

Welcome and Thank You!

If you've made it this far, it means you've not only purchased this book, but also taken the time to leave a review — and for that, we sincerely thank you! 🙏

We hope you're finding the content both **interesting and helpful**, and now it's time to move on to the **technical guide** that will walk you through creating your own website using **Shopify**.

Don't worry — while this part is more technical, it's also very **simple and intuitive**. Shopify offers a powerful drag-and-drop platform that makes building a site feel more like **point and click** than programming.

So go ahead:

- 👉 Turn on your computer
- 👉 Open the [Shopify website](#)
- 👉 And get ready to dive in!

Important note: The images included in this guide are in **Italian**, since the original version of the text was written in Italian and it wasn't possible to translate the screenshots. However, **every technical step is clearly explained in English**, and the screenshots are there purely for **visual reference** — you'll still be able to follow along easily.

Let's begin!

Chapter 3: Creating the Store – Key Elements

3.1 Understanding Consumer Needs and Behavior

According to P. Kotler and G. Armstrong in their publication *Principles of Marketing* (seventeenth edition), the consumer represents the central element of any marketplace. The goal of marketing is to engage customers by influencing their thoughts and behaviors. In order to affect consumer choices — what, when, and how they buy — it is essential to understand the *why*. This process should not be limited to the initial analysis phase, but must be a continuous activity.

Through the use of previously described tools and techniques, it is possible to constantly monitor consumer opinions and behaviors toward the offered products and services, allowing for targeted improvements to better meet their needs.

Consumer choices are strongly influenced by cultural, social, personal, and psychological factors. Although these elements are not directly controllable by marketers, they must be carefully considered when defining business strategies.

Psychological Dimensions of Customer Satisfaction in E-Commerce

A study by Chuanmei Wang and Hengqing Tong, *Research on Psychological Dimensions of E-Commerce Customer Satisfaction*, analyzes the characteristics of e-commerce activities and the psychological changes of consumers, identifying three fundamental psychological dimensions that influence their satisfaction:

- **Cognitive:** Includes factors such as personal experience, culture, habits, familiarity with e-commerce, and the seller's reputation. These external aspects influence understanding, expectations, and customer satisfaction, as well as post-sale behavior.
- **Emotional Dimension:** Focuses on the feelings that facilitate or hinder the purchasing process and subsequent satisfaction. This includes perceived quality, trust in the seller, and psychological satisfaction derived from the transaction.
- **Behavioral Dimension:** Refers to the consumer's actions after the purchase, including the decision to buy again, brand loyalty, price sensitivity, and the willingness to recommend the product or service.

The three dimensions are closely interconnected: the cognitive dimension influences the emotional one, which in turn affects the behavioral dimension. This link

demonstrates that customer satisfaction results from a complex set of both intrinsic and extrinsic factors.

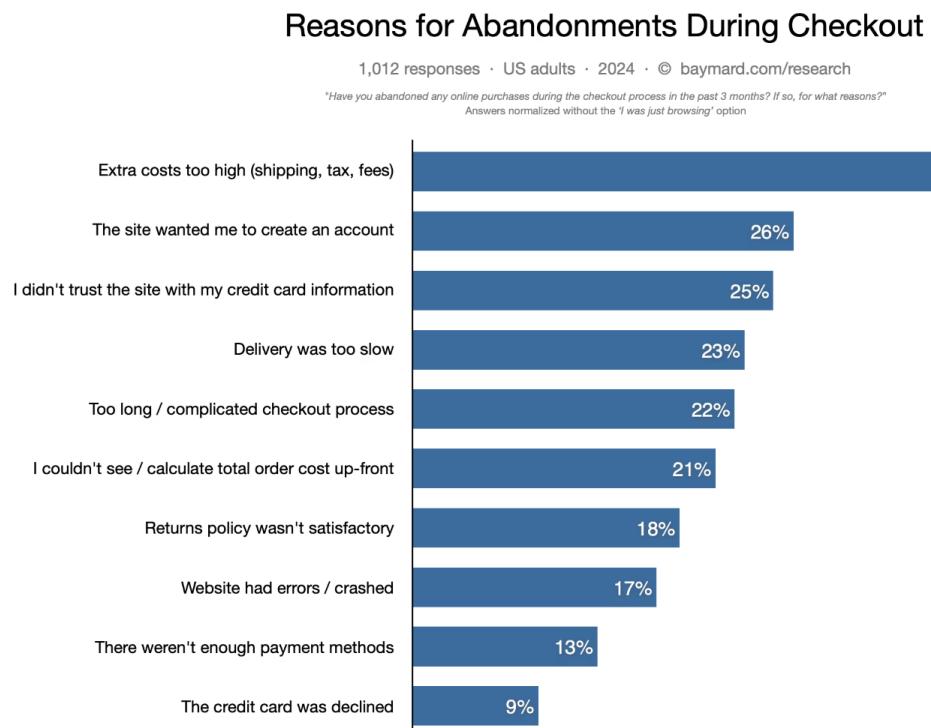
Essential Features of an Effective Website

To ensure that consumers complete the purchasing process, an e-commerce site must meet several fundamental characteristics that are crucial for enhancing the user experience and increasing the conversion rate.

Checkout Speed

According to a study by the Baymard Institute, 22% of cart abandonments (from an average total of 70.19%) are due to long and complicated checkout processes. Offering a simple and quick checkout procedure is therefore essential to reduce dropouts and encourage the completion of purchases.

Fig. 3.1: Reasons for Cart Abandonment During Checkout



Source: Baymard Institute

Site Response Speed

A study published by Think with Google highlights the importance of website loading speed. A response time between 1 and 3 seconds increases the abandonment rate by 32%, while between 1 and 5 seconds it increases to 90%. It is essential to keep the site light and responsive, avoiding excessive use of plugins or heavy files that may slow down page loading.

Fig. 3.2: Benchmark for Mobile Page Speed

from Find Out How You Stack Up to New Industry Benchmarks for Mobile Page Speed



As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

Source: Google/SOASTA Research, 2017.

think with Google

thinkwithgoogle.com

Source: Think with Google

Site Navigation

To support purchase completion, it is crucial that users can easily navigate and quickly access relevant product information. Some key aspects include:

- **Intuitive navigation bar:** allows users to move easily between different site sections.
- **Visible search box:** facilitates the search for specific products or information.
- **Accessible contact information:** ensures transparency and increases user trust.
- **Readable and organized design:** avoids confusion and improves user experience.

- **Simplicity in organizing information:** reduces the time needed to find what users are looking for.

Mobile Adaptability

With the increasing use of smartphones for online shopping, an e-commerce site must be optimized for mobile devices. This implies a responsive design and a smooth, pleasant browsing experience, regardless of the device used.

Conclusions

An effective e-commerce site does not simply offer a product catalog, but stands out for its ability to provide an optimal shopping experience that satisfies both the **functional** and **psychological** needs of consumers.

Thanks to continuous analysis of user behaviors and perceptions, it is possible to constantly improve the offer, building trust-based relationships that encourage customer loyalty and long-term success.

In the following sections of the chapter, we will explore in detail how to create an e-commerce site using **Shopify**, chosen as the reference platform for its versatility and previously discussed advantages. The goal is not to provide an exhaustive guide on all possible configurations and strategies, but to focus on the **fundamental aspects** of launching a business that can successfully achieve its goals.

The following paragraphs will be divided into three main blocks, each covering an essential aspect of building a successful shop:

- **Website Design:** The importance of a clear, intuitive layout optimized for mobile devices.
- **Payment Methods and Checkout:** How to ensure a secure, fast, and user-friendly payment process.
- **Customer Service:** Strategies for effective customer support and communication management.

Through these three blocks, we will provide the essential tools to start a **dropshipping business** and make it profitable.

3.2 Design and Navigation

The Logo

Designing the logo is the first crucial step in defining the style of your shop and establishing your brand identity. The logo is a fundamental component of branding, whose goal is to make the store easily recognizable, memorable, and able to inspire trust in customers.

Creating the Logo

To create the logo, you can use various graphic software. **Adobe Photoshop**, for example, offers advanced tools, but for those unfamiliar with graphic design, it is recommended to use **Canva**, a simple, intuitive, and low-cost application.

On Canva, the logo can be created:

- **From scratch**: using the available graphic elements.
- **Starting from a pre-set template**: by modifying it to suit the brand's needs.

Tips for Creating the Logo

- **Simplicity and representativeness**: the logo should be visually simple, but capable of communicating the spirit of the brand and the type of products sold.
- **Inclusion of the brand name**: including the brand name in the logo facilitates recognition and helps leave a lasting impression in consumers' memory.

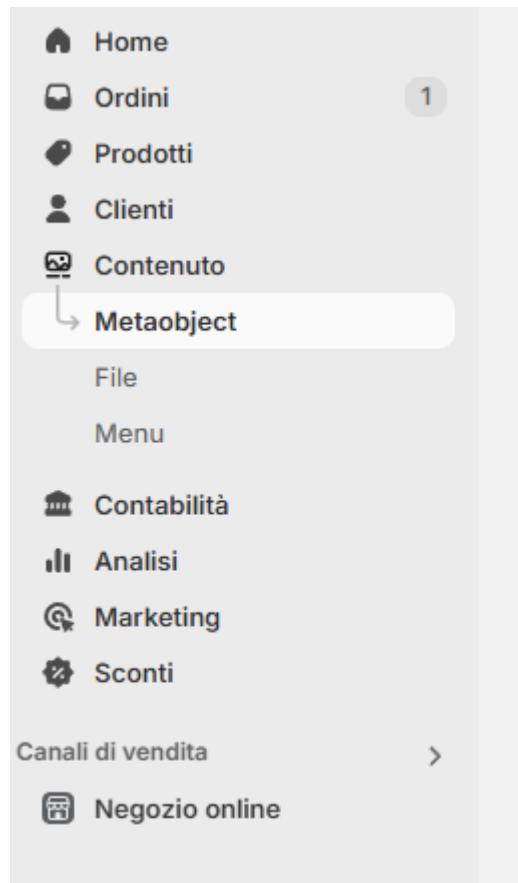
Once the design is complete, the logo should be exported in **PNG format**, the recommended format to ensure quality and transparency.

Uploading the Logo to the Store

Uploading the logo to your store is a simple task that requires only a few steps:

1. Access the “Content” section from the navigation menu in the store's admin panel.

💡 Fig. 3.3: Content section – store navigation menu



Source: Author's screenshot of the content settings page

2. Click on “Files”, then “Upload files”.
3. Select the **PNG file** of the logo you just created and start the upload.

💡 Fig. 3.4: Uploading the logo to the store



Source: Author's screenshot of the file upload page

Once completed, the logo will appear among the uploaded files in the store. After the upload, the logo will be ready to use within your shop.

Details regarding customization and the placement of the logo within the store's theme will be covered in the section dedicated to **theme personalization**.

Hero Image

The **hero image** is a large, often full-screen image placed at the top of a website's homepage. As the first element users see, it plays a highly engaging role and delivers a strong visual impact. The hero image is typically used to communicate the **brand's unique value proposition (UVP)** by delivering a clear and compelling message that explains what the business offers, who it targets, and why users should choose it.

Recommended Elements

Several elements can be included in the hero image, such as:

- **Brand Name:** Reinforcing the brand name within the image strengthens visual identity.
- **UVP or tagline:** Including a brief message that summarizes the brand's values and unique proposition helps immediately capture users' attention.

It's important to maintain **visual balance**: the image should not be overloaded or chaotic. A simple and clean design can be just as effective, especially if you're aiming for a minimalist aesthetic.

Creating the Hero Image

To create the hero image, you can use graphic design software such as **Adobe Photoshop, Canva**, or other design platforms. You may:

- **Use pre-set templates:** These simplify the creative process, especially for those with little or no design experience.
- **Create the image from scratch:** This allows for more customization and enables you to tailor the design to your brand's specific needs.

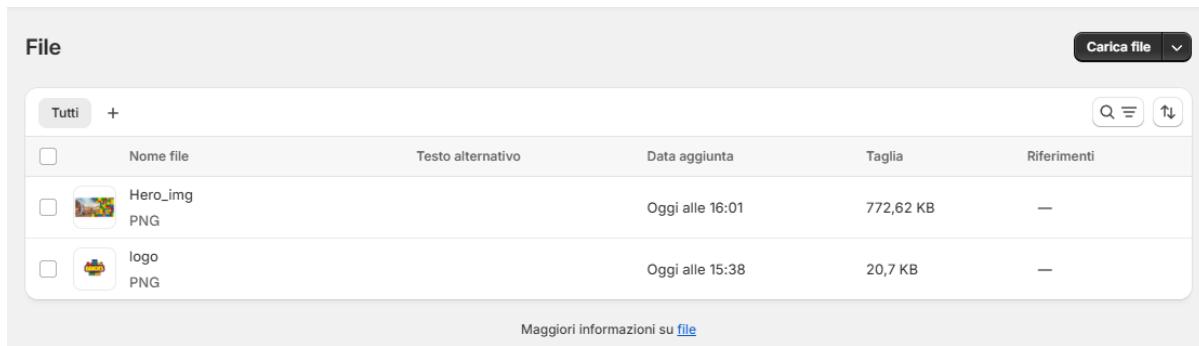
Once the design is complete, the hero image should be exported in **.png format** to ensure good quality and transparency.

Uploading the Hero Image to the Store

Uploading the hero image to the store follows the same steps used for uploading the logo:

1. **Access the “Content” section** from the navigation menu in the store’s admin panel.
2. Click on “**Files**”, then select “**Upload files**”.
3. Upload the **PNG file** of the hero image.

 Fig. 3.5: Uploading the Hero Image to the store



Source: Author’s screenshot of the file upload page

Once completed, the hero image will appear among the files uploaded to the store. As with the logo, the implementation of the hero image will be discussed in detail in the section dedicated to **theme customization**.

Theme Selection

The **theme** represents the visual and functional layout through which the website's content is presented to users. The selection and customization of the theme define the store's aesthetic appearance and usability, directly influencing the overall customer experience.

Modifying the Theme

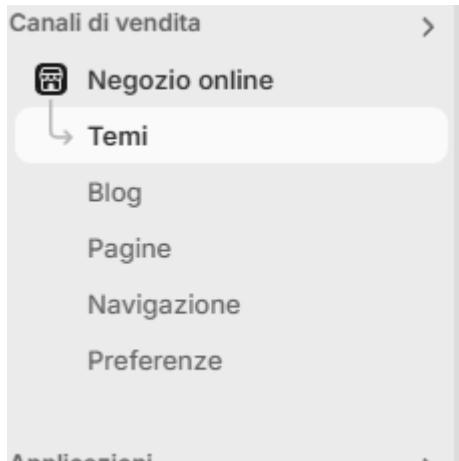
To modify your store's theme on Shopify, follow these steps:

Accessing the Theme Section

From the main navigation menu, select “**Online Store.**”

Then access the “**Themes**” section.

⌚ Fig. 3.6: Selecting the “Themes” menu



Source: Author’s screenshot of the menu page

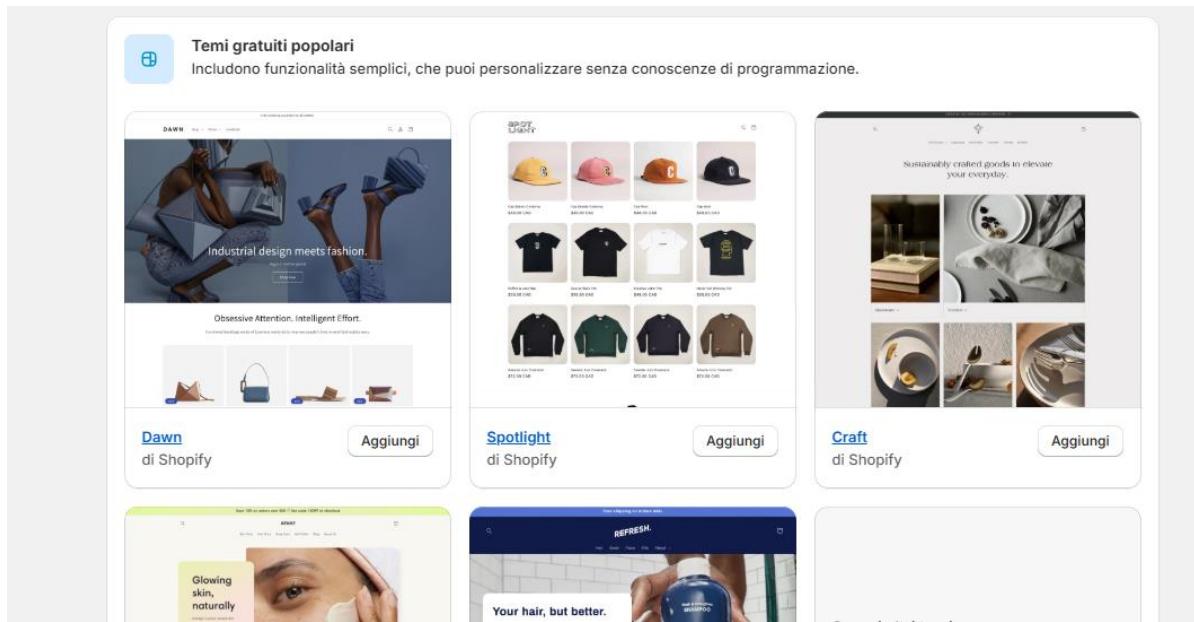
Selecting the Theme

By scrolling through the page, you’ll find all available themes, both free and paid.

