E-commerce stores and how they Activity Exemplar: Begin adding product **Understanding Shopify** Use Shopify for your e-commerce listings to your Shopify store business Video: Introduction to building an ecommerce store 1 min Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity. Practice Quiz: Activity: Set up a 1 question Assessment of Exemplar Reading: Activity Exemplar: Set up a mock e-commerce store using Shopify Compare the exemplar to your product listings. Review your work using each of the criteria in the exemplar. What did 10 min you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress Video: Add products to a Shopify through the course. 4 min To check your work against this exemplar, make sure you have the product listing open in Shopify. You may also find it helpful to have the Preview tab open. Reading: Create a product detail **Exemplar for Two Product Listings** 20 min Practice Quiz: Activity: Begin adding The exemplar includes product listings for a bath towel and bath rug. Each product listing includes a product title, product listings to your Shopify store product description, and a product image. Here is a preview of the bamboo cotton blend bath towel product listing: Reading: Activity Exemplar: Begin adding product listings to your Shopify store Bath EcoShop Home Catalog Contact Practice Quiz: Activity: Finish adding Bamboo Cotton Blend Bath product listings to your Shopify store Towel 1 question Reading: Activity Exemplar: Finish adding product listings to your Shopify store 10 min Video: Finish setting up a Shopify the second secon 4 min Reading: Learn more about working in Shopify 20 min Video: Set up your Google Merchant Soft to the touch Absorbs moisture easily Dries quickly Subtle textured weave Silky, low-twist fibers Center account and link it to Shopify 1 min Video: Add Google and other shopping channels in Shopify Specifications: 2 min 60% cotton, 40% rayon from bambe 600 SCM (grams per square meter) Available in white and beige Size: 30 x 54 inches Made in Turkey Discussion Prompt: Shopify product 10 min Reading: List products on multiple Here is a preview of the organic cotton bath rug product listing: shopping channels 20 min Review: Learn about online stores Bath EcoShop Home Catalog Contact Organic Cotton Bath Rug \$19.99 USD Small Classic design Thick cushioning for extra comfort Soft gray color matches any decór Machine washable Specifications 100% organic cotton 1200 GSM (grams per square meter) Available in gray Small size: 17 x 24 inches Large size: 20 x 30 inches Made in India **Exemplar for Bath Towel Product Listing** The exemplar for the bath towel includes the following: A product title that matches the information in the product specification sheet The product title for the bath towel is Bamboo Cotton Blend Bath Towel. The product title is listed in the Product Details table in the product specification sheets. ← Bamboo Cotton Blend Bath Towel Draft Title Bamboo Cotton Blend Bath Towel A short paragraph that describes the product and its benefits The product description for the bath towel describes why customers will love the product and describes the benefits of the product. For example, the towels are highly absorbent and dry quickly after use, which are a couple of the benefits customers might want in a new bath towel. Description Paragraph ▼ B I U A ▼ E ▼ ···· You'll love the feel of our bamboo cotton bath towels. The silky, low-twist fibers are highly absorbent, and the towels dry quickly after use. Plus, the subtle textured weave adds a luxurious touch to your bathroom. A list of the product's features The product description includes a bullet list of the features that are listed in the product specification sheet. Features: Soft to the touch Absorbs moisture easily Dries quickly Subtle textured weave Silky, low-twist fibers A list of the product's technical specifications The product description includes a bullet list of the technical specifications that are listed in the product specification Specifications: 60% cotton, 40% rayon from bamboo 600 GSM (grams per square meter) Available in white and beige Size: 30 x 54 inches Made in Turkey A product image The exemplar includes a high-quality image of the bath towel. Media Link to file **Exemplar for Bath Rug Product Listing** The exemplar for the bath rug includes the following: A product title that matches the information in the product specification sheet The product title for the bath rug is Organic Cotton Bath Rug. The product title is listed in the Product Details table in the product specification sheets. Title Organic Cotton Bath Rug A short paragraph that describes the product and its benefits The product description for the bath rug focuses on how the customer will benefit from the product by focusing on the plush comfort and stylish design. It also mentions that the rug is made with 100% organic cotton, which customers might be searching for if they're concerned about purchasing an eco-friendly bath rug. Description Sink your toes into this plush bath rug, made with 100% organic cotton. The classic design and soft gray color add a touch of style to your bathroom. Available in two sizes. A list of the product's features The product description includes a bullet list of the features that are listed in the product specification sheet. Features Classic design Thick cushioning for extra comfortSoft gray color matches any decór Machiné washable A list of the product's technical specifications The product description includes a bullet list of the technical specifications that are listed in the product specification Specifications 100% organic cotton 1200 GSM (grams per square meter) Available in graySmall size: 17 x 24 inches Large size: 20 x 30 inches Made in India A product image The exemplar includes a high-quality image of the bath rug. Media

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