



E-commerce Tutorials

E-commerce Option: Shopify

Tutorial 2-3a

Agenda

Schedule

- 1 Introduction
- 2 Setting Up Your Shopify
- 3 Starting Out
- 4 Launching Shopify POS
- 5 Launching an Online Store
- 6 Other Options
- 7 Conclusion

Introduction

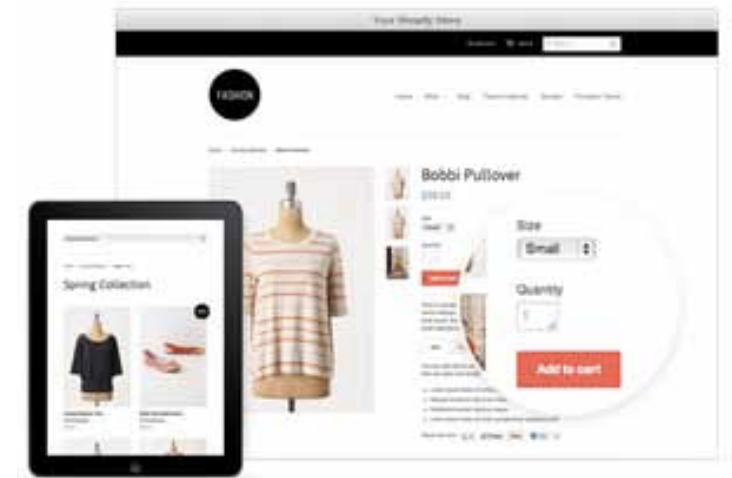
What is Shopify?



An all-in-one E-commerce platform

Content management system with functions such as managing inventory, creating discount codes, etc.

Fantastic support system, with great customer service options



No technical or design experience needed to create a beautiful online website

Setting Up Your Shopify

Steps Away from Launching Your Shopify

Starting Out

 Creating an Account

Launching Shopify POS



Step 1: Add Your Products



Step 2: Download Shopify POS for iPad



Step 3: Get Your Hardware From Shopify (e.g. credit card reader, iPad stand)

Launching an Online Store



Step 1: Customize Your Design



Step 2: Add Your Products



Step 3: Set Up Your Domain Name (Optional)



