




E-commerce stores and how they work

Understanding Shopify

-  **Video:** Introduction to Shopify
1 min
-  **Reading:** Learn more about Shopify
20 min
-  **Practice Quiz:** Test your knowledge: E-commerce platforms
3 questions

Use Shopify for your e-commerce business

Review: [Learn about online stores](#)

Learn more about Shopify

Most customers expect to be able to purchase a company's products online. That's why it's important for businesses to have an online store. Building an online store takes time and effort, but with an e-commerce platform like Shopify, the process is easier. Shopify is a **Software-as-a-Service (SaaS)** platform, which is web-based software available on a subscription basis. In this reading, you'll learn more about the benefits of using Shopify to build an online store.

Benefits of using Shopify


Shopify is an e-commerce platform that allows companies to sell their products online to customers anywhere in the world. It offers multiple plans designed to work for businesses of all sizes, from self-employed entrepreneurs to huge corporations.


Built-in features and tools

Shopify offers multiple features and tools that make it easier to build and manage an online store. Here are a few of these features and tools:

Online store builder: Shopify makes it easy to build an e-commerce store with free website themes. Design or coding skills aren't required. All Shopify themes are fully responsive, so they're mobile-friendly and provide a consistent experience across all devices.


E-commerce capabilities for existing websites: If you already have a website or blog, you can add e-commerce capabilities to it by adding a Shopify buy button that allows customers to purchase products on your existing site.

**Buy Button**
Free to add. Buy Button fees may apply.
Sell your products on any website or blog.



Secure checkout: Shopify provides a built-in shopping cart and checkout solution that protects customers' information. It's also mobile-friendly for customers shopping on their smartphones.

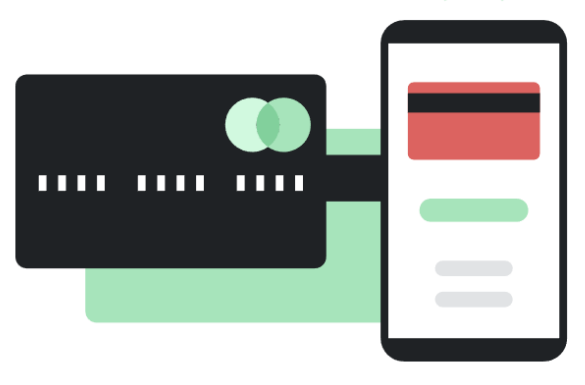
Payment processing: Shopify offers credit card payment processing for online and in-person sales with Shopify Payments. They also support third-party payment options, such as PayPal.

**Let your customers pay their way with Shopify Payments**

- Competitive credit card rates
- Better checkout conversion with Shop Pay
- Easy chargeback management
- Payouts and cashflow tracking

Activate Shopify Payments

[Learn more](#)





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


Shipping platform: You can get products to customers easily with Shopify's built-in shipping options. Plus, you can keep track of inventory levels.

Integration with third-party shopping channels: Shopify makes it easy to save product details in one place and sell on multiple channels, such as Facebook, Google, Amazon, eBay, Pinterest, and TikTok.

Add sales channel

**Google**
Free to add. Google fees may apply.
Reach shoppers and get discovered across Google.

**Facebook**
Free to add. Facebook fees may apply.
Bring your products to Facebook and Instagram users.

**Pinterest**
Free to add. Pinterest fees may apply.
Get your products in front of shoppers on Pinterest

[Manage sales channels](#)

Cancel

Marketing tools: You can manage your email marketing, content marketing, SEO, and ad campaigns all in one place with Shopify's marketing tools.

Blog: A built-in blogging platform makes it easy to share valuable information with customers and keep your content fresh.

Bath EcoShop

HomeCatalogContact

🔍📁

How to Choose Eco-Friendly Bath Towels


APRIL 1, 2022

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You can have bath towels that feel luxurious—and are kind to the earth. We'll give you some tips on how to choose bath towels that are soft, absorbent, and eco-friendly.

Eco-friendly materials

There are several eco-friendly materials you can choose for your bath towels. One of the most



Analytics and reporting tools: You can stay up to date on how the store is performing with real-time analytics and reports you can share with stakeholders.

24/7 customer service: If you need help, you can visit Shopify's help center online or contact their customer support team any time, day or night.

Key takeaways

There are a lot of e-commerce platforms to choose from, but in this course you'll focus on just one: Shopify. It's a SaaS platform with built-in features and tools that make it easier to launch an e-commerce store and sell products online.

Resources for more information

Learn more about all the features available in Shopify that make it easier to build and manage an e-commerce store.

- [Shopify features](#) ⓘ: Learn about the features available on the Shopify e-commerce platform.

Mark as completed

