment: Bulk Fulfill**: 4.8 ★ (18) • Free trial available. Bulk order fulfillment & tracking link generation effortlessly.
- U-Send Fulfillment**: 4.9 ★ (49) • Free to install. Easily manage your dropshipping order fulfillment.
- Zopi - AliExpress Dropshipping**: 4.8 ★ (2,298) • Free plan available. Find product & Fulfill From AliExpress, Temu, CJ Dropshipping.
- ShipHero Fulfillment**: 4.0 ★ (171) • Free to install. Fulfill your Orders with our High-Tech, High-Touch Solution.
- Envia Shipping and Fulfillment**: 4.5 ★ (427) • Free to install. Rapidly create domestic and international shipping labels.
- React Flow—Workflow Automation**: 4.9 ★ (149) • Free plan available. All-in-one for email automation, fulfillment and auto tagging.
- Simple Bundles & Kits**
- Upt: Bulk Fulfill & Paypal Sync**
- Sup Dropshipping**
- Dropship China Pro Fulfillment**

- **Integrated Fulfillment Services:** Apps sync with your Shopify admin, updating order status as fulfillment progresses. (General Fulfillment Services, Dropshipping Apps, Print-on-Demand Apps). Join the [Shopify App Store](#) to discover the huge app resources. You can also opt for the [Shopify Fulfillment Network](#) if you're based in the US or Canada.
- **Custom Fulfillment Services:** Fulfill orders upon receiving an email request. They don't sync with Shopify, so order timelines and statuses aren't updated automatically, and you need to activate the custom fulfillment service on your Shopify settings.

Read more:

- [Shopify Fulfillment Network](#)
- [Ecommerce Fulfillment Guide: How To Win at Order Fulfillment](#)

Shopify for beginners

Choose manual or automatic fulfillment

Once your fulfillment methods are set up, decide whether to fulfill orders manually or automatically.

Automatic: Orders are fulfilled automatically once payment is received, which means the system marks the order as fulfilled without any manual intervention.

It is suitable for businesses exclusively selling digital downloads or gift cards and stores that use third-party fulfillment services for all products.

Steps to enable Automatic Fulfillment

- Go to your Shopify admin and navigate to **Settings > General**.

My Store
c912e5-18.myshopify.com

General

- Plan
- Billing
- Users and permissions
- Payments
- Checkout
- Customer accounts
- Shipping and delivery
- Taxes and duties
- Locations
- Markets
- Apps and sales channels
- Domains
- Customer events
- Notifications
- Custom data
- Languages
- Customer privacy
- Policies

Avada Commerce
contact@avadagroup.com

General

Store details

My Store

Billing address
United Kingdom

Store defaults

Currency display
To manage the currencies customers see, go to [Markets](#) British Pound (GBP £) ...

Unit system: Imperial system | Default weight unit: Pound (lb)

Time zone: (GMT+07:00) Bangkok, Hanoi
Sets the time for when orders and analytics are recorded

To change your user level time zone and language visit your [account settings](#)

Order ID

Shown on the order page, customer pages, and customer order notifications to identify order

Prefix: # | Suffix:

Your order ID will appear as #1001, #1002, #1003 ...

Order processing ⓘ

While the customer is checking out

Require a confirmation step
Customers must review their order details before purchasing.

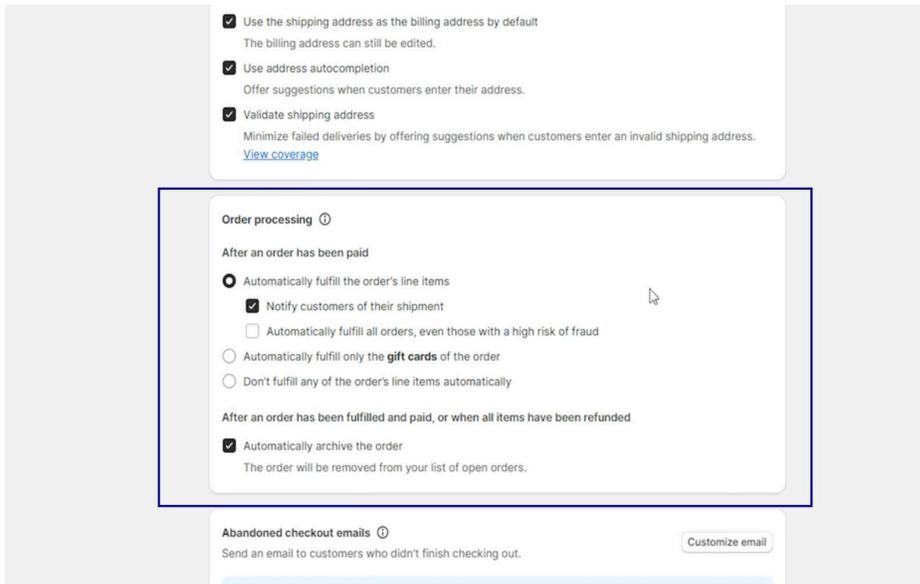
After an order has been paid

Automatically fulfill the order's line items
 Automatically fulfill only the gift cards of the order
 Don't fulfill any of the order's line items automatically

After an order has been fulfilled and paid, or when all items have been refunded

Automatically archive the order
The order will be removed from your list of open orders.

- In the "Order processing" section, select "Automatically fulfill the order's line items."



- Enable the **"Notify customers of their shipment"** option to send automated emails to customers when their orders are shipped.
- Save your changes.

If you use a fulfillment service, an automatic request is sent to the service when the order is paid. No further action is needed on your part.

Manual: You must manually open and fulfill each order, controlling when and how orders are fulfilled.

It is best for businesses making products to order or offering preorders, stores that occasionally run out of stock, or those who need to provide partial fulfillment without issuing refunds.

Avada Commerce
contact@avadagroup.com

Prefix Suffix

Your order ID will appear as #1001, #1002, #1003 ...

Order processing ⓘ

While the customer is checking out

Require a confirmation step
Customers must review their order details before purchasing.

After an order has been paid

Automatically fulfill the order's line items

Automatically fulfill only the gift cards of the order

Don't fulfill any of the order's line items automatically

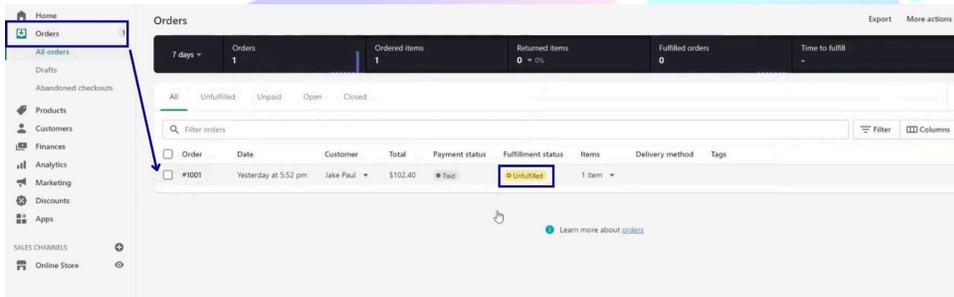
After an order has been fulfilled and paid, or when all items have been refunded

Automatically archive the order
The order will be removed from your list of open orders.

Steps to Manually Fulfill Orders

1. Access Orders:

- From your Shopify admin, go to **Orders**.
- Click on the order number of an unfulfilled order.

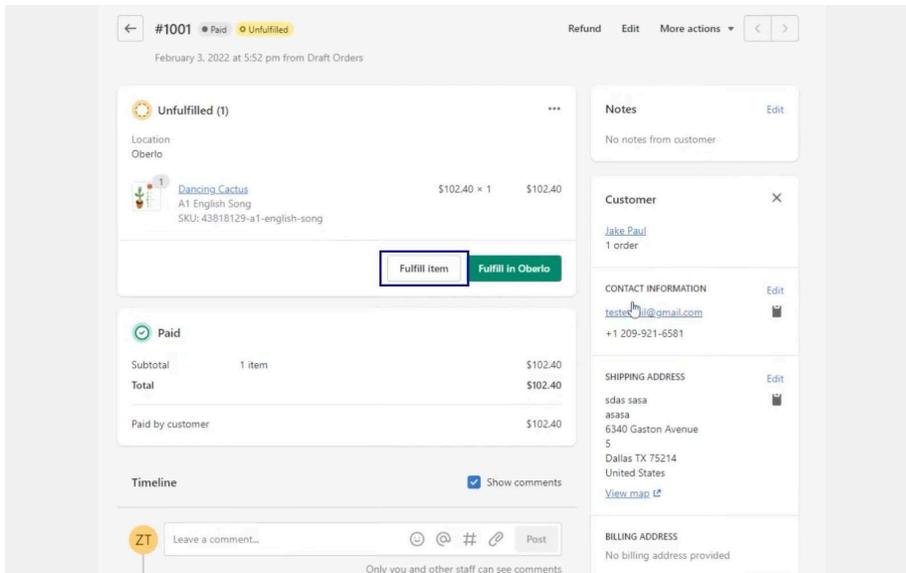


2. Change Fulfillment Location (Optional):

- If using multiple locations, click the "..." on the fulfillment card and select **Change location**.
- Choose the desired location and click **Save**.

3. Fulfill Order:

- If using Shopify Shipping, select **Create shipping label**.
- If using another carrier, click **Fulfill item(s)**, enter the tracking number, and select the shipping carrier.



- Optional: Select **Send shipment details to your customer now** to notify them immediately.

