

# Shopify Store Management Guide

## What Will We Cover?

- Products
- Collections
- Navigation
- Filter Setup + Usage

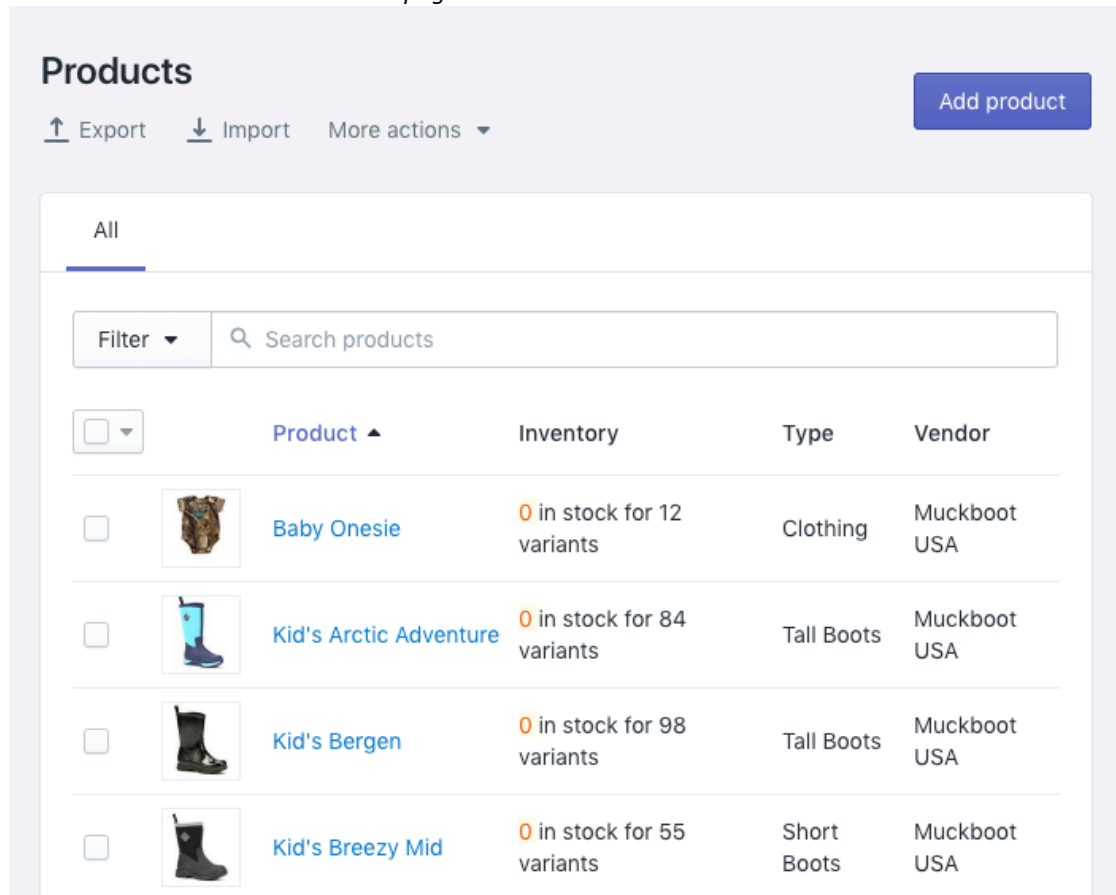
## I. PRODUCTS:

*Everything about a product, from color / size variants to product features are controlled from the 'product edit' view in Shopify Admin. Eventually, as we wrap up development on Moqui - Branded Online's inventory management tool, you will not need to manage products from Shopify Admin. For now though, this is what the tool will eventually handle for you.*

Let's find a product to learn with!

**URL :** [https://\\_\\_YOUR STORE\\_\\_.myshopify.com/admin/products](https://__YOUR STORE__.myshopify.com/admin/products) (EX: <https://muckboot-usa.myshopify.com>)

**A. Product List:** You should now be on a page that looks similar to this.



Select a product and open its' details.

