

# Building An E-Commerce Shopify Store

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# e-Commerce Business Components (Shopify)

## Personal FB Account

FB Biz Manager

Ad Acct #1

FB Page

- Pixel ID
- Audience Insight
- Power Editor

[www.xyz.com](http://www.xyz.com)

## E-Store

(Shopify Platform)

### Zoho Mail

- Biz email
- Eg: sales@xyz.com

### Optional Apps

- Free / Paid monthly

Ali  
Express

### PayPal:

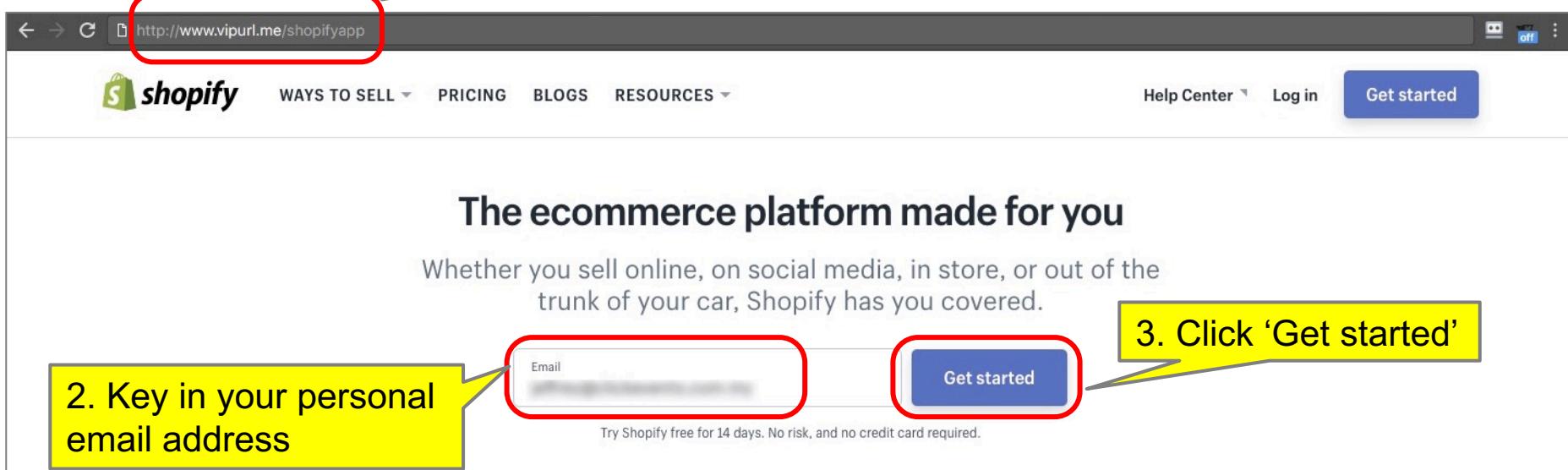
- Payment Gateway

EST.

# Creating Shopify Store

# Creating Shopify Store

1. Go to 'www.vipurl.me/shopifyapp'



The screenshot shows the Shopify homepage. At the top, there's a navigation bar with links for 'WAYS TO SELL', 'PRICING', 'BLOGS', and 'RESOURCES'. On the right side of the header are 'Help Center', 'Log in', and a blue 'Get started' button. Below the header, the text 'The ecommerce platform made for you' is displayed, followed by a subtext: 'Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered.' A large yellow callout box on the left says '2. Key in your personal email address' with an arrow pointing to the 'Email' input field. Another yellow callout box at the top says '1. Go to 'www.vipurl.me/shopifyapp'' with an arrow pointing to the browser's address bar, which contains 'http://www.vipurl.me/shopifyapp'. A third yellow callout box on the right says '3. Click 'Get started'' with an arrow pointing to the 'Get started' button.



fy.my/?ref=clickevents-com-sg-pte-ltd

## Start your free 14-day trial of Shopify

1. Create a password  
for Shopify

Email address

Password

Your store name

2. Create a unique  
store name

3. If the store name is  
available in Shopify,  
click 'Create your store'

**Success, your store is ready to go!**

4. This message  
indicate your store is  
successfully created

**Sit tight, we're creating your store!**

1 of 3: Creating your account



**Sit tight, we're creating your store!**

2 of 3: Initializing your store



**Sit tight, we're creating your store!**

3 of 3: Applying store settings

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## Tell us a little about yourself

• •

Are you already selling?  
I'm not selling products yet

What is your current revenue?  
\$0 (I'm just getting started)

Are you setting up a store for a client?

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

1. Select relevant options

2. Click 'Next'

Next

3. Key in your contact details

Add an address so you can get paid

• •

First Name	Last Name
Jeffrey	Tang
Street Address	
GTower, 199 Jalan Tun Razak	
Apt, suite, etc. (optional)	
Level 18, Suite 18-14	
City	ZIP/Postal Code
Kuala Lumpur	50400
Country	State/Territory
Malaysia	Kuala Lumpur
Phone Number	Business or personal website (optional)
[REDACTED]	mybusinessname.com

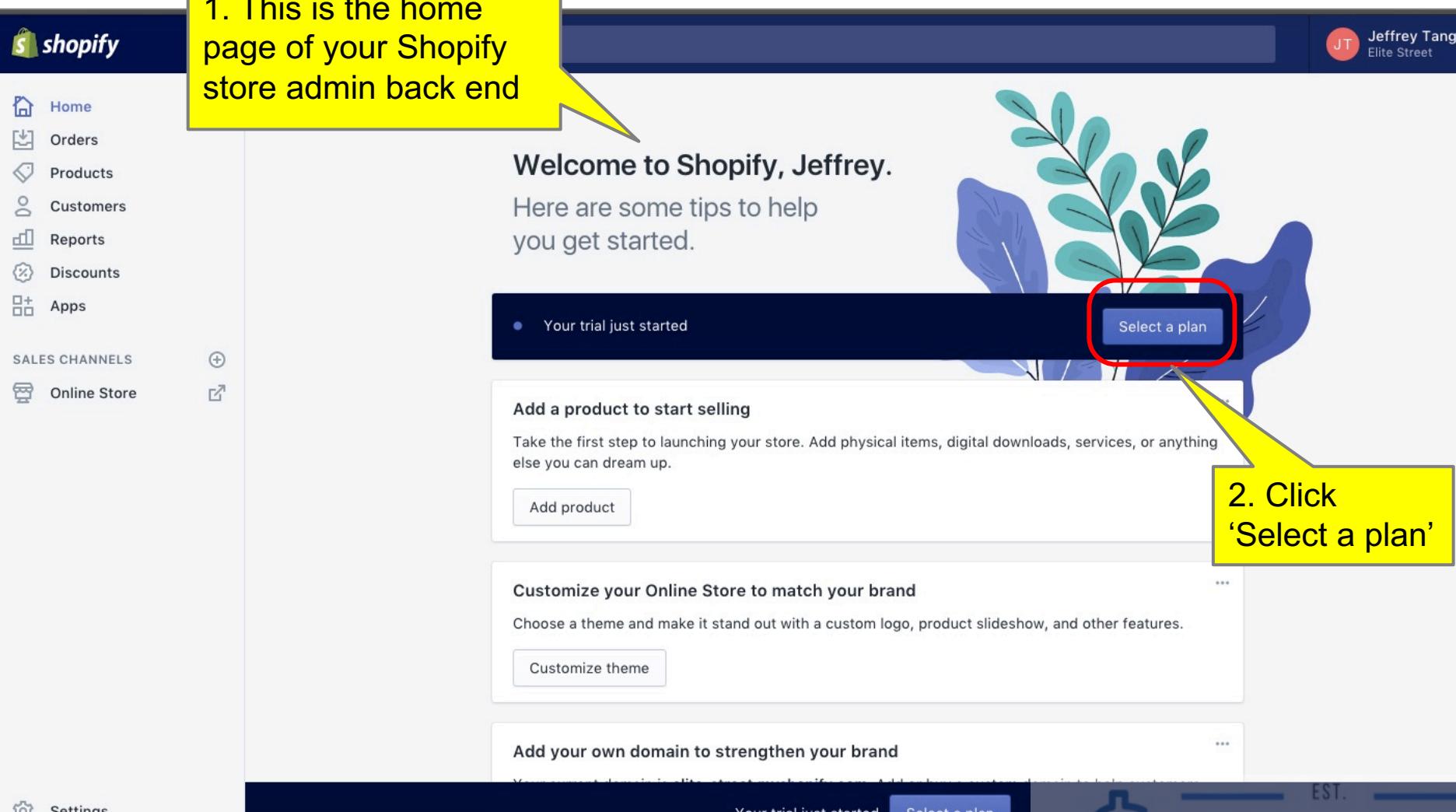
◀ Back

4. Click 'Enter my store'

EST  
Enter my store

# Subscribe To A Plan

1. This is the home page of your Shopify store admin back end



Welcome to Shopify, Jeffrey.

Here are some tips to help you get started.

- Your trial just started

Add a product to start selling

Take the first step to launching your store. Add physical items, digital downloads, services, or anything else you can dream up.

Add product

Customize your Online Store to match your brand

Choose a theme and make it stand out with a custom logo, product slideshow, and other features.

Customize theme

Add your own domain to strengthen your brand

Your trial just started Select a plan

2. Click 'Select a plan'

EST.



shopify

Search

Jeffrey Tang  
Elite Street

Pick a plan to use when your free trial ends

There is no risk—if Shopify isn't right for you, cancel before August 6th and we won't charge you.

Your price includes **Online Store**. [Add/Remove](#)

Most popular

**Basic Shopify**

\$ 29 /month

**Choose this plan**

Start selling your products on your secure and beautiful online store.

Transaction fee  
2.0% transaction fee

Staff accounts  
2 1

**Shopify**

\$ 79 /month

**Choose this plan**

Get more sales with features like gift cards, professional reports, fraud analysis tools, and abandoned cart recovery.

Transaction fee  
1.0% transaction fee

Staff accounts  
5 1

**Advanced Shopify**

\$ 299 /month

**Choose this plan**

Save time and money with advanced report builder and third-party calculated shipping.

Transaction fee  
0.5% transaction fee

Staff accounts  
15 1 EST.

1. Select a plan and click 'Choose this plan'

Settings



shopify

Search

Home Orders Products Customers Reports Discounts Apps

SALES CHANNELS Online Store

Pick a plan for your store

Billing information

Please provide your payment details.

1. Key in your credit card details

Card number

Expires CVV

Billing address

First name Last name

Street address

GTower, 199 Jalan Tun Razak

City Postal / ZIP Code

Kuala Lumpur 50400

Country State/territory

Malaysia Kuala Lumpur

Billing cycle

Choose how you would like to be billed.

Bill me once a month for \$29.00

Bill me once a year for \$312.00 and save \$36.00 every year

Bill me every two years for \$558.00 and save \$138.00 every two years

Bill me every three years for \$783.00 and save \$261.00 every three years

You will be charged for the monthly Basic Shopify plan of \$29.00 USD on 2017-08-06. This will cover your Shopify subscription from: August 6, 2017 to September 5, 2017.

Settings

EST.

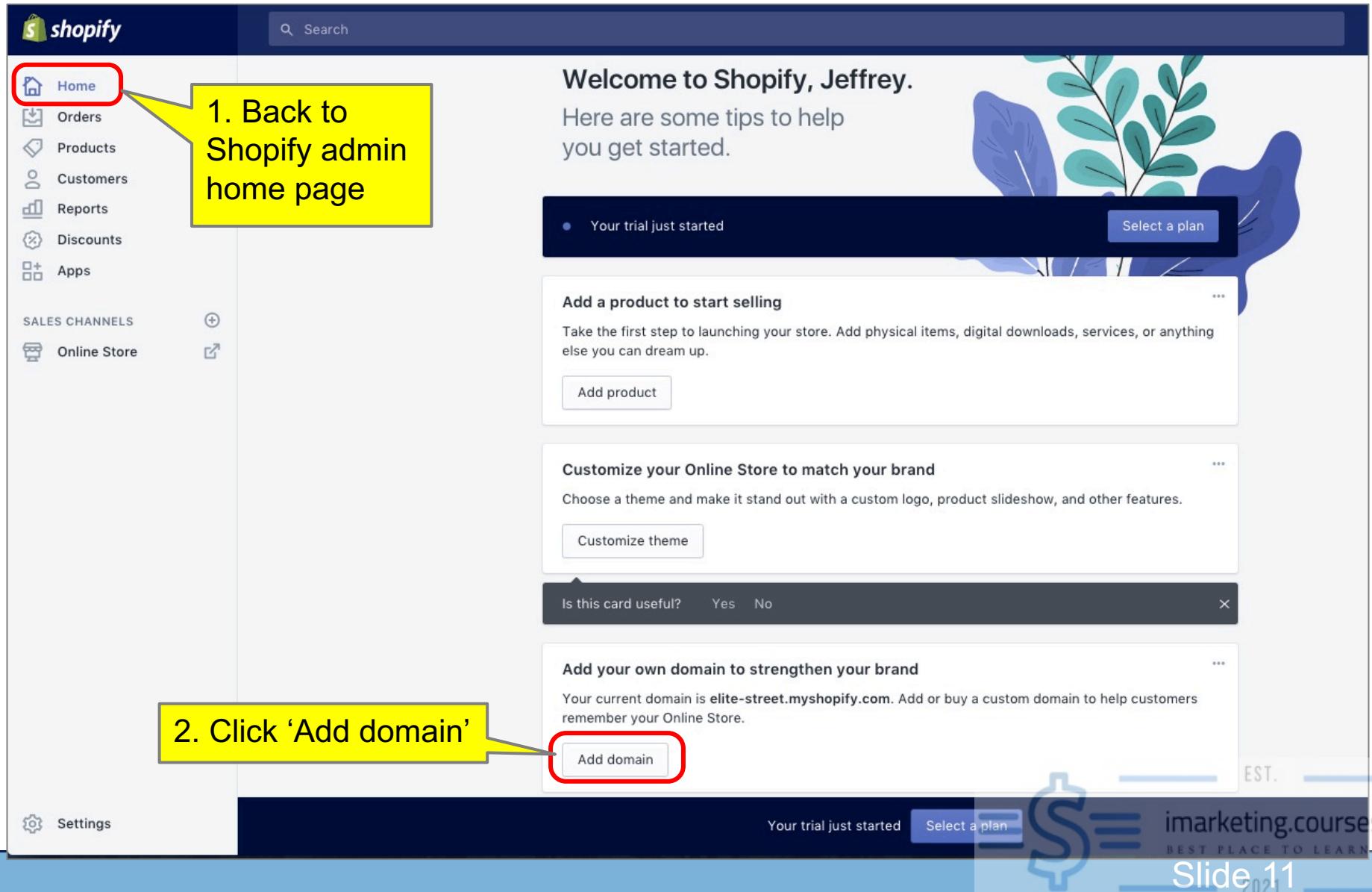
Cancel Confirm changes

2. Click 'Confirm changes'

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# Add A Domain



The screenshot shows the Shopify admin home page. On the left sidebar, the 'Home' link is highlighted with a red box and a yellow callout '1. Back to Shopify admin home page'. In the main content area, there's a 'Welcome to Shopify, Jeffrey.' message with tips for getting started. A callout '2. Click 'Add domain'' points to the 'Add domain' button in a box on the 'Add your own domain to strengthen your brand' section, which is also highlighted with a red box.

