

E-commerce stores and how they work

Understanding Shopify

Use Shopify for your e-commerce business

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Video: Introduction to building an e-commerce store
1 min
- ✓

Practice Quiz: Activity: Set up a mock e-commerce store using Shopify
1 question
- 📖

Reading: Activity Exemplar: Set up a mock e-commerce store using Shopify
10 min
- ▶

Video: Add products to a Shopify store
4 min
- 📖

Reading: Create a product detail page
20 min
- ✓

Practice Quiz: Activity: Begin adding product listings to your Shopify store
1 question
- 📖

Reading: Activity Exemplar: Begin adding product listings to your Shopify store
10 min
- ✓

Practice Quiz: Activity: Finish adding product listings to your Shopify store
1 question
- 📖

Reading: Activity Exemplar: Finish adding product listings to your Shopify store
10 min
- ▶

Video: Finish setting up a Shopify store
4 min
- 📖

Reading: Learn more about working in Shopify
20 min
- ▶

Video: Set up your Google Merchant Center account and link it to Shopify
1 min
- ▶

Video: Add Google and other shopping channels in Shopify
2 min
- 💬

Discussion Prompt: Shopify product listings
10 min
- 📖

Reading: List products on multiple shopping channels
20 min

Review: Learn about online stores

List products on multiple shopping channels

As you learned earlier, if you want to attract more customers to your e-commerce store, it's important to list your products on multiple channels—also called **multichannel e-commerce**. This reading will help you understand the benefits of listing products on multiple channels and how this process works in Shopify.

Benefits of listing on multiple channels


Listing your products on multiple channels can help you reach more customers with your products and services. Customers often have a preference for shopping on specific channels, such as Amazon or Google Shopping. If your products aren't listed on their preferred channel, they won't be as likely to find or purchase your products.