**B. Product Details:** *You should now be on a Product Details page that looks similar to this.*

Kid's Bergen

Duplicate

View

Promote

Title

Kid's Bergen

Description

A B I U List Bulleted Numbered Indent Decrease indent Bold Italic Link Unlink Embed Video Embed Audio Embed Code

Style meets function in our new light weight rain boot collection. These boots will keep you dry on wet rainy days while the 6mm neoprene footbed will keep your feet happy all day long.

Sales channels

Manage

Available on 1 of 1

Online Store

Organization

Product type

Tall Boots

Vendor

Muckboot USA

Collections

Search for collections

All

All Season AUTO

Boots AUTO

Boys AUTO

Girls AUTO

Kids AUTO

Kids (6+ Years) AUTO

Tall Boots AUTO

Lifestyle AUTO

Outdoor Activity AUTO

Rain AUTO

Tags

View all tags

Vintage, cotton, summer

style\_tall boots × style\_boots ×

size\_chart:kids × function\_rain ×

function\_outdoor activity ×

function\_lifestyle ×

feature\_100% waterproof ×

climate\_all season ×

base\_color\_yellow ×

base\_color\_red ×

Images

Add image from URL Add images

Show all images

Variants

Reorder variants Edit options Add variant

Select: All None Black Navy Navy / Pink / Multi Raindrops Navy / Yellow Lightning Pink Red Yellow Youth 1 Youth 2 Youth 3 Youth 4 Youth 5 Youth 6 Youth 7 Child 7 Child 8 Child 9 Child 10 Child 11 Child 12 Child 13

	Color	Size	Inventory	Price	SKU		
<input type="checkbox"/>	Black	Youth 1	0	\$60.00	KBT-000-BLK-	Edit	
<input type="checkbox"/>	Black	Youth 2	0	\$60.00	KBT-000-BLK-	Edit	
<input type="checkbox"/>	Black	Youth 3	0	\$60.00	KBT-000-BLK-	Edit	

Most of this page will be fairly self-explanatory, but the tagging in particular is worth becoming familiarized with so we'll start from there in the next page.

### C. Product Tags: *Tags are what power filtering, collections, and more. Lets see how to tag a product!*

## Kid's Bergen

Duplicate View Promote

TitleSales channelsManage

**PRODUCT TAGS:**

- Add Product to Collections
- Add Feature Specs about the product
- See: **Filters Section** for list of all available tags

I. Collections are built around tags, if a product has that collection's tag, it will appear under that collection.

**Example :** *"New Arrivals" Collection needs a new product added to it.*

1. Go to that products' detail page
2. In the tags section, you'll want to add the tag "featured\_collection\_new arrivals"
3. Save the product
4. That product will now appear in the collection on your store

II. Filters on Search + Collection pages work in much the same fashion.

**\*\* See the "Filters" Section later in this guide for a complete list of possible tags. \*\***

**Example :** *A new product has been added to the store and has the features 100% Waterproof, an All-Season climate, and is for garden as well as lifestyle usage.*

1. Under "Tags" in the Product Details page, we'll add the tags that match those specifications.  
"feature\_100% waterproof" "climate\_all season"  
"function\_garden" "function\_lifestyle"
2. Save the product
3. Now, when that product appears in collection pages, filtering for one of those properties will include that product in the filtered results!

**Note:** *If a product still does not appear, go to the "Apps" section and in the "Filter and Search Product" app click the "Sync Now" button in the lower left corner to update the API data.*

Show all images

Reorder variantsEdit optionsAdd variant

Select: AllNoneBlackNavyNavy / Pink / Multi RaindropsNavy / Yellow LightningPinkRedYellowYouth 1Youth 2Youth 3Youth 4Youth 5Youth 6Youth 7Child 7Child 8Child 9Child 10Child 11Child 12Child 13

	Color	Size	Inventory	Price	SKU		
<input type="checkbox"/>		Black	Youth 1	0	\$60.00	KBT-000-BLK-	Edit
<input type="checkbox"/>		Black	Youth 2	0	\$60.00	KBT-000-BLK-	Edit
<input type="checkbox"/>		Black	Youth 3	0	\$60.00	KBT-000-BLK-	Edit

Tags

View all tags

Vintage, cotton, summer

style\_tall boots ×style\_boots ×

size\_chart:kids ×function\_rain ×

function\_outdoor activity ×

function\_lifestyle ×

feature\_100% waterproof ×


climate\_all season ×

base\_color\_yellow ×

base\_color\_red ×

Now your product is tagged and shows up in the desired collections -- Lets explore some of the other product detail panels!

