

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 begin adding information to two product listings for the Shopify store you created in the previous activity:

[Set up a mock e-commerce store using Shopify](#). 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 that manages 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, called Bath EcoShop, that sells sustainable bath products to customers worldwide. The products are made of organic or sustainable materials and manufactured in fair trade factories.

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 bath rugs. Your manager has provided two product specification sheets with the information you'll need, including pricing, specifications, and other details. Your task will be to create two product listings in Shopify using the details provided in the product specification sheets.

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:

[Set up a mock e-commerce store using Shopify](#).

Note: If you haven't verified the email address for your Shopify account, click the link in the verification email from Shopify.

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

Step 3: Add a new product to your store

Select *Products* in the navigation menu. Then click *Add product*.

Step 4: Add the product title

Enter the product title in the Title field in Shopify. You'll find the product title in the product specification sheet.

Step 5: Write a product description

Write a description for the product and enter it in the Description field in Shopify. Make sure the product description describes how the product will benefit the customer. You can reference the features and technical specifications listed in the product specification sheet to learn more about the product.

The product description should include the following:

A short paragraph of at least one or two sentences that describes the product and its benefits.

A list of the product's features, which are listed in the product specification sheet.

A list of the product's technical specifications, which are listed in the product specification sheet

To get a refresher on how to write product descriptions, you can revisit this reading:

[Learn more about adding product listings to Shopify](#).

Here is an example of a title and product description for a shower curtain:

The screenshot shows a product editor interface. The 'Title' field contains 'Organic Cotton Shower Curtain'. The 'Description' field contains a rich text editor toolbar with various icons for bold, italic, underline, etc. Below the toolbar, the description text reads: 'Brighten up your bathroom with this organic shower curtain, available in three earth-tone colors. The split-ring hookless design makes it easy to hang the shower curtain in seconds.' The 'Features' section lists: 'Split-ring hookless design', 'Easy to hang', 'Soft earth-tone colors', and 'Machine washable'. The 'Specifications' section lists: '100% organic cotton', 'Size: 72 x 74 inches', and 'Made in India'.

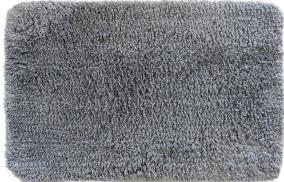
Note: Some information may be included in both the product description and the features or specifications section. For example, you might write about the organic cotton material in the product description and mention it again in the specifications section. This is fine, since customers often scan the product page to find the information they want, rather than reading the entire page.

Step 6: Add the product image

Below are the product images you'll need for this activity. One image is bath towels, and the other image is a bath rug. You'll use the bath towels image for your first product listing. Then, when you repeat these steps to add your second product listing, you'll use

the bath rug image.

To copy the image URL, right-click the image below and select *Copy image address* (or *Copy image location* or *Copy image link*, depending on your browser).



Then scroll to the Media section in Shopify to add the product image.

To add an image from the URL, follow these instructions:

- . Click *Add from URL*.
- . Paste the image URL into the URL field.
- . Click *Add file*.

Note: In your role as an e-commerce specialist, you will likely be asked to add multiple images and videos. For this activity, however, you only need to upload one image for each product.

Step 7: Save the product

Click *Save* in the toolbar at the top of the window.

Step 8: Preview the product and save it as a webpage or HTML file

Click *Preview*. Or, 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 preview of a product listing for a shower curtain:



BATH ECOSHOP Organic Cotton Shower Curtain

\$24.99 USD

Color

White Clay Sand

Quantity

- 1 +

Add to cart

Buy it now

Brighten up your bathroom with this organic shower curtain, available in three earth-tone colors. The split-ring hookless design makes it easy to hang the shower curtain in seconds.

Features

- Split-ring hookless design
- Easy to hang
- Soft earth-tone colors
- Machine washable

Specifications

- 100% organic cotton
- Size: 72 x 74 inches
- Made in India

Step 9: Repeat Steps 3–8

Add your second product listing by repeating Steps 3–8.

What to Include in Your Response

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

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

Product title matches the information in the product specification sheet

Product description includes a short paragraph of at least one or two sentences that describes the product and its benefits

Product description includes a list of the product's features

Product description includes a list of the product's technical specifications

One product image uploaded for each product listing