You can explore and choose the one that best matches your brand’s needs.

In the example, the default theme is used, but the customization methods apply to any theme you choose.

⌚ Fig. 3.7: Browsing Shopify themes



Source: Author's screenshot of the theme exploration page

Customizing the Theme

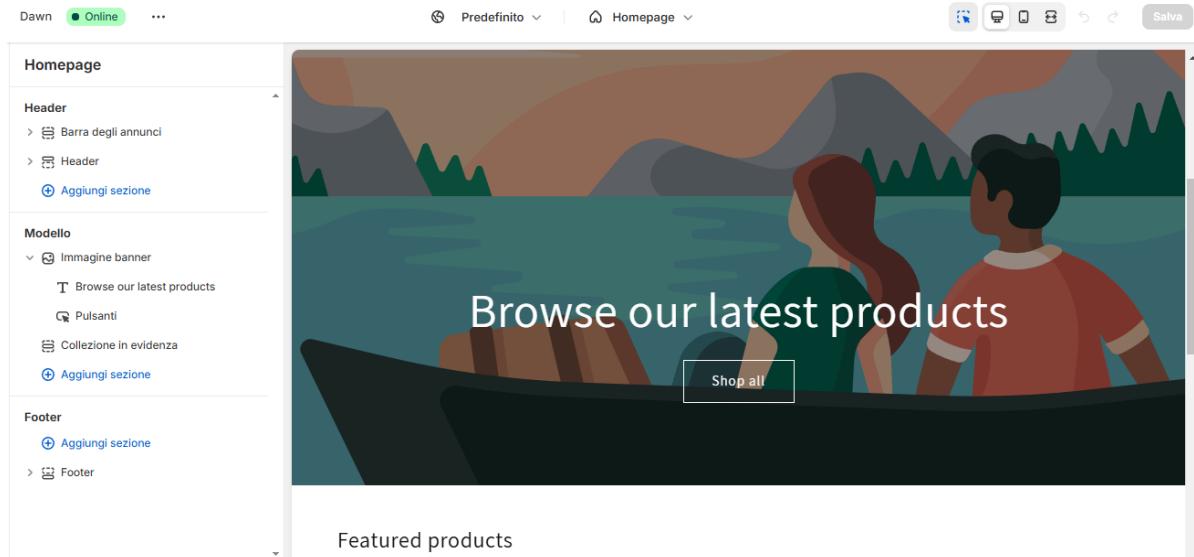
After selecting the desired theme, click the “**Customize**” button.

This will open the **theme editor**, the tool that allows you to make visual changes.

Structure of the Theme Editor

The theme editor is divided into several sections to simplify customization:

💡 Fig. 3.8: Theme editor page



Source: Author's screenshot of the theme editing page

- **Editing Menu (left panel):**
Includes the main theme elements organized into sections such as Header, Template, and Footer.
Each section can be selected and edited individually.
- **Visual Preview (right side):**
Displays changes in real time, allowing you to immediately see the results on the website.
- **"Homepage" Dropdown Menu (top center):**
Allows you to add new sections and specific elements to the homepage, or to navigate and customize other pages of the site.
- **View Modes (top right):**
Offers two display modes: **Desktop** and **Mobile**.
This feature is essential to ensure a responsive design, especially considering the growing use of mobile devices. It is crucial to make sure the site is both visually effective and functional in both modes.

Initial Edits

The first recommended customizations include:

- **Adding the Logo**
- **Implementing the Hero Image**

These two elements define the **visual identity** of the store and represent the first point of contact with the customer.

Proceed to upload these elements by following the instructions provided in the previous sections.

Adding the Logo

💡 *Fig. 3.9: Adding the logo*



Source: Author's screenshot of the theme settings page

1. Access the Theme Settings

Inside the theme editor, click the gear icon (⚙️) for theme settings in the left menu.

2. Select the “Logo” Section

In the settings menu, select the “Logo” option.

3. Upload the Logo

Choose the logo from the images previously uploaded to the store.

To upload a new image, follow the upload steps described in the logo upload section.

Once selected, confirm the operation.

After uploading, you can adjust the logo settings based on your preferences. Available customization options include:

- **Logo Size:** Adjust to ensure visibility without being oversized.
- **Positioning:** Choose whether the logo should be centered, left-aligned, or right-aligned.
- **Margins and Spacing:** Adjust the distance to fit the overall site layout.

Modifying the Hero Image

 *Fig. 3.10: Editing the Hero Image*

Homepage

Header

▼ Barra degli annunci

Welcome to our store

> Header

Aggiungi sezione

Modello

▼ Immagine banner

Browse our latest products

Pulsanti

Collezione in evidenza

Aggiungi sezione

Footer

Aggiungi sezione

> Footer

Source: Author's screenshot of the Hero Image editing page

1. Access the “Banner Image” Section

In the theme editor, locate the left-hand navigation menu.

Click on “Banner Image.”

2. Select and Upload the Image

Press the button to select the desired image from those uploaded to the store.

If the image hasn't been uploaded yet, follow the previously described file upload steps.

3. Confirm the Upload

Once selected, confirm to complete the process.

Customizable Elements in the Hero Image

Once the image is uploaded, Shopify will, by default, insert:

- **A “Title” Text**

You can edit this text to communicate your brand’s main message or product category.

- **A Button**

This button can be linked to a specific section of the store, such as a collection, product page, or promotion.

You can:

- Customize the button text
- Link the button to a different page or section

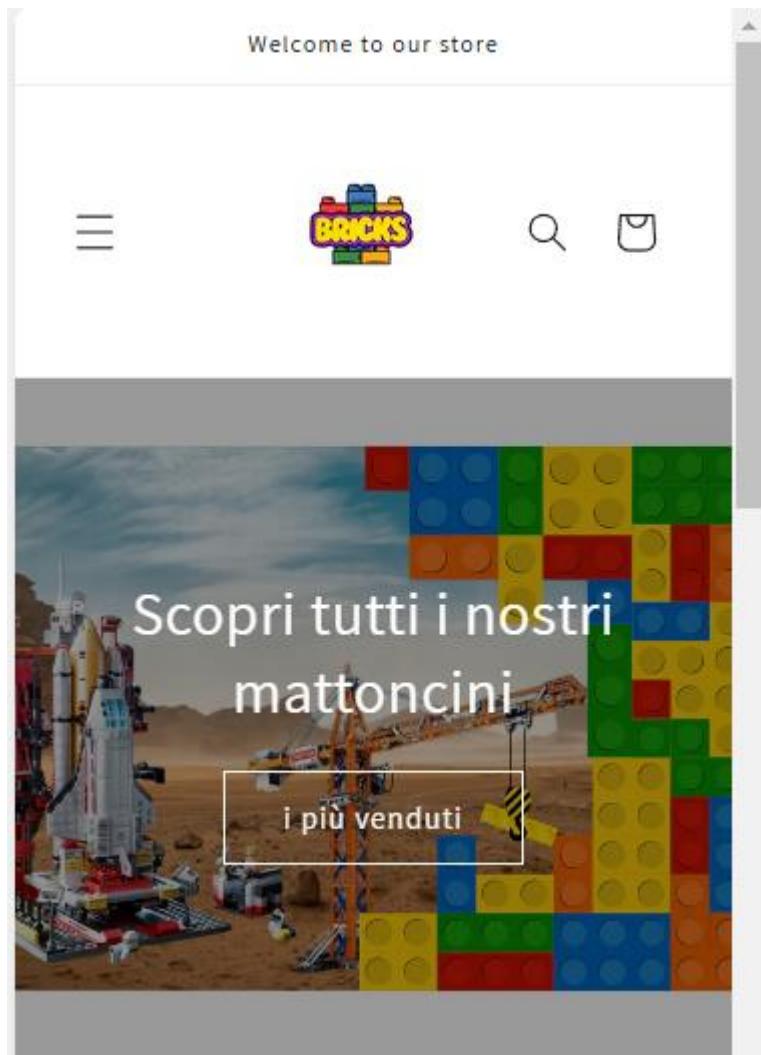
After completing the customization, all changes will be saved automatically.

It is advisable to preview the site to ensure that the hero image and added elements display correctly.

If all steps have been completed successfully, the new homepage appearance should reflect the chosen image and message.

An example of a final layout could be based on a hypothetical **building brick store**, with an eye-catching banner and a message designed to grab the user’s attention.

 *Fig. 3.11: Final result after modifications*



Source: Author's screenshot of the preview page

Domain Configuration

The **domain** is the address of your online store and represents a crucial element in building consumer trust and improving your store's visibility on search engines. Shopify provides a generic subdomain when the store is created, but to build a strong brand, it is essential to purchase a **custom domain**. Additionally, configuring a **professional email address** linked to the domain further strengthens the brand image in communications with customers and partners.

Setting Up a Domain on Shopify

Accessing the Domain Section

From the Shopify navigation menu, select “**Settings**”, then click on “**Domains**.”

Available Options

- **Buy a new domain:** Purchase directly through Shopify.
- **Connect an existing domain:** Link a domain purchased from an external provider.

Limitations of Purchasing Directly Through Shopify

Buying a domain through Shopify is simple, but it has a significant limitation: **Shopify does not offer email services** linked to the domain.

As a result, the email associated with the store will be the same as the one used to create the account, which reduces the professionalism of the brand.

Guide to Purchasing and Configuring an External Domain

Choose a Domain Provider

Register is recommended due to its competitive prices and included email service.

Search and Select the Domain

Go to the provider’s website and enter the desired domain into the search bar.

If the domain is unavailable or too expensive, try using generic words or a different extension such as **.it**, **.com**, **.store**, or **.shop**.

Example: If the brand name is “Bricks,” you could add words like “My” or “Shop” to find available options (e.g., **mybricksshop.shop**).

 *Fig. 3.12: Domain search on Register*

The screenshot shows a web interface for searching domains. At the top, there is a search bar with the text 'mybrickshop' and a 'Cerca' button. To the right of the search bar are links for '9 PRODOTTI NEL CARRELLO' and a blue 'Procedi' button. Below the search bar, the search term 'mybrickshop.info' is displayed, along with a price of '0,00 €' and a green checkmark indicating it is selected. A 'RIMUOVI' link is also present. On the left, there is a sidebar titled 'Filtri' with sections for 'Estensioni' (domains like .it, .com, .net, .org, .biz) and 'Domini Premium'. A 'Prezzo massimo:' input field is also shown. The main content area is titled 'Fai crescere la tua presenza online con questi domini' and lists several domain options with 'Aggiungi' buttons:

Domain	Price	Action
mybrickshop.shop	0,00 €	+ Aggiungi
mybrickshop.tech	0,00 €	+ Aggiungi
mybrickshop.fun	0,00 €	+ Aggiungi
mybrickshop.site	0,00 €	+ Aggiungi
mybrickshop.space	0,00 €	+ Aggiungi

Source: Author's screenshot of the domain search page

Domain Purchase

Once you've selected the domain, add it to your cart and complete the purchase following the provider's instructions.

Fig. 3.13: Domain purchase

The screenshot shows a purchase page for a website package. On the left, a table lists services with their inclusion status. On the right, a summary table shows the total cost as € 0,00.

Service	Incluso
WordPress pre-installato	Incluso
3 Indirizzi email (IMAP e POP3)	Incluso
PEC gratis per il primo anno	Incluso
Antivirus & Antispam sui 3 indirizzi	Incluso
WebMail Avanzata	Incluso
Certificato SSL	Incluso
Prima pagina del sito web (SiteBuilder One Page)	Incluso
Gestione DNS e DNSSEC	Incluso
Sottodomini illimitati	Incluso
AI Site Assistant	Incluso

Linea	Prezzo
Subtotale	€ 0,00
Iva 22 %	€ 0,00
Totale	€ 0,00

Il tuo carrello [Annulla codice promo](#)

mybricksshop.SHOP [€ 0,00](#) [X](#)

Procedi

Assistenza

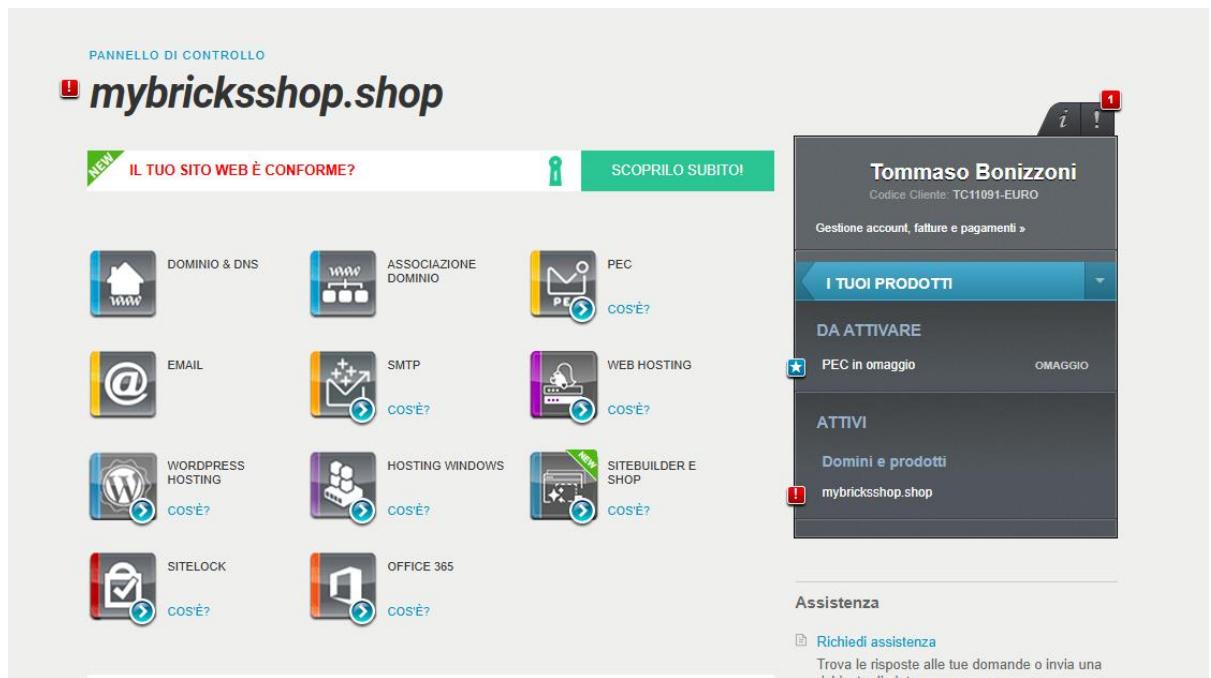
Source: Author's screenshot of the purchase page

Creating a Professional Email Address

Email Setup

From the provider's menu, select “Email” and click on “Create.”

Fig. 3.14: Register navigation menu



Source: Author's screenshot of the Register menu

Enter your desired credentials (e.g., info@mybricksshop.shop).
Using "info" is recommended for professional communications.

Fig. 3.15: Creating an email account

The screenshot shows a modal window titled 'MAILBOX' with tabs for 'MAILBOX' and 'ALIAS'. The 'MAILBOX' tab is active, displaying the heading 'Crea una nuova casella email'. It contains fields for 'Indirizzo email' (info) and 'Dominio' (@mybricksshop.shop), with a note '0 usati / 3 totali'. Below these are fields for 'Password' and 'Ripeti per conferma', both currently empty. At the bottom, there is a dropdown for 'Nome di dominio' (Nome di dominio (2Gb 3 caselle)) and another note '0 usati / 3 totali'. The bottom right of the modal has two buttons: 'CHIUDI' (Close) and 'CREA' (Create).

Source: Author's screenshot of email creation page

Connecting the Domain and Email to Shopify

DNS Configuration

From the provider's menu, access “**Domain and DNS**”, then click on “**Advanced Management**.”

- **Edit A Record:** Replace the default value with 23.227.38.65 (Shopify's IP address).

⌚ Fig. 3.17: A Record DNS configuration

The screenshot shows two tables for DNS management. The top table is titled "Zona DNS (gestione avanzata)" and lists three records: an SOA record for "mybricksshop.shop" with TTL "ttl" and Value "ns1.register.it. hostmaster.register.it.()"; an NS record for "mybricksshop.shop" with TTL "ttl" and Value "ns1.register.it"; and another NS record for "mybricksshop.shop" with TTL "ttl" and Value "ns2.register.it". The bottom table is for editing an A record for "mybricksshop.shop." with TTL "900", Type "A" selected, and Value "23.277.38.65". It includes a dropdown for "Tipo / valore preimpostati" and two status icons (info and error).

Source: Author's screenshot of DNS modification menu

- **Edit CNAME Record:** Find the record starting with **www** and replace it with **shops.myshopify.com**.

⌚ Fig. 3.18: CNAME Record DNS configuration

The screenshot shows a table for editing a CNAME record. The "Nome" field contains "www.mybricksshop.shop.", the "TTL" field is set to "900", the "Tipo" dropdown is set to "CNAME", and the "Valore" field contains "shops.myshopify.com". Below the table is a dropdown for "Tipo / valore preimpostati" and two status icons (info and error).

