

E-commerce stores and how they work

Understanding Shopify

Use Shopify for your e-commerce business

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

Activity Exemplar: Begin adding product listings to your Shopify store

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Assessment of Exemplar

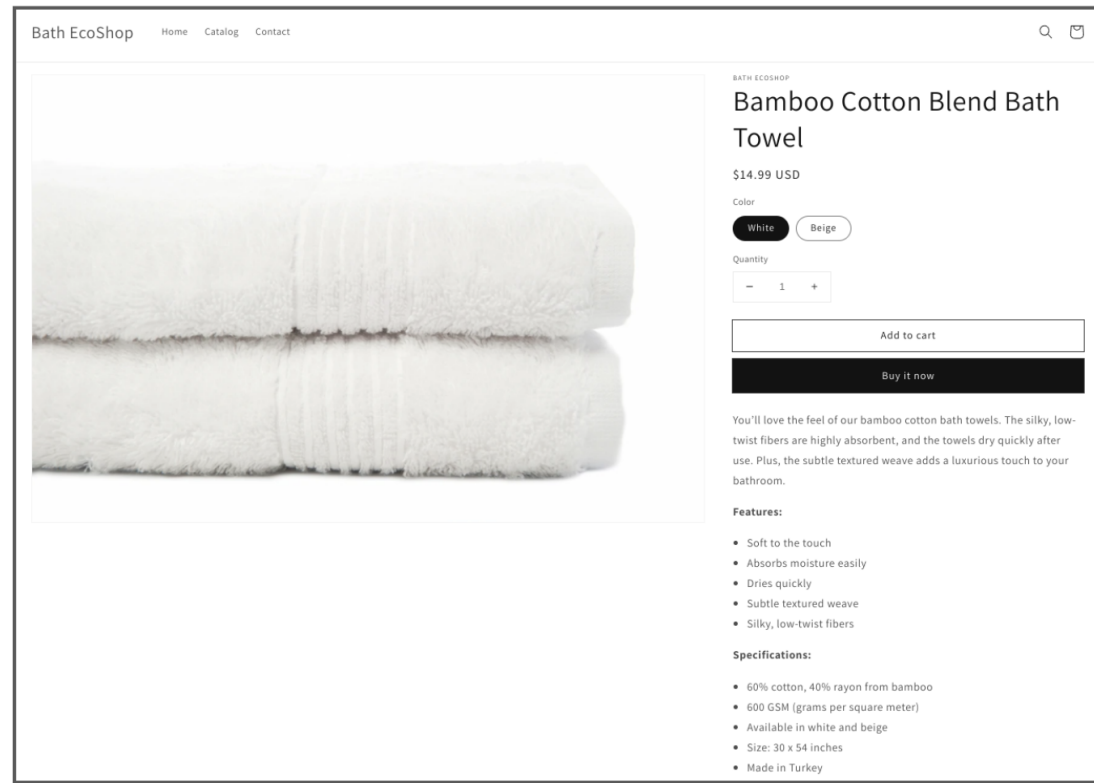
Compare the exemplar to your product listings. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

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.

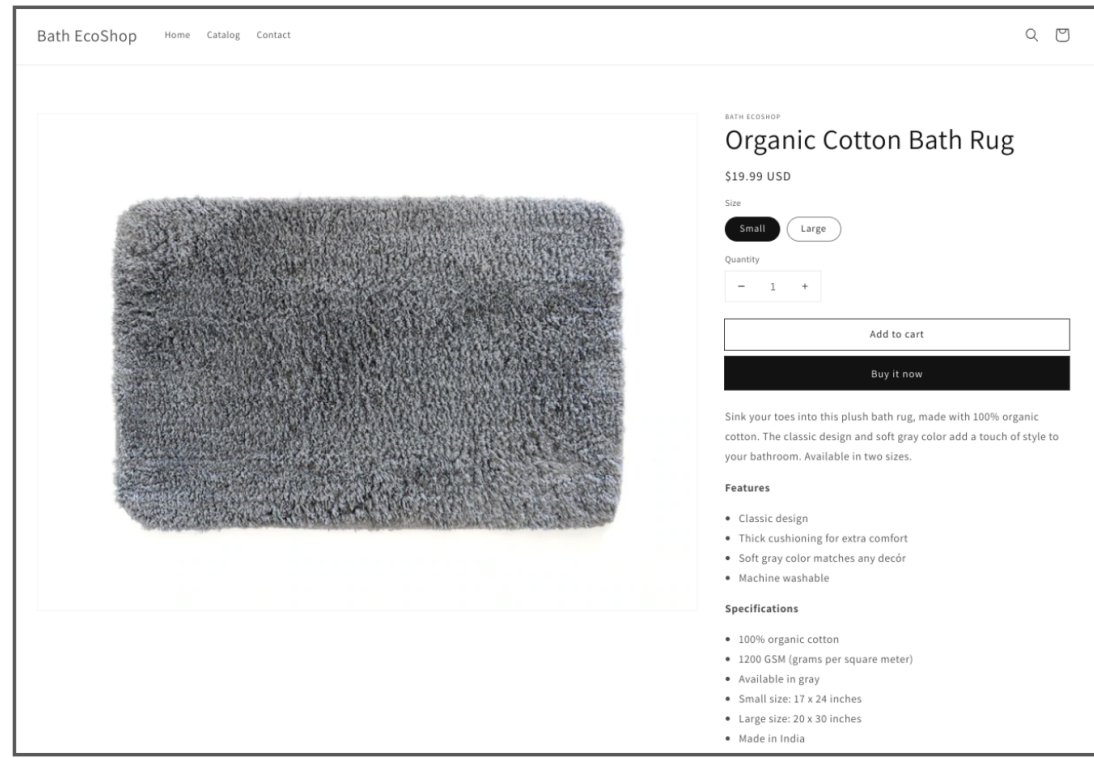
Exemplar for Two Product Listings

The exemplar includes product listings for a bath towel and bath rug. Each product listing includes a product title, product description, and a product image.

Here is a preview of the bamboo cotton blend bath towel product listing:



Here is a preview of the organic cotton bath rug product listing:

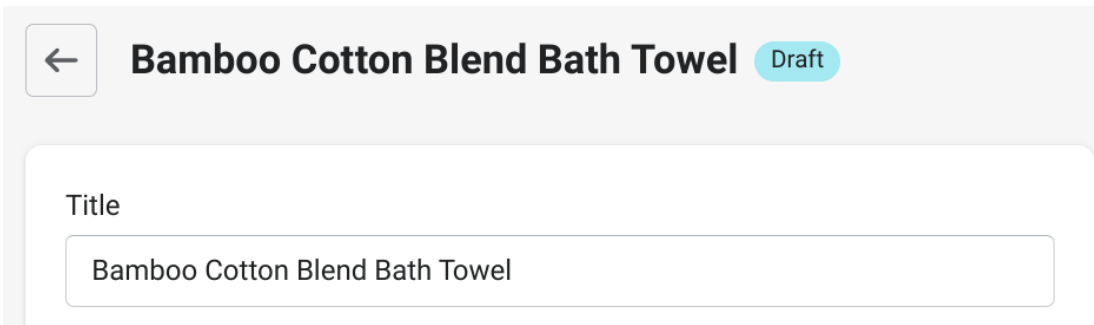


Exemplar for Bath Towel Product Listing

The exemplar for the bath towel includes the following:

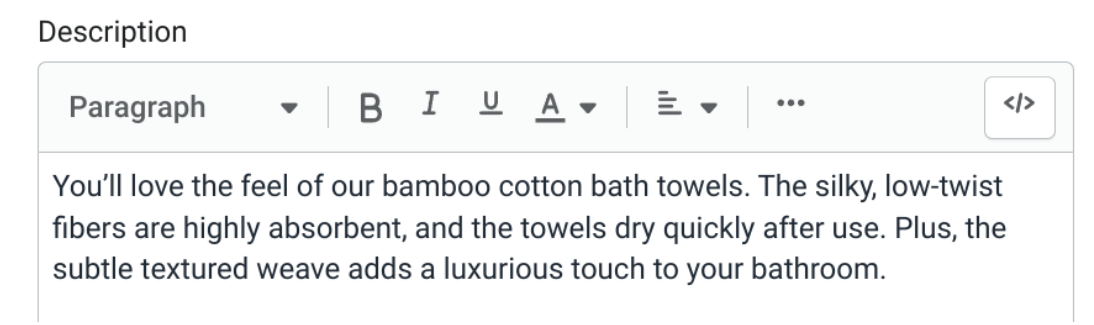
A product title that matches the information in the product specification sheet

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.



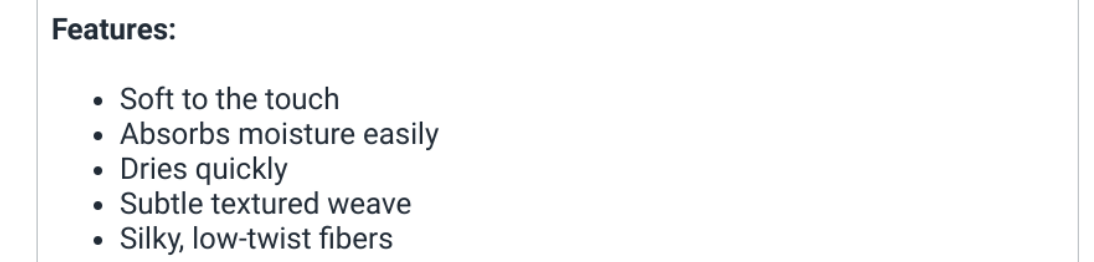
A short paragraph that describes the product and its benefits

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.



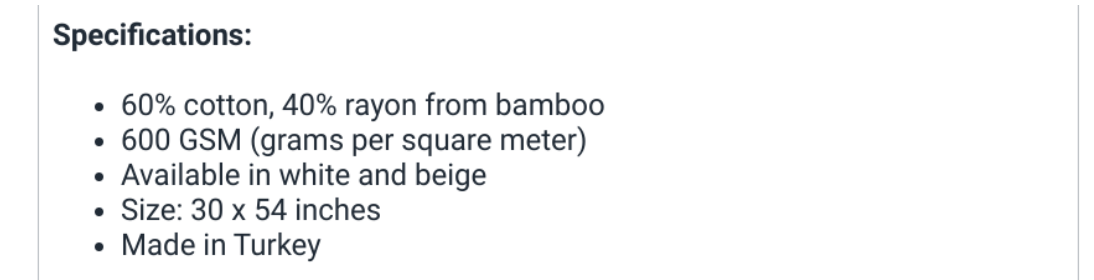
A list of the product's features

The product description includes a bullet list of the features that are listed in the product specification sheet.



