EUPHYLLIA LIFE – WEBSITE USER GUIDE

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L I F E**

Adding & Updating a Blog Post

1. From the main Shopify admin menu, go under the "**SALES CHANNELS**" section and click the "**Online Store**" tab.
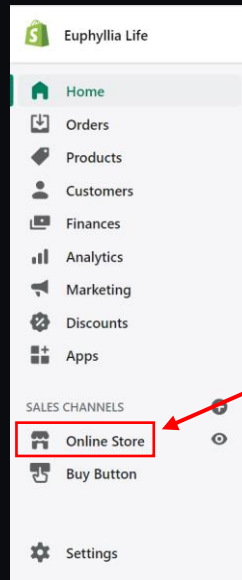
2. From inside this menu, select the "**Blog Posts**" tab. This will bring up a list of your currently existing blog posts. From here, you can edit existing blog posts by clicking on them, delete blog posts, create new blog posts by clicking the "**Add Blog Post**" button, and create new blogs if you wanted to have more blogs later down the line using the "**Manage Blogs**" option*.

   *Currently, all blogs are kept under the "Blog Posts" blog collection*
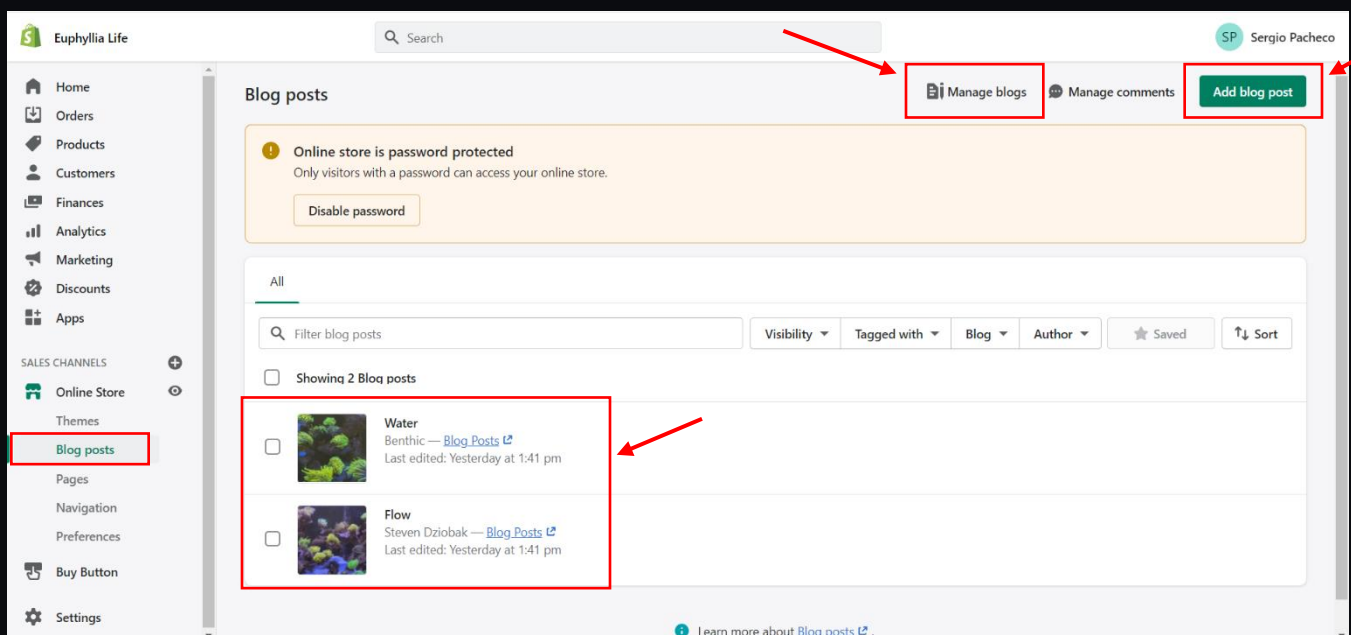
3. The aspects of a blog post to keep in mind when creating or updating one are as follows:

   1) **Title:** This is the title that will be shown for the post.
   2) **Content:** This is the part that will require the most setup.
   3) **Excerpt:** This is the preview text shown when a user sees a blog post preview. This can be set manually so that you determine what a user sees as the excerpt.
   4) **Visibility:** Simply determines if the blog is visible on your site. You can set it up to be viewable manually, or to automatically become visible at a certain date.
   5) **Featured Image:** This is the image that will appear in the blog post previews on the site, and as the thumbnail for a blog post when it comes up in search results on the site.
   6) **Author:** The name of the author – appears in blog previews, and on the article itself.
   7) **Blog:** This is the blog post collection the article will be a part of. For now, the default I created is called "**Blog Posts**" and this is the collection shown on the Blog page of the website.
   8) **Tags:** These are completely optional, but allow you to assign more search terms to a post so they show up in the results when a user searches for that term on the site.
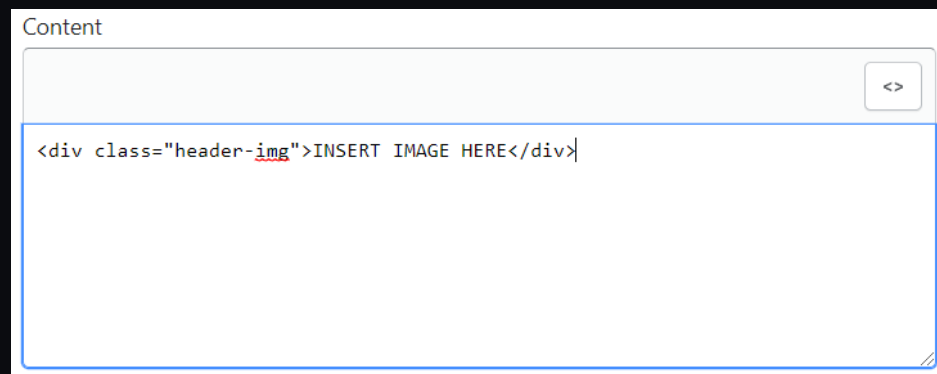
4. **Adding the Content:**