Source: Author's screenshot of DNS modification page

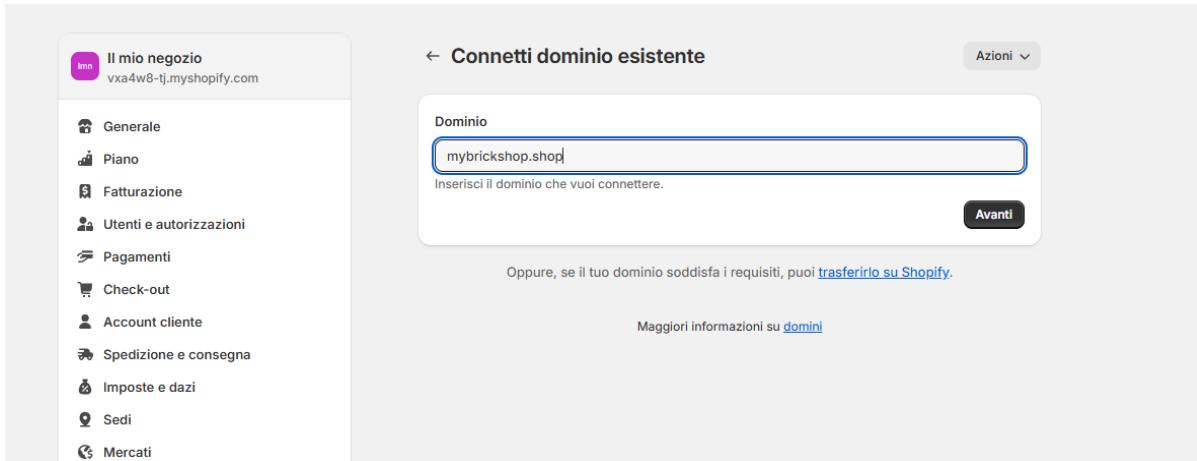
Connecting the Domain in Shopify

Go back to Shopify, under the “**Domains**” section, and click “**Connect existing domain.**”

Enter the domain you just configured and press “**Verify connection.**”

If configured correctly, the domain will connect without errors.

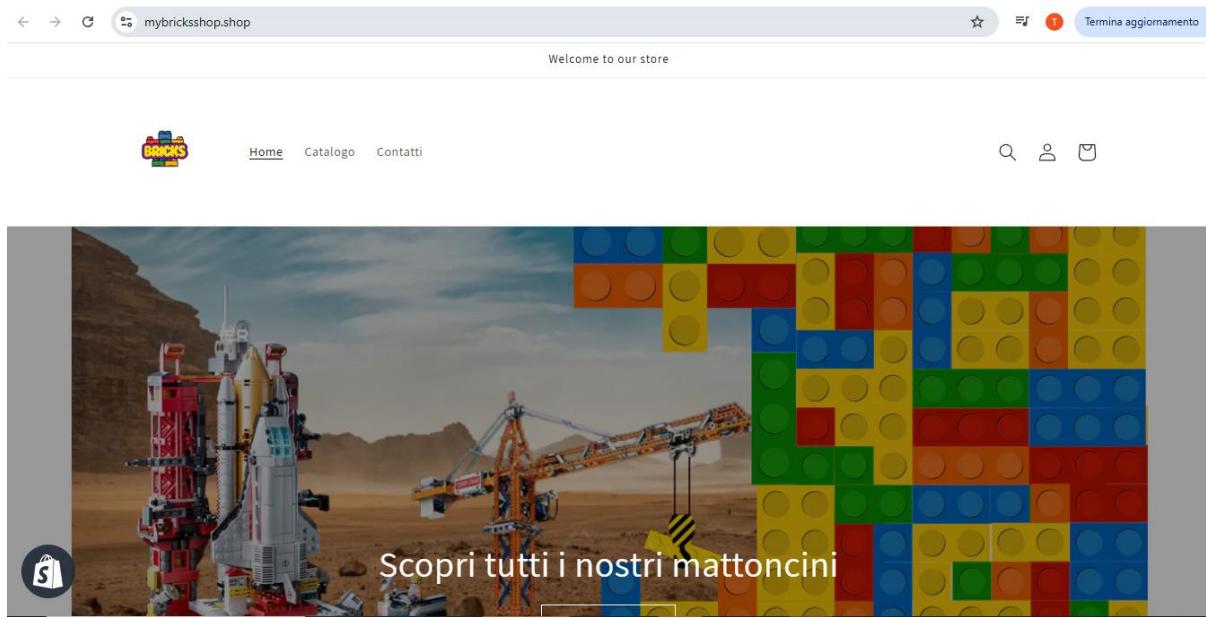
📸 *Fig. 3.19: Domain entry screen*



Source: Author's screenshot of the domain connection menu

Use the **store preview** option in the settings menu to check that the new domain is active and correctly linked.

📸 *Fig. 3.20: Website after applying changes*



Source: Author's screenshot of the final result on the website

With the domain and email address configured, the **basic shop setup is complete**. You can now move forward with **uploading products** and **customizing the site sections** to make it operational and appealing to your customers.

Product Integration on Your Website

This paragraph explains how, starting from a product catalog, it is possible to integrate products into your e-commerce website. We will consider the scenario of creating a site using a platform like **Shopify**, the industry leader thanks to its ease of use, relatively low initial costs compared to building a site from scratch, and autonomous management capabilities that help keep startup investments low.

Product integration can be done through different methods, depending on the type of catalog being imported. This section covers two main cases:

- **Importing a catalog from wholesale platforms**, such as **AliExpress**, commonly used for this type of operation and offering direct integration with Shopify for automation.
- **Importing a catalog from external sites** using **CSV files**, a more manual but still functional solution.

Automated Import

Automated product import on a Shopify store can be done using dedicated applications that greatly simplify the process. Among the most popular and effective tools, based on reviews and installs on the Shopify App Store, are **AutoDS** and **DSers**.

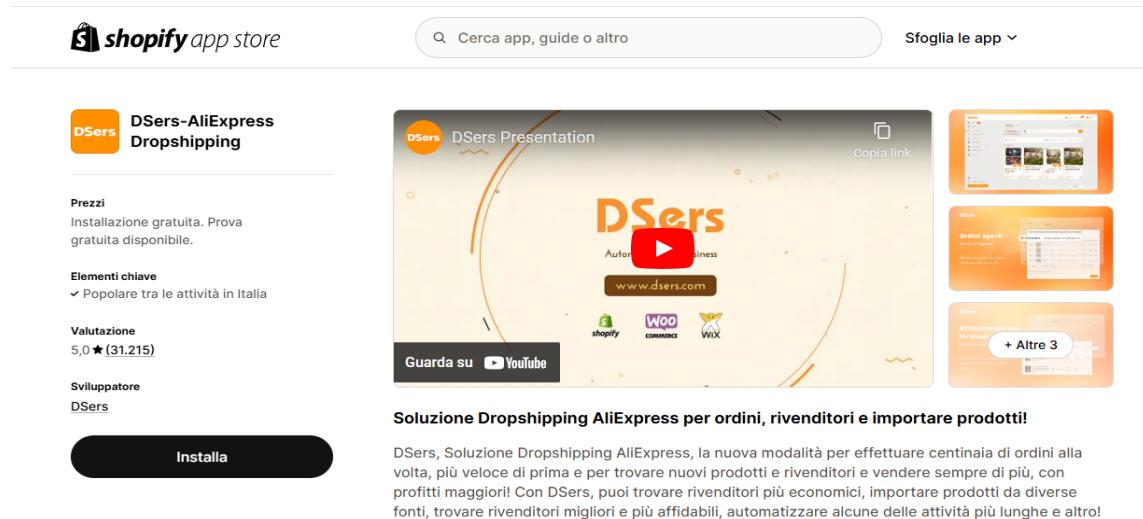
Here, we'll use **DSers** as the example to illustrate the product import process into Shopify, intentionally excluding advanced features such as product analysis, best-seller detection, product info editing, and stock control.

Steps to Import Using DSers

App Installation

After creating your Shopify store, go to the **Apps** section and search for “DSers” in the search bar. The app can be installed with a single click.

 Fig. 1.14: DSers installation page in Shopify App Store

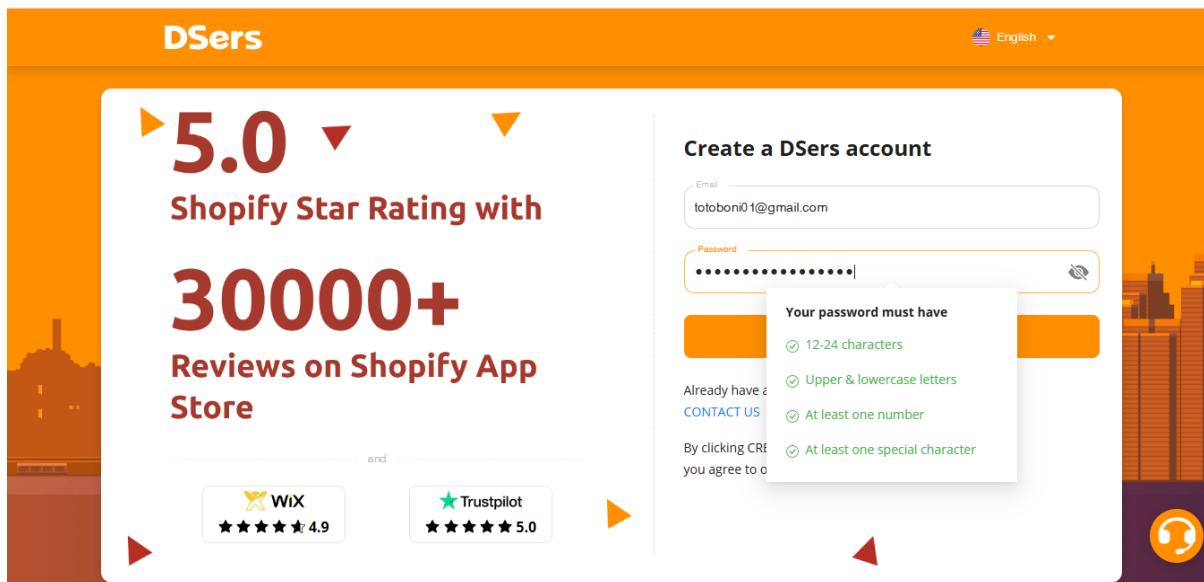


Source: Author's screenshot

Create a DSers Account and Configuration

After installation, the app will prompt you to create a DSers account. Once registered, the app will automatically connect to your Shopify store using your login credentials. You can also connect your **AliExpress account** to sync product catalogs.

⌚ Fig. 1.15: DSers login screen



Source: Author's screenshot

Install the Chrome Extension (Optional)

To facilitate product search, you can install the **DSers AliExpress Addon** Chrome extension. This tool lets you save products directly from AliExpress' search engine, offering more precision than DSers' built-in search. However, for basic importing, this extension is not strictly necessary.

Search for Products via DSers

Within the DSers interface, you can search for ready-to-import products using the search bar. Search by **keywords**, **AliExpress product URLs**, or use the **Supplier Optimizer**, which lists all suppliers offering similar products.

⌚ Fig. 1.16: Product search in DSers

AliExpress Premium Selection

Product	Price Range	Orders	Shipping Cost	Avg. Rating
PIR Infrared Motion Sensor LED Under Cabinet Light	US \$ 3.19	0	\$ 2.35	0.0
LED Under Cabinet Light	US \$ 4.61 - 6.37	11	\$ 2.28	5.0
PIR Motion Sensor LED Strip Light	US \$ 2.47 - 22.61	37	\$ 1.99	4.9
Motion Sensor Light	US \$ 3.13 - 3.99	24	\$ 1.99	5.0

Source: Author's screenshot

Add Product to Import List

Once you've found the desired product, simply click "**Add to Import List**" to include it.

Fig. 1.17: Add to import list in DSers

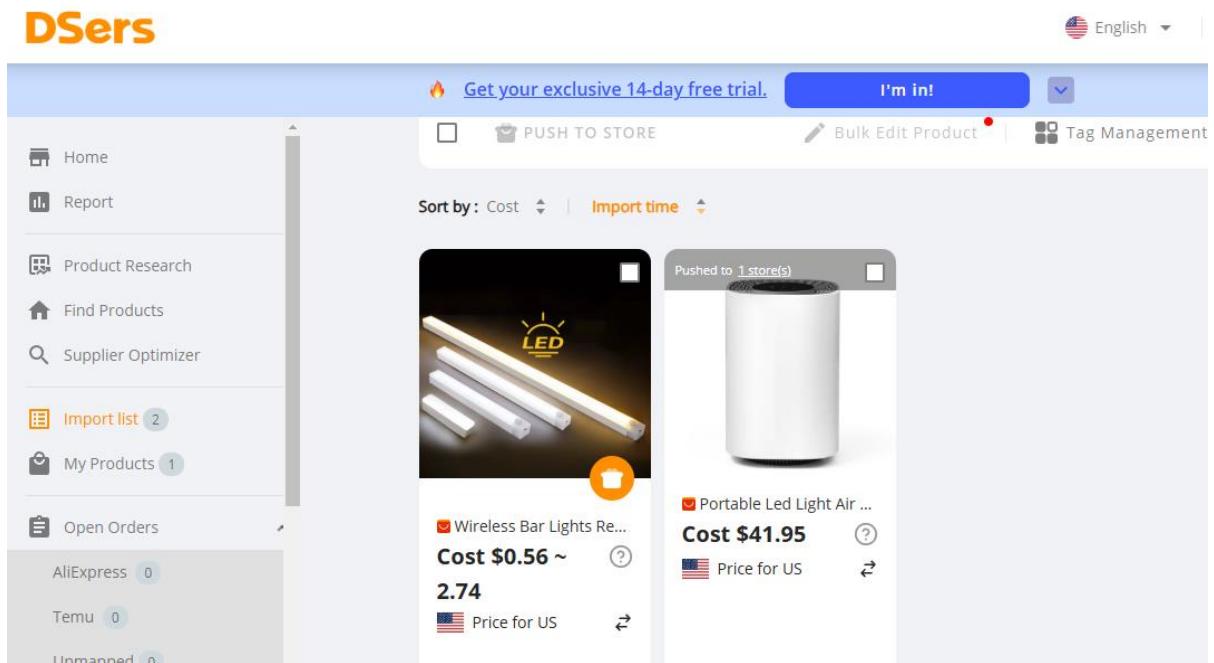
Product	Price Range	Discount (%)	Orders	Shipping Cost	Avg. Rating
Rechargeable LED long sense light	US \$ 4.16 - 38.41	-53%	23	\$ 1.00	0.0
Wireless Bar Lights	US \$ 0.56 - 2.74	-553%	0	\$ 1.00	0.0
5/12V USB Hand S...	US \$ 4.34 - 10.97	-53%	9	\$ 0.60	0.0
20/30/50CM Motion Sensor Rechargeable LED	US \$ 2.71 - 14.94	-53%	4	\$ 1.00	0.0

Source: Author's screenshot

Push Product to Shopify Store

In the “**Import List**” section of DSers, click “**Push to Store**” to publish the product to your Shopify store. This action transfers the product directly into the “**Products**” section of the store, ready for editing.

⌚ Fig. 1.18: Push to store from DSers



Source: Author's screenshot

View and Edit the Product in Shopify

After import, the product will appear in the “**Products**” section of the Shopify admin. From there, you can edit it and make improvements before publishing.

⌚ Fig. 1.19: Imported products in Shopify

The screenshot shows the Shopify Admin interface with the sidebar navigation open. The 'Prodotti' section is selected. The main area displays a table of products with columns for Product, Status, Stock, Sales Channel, Markets, Category, Type, and Vendor. Two products are listed: 'Portable Led Light Air Purification Purifiers Large Room Mini Size Air Purifier For Home' and 'Wireless Bar Lights Rechargeable LED Motion Sensor Night Light Closet Night Lamp Dimmable Detector For Kitchen Cabinet Wardrobe'. Both products are active and have stock available.

Prodotto	Stato	Scorte	Canali di vendita	Mercati	Categoria	Tipo	Venditore
Portable Led Light Air Purification Purifiers Large Room Mini Size Air Purifier For Home	Attivo	9 in stock per 1 variante	0	3			Il mio negozio
Wireless Bar Lights Rechargeable LED Motion Sensor Night Light Closet Night Lamp Dimmable Detector For Kitchen Cabinet Wardrobe	Attivo	7.992 in stock per 8 varianti	0	3			Il mio negozio

Source: Author's screenshot

Conclusion on Automated Import

Importing products from platforms like AliExpress, which integrate directly with Shopify, is **simple, intuitive, and highly automated**.

Apps like **DSers** not only allow you to import products but also monitor real-time stock and manage order tracking automatically.

The next paragraph covers importing products using a **CSV file**.

Importing Products via CSV File

Integrating catalogs via CSV file on Shopify is a **straightforward process**, thanks to the platform's built-in tools, but it requires more manual attention compared to automated tools like DSers or AutoDS.

To obtain a CSV file of the products to be added, an agreement with the supplier is needed. The file will be manually provided or made available through a dedicated portal. Unlike platforms like AliExpress, this process is **not fully automated or guaranteed**.