Step 4: Set Up Shipping and Taxes



Step 5: Set Up Payments

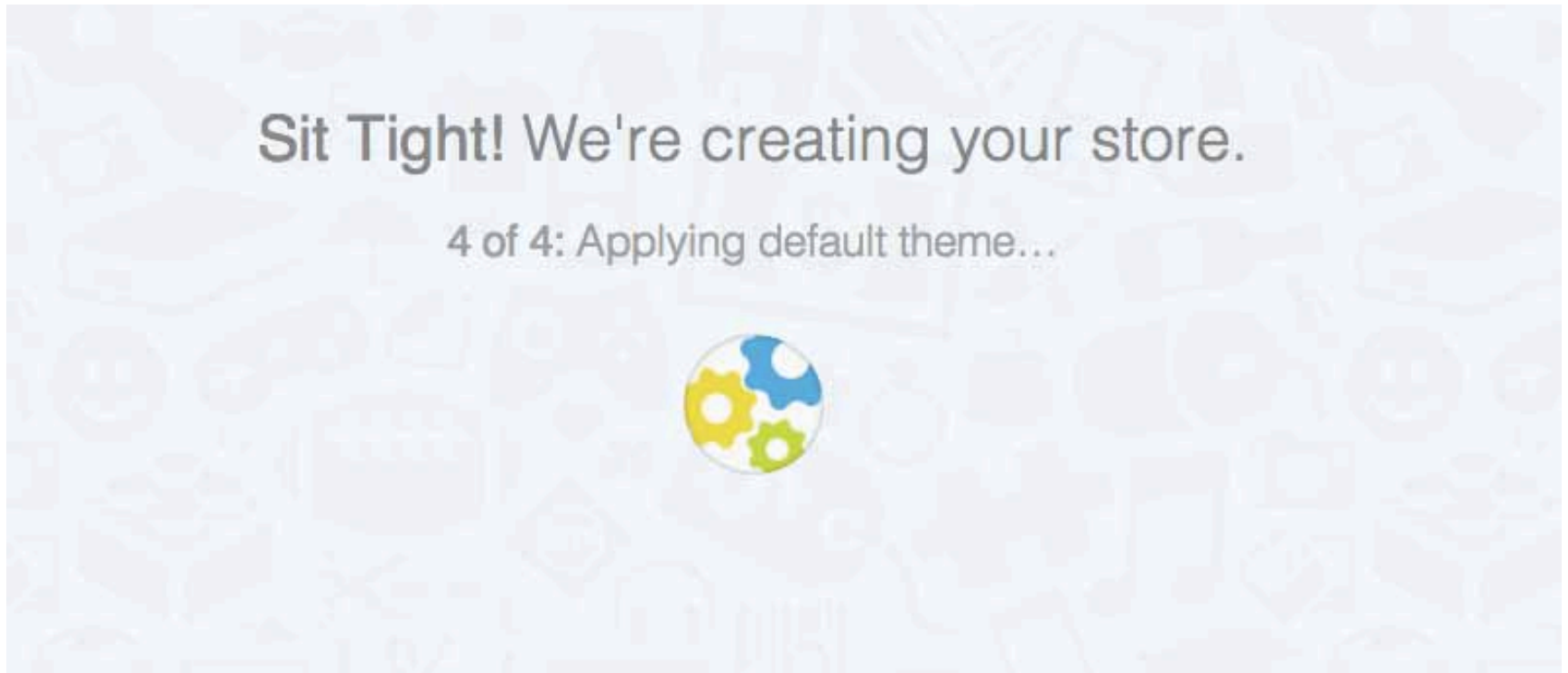
Starting Out: Creating an Account

Step 1: Accessing the Shopify Website



Step 2: Creating the Store

- You will be lead to a page like this while Shopify configures your store.



Step 3: Filling in Details

Some final details before your account is set up

Where would you like to sell?

☒ Online Store
Shopify gives you a fully hosted ecommerce website

☐ Retail Store or Pop-up Shop
Shopify POS lets you sell in-store using an iPad checkout system

We'll use your address to set up your shop's currency, initial tax rates, etc.

First Name **Last Name**

Street Address

City **ZIP/Postal Code**

Country **Province**

Phone number

☐ This is my retail store address

Do you have products?

Are you setting up a store for a client?

☐ Yes, I'm designing/developing a store for a client

What will you sell?

By clicking the button below you agree to [Shopify's Terms of Service](#)

I'm done

- You will be prompted to answer additional questions to set up your store.

Step 4: Gaining Dashboard Access

The screenshot displays the Shopify POS dashboard for a user named Donna Yan. The top navigation bar includes the user's name, a home icon, the word 'Dashboard', and a red status indicator. On the right, it states 'Your 14 day trial just started' and provides a 'Select a plan' button. A dark sidebar on the left contains a search bar and a list of navigation options: Dashboard, Orders, Customers, Products, Collections, Discounts, Gift Cards, Reports, Blog Posts, Pages, Navigation, Themes, Apps, and Settings. The main content area features a large heading 'You are 3 steps away from launching your Shopify POS' and a sub-header 'Your 14 day trial just started'. Below this, three setup steps are listed: Step 1 (Add products), Step 2 (Download Shopify POS for iPad), and Step 3 (Get hardware from Shopify). Each step includes a descriptive text and a corresponding action button. A red callout box highlights the 'Dashboard Overview' link, with a note stating 'Use this to make adjustments to your website'.

One Tank One Bro
Donna Yan

Dashboard

Your 14 day trial just started [Select a plan](#)

Search

Dashboard

Orders

Customers

Products

Collections

Discounts

Gift Cards

Reports

Blog Posts

Pages

Navigation

Themes

Apps

Settings

You are 3 steps away from launching your Shopify POS

Your 14 day trial just started

[Dashboard Overview](#)

Use this to make adjustments to your website

Step 1: Add your products
Your store has 0 products.

[Add Products](#)

Step 2: Download Shopify POS for iPad
Your iPad will automatically sync with your store's inventory.

[Download the Shopify POS app](#)

Step 3: Get your hardware from Shopify
Hardware kits include a credit card reader, cash drawer, iPad stand and receipt printer.

