

A woman with long, wavy brown hair is sitting in a room filled with numerous yellow chrysanthemum flowers. The flowers are hanging from the ceiling on thin wires, creating a dense, immersive floral environment. The woman is wearing a dark, sleeveless top and is looking thoughtfully to her right, with her hand near her chin. The lighting is warm and focused on the woman and the flowers, creating a soft, artistic atmosphere.

Creating a store on Shopify

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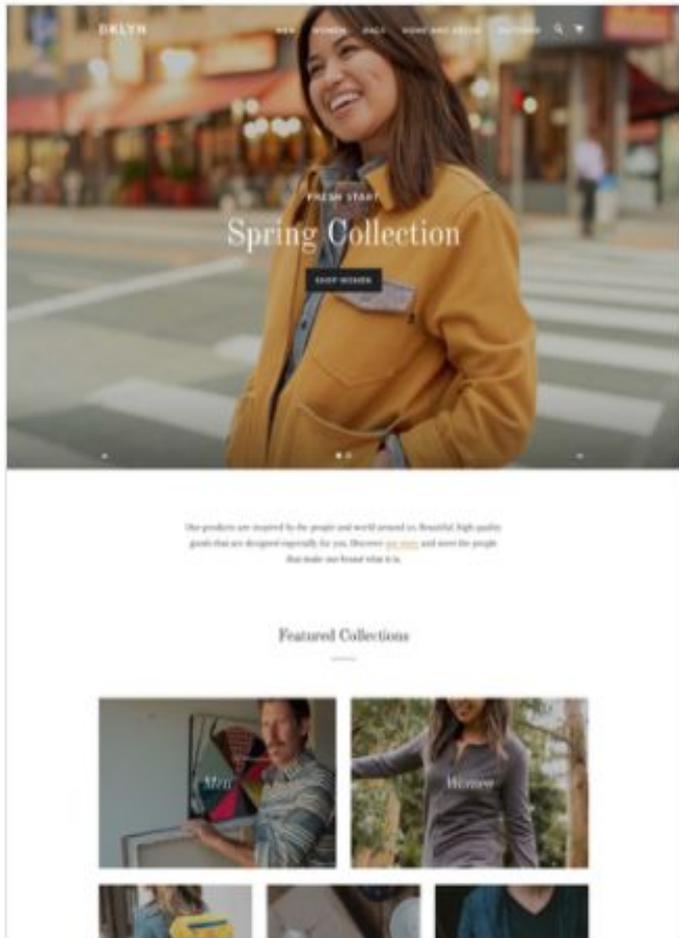
Signing up for Shopify



- Head over to Shopify and select “start free trial!”
- Next, enter your email and create a password. Then choose a store name. Your store name will become your domain (or the URL that your customers will go to when they want to purchase your products). Don’t worry this can be changed into a domain name later on.
- You now have a couple forms to fill out. Once you answer all the questions click *next*.
- Welcome to Shopify! It’s now time to build your store by picking a theme.



Picking a Theme



- Now that you are all signed up, it is time to select a theme! This will determine what your store looks like when customers visit. There are many to choose from. Shopify offers 10 free home-made themes you can use to outfit your store or you can purchase one from the Shopify theme store where there are hundreds more to choose from! Let's go.