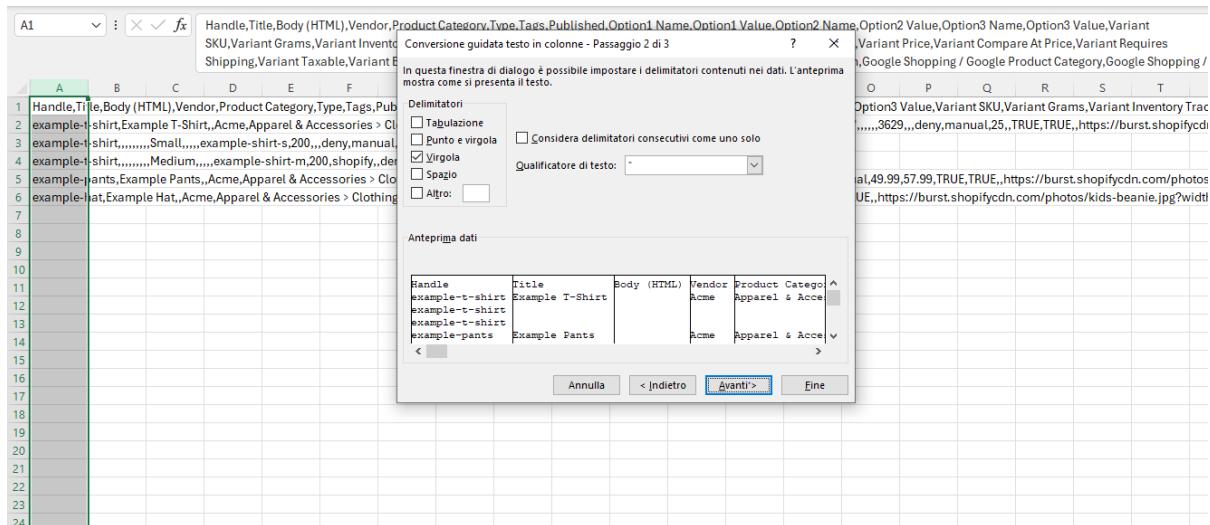
Steps for CSV Import:

Check the CSV File

Before uploading, ensure that the file includes all necessary data. Sometimes, the text may not be separated into columns. In that case, manually split the data as follows:

1. Select **Column A** in the CSV file.
2. Go to the “**Data**” section in the spreadsheet.
3. Click “**Text to Columns**.”
4. Select the **comma** as the delimiter.

 Fig. 2.20: CSV file check ("catalog")



Source: Author's screenshot of Excel catalog

Confirm Required Fields

Make sure the file contains at least the **required fields**:

- **Title** (product name)
- **Handle**, if managing product variants

For a full list of required fields, consult the official Shopify Help Center.

Two **optional but highly recommended** fields are:

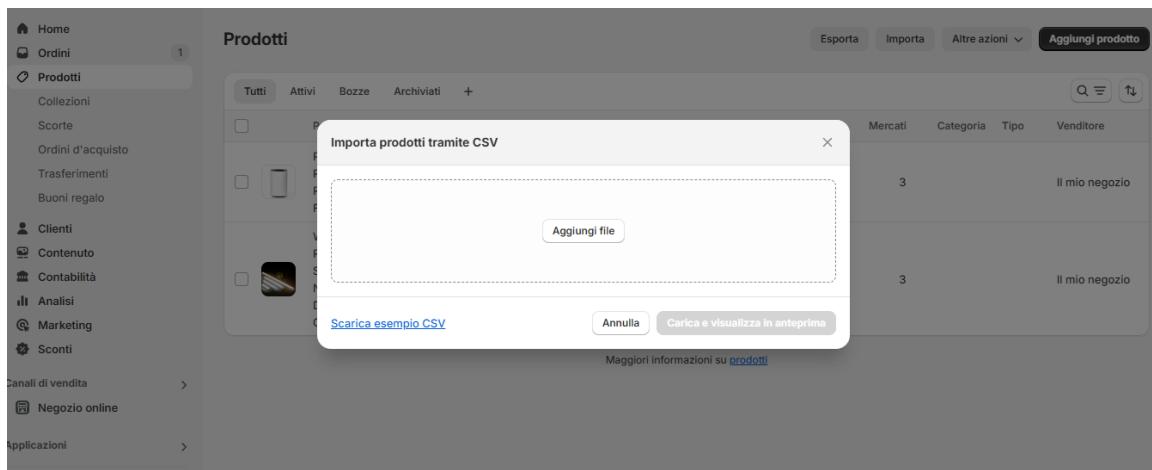
- **Vendor**: indicates the supplier for order fulfillment

- **SKU:** unique product identifier, essential for inventory tracking

Upload the CSV File

1. Go to the “**Products**” section in the Shopify admin
2. Click on “**Import**”

 Fig. 1.21: CSV import in Shopify



Source: Author's screenshot

Next:

3. Choose the CSV file from your device
4. Decide whether to **overwrite existing products** (with the same handle) or upload all as new

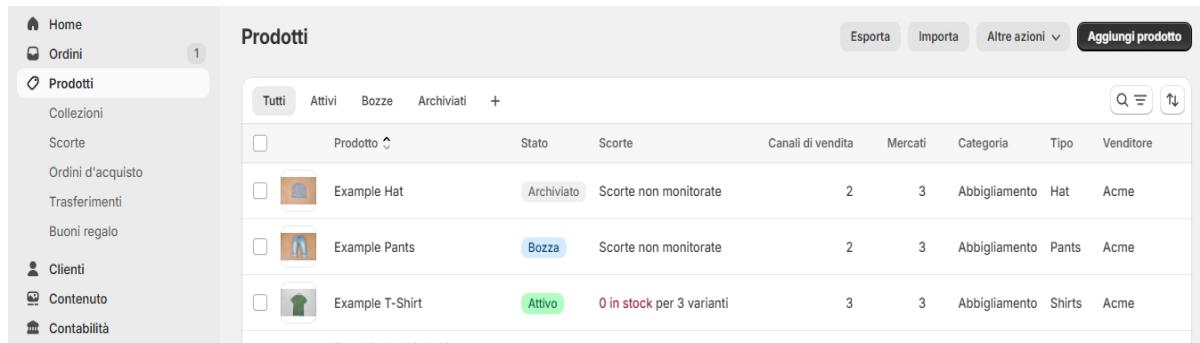
 Fig. 1.22: “Catalog” CSV file upload



Source: Author's screenshot of product import screen

Click “**Upload and preview.**” After a few moments, the products will appear in the “Products” section for final edits before going live.

 Fig. 1.23: Imported products in Shopify



	Prodotto	Stato	Scorte	Canali di vendita	Mercati	Categoria	Tipo	Venditore
<input type="checkbox"/>	Example Hat	Archiviato	Scorte non monitorate	2	3	Abbigliamento	Hat	Acme
<input type="checkbox"/>	Example Pants	Bozza	Scorte non monitorate	2	3	Abbigliamento	Pants	Acme
<input type="checkbox"/>	Example T-Shirt	Attivo	0 in stock per 3 varianti	3	3	Abbigliamento	Shirts	Acme

Source: Author's screenshot

Order Fulfillment Automation

Unlike automated integration, **order fulfillment** using CSV-imported catalogs is **not automatic**. You need to:

- Configure the “**Notifications**” settings in Shopify to send order alerts to suppliers

- Use apps like **Exportify** or **Zapier** from the Shopify App Store to create automated workflows
 - These tools can automatically send the order CSV to the correct supplier based on specific variables.

This approach requires more initial setup but allows integration of catalogs from suppliers **not directly linked to Shopify**, offering greater flexibility and customization.

Editing the Product Page

To access the product editing page, click on the product name in the catalog. From there, the following edits can be made:

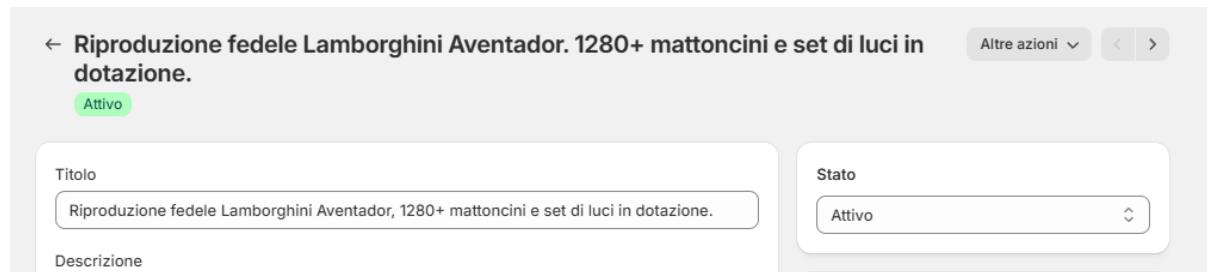
Editing the Title

The title should be clear and attention-grabbing, based on market research results. For example, if your analysis of the building bricks market reveals that consumers value realism and construction challenge, the title should reflect those aspects.

Example:

"Faithful Lamborghini Aventador Replica – 1280+ Bricks with Included Light Set"

Fig. 2.21: Product title example



Source: Author's screenshot of the product editing page

Rewriting the Description

The default product description is often inadequate and should be completely rewritten.

A short and focused description is recommended, emphasizing **product benefits** rather than technical features.

Guiding principle: “Sell the benefits, not the features.”

Fig. 2.22: Product description example

The screenshot shows a product editing interface. At the top, there's a title field containing "Riproduzione fedele Lamborghini Aventador, 1280+ mattoncini e set di luci in dotazione.". Below it is a rich text editor toolbar with various styling options like bold, italic, underline, and alignment. The main content area contains the following text:

Sfreccia in pista direttamente da casa tua con una fedelissima riproduzione in scala 1:14 della mitica Lamborghini Aventador.

Scendi nel paddock diventando un ingegnere meccanico, e sfida te stesso nella costruzione del modellino da 1280+ pezzi.

Il prodotto contiene:

- Scatola esclusiva da esposizione
- 1280+ mattoncini da costruzione
- Set di luci

Source: Author’s screenshot of the product editing page

Media Content

Product **images** must be **high quality** to build trust and capture attention.

Checklist:

- Ensure that images do **not include external logos**, foreign-language text, or branding that may affect credibility.

Remove Unwanted Images:

Select the image and click "**Delete**."

Add New Images:

- Upload images to the store (as you did with the logo and hero image).
- In the media section of the product page, click “+” and select the desired images.

Images can be provided by suppliers or created in-house.

Editing the Price

Shopify assigns a **default price**, but it is advisable to adjust it based on your pricing strategy.

How to Edit the Price:

- Go to the **Price** section in the product page.
- Enter your desired price manually.
- Optionally, add a “**Compare at price**” to highlight any discount or special offer.

 Fig. 2.23: Price editing section



Source: Author's screenshot of the product editing page

Additional Edits

- **Categories and Tags:** Useful for organizing the catalog and improving store navigation.
- **Product Theme:** Allows additional visual customizations.

These options are optional and left to the seller's discretion.

Once all edits are completed, you can preview the product page by clicking the “**eye**” icon in the catalog section.

This feature allows you to verify that the layout, content, and images are correctly configured.

⌚ Fig. 2.24: Updated product page preview



Source: Author's screenshot of the product view page

By following these steps, you can create a **well-structured and optimized product page** that captures customer interest and drives conversions. Additional customizations can be implemented to align the product with your **store's branding and positioning strategy**.

Organizing Products in the Store: Creating Collections

To improve navigation and make the store more intuitive for customers, it's essential to organize products into sections and collections. Below is the step-by-step process to create, populate, and organize collections in your Shopify store.

1. Creating Collections

Steps to Create a Collection:

- **Navigation:** Go to the navigation bar and select “**Products**” > “**Collections**.”
- **Create a New Collection:**
On the page that opens, click “**Create collection**.”

Fig. 2.25: Creating a new collection

The screenshot shows the 'Collezioni' (Collections) page. On the left is a sidebar with various menu items: Home, Ordini (1), Prodotti, Collezioni (selected), Scorte, Ordini d'acquisto, Trasferimenti, Buoni regalo, Clienti, Contenuto, Contabilità, Analisi, Marketing, Sconti, Canali di vendita, Negozio online, Applicazioni, and Impostazioni. The main area is titled 'Collezioni' and contains a table with one row. The table has columns for 'Titolo' (Title), 'Prodotti' (Products), and 'Condizioni del prodotto' (Product conditions). The single row shows 'Homepage' in the 'Titolo' column, '1' in the 'Prodotti' column, and a link 'Maggiori informazioni su collezioni' (More information about collections) in the 'Condizioni del prodotto' column. A 'Crea collezione' (Create collection) button is located at the top right of the main area.

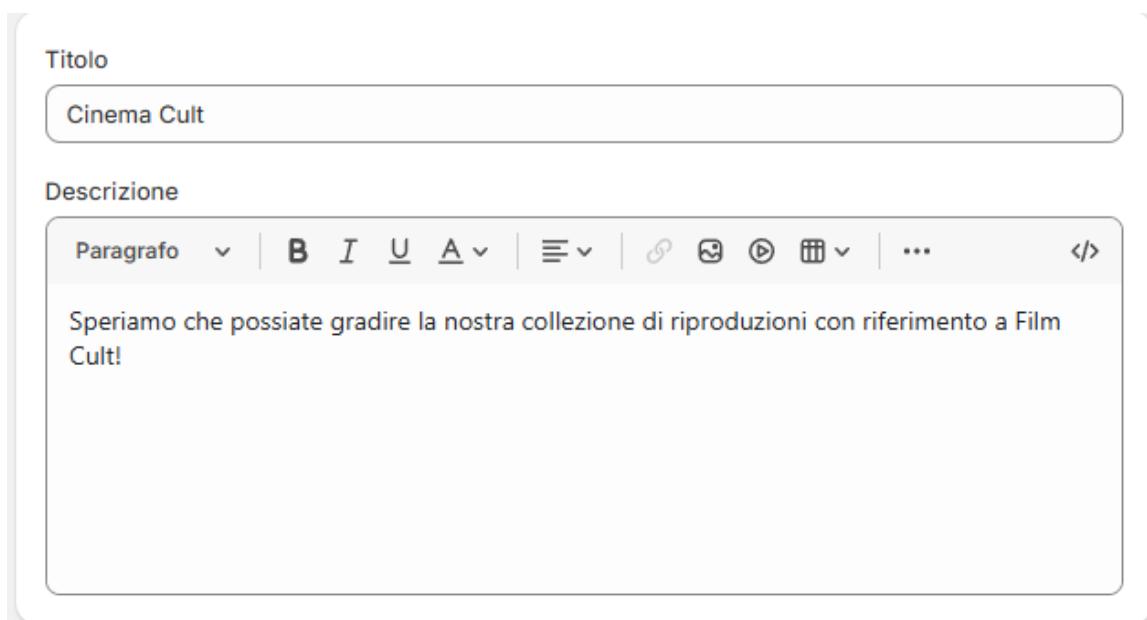
Tutte	+		
<input type="checkbox"/>	Titolo	Prodotti	Condizioni del prodotto
<input type="checkbox"/>	Homepage	1	Maggiori informazioni su collezioni

Source: Author's screenshot of the collections page

- **Title and Description:**
Enter a title and a brief description to encourage users to explore the collection.

Example: Create collections like "Movie Replicas", "Generic Models", and "Cars."

Fig. 2.26: Title and description of a new collection



Source: Author's screenshot of the collection editing page

Important Elements to Check:

- **Publishing:**
Ensure the collection is visible only on the online store (option at the top right).
- **Collection Type:**
Choose whether to add products **manually** or **automatically**. Manual management is recommended for greater control.
- **Cover Image:**
Upload a representative image for the collection, either from existing store images or by uploading new ones.

At this point, your collections will be created and ready to be filled with products.

