

Shopify

How you will make money

* build a show Shopify site.

Showcase sites immediately demonstrate your expertise.

* where will you find clients?

Shopify overview.

Theme:

left side
theme

logo

my store Home catalog contact search

Setup cust

home:

Summary

Title

content

Sales channel

online store

Pages

visibility

search online listing

hide

meta description

(content)

Template

mon

contact

it

worlwide

Submit goes to email.

General → Gmail we receive mail via what

Pages → Add page

How to build menu:

College to my expertise

Customer Service.

Customer Management

Admin → content

→ menu

menus

Management

haven & drag

We can remove the name to catalogue
to my expertise.

Add next menu item

label (name) (short)

all the components a add page

drag the contact menu But
indicated with customer service.
Then it becomes customer services such as

my store Home my EXPERTISE [customer service]

Contact me
(call in touch)

How to choose your store name.

'Your Name + E-commerce' + Expertise/Specialist/
consultant.

Don't use name Shopify because it's a
registered trademark.

Settings

General

chat GPT

store detail

Prime Page Image

Add store name.

unique image.

chat corp.

content file

upload & download files.

Shopify - Expertise

Design → online store
ecommerce - marketing tools

APPS - APPS

online store \Rightarrow design

theme \Rightarrow customize \Rightarrow template \Rightarrow product list
font
email send \Rightarrow divide

template \Rightarrow group
 \Rightarrow heading
 \Rightarrow design
 \Rightarrow group
 \Rightarrow text
 \Rightarrow description

template \Rightarrow image with text
with button (next page)

button

group
 \Rightarrow button
(discover more...)

add post to
button label

add

link

=> product

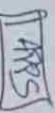
=> page

=> blog

content / menus / movement

Add menu items

label



page \Rightarrow app

\Rightarrow e-commerce
 \Rightarrow design

Logo Editor

store \Rightarrow customize theme \Rightarrow header \Rightarrow logo
default logo:

group
 \Rightarrow heading
 \Rightarrow template
 \Rightarrow group
 \Rightarrow text
 \Rightarrow description

Preference:

social sharing & SEO

home page title:

more template specialist - shortly

responsive description

copy

responsive design:

customize

development: mobile icon

edit mobile reference

site policy.



If the mobile page version is not

responsive edit it, like text margin,

setting

policy:

writing policies.

return terms condition,

privacy policy

Order, Payment condition, Pricing Policy

Location

Location selection:

Add location

India: location: India
Address: name: warehouse San Francisco warehouse

open status:

India warehouse.

Where do we care

Going to sell out

default location

choose location from India warehouse

to add district:

India warehouse

Market condition:
EUROPEAN UNION:
added India:
EUROPEAN UNION:
must be same.

then click Indian warehouse

down below deactivate location.

their currency and

then location deactivated

their currency and

use, Austria, Belgium, Croatia, etc have

some currency in European Union.

Some currency in European Union.

add location one market (one region)

click on that; put that in draft (It's right side after the same column).

Other more options & then delete that yet.

locations

in location

Indian warehouse

San Francisco warehouse

All mode lego you need

Store de pants

Path:

Settings → General → store default

store default

currency display → Euro, dollar, INR.

Base currency:

If customers visit outside our country, territories, the design will change & metrics values & everything change

unit \$ system → default weight unit

preferences → kilogram

Impperial system: → gram

→ Pound

→ ml/c

location

where those locations are

Settings → location

one in - India

one in = USA.

Settings → General → store default

store default

new market.

None:

United States:

Add condition:

Correct condition

Search conditions:

United States:

new market.

None:

International:

23) countries:

=+—

Shipping rates aren't setup.

Setup shipping rate

new market in United States:

Shipping Methods

Shipping:

answer where you ship &
how much you charge.

check on the profile

Fulfillment location:
All location:

USA

Insta → Add them.

Save them.

Shipping zones:

Add shipping zone:

European union countries Add all countries.

United States - select country.

International add all countries.

Add rate:

(Not freight once
done one thing kindly
Save that & do the
next thing)

Not going on

must be discuss with clients & fix info

Add rate:

Price

under

3 Add conditional Pricing

based on item weight.

Based on price

Created Rate for NorCal for
different 1 location - 2 zones 2 location

Rate Name Free

Custom rate name:

free shipping

} free shipping:

+ all the three conditions:

+ next stockpile:

Products → products in rest.

All Products:

Pricing:

compared at price:

original price:

before discounted

rest of the time & sale.

like: 49999.00 / original cost

Pricing:

The discounted price

from the compared at

price: only on rest of the

rest of the time.

