

Free Template

Steps to Building Your Shopify Store



Before you start

Before you start setting up your Shopify store, it's important to understand your goals. Ask yourself basic questions about your store. For example, do you want to sell your products both online and in person? Do you want to sell your products through social media channels like Facebook? This can help you to focus your attention and speed up your setup process. You might also want to think about which pricing plan meets your needs. However, you don't need to choose a plan until the end of your 14-day free trial.

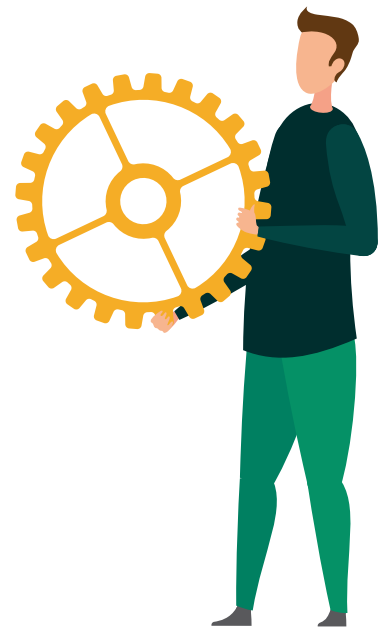
- ☐ Decide whether you're selling online or online and in person
 - a. Investigate Shopify POS options if you choose to sell in person
- ☐ See what Shopify plan is right for you



Set up your online store

Before you stock your Shopify store with products, you need to enter some information about yourself and your store. You need to decide on some basic standards for your product listings and customer transactions. Also, you need to set up your domain to make sure that your customers can find your store online.

- ☐ Sign up for Shopify
- ☐ Buy a domain and email address associated
- ☐ Choose your theme
- ☐ Edit your theme to match your branding
- ☐ Add your products
 - a. Optimize your product descriptions using SEO
 - b. Include relevant information in product descriptions like ingredients
 - c. Include professional looking photographs
 - d. Include alt image text for each photograph
 - e. Add SKUS and barcodes
 - f. Add accurate inventory count
 - g. Adjust HS code
 - h. Add variants
 - i. Organize your products into collections



Organize your online store

The way that your store looks and the kinds of products that you're going to sell are two of the most important parts of your online store. Try a few different themes to see which one looks best, and then add some products to sell. Depending on how many products you plan to offer, adding and organizing your product listings can be the most time-consuming step of setting up a Shopify store. Be sure to give yourself plenty of time to add your products, to organize them into groups, and to set the necessary tax and shipping information.

- ☐ Add a contact page
- ☐ Organize your main menu
- ☐ Organize your footer menu
- ☐ Add a blog or news section
- ☐ Set up legal pages
- ☐ Outline your shipping and return policy
- ☐ Check your store speed

Manage email communications

- a. Ensure sender email is correct
- b. Ensure e-mail templates are to your liking
- c. Set up email notifications

- ☐ Set up payment methods
 - a. Link bank account
 - b. Set up Shopify pay
 - c. Accept certain payment methods and credit cards
 - d. Enable dynamic checkout buttons
 - e. Enable multiple currencies

- ☐ Set up taxes

- ☐ Set up shipping
 - a. Choose the right shipping carrier
 - b. Decide how to charge your customers for shipping and activate those shipping options
 - c. Decide on a printing method for trackable packages
 - d. Choose your mailer style



Manage sales and marketing

After you've picked a plan and tested your online store, you're ready for people to see it. You can remove your online store password, and add a chat widget to make it easy for online store visitors to ask questions.

- ☐ Download the Shopify Ecommerce Business app
- ☐ Enable push notifications
- ☐ Choose the right fulfillment method for your business (Dropshipping, third party or self managed)
- ☐ Add customers to your database
 - a. Use an spreadsheet or enter manually
- ☐ Create discount codes
- ☐ Download shopify apps like Kit, Privy and SEO Site Audit
- ☐ Find keywords using Google Keyword Planner
- ☐ Market your store on social media and/or using ads