 Fig. 2.27: Collections created

		Prodotti	Condizioni del prodotto
<input type="checkbox"/>	Titolo		
<input type="checkbox"/>	Auto da corsa Escluso da 2 canali di vendita	0	
<input type="checkbox"/>	Modellini Escluso da 2 canali di vendita	0	
<input type="checkbox"/>	Cinema Cult Escluso da 2 canali di vendita	0	
<input type="checkbox"/> 	Homepage	1	

Maggiori informazioni su [collezioni](#)

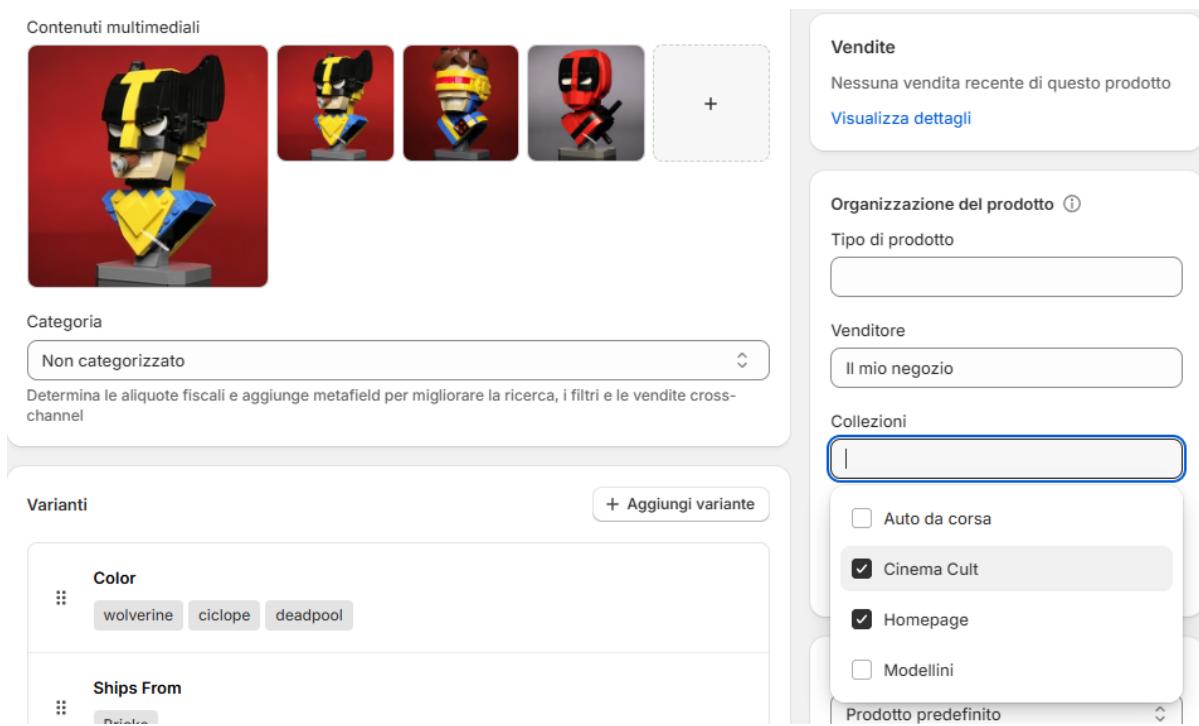
Source: Author's screenshot of the collection overview page

2. Populating Collections

Adding Products to Collections:

- Access the product page you want to add.
- In the **Collections** menu, select the desired collection.

Fig. 2.28: Adding products to collections



The screenshot shows the Shopify product editor interface. On the left, there are sections for 'Contenuti multimediali' (Multimedia content) displaying a bust of Wolverine, 'Categoria' (Category) set to 'Non categorizzato', and 'Varianti' (Variants) with color options 'wolverine', 'ciclope', and 'deadpool'. On the right, the 'Collections' section is open, showing a list of collections: 'Auto da corsa', 'Cinema Cult' (which is checked), 'Homepage', and 'Modellini'. The 'Vendite' (Sales) section indicates 'Nessuna vendita recente di questo prodotto' (No recent sales for this product) and has a 'Visualizza dettagli' (View details) link. The 'Organizzazione del prodotto' (Product organization) section includes fields for 'Tipo di prodotto' (Product type) and 'Venditore' (Seller) set to 'Il mio negozio' (My store). The 'Collezioni' (Collections) section lists the four collections mentioned above.

Source: Author's screenshot of the collection assignment screen

Repeat the process to add products to all created collections.

3. Organizing Collections in the Store

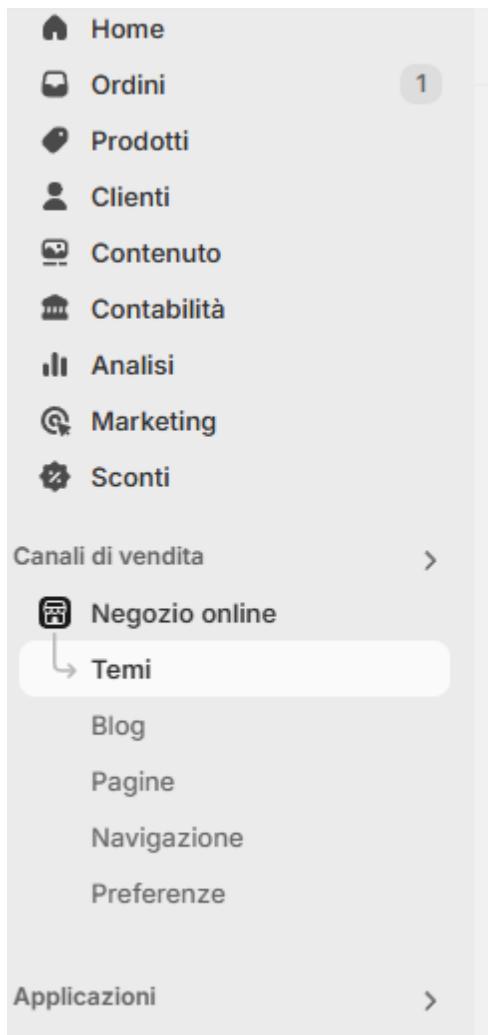
To make collections easily accessible, it's recommended to organize them in a **dropdown menu**.

Creating a Dropdown Menu:

- **Navigation Access:**

Go to “**Online Store**” and select “**Navigation**.”

 Fig. 2.28: Online store themes section



Source: Author's screenshot of Shopify settings page

- **Edit the Main Menu:**
Select “Main Menu.”

⌚ Fig. 2.29: Shopify main menu page

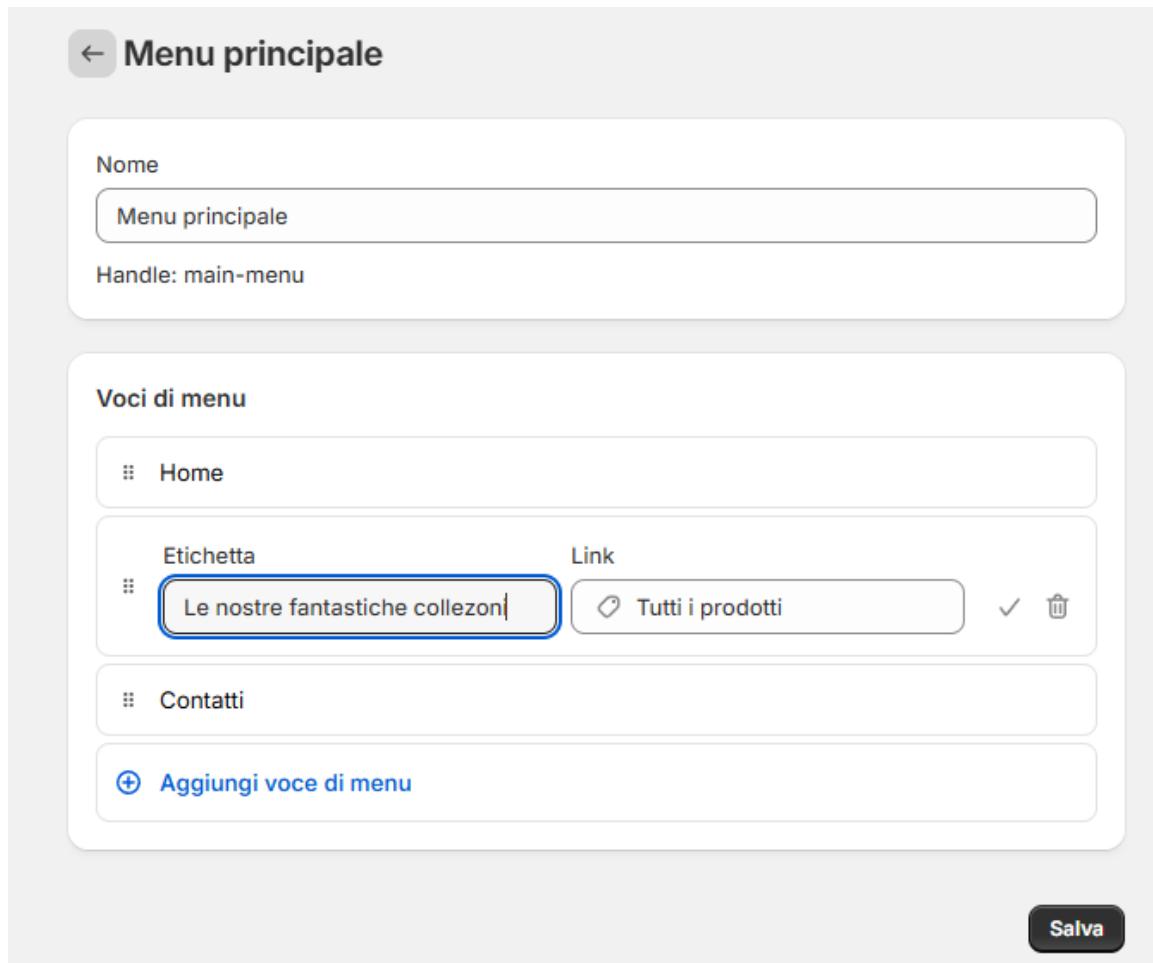
This screenshot shows the Shopify menu editor. At the top, it says 'Menu' and has buttons for 'Reindirizzamenti URL' and 'Crea menu'. The main area displays a table of menu items:

Menu	Voci di menu
Menu principale dell'account cliente	Negozio, Ordini
Menu principale	Home, Catalogo, Contatti
Menu footer	Cerca

Source: Author's screenshot

- **Customize the “Catalog” label,** renaming it to something more engaging (e.g., “Our Amazing Collections”).

⌚ Fig. 2.30: Editing menu labels

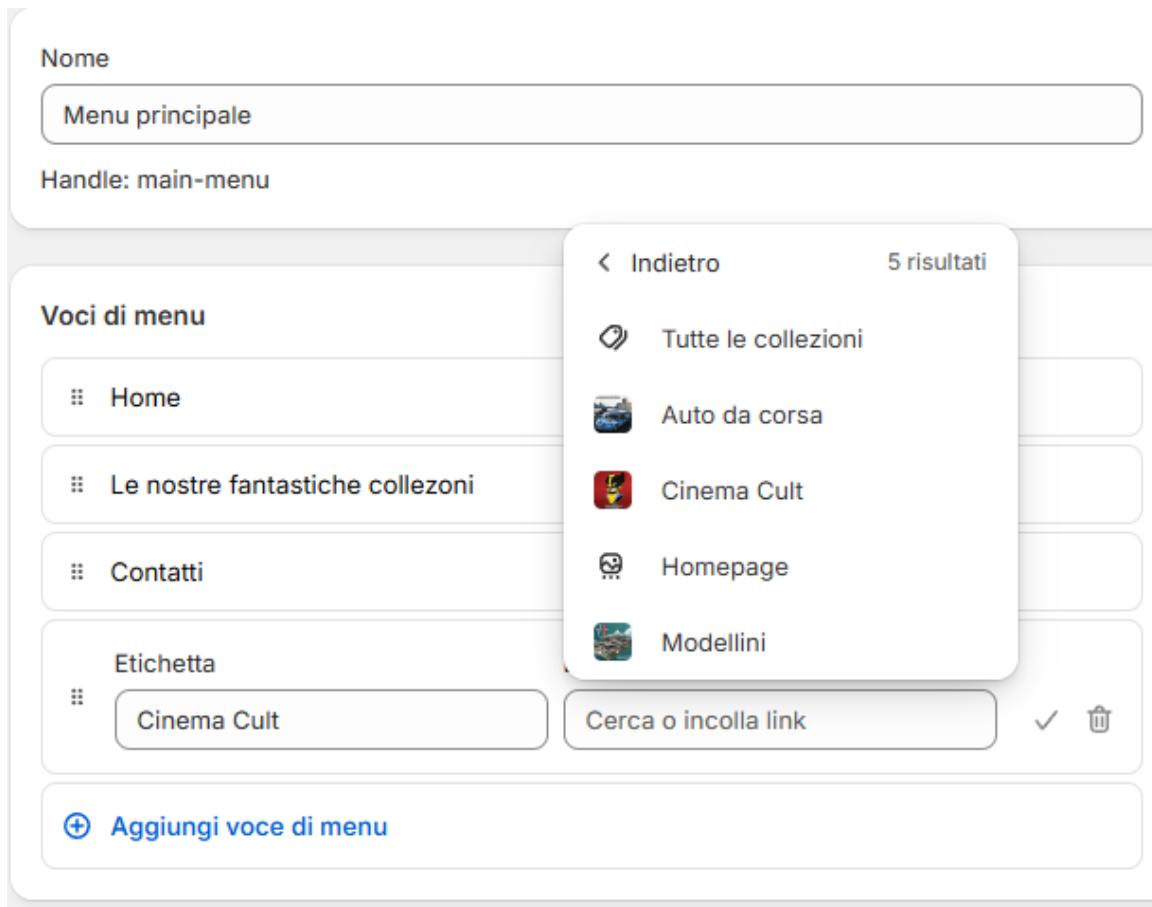


Source: Author's screenshot of the menu label editing page

Add Menu Items:

- Click “**Add menu item.**”
- Enter a display label and select the corresponding collection.
- Repeat for all collections.

⌚ Fig. 2.31: Linking to the desired collection



Source: Author's screenshot

Hierarchical Organization:

Drag each menu item under the main label (e.g., “Our Amazing Collections”) and indent them to create a dropdown structure.

Once all steps are completed:

- **Save the changes.**
- **Check** that the collections are properly imported and organized.

The website should now feature a **professional and intuitive dropdown menu**. If everything has been done correctly, the result will be a clearer user interface and an improved browsing experience.

💡 Fig. 2.32: Homepage appearance



Fig. 2.33: Collection display

Source: Author's screenshots

Considerations

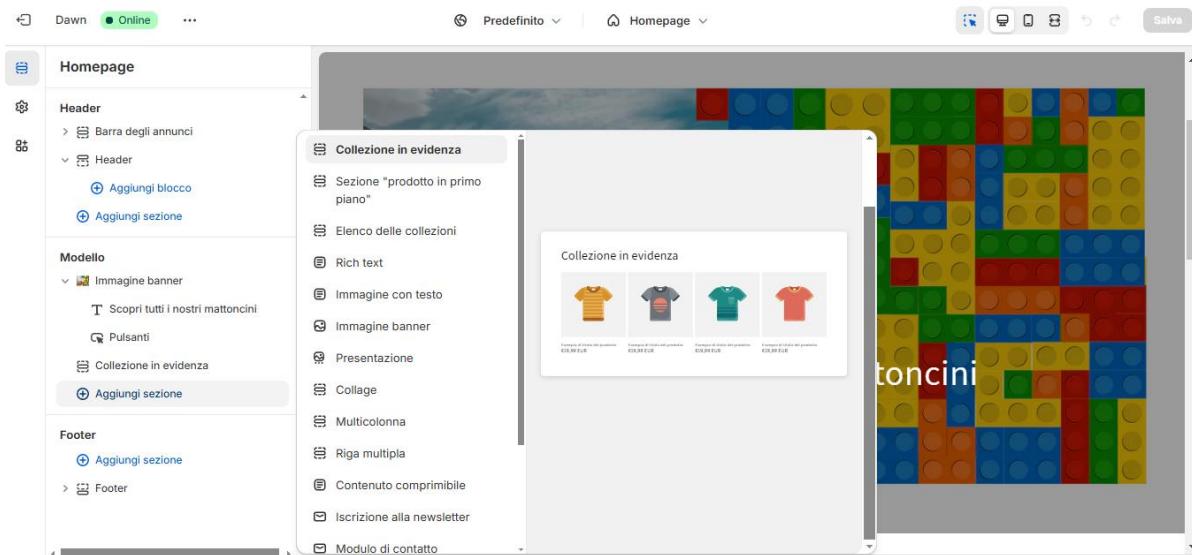
This section has illustrated the **key elements and steps** needed to customize and organize a Shopify store. These fundamentals serve as the foundation for building a **functional and well-organized online store**, ensuring a smooth and effective user experience.

Once the basics are mastered, the seller can further enhance the store with additional **features and sections**, depending on insights gained from market analysis. However, these enhancements are optional and not strictly necessary.

To avoid overloading this guide with excessive detail, we'll simply provide a **preview of some interesting options** available in the theme customization section:

- **Image with Text:** Perfect for highlighting a best-seller or a featured offer.
- **Promotional Banners:** Great for announcing promotions or new arrivals.
- **Image Slideshows or Collages:** To create a dynamic and visually engaging layout.
- **Testimonials:** To display customer reviews or feedback.

 Fig. 2.34: Examples of additional sections to include



Source: Author's screenshot of the section editor

Shopify also offers a vast catalog of apps to add advanced functionality and improve the overall user experience.

Avoid Overload

During customization, it is crucial to avoid adding too much information or too many features, as this may affect **site navigation and loading speed**. According to best

practices, an overly complex layout can confuse users and reduce the store's effectiveness.

3.3 Checkout and Payment Methods

To offer a **smooth and secure purchasing experience**, managing payment methods is a crucial element for any e-commerce store. In this section, we'll explore what a **payment gateway** is, its importance to consumers, and how to implement it on **Shopify**.

What Is a Payment Gateway?

A **payment gateway** is a key technology that enables the **secure transfer of funds** between the customer and the seller. This system:

- Securely transmits payment information from the customer to the seller.
- Authorizes transactions in real time.
- Ensures the efficiency and security of online financial operations.

The payment gateway acts as an intermediary between the customer's and the seller's bank accounts, managing verification and fund transfer processes.³⁵

Security Protocols

Online transactions come with risks such as fraud or data theft. To reduce these risks, payment gateways implement security protocols, including:³⁶

- **Address Verification System (AVS):** Compares the billing address entered by the customer with the one registered to the card.
- **Card Security Code (CV2):** Requires the 3-digit security code from the card.
- **3D Secure Password:** Adds an extra level of authentication during the transaction.

These mechanisms not only protect customers' sensitive information, but also ensure that transactions are smooth and error-free.