## D. Product Variants: Variants are variations on a product, allowing selection of color, size and more!



Show all images

Tall Boots AUTO

Lifestyle AUTO

Outdoor Activity AUTO

**PRODUCT VARIANTS:**

- Sizes
- Colors
- Prices

Variants are versions of a product, usually in terms of color, size and price, but can be other properties as well.

**I. COLOR:**

For each unique color name, a swatch will show as an option for users on the product page.

**Swatch :** Swatches will show the color's name as a tooltip on hover. Each color has a swatch image associated in the system.

Store swatches are preloaded for you, but we're happy to add new ones as needed.

**Color-Specific Images :**

To show specific images with a color variant when selected, upload the images in the "Images" section above, and set it's "alt" text to be the same name as the color.

**EX:** Show Navy boot pics for "Navy / Yellow"

1. "Images" section > hover over an image and select "alt" or upload a new picture.
2. Enter "Navy / Yellow" exactly as it is on the color variant, in the alt text field.
3. That image will now show when a user selects that color variant's swatch.

**II. SIZE:**











Each size will show up as an option for each selected color, and have unique SKUs

**III. PRICE:**

Price can be unique to every variant, but can also be the same for all of them as well. Its up to you!

**Variants** [Reorder variants](#) [Edit options](#) [Add variant](#)

Select: All None Black Navy Navy / Pink / Multi Raindrops Navy / Yellow Lightning Pink Red Yellow Youth 1 Youth 2 Youth 3 Youth 4 Youth 5 Youth 6 Youth 7 Child 7 Child 8 Child 9 Child 10 Child 11 Child 12 Child 13

<input type="checkbox"/>	Color	Size	Inventory	Price	SKU	
<input type="checkbox"/>	 Black	Youth 1	0	\$60.00	KBT-000-BLK-	Ed
<input type="checkbox"/>	 Black	Child 13	0	\$60.00	KBT-000-BLK-	Ed
<input type="checkbox"/>	 Navy	Youth 1	0	\$60.00	KBT-200-NVY-	Ed
<input type="checkbox"/>	 Navy / Pink	Youth 1	0	\$60.00	KBT-2RAIN-NV	Ed
<input type="checkbox"/>	 Navy / Pink	Youth 2	0	\$60.00	KBT-2RAIN-NV	Ed
<input type="checkbox"/>	 Navy / Yell	Youth 1	0	\$60.00	KBT-2BOLT-YL	Ed
<input type="checkbox"/>	 Navy / Yell	Youth 2	0	\$60.00	KBT-2BOLT-YL	Ed
<input type="checkbox"/>	 Pink	Youth 1	0	\$60.00	KBT-400-PNK-	Ed
<input type="checkbox"/>	 Red	Youth 1	0	\$60.00	KBT-600-RED-	Ed
<input type="checkbox"/>	 Yellow	Youth 1	0	\$60.00	KBT-800-YLW-	Ed

**Search engine listing preview** [Edit website SEO](#)

**Kid's Bergen**  
<https://www.muckbootcompany.com/products/kids-bergen-tall-boots>  
Style meets function in our new light weight rain boot collection. These boots will keep you dry on wet rainy days while the 6mm neoprene footbed will keep your feet happy all day long.

Delete product

Save

Alrighty, now our product has tags, images, colors and sizes – Let's explore how Collections + Navigation surface these products!

## II. COLLECTIONS:

- Lists of Products
- Manual or Automated
- Gender AGNOSTIC (*Except for a key few, navigation takes care of gender filtering*)

*Collections are sets of products that contain a specific tag, or can be built manually as well. Because manual management of collections can be time-consuming, it is highly advised to drive collections via tagging of products for automatic updating of your store collections. Do not take gender to account here, and think of Collections like groups of products around a certain condition.*

**NOTE:** *Creating a Collection does not cause it to suddenly appear in your nav, so fear not!  
( We'll cover navigation curation in section III )*

Let's explore a collection together!