Price like: 49999.00 /

only -

Stockpiling:

where we are storing our products how much product we have left so much products we have at own location.

India 100

India warehouse = $\frac{100}{100}$ unit price
USA warehouse = $\frac{100}{100}$ unit price

out of stock:

Continue selling while when out of stock.

If we are retailing the product quickly then we can the continue selling when out of stock.

weights:

weighted product.

variants:

T shirt Product.

variants:

color: Black, blue, green
size: S, L, XL, XS, S

Only -

Search Engine listing:

Status

Active \Rightarrow will show

Draft \Rightarrow not shown

at description:

Add Your first Product

Publish:
where the product
is available for
Seller.

Add Product:
under: Products module

Online store: \Rightarrow (Buy & Sell)
Point of sale \Rightarrow (Physical & Non
Web Sell)
Products

Title:

Categories metafields:

Description:

Automatic Rollin. (Automatic Price)
Assist us improve Product organization
& also filtering search v. Particular
on the view of customers.

Upload image:

Clients with hundred of thousand Product.

deletable dropdown range:

The customers listing

Category:

Publishing Target:

Price:

\hookrightarrow Personal sale \vee and sell at
Shop \vee End user
online store \vee U save

Quantity:

Online store will be available

Variant:

Check on variant name
Ex: Green \Rightarrow different choice.

Variant:

Check on variant name
Ex: Green \Rightarrow different choice.

Variant:

Check on variant name
Ex: Green \Rightarrow different choice.

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Check on variant name
Ex: Green \Rightarrow different choice.

Variant:

Check on variant name
Ex: Green \Rightarrow different choice.

Variant:

Check on variant name
Ex: Green \Rightarrow different choice.

Variant:

Check on variant name
Ex: Green \Rightarrow different choice.

Variant:

Check on variant name
Ex: Green \Rightarrow different choice.

one done: the correct variants set
threading is settled.

category metafields:

Vendor

proper vendor name

Add collection:

Title:

Item theme template:

Default Product

and [Save]

[more action]

[View]

More products:

Response CSV file

Export CSV file

Collection:

Collection =
Grouping logic Group of Products -
view is easy.

Path
→ Product Module / under:
→ Collection
Add collection.

* Travel
* Sales
* Nutrition
* Health
* Care
* Toys.

Collection =
More products:

View is easy.

Path
→ Product Module / under:
→ Collection
Select or Product

Product Organisation

under

collection

Collection type
* Standard
* Standard
we can add more
than one category of
the one product.

Always note once we did
one share or one replicates,
we have to save that

Ex-LPS tracker comes
under travel safety,
and core collection

Inventory

Yard Demo Store

+ —

Content → menu → Add main menu → Add

Label demo store link Produts ⇒ All Produts.

Label core collection

⇒ Supreme & demo store.

Label Link

core collection

⇒ Supreme & demo store.

Label Inventory

Path:

Inventory
→ Product / module
→ Inventory.

Inventory Purchase orders Transfer Gift
Cards

Path:
→ Inventory
→ Product / module
→ Inventory.

Inventory (India warehouse, US warehouse)

Create Purchase order
→ Select supplier, Set destination
All automated

Transfer items:

Path:
→ Product Transfer
→ Transfer origin destination.

Products want to transfer:

origin

India warehouse

USA warehouse

Destination

UK market

⇒ Market → Module

wants to all products to all location

But want to limit few products for that

Special warehouse receive notification
to send products.

↳ Select the products to transfer

only in Inventories

between locations

— + —

Gift card & gift products:

Gift card

For loyal customers & out-of-stock

Gift card code L12345

Initial value

£ 250

Expiry date:

Gift card product:

A customer can buy that card
& send to relatives & friend &
redeem that gift card product.

Set & Notifications

Including / Excluding products from

market

⇒ Market → Module

wants to all products to all location

But want to limit few products for that

catalogue ⇒ united states only

catalogue = united states only

select the products in products

✓ XYZ

✓ ABC

✓ EFG

→ Exclude Product this catalog

then click Exclude Catalog

— + —
Taxes & Duties

Products & Shipping

Path setting ⇒ module

Taxes & Duties

Regional settings:

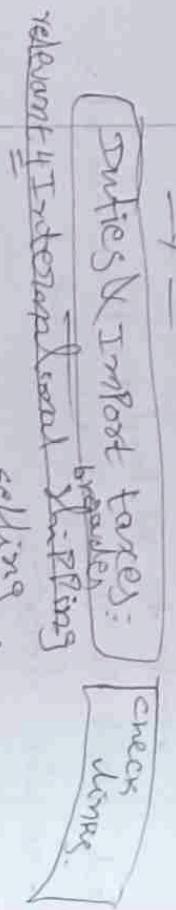
* Avalara Tax Compliance

* Vertex tax & compliance

index lost

Global setting:

Value & Added Tax;



relevant for international borders

Two ways:

once we pay the taxes

or

we include the taxes & receiver

pay the taxes.