Benefits of an Effective Payment Gateway

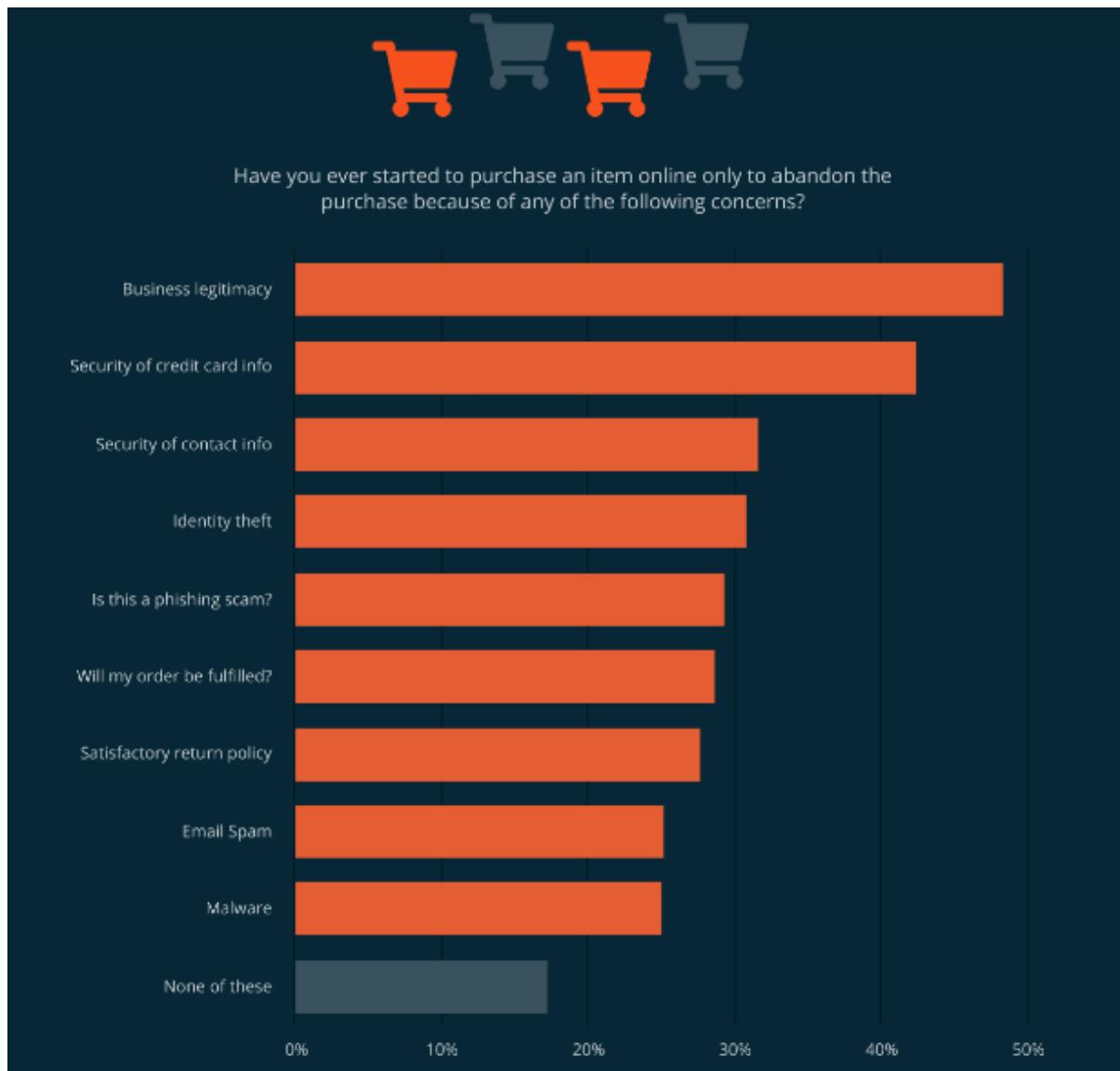
- Consolidates payments from different banks into a single platform
- Processes multiple transactions simultaneously
- Allows automatic refunds
- Reduces the risk of fraud

Perceived Security in Online Payments

A 2022 study by TrustedSite revealed key insights into consumer perceptions:³⁷

- **Security Concerns:** Over 40% of respondents had abandoned a shopping cart at least once due to concerns about credit card security.

 Fig. 2.35: Statistics – Importance of Payment Gateways



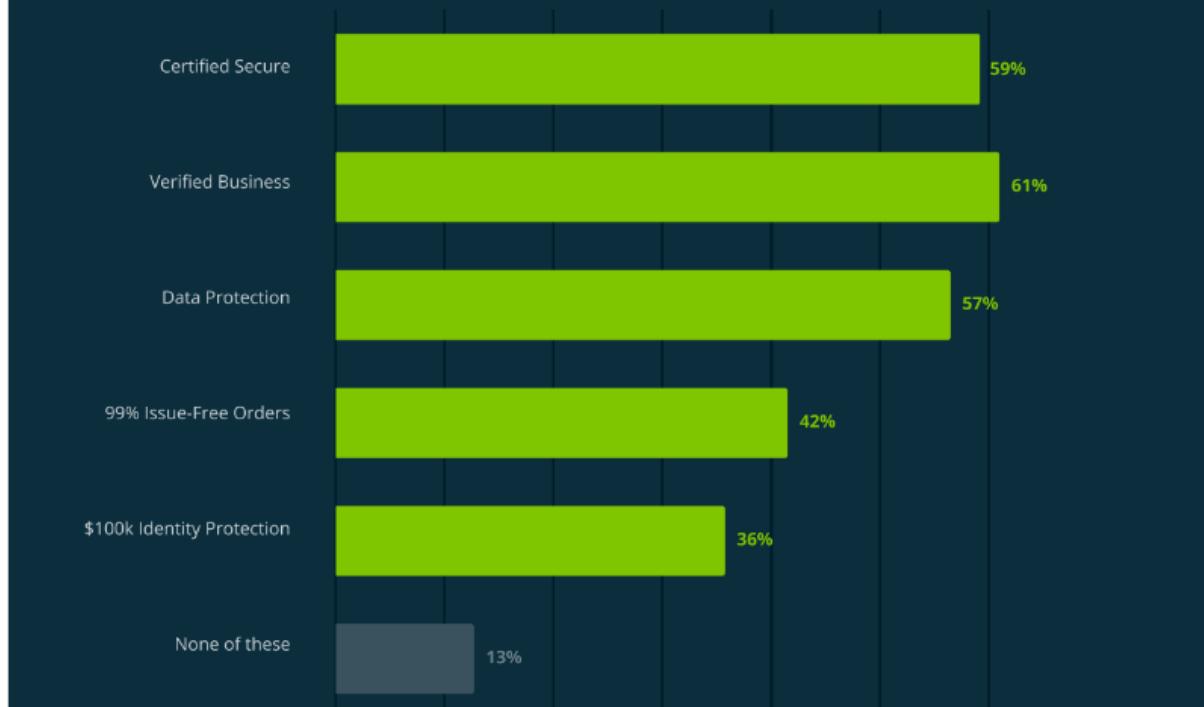
Source: TrustedSite (2022)

- **Preference for Verified Systems:** 59% of participants were more likely to complete a purchase if the payment was verified by a **trusted third party**, such as a payment gateway.

 Fig. 2.36: Sales increase with a verified payment system

Third-party verification of claims can increase sales

Which of the following statements verified by a third-party entity would increase the likelihood of making a purchase on an unfamiliar site?



Source: TrustedSite (2022)

These data underline the importance of choosing a **secure payment system** to protect customer data and **increase trust** in your platform.

Implementing Payment Methods on Shopify

The process of setting up payment methods on **Shopify** is simple and guided. However, a **fundamental requirement** for configuring payment methods is the **prior creation of a business entity**.

Since the procedure for forming a company varies by location and involves legal and tax aspects, it is **strongly recommended** to consult a qualified professional.

Without the required business information, the payment configuration process on Shopify **cannot be completed**.

Steps to Configure Payment Methods

1. Access Settings

From your Shopify admin panel, go to “**Settings**” and select “**Payments**.“

2. Select Your Preferred Option

Shopify offers two main options:

- **Shopify Payments:**

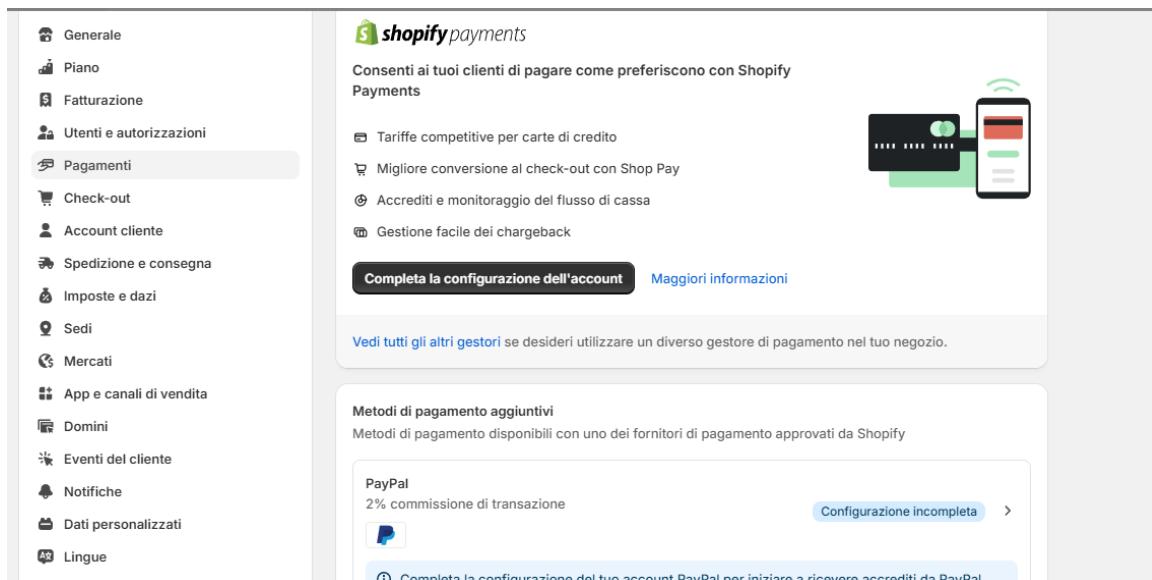
Accepts a wide range of payment methods, including Visa, Mastercard, and other debit or credit cards (availability varies by region).

- **PayPal:**

Allows payments from both PayPal accounts and major credit/debit cards.

It's a versatile, highly functional option for managing payments in a centralized way.

 Fig. 2.37: Payment method configuration screen



Source: Author's screenshot

3. Complete the Guided Setup

Once you've selected your preferred method, simply follow the **step-by-step guide** provided by Shopify.

The process is user-friendly and doesn't require advanced technical skills.

When setup is complete, the selected payment method will be **active and ready** to process customer orders.

Thanks to the flexibility of **Shopify Payments and PayPal**, sellers can offer their customers a **diverse range of payment options**, improving the shopping experience and **increasing trust** in the online store.

Checkout: Shipping and Checkout Page Customization

Configuring the checkout page is a **crucial step** in delivering a smooth and personalized buying experience.

Before customizing the checkout itself, it is essential to **organize your shipping methods** and define related costs.

Shipping Configuration

Shipping times and costs are determined by the **suppliers**. Therefore, it's important to verify this information when selecting and uploading products.

The way this data is retrieved depends on the supplier. For example, with **DSers**, shipping time and cost details are easily accessible directly from the product page.

It is recommended to select products with **shipping times under 15 days** and **costs under \$5**, to maintain competitive profit margins.

How to Customize Shipping Options on Shopify

Access the Shipping Section

From the admin panel, go to **Settings** and select **Shipping and Delivery**.

A page with information about your **shipping zones** will appear.

Editing the Shipping Rate

In the section labeled **Standard**, click the **three dots (•••)** next to it and select “**Edit rate**.”

 Fig. 2.38: Editing shipping rate settings

Zone di spedizione	Aggiungi zona di spedizione
 Internazionale • Emirati Arabi Uniti, Australia, Canada, 11 in più	... 19,99 € ...
i I clienti in Internazionale non potranno eseguire il check-out perché tutti i paesi/regioni sono in un mercato inattivo. Per attivare, vai ai Mercati .	
Standard Ordini 0,00 € e oltre	19,99 € ...
+ Aggiungi tariffa	
 Italia • Italia	... Gratuito ...
Standard Da 2 a 6 giorni lavorativi • Ordini 50,00 € e oltre	9,99 € ...
Standard Da 2 a 6 giorni lavorativi • Ordini 0,00 € e oltre	9,99 € ...
+ Aggiungi tariffa	
 UE (Unione Europea) • Austria, Belgio, Bulgaria, 23 in più

Source: Author's screenshot

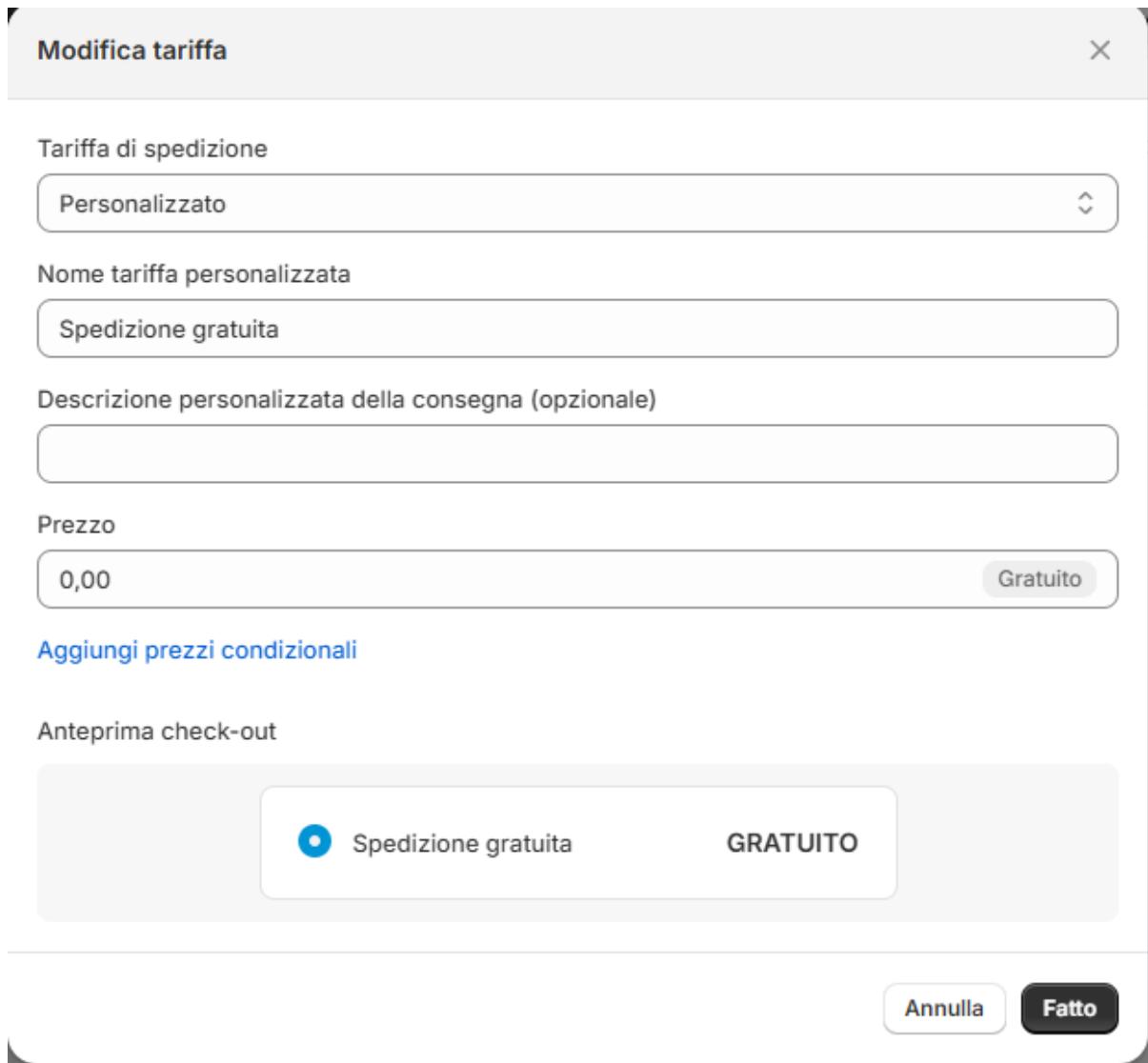
Customizing the Rate

To encourage purchases and build customer trust, it is advisable to **offer free shipping**. If shipping costs were correctly verified during product selection, this option will not compromise your profit margins.

Follow these steps:

- Rename the custom shipping rate to “**Free Shipping**”
- Set the **price to \$0**

 Fig. 2.39: Setting free shipping rate



Source: Author's screenshot

These steps correctly configure the **custom shipping rate** for the selected geographic zone.

Apply to Multiple Geographic Zones

Repeat the same procedure for all desired shipping zones, always verifying the **delivery times and costs** provided by each supplier.

Communicating Free Shipping

Offering free shipping is a **strong competitive advantage**. To highlight this benefit, it is recommended to display it using an **announcement bar**.

