

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: Set up a mock e-commerce store using Shopify

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

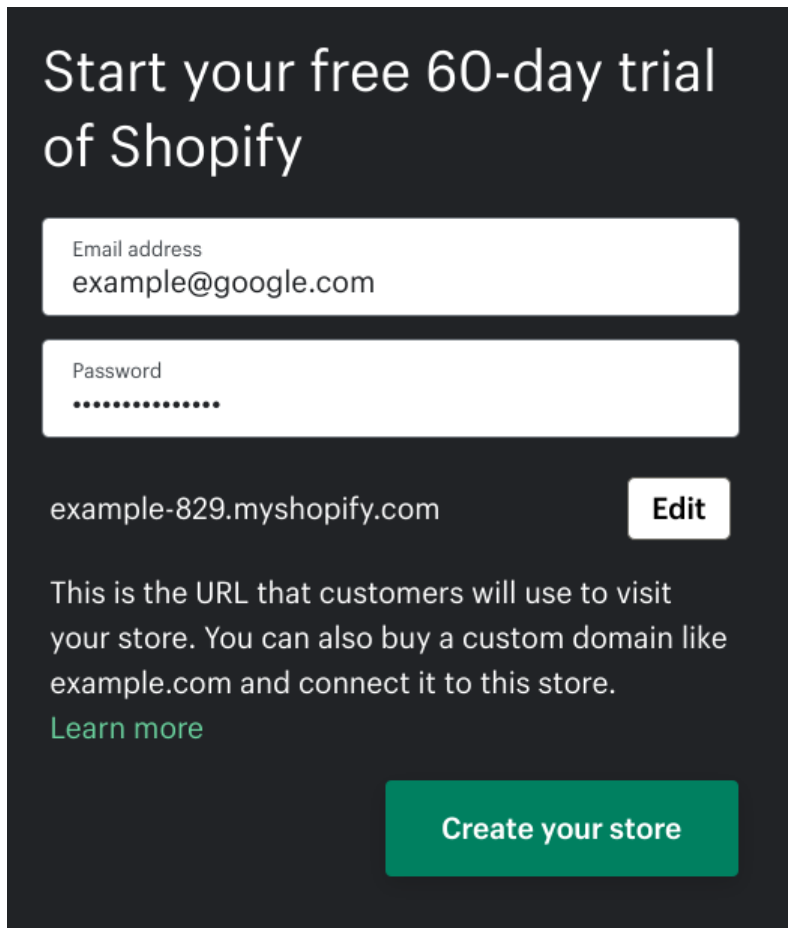
Assessment of Exemplar

Compare the exemplar to your completed form on Shopify. 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.

Let's review the details included in the exemplar:

Account Details

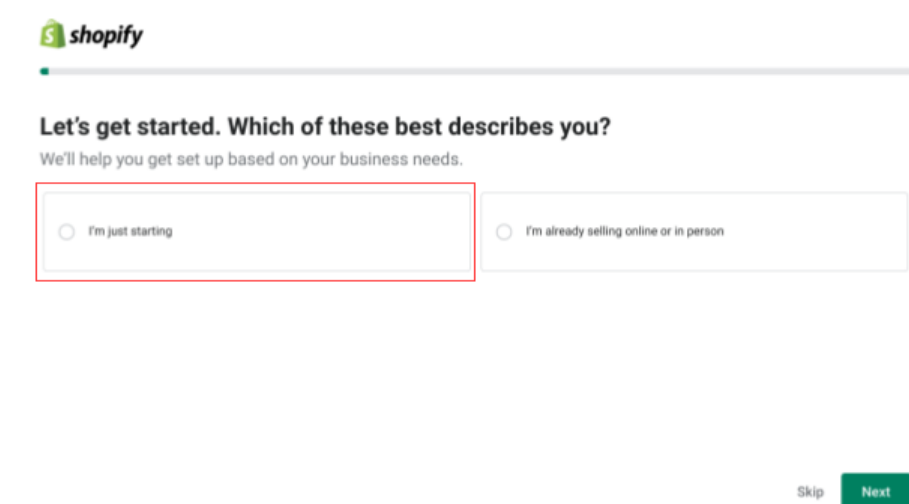
The sign-up form includes an email address, password, and a unique URL automatically generated by Shopify.



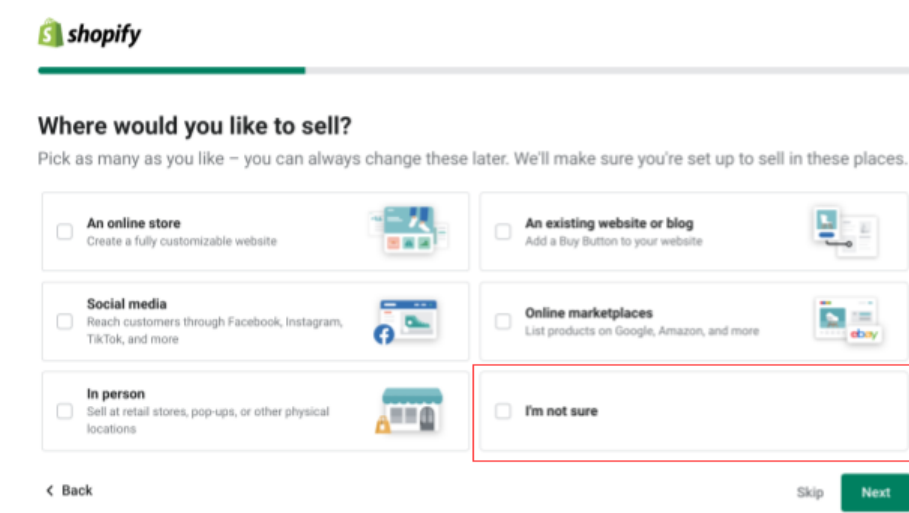
Completed Questionnaire

Here are the questions and answers included in the completed questionnaire:

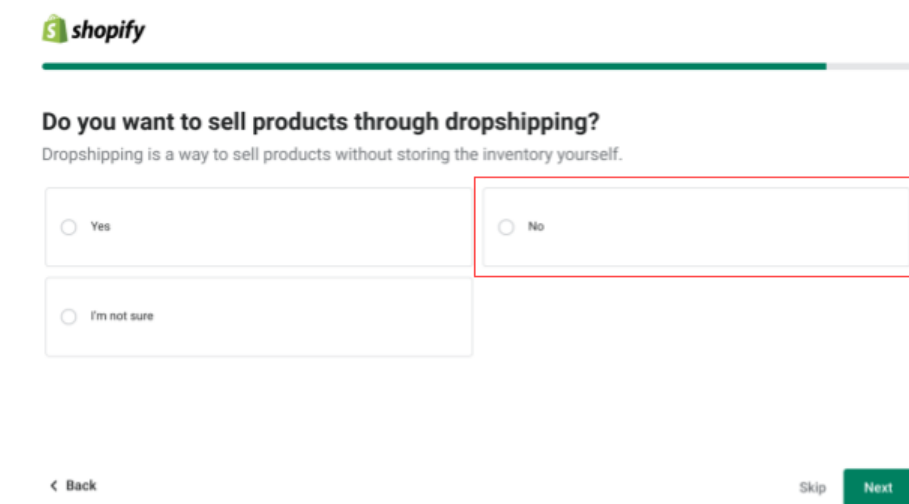
- Which of these best describes you? I'm just starting



- Where would you like to sell? I'm not sure



- Do you want to sell products through dropshipping? No



Shopify

What would you like to name your store?

You can skip this for now if you're still working on it.

Store name (Optional)

< Back Skip Next

Shopify

Where will your business be located?

We'll use your location to set up your default shipping rates, recommended apps, and more.

Country/Region

United States

< Back Next

Shopify

Create a Shopify account

One last step before starting your free trial.

Continue with Email

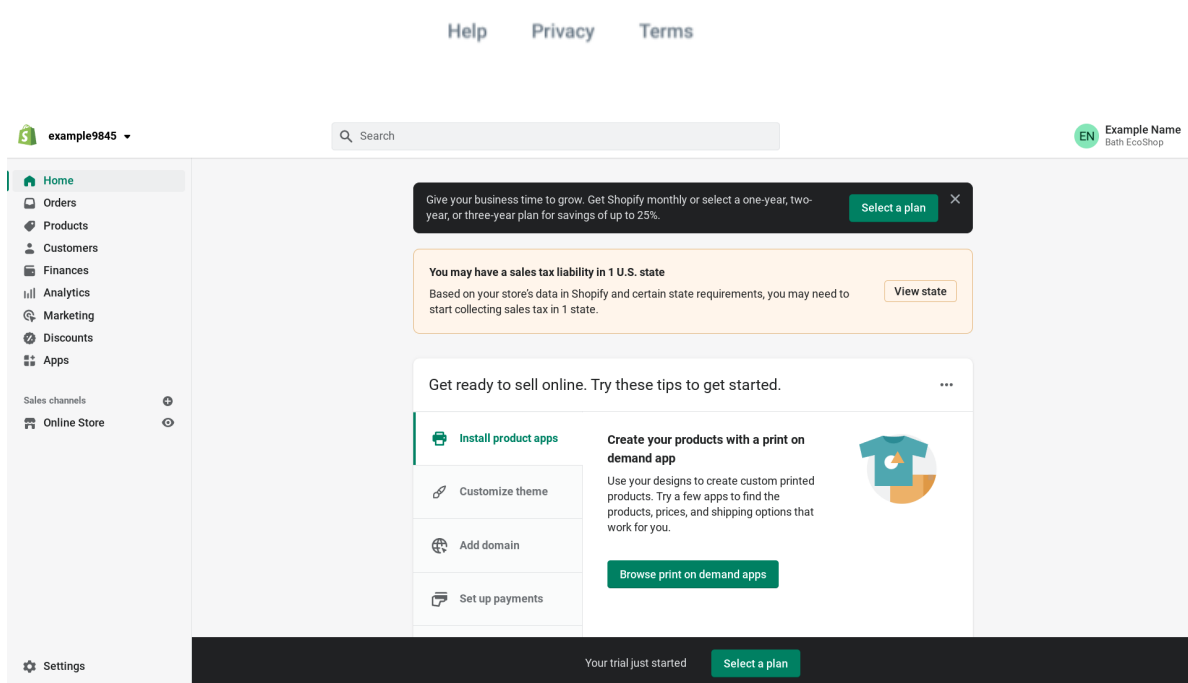
Continue with Apple

Continue with Facebook

Continue with Google

By proceeding, you agree to the Terms and Conditions and Privacy Policy

Already have a Shopify account? Log in



Mark as completed

Like Dislike Report an issue