**URL :** [https://\\_\\_YOUR STORE\\_\\_.myshopify.com/admin/collections](https://__YOUR STORE__.myshopify.com/admin/collections) (EX: <https://muckboot-usa.myshopify.com>)

**A. Collections List:** *You'll find a list of collections similar to this for your store.*

	Title	Product conditions
<input type="checkbox"/>	All	—
<input type="checkbox"/>	Short Boots	Product tag is equal to style_short boots
<input type="checkbox"/>	Arctic Ice	Product tag is equal to featured_collection_arctic ice
<input type="checkbox"/>	Boots	Product tag is equal to style_tall boots Product tag is equal to style_ankle boots Product tag is equal to style_short boots ... and 3 more
<input type="checkbox"/>	Cold & Snow	Product tag is equal to climate_cold Product tag is equal to climate_extreme cold

Each collection that's been created is listed here, and you can create as many as you'd like. You can see the conditions that power each collection listed next to its' name.

Let's open one up and go over creation!

## B. Collection Details: Lets setup a collection for products made for “Outdoor Activity”

### (1) TITLE:

- Name of Collection
- Shows in breadcrumb route
- Shows in Nav if wired up
- First name that is set becomes the URL  
(Subsequent name changes will not change the url)

### (2) DESCRIPTION:

- Usually blank, your theme does not currently show this content.

### (3) CONDITIONS:

- What products go into this collection
- Tag based (typically)
- **See Section IV for Full Tag List**

**EX:** Add all products tagged as  
“Outdoor Activity” kinds of products.

1. Look up the tag - for this sample the tag we want is:  
“function\_outdoor activity”
2. Select “Product Tag” as the property to look for on products.
3. Set condition to “is equal to”
4. Enter our tag exactly as it appears on the products.
5. Repeat using “Add Another Condition” for each tag you’d like to bundle.

### (4) PRODUCTS:

- Shows what products match the set conditions you’ve built above
- Sort collection in a certain order

< Collections

## Outdoor Activity

Actions ▾

Title

Outdoor Activity

Description

A ▾ B I U

Conditions

Products must match: ☒ all conditions ☐ any condition

Product tag

is equal to

function\_outdoor activity

Add another condition

Products

Sort: Best selling

1. [Women's Muckster II Mid](#)
2. [Men's Muckster II Ankle](#)
3. [Women's Arctic Ice Tall](#)
4. [Women's Chore Mid](#)

Sales channels

Manage

Available on 1 of 1

Online Store



Collection image



Upload image

Theme templates

Collection template

collection

The template customers see when viewing this collection in your store.

Great! Now we have a collection with products, let’s explore *Navigation* to see how this collection can show up in the nav menu.

### III. NAVIGATION:

- Main Menu
- Footer Menu
- Can be Links, Collections, Pages or Products

*Navigation entries for the main menu navigation are sets of collections that are then filtered by gender for what section they are representing.*

Let's explore the Navigation!

**URL :** [https://\\_\\_YOUR STORE\\_\\_.myshopify.com/admin/menus](https://__YOUR STORE__.myshopify.com/admin/menus) (EX: <https://muckboot-usa.myshopify.com>)

**A. Menus List:** *You'll find a list of all current menus setup in your store here, as well as the ability to make new menus.*

The screenshot shows the Shopify Admin interface for the 'Navigation' section. On the left, the sidebar lists various store management tools, with 'Online Store' expanded and 'Navigation' selected. The main area is titled 'Navigation' and features a table of existing menus. The table has two columns: 'Title' and 'Menu items'. It lists three menus: 'Footer Menu' (containing links like Contact Us, FAQ, Order Status, Shipping & Returns, and Warranty), 'Main Menu' (containing Women, Men, Kids, and New Arrivals), and 'Side Menu' (containing Shipping & Returns, FAQ, and Contact Us). An 'Add menu' button is located in the top right corner. Below the table, there is a link to 'Learn more about navigation'.

Title	Menu items
Footer Menu	Contact Us, FAQ, Order Status, Shipping & Returns, Warranty (+ 8 others)
Main Menu	Women, Men, Kids, New Arrivals
Side Menu	Shipping & Returns, FAQ, Contact Us

Here, we have 3 menus – *Footer, Main Menu* and *Side Menu*.