To Configure the Announcement Bar:

1. Go to the **theme customization** page
2. Open the **announcement bar section**
3. Modify the text to clearly state that shipping is free for all orders

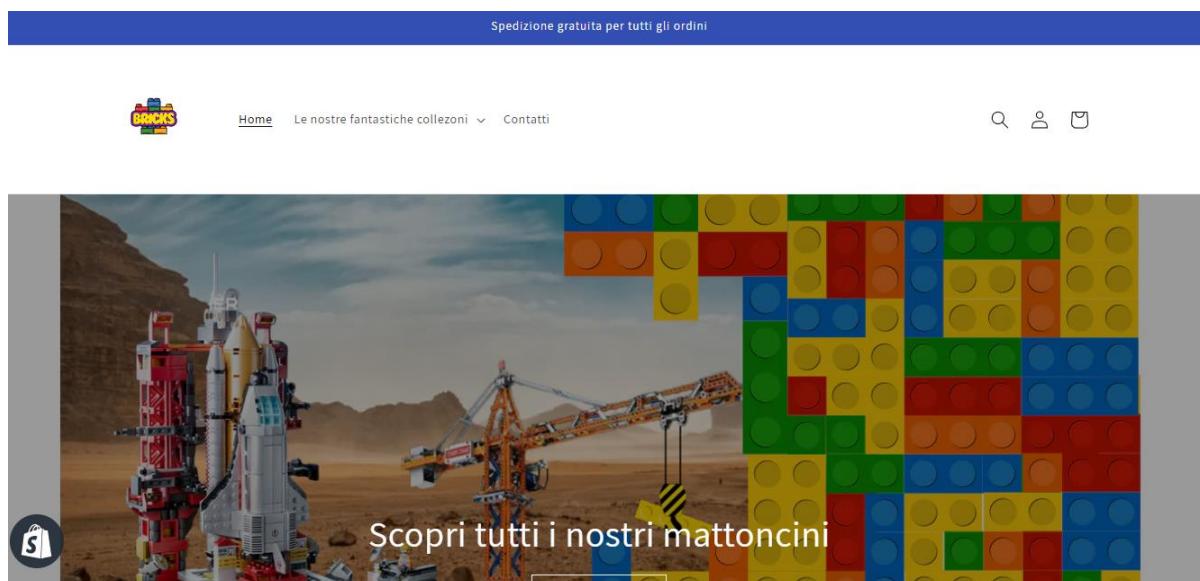
 Fig. 2.40: Editing the announcement bar



Source: Author's screenshot

If needed, adjust the **color or design** to make the message more **visible and eye-catching**.

 Fig. 2.41: Final result of the announcement bar



Source: Author's screenshot

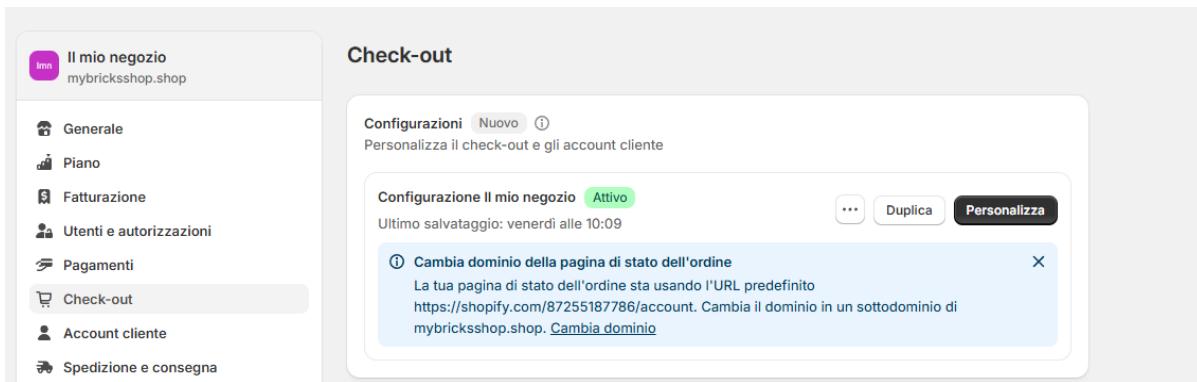
Customizing the Checkout Page

Once the shipping options have been configured, you can proceed to **customize the checkout page**. Here are the steps:

1. Go to **Settings** and select **Checkout**
2. Click the “**Customize**” button

In the customization section, you can:

 Fig. 2.42: Checkout customization menu



Source: Author’s screenshot of the checkout settings page

- **Add your brand logo** to reinforce visual identity
- **Upload a background image**
- **Modify the layout** to match your brand’s style

These customizations enhance the **user experience** and reinforce the perception of purchasing from a **professional and trustworthy brand**.

Once this step is completed, your store will be properly configured for **efficient shipping management** and will offer a **personalized checkout**, ready to meet customer expectations.

In the next section, we’ll explore a key element for e-commerce success: **customer service**.

3.4 Customer Service

Shipping Policy

In the previous section, we configured free shipping settings and made them visible on the homepage. However, this information alone may not be sufficient to meet customers' expectations for clarity.

Failing to provide detailed explanations can lead to two main issues:

- An **increase in customer service emails**, creating more work for your team
- **Potential cart abandonment**, as users may be discouraged by unclear terms

To avoid these issues, it is highly recommended to create a **dedicated Shipping Policy page** with detailed and complete information.

Steps to Create the Shipping Policy Page

Access the Pages Section

From the Shopify admin panel, go to **Online Store > Pages**
Click on “**Add Page**”

Page Title

Assign a clear and descriptive title, such as “**Shipping Policy**”, to help users easily identify the content.

Page Content

Enter detailed text that explains your shipping policies.
You may use templates found online as a starting point or write the content from scratch.

The content should be **transparent and informative**, and include:

- Estimated shipping times
- Any geographic restrictions
- Order tracking instructions

Fig. 2.43: Creating a Shipping Policy Page

The screenshot shows a user interface for creating a shipping policy page. At the top, there is a title field labeled "Titolo" containing "Politiche di spedizione". Below it is a content editor area labeled "Contenuto". The content editor features a toolbar with various icons for text styling (bold, italic, underline, etc.) and a WYSIWYG editor. The main text area contains the following content:

La spedizione del tuo prodotto è la nostra massima priorità e ogni giorno spediamo centinaia di prodotti a clienti soddisfatti in tutto il mondo. Tuttavia, poiché la maggior parte dei nostri magazzini si trova a livello internazionale, i tempi di spedizione e gestione possono variare e, pertanto, non siamo in grado di offrire la consegna in giornata successiva.

Tempi di elaborazione: Non appena riceviamo il tuo pagamento, inviamo immediatamente il tuo ordine ai nostri fornitori per la verifica dell'ordine, la personalizzazione, il controllo qualità e l'imballaggio, operazioni che possono richiedere ulteriori 1-4 giorni.

Tempi di spedizione: Questo si riferisce al tempo necessario affinché gli articoli vengano spediti dal nostro magazzino alla destinazione, che tipicamente varia tra i 10 e i 15 giorni, sebbene i tempi di spedizione effettivi possano variare.

Tracking: Non appena il tuo ordine viene spedito, riceverai un'email di conferma contenente un numero di tracciamento, che ti consentirà di localizzare facilmente il tuo prodotto direttamente dal nostro sito web in qualsiasi momento (link alla pagina di tracciamento). Si prega di notare che, sebbene la maggior parte delle nostre compagnie di spedizione offra un servizio di tracciamento, non possiamo garantirlo in tutti i casi.

Source: Author's screenshot

Page Organization

After saving the page, it needs to be integrated into the site in a way that is easy to find. The integration and placement within the website will be covered in a later section.

A good example of a shipping policy page might include a **clear introduction**, followed by **structured sections** that answer common customer questions.

This improves the **user experience**, reduces customer service workload, and builds **trust in the brand**.

By following these steps, you'll offer clear and complete information that makes the buying process easier and removes potential obstacles to purchase.

Contact Page

An effective **Contact page** is essential to improve the user experience and build trust with your brand.

Although Shopify automatically creates a default Contact page when the store is activated, the default layout may not fully suit your needs.

Below is a step-by-step guide to **replace the default Contact page** with a **custom version** that is more functional and appealing.

Remove the Default Contact Page

1. Go to your store settings and open the **Pages** section
2. Locate the automatically created **Contact page** and click **Delete**

Create a New Contact Page

1. Add a New Page

In the **Pages** section, click “**Add Page**”

2. Set a Title

Use a clear and simple title like “**Contact Us**”, so users immediately understand its purpose

3. Enter the Content

The content should be structured to build **trust and connection** with the user.

It's advisable to include:

- a. **Emotional elements:** Thank the visitor for reaching the page
- b. **Personal touches:** Mention your name or add a direct reference to humanize the interaction
- c. **Professional email address:** Use the one previously created with your custom domain. This adds **credibility and professionalism**

 Fig. 2.44: Creating the “Contact Us” Page

Titolo

Contattaci

Contenuto

Ciao,

Grazie di essere entrato sul nostro sito.

Io sono Tommaso e ho raccolto una collezione dei migliori set dei prodotti a cui sono più appassionato. I mattoncini da costruzione! Spero vivamente che il negozio sia di tuo gradimento.

Se hai domande o dubbi, per favore non esitare a contattarmi all'indirizzo:
Info@bricksshop.shop

Inserzione sui motori di ricerca

Il mio negozio
<https://mybricksshop.shop> > pages > contattaci

Contattaci

Source: Author's screenshot

Make the Page Accessible to Users

To ensure visibility, add the new contact page to your **homepage navigation menu**.

Follow the same process explained earlier when organizing product collections:

1. Go to the **Navigation** section
2. Select the desired menu
3. Add the new **Contact page** as a **menu item**

Creating and Implementing Store Policies

Adding **policies** is an essential step for every e-commerce website, especially regarding **terms and conditions**, **privacy policies**, and **return policies**. These sections are not optional—they are **mandatory** to ensure legal compliance and to build customer trust.

⚠ Note: The content in this section is for practical purposes only and does not constitute legal advice. For drafting legally compliant policies—especially those related to **GDPR** in the EU—it is **highly recommended** to consult a specialized legal professional.

Creating Policy Pages

Access the Legal Pages Section

From your Shopify admin, go to **Settings > Policies**.

This will open a page where you can manage the store's legal policies.

⌚ Fig. 2.45: Policy editing settings

The screenshot shows the 'Policies' section in the Shopify Admin. It lists six policy types with their current status and a 'View' button:

Poli... c... che	C... on... tato a	St... atu... to	A... zione
Politica di reso e rimborso	Nessuna politica impostata	>	
Informativa sulla privacy	Automatizzato	>	
Termini e condizioni del servizio	Nessuna politica impostata	>	
Informativa sulle spedizioni	Nessuna politica impostata	>	
Informazioni di contatto	Richiesto	>	
Informativa legale	Nessuna politica impostata	>	

Source: Author's screenshot

Auto-Generating Policy Pages

Shopify offers **pre-built templates** for the most common policies:

- **Refund Policy**
- **Privacy Policy**
- **Terms of Service**

To use these templates, select each policy type and fill in the required fields (e.g., your business email address).

🔴 Even though templates are convenient, it is **strongly recommended** to have them **reviewed by a legal expert**, especially the **Privacy Policy**, which must comply with strict laws like the **GDPR**.

Making Policies Easily Accessible

Once your policies are created, you should make them **easy to find** on your website. The most common solution is to add them to the **footer menu**.

Creating the Footer Menu

1. Go to **Online Store > Navigation**
2. Select the **Footer Menu** option

⌚ *Fig. 2.46: Creating the footer menu*

Homepage

Header

>  Barra degli annunci

> Header 

 Aggiungi sezione

Modello

✓  Immagine banner

 Scopri tutti i nostri mattoncini

 Pulsanti

 Collezione in evidenza

 Aggiungi sezione

Footer

 Aggiungi sezione

✓  Footer

 Aggiungi blocco

Source: Author's screenshot

Click **Add menu item**, assign a label (e.g., "**Terms & Conditions**"), and link it to the relevant policy page.

Repeat the process for all policy pages, then **save the changes**.

Displaying the Footer Menu on the Website

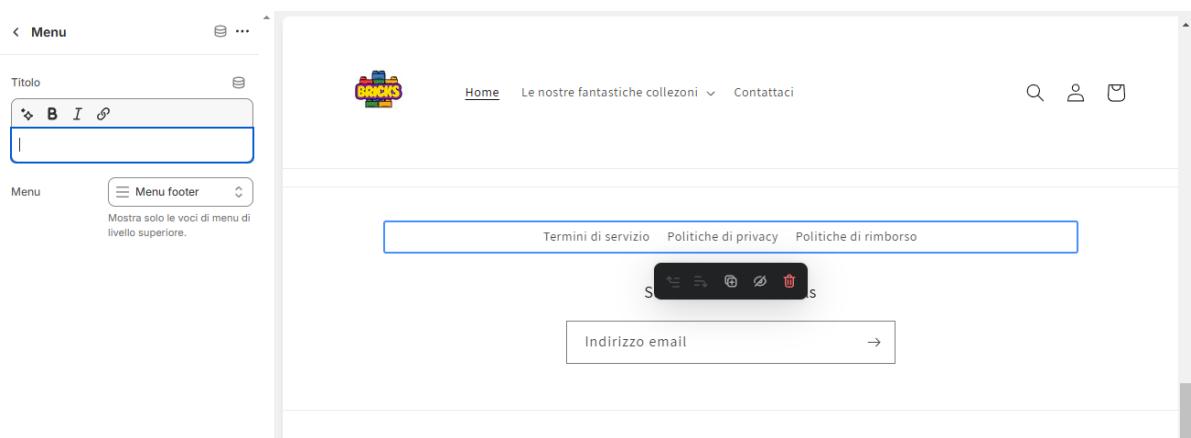
1. Go to the **Theme Editor**
2. Navigate to the **Footer section**
3. Click **Add block**, select the **Menu** block, and connect it to the new footer menu you just created

Customizing the Footer

Removing Unnecessary Elements

- Delete default headings such as "**Quick Links**" by selecting the item and clearing the text

 Fig. 2.47: Removing Quick Links title

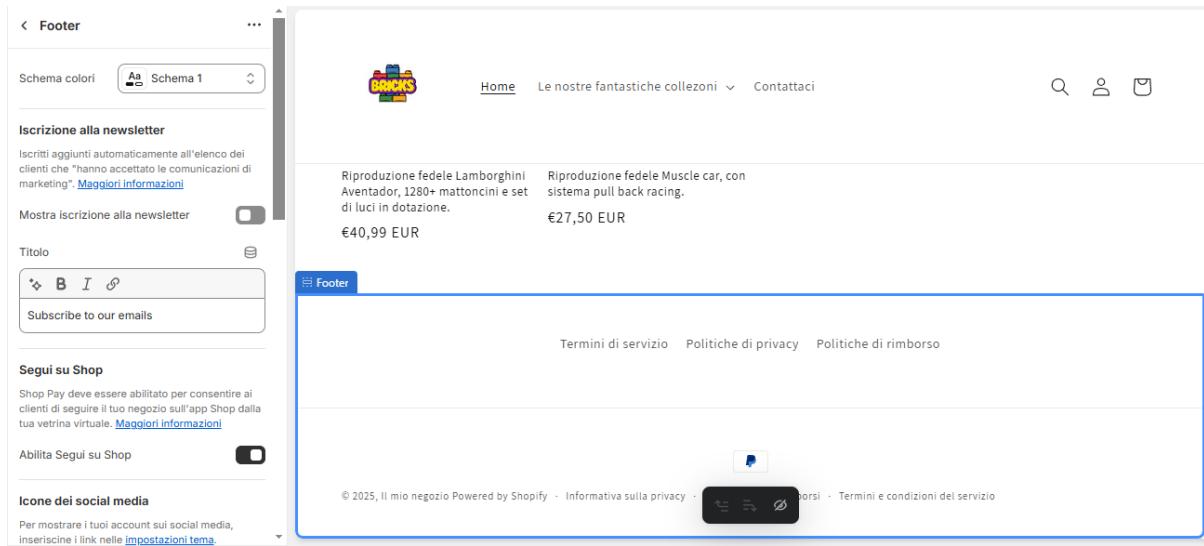


Source: Author's screenshot

Disable Newsletter Signup Box

Uncheck the "**Show newsletter signup**" option in the footer settings panel. This element will be covered in a future section.

 Fig. 2.48: Disabling email subscription field



Source: Author's screenshot

Confirm and Save Changes

Once all steps are completed, save your changes.

The footer will now be fully functional and clearly display all your **legal policy pages** in a visible and accessible way.

By following these steps, your policies will be **easy to locate** and help enhance **user experience** while keeping your site compliant with current **legal standards**.

FAQ (Frequently Asked Questions)

Creating a **dedicated FAQ section** is an effective strategy to guide users toward purchase.

The buying process often begins with a **search for information**, especially when the products are new or not well-known—just like in a newly launched store.

An FAQ page can help build **trust** while also **reducing customer service workload**, avoiding repetitive inquiries.