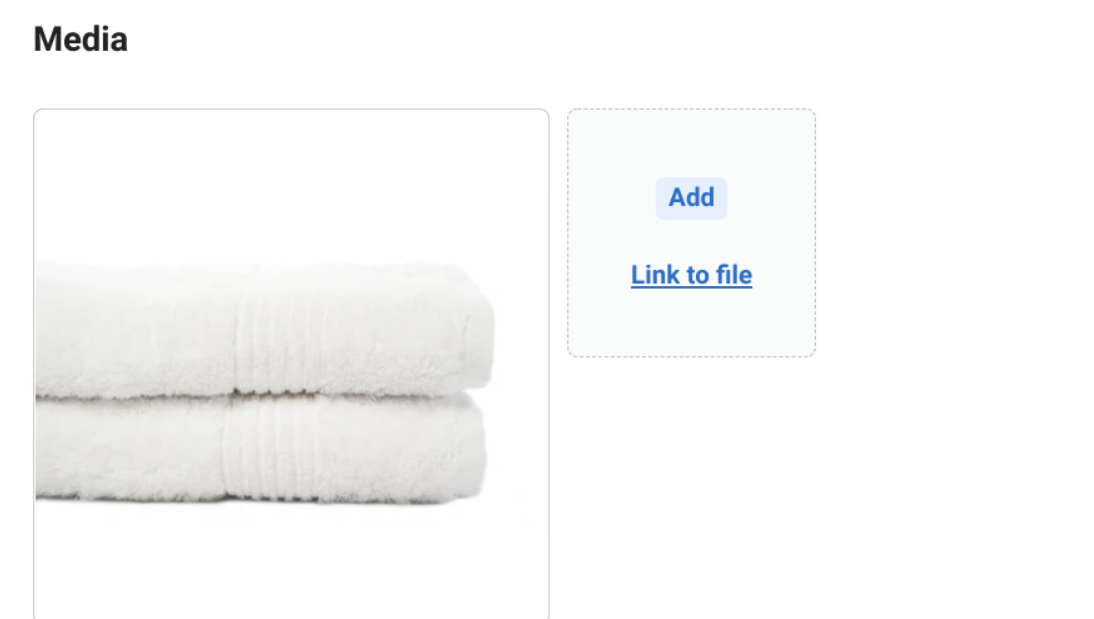
A list of the product's technical specifications

The product description includes a bullet list of the technical specifications that are listed in the product specification sheet.



A product image

The exemplar includes a high-quality image of the bath towel.

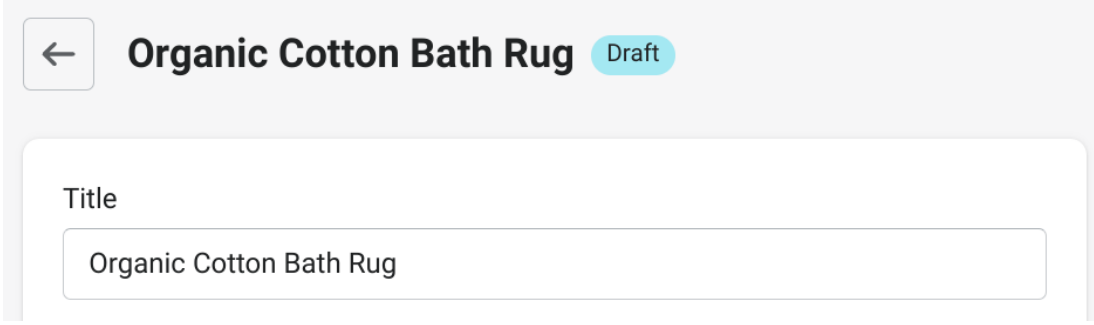


Exemplar for Bath Rug Product Listing

The exemplar for the bath rug includes the following:

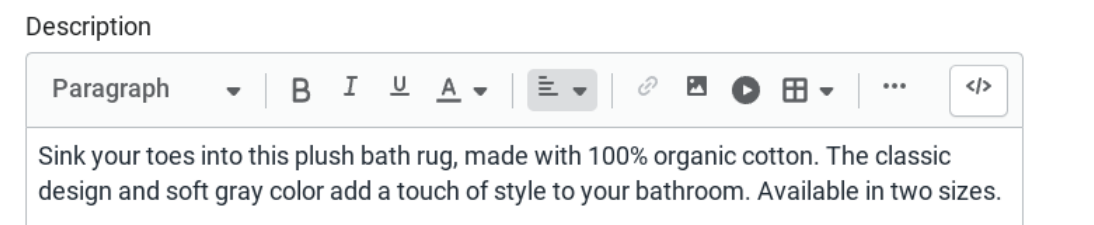
A product title that matches the information in the product specification sheet

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.