The screenshot shows the 'Fulfill item' page in a Shopify admin. At the top left, there's a back arrow and the title 'Fulfill item'. On the right, there's a 'Print packing slip' link. The main content is divided into several sections:

- Order Summary:** Order #1001, customer Jake Paul, status 'Unfulfilled', location Oberlo.
- ITEMS:** A table with one item: 'Dancing Cactus' (A1 English Song, SKU: 43818129-a1-english-song), weight 0 kg, quantity 1 of 1.
- TRACKING INFORMATION (OPTIONAL):** Fields for 'Tracking number' (with a cursor) and 'Shipping carrier' (set to 'DHL eCommerce').
- NOTIFY CUSTOMER OF SHIPMENT:** A checkbox labeled 'Send shipment details to your customer now' which is currently unchecked.
- Shipping address:** Address: 'sdas sasa, asasa, 6340 Gaston Avenue, 5, Dallas TX 75214, United States'. Includes an 'Edit' link and a 'View map' link.
- Summary:** 'Fulfilling from Oberlo', '1 of 1 item'.
- Action:** A prominent green button labeled 'Fulfill item'.

At the bottom, there is a link: 'Learn more about fulfilling orders.'

- Click **Fulfill item(s)** to mark the order as fulfilled.

Fulfill part of an order manually

1. Access Orders:

- From your Shopify admin, go to **Orders**.
- Click on the order number of an unfulfilled order.

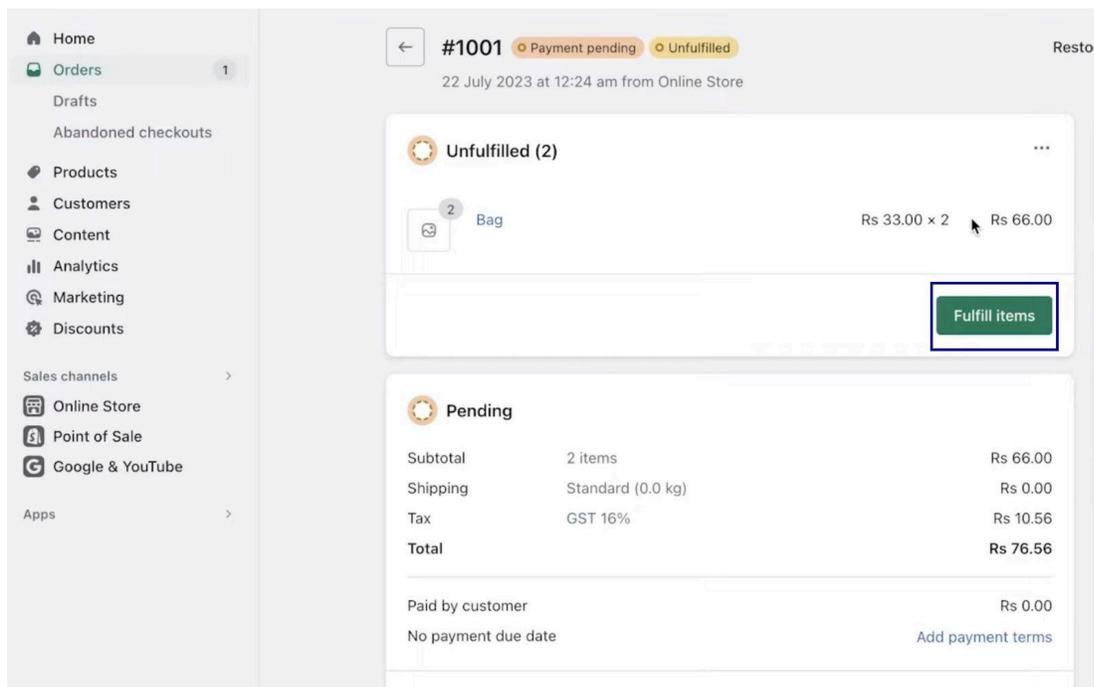
If using Shopify Shipping:

- Select **Create shipping label** to buy and print a label, marking the order as fulfilled in your admin.
- Adjust the number of items to fulfill each line item on the **Fulfillment** page.
- Choose the shipping method in the **Shipping Service** section.
- Optionally, select **Send shipment details to your customer now** if you have the customer's email.

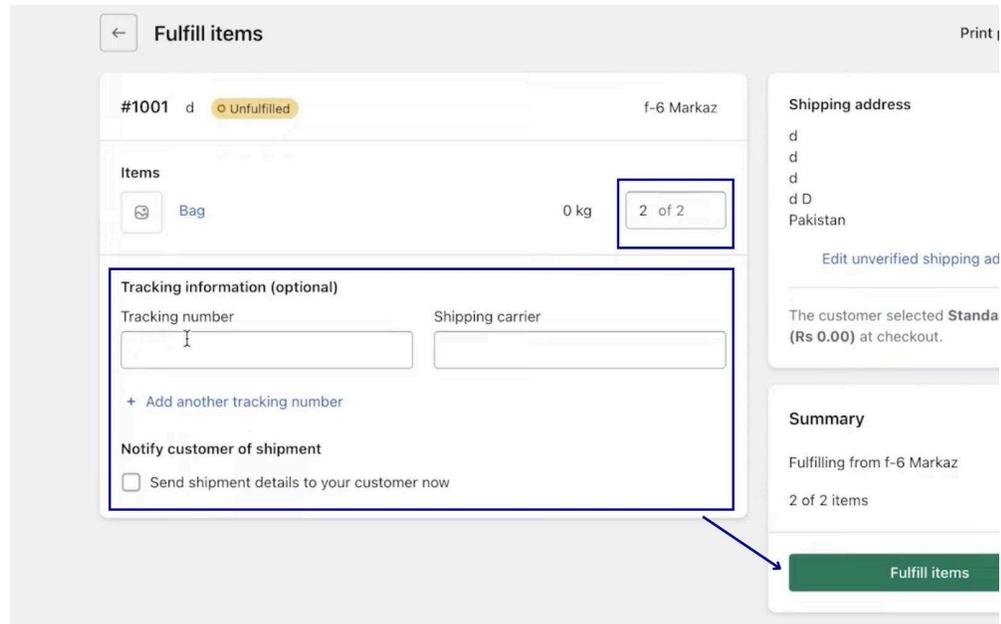
- Click **Buy shipping label**. The order status will update to show Fulfilled and Unfulfilled items.

Using Other Carriers:

- Optional: Change the fulfillment location by clicking the “...” on the fulfillment card, selecting **Change location**, choosing the desired location, and clicking **Save**.
- Click **Fulfill item(s)**.



- Adjust the number of items to fulfill each line item on the Fulfillment page.



- Enter the tracking number from your shipping provider in the Tracking Information section. Shopify may automatically detect the carrier; if not, select it from the drop-down menu.
- Optionally, select **Send shipment details to your customer now** if you have the customer's email.
- Click **Fulfill item(s)**. The order status will update to show Fulfilled and Unfulfilled items.

Read more:

- [Setting up fulfillment - Shopify Help Center](#)
- [How to fulfill orders on Shopify: The ultimate guide - Gelato](#)

With your fulfillment set up, you can now start processing orders.

Testing Your Store Before Launch

Testing your store's functionality is indispensable for ensuring a seamless shopping experience and maintaining customer trust. Generally, it greatly helps merchants:

- **Reduce risk:** Testing helps identify and resolve security vulnerabilities that could expose sensitive customer data to cyberattacks, protecting your reputation and reducing legal risks.
- **Improve user experience:** By testing site speed, functionality, and interface design, you can create a more user-friendly shopping experience. This reduces bounce rates, increases engagement, and builds brand loyalty.
- **Increase conversions:** A well-tested, easy-to-use website enhances user interaction, leading to higher conversion rates. Improved site structure and speed also boosts search engine rankings, attracting more customers and increasing sales.

Testing your Shopify store's checkout process ensures that order processing, inventory, shipping, email notifications, and many other sectors are correctly set up.

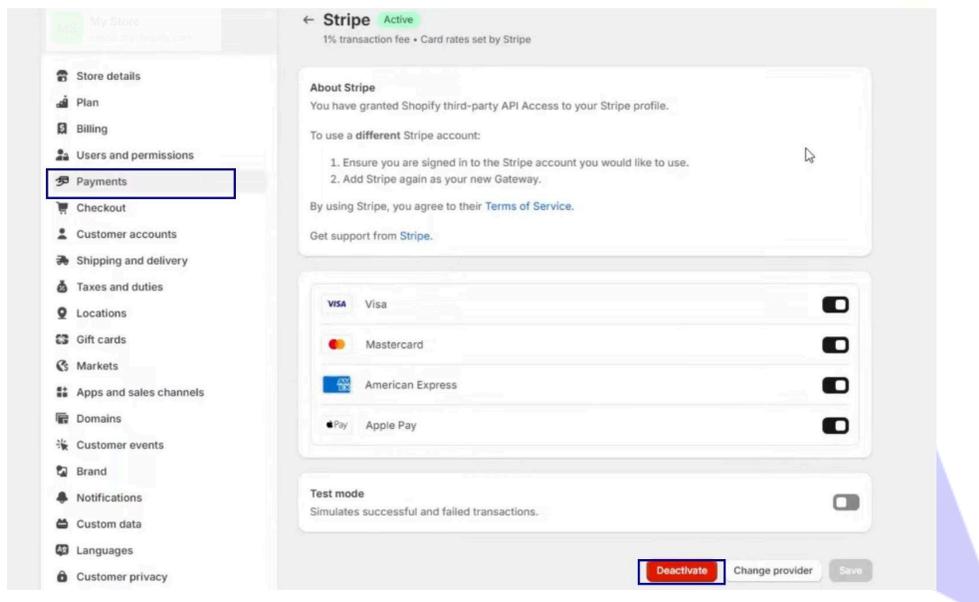
Placing test orders with two options:

Simulate a Transaction

Shopify's Bogus Gateway is a payment provider that allows any store to [create test orders](#). When active, every order is a test order, requiring a purchase amount greater than USD 1 in any currency.