   1) The first step to adding the blog content is to add the header image for the post if you are adding one. As I have added custom styling go the site, this will need to be done in a specific way. **First**, you must enter the HTML Editor by clicking the `<>` button.
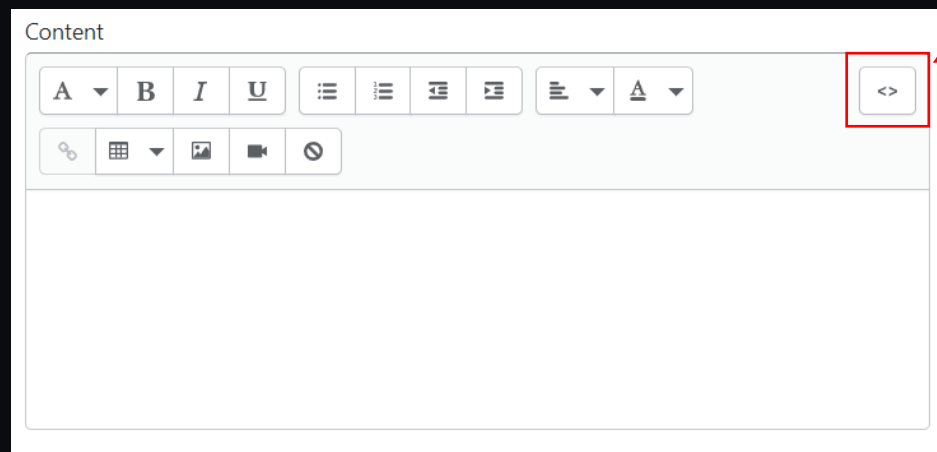
   Once you have entered HTML Edit mode, you will add the following code:

   <div class="header-img">INSERT IMAGE HERE</div>

   Now press the `<>` button again to return to the regular Blog Edit mode. After you do this, you should see the following:

From here, select the text "**INSERT IMAGE HERE**" and go to the "**Insert Image**" option.

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Select the image you want as your header image, add "Image alt text" describing the image and then select the image size *(keep it as Large)*.
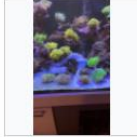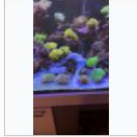
It will replace the text shown, leaving you with a new header image for your article.
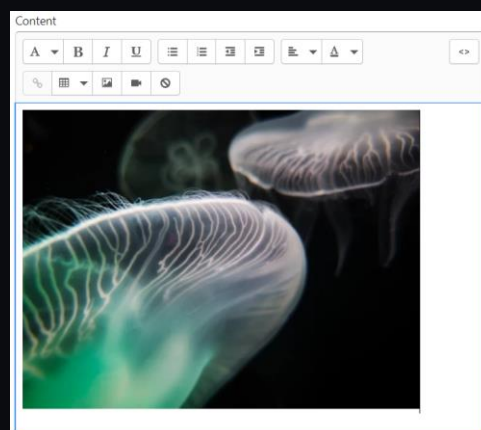
2) Once you have added the header image, you simply need to add your content. The Blog Editor has various tools for you to easily add your blog text and style it (italicize, bold, etc.). Be sure to add all of this **BELOW** the header image in the editor.

5. **Adding a Product Buy Button to a Blog Post:** If you want to add a Buy Button/Product Preview to a blog post, there are several things you will need to do:

1) First, you will need to go grab the code for this back on the main Shopify admin menu. Under the "**SALES CHANNELS**" section, click on the "**Buy Button**" tab and then select "**Create a Buy Button.**"
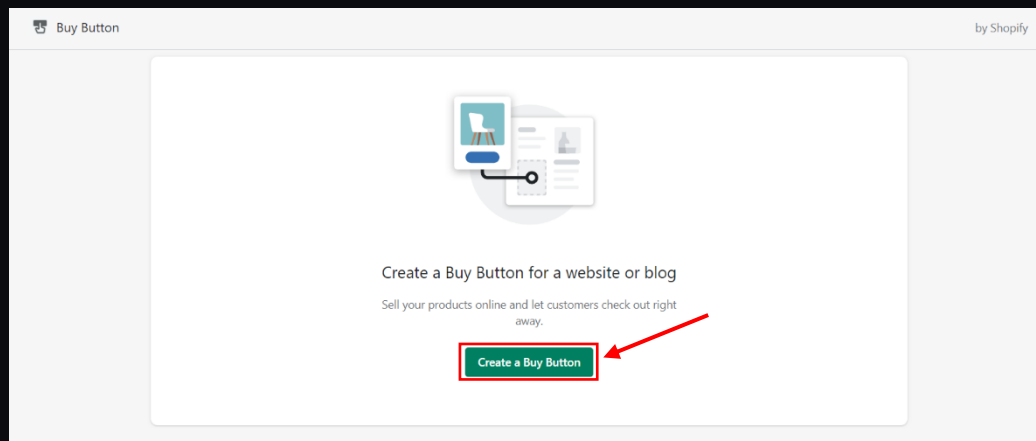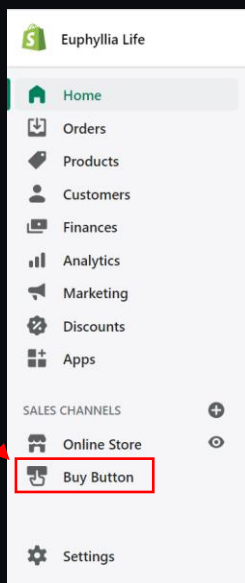
2) On the next screen, select the "**Product Buy Button**" option.
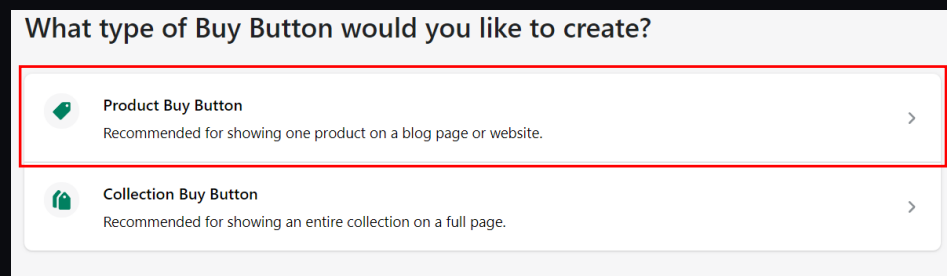
Then in the pop-up, select the product you want to make a Buy Button for.

3) After that, you get the option to customize the styling of the button. This is currently already set up to fit in-line with the current website, so you will not need to touch this. Simply press the Next button on the upper right.

4) On the next page, you will need to select the option to copy the code. We will be taking this back to our Blog Post to copy into the HTML Editor.

Click copy code, then paste it into the HTML editor of the webpage where you want to display it.

```
<div id='product-component-1639420061727'></div>
<script type="text/javascript">
/*<![CDATA[*/
(function () {
  var scriptURL = 'https://sdks.shopifycdn.com/buy-button/latest/buy-button-storefront.min.js';
```

Copy code   Keep customizing

5) Now, return to the blog post you are making or editing and press the **< >** button. Wherever in the blog you wanted the product Buy Button to appear, past the code there in the HTML Editor:

Content

< >

```
<div class="header-img"><img
src="https://cdn.shopify.com/s/files/1/0549/1025/5219/files/two-jellyfish-
float-in-the-dark_480x480.jpg?v=1638987106" alt="" /></div>

<div id='product-component-1639420061729'></div>
<script type="text/javascript">
/*<![CDATA[*/
(function () {
  var scriptURL = 'https://sdks.shopifycdn.com/buy-button/latest/buy-
button-storefront.min.js';
  if (window.ShopifyBuy) {
    if (window.ShopifyBuy.UI) {
      ShopifyBuyInit();
    } else {
      loadScript();
    }
  } else {
    loadScript();
  }
  function loadScript() {
    var script = document.createElement('script');
    script.async = true;
    script.src = scriptURL;
    (document.getElementsByTagName('head')[0] ||
document.getElementsByTagName('body')[0]).appendChild(script);
    script.onload = ShopifyBuyInit;
```
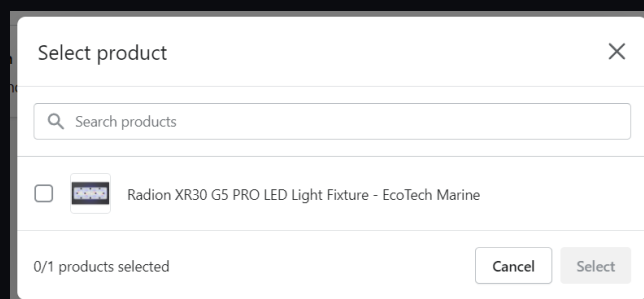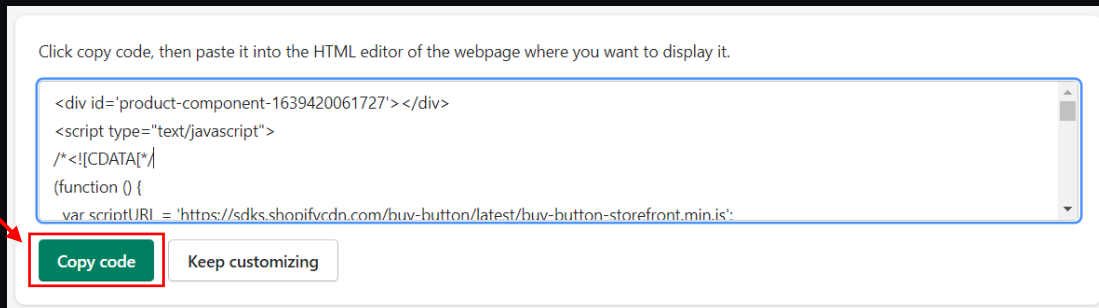
On the actual blog post, the result will look something like the following:
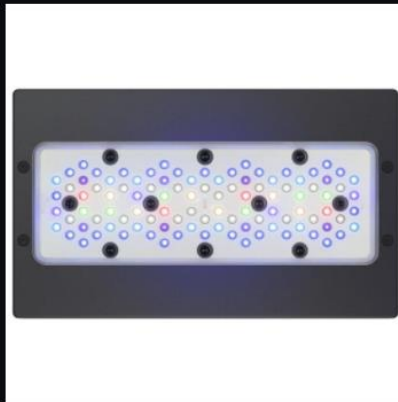
Radion XR30 G5 PRO LED Light
Fixture - EcoTech Marine