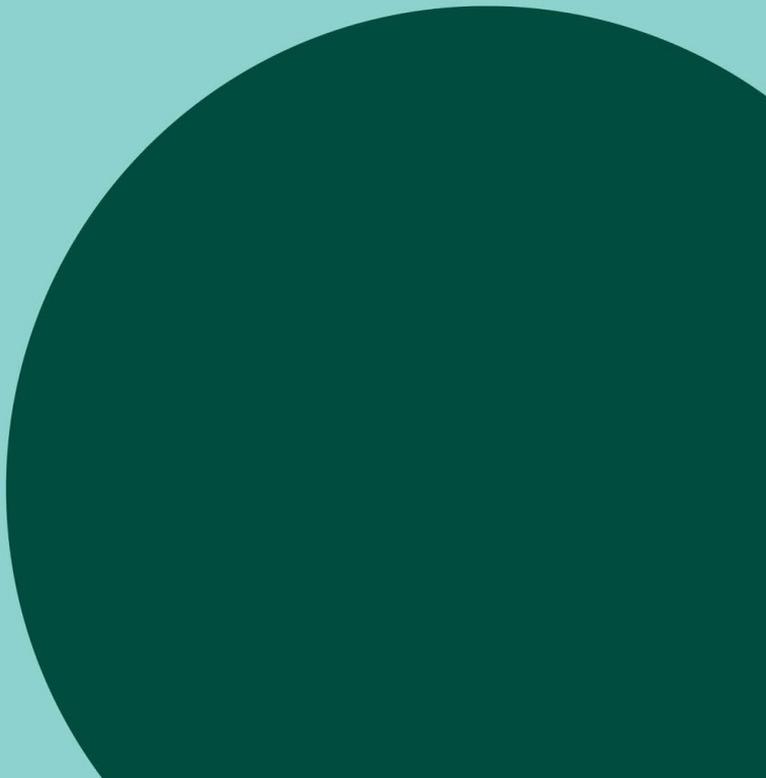
- ***Shopify admin > online store > themes***

There are 5 Shopify themes that are very much geared towards Fashion and Apparel. You can see them here in the [Theme Store](#)

You can also see [50 Stores](#) here currently using Shopify! This will help you with some Inspiration!



Add your Products



Add your Products

Your products are the heart of your business, so today we'll be focusing on how to [add new products](#) to Shopify in 5 easy steps. You'll quickly have your best sellers ready to go for your store launch!

Step 1: From your Shopify admin, go to **Products > All products**.

Step 2: From the **Products** page, click **Add product**.

Step 3: Enter a title for your product. The title should be the name for your product as you want your customers to see it. Make sure to fill out additional details.

What are these details? Let's go over the basics you'll need to start selling, keeping in mind that you can always go back and add more information at a later date.

- **Description** - Describe your products in detail to inform and persuade your potential customers. You should tell a short story about your product, using keywords to highlight features, benefits, materials and more.
- **Media** - This can be your product images, videos or a 3D Model.
- **Price** - The price that you're charging for the product. Click Charge taxes on this product if the product is taxable.
- **Quantity** - Number of units in stock.
- **This is a physical product** - The setting for whether a product needs to be shipped. Uncheck it for digital products or services, or for products that you never ship.

- **Weight** - The product's actual weight, if it's a physical product. Product weight needs to be exact because it is used to calculate shipping rates.

Step 4: Click **Save**

Step 5: Now repeat the process for your other best sellers.

Read: *If you wish to import your full inventory and have a CSV file handy you can follow the steps in [this guide](#).*

Add your Products





Creating Collections

Creating Collections

A collection lets you organize products into groups. It also lets your customers easily browse your online store and find what they're looking for.

If you're running a fashion store, for example, you can categorize your products into collections like *Womens*, *Mens*, or *Accessories*. You can also create sub collections nested within a collection, like *Pants* or *Outerwear*. Click the image below to get our Video guide on Collections!



To get started, think about how you already merchandize your products in your store. Are there certain sections of your store for certain styles of clothes? Choose your most popular items and try building a collection for those products in your online store.

There are two types of collections: **Manual** and **Automated**.

Manual collections include the specific products that you choose and manually upload.