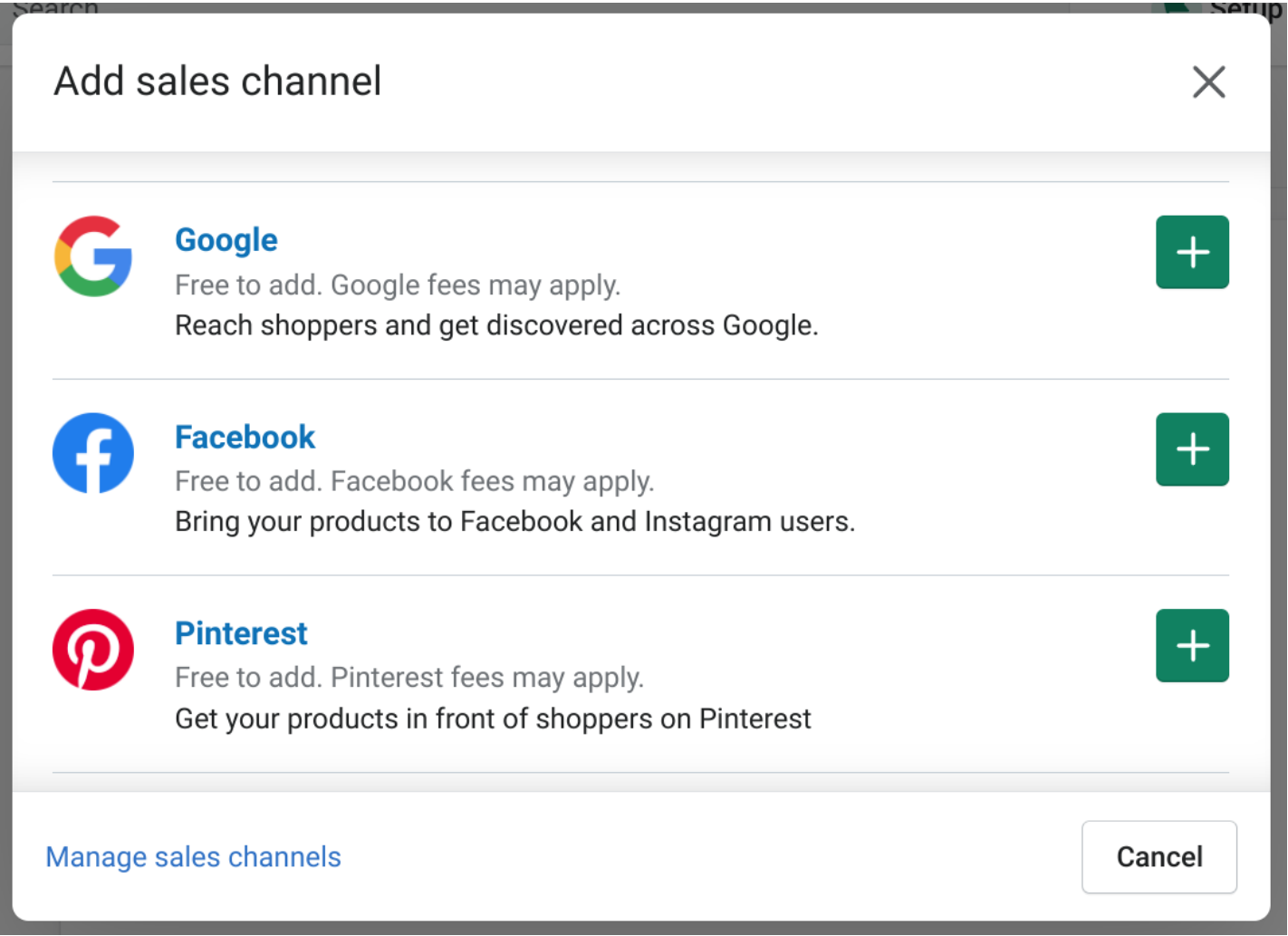
If customers research and compare products on multiple channels, they might come across your brand more than once. That's a good way to increase brand awareness and build trust with potential customers. Plus, your products might show up higher in the search results for some sales channels versus others. That's another reason why it's important to list your products on multiple channels.

How to list products on multiple channels in Shopify

Shopify's e-commerce platform allows you to list products not only in your online store but also on other sales channels. This means you can upload and manage your products all in one place but list them on multiple channels. You can sell your products on your website and list them on Google, Facebook, Instagram, Amazon, eBay, Walmart Marketplace, and other channels. You can also create a mobile app, or add a channel to sell products in person. For example, Shopify's point of sale (POS) app enables you to sell products in person. The app accepts payments and processes transactions.

To add a new sales channel in Shopify, follow these steps:

1. Log in to your account at [Shopify.com](#) .
2. Click the plus sign next to the channel you want to add. To access more sales channels, visit the Shopify App Store.
3. Connect to an existing account for the sales channel or create a new account.
4. Complete any additional steps needed to complete the setup process.



Troubleshooting

Occasionally, you may run into an issue where your product gets flagged or marked with an item disapproval. Disapprovals can occur when policies or product data requirements aren't satisfied. For instance, a refund policy could be missing, a price mismatch could exist between landing and product pages, or promotional text could be present in product images. Some healthcare products may be disapproved due to online sales restrictions in certain locales.



If a disapproval happens, you'll need to follow the process to get the item reapproved. This process may be different for each sales channel. To resolve the issue, you may need to visit the sales channel's help center to access troubleshooting information or connect with their customer support team.

Key takeaways

Listing products on multiple channels can help you reach more customers and increase your sales. Shopify makes it easy to sell products through your own e-commerce store and through other sales channels as well.

Resources for more information

To learn more about listing products on multiple sales channels in Shopify, visit the resources below:

- [Shopify sales channels](#) : Discover how sales channels work in Shopify.
- [Shopify app store](#) : Customize your Shopify store with third-party apps.

Mark as completed