$0.00

Buy Now

Adding & Updating a Product

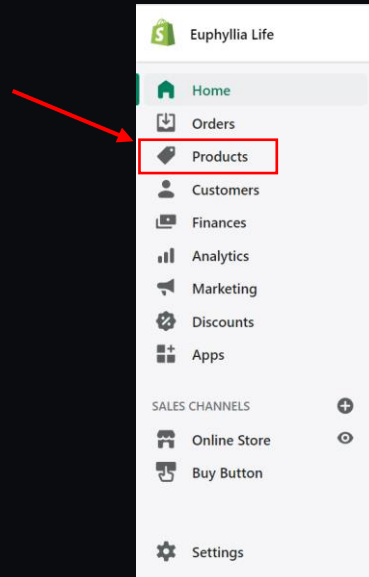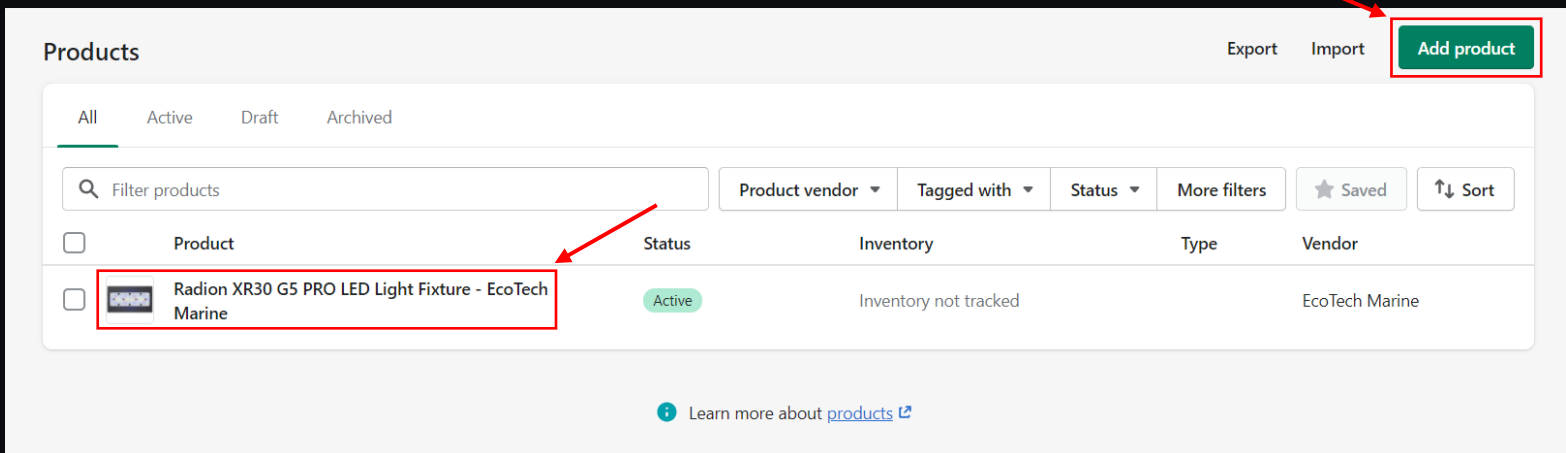1. From the main Shopify admin menu, select the "**Products**" tab.


From here, you can select an existing Product to edit it, or add a new product by clicking the "**Add product**" button.

