Shopify Final Assignment

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Chapter 1. Introduction

Welcome to Shopify!

In this guide, you'll learn the basics of opening, customizing and managing your new online store. Shopify provides you with a variety of tools to make your venture into your business easy and customizable.

The Pricing Plans

Shopify offers different pricing plans based on your individual needs as an entrepreneur. Detailed below are what each plan offers. https://www.shopify.com/pricing

Chapter 2. Getting Started

Chapter 3. Setting Up - Topic Head

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Chapter 4. Domains

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Selling in Person

Selling Online

Chapter 6. Customers

Managing Customers

Managing Customers

New customers will have their names and information added to customer lists when they place an order in your store, allowing you to email them using their profile information. You are also able to add, edit, or delete customer profiles manually in certain circumstances. Using this information, you can create a customer group for sending emails or discounts to customers.

Adding Customers

1. Go to the **Customers** page from the Shopify Admin, and click the **Add customer** button.
2. Input the information on the form, updating the checkboxes as necessary
    a. Customer accepts marketing means that the customer has agreed to receive newsletters or marketing emails.
    b. Collect tax details if you are charging a sales tax for the customer. Depending on the customer's, or your own location, there will be additional options or information, such as tax exemption options with Browse or search exemptions.
3. After filling out all the appropriate information, click Save customer to create or update the customer profile.

Emailing Customers

1. On the Shopify Admin, click the Customers button, and select the profiles of the customers you want to email.
2. Click the customer's email address in the Customer overview, and then edit the subject as necessary ({{ shop.name }} can be used to automatically generate your store's name in an email).
3. Type your message in the message field, and if you want to keep a copy for records, enter the email you want the copies sent to in the Send bcc to field.
4. Click the Review email when you are done, and then click Send notification if you are satisfied with the message, or Back if you want to revise the message.

Editing Customer Information

Edit Customers

Go to the **Customers** page from the Shopify Admin, and click the **Edit customer** button.

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Edit a Customer's Name or Email

1. From your Shopify admin, go to the Customers sections.
2. Click the name of the customer profile you want to edit.
3. In the Customer overview section, click Edit.
   In the Edit customer dialog, you can change the customers:
   - First name.
   - Last name.
   - Email address.
   - Phone Number
   - Acklodgement to receive marketing
4. Click **Save** to confirm your changes to the customer profile’s Information.

Edit Customers Address

1. From your Shopify admin, go to Customers.
2. Click the name of the customer profile that you want to edit.
3. In the Default Address section, click Manage to view or edit existing addresses.
4. In the Manage Addresses dialog, click Edit address under the address that you want to edit.
5. Change the customer's address details and click Save.

Edit Customer's Tag

Using tags can help you organize your customer profile list. You can use tags to label your customers with categories or descriptive terms. For example, if you have wholesale customers, then you can tag those customers as wholesale.

1. From your Shopify admin, go to **Customers**
2. Click the name of the customer profile you want to edit.
3. In the Tags section, add or edit your customer profile tags in the text box.
4. Click Save to confirm your changes.

Chapter 7. Orders

Chapter 8. Transactions

Chapter 9. Analytics

Chapter 10. Troubleshooting

Chapter 11. Glossary

Glossary

Glossary

Website Domain

The name of the website or URL, sometimes called the host name. A web domain is an actual presence on the Internet, such as a web page. A web domain name is a substitute that replaces the Internet Protocol (IP) address. For example, we can replace the IP address 207.97.195.109 with a domain name such as www.shopify.com.

Traffic Sources

A report that provides an overview of the different kinds of sources that send people to your website.

- Direct Traffic:People who show up to the site by directly using the URL associated with it or from using a bookmark.
- Social: Other websites that send traffic over to you. These are commonly through social media sites such as Twitter and Facebook where the URL for the storefront is shared.
- Email: Traffic from emails that included links to the URL.
- Unknown: Traffic from places that cannot be determined. This is a common category.