1. Back to Shopify admin home page

Welcome to Shopify, Jeffrey.

Your trial just started

Select a plan

Add a product to start selling

Take the first step to launching your store. Add physical items, digital downloads, services, or anything else you can dream up.

Add product

Customize your Online Store to match your brand

Choose a theme and make it stand out with a custom logo, product slideshow, and other features.

Customize theme

Is this card useful? Yes No

Add your own domain to strengthen your brand

Your current domain is elite-street.myshopify.com. Add or buy a custom domain to help customers remember your Online Store.

Add domain

Your trial just started Select a plan

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&lt; Online Store

**Domains** Connect existing domain[Buy new domain](#)**Connect or buy a domain**

Make your store memorable and easy to find with a custom domain.

[Buy new domain](#)[Connect existing domain](#)

**1. Click 'Buy new domain'**

&lt; Domains

**Buy domain** Connect existing domain

Domain name

elitestreetstore.com

Enter the domain you want

**2. Key in your desired domain**

Domain name

elitestreetstore.com

elitestreetstore.community

elitestreetstore.company

elitestreetstore.computer

elitestreetstore.com.af

elitestreetstore.com.ag

elitestreetstore.com.cm

elitestreetstore.com.co

Price

\$14 USD/year

[Buy](#)

\$31 USD/year

[Buy](#)

\$22 USD/year

[Buy](#)

\$31 USD/year

[Buy](#)

\$66 USD/year

[Buy](#)

\$91 USD/year

[Buy](#)

\$26 USD/year

[Buy](#)

\$19 USD/year

[Buy](#)

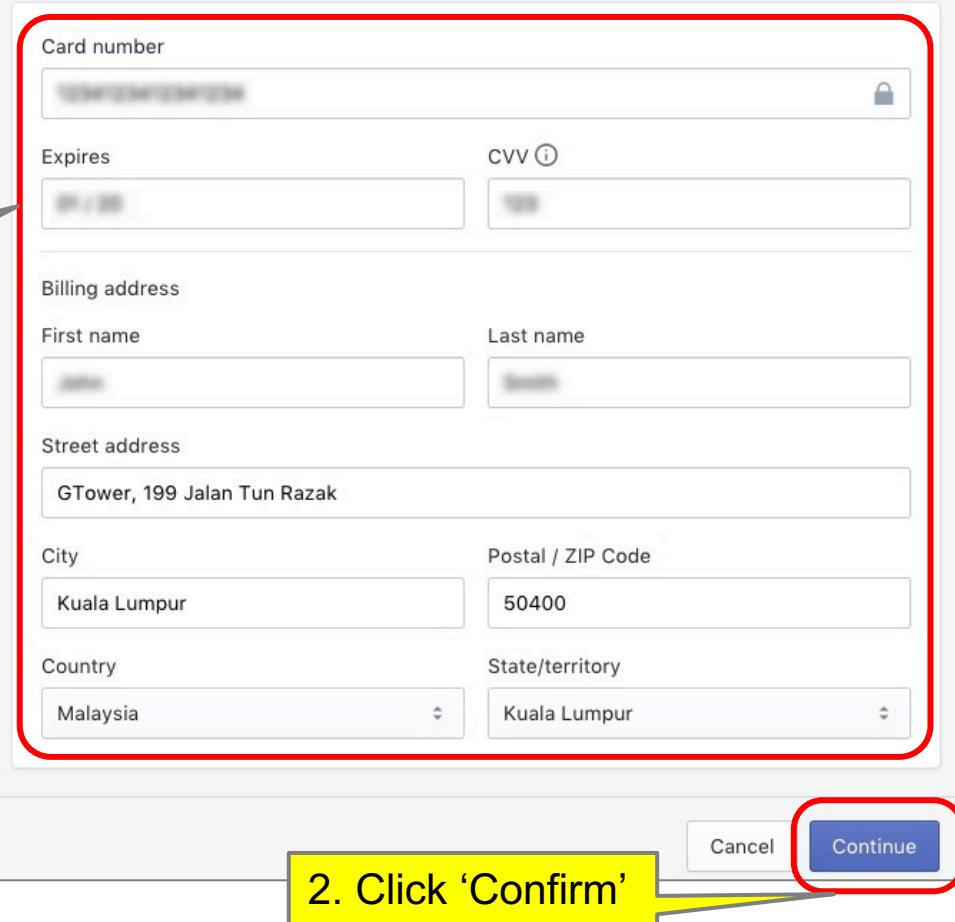
**3. If the domain name is available, proceed to click 'Buy'**

## Change credit card

### Billing information

Changes to your credit card will be effective immediately. All future charges will be charged to this card.

1. Key in your credit card details



Card number

Expires  CVV

Billing address

First name  Last name

Street address  GTower, 199 Jalan Tun Razak

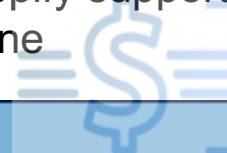
City  Kuala Lumpur Postal / ZIP Code  50400

Country  Malaysia State/territory  Kuala Lumpur

2. Click 'Confirm'

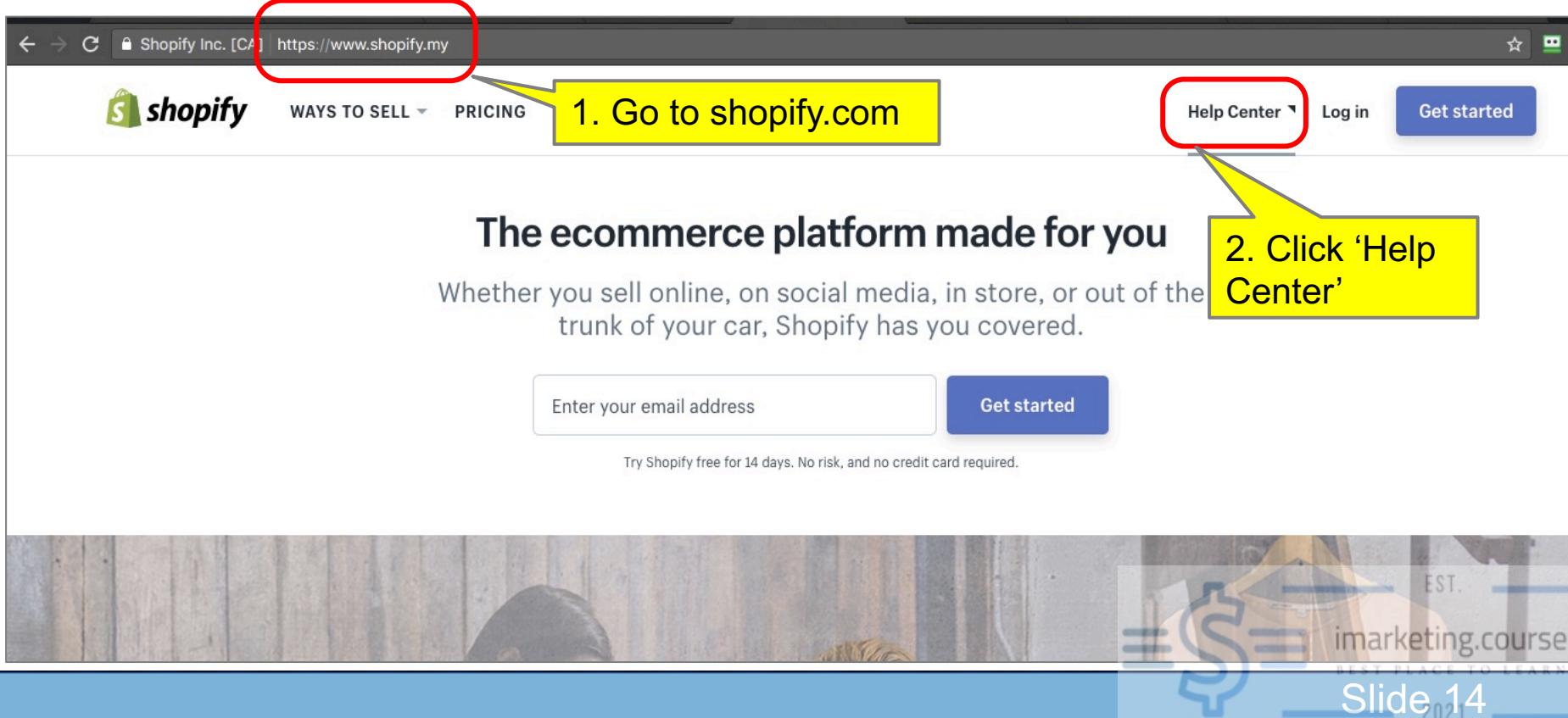
### Note:

When you buy a domain through Shopify, you are actually purchasing your domain from **OpenSRS.net**. You need to get username and password from Shopify support to access your domain manager in OpenSRS.net, so that you can modify DNS zone



# Getting Access to OpenSRS and Modify DNS Zone

1. When you buy a domain through Shopify, you are actually purchasing your domain from **OpenSRS.net**. You need to get username and password from Shopify support to access your domain manager in OpenSRS.net, so that you can modify DNS zone
2. You need to modify domain DNS zone in order to setup your domain email hosting using services such as Zoho Mail or G Suite



The screenshot shows the Shopify homepage. A red box highlights the URL bar with the address <https://www.shopify.my>. A yellow box labeled "1. Go to shopify.com" has an arrow pointing to the Shopify logo. Another yellow box labeled "2. Click 'Help Center'" has an arrow pointing to the "Help Center" link in the top right corner. The page features the headline "The ecommerce platform made for you" and a subtext about selling online, on social media, in store, or out of the trunk of a car. It includes a "Get started" button and a "Try Shopify free for 14 days. No risk, and no credit card required." message.

1. Go to shopify.com

2. Click 'Help Center'

Shopify Inc. [CA] https://www.shopify.my

shopify

WAYS TO SELL ▾ PRICING

Help Center Log in Get started

The ecommerce platform made for you

Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered.

Enter your email address

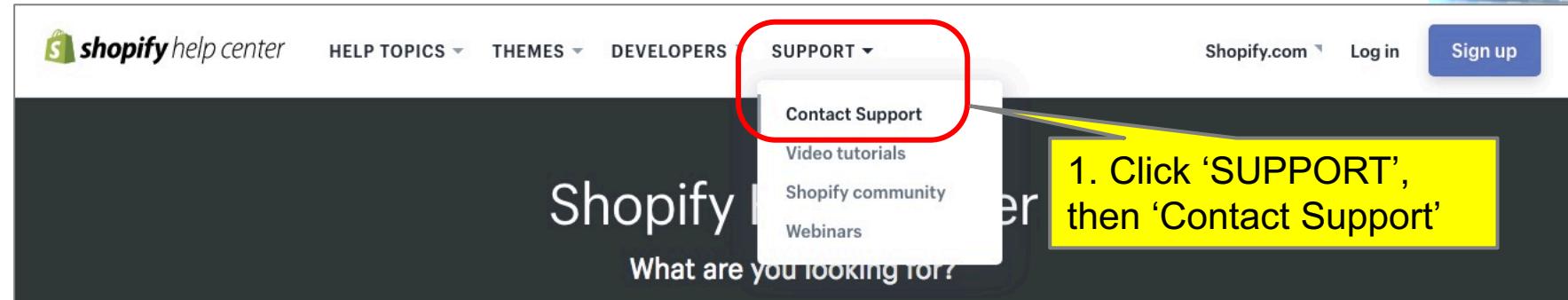
Get started

Try Shopify free for 14 days. No risk, and no credit card required.