Lets open up the *Main Menu* and see how it's setup.

## B. Main Menu: Ordering of Menu Contents

The screenshot shows a 'Main Menu' configuration interface. At the top, there's a 'Title' field containing 'Main Menu'. Below it is a 'Menu items' section. The first item is 'Women', which is expanded to show sub-items: 'Featured', 'Style', and 'Function'. Below these are 'Men', 'Kids', and 'New Arrivals'. Each item has an 'Edit' button and a 'Trash' icon. A '+ Add menu item to Women' button is also present. Three red callouts are present: '1' points to the 'Women' item, '2' points to the 'Featured' sub-item, and '3' points to the 'Edit' button of the 'Women' item.

**(1) DRAG + DROP ORDERING:**

- Order reflected top to bottom
- Drag to rearrange menu items and change their order

**(2) NESTING:**

- Drag an item under another and it can be nested into a "sub-nav"
- Up to 3 level of Indention

**EX:** *Women*  
    ↳ *Style*  
        ↳ *Tall Boots*

**(3) DELETE:**

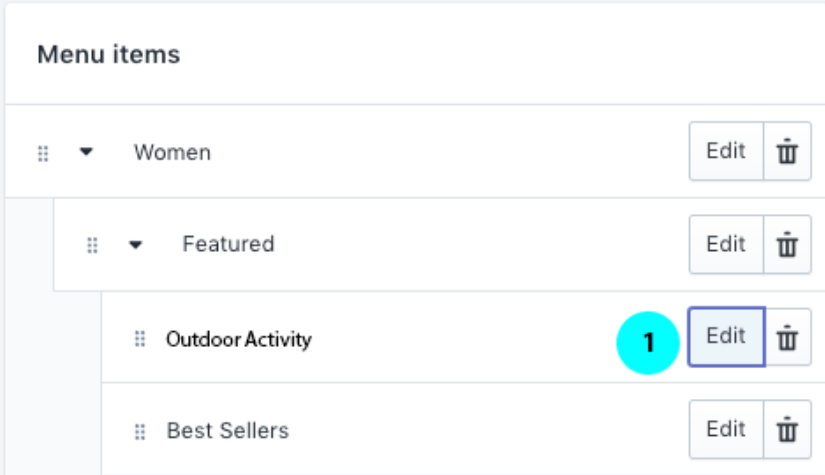
- Remove a nav entry by deleting it with the Trash icon
- Only way to hide things in a menu

Cancel Save menu

**Next:** Entry Creation + Filtering for Gender / Audience



### C. Main Menu: Adding New Entries + Gender Filtering



Menu items

- Women
  - Featured
    - Outdoor Activity** (1) Edit
    - Best Sellers Edit

**(1) EDIT ENTRY:**

- Hit the edit button to modify an entry that is already present.

**(2) LINK:**

- Where menu item goes to.


**EX:** Setup "Outdoor Activity" Collection

1. Click into the "Link" input and Select "Collection" - a list of all collections available should appear.
2. Select "Outdoor Activity" collection that we setup earlier.

**(3) FILTER COLLECTION:**

- Use an *"audience\_XXXXX"* tag to have this link only show products in the collection for that audience.

**EX:** This is for women, so lets add the tag *"audience\_women"*



**Edit menu item**

Name: Outdoor Activity

Link: (2) Outdoor Activity

Filter collection with tags (optional): audience\_women (3)

Cancel Apply changes

Amazing - uses can now navigate your site and see collections with only the content they expect!

**Next Stop:** Filtering Collections!

#### IV. FILTERS:

- Powered by Tags
- Uses "OR" logic ("base\_color\_red" OR "base\_color\_blue" items both shown)
- Tag Prefix Determines Grouping  
(Ex: Tag "function\_outdoor activity" appears under "Function" filter set)

Tag filter sets are built around Tag Prefixes, Manual Tag Lists, or Variant Properties (or All 3).

