

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will finish creating the two product listings that you began adding to your Shopify store in the previous activity:

[Begin adding product listings to your Shopify store](#). If you have not completed the previous activity, you will need to do so before you can move on to this activity.

Adding product listings to your Shopify store will help you become more comfortable working with an e-commerce platform. It will also allow you to practice adding products to an e-commerce store. As an e-commerce specialist, you may be asked to add or update products within an e-commerce platform.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

For the past year, you've been working for an e-commerce company with multiple online stores. The company specializes in home goods. Recently, the company has identified an opportunity in the market for eco-friendly bath products. They are planning to launch a new e-commerce store that sells sustainable bath products to customers worldwide.

The company needs your help creating this new e-commerce store. As an e-commerce specialist, you've been asked to add product listings on Shopify's e-commerce platform. The two product listings you've been asked to create are for bath towels and a bath rug. Your manager has provided the information you'll need about the products, including pricing, specifications, and other details.

Step-By-Step Instructions

Step 1: Access supporting materials

The following supporting materials will help you complete this activity. Keep them open as you proceed to the next steps.

To use the supporting materials for this course item, click the links below and select "Use Template."


Link to supporting materials:


[Bath towel product specification sheet](#)

[Bath rug product specification sheet](#)

OR

If you don't have a Google account, you can download the supporting materials directly from the attachments below.

 [Product specification sheet_ Bamboo cotton blend bath towel](#)
DOCX File

 [Product specification sheet_ Organic cotton bath rug](#)
DOCX File

Step 2: Log in to your Shopify store

[Log in to the Shopify e-commerce store](#) you created in a previous activity.

Note: The following steps may no longer be accurate if the software has been changed or updated.

Step 3: Navigate to the product listing you want to edit

Select *Products* in the navigation menu. Then click the title of the product you want to update. You will be finishing the two product listings that you began adding to your Shopify store in the previous activity:

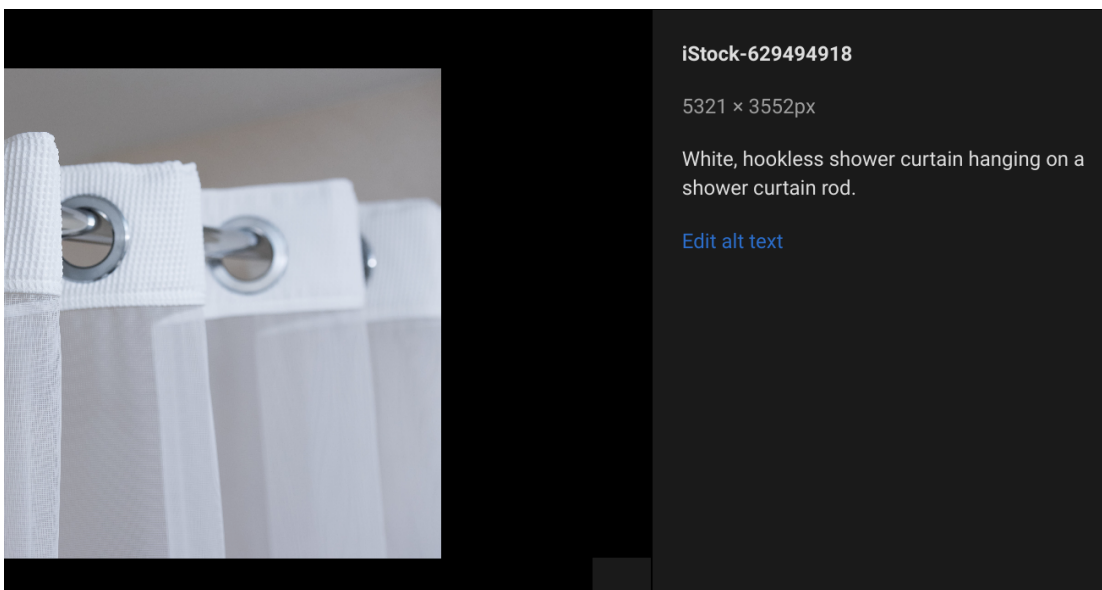
[Begin adding product listings to your Shopify store](#).