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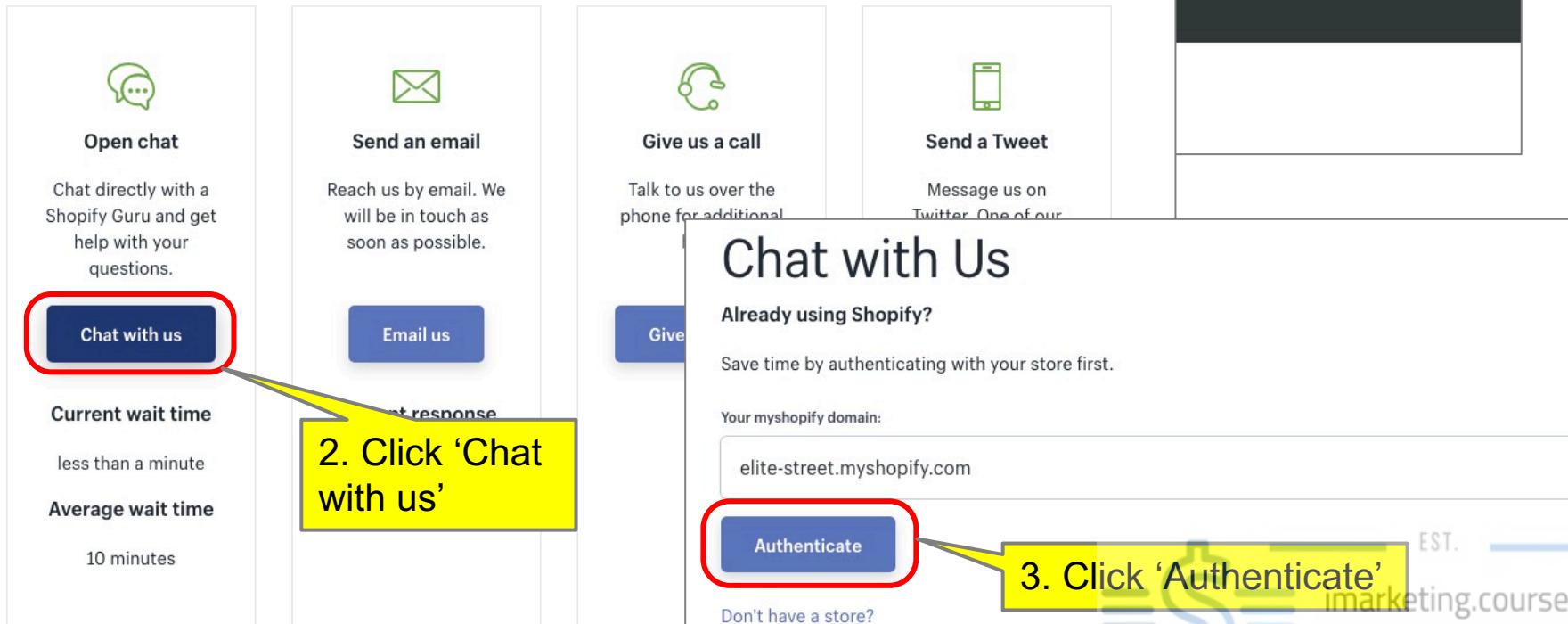
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The screenshot shows the Shopify help center interface. At the top, there are links for "HELP TOPICS", "THEMES", "DEVELOPERS", and "SUPPORT". A red box highlights the "SUPPORT" dropdown menu, which contains options like "Contact Support", "Video tutorials", "Shopify community", and "Webinars". A yellow callout box points to the "Contact Support" option with the instruction: "1. Click 'SUPPORT', then 'Contact Support'".

We're here to help 24 hours a day, 7 days a week



The screenshot shows the "Chat with Us" section of the Shopify help center. It features four contact methods: "Open chat", "Send an email", "Give us a call", and "Send a Tweet". Each method has a description and a blue button below it. A red box highlights the "Chat with us" button under "Open chat", with a yellow callout box pointing to it and the instruction: "2. Click 'Chat with us'". Another red box highlights the "Authenticate" button under the "Already using Shopify?" section, with a yellow callout box pointing to it and the instruction: "3. Click 'Authenticate'".

**Open chat**  
Chat directly with a Shopify Guru and get help with your questions.  
**Chat with us**

**Send an email**  
Reach us by email. We will be in touch as soon as possible.  
**Email us**

**Give us a call**  
Talk to us over the phone for additional support.  
**Give us a call**

**Send a Tweet**  
Message us on Twitter. One of our team members will respond.  
**Send a Tweet**

**Chat with Us**

**Already using Shopify?**  
Save time by authenticating with your store first.

Your myshopify domain:  
elite-street.myshopify.com

**Authenticate**



The image shows a composite screenshot of three windows:

- Shopify Support Authentication Dialog:** A modal window titled "You are about to install Shopify Support Authentication". It shows two icons: one for "Elit..." and one for "Shop...". Below the icons, it says "Shopify Support Authentication will be able to:" and lists "See store's staff accounts". It also states "Shopify Support Authentication will not see your Online Store, customers, or orders." At the bottom are "Cancel" and "Install app" buttons, with the "Install app" button highlighted by a red oval.
- Shopify Live Chat Window:** A window titled "Shopify Live Chat" showing a queue status. It says "You are #2 in the queue" and "Waiting for agent...". The status later changes to "Connected" and "Chat started." with a message from "Jen B": "Hi! This is Jen with the Guru team. If you could type out what you need my help with that would be great! I will be with you shortly :)".
- Browser Tab:** A tab for "elite-street.myshopify.com/admin/oauth/authenticate" showing the "Elite Street ~ Authorize Shopify Support Authentication" page.

**Annotations:**

- 1. Click 'Install app'** (Yellow callout pointing to the "Install app" button in the dialog).
- 2. Key in your request to access opensrs.net for your domain in the live chat** (Yellow callout pointing to the message input field in the live chat window, which contains "i'd like to access opensrs.net for my domain elitestreetstore.com, pls email to me the password reset link").
- 3. Click 'Send'** (Yellow callout pointing to the "Send" button in the live chat window, which is highlighted by a red oval).

<https://manage.opensrs.net>

**Manage Your Domain**

Domain Name: elitestreetstore.com  
User Name: elitestreetstore  
Password: .....  
\* User Name and Password are case sensitive  
\* Do not put www. as part of your domain name

[Manage Domain](#)

\* Cookies must be enabled on your browser to use this interface.

1. AFTER you have received the OpenSRS username and password through email, go to [www.opensrs.net](http://www.opensrs.net)

2. Key in your domain URL, without 'www'

3. Key in the username and password that was emailed to you

4. Click 'Manage Domain'

**Manage Your Domain**

Domain Name: .com is Locked  
Expires: 20 Waiting Requests: 0

[Profile](#) | [Organization](#) | [Admin](#) | [Billing](#) | [Technical](#) | [Name Servers/DNS](#) | [Domain Extras](#) | [Reseller Contact](#) | [Domain Locking](#) | [Logout](#)

5. Click 'Name Servers/DNS'

6. Click 'Modify DNS Zone'

This will allow you to set DNS records (A, CNAME etc) on the Zone.

**Note:** In order to use this DNS configuration, your nameservers must be set to: ns1.systemdns.com, ns2.systemdns.com, ns3.systemdns.com

#### DNS Zone for pinkpangolin.com

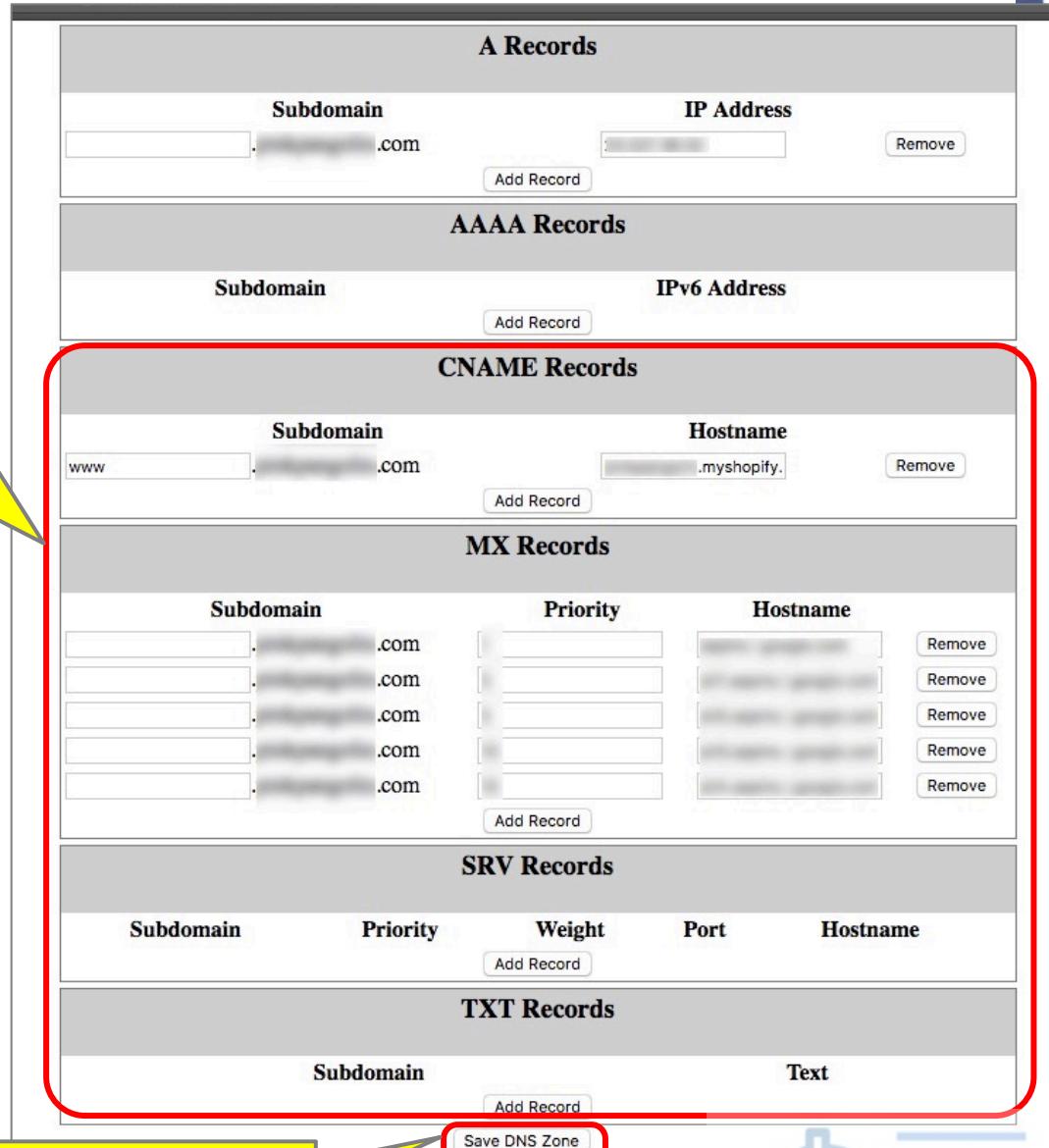
A Records		
Subdomain	IP Address	
<input type="text"/>	<input type="text"/>	<a href="#">Remove</a>
<a href="#">Add Record</a>		
AAAA Records		
<input type="text"/>	<input type="text"/>	<a href="#">Remove</a>
<a href="#">Add Record</a>		

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1. For domain email hosting using services such as Zohomail or G Suite, follow the instruction provided by the service provider to add/modify the relevant DNS records



The screenshot shows a web-based DNS management tool with the following sections:

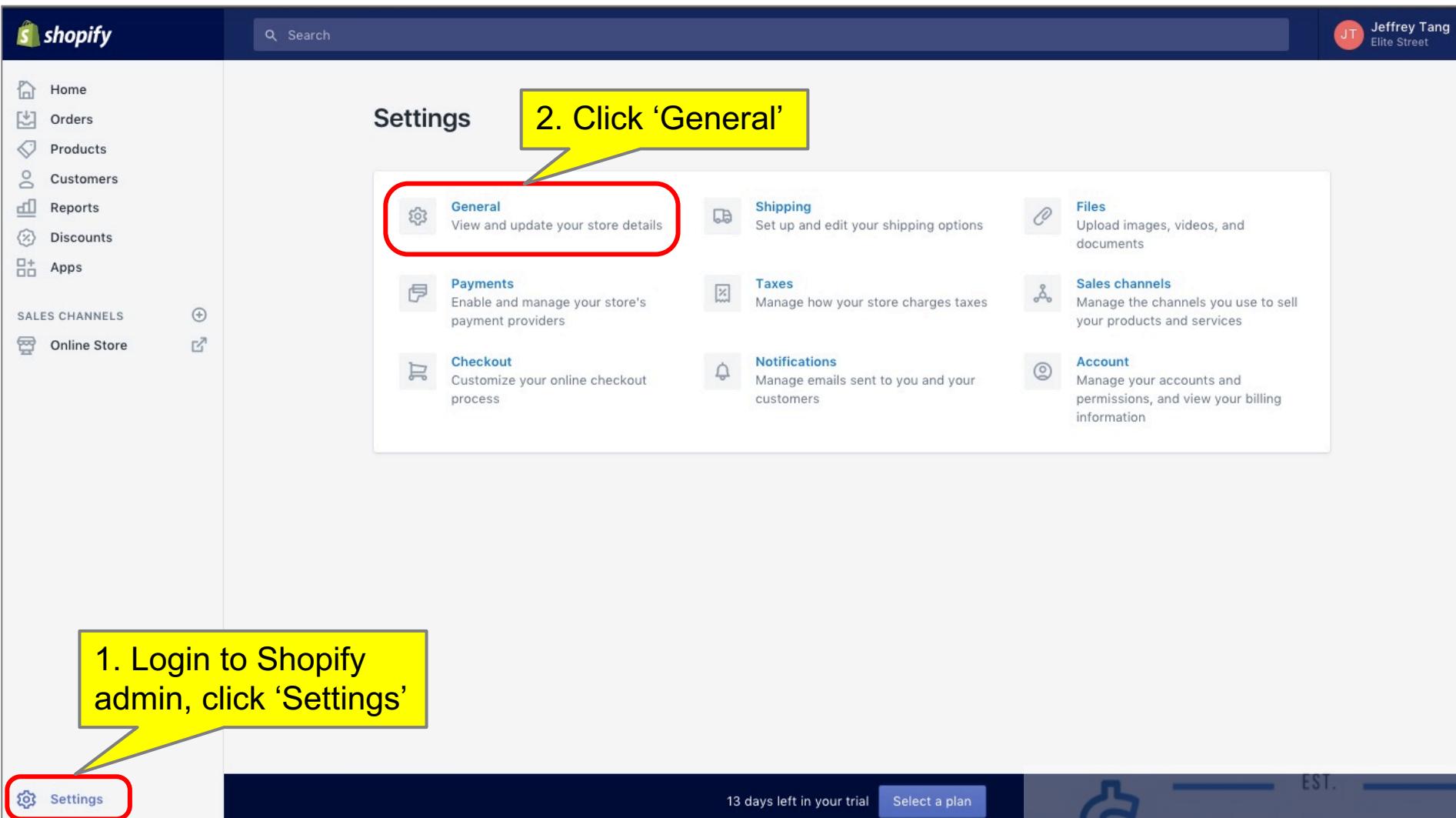
- A Records:** Subdomain (input field), IP Address (input field), Add Record, Remove.
- AAAA Records:** Subdomain (input field), IPv6 Address (input field), Add Record.
- CNAME Records:** Subdomain (input field), Hostname (input field), Add Record, Remove.
- MX Records:** Subdomain (input field), Priority (input field), Hostname (input field), Add Record, Remove.
- SRV Records:** Subdomain (input field), Priority (input field), Weight (input field), Port (input field), Hostname (input field), Add Record.
- TXT Records:** Subdomain (input field), Text (input field), Add Record.