URL : [https://\\_\\_YOUR STORE\\_\\_.myshopify.com/admin/apps/product-filter-search](https://__YOUR STORE__.myshopify.com/admin/apps/product-filter-search)  
(EX: <https://muckboot-usa.myshopify.com>)

A. Filter Main Menu: You'll find a list of filter configs here, most stores only need one but there is no limit

**Filter trees**

Name	Collections	Type	Status
Collection Filters		Default	<a href="#">Edit</a> <a href="#">Clone</a>

[Add filter tree](#)

Last full sync: 2018-10-05 11:25:22 AM [Sync Now](#)

**(1) FILTER GROUPS:**

- Typically only one needed for a store
- Holds Filter Sets + Configs

**(2) SYNC:**

- Update Data for All Products
- Sync occurs automatically on changes, but can be done manually if an issue arises.

**(3) SETTINGS:**

- Show / Hide out of stock products
- Configure filter UI Behavior
- Text String Entry
- **NOTE:** Style editing from this menu is overridden by theme.

Select "Edit" on our current "Collection Filters" group to see how its built.

## B. Filter Sets: Curate the “Collection Filters” set of filters in your Collection + Search pages

### Collection Filters

#### Filter tree information

Name

Collection Filters

Default filter is applied to all collection pages. You can create a filter tree for specific collections [here](#)

#### Filter options

Add filter option

Label	Type	Display Type	Values	Status	
Gender	tag	list	All values	<input checked="" type="checkbox"/>	<a href="#">Edit</a> <a href="#">Delete</a>
Size	opt_size	list	All values	<input checked="" type="checkbox"/>	<a href="#">Edit</a> <a href="#">Delete</a>
Color	tag	list	All values	<input checked="" type="checkbox"/>	<a href="#">Edit</a> <a href="#">Delete</a>
Style	tag	list	All values	<input checked="" type="checkbox"/>	<a href="#">Edit</a> <a href="#">Delete</a>
Feature	tag	list	All values	<input checked="" type="checkbox"/>	<a href="#">Edit</a> <a href="#">Delete</a>
Climate	tag	list	All values	<input checked="" type="checkbox"/>	<a href="#">Edit</a> <a href="#">Delete</a>
Price	price	range		<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Delete</a>
Color (Variants-Based)	opt_color	list	All values	<input type="checkbox"/>	<a href="#">Edit</a> <a href="#">Delete</a>

Add filter option

Save filter tree

**(1) NAME:**

- Name for this *group* of filters
- Wont appear anywhere on site, just for your ref.