Step 4: Add alt text to the product image

Alt text is a brief written description of the image. It helps screen readers and search engines understand what's in the image.

Scroll to the Media section to add alt text to the image you uploaded in the previous activity.

- . Click the image in the Media section. A new window will appear.
- . Click *Add alt text*.
- . Enter alt text that describes the image. The alt text should be short and only include essential details about the image. For example, "White, hookless shower curtain hanging on a shower curtain rod" (as referenced in the screenshot).
- . Click *Save alt text*.
- . Click the X to close the window.



Step 5: Add options

Scroll to the Options pane. Skip the Pricing, Inventory, and Shipping panes. This information will be filled in later for each variant.

- . Select the checkbox in the Options pane (as referenced in the screenshot).
- . Click in the Option name box.
- . In the Option name list, select the option name (*Color* or *Size*) that matches the information in the product specification sheet.
- . In the Option values box, enter the color or size variants, which are listed in the product specification sheet. As an example, for the bath towels, you would type "White," hit enter or click in the box that appears below (Add another value), and type "Beige."
- . Click *Done*.

Options

☒ This product has options, like size or color

Option name

Size

Option values

Medium

Done

+ Add another option

Step 6: Add variant details

After you add options in Step 9, a new pane called Variants will appear below the Options pane. Scroll to the Variants pane, which lists the option values (also called variants) that you entered earlier. For bath towels, the variants listed are *White* and *Beige*.

- . Click *Edit* for the first variant (as referenced in the screenshot).
- . In the Variant dialog, enter the price, cost per item, SKU, barcode, quantity available, and HS (Harmonized System) code for the variant. Use the product specification sheet to find this information.
- . Click *Done*.
- . Repeat this process for the second variant.

| Variants | | | |
|---|---|---------|-----------------|
| Select All None Color ▼ | | | |
| <input type="checkbox"/> | Variant | Price | Quantity |
| <input type="checkbox"/> | <div> <div></div> <div>White</div> </div> | \$ 0.00 | 0 |
| | | | <div>Edit</div> |
| <input type="checkbox"/> | <div> <div></div> <div>Beige</div> </div> | \$ 0.00 | 0 |
| | | | <div>Edit</div> |

Step 7: Edit the page title and meta description

Scroll to the Search engine listing preview section.

- . Click *Edit Website SEO* to edit the page title and meta description. The page title and meta description will automatically populate based on the title and description you entered earlier.
- . Edit the page title by adding a hyphen followed by the store name at the end of the page title.

. Edit the meta description down to two or three sentences or phrases. Include information that might encourage customers to explore the product listing in more detail.

The page title and meta description appear in search engine results. The URL handle will be at the end of the URL for the product detail page. It will also appear in search engine results.

Search engine listing preview

Organic Cotton Shower Curtain - Bath EcoShop
<https://bath-ecoshop.myshopify.com/products/shower-curtain>
Made with eco-friendly 100% organic cotton. Split-ring hookless design makes it easy to hang the shower curtain in seconds.

Page title

Organic Cotton Shower Curtain - Bath EcoShop

44 of 70 characters used

Meta description

Made with eco-friendly 100% organic cotton. Split-ring hookless design makes it easy to hang the shower curtain in seconds.

123 of 320 characters used

URL handle

[https://bath-ecoshop.myshopify.com/products/ shower-curtain](https://bath-ecoshop.myshopify.com/products/shower-curtain)

Step 8: Add the vendor and product type
Scroll to find the Product organization pane.

. Click in the search box for Type. For bath towels, enter “bath towels” and select the product type that most closely matches the product. For the bath rug, enter “bath rug” and select the product type that most closely matches the product.

. Click in the Vendor box and enter “Bath EcoShop.”

. Click *Add Bath EcoShop*.