2. Once the DNS records has been added/modified, click 'Save DNS Zone'

 Save DNS Zone

# Shopify Store Settings

# Shopify Settings > General



The screenshot shows the Shopify Admin interface. On the left, there's a sidebar with icons for Home, Orders, Products, Customers, Reports, Discounts, and Apps. Below that is a Sales Channels section with an Online Store option. At the bottom of the sidebar is a red box around the "Settings" button. The main area is titled "Settings". A yellow speech bubble points to the "General" section, which is also highlighted with a red box. Another yellow speech bubble points to the "General" section from below. The "General" section contains the text "View and update your store details". Other sections shown include Shipping, Payments, Taxes, Checkout, Notifications, Files, Sales channels, and Account.

1. Login to Shopify admin, click 'Settings'

2. Click 'General'

13 days left in your trial Select a plan



[Settings](#)

## General

### Store details

Shopify and your customers will use this information to contact you.

Store name

Elite Street

Account email

[REDACTED]

We'll use this address if we need to contact you about your account.

Customer email

sales@elitestreetstore.com

Your customers will see this address if you email them

1. Update customer email to your domain email

### Standards and formats

Standards and formats are used to calculate product prices, shipping weights, order times, and more.

Timezone

(GMT+08:00) Asia/Kuala\_Lumpur

Unit system

Metric system

Default weight unit

Kilogram (kg)

Currency

United States Dollars (USD)

2. Set default weight unit to 'Kilogram (kg)'

3. Select currency used in your store, eg: USD

### EDIT ORDER ID FORMAT (OPTIONAL)

Order numbers start at #1001 by default. While you can't change the order number itself, you can add a prefix or suffix to create IDs like "EN1001" or "1001-A."

Prefix

#

Suffix

[REDACTED]

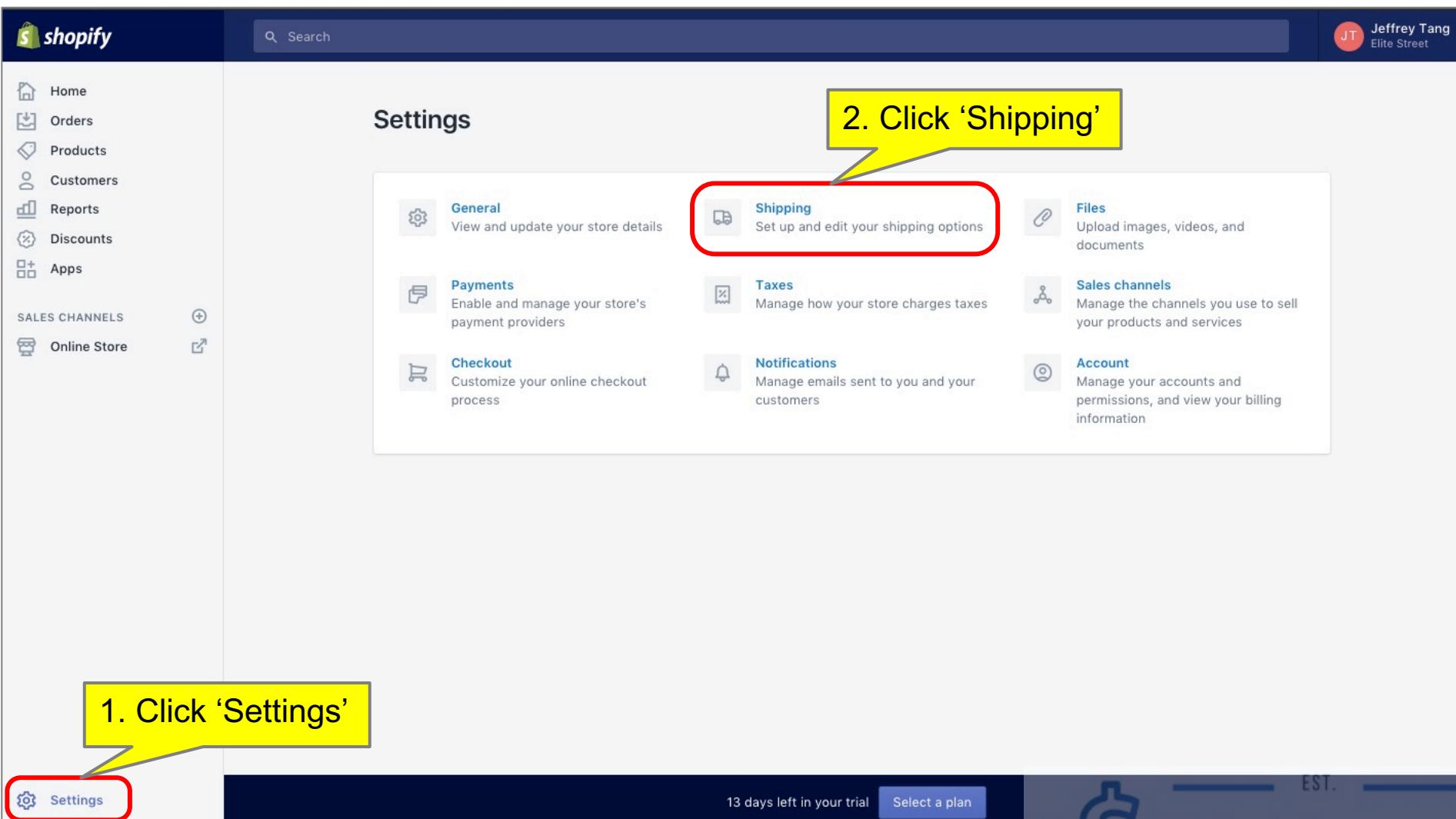
Your order ID will appear as #1001, #1002, #1003 ...

4. Click 'Save'

Save

EST.

# Shopify Settings > Shipping



The screenshot shows the Shopify admin interface. On the left, there's a sidebar with icons for Home, Orders, Products, Customers, Reports, Discounts, and Apps. Below that is a section for Sales Channels with 'Online Store'. At the bottom of the sidebar is a red-bordered button labeled 'Settings'. The main area is titled 'Settings' and contains several sections: General, Shipping (which is highlighted with a red box and a yellow callout bubble pointing to it), Payments, Taxes, Notifications, Files, Sales channels, and Account. At the very bottom of the screen, there's a dark bar with the text '13 days left in your trial' and 'Select a plan'.

1. Click 'Settings'

2. Click 'Shipping'

13 days left in your trial

Select a plan

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[Settings](#)

## Shipping

### Shipping origin

The address used to calculate shipping rates.

### Shipping from

Elite Street  
GTower, 199 Jalan Tun Razak  
Level 18, Suite 18-14  
50400 Kuala Lumpur KUL  
Malaysia

[Edit address](#)

### Zones and rates

Use [shipping zones](#) to choose the regions that you ship to. Define your [shipping rates](#) for each zone that will show up during checkout.

Review your [tax settings](#) after adding a country

### Shipping zones

[Add shipping zone](#)

 DOMESTIC Malaysia

[Edit](#)

#### Standard Shipping

0.0 kg – 5.0 kg

\$10.00

#### Heavy Goods Shipping

5.0 kg – 20.0 kg

\$20.00

 REST OF WORLD (240 countries)

[Edit](#)

#### International Shipping

0.0 kg – 20.0 kg

\$20.00

### Price based rates

Add rates based on the price of a customer's order. [Learn more](#)

[Add rate](#)

### Weight based rates

2. Click 'Add rate' next to 'Price based rates'

[Add rate](#)

### Name

### Range

### Rate amount

International Shipping

0 kg – 20 kg

\$20.00

[Edit](#)
[X](#)

### Calculated rates

[Add rate](#)

Add rates from your shipping carriers and apps. These rates can be adjusted by a percentage or a flat fee to cover handling costs. [Learn more](#)

[Delete zone](#)

**Rest of world**

Add price based rate

Name: Standard Shipping (highlighted with red box)

Customers will see this at checkout

**Countries**

RANGE

Minimum order price: \$ 0.00 (highlighted with red box)

Maximum order price: \$ 50.00 (highlighted with red box)

**Price based**

RATE

Free shipping rate

Rate amount: \$ 9.95 (highlighted with red box)

**Weight**

Cancel Done (highlighted with red box)

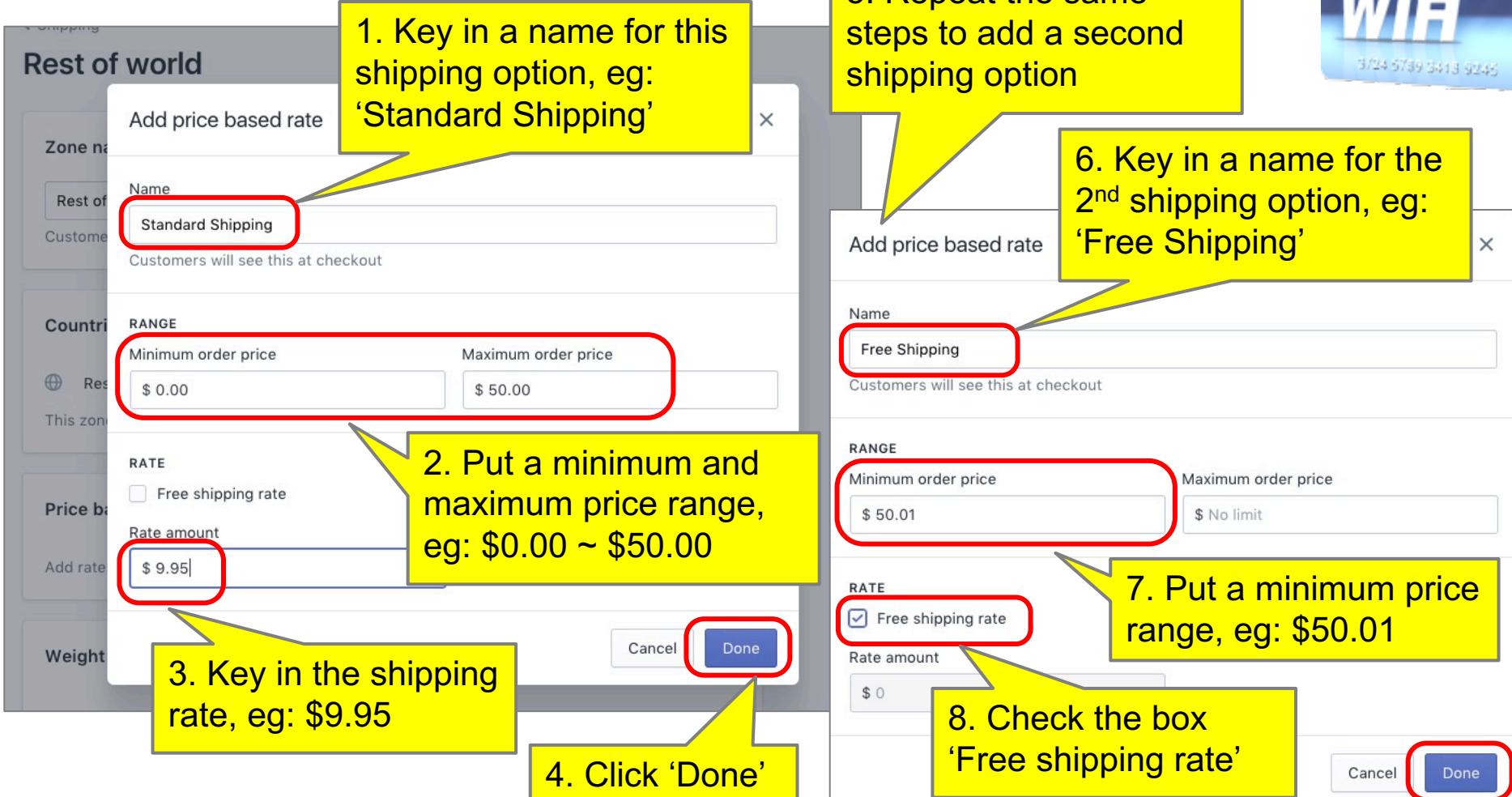
**5. Repeat the same steps to add a second shipping option**