**(2) ORDER FILTER SETS:**

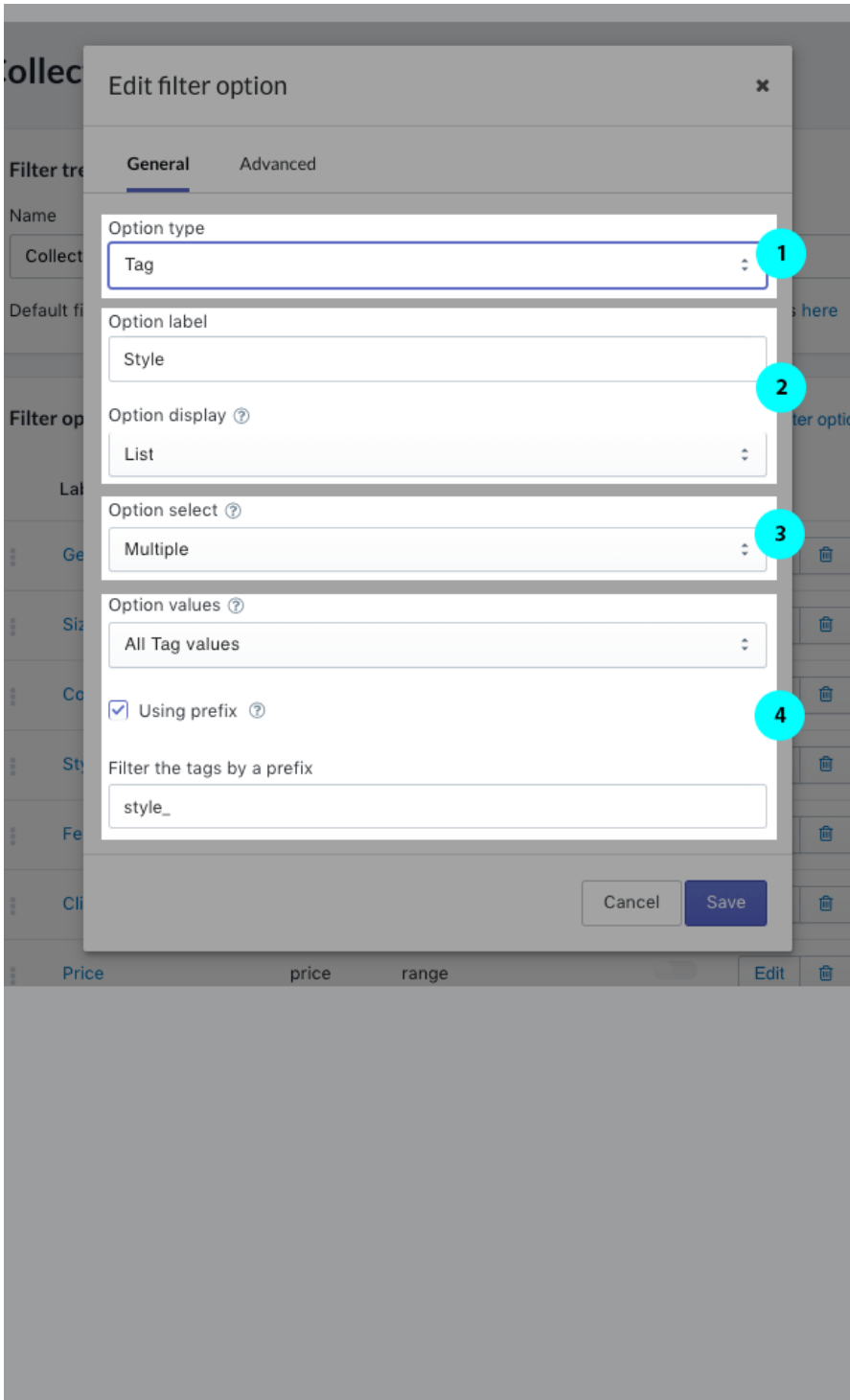
- Order for the filters to appear on collections/search
- Drag and Drop

**(3) FILTER SETTING:**

- Configure Individual Filter
- Enable / Disable (“Status”)
- Delete a Filter Set

Lets open up the “Edit” menu for “Style” to get an idea of how these filters are setup individually.

### C. Filter Creation / Edit : Configure individual sets of filters and what types of properties show up in them.



The screenshot shows the 'Edit filter option' dialog box with the following fields and callouts:

- 1** Option type: Tag
- 2** Option label: Style
- 3** Option select: Multiple
- 4** Using prefix: ☒ (checked)

Other fields include: Option display (List), Option values (All Tag values), and Filter the tags by a prefix (style\_).

**(1) TYPE:**

- What property to filter by ( Tag Usually)
- **Options** : Tag, Collection, Price, etc.

**(2) LABEL + DISPLAY:**

- **Label** : displayed on site as filter set name
- **Display** : How properties in the filter will be shown

**(3) SELECTION:**

- Users select **Multiple** or **Single** options

**(4) VALUES:**

- Use all tags or only from a manually-entered set
- **Prefix** : Used for almost all filters in our system, we look for "style\_VALUE" and build filters by tagging products.

**EXAMPLE:**

Fill the "Style" filter with all possible tagged values for "style\_XXXXXX" tags on products.

1. Enable "Using Prefix"
2. Enter prefix "style\_" in Filter Tags by a Prefix input
3. All tags starting with "style\_" will be read, and any value such as "style\_tall boots" will show as "Tall Boots" in the filters.
4. Filter shows options "Tall Boots", "Ankle Boots", and "Slip Ons" when products have the tags "style\_tall boots" or "style\_slip ons" in the currently viewed collection

**Next Up:** List of all filters currently in use

## D. Currently In-Use Tags + Filters: *(All tags lowercase, filter styling handles capitalization)*

*Currently used filters. As a catalog grows, so too will this list. A majority of the filter tags are listed below though for convenience. One product can have many tags, including several from a single filter category.*