Current template

Path:

→ Product:

Theme template

Default Product

From template

Name:

XTC

Based on

Default template

+ Import top menu

* Product

* Default Role

Create Template:

Template

Product information details

Header

what did here text

slight change

Price

text

price

text

attn

text

text

text

text

text

text

text

Go to Product:

Theme template

Separate Product

(now we have)

Text template

& save:

run:

The Price is shown above the product.

+ Template can be used collection

& pages.

Own design

We can create template.

Blogging

Blog tool

Path:

content

=> blog posts.

* help boost SEO & generate organic traffic

* blog comp

Potential buy

educate ~~informate~~ trust with customers.

Building trust is the key element to success

* we can share it for email marketing, newsletters, other platforms; and create a blog is completely free

easy to build blog in Shopify

Compare them WordPress.

What Shopify gave us free

E-commerce - time to checkout what Shopify gave us free

Customer service Purchase [Card & checkout checkout];

based on delivery address

Shipping charge applied;

-+ -

Customize the checkout!

modification, moderation → behind customer purchase behavior

Customize the card & checkout

Path

online store

=> theme

=> customize

homepage

content my website dropdown

select cards;

no need to change

new card is empty

[Content shopping]

You may also have

Warehouse

Cross-harbor

Product List Grid

→ → checkout & customer

Customer need to trust so that they can buy the product, should be trust the dealer, own site

charge title

Ad logo

Path

setting → checkout

checkout

configuration

customize.

Customer contact method:

mobile

email

Email Marketing

Require customer to login first.

→ customer information

For tracking.

→ Also Abandoned Purchase.

Allowed Preferences:

* Allow shipping & billing addresses different.

* validate shopping Address: (important)

Add cost to limit => So is enough

(Competitor can also check).

→

Checkout rules:

→ → →
pto Payment provider.

a payment provider is a piece of software that integrate with own store to allow you to take payments.

check card number correctly
clear cur, expiry date
refund, transfer money to own account.

This is very important

Marketing options:

Email marketing is very powerful

Payment providers are making more money, so there's a large competition.

Once a transaction done they charge a little as a percentage of amount for each transaction.

* PayPal.

* Stripe

How to choose right payment provider

Given 'Payment Provider' by country in origin.
(Customer will money to own bank account)

Post:

=> setting
=> Payment

Shipping Payment

(Strong suggestion)

PayPal.

* Add Payment method:

BonkAid:

Transaction Fee 25-

Stripe

Support Payment methods

PayPal

Active

Payment capture method:

* Automatically At checkout

* Automatically when the entire order is fulfilled.

* manually.

Manual Payment methods

* Create custom payment method

* Money order

* Cash on delivery (COD)

The customer Purchase Procedure:
& fulfill the order for customer

check the product

add to the cart

Purchase with details entered

Shipping address

Once customer placed the order
It will show for fulfilling the order

Path:
Admin ment.

Orders

Notifications:

Path:

Admin \Rightarrow setting \Rightarrow notifications

Custom notifications:

Order Processing

- * Order confirmation
- * Draft order invite
- * Shipping confirmation

Local Pickup

- * Read for local pickup
- * Picked up by customer

Local delivery

- * Read ad for local delivery
- * Order locally delivered
- * Order missed local delivery

Order Risk		
Low	Medium	High

Once customers placed a order we receive one little notification in both New orders & Pending capture method (Pending once we clicked in the order)

New orders

Pending capture method

(Pending once we clicked in the order)

Timeline:

Complete history of the order with customer detail

we can check our loyal customer we can reward after for customer

Check order risk

fulfill item

Tracking information

Tracking number

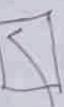
Shipping carrier

#SE0001

FedEx

Delivery

Egmont



+ customize notification:

To add logo when package done

FedEx

Order Fulfillment

customers & customer segments

Path: Admin \rightarrow customers

Track full all activities of customer

* Amount spent - total amount

* orders - total orders

* Customer since - since 1995

* Last order placed - details

* Contact Information

* Default address

* Marketing \rightarrow emails & sms subscription

Timeline

All communication between customer
and the store.

* Tags \rightarrow internal notifications between
organisation.

Create order:

Customer wished product out of

Stock, once product arrived we will tie
product to the card and send the customer
Dom directly to customer mail id to

2018

Segments

Customers who have purchased at least one

* Email subscribers.