**6. Key in a name for the 2<sup>nd</sup> shipping option, eg: 'Free Shipping'**

**7. Put a minimum price range, eg: \$50.01**

**8. Check the box 'Free shipping rate'**

**9. Click 'Done'**


**Note:**

The above shipping options configuration allows you to offer free shipping to your customers when their combined total purchased price exceeded the limit you have set, eg: \$50.00


 9. Click 'Done'

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shopify

Unsaved changes

Discard Save

Price based rates

Name	Range	Rate amount	Edit	X
Standard Shipping	\$0.00 – \$50.00	\$9.95	Edit	X
Free Shipping	\$50.01 and up	Free	Edit	X

Weight based rates

Name	Range	Rate amount	Edit	X
International Shipping	0 kg – 20 kg	\$20.00	Edit	X

Calculated rates

Add rates from your shipping carriers and apps. These rates can be adjusted by a percentage or a flat fee to cover handling costs. [Learn more](#)

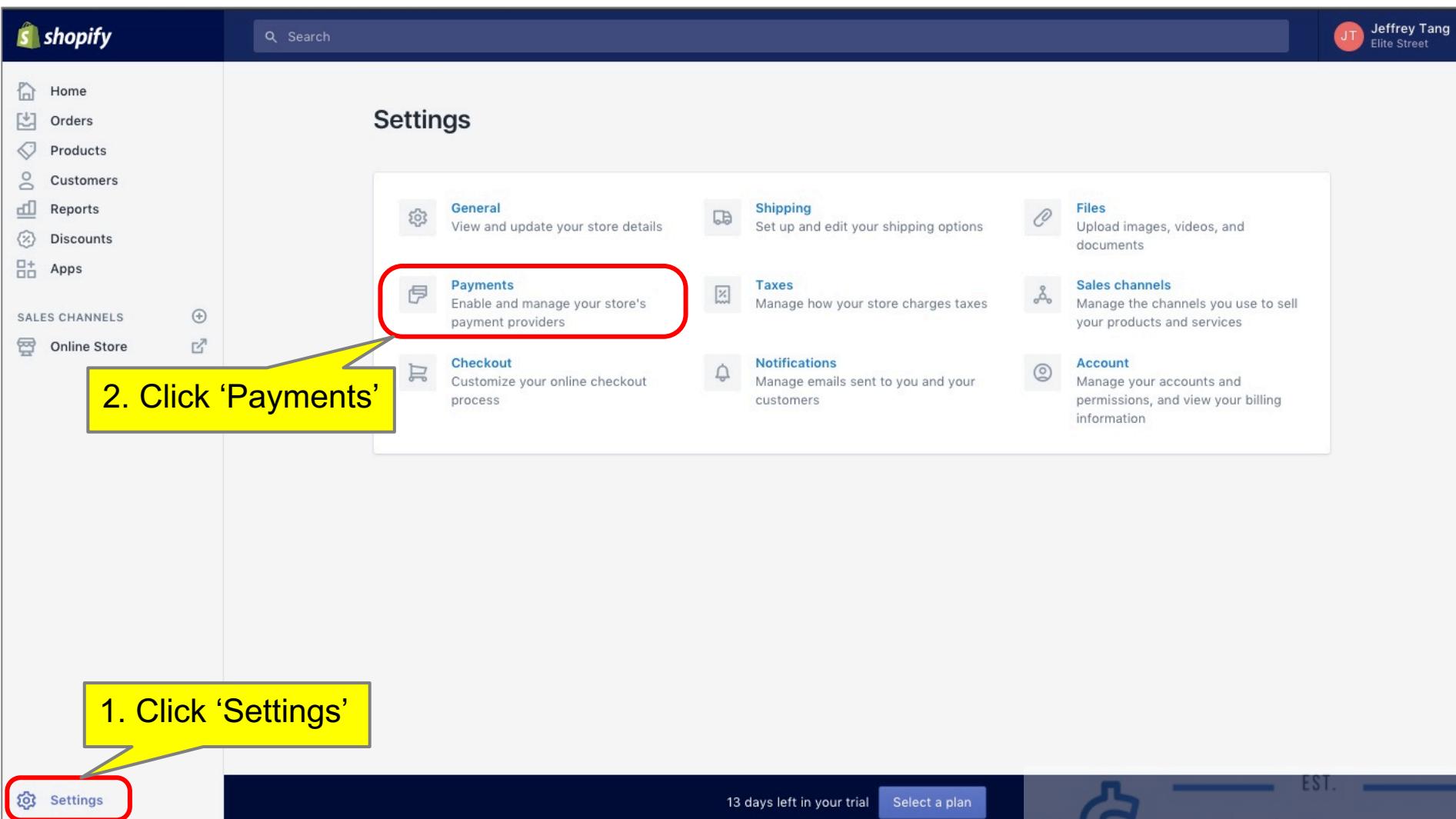
Delete zone

Cancel Save

1. The updated shipping options will be reflected here

2. Click 'Save'

# Shopify Settings > Payments



The screenshot shows the Shopify admin interface under the 'Settings' tab. A yellow callout bubble points to the 'Settings' button in the bottom left corner with the text '1. Click "Settings"'. Another yellow callout bubble points to the 'Payments' section in the main content area with the text '2. Click "Payments"'. The 'Payments' section is highlighted with a red rectangle.

**Settings**

**General**  
View and update your store details

**Shipping**  
Set up and edit your shipping options

**Payments**  
Enable and manage your store's payment providers

**Taxes**  
Manage how your store charges taxes

**Checkout**  
Customize your online checkout process

**Notifications**  
Manage emails sent to you and your customers

**Files**  
Upload images, videos, and documents

**Sales channels**  
Manage the channels you use to sell your products and services

**Account**  
Manage your accounts and permissions, and view your billing information

13 days left in your trial Select a plan

13 days left in your trial Select a plan

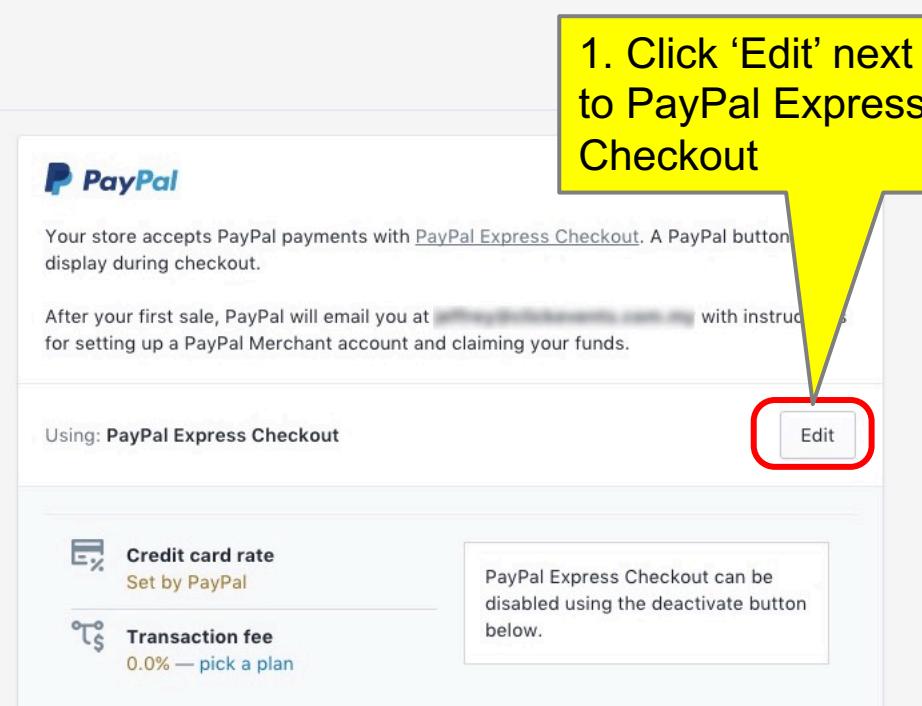
EST.

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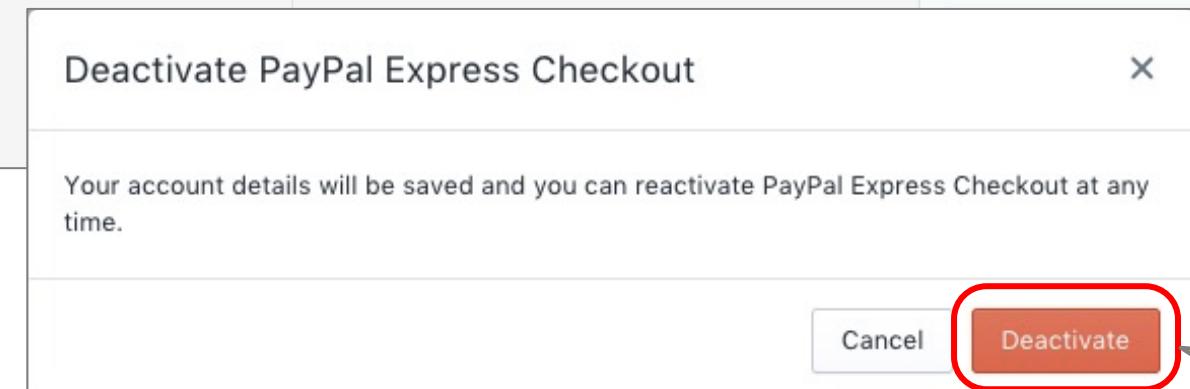
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**1. Click 'Edit' next to PayPal Express Checkout**



**2. Click 'Deactivate'**



**3. Click 'Deactivate'**



Shopify

Search

Home

Orders

Products

Customers

Reports

Discounts

Apps

SALES CHANNELS

Online Store

Settings

## Payments

### Accept payments

Enable payment providers to accept credit cards, PayPal, and other payment methods during checkout.

Your store accepts payments with: PayPal Express Checkout.

**Using: PayPal Express Checkout**

**Credit card rate**  
Set by PayPal

**Transaction fee**  
0.0% — pick a plan

PayPal Express Checkout can be disabled using the deactivate button below.

Deactivate

Save

Cancel

Deactivate

Deactivate

**shopify**

Search

Home Orders Products Customers Reports Discounts

◀ Settings

## Payments

Accept payments

Enable payment providers to accept credit cards, PayPal and other payment methods.

**PayPal**

**Express Checkout**  
Accept PayPal as an additional payment method using a "Checkout with PayPal" button.  
[Learn more >](#)

**Payments Pro**  
Customers pay by credit card in your store, or they can pay with PayPal or PayPal Credit on PayPal.com. [Learn more >](#)

PayPal Express Checkout

Credit card rate Set by PayPal

Transaction fee 0.0% — pick a plan

**Setup Instructions**

You must have a PayPal business account and you must grant Shopify third-party API access to your PayPal profile:

1. Clicking **Activate** will redirect you to your PayPal account.
2. Click **Grant Permissions** on the PayPal screen.
3. After granting permissions, you'll be redirected back to this page with your PayPal account configured.

**Activate**

**PayPal**

**Express Checkout**  
Accept PayPal as an additional payment method using a "Checkout with PayPal" button.  
[Learn more >](#)

**Payments Pro**  
Customers pay by credit card in your store, or they can pay with PayPal or PayPal Credit on PayPal.com. [Learn more >](#)

✓ Select PayPal method Available in Malaysia

- PayPal Express Checkout** (highlighted)
- Other
  - PayPal Payments Pro (US)
  - PayPal Website Payments Pro (CA)
  - PayPal Website Payments Pro (UK)

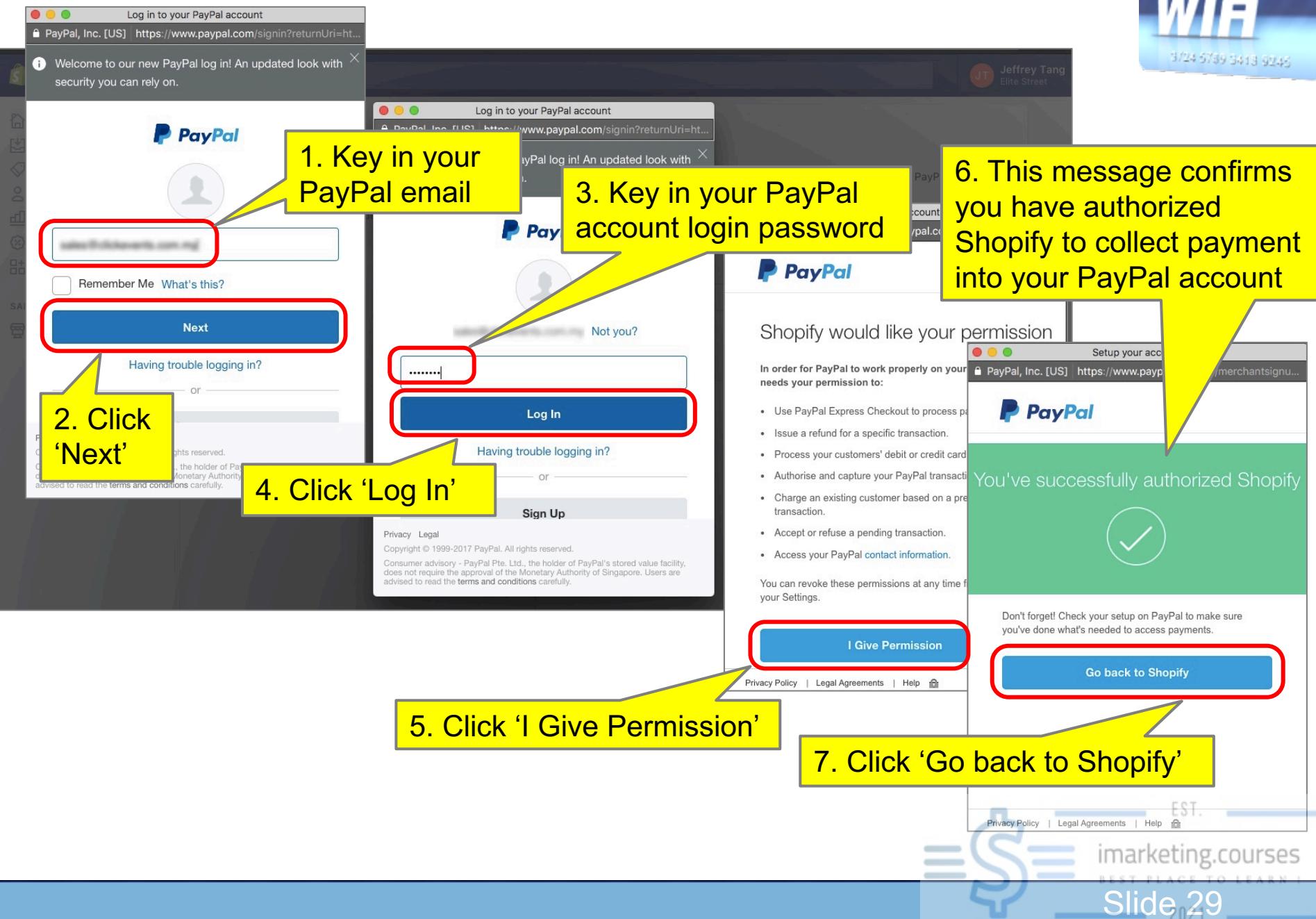
Accept credit card payments during checkout by choosing a payment provider. This can be used in conjunction with other payment solutions such as PayPal Express Checkout.