### **Audience (Gender):** *(Filter)*

audience\_women  
audience\_men  
audience\_girls  
audience\_boys

### **Age (Kids Use Only):** *(Filter)*

age\_baby  
age\_toddler  
age\_kids

### **Climate:** *(Filter)*

climate\_extreme cold  
climate\_cold  
climate\_all season  
climate\_warm  
climate\_hot

### **Base Color:** *(Color filter, Variants Show 400+ Options Otherwise)*

base\_color\_black  
base\_color\_orange  
base\_color\_blue  
base\_color\_red  
base\_color\_print  
base\_color\_camouflage

base\_color\_brown  
base\_color\_yellow  
base\_color\_purple  
base\_color\_green  
base\_color\_pink

### **Fit:** *(Nav Collection)*

fit\_wide calf  
fit\_slim fit

### **Feature:** *(Filter + Description Badging on PDP)*

feature\_100% waterproof  
feature\_high traction outsole  
feature\_steel shank  
feature\_extended rubber protection  
feature\_heel support  
feature\_stirrup friendly heel  
feature\_warm fleece lining

feature\_added comfort midsole  
feature\_steel toe  
feature\_toe & heel reinforcement  
feature\_arch support  
feature\_vibram® outsole  
feature\_breathable mesh lining

feature\_oil resistant  
feature\_composite toe  
feature\_scent masking  
feature\_slip resistant  
feature\_snake proof  
feature\_xpresscool™ lining

### **Featured Collection:** *(Filter)*

featured\_collection\_apres ski  
featured\_collection\_arctic ice  
featured\_collection\_best sellers  
featured\_collection\_chore  
featured\_collection\_fairfield leather  
featured\_collection\_hale  
featured\_collection\_my little pony  
featured\_collection\_new arrivals  
featured\_collection\_sale  
featured\_collection\_summit  
featured\_collection\_transformers  
featured\_collection\_wigwam

### **Function:** *(Filter)*

function\_barn & stable  
function\_farm & work  
function\_garden  
function\_hunting  
function\_lifestyle  
function\_outdoor activity  
function\_rain  
function\_work

### **Style:** *(Filter)*

style\_tall boots  
style\_short boots  
style\_ankle boots  
style\_leather boots  
style\_lace-up boots  
style\_boots  
style\_shoes  
style\_slip ons  
style\_sandals  
style\_clothing  
style\_socks

### **Item Badge:** *(Shape badge on product img)*

item\_badge\_text\_my text *(required)*  
item\_badge\_bg\_#123123 *(optional)*  
item\_badge\_color\_#123123 *(optional)*  
item\_badge\_shape\_diamond *(optional)*  
*(Default = square if none tagged when text tag is )*  
*(present. – diamond, square or circle are values )*

### **Campaign Video:** *(Large video element on PDP)*

campaign\_video\_url\_https://yt.com/123  
campaign\_video\_image\_desktop\_IMG-NAME.jpg  
campaign\_video\_image\_mobile\_IMG-NAME.jpg  
campaign\_video\_headline\_My Text!  
campaign\_video\_subheadline\_My Text!

# Shopify Quickstart Guide

## I. FILTERS:

### - Add Product Feature or Spec:

1. Go to product in Shopify Admin
2. Add tag from master list for it to appear when filtering for that style or feature.

### - Add New Filter Set:

1. Go to Apps > Product Filter + Search in Shopify Admin
2. Edit "Collection Filters"
3. Add your filter and configure its tag like the other filters are setup
4. Be sure to tag products so the filter appears (if no products for a filter, it is hidden)

## II. NAVIGATION:

### - Add/Remove Nav Item:

1. Go to Online Store > Navigation in Shopify Admin
2. Find the location or nested entry you'd like your new collection to appear inside of
3. Add your new nav entry
4. Point it at a collection for this entry (Create a new collection if need be)
5. Add the audience tag (re: gender) for what gender it's nested within
6. Save

## III. COLLECTION:

### - Add/Remove Collection:

1. Go to Products > Collections in Shopify Admin
2. Create new collection
3. Name the collection as you'd like the URL to be (*First time you set this is what sets its URL!*)
4. Point collection at a specific tag(s) – **GENDER AGNOSTIC, DO NOT USE AUDIENCE TAG HERE!**
5. Save

## IV. LOGIC FLOW:

