## Activity Exemplar: Finish adding product **Understanding Shopify** Use Shopify for your e-commerce business Video: introduction to building an e-commerce store 1 min listings to your Shopify store Assessment of Exemplar Reading: Activity Exemplar: Set up a mock e-commerce store using Shopify 10 min Compare the exemplar to your completed 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. Reading: Create a product detail page 20 min Exemplar for Two Complete Product Listings Practice Quiz: Activity: Begin adding product listings to your Shopify store 1 question The exemplar includes complete product listings for a bath towel and bath rug. Here is a preview of the bamboo cotton blend bath towel product listing: 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 (II) Reading: List products on multiple shopping channels 20 min Review: Learn about online stores 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: Alt text for the product image The product image includes alt text that describes the image. The alt text for the bath towel product image is "Stack of white bath towels." Variants Add variant Select All None Color ▼ ☐ ₽+ White \$ 14.99 Edit ☐ **₽** Beige \$ 14.99 Edit Completed details for each variant $\label{thm:eq:continuity} \textbf{Each variant includes the price, cost per item, SKU, barcode, quantity available, and HS (Harmonized System) code.}$ Here are the variant details for the white bath towel: Pricing Compare at price \$ 14.99 \$ 0.00 Cost per item \$ 5.87 Charge tax on this variant Inventory SKU (Stock Keeping Unit) Barcode (ISBN, UPC, GTIN, etc.) 8759755 400894574015 Track quantity Continue selling when out of stock View inventory history 1600 Amphitheatre Parkway HS (Harmonized System) code Q 6302.60 Manually enter codes that are longer than 6 numbers. Here are the variant details for the beige bath towel: Pricing \$ 14.99 \$ 0.00 Cost per item \$ 5.87 Charge tax on this variant Inventory SKU (Stock Keeping Unit) Barcode (ISBN, UPC, GTIN, etc.) 8759756 700894574016 Track quantity Continue selling when out of stock View inventory history 1600 Amphitheatre Parkway Q 6302.60 Manually enter codes that are longer than 6 numbers. A hyphen and store name are included at the end of the page title. The meta description was shortened to include three short sentences featuring some of the most important details about the product that might encourage customers to click on the product listing in search engine results. Search engine listing preview Edit website SEO Bamboo Cotton Blend Bath Towel - Bath EcoShop https://bath-ecoshop.myshopify.com/products/bamboo-cotton-blend-bath-towel Highly absorbent, quick-drying towels made with 60% organic cotton and 40% bamboo. Eco-friendly manufacturing. Product type and vendor Product organization Bath Towels & Washcloths Add custom type Vendor Bath EcoShop Exemplar for Bath Rug Product Listing The exemplar for the bath rug includes the following: Alt text for the product image The product image includes alt text that describes the image. The alt text for the bath rug product image is "Gray bath rug." The bath rug product listing includes these two size variants: Small and Large. $\label{eq:control}$ Variants Add variant Select All None Size ▼

☐ E Small \$ 19.99 **Edit** ☐ **₽** Large \$ 23.99 Edit Completed details for each variant Each variant includes the price, cost per item, SKU, barcode, quantity available, and HS (Harmonized System) code. Here are the variant details for the small bath rug: Edit Small \$ 8.70 SKU (Stock Keeping Unit) Barcode (ISBN, UPC, GTIN, etc.) 8759723 481178213429 ✓ Track quantity Continue selling when out of stock View inventory history Incoming Available 0 200 1600 Amphitheatre Parkway HS (Harmonized System) code Q 5702.10 Manually enter codes that are longer than 6 numbers. Here are the variant details for the large bath rug: Edit Large Create this variant \$ 23.99 Cost per item \$ 9.65

Inventory

SKU (Stock Keeping Unit)

8759724

Track quantity

Continue selling when out of stock

QUANTITY

View inventory history

Location name

Incoming

Available

1600 Amphitheatre Parkway

0

200

HS (Harmonized System) code

Q 5702.10

Manually enter codes that are longer than 6 numbers.

Edited page title and meta description

A hyphen and store name are included at the end of the page title. The meta description was shortened to include three short sentences featuring some of the most important details about the product that might encourage customers to click on the product listing in search engine results.

Search engine listing preview

Edit website SEO

Organic Cotton Bath Rug - Bath EcoShop

https://bath-ecoshop.myshopify.com/products/organic-cotton-bath-rug

Plush bath rug made with 100% organic cotton. Thick cushioning for extra comfort.

Available in two sizes.

Product organization

Type

Bath Mats & Rugs

Add custom type

Vendor

Bath EcoShop

Mark as completed

∴ Like 

Dislike 
Report an issue