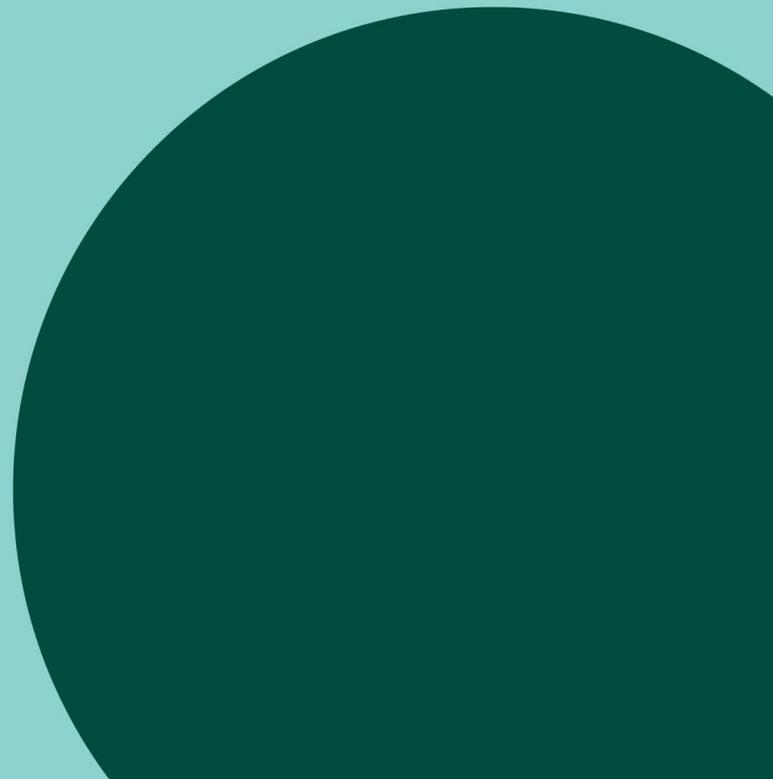
Read: [Manual collections and how to set them up](#)

You can also set up **Automated collections** which use conditions to include products that match the rules & tags you create on your products.

Read: [Automated collections and how to set them up](#)



Configure Shipping



Configure Shipping

Understanding the best ways to ship your products to your customers is an important part of running your business. Before you take your first order, you need to decide what shipping methods you want to use, and then set up your store's shipping so that your customers can choose a delivery method at checkout.

Before you set up your shipping, it's a good idea to read about the different shipping carriers, the different shipping rates you can offer, and how to work with any dropshipping or fulfillment services. After you understand how shipping works in Shopify, you're ready to create your shipping profiles, decide on your shipping zones, and set your shipping rates.

Read: [Understanding shipping](#)



Configure Shipping

The Shipping Section of the Store can be found by going to **Settings > Shipping**.

When you understand how shipping works, the next step is to set up your shipping strategy.

You can add flat or calculated shipping rates to your general shipping profile that apply to all your products, or add products to custom shipping profiles with their own shipping rates.

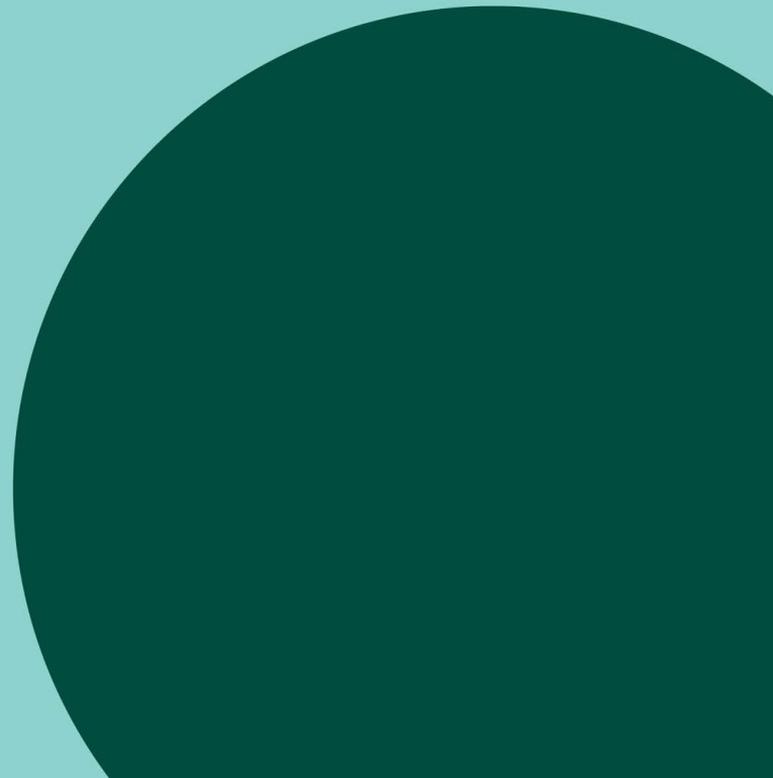
If you ship from multiple locations, then you can set shipping rates per location within each shipping profile for greater control over your shipping costs.