Select provider

**Alternative payments**

**1. Select 'PayPal Express Checkout' from the dropdown list**

**2. Click 'Activate'**



The guide illustrates the process of connecting a PayPal account to Shopify:

- Key in your PayPal email
- Click 'Next'
- Key in your PayPal account login password
- Click 'Log In'
- Click 'I Give Permission'
- This message confirms you have authorized Shopify to collect payment into your PayPal account
- Click 'Go back to Shopify'

**PayPal Login Screenshots:**

- Step 1:** Log in to your PayPal account. A yellow box highlights the email input field.
- Step 2:** Click 'Next' (button highlighted with a red box).
- Step 3:** Enter the password (input field highlighted with a red box).
- Step 4:** Click 'Log In' (button highlighted with a red box).

**Shopify Permission Request Screen:**

Shopify would like your permission

In order for PayPal to work properly on your store, you need your permission to:

- Use PayPal Express Checkout to process payments
- Issue a refund for a specific transaction
- Process your customers' debit or credit card payments
- Authorise and capture your PayPal transactions
- Charge an existing customer based on a previous transaction
- Accept or refuse a pending transaction
- Access your PayPal contact information

You can revoke these permissions at any time from your Settings.

**Buttons on this screen:**

- I Give Permission (button highlighted with a red box)
- Go back to Shopify (button highlighted with a red box)

**Successful Authorization Confirmation Screen:**

You've successfully authorized Shopify

Don't forget! Check your setup on PayPal to make sure you've done what's needed to access payments.

shopify

Search

Jeffrey Tang  
Elite Street

Home  
Orders  
Products  
Customers  
Reports  
Discounts  
Apps

SALES CHANNELS

Online Store

1. Select automatic option for payment authorization

Payment authorization

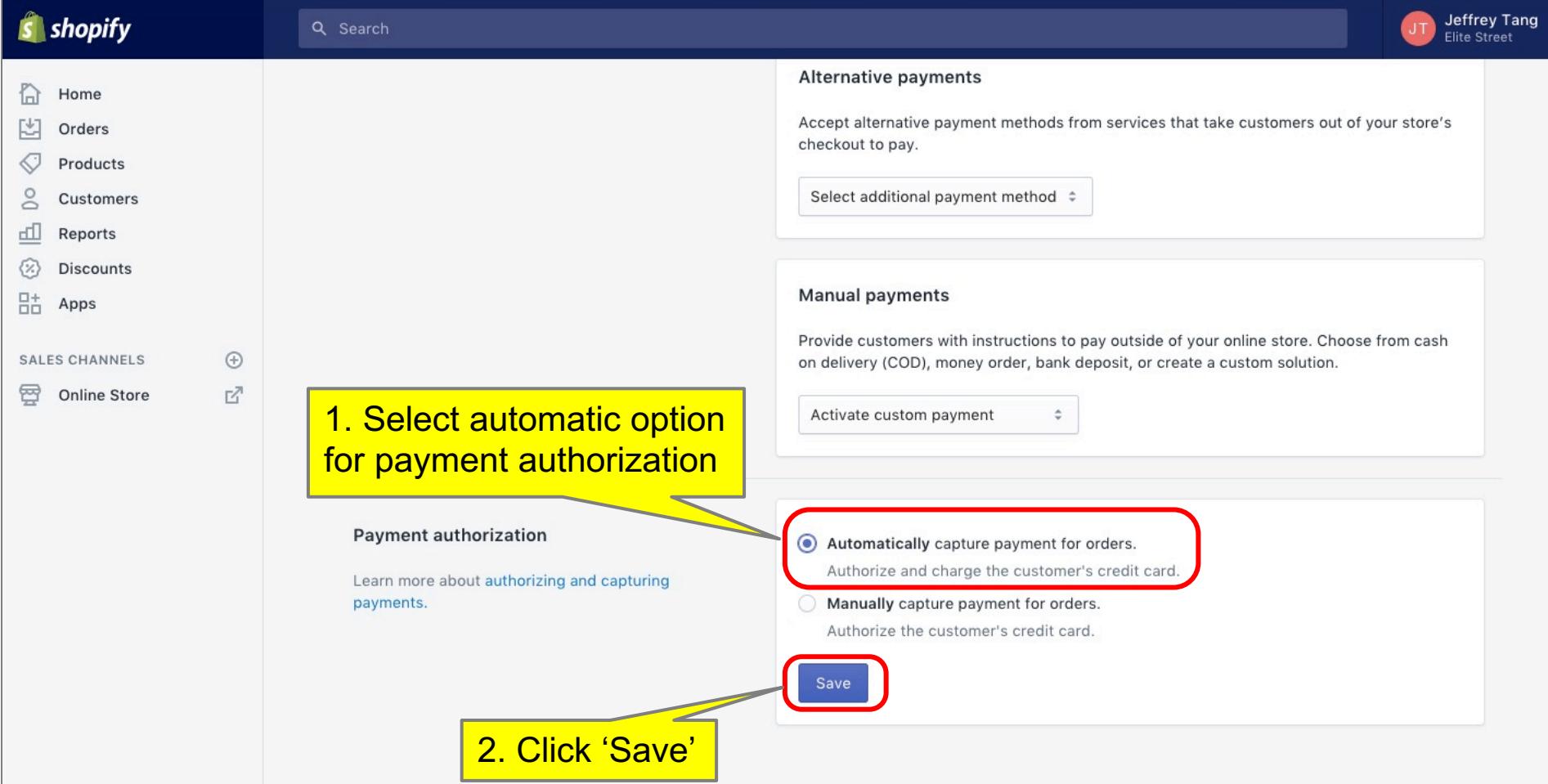
Learn more about [authorizing and capturing payments](#).

Automatically capture payment for orders.  
Authorize and charge the customer's credit card.

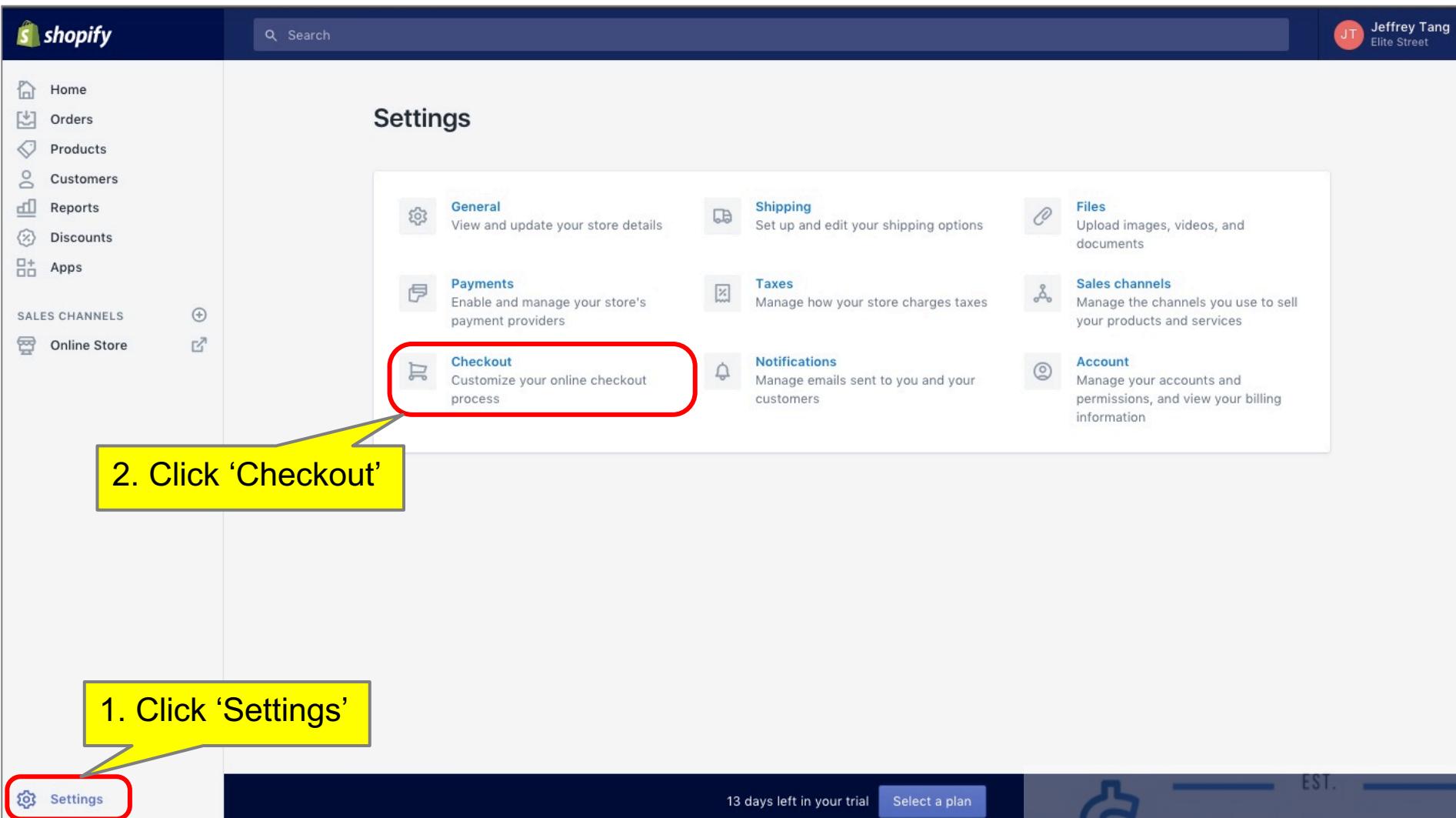
Manually capture payment for orders.  
Authorize the customer's credit card.

Save

2. Click 'Save'



# Shopify Settings > Checkout



The screenshot shows the Shopify admin interface under the 'Settings' tab. On the left sidebar, there are links for Home, Orders, Products, Customers, Reports, Discounts, Apps, Sales Channels (with 'Online Store' selected), and Settings. The main content area is titled 'Settings' and contains several sections: General, Shipping, Files, Payments, Taxes, Sales channels, Notifications, and Account. The 'Checkout' section, which is highlighted with a red box and a yellow callout containing the text '2. Click \'Checkout\'', is located under the 'Payments' section. A second yellow callout containing the text '1. Click \'Settings\'' points to the 'Settings' link in the sidebar.

1. Click 'Settings'

2. Click 'Checkout'

## Order processing

Change how your store responds to checkout and order events. [Learn about order processing.](#)

### While the customer is checking out

- Use the shipping address as the billing address by default

Reduces the number of fields required to check out. The billing address can still be edited.

### Ask for permission to send promotional emails to customers from your store

- By default, customer **agrees** to receive promotional emails

Customers who accept will be added to the "Accepts Marketing" group

- By default, customer **does not agree** to receive promotional emails

- Disable and hide this field

### After an order has been paid

- Automatically fulfill the order's line items.

- Do not automatically fulfill any of the order's line items.

### After an order has been fulfilled and paid

- Automatically archive the order

Fulfilled orders will be automatically removed from the open orders list.

### Additional scripts

### Form options

Choose whether your checkout form requires extra information from your customer.

#### Full name

- Require last name only  
 Require first and last name

#### Company name

- Hidden  
 Optional  
 Required

#### Address line 2 (apartment, unit, etc.)

- Hidden  
 Optional  
 Required

#### Phone number

- Hidden  
 Optional  
 Required

**1. Recommended settings**

**Refund, privacy, and TOS statements**

These statements appear in the footer of your checkout page.

You can generate these policies using a sample template. These sample templates are not legal advice and by using them you [agree to this disclaimer](#).

**5. Click 'Save'**

Discard **Save**

**Refund policy**

Generate sample refund policy

Returns

Our policy lasts 30 days. If 30 days have gone by since your purchase, unfortunately we can't offer you a refund or exchange.

To be eligible for a return, your item must be unused and in the same condition that you received it. It must also be in the original packaging.

Several types of goods are exempt from being returned. Perishable goods such as food, flowers, newspapers or magazines cannot be returned. We also do not accept products that are intimate or sanitary goods, hazardous materials, or flammable liquids or gases.

Maximum text size 64KB

**Privacy policy**

Generate sample privacy policy

PRIVACY STATEMENT

-----

SECTION 1 - WHAT DO WE DO WITH YOUR INFORMATION?