2. From inside the "**Add product**" menu, there are multiple things for you to consider, the major elements being:

   1. **Title:** The name of the product you are adding.
   2. **Description:** A description of what the product is.
   3. **Media:** Images that showcase the product, with the first image being what is shown on product previews.
   4. **Pricing:** The price of the item. This section allows you to set up sales that show how much the cost has been reduced, and lets you set whether or not to charge tax on the product.
   5. **Inventory:** Allows you to set up ways to keep track of inventory of the product and gather data on number of sales.
   6. **Shipping:** This includes things like the weight of the product and the country of origin. Once these details are placed in, Shopify will automatically calculate shipping costs for customers when they are ordering on the site.
   7. **Options:** This section allows you to set up options for products that customers can choose from – such as style, color, etc.
   8. **Product Status:** "**Draft**" means the product will not appear on the site, and "**Active**" means the product will appear on the site.
   9. **Vendor:** The name of the vendor selling the product.
   10. **Product Type:** What type of product the item is - used for search results and categorization.
   11. **Collections:** Allows you to split items into collections for display throughout the site. (Ex. The **Featured Items** collection is what is used to determine what items are featured on the homepage)
   12. **Tags:** These are optional markers used so that when a user is searching on the site, you can determine if the product appears under certain search terms.

3. **Products Collection Implementation:** Product creation is pretty straight forward, as is **Products Collection** creation. A couple notes on Products Collections:

1. To create a collection, under the "**Products**" tab on the Shopify admin menu, select "**Collections**"
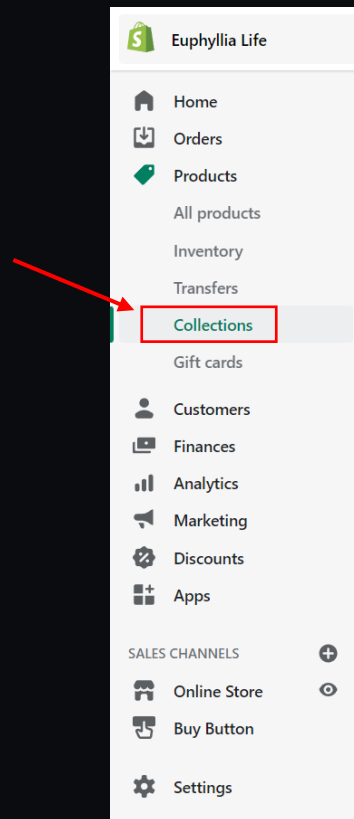
2. When making a collection, you can either **manually** add products to the collection, or have them be **automatically** added to a collection by creating conditions for the collection. If products match the conditions you create, they will automatically be added to that collection.
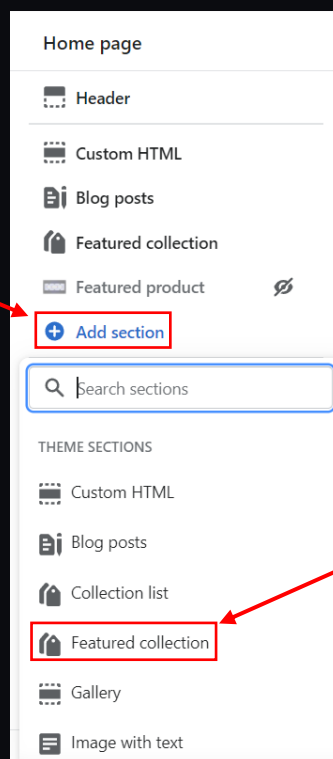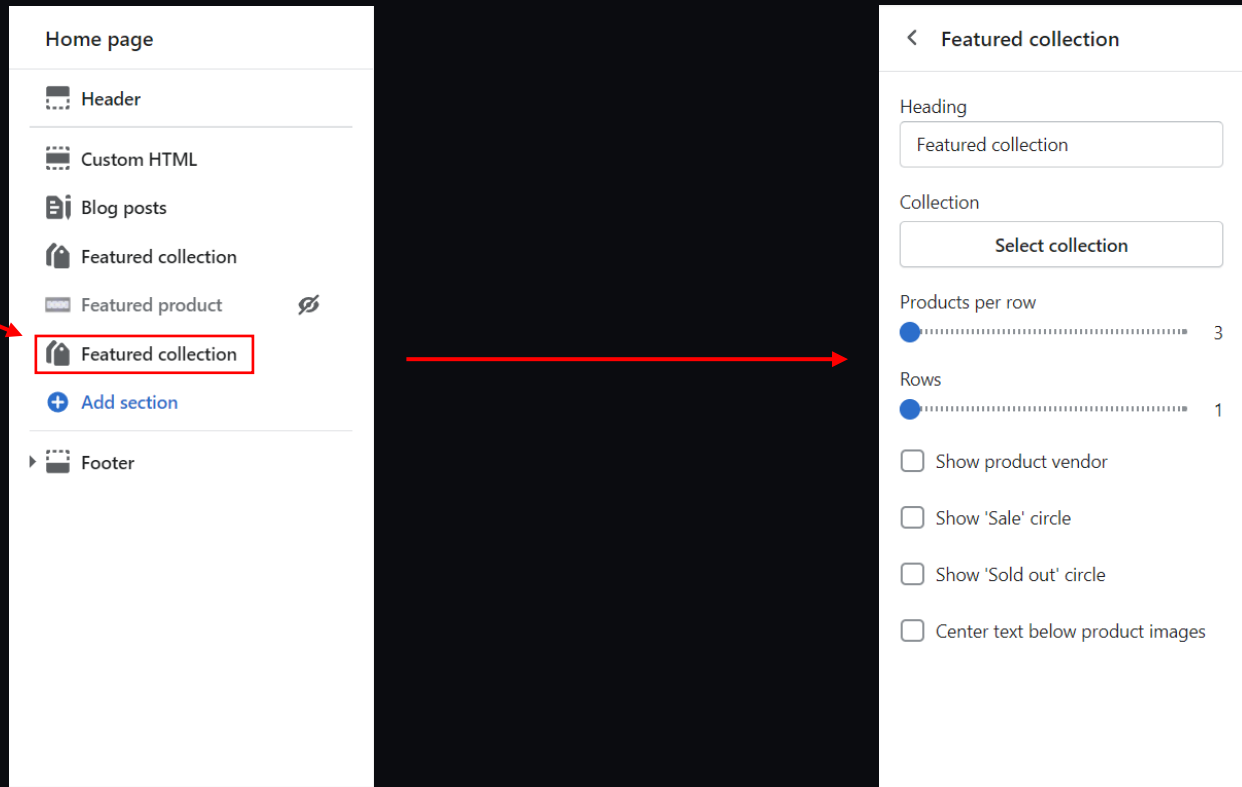
3. Once you have a Product Collection set up, to add it to a page, you need to go to the Theme Editor for the currently live theme. Under the "**Online Store**" tab, select the "**Themes**" tab. Then, go to the current theme and click the "**Customize**" button.
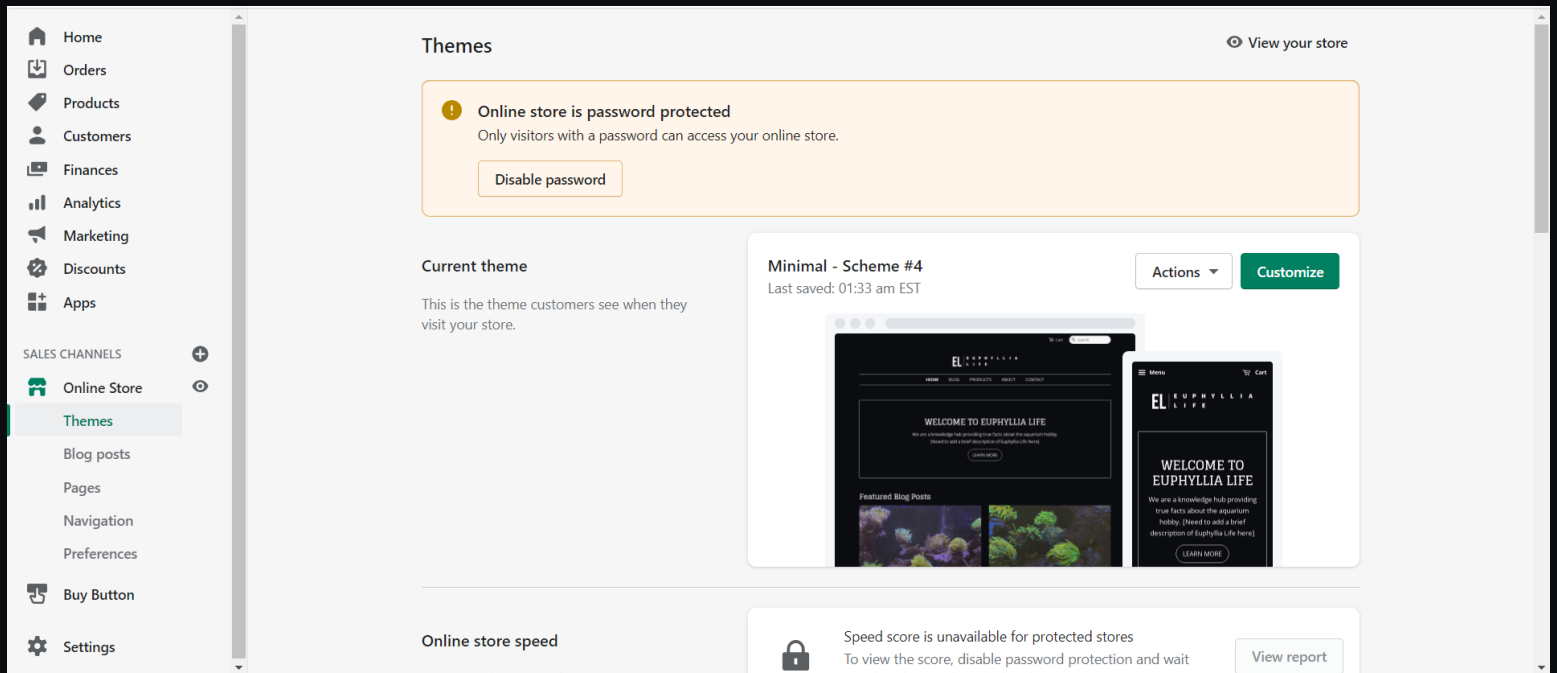
4. In the editor, in the left-hand menu select "**Add section**" -> "**Featured collection**"

5. Select the newly added collection, and then from inside the customization menu you can change the **header text** displayed above the collection, select the collection you want to display, and tweak how the collection is displayed.