Read: [Setting up your Shipping](#)

Watch: [An Introduction To Shipping Profiles](#)



Setting up your Payments



Setting up your Payments

Step 1: At the bottom of your admin you will see a notification bar to select a plan, click the button.

Step 2: Choose the plan you want. The basic plan is likely all you need to start.

Step 3: You'll be prompted for payment information but you won't be charged for 14 days. Start your plan once you've added your payment info.

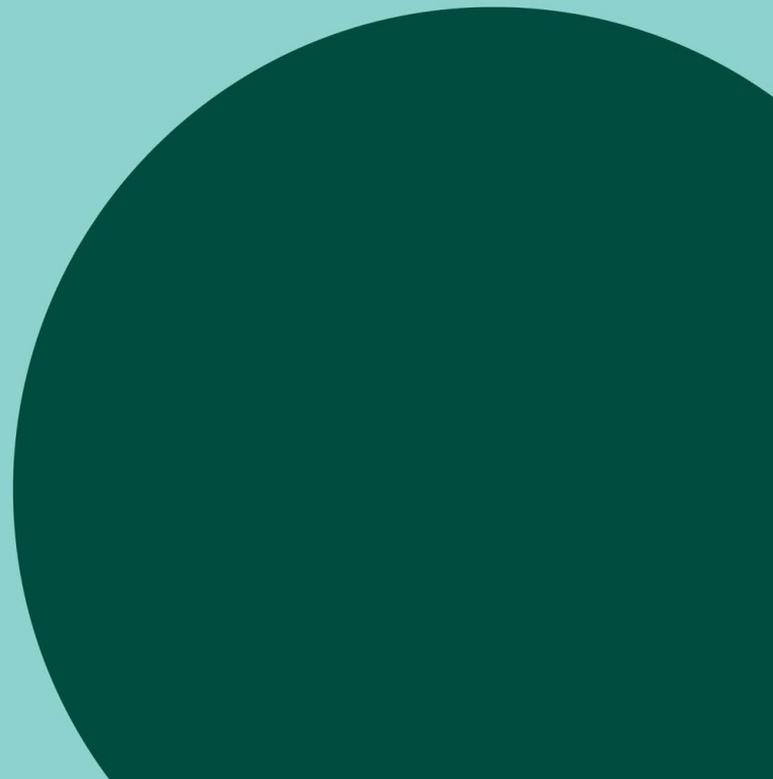
Step 4: Select settings in the bottom left hand corner and select payment providers.

There are a few different things to consider when you're choosing which payment methods to offer. If you want to let your customers pay using a credit card, then you can use [Shopify Payments](#) or a [third-party provider](#). Once you've selected a form of payment you can follow the steps for setup [here](#).

Watch: [How to choose a payment provider](#)



Customizing your Storefront



Domains

Your *primary domain* is the domain that customers see when they visit your online store. By default, your primary domain is your myshopify domain, which looks like *your-store-name.myshopify.com*.

You use your *.myshopify.com* domain to login to your store and identify your account when you contact Shopify Support. You can't change your *.myshopify.com* domain but you can buy a custom domain or use a custom domain that you already own.

Read:

[Buy a custom domain](#)

[Use a custom domain that you already own](#)

Upload Your Images/Branding

You want to start by personalizing your store by making it look like your store! Add your logo, brand images, as well as videos that help customers get to know who you are. If you don't have those files, don't worry! It's simple enough to design a logo and add it to your store.