How to Create an FAQ Page

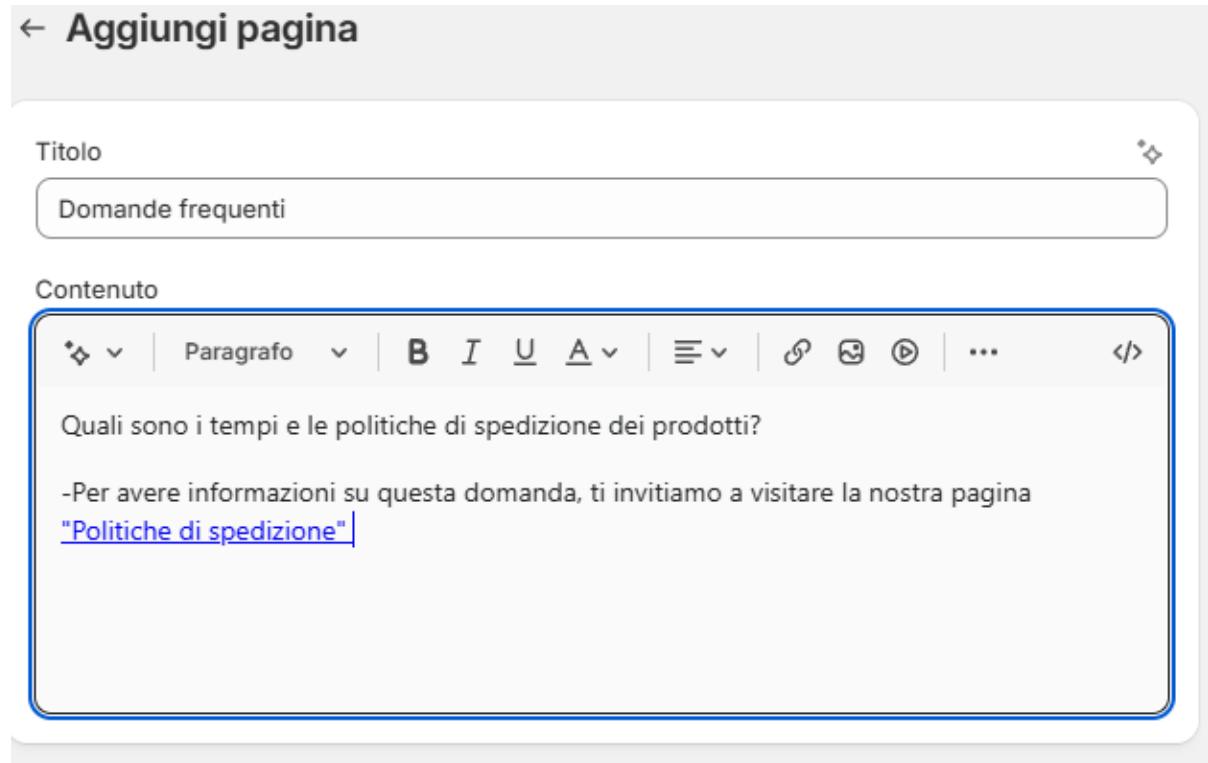
Step 1 – Create a New Page:

- Go to **Online Store > Pages**
- Click “**Add Page**”

Step 2 – Configure the Page:

- Title the page clearly, e.g., “**Frequently Asked Questions**”
- Manually add content by listing common questions and providing clear answers
- You can insert **hyperlinks** into your answers:
 - Write the text
 - Open the target page in another tab
 - Highlight the word or phrase you want to link
 - Click “**Insert Link**”
 - Paste the URL

Fig. 2.49: Creating the FAQ page



Source: Author's screenshot

This method allows you to **link directly** to useful pages, such as your **Shipping Policy**. Repeat this process for each question-answer pair.

Example:

If a common question is about shipping times, link to the Shipping Policy page for detailed information.

Once all sections are created, organize the pages to ensure they are easily accessible.

Customer Service Menu

Create a dropdown menu following the same method used for organizing product collections.

Label it “**Customer Service**”, and add the following items:

- Shipping Policy
- Contact Us
- FAQ

 Fig. 2.50: Creating the Customer Service Menu



 Fig. 2.51: Final menu appearance



Source: Author's screenshots

This creates a **dedicated, easily accessible area** for customer support, enhancing the professionalism and usability of your store.

Live Chat & Email Collection

Adding a **live chat** feature to your store is highly recommended.

It improves the user experience by offering **instant responses** and helps gather **email leads** for future email marketing campaigns.

For this example, we'll use **Tidio**, a popular and well-rated live chat app from the Shopify App Store.

How to Install Tidio

Step 1 – App Installation

- Go to the **Shopify App Store**, search for “**Tidio**”, and install it

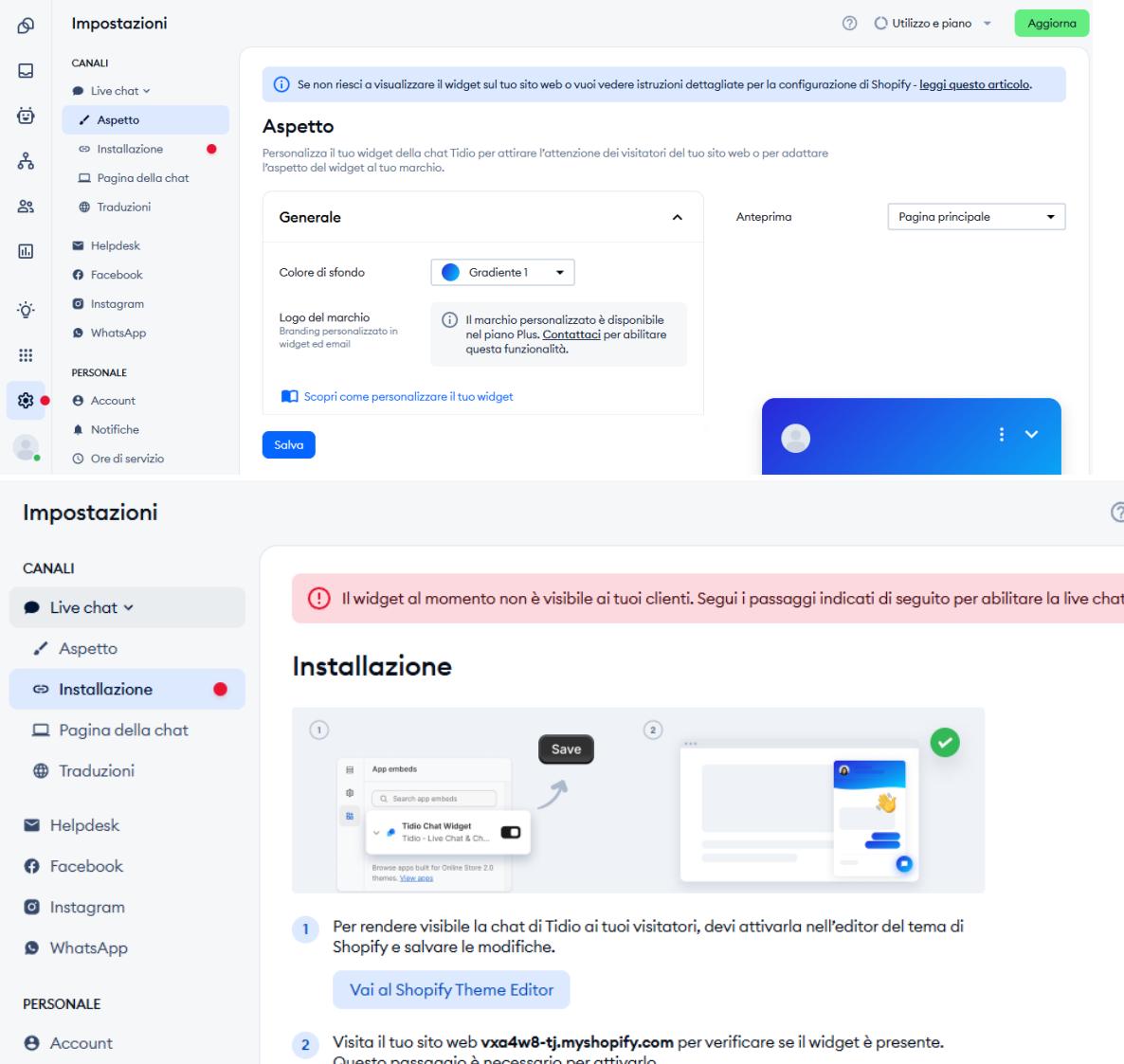
Step 2 – Account Setup

- Create a Tidio account
- Complete the onboarding questionnaire for a customized setup

Step 3 – Activate the Chat on Your Store

- Go to the app’s homepage
- Click on the **Settings** icon
- Select “**Installation**”

 Fig. 2.52 & 2.53: Tidio settings and installation



The screenshots illustrate the configuration and installation process for the Tidio live chat widget. The top screenshot shows the 'Aspetto' (Appearance) settings, allowing users to personalize the widget's look with various themes and branding options. The bottom screenshot shows the 'Installazione' (Installation) section, providing step-by-step instructions for integrating the widget into a Shopify store, including a visual guide of the Shopify Theme Editor interface.

Source: Author's screenshots

- Click “**Go to Shopify Theme Editor**”
- Save your changes

The live chat is now **active on your store**, allowing users to chat in real-time.

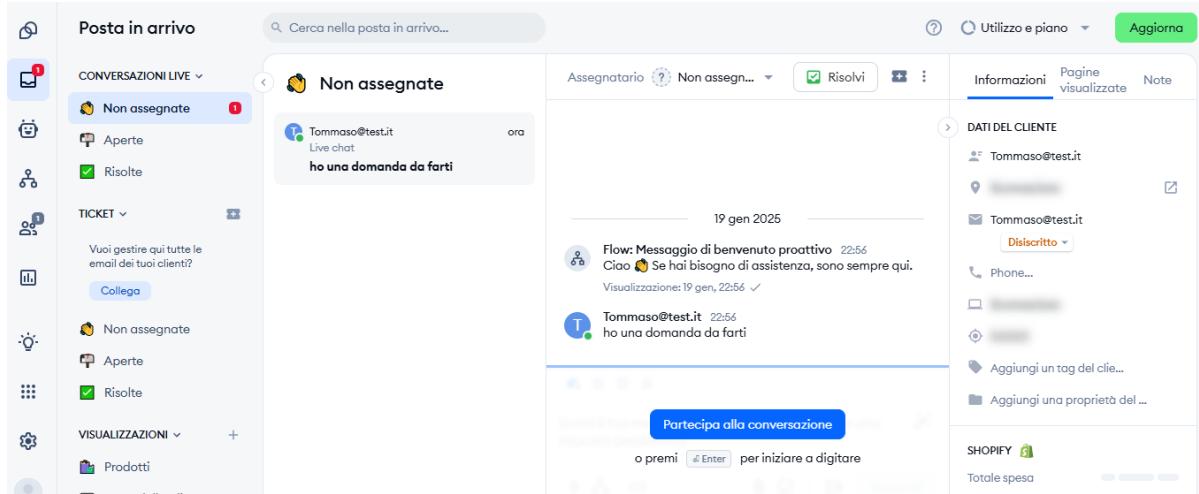
Managing Conversations

To monitor active chats:

1. Go to the “**Chat**” section

- 2. Click “Unassigned”**
- 3. Press “Join Conversation”**

⌚ Fig. 2.54: Managing conversations



Source: Author's screenshot

You can also:

- Customize notifications
- Set business hours to manage customer expectations

Set an Offline Message

To set a reassuring message when you're not online:

- 1. Go to **Settings > Appearance > Chat****
- 2. Modify the **Offline Message** field**

⌚ Fig. 2.55: Editing the offline message

The screenshot shows the 'CONTENTO' section of the Bricks AI dashboard. At the top, there are four navigation icons: 'Pagina principale' (Home), 'Chat' (selected), 'Sondaggio pre-chat' (Pre-chat survey), and 'Ridotto' (Reduced). Below this, a text area says 'Qui avvengono tutte le conversazioni con Lyro, gli operatori e i Flussi.' (Here all conversations with Lyro, operators and Flows happen). There are three status options: 'Stato online' (Online) with a button 'Rispondiamo immediatamente' (Reply immediately), 'Stato offline' (Offline) with a link '(modifica l'orario online)' (Edit online schedule) and a message 'Di solito rispondiamo entro pochi minuti.' (Usually we reply within a few minutes), and 'Messaggio offline' (Offline message) which contains the text 'Al momento non siamo disponibili. Su Bricks non parlerai mai con un bot, ma sempre con un operatore. Appena uno di noi sarà disponibile, verrai immediatamente ricontattato.' (At the moment we are not available. On Bricks you will never talk to a bot, but always to an operator. As soon as one of us is available, you will be immediately recontacted.). Below these settings is a toggle switch labeled 'Consenti ai visitatori di...' (Allow visitors to...) with a question mark icon, and a blue 'Salva' (Save) button.

Source: Author's screenshot

Recommended message:

"Thanks for reaching out! We're currently offline but will get back to you as soon as possible. On our store, you always speak with a real person!"

Using Live Chat for Email Collection

Live chat isn't just for customer service—it can also help collect emails for marketing.

Customize the Bot's Pre-Chat Message

1. Go to Appearance > Pre-Chat Message

2. Edit the message to encourage users to leave a real email

Example message:

“Please enter your email in case of connection issues so we can reach out to you.”

⌚ Fig. 2.56: Editing the pre-chat message

The image shows two screenshots. On the left is a configuration interface titled 'Contenuto' (Content). It has tabs for 'Pagina principale' (Main page), 'Chat', 'Sondaggio pre-chat' (Pre-chat survey), and 'Ridotto'. The 'Sondaggio pre-chat' tab is selected. Below it, there's a note: 'Chiedi ai tuoi visitatori le loro informazioni personali (ad esempio, l'email) prima che venga avviata la conversazione. Il sondaggio sarà obbligatorio.' A 'Visualizza' (Preview) button is shown as a switch, which is turned on. Under 'Messaggio' (Message), there's a text input field containing 'Sono pronto ad aiutarti, prima però per piac'. Below this, under 'Campi del sondaggio' (Survey fields), there are fields for 'Email' and 'Inserisci il tuo indirizzo' (Insert your address). A checkbox is checked with the text 'Chiedi al tuo visitatore l'autorizzazione per inviare la newsletter' (Ask your visitor for permission to send the newsletter). At the bottom is a blue 'Salva' (Save) button. On the right is a simulated mobile chat interface. At the top, it says 'Chatta con tommaso' and 'Rispondiamo immediatamente' (We respond immediately). Below that, it says 'Ciao 😊'. The main message area shows the pre-chat message: 'Sono pronto ad aiutarti, prima però per piacere inserisci il tuo indirizzo email, così in caso di disconnessione potremo ricontrattarti.' Below this message is an input field with a placeholder 'Inserisci il tuo indirizzo email...'.

Source: Author’s screenshot

This reduces the risk of fake email entries and improves the quality of your lead list.

Configure Translations and CTA

1. Go to **Translations**
2. Find “**Newsletter Signup**”
3. Replace the default message with a more appealing CTA, like:

Example CTA:

“Get exclusive discounts and promotions delivered to your inbox!”

⌚ Fig. 2.57: Newsletter subscription message customization

The screenshot shows the Tidio settings interface. On the left, a sidebar lists various communication channels: Live chat, Aspetto, Installazione, Pagina della chat, Traduzioni (selected), Helpdesk, Facebook, and Instaaram. The main area displays configurations for each channel, with the 'Traduzioni' section currently active. It includes fields for newsletter subscription, live chat, status, and another live chat section with an emoji. In the newsletter field, the text 'Iscriviti per ricevere sconti e promozioni esclusive!' is typed.

Source: Author's screenshot

⚠ Important GDPR Note:

If users **don't explicitly opt-in** to receive newsletters, their email **cannot** be used for promotional purposes. Always get consent.

Viewing Collected Emails

All collected contacts will appear:

- In the “**Customers**” section of the Tidio app
- In the **Customers** section of your Shopify admin

⌚ Fig. 2.58: Collected contact overview

The screenshot shows the Tidio app's customer management interface. The sidebar menu includes Home, Ordini, Prodotti, Clienti (selected), Segmenti, Contenuto, Contabilità, Analisi, Marketing, Sconti, Canali di vendita, and Negozio online. The main content area is titled 'Clienti' and displays a summary: '1 cliente 100% della tua clientela'. It includes a search bar and a table with columns: 'Nome del cliente' (Customer name), 'Iscrizione email' (Email registration), 'Sede' (Address), 'Ordini' (Orders), and 'Importo speso' (Spending amount). A single customer entry is shown: 'Tommaso@test.it' (Non iscritto / Not registered), '0 ordini' (0 orders), and '0,00 €' (0,00 €).

Source: Author's screenshot

With these configurations, **Tidio** will be fully integrated into your store, improving customer support and helping you build an effective **email marketing list**.

Conclusions

This section has outlined and described all the key **customer service components** that should be implemented within an online store.

It's important to note that these elements can be **customized or organized differently** based on the specific needs of the store owner.

Additionally, it is always possible to add **extra features or sections** to further improve the **customer experience**, at the store owner's discretion.

We have now explored the **fundamental steps** to create and manage an effective online store, covering essential aspects such as:

- **Website design**
- **Payment methods**
- **Checkout customization**
- **Customer support systems**

Once these steps are completed, the store will be fully set up and **ready to welcome its first customers**.