Home page

- Header
- Custom HTML
- Blog posts
- Featured collection
- Featured product
- Featured collection
- Add section

- Footer

Featured collection

Heading

Featured collection

Collection

Select collection

Products per row   3

Rows   1

☐ Show product vendor

☐ Show 'Sale' circle

☐ Show 'Sold out' circle

☐ Center text below product images

<u>Updating the Site's Navigation</u>

1. From the main Shopify admin menu, go under the "**SALES CHANNELS**" section, click the "**Online Store**" tab, and then click the "**Navigation**" tab.
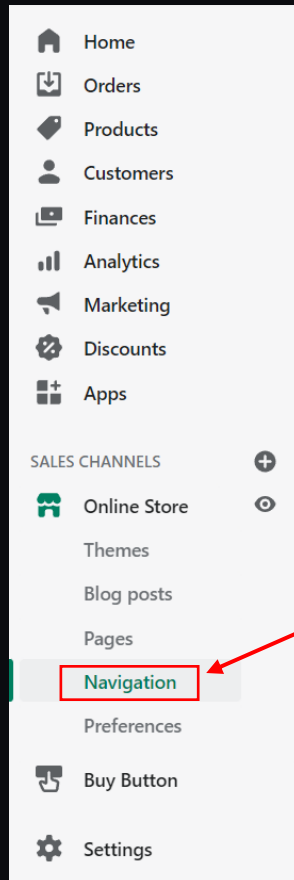
2. From inside the **Navigation** menu, you can add new menus by selecting the "**Add menu**" option, or update existing menus by selecting them. Currently, I have two menus created – "**Header Menu**" and "**Footer Menu**" – that are already set to be displayed in the site's header and footer respectively. These are likely the only menus you would need, so update these two if you need to add any links, change where links go, etc.

3. When editing a menu, you can reorganize menu items, change their names, change where they link to, and add/remove menu items.
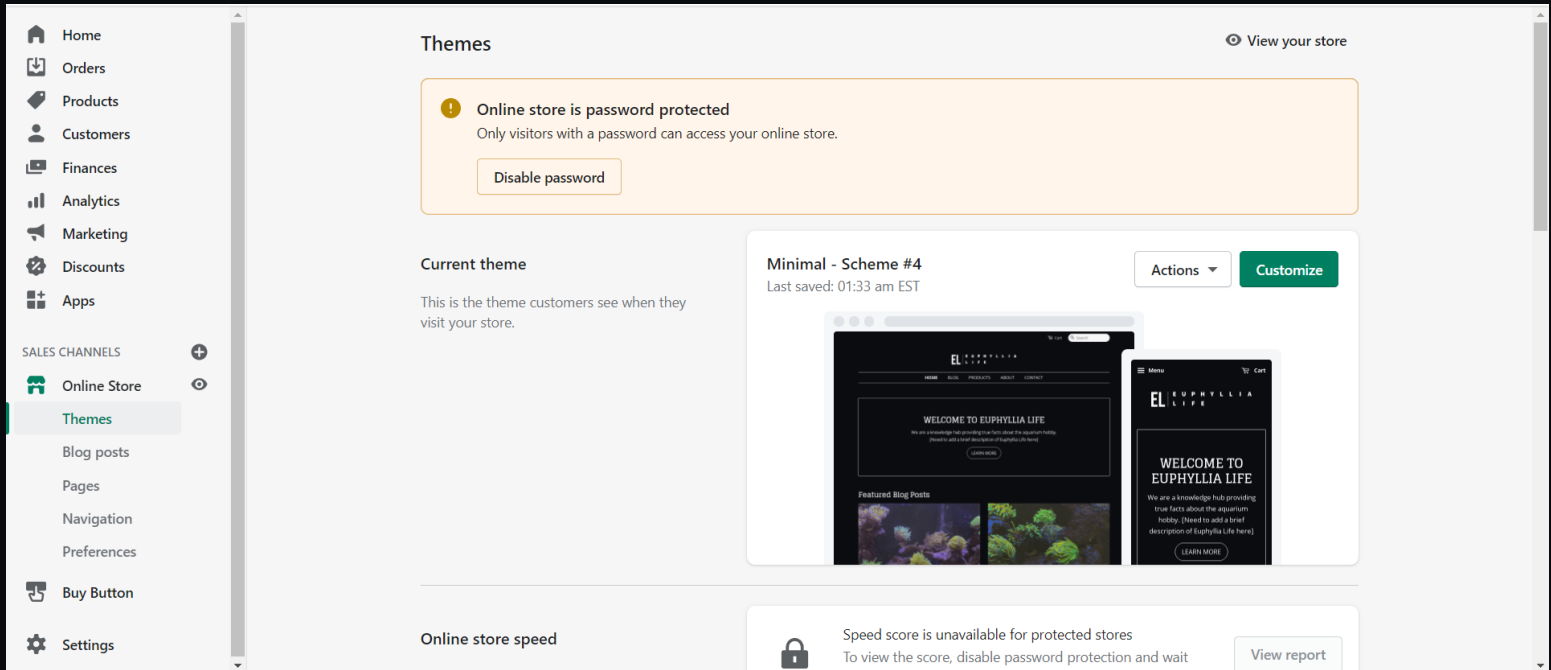
Allows you to move menu items around to change their order
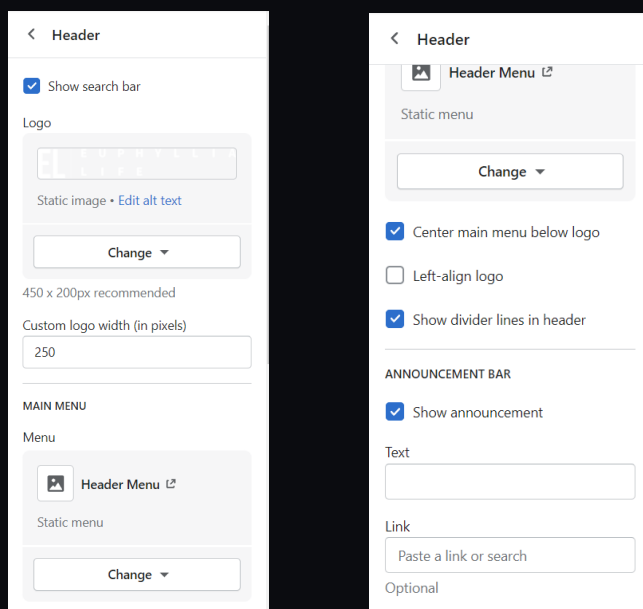
Updating the Header/Footer

