Your Personal

Shopify Quick Reference Guide

Congratulations!

You're the proud owner of a Shopify store. We know starting a business isn't easy but you're not at it alone. We've partnered up with Shopify to help you and your business grow.

We put together this introductory guide to teach you the ins and outs of your online store. We're looking forward to watching your business thrive.

Let's get growing!

Accessing your store

When you create a store using Shopify, we create a free domain that looks like this:

We call this your Shopify-hosted domain name.

Custom Domains

We strongly recommend that you get a professional looking custom domain like YourStore.com. Shopify allows you to easily purchase a custom domain. When you purchase a domain with Shopify, they configure all the settings and options so your store can be up and running in a few hours!

Set up a custom domain:
bit.ly/1z96qOZ

Storefront lock

If you're prompted for a password, that means you have a storefront password on. This can be disabled in your admin's general settings.

Unlock your site:
bit.ly/TEnqLV

Managing your store

Shopify tracks your online store's traffic, revenue, and growth trends – and lets you monitor them all through your dashboard. You'll find the dashboard on the main page of your store's admin; it's the first thing you'll normally see when you log in.

To log into your admin dashboard:

Orders

Your order processing settings will determine how your credit card payments are captured, how your orders are fulfilled, and whether or not you can use a fulfillment service.

Manage your orders:
bit.ly/1I20Zuw

Payment Gateways

An ecommerce payment gateway is a service that allows you to accept credit card payments securely online through your Shopify store. Shopify connects to over 70 different payment gateways across the world.

Learn about payment gateways:
bit.ly/1iYeQE3

Shipping

Your Shopify Admin helps you manage the delivery of your goods to your customers – a very important aspect of your business! You configure all your shipping settings, including features like free delivery or customer pickup, from your Shipping page.

Set up your shipping:
bit.ly/1kvCjvO

Taxes

When your shop is first created, Shopify sets up some default tax rates for your own country (and its provinces, states, or territories, if applicable). They do their best to keep the default tax rates up to date, but you should double-check to make sure that they are current and correct.

Manage your taxes:
bit.ly/1mVHWmZ

Customers

Shopify keeps track of all your store's customers. In the Customers area of your admin, you can:

- Search and filter your customers
- Save frequently done searches
- Edit customer details
- Export/Import a CSV file of your customers
- Manually add a customer to your store

Manage your customers:
bit.ly/1jLLIuy

Reporting

The Reports page in your Shopify admin lets you spend less time crunching numbers and more time learning about how to grow your business. With Reports, you can:

- See reports for products, orders, and payments
- View the data in both a table and chart form
- See reports for a particular date range
- See the amount of taxes collected

Stores on Shopify's Unlimited or Plus plan also get advanced reporting features, such as the ability to export any report; customize and create new reports; and filter down on anything to make a report more specific or detailed.

Manage your reports:
bit.ly/1pKLrQA

Products

Overview

Products are the meat and potatoes of your store. Without products to sell, you can't make any money!

Products are often physical goods, but they can also be a digital download (such as a movie, music or ebook file), or a service (an extended warranty, equipment rental, customization of another product or work for hire).

Shopify keeps track of all of your products and their inventory on your products page.

Add a product:
bit.ly/1mM6MkD

Product Variants

A product variant is a variation of a product in your store, with differences based on elements such as size, colour, material, etc. Let's say you have a store that sells t-shirts. You create your original product called "t-shirt," and product variants allow you to advertise the different colors and sizes that your t-shirt comes in.

Add a product variant:
bit.ly/1o3suIn

Collections

A collection is any group of products (chosen by you) with some feature in common that customers might look for when visiting your store.

Add a collection:
bit.ly/1marqPl

Discount Codes

Offering discounts, coupons and sales can be a vital marketing strategy for your Shopify store. Discount codes can be generated for a dollar value discount ($10 off), or for a percentage discount (10% off). You can also specify the dates for which the code is valid, the number of times a code can be used, a minimum order amount before the code can be used, and to which products or collections the discount can be applied.

Offer discounts for your products:
bit.ly/1s0Jdtu

Gift Cards

Gift cards provide a flexible way for your customers to purchase a gift for someone from your store, making it easy for them to share their love for your brand while also maintaining full freedom of choice. With Shopify, customers purchase gift cards the same way they purchase any other product.

Start selling gift cards on your store:
bit.ly/1o3sx0l

Content

Pages

Pages are meant to be used for static content. They're great for adding "About us" sections, Terms of Service policies, shipping and refund information.

Add pages to your store:
bit.ly/1pKLRGy

Blog

Your Shopify store comes with a built-in blogging engine. That means your shop can have its own blog!

Blogs are great for content that you'll be updating regularly. Make posts on your store's blog if you're looking to create discussion and build a community around your products and your brand.

Setup your blog:
bit.ly/1pYCnDh

Menu Navigation

In order to give your customers access to all the pages, collections and blogs within your online store, you must link to each page in a central place.

Your store's most prominently featured navigation is the main menu. This is often referred to as your store's "main navigation," as this is how visitors to your store will be able to navigate to all the areas of your website.

Customize your menu:
bit.ly/1lV81Td

Social Media

If you're not using social media on your website, you're missing a huge opportunity to maximize the potential of your business. When they're online, people spend more time using social media than anything else. They share ideas, information and opinions with everyone in their network, and word travels fast. Grab some of that momentum for your own store, and get people talking about you.

Integrate social media in your store:
bit.ly/TEoqQ1

Shopify Offerings

What's next?

Now that you're familiar with how your online store works, you might want to know about these other great offerings from Shopify:

High volume sales

Shopify Plus is a white-glove ecommerce solution for emerging brands and high-volume businesses. It offers you an additional layer of expertise on top of Shopify's service, stability and uptime you already rely on. Plus provides the enhanced features and support that your expanding business needs.

Learn more about Shopify Plus:
bit.ly/1sZLidl

Selling on the go

Shopify Mobile is the best tool to help you manage your business on the go. You can view customer information and review orders and products – all from your smartphone. Fulfilling online orders, capturing online payment, and tracking inventory is easy with Shopify Mobile.

Learn more about Shopify Mobile:
bit.ly/1rlYSpD

Selling in store

Shopify POS is an iPad checkout system that enables you to use Shopify to process transactions in your retail store or at mobile locations. All your products, customers, and orders are synchronized and recorded in your store's Admin, which you can access from any browser.

Learn more about Shopify POS:
bit.ly/1mmAFh9

Resources

Shopify Docs

For support on any of these topics and dozens more.
bit.ly/1vzafbF

Shopify Blog

Daily posts with ecommerce expertise.
bit.ly/1pYCnDh

Ecommerce University

Free tools and resources to accelerate your skills and success.
bit.ly/1mVJHAx

Social Media

Follow us for updates, inspiration and tips on making the most of your Shopify store.

bit.ly/shopify-twitter
bit.ly/shopify-facebook
bit.ly/shopify-linkedin

Shopify Support

Contact a Shopify Guru for support:
support@shopify.com
1-888-329-0139

Chase the vision, not the money, the money will end up following you. ”