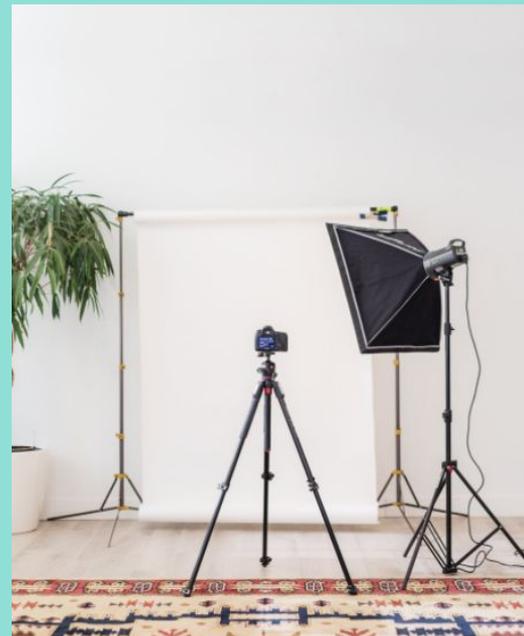
Checkout the resources below to get started.

Read:

[Upload existing brand assets to your store](#)

[5 Easy to Use Online Logo Makers to Design Your Brand](#)

[Download free, high resolution photos to tell your story](#)



Navigation

After you add products and create collections, webpages, store policies, or blog posts, you need to organize them on your online store so that customers will be able to find them.

Keep in mind that most themes have pre-built navigations that generally apply best practices.

To see what works best for you and your customers, learn how to customize using the references below.

Read:

[Shopify Menu and Links](#)

[Navigation best practices and context](#)

Pages

If you have a Shopify online store, then you can create web pages in your Shopify admin. Web pages contain information that rarely change or that customers will reference often, like an "About Us" page or a "Contact Us" page.

Read:

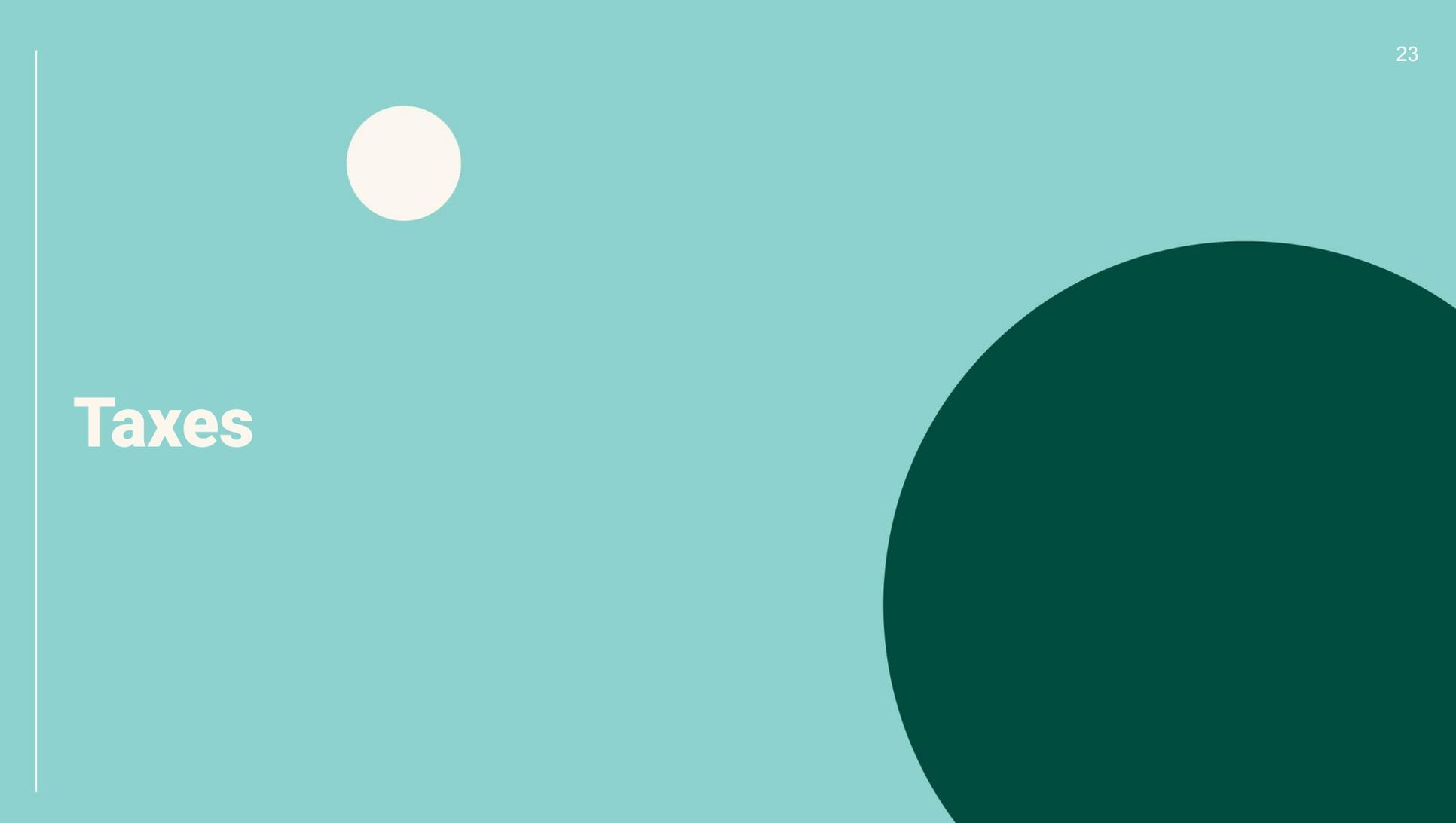
[Learn all about how to add, edit, and delete a webpage](#)