When you purchase something from our store, as part of the buying and selling process, we collect the personal information you give us such as your name, address and email address.

**Refund policy**

Generate sample refund policy

1. Click here to generate sample refund policy

Maximum text size 64KB

**Privacy policy**

Generate sample privacy policy

2. Click here to generate sample privacy policy

Maximum text size 64KB

**Terms of service**

Generate sample terms of service

3. Click here to generate terms of service

4. You can edit the generated policies

# Online Store Preferences Settings

1. Click 'Online Store'

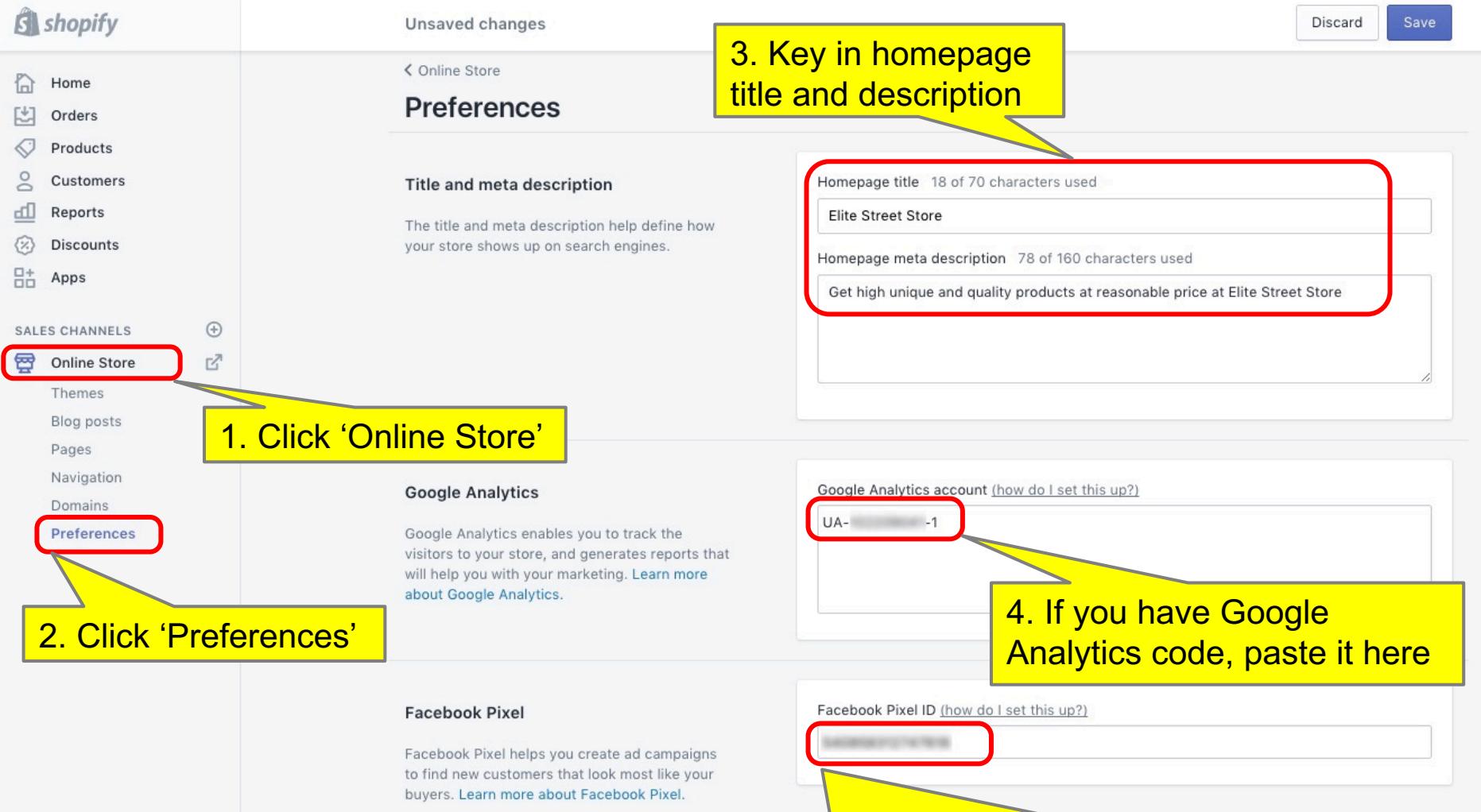
2. Click 'Preferences'

3. Key in homepage title and description

4. If you have Google Analytics code, paste it here

5. Paste Facebook Pixel ID here

**IMPORTANT:**  
If you are using Trackify App, leave this box EMPTY



EST.

imarketing.courses  
BEST PLACE TO LEARN!

Slide 34

shopify

Unsaved changes

Discard Save

**Facebook Pixel**

Facebook Pixel helps you create ad campaigns to find new customers that look most like your buyers. [Learn more about Facebook Pixel.](#)

**Facebook Pixel ID (how do I set this up?)**

**Password page**

You can protect your store with a password and show a customized message.

To disable your password page, you need to [pick a plan](#).

Enable password page

Password 6 of 100 characters used

aomaw

Message for your visitors 0 of 5000 characters used

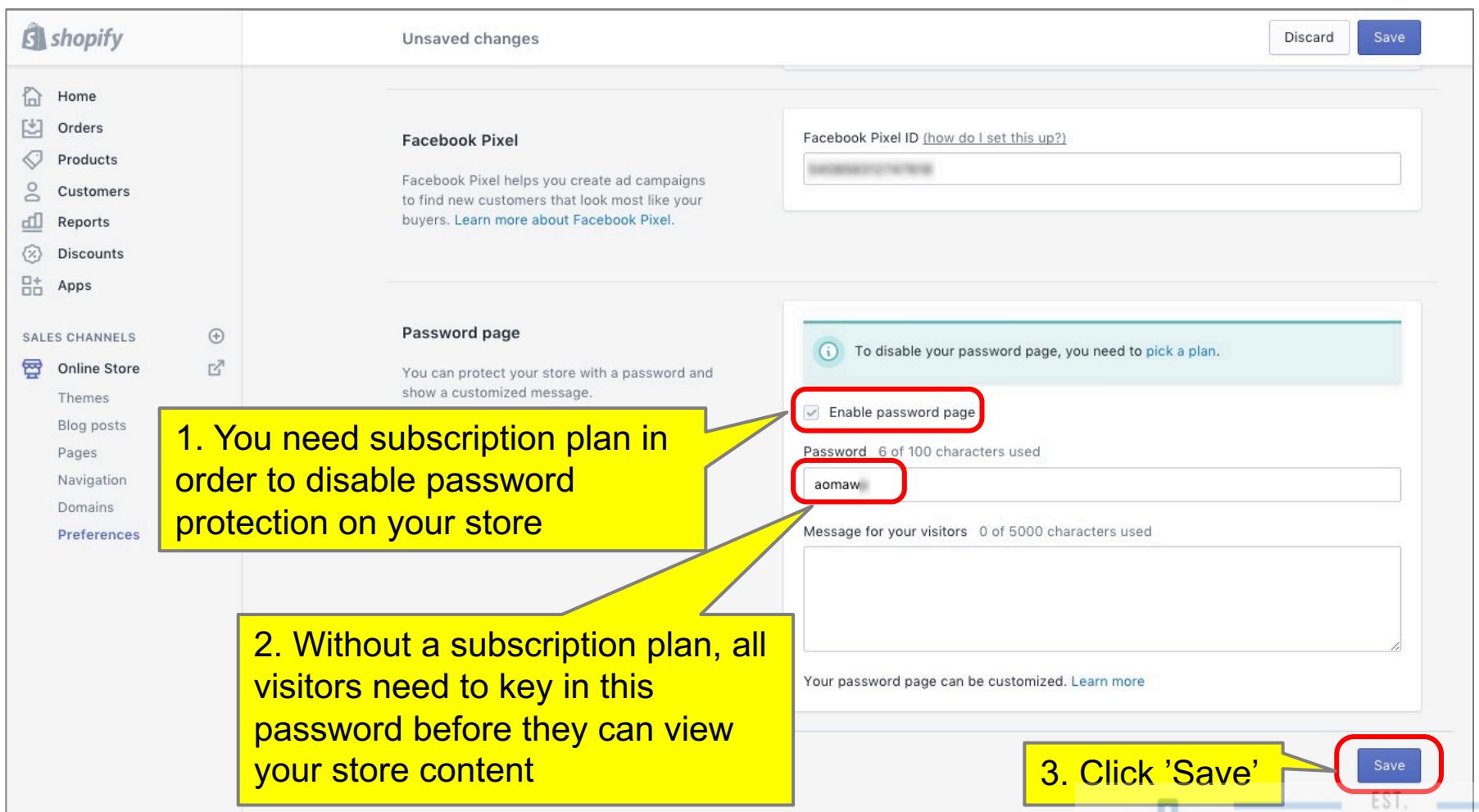
Your password page can be customized. [Learn more](#)

1. You need subscription plan in order to disable password protection on your store

2. Without a subscription plan, all visitors need to key in this password before they can view your store content

3. Click 'Save'

Save



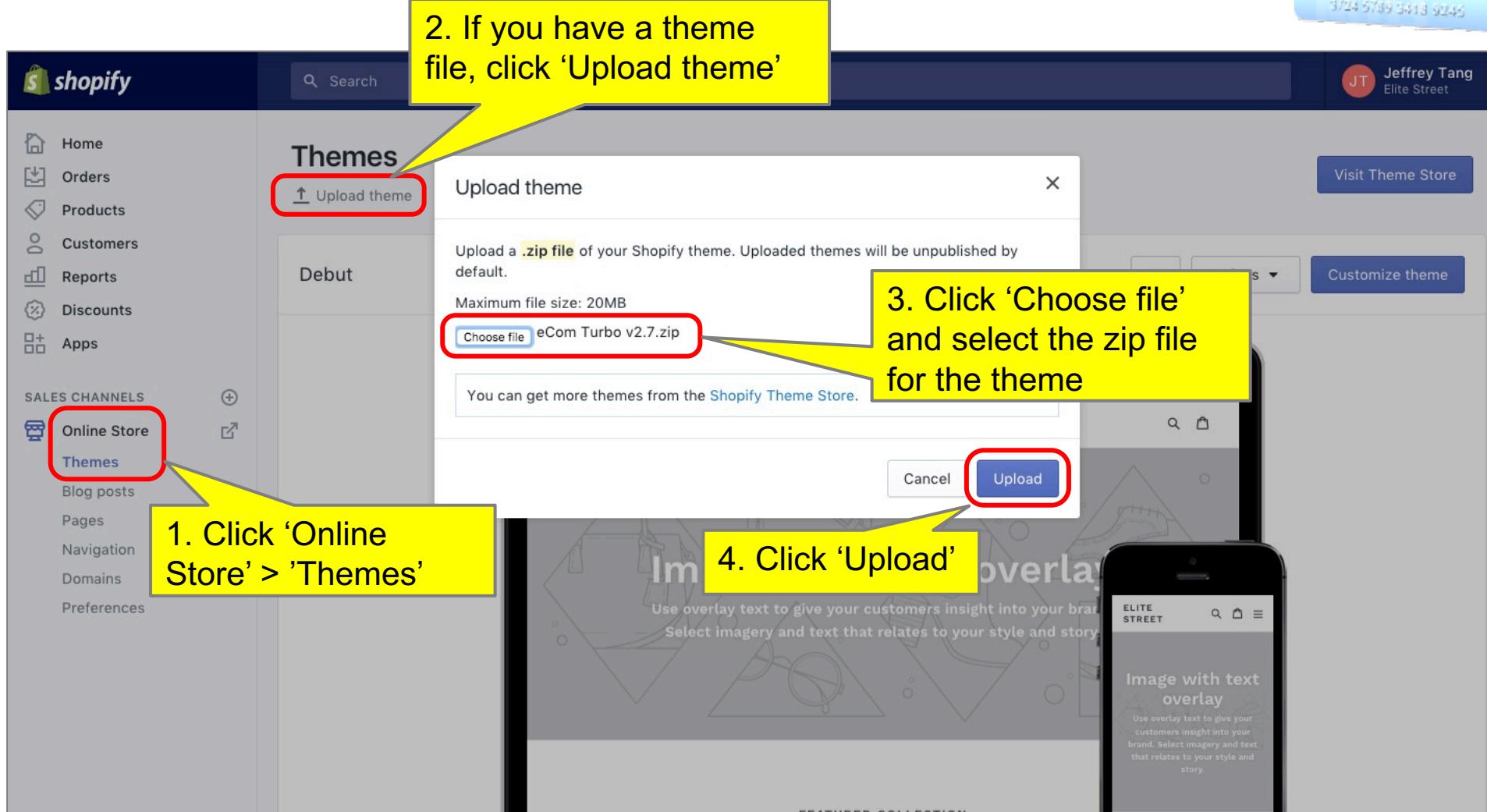
# Installing A Theme

# Recommended Theme: eComTurbo

Get eComTurbo theme from [www.vipurl.me/ecommturbo](http://www.vipurl.me/ecommturbo)



The screenshot shows a web browser displaying the eComTurbo theme. The URL <http://www.vipurl.me/ecommturbo> is highlighted with a red box. A yellow callout box points to this URL with the text "Get eComTurbo theme from [www.vipurl.me/ecommturbo](http://www.vipurl.me/ecommturbo)". The website itself has a dark background with a green logo on the left. The main heading reads: "Discover the Easiest Way to Build Shopify Stores Fast, Boost Store Conversions, Save Money And Dramatically Increase Sales...". Below this, a large button says "Welcome To eCom Turbo!". A responsive design mockup shows the theme on a desktop computer, a tablet, and a smartphone.