[Order a Shopify POS Hardware kit](#)

Step 5: Selecting the Plan

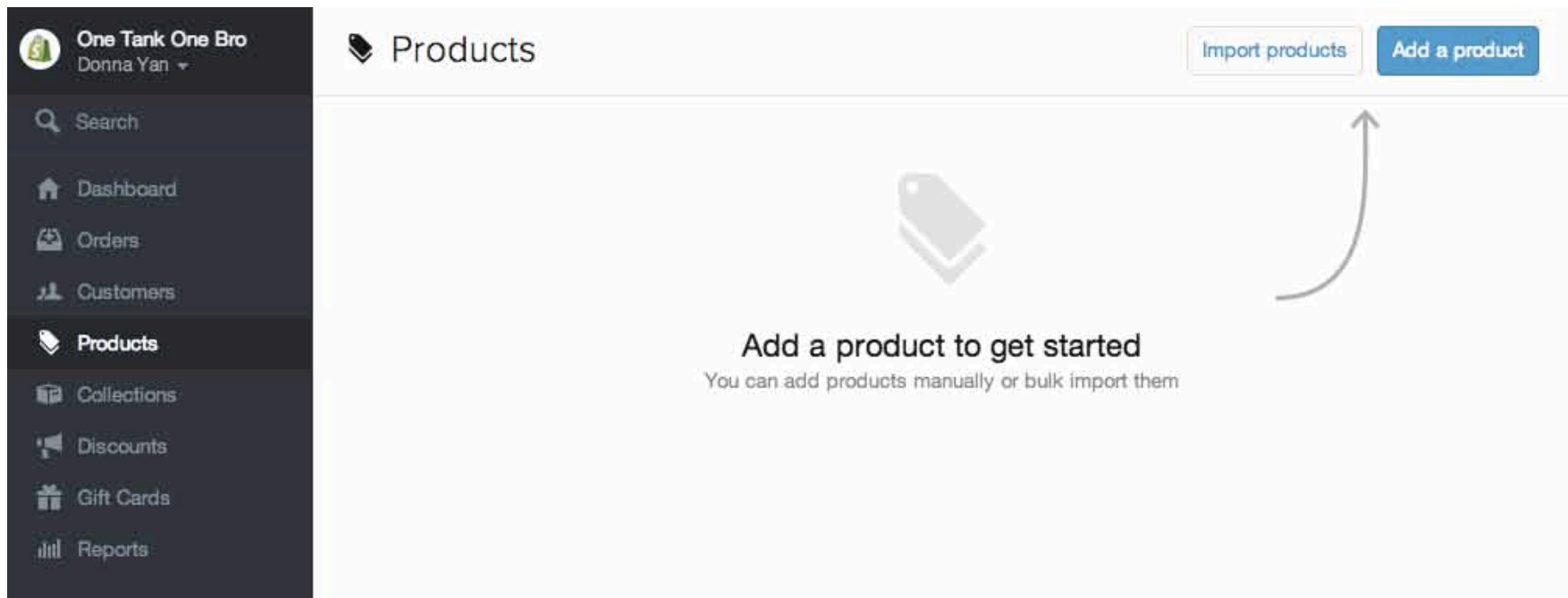
- Shopify will provide you with three different plans to choose from after the trial period.

The screenshot displays three Shopify pricing plans side-by-side. The Professional plan is highlighted with a white background and a blue border, while the Basic and Unlimited plans have light blue backgrounds. Each plan includes a 'Choose this plan' button, credit card rates, and a list of features.

Plan	Price	Credit Card Rates	Features
BASIC	\$29/month	2.9% + 30¢ 0% Transaction fee *	1 GB File Storage 24 / 7 Phone support Full HTML/CSS editor Discount code engine Gift cards Abandoned cart recovery
PROFESSIONAL	\$79/month	2.5% + 30¢ 0% Transaction fee *	5 GB File Storage 24 / 7 Phone support Full HTML/CSS editor Discount code engine Gift cards Abandoned cart recovery
UNLIMITED	\$179/month	2.25% + 30¢ 0% Transaction fee *	Unlimited GB File Storage 24 / 7 Phone support Full HTML/CSS editor Discount code engine Gift cards Abandoned cart recovery