[What to include in an "About Us" page](#)

[Add a blog to your online store for content you're updating regularly](#)

[Expert advice on improving product pages](#)

[Best practices on homepage design](#)



Taxes

The Taxes Section of the Store can be found by going to **Settings > Taxes**.

As a merchant, you might need to charge taxes on your sales, and then report and remit those taxes to your government. Although tax laws and regulations are complex and can change often, you can set up Shopify to automatically handle most common sales tax calculations. You can also set up tax overrides to address unique tax laws and situations.

Shopify uses many default sales tax rates, which are updated regularly. If you use the default rates, then you need to confirm that they are current and correct for your particular circumstances. You can override them whenever necessary.

Read:

[Tax overview](#)

[General set-up steps and tax reports](#)

[Canadian taxes](#)

[3rd party apps to help you with taxes and reporting](#)



Fulfillment and Order Management

Fulfillment refers to the process of preparing and delivering a customer's order. Checkout this summary of what it entails [here](#).

Basics of processing orders with Shopify

- You receive a new order notification by email.
- The Orders page of Shopify shows the new order.
- The customer receives an order confirmation email.
- Order processing begins.

Read: [Processing orders](#)

Before you begin fulfilling orders you want to make sure your settings are appropriate for your business.

Step 1: Choose your fulfillment methods. Learn more about choosing the right method [here](#).

Step 2: Choose manual or automatic fulfillment. Learn more about picking the best way to fulfill your orders [here](#).

Once you've setup your fulfillment settings you can start fulfilling orders.

This depends on what method and fulfillment type (auto or manual) you chose. Lets go over the basic steps to manually fulfill orders with Shopify.

If you set your orders to fulfill manually, then you need to open your orders and fulfill the line items. You can either:

- Fulfill an entire order manually. Learn more [here](#).
- Fulfill part of an order manually. Learn more [here](#).
- Fulfill several orders at once. Learn more about this process [here](#).

Read: [Fulfilling your own orders](#)

Refunds and Cancellations

Refunding an order results in the payment being sent back to the customer.

Step 1: Head to *Orders* in your Shopify admin.

Step 2: Click in the order you'd like to refund.

Step 3: Click *Refund items*

Step 4: Enter the quantities to refund

Step 5: If you've shipped the items, but your customer hasn't returned them yet, then uncheck *Restock items*.

Step 6: Click *Refund*.

Read: [Refunding and cancelling orders](#)

Watch: [How to issue a refund](#)



Test your store!

Test your store!

Before you launch your store it is important to test your orders and payments.

There are three ways to place a test order:

1. Use Shopify [Bogus Gateway](#) to simulate a transaction.
2. Use a real payment provider, and then immediately cancel and refund the order.
3. If you're using Shopify Payments, then you can test your configuration by following these [instructions](#).

Read: [Shipping Labels from Shopify](#)

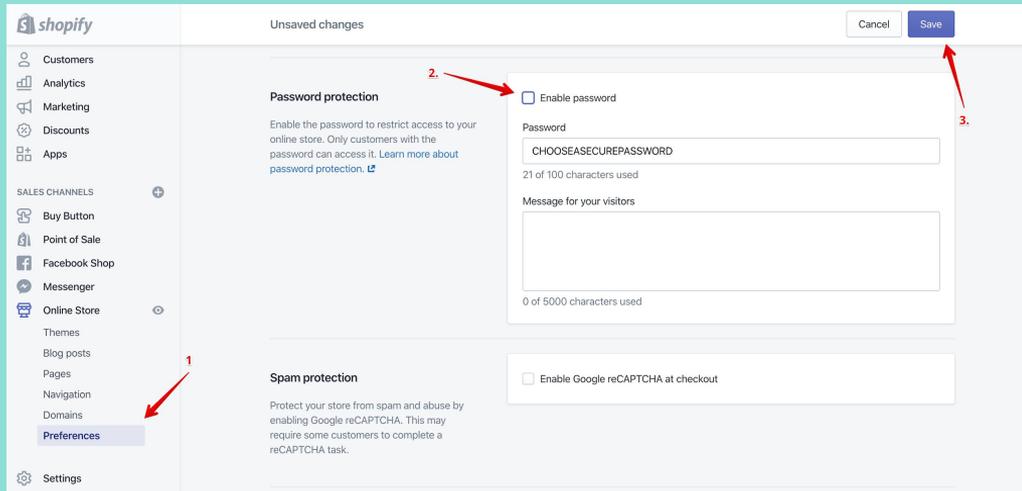
Read: [Placing a test order help document](#)



Launch your store!

You've tested to ensure your payments and orders process, now it's time to launch your store! Launching your Online Store allows your shop to be publicly accessible to customers, so you'll want to make sure you're happy with how the store looks before going live.

1. From your Shopify admin, go to **Online Store > Preferences**.
2. In the password page section, uncheck the **Enable Password** page option.



Read: [Preparing your Shopify Store for launch](#)



Resources

Getting Started

- [Intro to Shopify](#)
- [Shopify Youtube](#)
- [Shopify Compass](#)
- [Shopify Webinars](#)
- [Shopify User Forums](#)
- [Shopify Guides](#)

Before you Launch

- [Shopify Launch Checklist](#)
- [Getting started selling online](#)
- [Adding Store Policies](#)
- [Adding a Favicon](#)
- [Customising Notifications](#)
- [Setting up the Facebook Channel](#)
- [Setting up the Google Channel](#)
- [Burst - Stock Photos](#)
- [Unsplash - Stock Photos](#)
- [Coverr - Stock Videos](#)
- [Product Photography - Blog Post](#)
- [Product Photography - Compass Course](#)



Marketing Resources

- [Customer Acquisition with Facebook Ads - Compass Course](#)
- [Grow Your Business with Content Curation](#)
- [Drive Traffic with User Generated Content](#)
- [Mastering Influencer marketing - Compass Course](#)
- [Beginners Guide to Influencer Marketing on Instagram](#)
- [Instagram Hashtag for Likes](#)
- [How to Hack Instagram Marketing](#)
- [13 Actionable Marketing tactics](#)
- [17 Design Tips to Help with Sales](#)
- [Email Marketing 101](#)
- [Growing a business with Email Marketing](#)

Apps you might find useful

- [Replay Live Session Recording](#)
- [Geolocation](#)
- [Privy - Pop ups Email and SMS](#)
- [Tipo Appointment Booking](#)
- [Shopify Email Marketing](#)



Thank you!