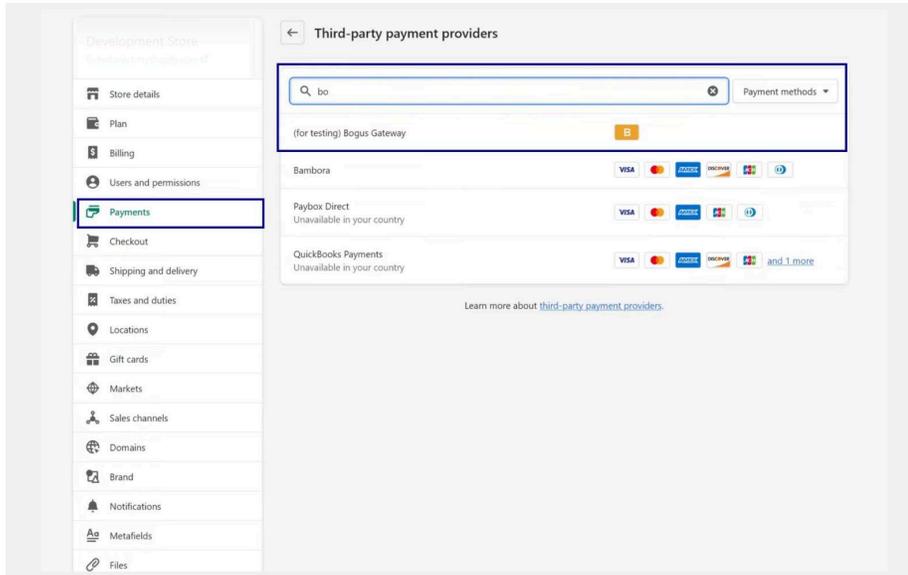
Step 1: Deactivate Current Payment Providers:

If you have third-party payment method activated, deactivate it.

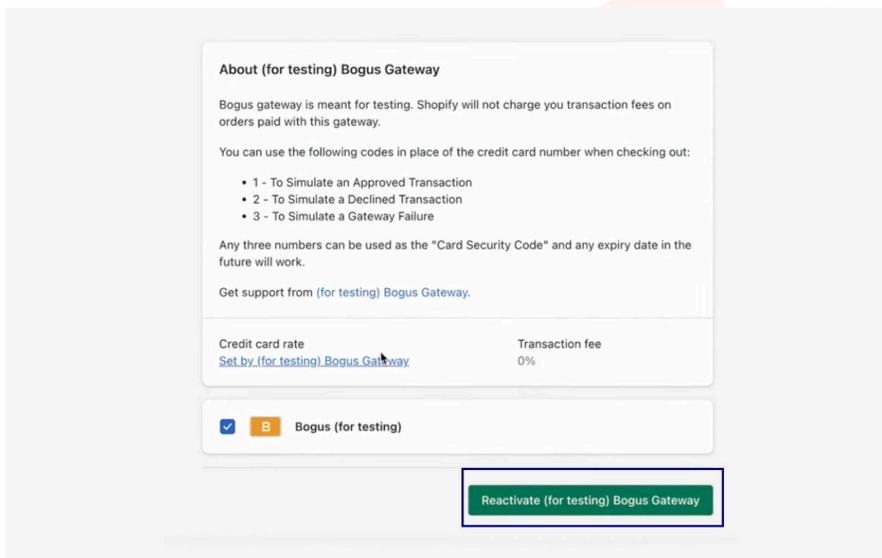


Step 2: Activate Bogus Gateway:

- Go to **Settings > Payments** in your Shopify admin.
- Select **Choose a provider** and find **(for testing) Bogus Gateway**.



- Click **Activate / Reactivate (for testing) Bogus Gateway** and then **Save**.



Step 3: Place a Test Order:

- Go to your online store and add items to the cart as a customer would.

Development Store

Cart > Information > Shipping > Payment

Contact	ecommercetvbusiness@gmail.com	Change
Ship to	15 York Street, Toronto ON M1M1M1, Canada	Change

Shipping method

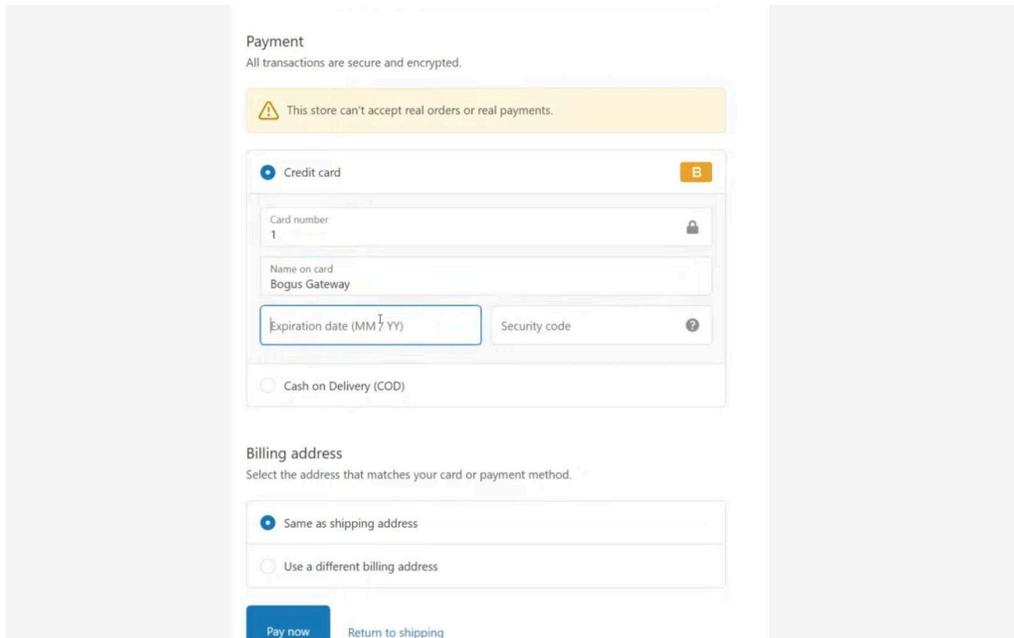
<input checked="" type="radio"/> Canada Post Expedited Parcel 2 to 8 business days	\$17.45
<input type="radio"/> Canada Post Xpresspost 2 to 4 business days	\$18.61
<input type="radio"/> Canada Post Priority 2 to 4 business days	\$31.41

[Continue to payment](#)

[Return to information](#)

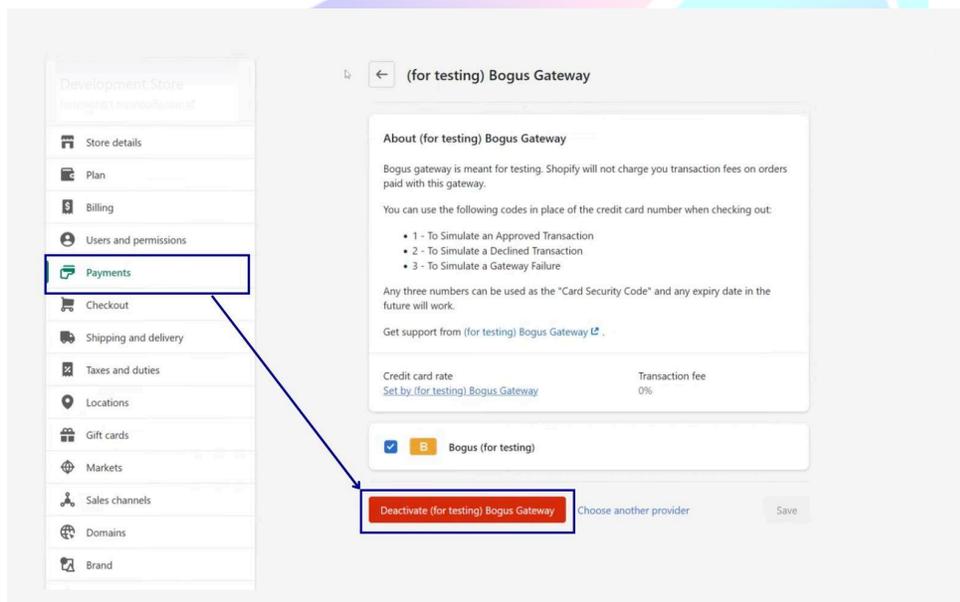
 Copper Light	\$59.99
Subtotal	\$59.99
Shipping	\$17.45
Total Including \$8.91 in taxes	CAD \$77.44

- At checkout, use the following credit card details:
 - **Name on card:** Bogus Gateway
 - **Credit card number:** Enter 1 for a successful transaction, 2 for a failed transaction, or 3 for an exception.
 - **CVV:** Any 3-digit number (e.g., 111)
 - **Expiry Date:** Any future date



Step 4: Deactivate Bogus Gateway:

- After testing, return to **Settings > Payments**, click **Manage** next to Bogus Gateway, and select **Deactivate**.



Use a Real Transaction

You can also place a test order using an actual payment provider and immediately cancel and refund the order. Note that some fees may not be refunded.

- **Set Up Payment Provider:** Ensure your desired payment provider is correctly set up in your Shopify admin.
- **Place an Order:** Purchase from your store using genuine credit card details and complete the checkout process.
- **Verify Funds:** If using a third-party provider, log in to their platform to confirm the funds were processed.
- **Cancel and Refund:** Immediately cancel and refund the order from your Shopify admin to return the funds to your account. Be aware that third-party transaction fees may not be refunded.

Launching Your Shopify Store

Last but not least, here are several crucial final steps to let your store launch successfully.

Test Your Shopify Website

Shopify has emphasized the importance of an [e-commerce site test](#) and the most crucial things to consider when testing:

- **Check for Issues:** Ensure no broken links, missing pages, or content errors exist. Verify site loading speeds and scan for any issues.
- **Preview:** Before removing the password, preview your storefront. In Shopify admin, go to the **Sales channels** section, hover over the **Online Store**, and click the eye icon.
- **Test on Mobile:** Make sure your store functions well on mobile devices, as many users will access it this way.
- **Remove Storefront Password:** Ensure the storefront password is removed to avoid seeing a "coming soon" page.