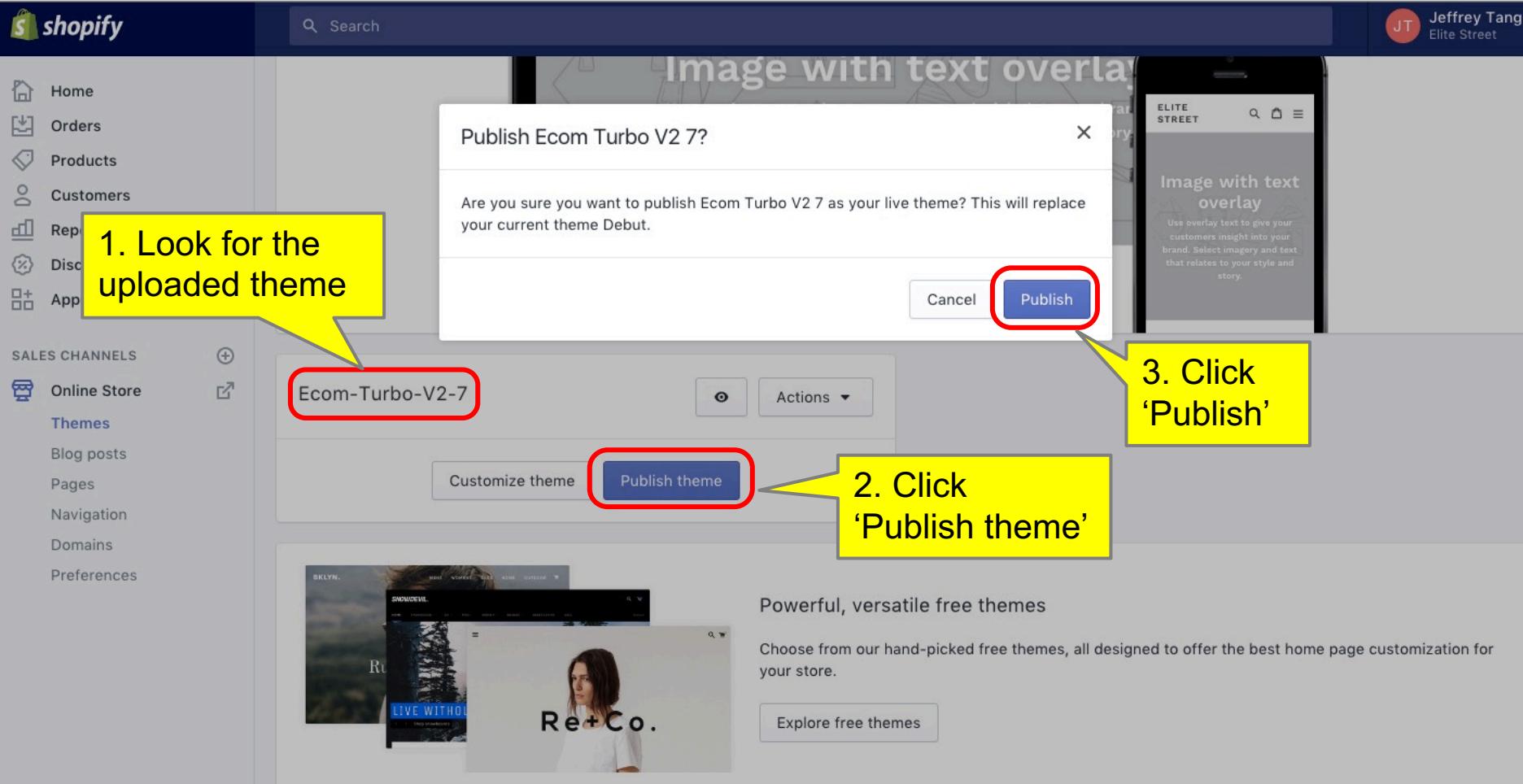
The screenshot shows the Shopify admin dashboard with the 'Themes' section selected. A yellow callout box labeled '1. Click "Online Store" > "Themes"' points to the 'Themes' link in the sidebar. Another yellow callout box labeled '2. If you have a theme file, click "Upload theme"' points to the 'Upload theme' button in the main content area. A third yellow callout box labeled '3. Click "Choose file" and select the zip file for the theme' points to the 'Choose file' button in the upload dialog. A fourth yellow callout box labeled '4. Click "Upload"' points to the 'Upload' button in the dialog. In the bottom right corner, there is a preview of a mobile phone displaying a website with an overlay image and text.

1. Click 'Online Store' > 'Themes'

2. If you have a theme file, click 'Upload theme'

3. Click 'Choose file' and select the zip file for the theme

4. Click 'Upload'



The screenshot shows the Shopify admin interface. On the left, the navigation bar includes Home, Orders, Products, Customers, Reports, Discourse, and Apps. Under Sales Channels, it lists Online Store, Themes, Blog posts, Pages, Navigation, Domains, and Preferences. The main content area shows a theme named "Ecom-Turbo-V2-7". A modal window titled "Publish Ecom Turbo V2 7?" asks if the user is sure they want to publish it as their live theme, replacing the current theme "Debut". The "Publish" button in the modal is highlighted with a red circle. Three yellow callout boxes with black text provide instructions: 1. "Look for the uploaded theme" points to the theme name "Ecom-Turbo-V2-7" which is also highlighted with a red rectangle. 2. "Click 'Publish theme'" points to the "Publish theme" button at the bottom of the theme card, which is also highlighted with a red rectangle. 3. "Click 'Publish'" points to the "Publish" button in the modal window.

1. Look for the uploaded theme

Ecom-Turbo-V2-7

Customize theme Publish theme

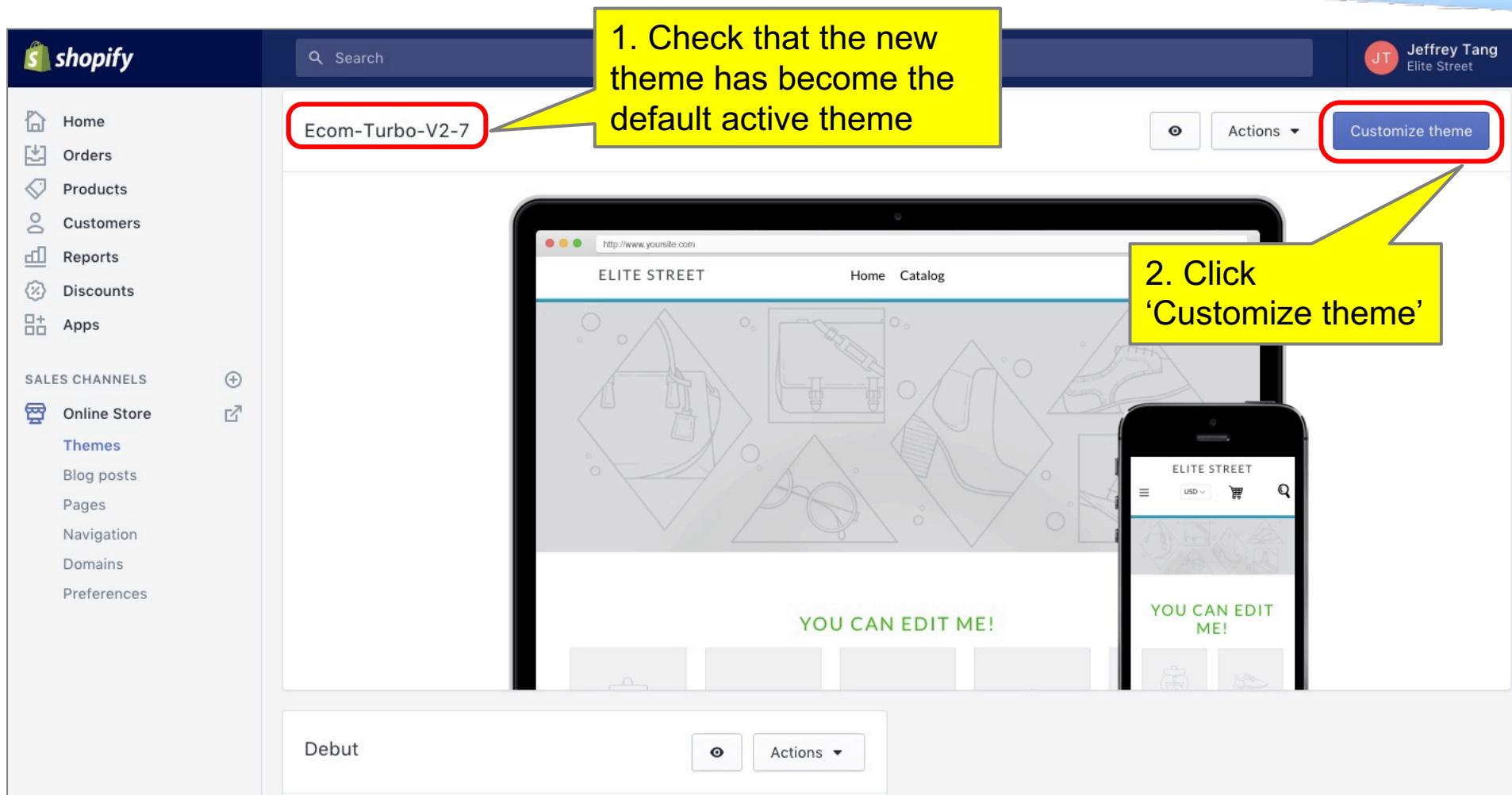
Powerful, versatile free themes

Choose from our hand-picked free themes, all designed to offer the best home page customization for your store.

Explore free themes

2. Click 'Publish theme'

3. Click 'Publish'



The screenshot shows the Shopify theme editor interface. On the left, there's a sidebar with various navigation options like Home, Orders, Products, Customers, Reports, Discounts, Apps, Sales Channels, Online Store, Themes, Blog posts, Pages, Navigation, Domains, and Preferences. The 'Themes' option under 'Online Store' is currently selected. In the main area, a theme named 'Ecom-Turbo-V2-7' is highlighted with a red box. A yellow callout box with black text says: '1. Check that the new theme has become the default active theme'. To the right of the theme list is a 'Customize theme' button, which is also highlighted with a red box. Another yellow callout box with black text says: '2. Click "Customize theme"'. Below the theme editor, there's a preview section showing a desktop browser and a mobile phone displaying the theme. Both devices show the text 'YOU CAN EDIT ME!'.

1. Check that the new theme has become the default active theme

Ecom-Turbo-V2-7

Customize theme

2. Click 'Customize theme'

DEBUT

Themes

Ecom-turbo-v2-7

More actions ▾

Sections General settings

- Header
- Slideshow
- You Can Edit ME!
- Some of that good stuff!
- Super Hot sellers
- Check out our killer collecti...
- Testimonial
- Product slider
- Add section

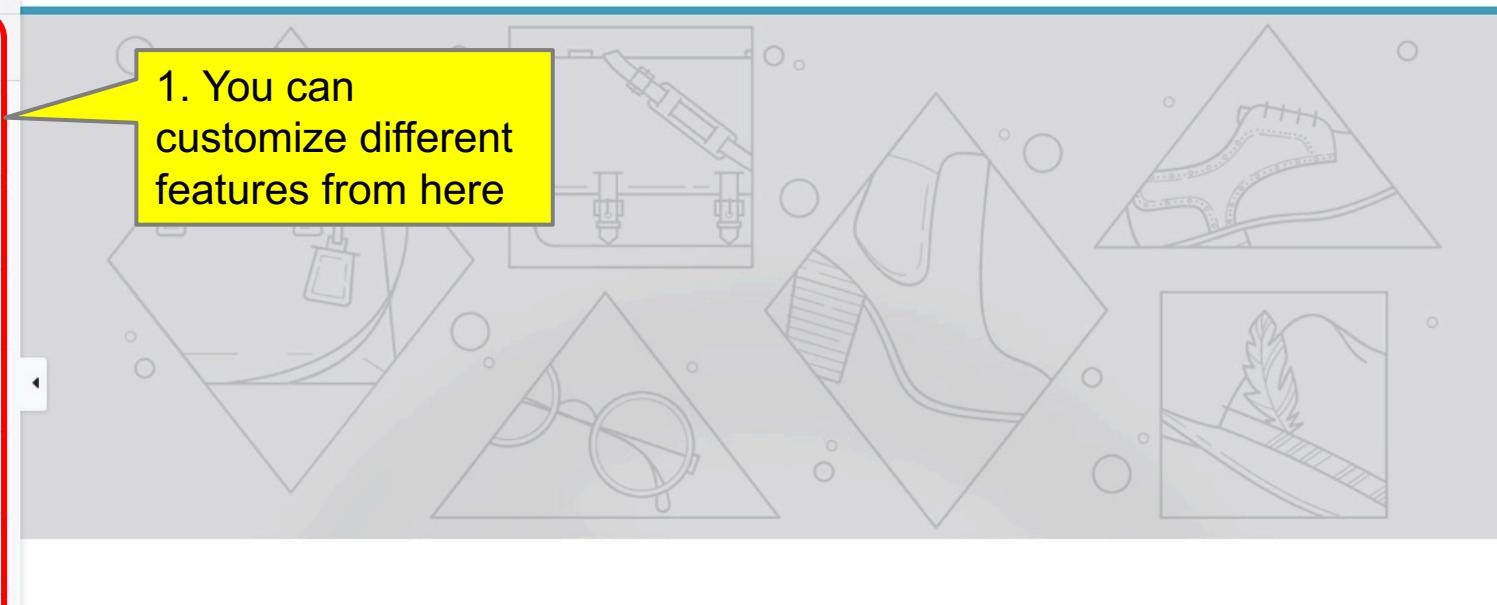
Live

X FREE SHIPPING TODAY ONLY

ELITE STREET Home Catalog

Q USD ▾

1. You can customize different features from here



YOU CAN EDIT ME!