1. The Header & Footer at the top/bottom of the website contain all the main navigation for the site. To edit them, you must go to the Theme Editor for the current active theme. Under the "**Online Store**" tab, select the "**Themes**" tab. Then, go to the current theme and click the "**Customize**" button.


2. From inside the Theme Editor, you can access the Header & Footer on any page from the left-hand menu.
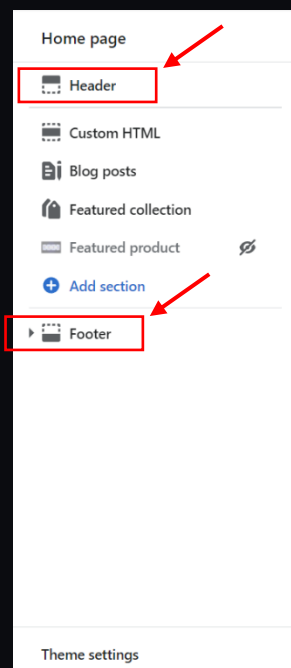
3. In the Header editor menu, you can turn the Search Bar on/off, change the logo image, select what Navigation Menu is displayed, change the layout of the header, and add an announcement message to the upper left of the site that can link out to another page.


4. In the Footer editor dropdown, you can select what sections are shown in the footer, including the Navigation Menu, Social Media Links, and Newsletter Signup.
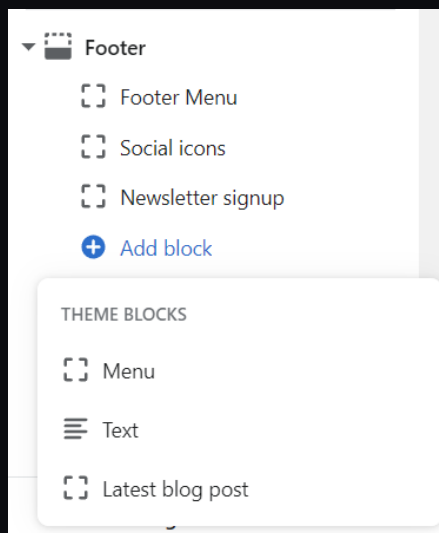
*Changes to the Header & Footer on any given page will apply to the Header & Footer on **ALL** pages.*

Creating New Pages

1. In the Shopify menu editor, go under the "**SALES CHANNELS**" section and click the "**Online Store,**" then click the "**Pages**" tab.
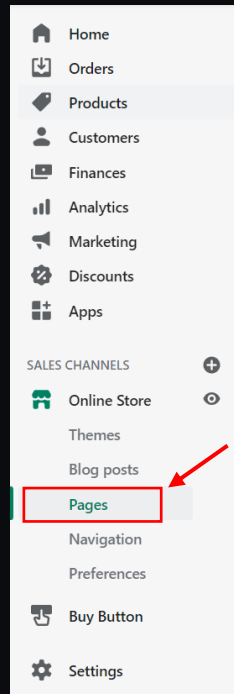
2. Click the "**Add Page**" button. In the page editor, add your **title** and **content** within the editor. Optionally, you can select a different **Theme template** to determine the layout of the page.

3. Once the page is complete, be sure to add a link to the page somewhere on your site! Either on a page, inside a blog post, or in the Header/Footer navigation menus.