Note: You don't need to enter any information in the Collections or Tags fields for this activity.

Product organization

Type

Vendor

Step 9: Save the product

Click **Save** in the toolbar at the top of the window to save your product listing.

Unsaved changes

Discard

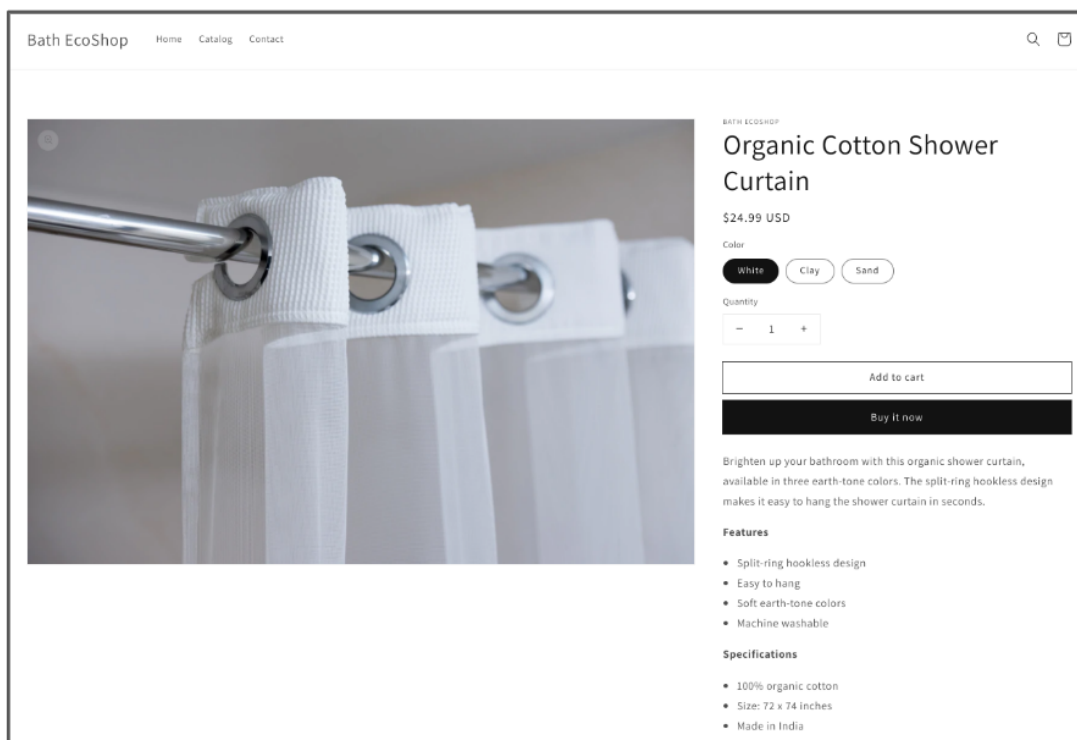
Save

Step 10: Preview the product and save it as a webpage or HTML file

Click **Preview**. Or, if **Preview** is hidden, click **More actions** and then select **Preview**. A new tab will open with a preview of your product as it would appear in your e-commerce store. Review your product listing. If you would like to make any changes, return to the previous tab and update your product listing. Then click **Preview** again.

When you are satisfied with your product listing, save the preview page as a webpage or HTML file. It's a good idea to save your work in case you would like to reference it after your Shopify trial has ended. To save as, press **Control+S** for Windows or Chromebook (or **Command+S** for Mac). Choose the location where you want to save the file. Then click **Save**.

As an example, here is a screenshot of the preview for an organic cotton shower curtain:



Step 11: Repeat Steps 3–10

Finish adding your second product listing by repeating Steps 3–10.

What to Include in Your Response

Be sure to address the following elements in your completed product listings:

Two complete product listings: one for a bath towel and one for a bath rug

Alt text for the product images

Two variants for each product

Completed details for each variant

Edited page title and meta description

Product type and vendor