Ensure You Have Legal Pages Set Up

Every Shopify store must have the following legal pages: **Terms of Service, Return or Refund Policy, Privacy Policy**

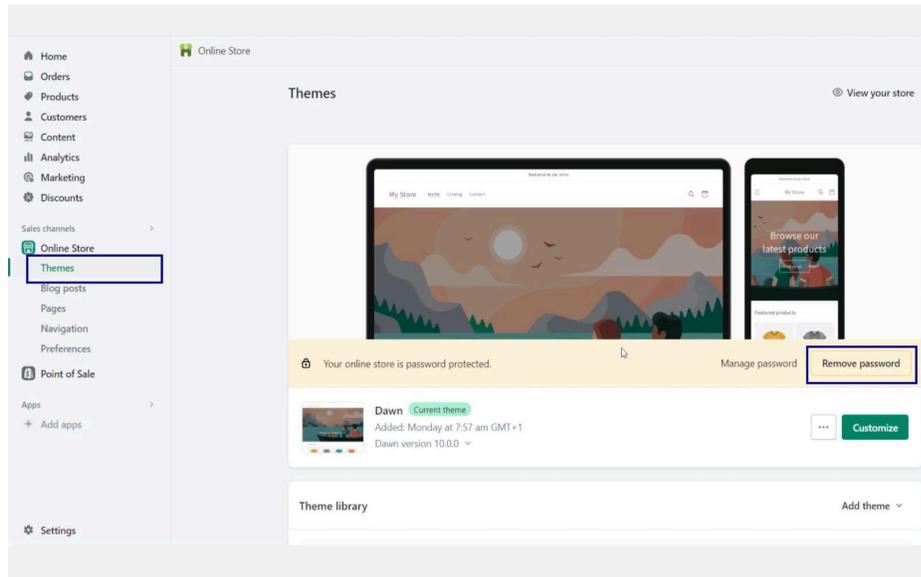
To set up your legal pages:

1. Go to **Settings** in your Shopify admin.
2. Click on **Policies**.
3. Create and save your store policies.

Remove Your Online Store Password

- **During Free Trial:** Your store is password-protected during the free trial. To launch, remove the password by choosing a subscription plan.
- **From Themes Page:**

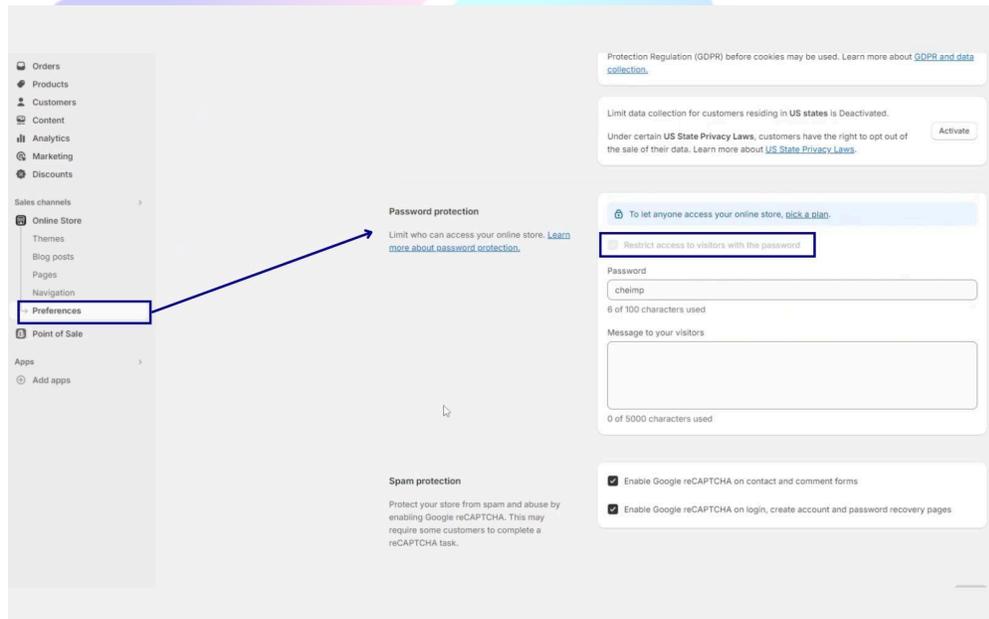
1. Go to **Online Store** > **Themes** in your Shopify admin.



2. Click **Remove password** from the displayed banner.

- **From Preferences Page:**

1. Go to **Online Store** > **Preferences**.



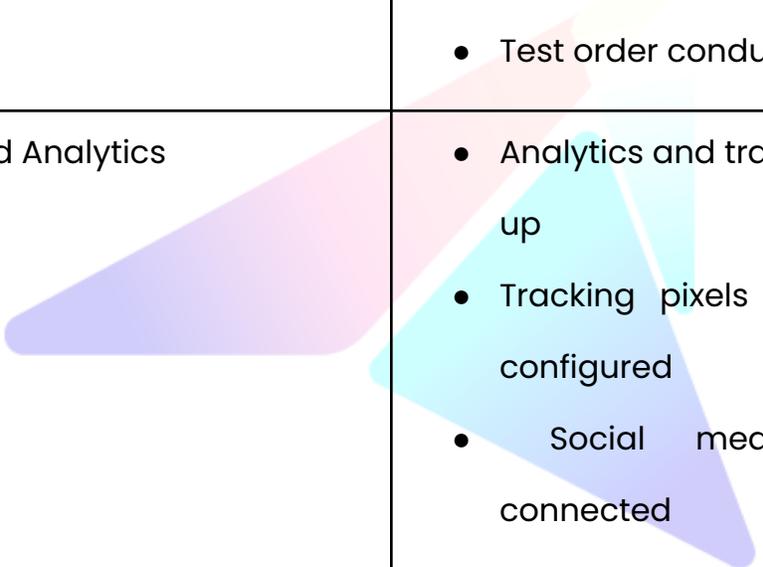
2. In the Password protection section, uncheck **Restrict access to visitors with the password**.
3. Click **Save**.

Final Checklist

Here is a complete and final checklist to ensure everything is ready for launch:

Get Started	<ul style="list-style-type: none"> • Shopify plan chosen • Store name and details added • Domain set up
Product Listings	<ul style="list-style-type: none"> • Products added • Products organized into collections • Product prices set • Inventory levels checked • Product descriptions optimized for SEO • High-quality product images ensured
Website Design	<ul style="list-style-type: none"> • Theme chosen and customized

	<ul style="list-style-type: none">• Navigation set up• Pages added and organized (e.g., About Us, Contact)• Mobile optimization completed• Broken links and errors checked• Site loading speed tested• All buttons and links verified
Payment and Checkout	<ul style="list-style-type: none">• Payment gateways set up• Payment processing tested• Checkout settings configured• Order notifications set up
Shipping and Fulfillment	<ul style="list-style-type: none">• Shipping rates set up• Fulfillment methods chosen• Fulfillment process tested• Shipping options and rates confirmed
Taxes	<ul style="list-style-type: none">• Tax settings configured• Tax compliance ensured



Legal	<ul style="list-style-type: none">• Terms of Service created• Return or Refund Policy created• Privacy Policy created
Testing	<ul style="list-style-type: none">• Storefront password removed• Website functionality tested• Broken links and errors checked• Store previewed• Test order conducted
Marketing and Analytics	<ul style="list-style-type: none">• Analytics and tracking tools set up• Tracking pixels installed and configured• Social media accounts connected• Email marketing campaigns set up
Final review	<ul style="list-style-type: none">• Final content review conducted• Grammatical errors and typos

	<p>checked</p> <ul style="list-style-type: none"> • All content up-to-date
Store launch	<ul style="list-style-type: none"> • Store launched • Initial traffic and sales monitored • Adjustments made based on customer feedback

Get more references at

- [19+ Checklist Before Launching Shopify Store](#)
- [General checklist for starting a new Shopify store](#)

Now your Shopify store is officially active, it's time to focus on driving traffic to it!

Marketing Your Online Store

Imagine your online store as a hidden treasure chest. How can you guide people to find it? Let's explore exciting ways to make your store shine in the digital world.

1. Strategies for driving traffic to your Shopify store

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SEO Optimization: Helping Customers Find Your Store



[Shopify SEO](#) is optimizing your store to rank higher in search engine results pages (SERPs) for specific keywords and phrases. This way, when customers search for products like yours, your store will appear near the top.

Here's how to use Shopify's SEO features to improve your store's visibility:

- **Use Shopify's built-in SEO fields**

In your Shopify store's settings, fill out the title and meta description fields with accurate and descriptive text that includes your target keywords. This will help search engines understand what your store is about.

- **Set up canonical URLs**

Use Shopify's canonical URL feature to specify the preferred version of a page. This will help prevent duplicate content issues and improve your store's crawlability.

- **Use Shopify's 301 redirect feature**

Set up 301 redirects to permanently redirect customers and search engines to a new URL. This will help preserve your store's link equity and prevent broken links.

- **Optimize your product pages**

Use Shopify's product page settings to add unique titles, meta descriptions, and header tags to each product page. This will help search engines understand what each product is about.

- **Use Shopify's image optimization feature**

Add alt text to your product images to help search engines understand what they're about. Use your target keywords in alt text to improve image search rankings.

- **Use AI-powered SEO tools**

Use tools like [Ahrefs](#) or [SEMrush](#) to analyze your store's SEO performance and identify areas for improvement. These tools can help you optimize your store's content, fix technical SEO issues, and track rankings.

- **Use Shopify's Google Shopping integration**

Set up Shopify's Google Shopping integration to list your products in Google's shopping results. This will help drive more traffic to your store and increase sales.

For more detailed guidance on eCommerce SEO, visit [Avada's Ecommerce SEO Guide](#). This guide covers everything from keyword research to technical SEO and provides actionable tips to help you improve your store's search engine rankings.