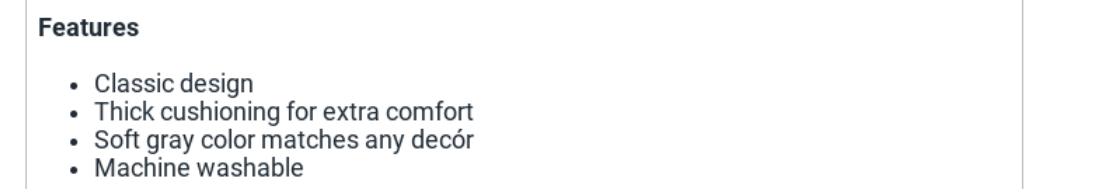
A short paragraph that describes the product and its benefits

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.



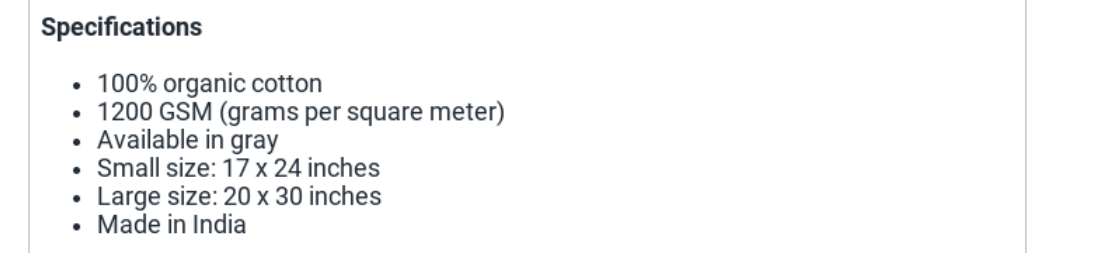
A list of the product's features

The product description includes a bullet list of the features that are listed in the product specification sheet.



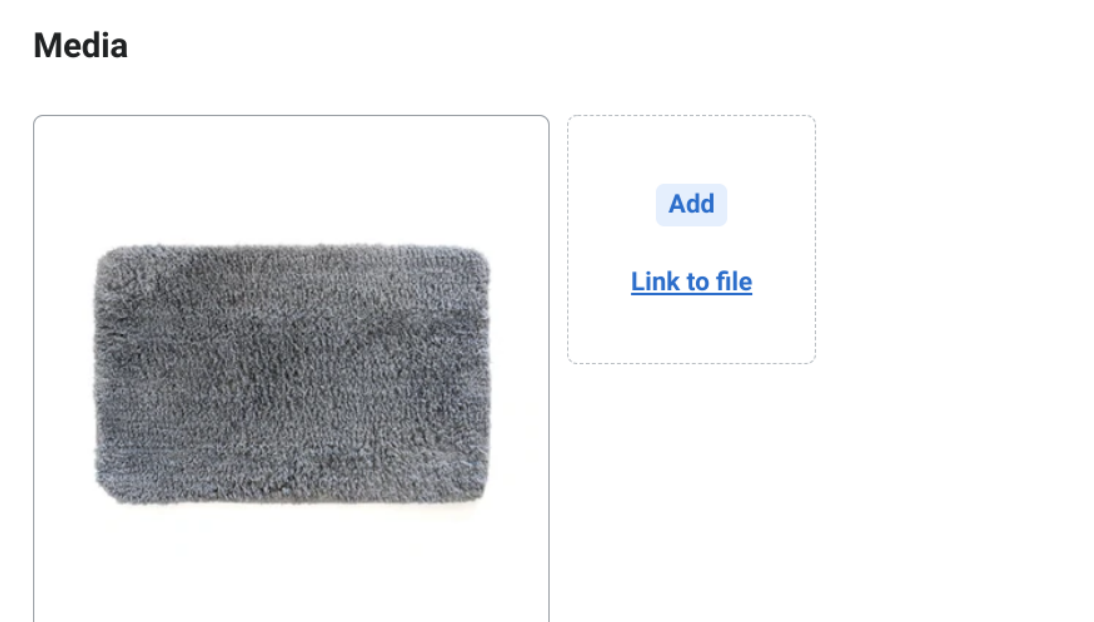
A list of the product's technical specifications

The product description includes a bullet list of the technical specifications that are listed in the product specification sheet.



A product image

The exemplar includes a high-quality image of the bath rug.



Mark as completed