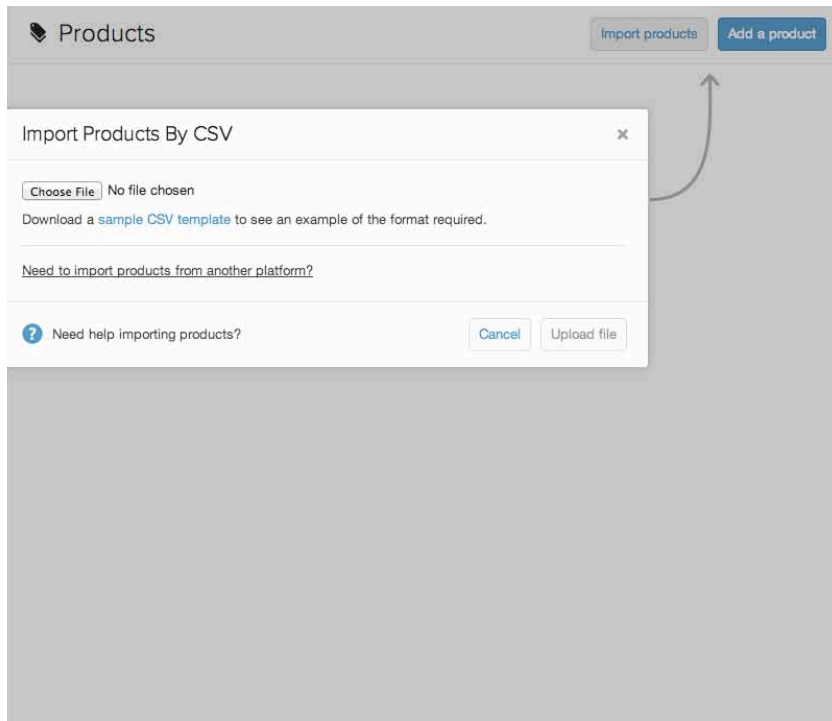
Step 1 – Add Your Products (1/2)

- To add products, there are two methods: importing products from your pre-existing method, or adding a new product via the Shopify interface.

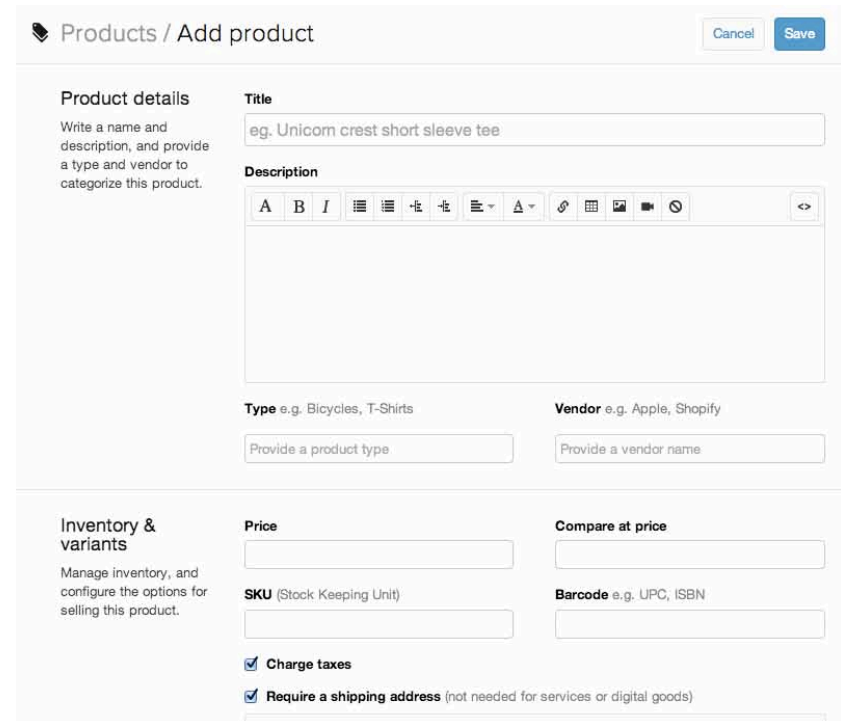


Step 1 – Add Your Products (2/2)

- Opportunity to add details by CSV (using a premade template) or adding products manually.



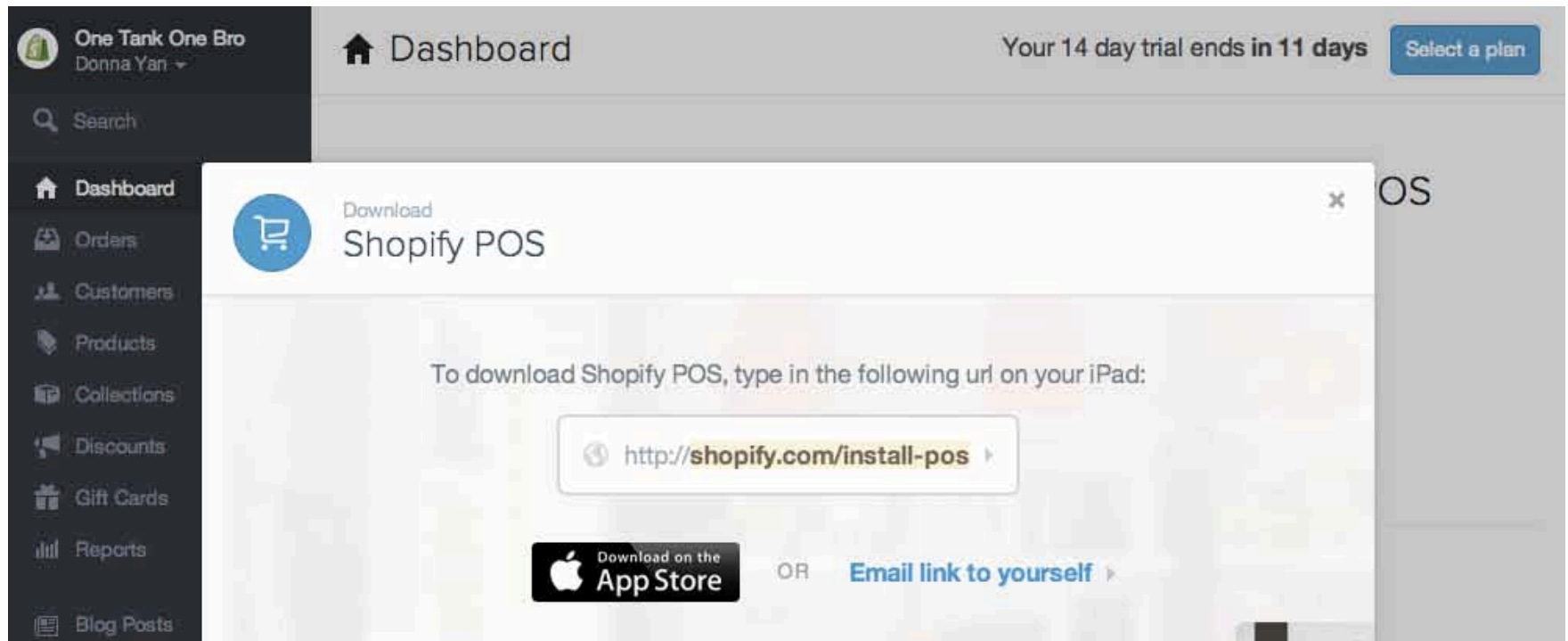
The screenshot shows the 'Products' page in the Shopify POS interface. At the top right, there are two buttons: 'Import products' and 'Add a product'. A modal dialog box titled 'Import Products By CSV' is open in the foreground. It contains a 'Choose File' button, a link to a 'sample CSV template', a link to 'Need to import products from another platform?', and a 'Need help importing products?' link with a question mark icon. The 'Upload file' button is at the bottom right of the dialog. An arrow points from the 'Add a product' button to the dialog box.



The screenshot shows the 'Add product' form in the Shopify POS interface. The form is titled 'Products / Add product' and has 'Cancel' and 'Save' buttons at the top right. It is divided into several sections: 'Product details' with a 'Title' field (example: 'eg. Unicorn crest short sleeve tee') and a 'Description' field with a rich text editor; 'Type' (example: 'Bicycles, T-Shirts') and 'Vendor' (example: 'Apple, Shopify') fields; 'Inventory & variants' with a 'Price' field, a 'SKU' (Stock Keeping Unit) field, and checkboxes for 'Charge taxes' and 'Require a shipping address' (not needed for services or digital goods); and 'Compare at price' and 'Barcode' (example: 'UPC, ISBN') fields.

Step 2 – Download Shopify POS for iPad

- Your iPad will automatically sync with your store's inventory.



Step 3 – Get Your Hardware from Shopify

- Hardware kits include a credit card reader, cash drawer, iPad stand and receipt printer.



Step 1: Customize Your Design

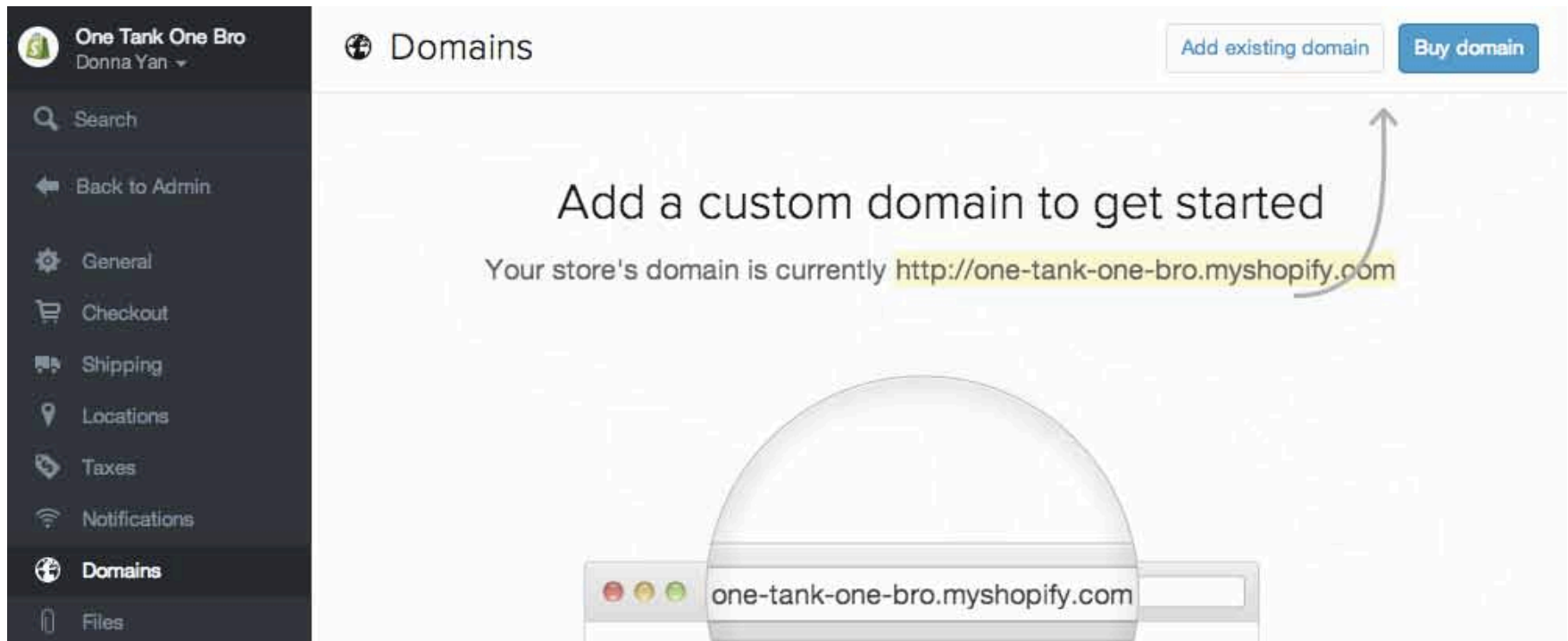
The screenshot displays the Shopify Theme Editor interface for the 'One Tank One Bro' theme, owned by Donna Yan. The left sidebar contains navigation links: Search, Dashboard, Orders, Customers, Products, Collections, Discounts, Gift Cards, Reports, Blog Posts, Pages, Navigation, and Themes. The main content area is titled 'Themes / launchpad' and includes buttons for 'Template Editor', 'Rename', and 'Save'. A red callout box labeled 'Customization Options' points to the 'Aesthetics' section, with the text 'Use this to make adjustments to your website'. The 'Aesthetics' section includes 'Logo, favicon, and cart settings' with options to use a custom logo (with a 'Choose File' button and 'No file chosen' text) and upload a favicon (with a 'Choose File' button, 'No file chosen' text, and a 'favicon.png' link). The 'Colors' section includes color pickers for 'Website background color' (set to #ffffff), 'Top toolbar background color' (set to #000000), 'Top toolbar text color' (set to #bbbbbb), 'Link color' (set to #f45b4f), and 'Nav link color' (set to #888888). Other sections visible include 'Live theme preview' with a 'Preview in new window' button, 'Theme presets' with a 'Custom' dropdown, and 'Try a new theme'.

Step 2: Add Your Products

- Refer to Launching Shopify POS, Step 1: Add Your Products

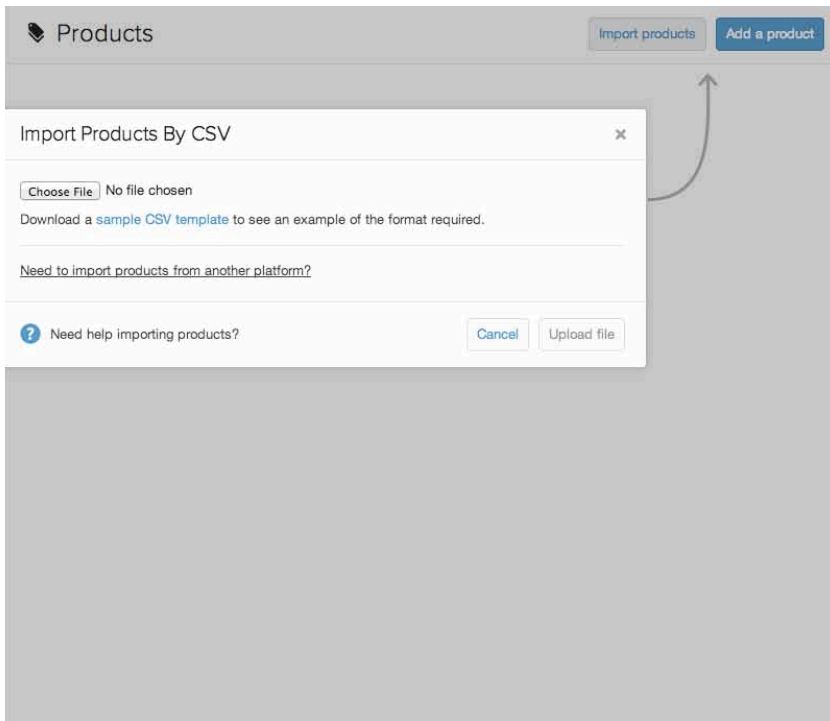
Step 3: Set Up Your Domain Name (Optional) (1/2)

- To add a domain, you can either add an existing domain or buy a new domain through Shopify.

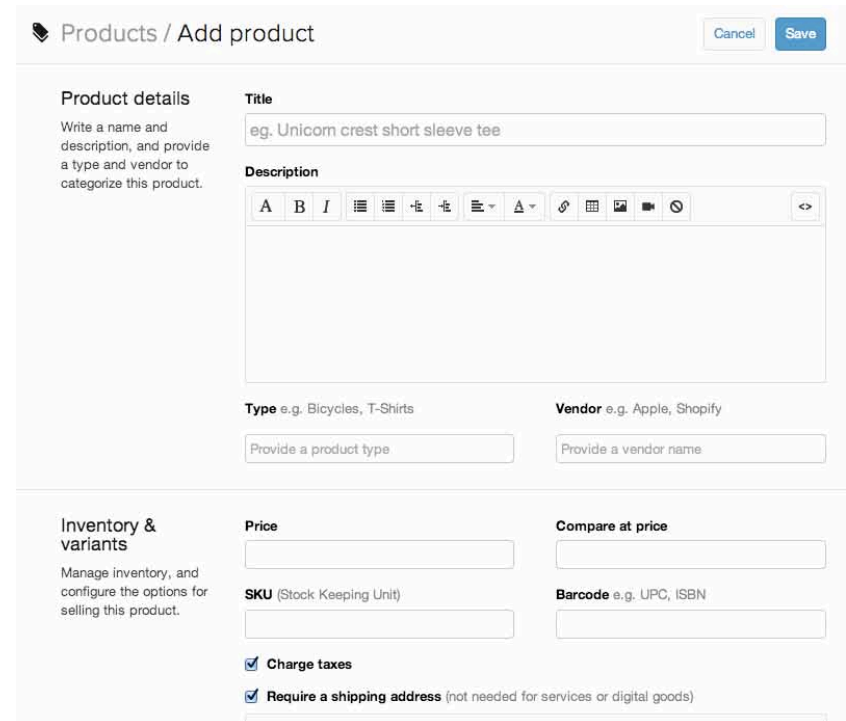


Step 3: Set Up Your Domain Name (Optional) (2/2)

- Shopify will walk you through the steps necessary to set up your domain name.




The screenshot shows the 'Products' page in Shopify. At the top right, there are two buttons: 'Import products' and 'Add a product'. A dialog box titled 'Import Products By CSV' is open in the foreground. It contains a 'Choose File' button, a note 'No file chosen', a link to 'Download a sample CSV template', a link 'Need to import products from another platform?', a help link 'Need help importing products?', and 'Cancel' and 'Upload file' buttons. An arrow points from the 'Add a product' button to the dialog box.



The screenshot shows the 'Products / Add product' page in Shopify. It has a 'Cancel' button and a 'Save' button at the top right. The page is divided into several sections: 'Product details' with a 'Title' field (containing 'eg. Unicorn crest short sleeve tee') and a 'Description' field with a rich text editor; 'Type' and 'Vendor' fields (both with placeholder text 'Provide a product type' and 'Provide a vendor name' respectively); 'Inventory & variants' with a description; 'Price' and 'SKU' fields; 'Compare at price' and 'Barcode' fields; and checkboxes for 'Charge taxes' and 'Require a shipping address'.

Step 4: Setting Up Shipping and Taxes

- Shopify will walk you through the steps necessary to set up your shipping and taxes.


 Shipping

You currently have not setup a shipping address. [Add one now.](#)

Shipping rates

Add new shipping rates to new countries and existing countries.

[Add a country](#)

 **Canada** - [remove country](#)

[Standard Shipping](#)

0.00 kg - 5.00 kg


\$10.00 CAD

[Heavy Goods Shipping](#)

5.00 kg - 20.00 kg

\$20.00 CAD

[Add shipping rate](#)

 **Rest of World** - [remove country](#)

[International Shipping](#)

0.00 kg - 20.00 kg


\$20.00 CAD

[Add shipping rate](#)

Carrier calculated shipping

If you want to use UPS, USPS, FedEx or other carriers for real-time shipping rates for your customers then you need to enable carrier calculated shipping.



 Your current plan doesn't support carrier-calculated shipping. If you want to enable real time shipping you need to [upgrade your plan.](#)

 Taxes

Tax Rates

A list of all the tax rates for the countries you ship to. To add a country to this list, go to [Shipping settings](#) and click on Add a country.

[Add tax override](#)

Destination	Country Tax Rate	Sub-Regions
 Canada	5%	13 provinces
 Rest of World	0%	0 regions

Tax settings

Change the way Shopify calculates taxes on your store.


Include taxes in prices

If the checkbox below is selected all taxes will be calculated using this formula:
 $\text{Tax} = (\text{Tax Rate} * \text{Price}) / (1 + \text{Tax Rate})$. Example £1.00 at 20% VAT will be £0.17 (rounded).

☐ All taxes are included in my prices


☐ Charge taxes on shipping rates.

[Save changes](#)



Need help? Go to the Shopify [Taxes Manual](#)

Step 5: Set Up Payments

 **One Tank One Bro**
Donna Yan ▾

Search

Back to Admin

General

Checkout

Shipping

Locations

Taxes

Notifications


Domains

Files

Account

🛒 Checkout & Payment / Shopify Payments

Complete account setup

 **shopify** payments
powered by **stripe**

Your store accepts credit cards with Shopify Payments!

Before we can transfer sales from orders to your bank account we'll need some additional information about your business.

Business details

Your business type

Corporation ▾

Estimate of your average order

\$0 - \$10 ▾

☐ We process more than \$150,000 a month on average ⓘ

☒ We sell and ship physical goods

Miscellaneous Effects

- There are many other options available on the Shopify website.

Navigation

Link lists

Link lists help your customers navigate around your website. They can be added to your theme via [Theme Settings](#).

Link lists can also be used to [create drop-down navigation](#) for your storefront.

[Add link list](#)

Main Menu

- Home
- Catalog
- Blog
- About Us


[Edit Link list](#)

Footer

- Search
- About Us

[Edit Link list](#)

Apps



You don't have any apps installed

[Visit the App Store](#)

Pages

[Filter pages](#)

<input type="checkbox"/>	Title	Last Modified
<input type="checkbox"/>	About Us The About Us page of your shop is vital because it's where users go when first trying to determine a level of trust. Since trust is such an ...	Mar 5, 2014
<input type="checkbox"/>	Welcome You made it! Congratulations on starting your own online store! This is your shop's frontpage, and it's the first thing your customers ...	Mar 5, 2014

[<](#) [>](#)

Blog Posts

[Filter blog posts](#)

<input type="checkbox"/>	Title	Blog	Tags	Author	Date
<input type="checkbox"/>	First Post	News	—	Shopify	Mar 5, 2014

[<](#) [>](#)

Blog posts are a great promotion tool that can be used to write about new products and deals.

In Summary

Steps Away from Launching Your Shopify

Starting Out

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Launching Shopify POS



Step 1: Add Your Products



Step 2: Download Shopify POS for iPad



Step 3: Get Your Hardware From Shopify

Launching an Online Store



Step 1: Customize Your Design



Step 2: Add Your Products



Step 3: Set Up Your Domain Name (Optional)



Step 4: Set Up Shipping and Taxes



Step 5: Set Up Payments