Content Marketing: Sharing Valuable Information



Content marketing attracts and engages customers with helpful information. By sharing valuable content, you can make your brand an authority and drive traffic to your Shopify store. Here are some tips:

Video content

Video is critical for engaging audiences and driving traffic to e-commerce stores. In this case, create fun and informative videos showing your products, sharing tips, or telling your brand story. Examples include product demos, behind-the-scenes clips, or customer testimonials.

To make your videos impactful:

- Keep them short and sweet, ideally under two minutes
- Add captions to make them accessible and viewable without sound
- Use eye-catching thumbnails to encourage clicks
- Optimize video titles and descriptions with relevant keywords

Create "shoppable" videos where viewers can click on products and go straight to your Shopify store. This can boost traffic and sales.

Search engine-optimized content

Creating content that ranks well in search engines is key for driving traffic to your Shopify store. A broader content strategy can get better results than just focusing on product descriptions.

Here's how:

Shopify for beginners

- Add a blog to your store and post useful articles about your products or industry
- Use specific keywords your audience looks for
- Write detailed guides or tutorials answering common questions
- Make your content easy to read with clear headings and bullet points

A tip is to create comparison pages showing your products compared to competitors. This helps with SEO and gives customers useful information when deciding what to buy.

User-generated content (UGC)

Leveraging content created by your customers can be a game-changer for driving traffic and building trust. UGC serves as social proof and can significantly influence purchasing decisions.

To effectively use UGC:

- Encourage customers to share photos or videos of themselves using your products
- Run contests or challenges that require participants to create content featuring your brand
- Showcase customer reviews and testimonials prominently on your store and social media
- Create a branded hashtag for customers to use when sharing their experiences

A unique way to amplify UGC is to create a dedicated "customer gallery" page on your Shopify store. This page can showcase the best user-generated content, inspiring potential buyers and increasing visitors' time on your site.

Social media marketing

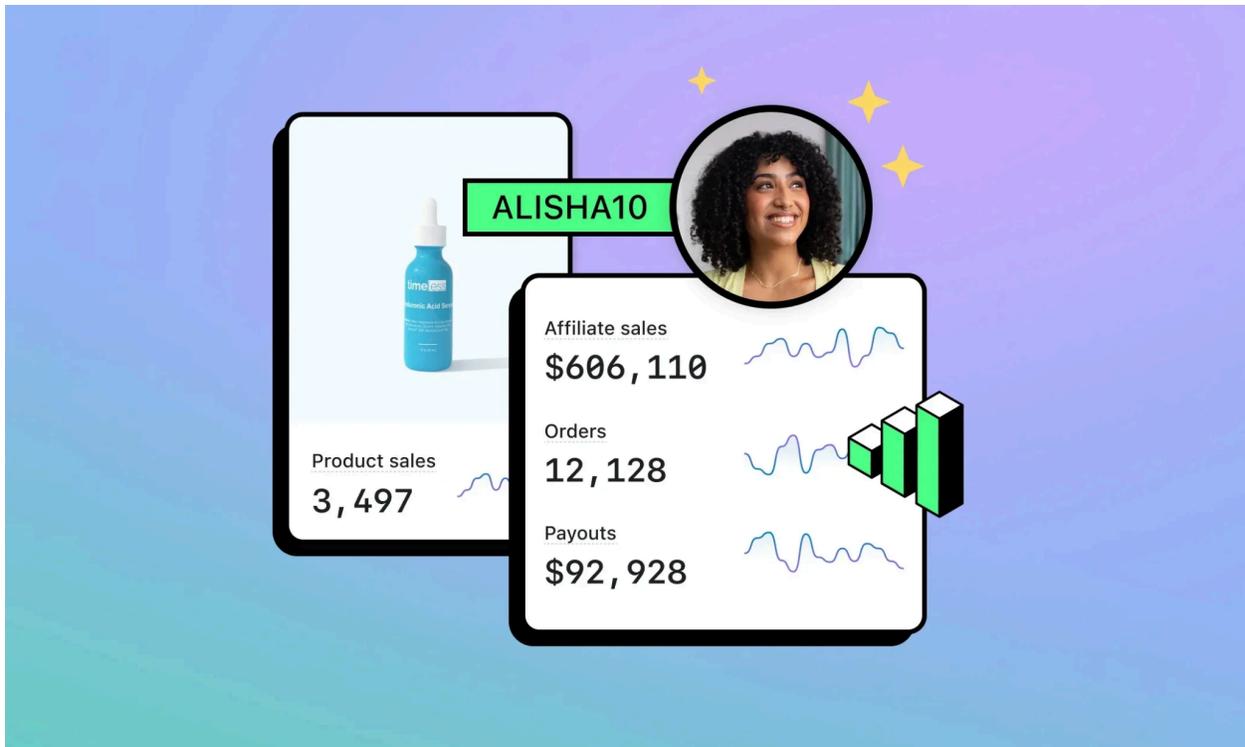
Social media platforms offer excellent opportunities to drive traffic to your Shopify store. However, success on social media requires more than just posting product photos.

To stand out:

- Share a mix of promotional and valuable, non-promotional content
- Use platform-specific features like Instagram Stories, Facebook Live, or Twitter Polls to boost engagement
- Collaborate with micro-influencers in your niche for authentic promotion
- Participate in relevant conversations and communities related to your industry

You should also create "social-only" promotions or exclusive products on specific social media platforms. This builds urgency and pushes followers to visit your store directly from social media.

Affiliate Program: Partnering for Growth



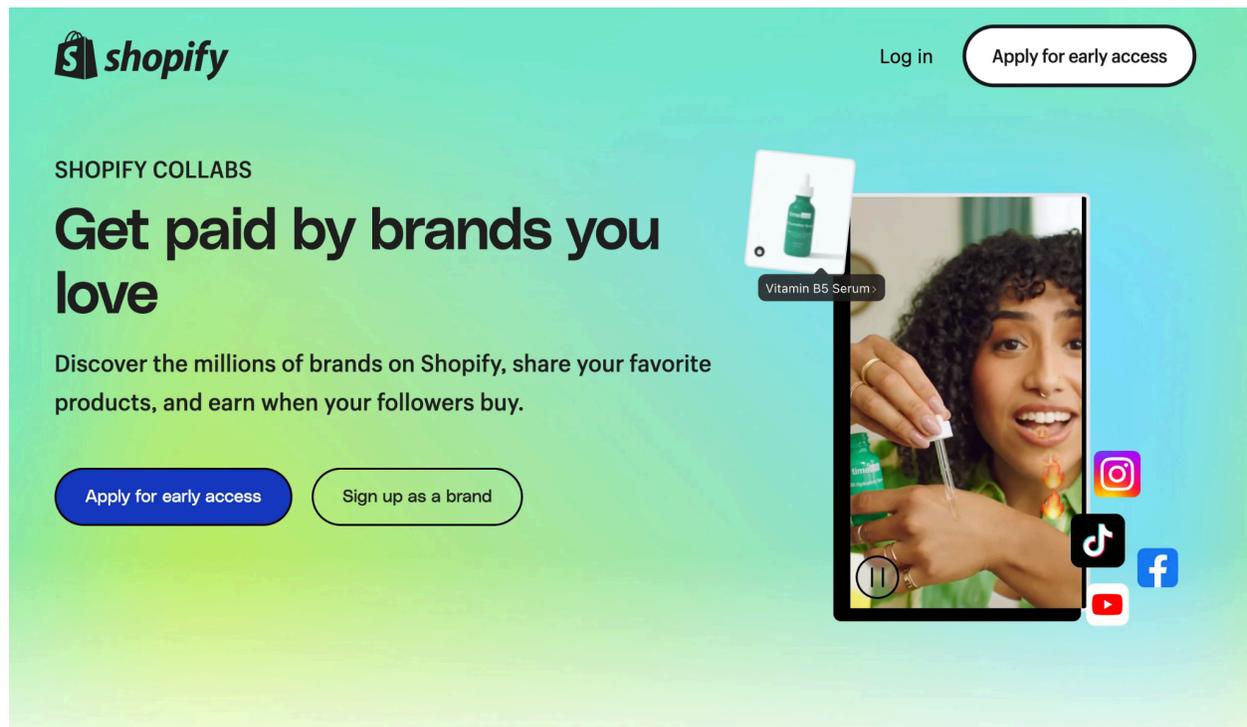
An [affiliate program](#) is about teaming up with people or other businesses who promote your products and earn a commission on sales.

First, find potential affiliates who share your brand values and have an audience similar to your target customers. These could be bloggers, social media influencers, or even other businesses that complement yours.

Give your affiliates the tools they need to do well, like special discount codes or unique landing pages. As your program grows, you can use affiliate management software to track performance and payouts more efficiently. This allows you to scale your program effectively and maintain strong affiliate relationships.

Make sure to set clear terms and conditions for your affiliate program to keep it in line with your business goals and uphold your brand integrity.

Influencer Marketing: Leveraging Trusted Voices

A promotional banner for Shopify Collabs. The background is a light green gradient. In the top left is the Shopify logo. In the top right are 'Log in' and 'Apply for early access' buttons. The main text reads 'SHOPIFY COLLABS' followed by 'Get paid by brands you love' in large, bold letters. Below this is the text 'Discover the millions of brands on Shopify, share your favorite products, and earn when your followers buy.' At the bottom left are two buttons: 'Apply for early access' (blue) and 'Sign up as a brand' (white with green border). On the right side, there is a video player showing a woman with curly hair holding a green bottle of 'Vitamin B5 Serum'. Social media icons for Instagram, TikTok, Facebook, and YouTube are overlaid on the bottom right of the video player.

Influencer marketing involves partnering with individuals with a significant and engaged following on social media or other platforms. In 2024, the focus has shifted from big-name celebrities to [micro-influencers](#) - people with smaller but highly engaged followings who are seen as more trustworthy and relatable.

When choosing influencers, you must consider two key factors:

1. **Authenticity:** Would this person genuinely use your products?
2. **Engagement:** How much do their followers interact with their content?

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Working with an influencer with 10,000 highly engaged followers is more valuable than one with 100,000 followers who rarely interact.

Strategy tips:

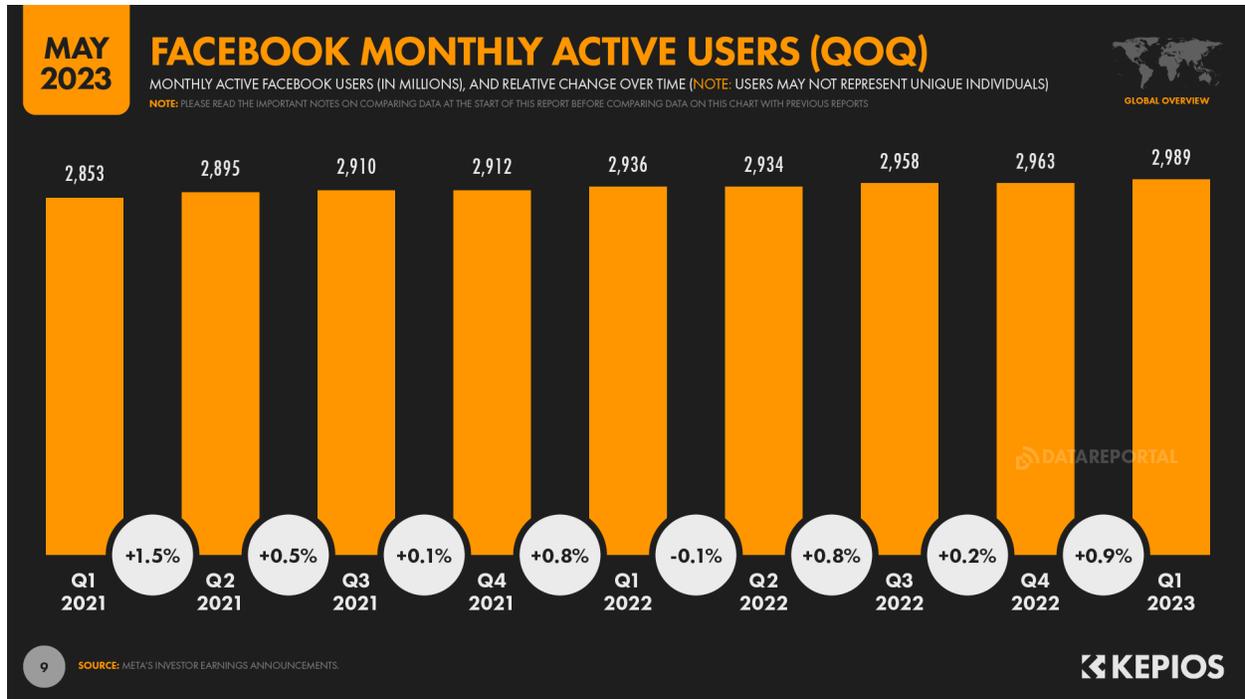
- Begin by partnering with micro-influencers within your niche.
- Clearly outline your expectations and objectives.
- Foster genuine, authentic reactions instead of relying on scripted promotions.

By using these strategies, you can steadily boost traffic to your Shopify store. Start with the basics, and as you get more experienced, dive into the advanced techniques in each area. Remember, consistency and patience are key to building a successful online presence. With the right approach, you can create a thriving e-commerce business that stands out in the crowded digital marketplace.

2. Overview of different marketing channels and techniques

Now that we've checked out some significant strategies. Let's jump into the fun world of marketing channels. We'll explore techniques to make your Shopify store stand out.

Facebook Ads



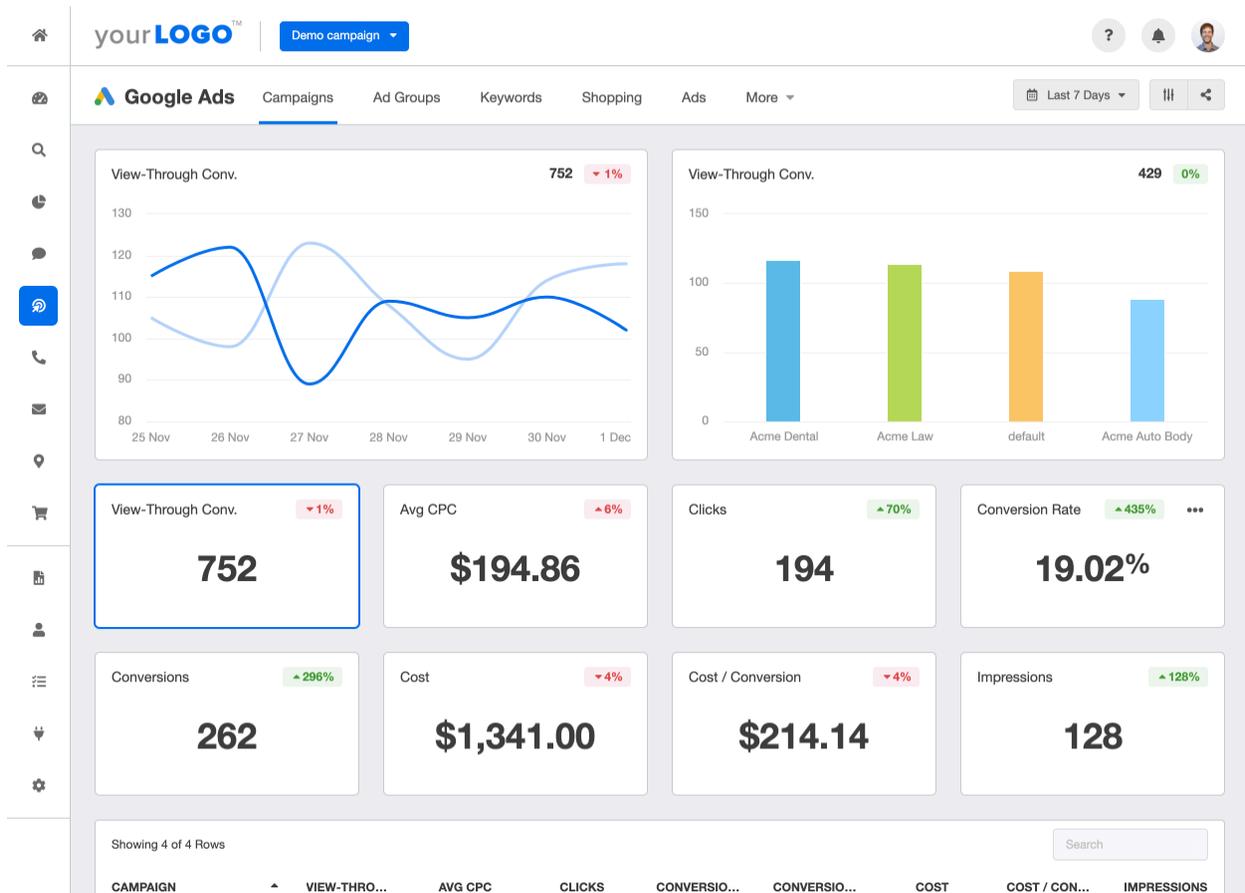
[Facebook Ads](#) offer a powerful way to reach potential customers for your Shopify store. With nearly [3 billion](#) monthly users, Facebook provides access to a vast audience. The platform's targeting capabilities allow you to find specific groups of people based on their interests, location, and online behavior.

A great tool to try is Facebook Dynamic Ads. These ads display products to users who have already checked them out on your website, giving them a little nudge about items they liked.

For a more advanced strategy, you should mix these ads with Facebook's AI-powered targeting to create personalized shopping experiences. This boosts your ad performance and customer engagement.

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Google Ads



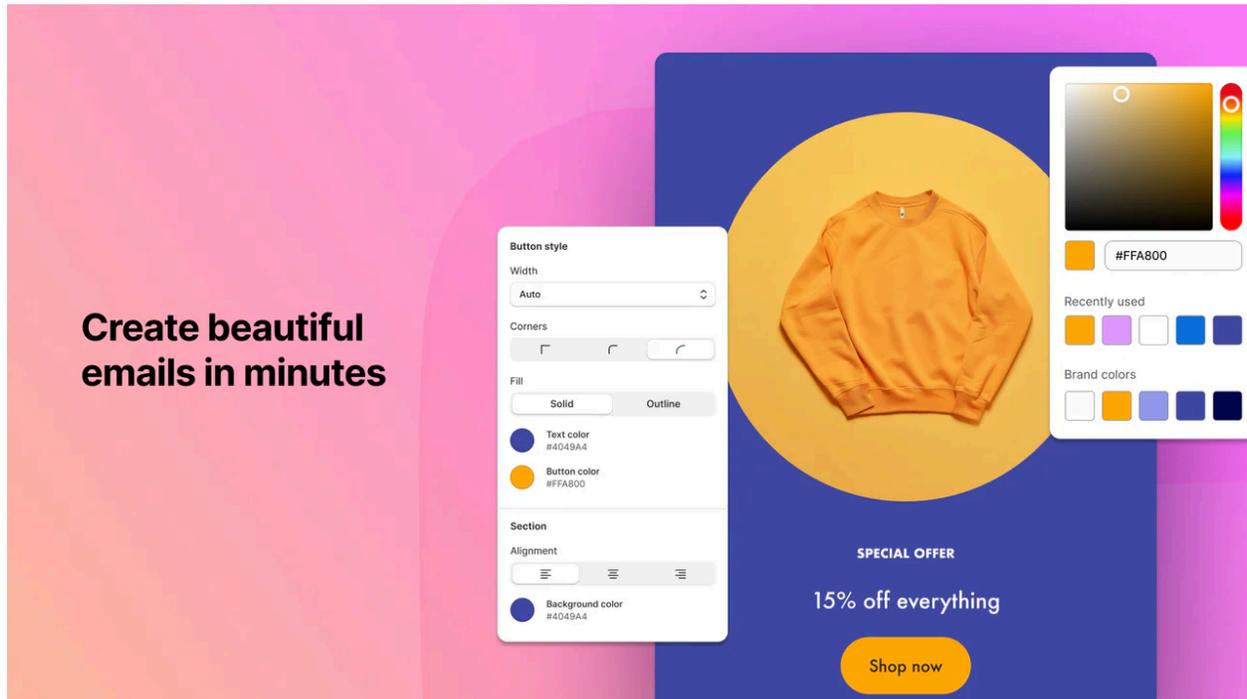
[Google Ads](#) helps show your products to people who are actively searching for them. With 8.5 billion searches happening daily, boosting your store's visibility is a great way. Make your ads as helpful as possible by adding extensions to show extra info like your phone number, address, or links to specific pages.

Make sure to pay attention to Google Shopping ads, which display your products directly in search results. For a more advanced approach, consider using [Google's Performance Max](#) campaigns. These campaigns use AI to

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optimize your ad performance across all Google platforms, potentially improving your return on investment.

Email Marketing



Email marketing is like writing love letters to your customers. It's personal, direct, and can be incredibly powerful. But remember, nobody likes getting spam!

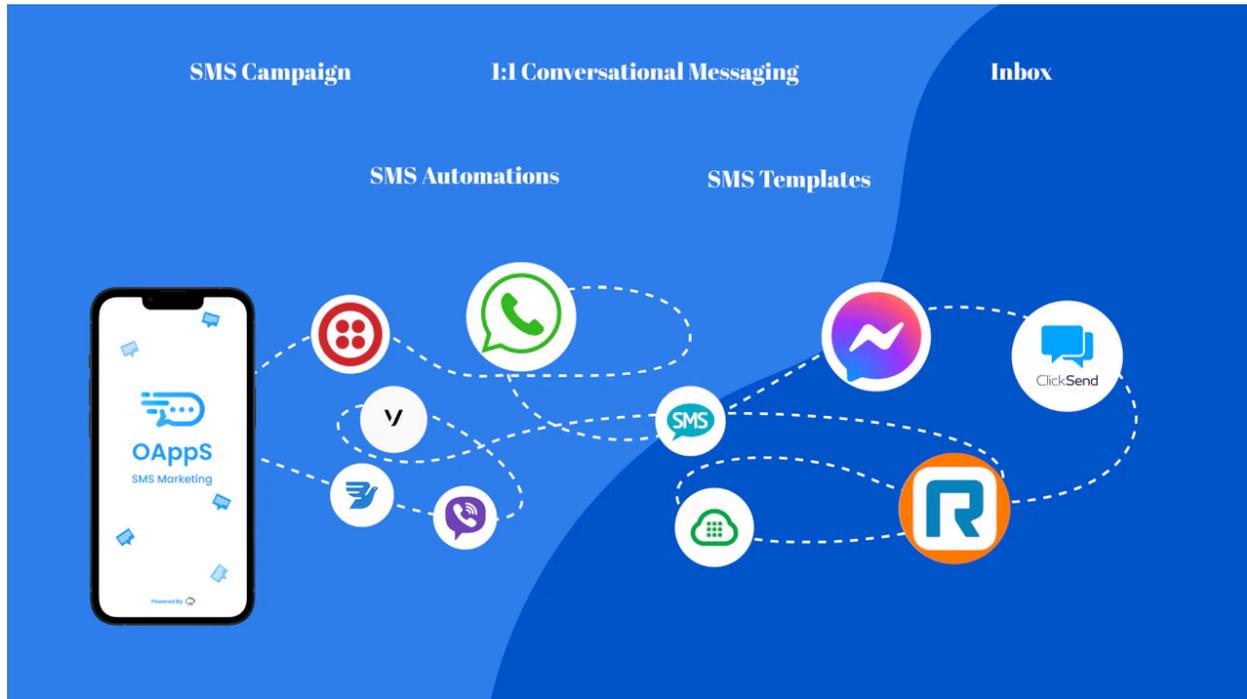
The key is to make your emails valuable and exciting. Start by offering something unique to join your email list – maybe a discount or free shipping on their first order. It's like saying, "**thanks for being my friend!**"

Once you get the hang of email marketing, try segmenting your list and personalizing your messages. You can use AI tools to predict product

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preferences based on browsing history. And don't just focus on sales – share exciting stories about your products or brand.

SMS Marketing



[SMS marketing](#) allows for direct, personal communication with your most loyal customers. However, it should be used sparingly and only when you have fascinating news to share, like new product launches or exclusive sales. This helps keep the value of your messages high.

Consider broadening your SMS marketing beyond just promotions:

- Send personalized product recommendations based on past purchases
- Use texts for customer service updates like shipping notifications

Shopify for beginners

- Create SMS-based loyalty programs for your most engaged customers

The key is to make your messages feel unique and valuable, not intrusive. It's a delicate balance, but SMS marketing can be highly effective for your Shopify store when done right.

Utilizing Social Media Sales Channels

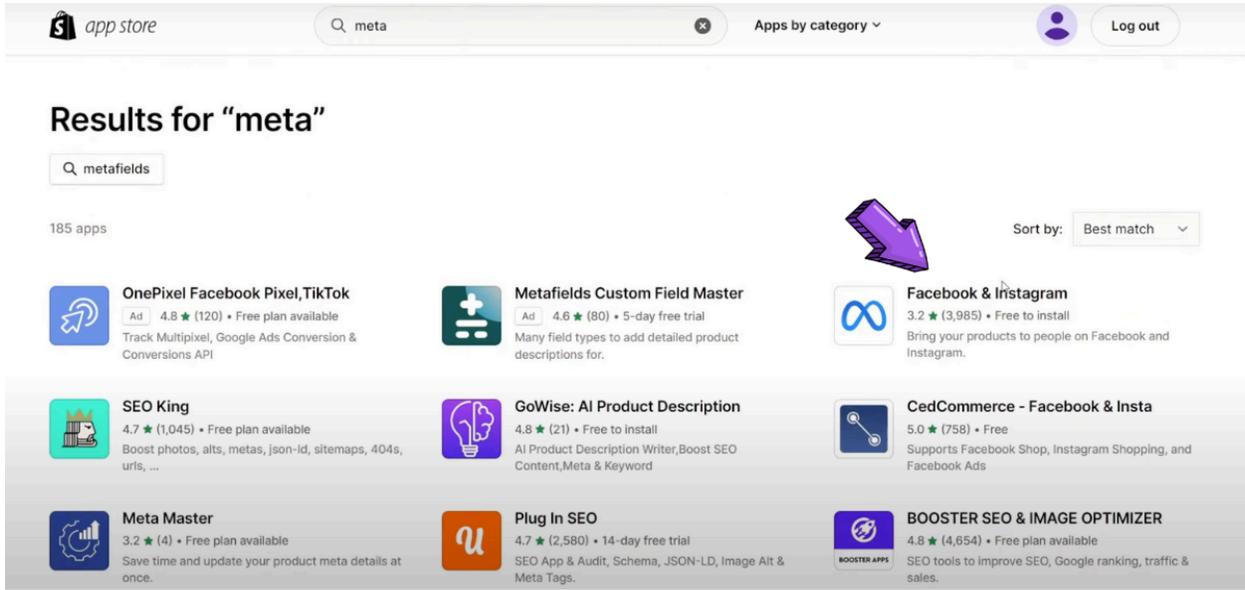
Social media platforms are powerful tools for promoting and selling your products. This section will discuss integrating social media, especially Facebook & Instagram, to sell on Shopify. We will also explore tips to make the most of them to increase sales.

1. How to integrate and sell on Facebook and Instagram

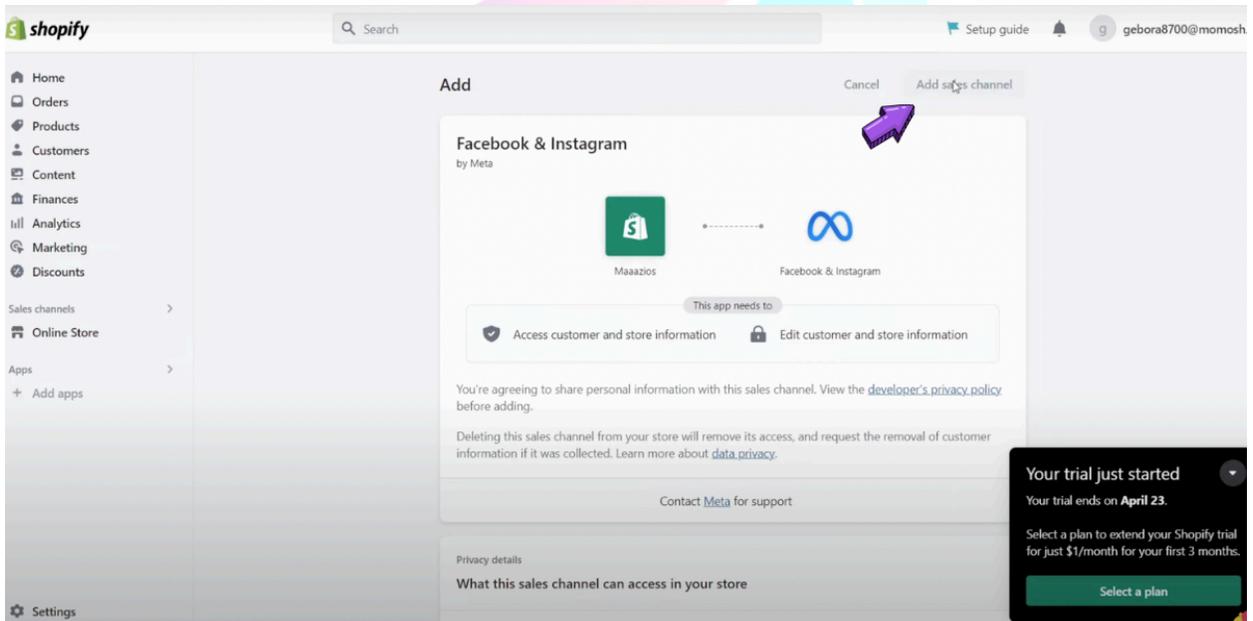
Social media platforms like Facebook and Instagram are great for showing off your products and reaching more people. Here's how you can make the most of them:

Step 1: Open the Shopify and Meta Business Suite (business.facebook.com) tabs, then log in to Facebook or Instagram.

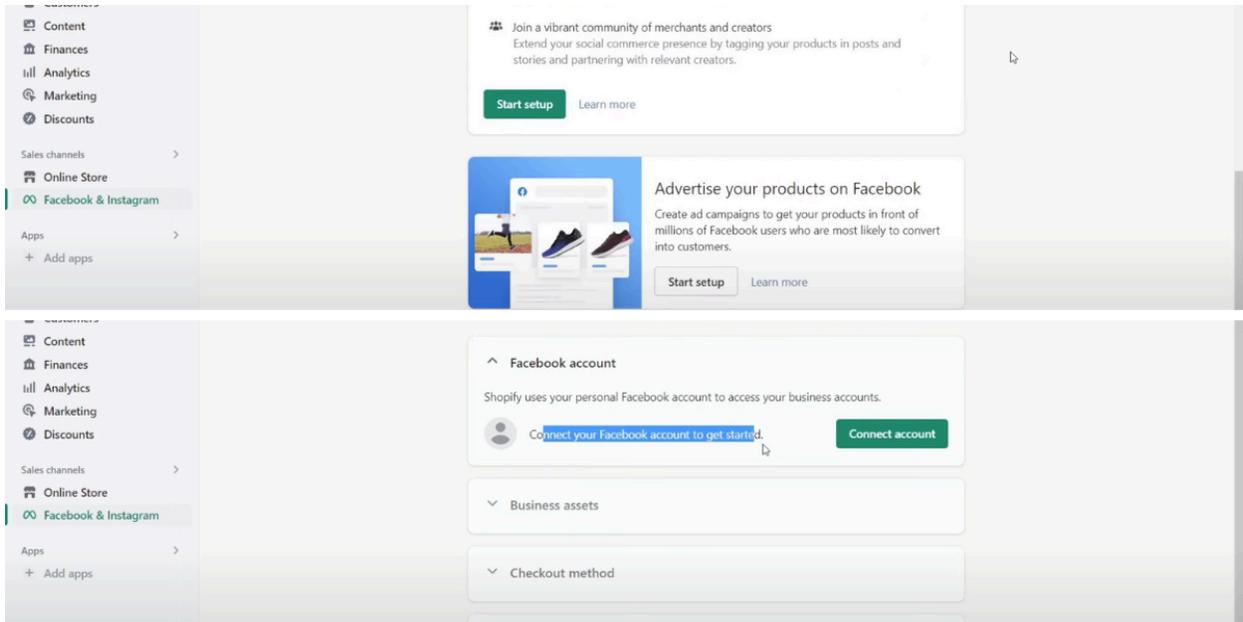
Step 2: In Shopify, go to "**Apps**," visit the Shopify App Store, search for "**Meta**," and install the app developed by Meta.



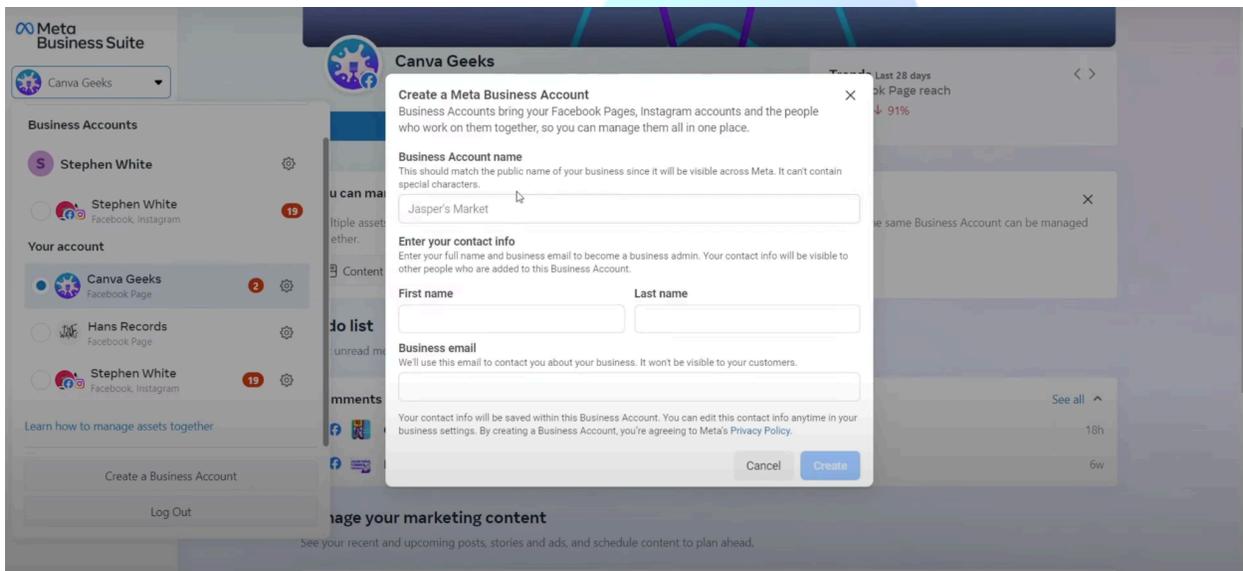
Step 3: Add Facebook and Instagram as sales channels in Shopify and configure checkout and data sharing settings.



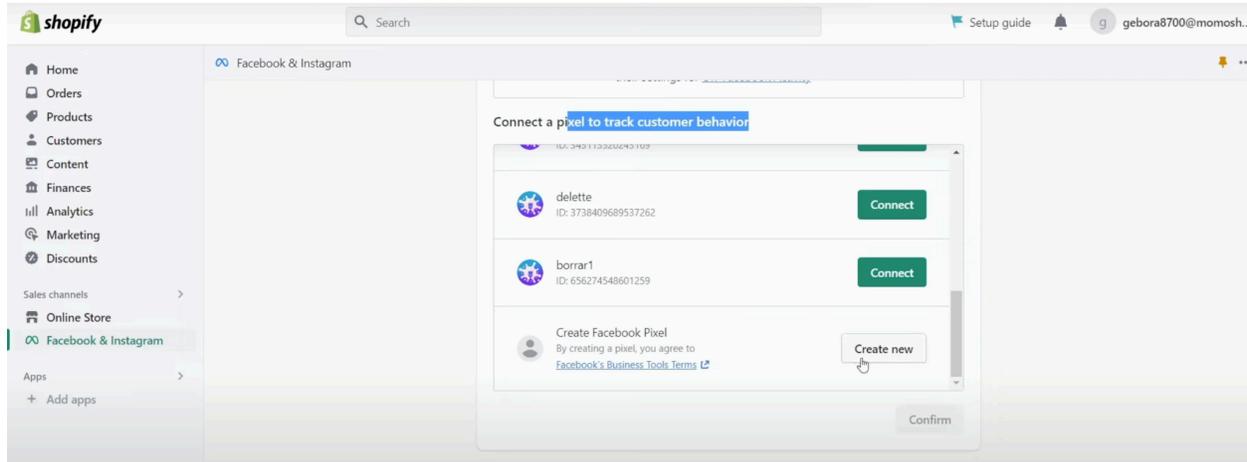
Step 4: In Shopify, open the Meta app, click **"Start setup" > "Connect Account,"** and link your Facebook and Instagram accounts.



Step 5: Create or select a Facebook Page in the Meta Business Suite, and verify your business if prompted.



Step 6: Create a Facebook Pixel in the Events Manager of Meta Business Suite, and link it to Shopify.



Step 7: Complete the setup process in Shopify and submit your store for review.

Remember, after setup, it may take 24–48 hours for your products to appear on your Facebook and Instagram shops. Use this time to plan your social media strategy and prepare engaging content to make the most of these new sales channels.

2. Tips for leveraging social media to boost sales

- **Create a content calendar:** Plan your posts in advance to ensure consistent, high-quality content across all platforms.
- **Use eye-catching visuals:** In the world of social media, striking images and videos can stop scrollers in their tracks.

- **Run targeted ads:** Utilize the advanced targeting options on Facebook and Instagram to reach your ideal customers.
- **Host live shopping events:** Use Facebook and Instagram Live to showcase products in real-time and answer customer questions.

Remember, social media is a two-way street. Listen to your audience, adapt to their needs, and watch your sales soar.

Additional Resources and Support

To further assist you in your Shopify journey, here are some valuable resources and support options:

1. List of Useful Resources for Shopify Users

- [Article - Avada Commerce](#): Explore a variety of articles on Shopify and e-commerce to enhance your store, covering topics from marketing strategies to app recommendations.
- [Shopify Help Center](#): The official help center where you can find guides, tutorials, and articles.
- [Shopify Academy](#): Free courses to help you build and grow your Shopify store.
- [Shopify Community](#): Join forums to ask questions, share tips, and connect with other users.
- [Shopify Blog](#): Articles on e-commerce trends, tips, and success stories.

- [Shopify Experts Marketplace](#): Hire professionals to help with store setup, design, development, and marketing.

2. Getting Help and Support from Shopify

When you need help with your Shopify store, there are several ways to get support:

- **24/7 Support**: Get help anytime via chat, email, or phone.
 - **Help Center**: Find guides and tutorials to solve problems yourself.
 - **Community Forums**: Ask questions and share ideas with other store owners.
 - **Shopify Experts**: Hire professionals for design, development, and marketing help.
 - **Social Media and Webinars**: Follow Shopify online and join live webinars for updates and tips.
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