* Aborted checkout in the last 30 days.

* Customers who have purchased more than one

* customers who haven't purchased.

Shared Group of customers have
Shared same behaviours.

useful for E-mail marketing.

APPS \Rightarrow section 7

APPS

apps.shopify.com

1000+ apps 1000+ APPS

Find perfect APPS to develop our
business.

* customer service

* traffic

* Boosting sales

* Going International

Customer Support: (APPs)

Path Admin \Rightarrow APPs

Inbox - APP

Handling Page (chat)

shortly Inbox is a free messaging tool that lets

you chat with customers as they shop.

Pricing overview

Turn on chat

Rating minimum 4.5

Online store chat = on

view demo APP

It shows then save

online store chat on

useful for email marketing.

livechat is fully operational on my site.

Path Admin \Rightarrow Inbox \Rightarrow chat setting

FAQ

where is my order? Available time for

Track my order.

live chat Sun - 9:00 - 19:00

Instant Answers.

Path FAQ \Rightarrow where is my order?

Track my order?

What is your return policy?

Create instant answer

someone handle their store on their own.

even if you are not available you can get email alert and restore your chat.

order tracking

Path

Admin \Rightarrow APPs

APP name \Rightarrow iTrack order tracking

Automate order tracking and return

management to reduce costs, return more revenue.

one orders are followed,

iTrack order tracker stores automatically keeps customers informed with real time

shipping updates, reducing wisno tickets.

create a branded, multilingual tracking page with full customization to enhance your brand

wisno \Rightarrow where is my order?

Print & go always be there on the track Admin Page

Path FAQ \Rightarrow order tracking page.

How to add the tracking page to the store navigation bar?

Store name track your order

Print on

Then it will come back on home page

Put it under

→ Admin content → menu → customer service

SEO - Rate II

- * Driving traffic to your site.
- * most effective methods to the affordable price
- * client should have a significant budget on traffic
- * SEO (Search Engine Optimization)
- * Email marketing
- * Paid Advertising APPS
- * search engine listing

Alt text

Alternative text for a image.

- * meta description improvements
- * missing Google rich snippet
- * Round images to compress
- * meta title improvements
- * fixed broken links
- * stem handle improvements
- * found images to rename.

Improve score (continue to plan selection) ←

Plans

Pro Plan, it will optimize my meta titles, the description, any broken links and Google snippets.

With Premium Plan:

- * URL optimization
- * Image compression
- * Image Reshape.

With Pro Plans with 14 days trial SEO score will become 80 to 90 or 100 without any effort.

Booster SEO is all you need to improve

SEO scores easily.

The all more SEO booster and image optimizer

built to improve your ranking, traffic & page

{ speed}.

Not getting any charges:

Path: setting \Rightarrow Apps & sales channels

click on the list of Apps installed

Simply uninstall to deactivate from

App and not getting any charges.

→ → →

SEO - Part - II

use chatGPT for learning - don't buy anything.

Command

Shopify, niche, Shopify expertise in design, e-commerce, and apps gave me a 3 month plan to improve my SEO ranking.

"use the results well".

Client maybe looking for a SEO strategy.

Command:

"my Shopify will" analyse this site and suggest SEO improvements. Give me a 3 month Plan to reach 1000 visitors per month by the end of month 3".

Email marketing:

so effective

free

used by decade by companies

General rule:

Example:
1 email = \$1/month Profit

1000 Email Subscribers

Volunteers signed up for Product/service.

They are called "warm customers" or "hot customers".

"They are always ready to buy".

+5% conversion rate

* 50 sales at \$10 profit = \$500

* 2 email campaigns/month = \$1000

Incredibly Powerful technique.

"we receive the emails from customers already".

Path:
Admin \Rightarrow Apps \Rightarrow Email.

Customize Template branding

Then Add logo



Path:

Setting -> notification

Sender email

Verify email

then save

To: APPS-> Email => Get Started with Shopify Email.

+ Set up brand details defaults ✓

+ validate your sender email ✓

your first Email campaign

Path:

APPS-> Email => Get Started with Shopify Email

=> Create Campaign

Email Templates

campaign => should contain valuable

Information.

customers need to trust our store.

* no spam

* always sending valuable information.

Create only 2 campaign

Type I - New Product Announcement

Type II - Promotions.

(max 1 month)
(max 1 week)

Campaign for Type I
=> Email template

Product highlight => new arrivals.

(select)

To: Select segment
(A subscriber)

Subject: test

Review text: critical for campaigns.

From:

Important:

Send Test

Final Test
Preview

Schedule send

3 options:

* Today at 11:39PM IST

* Now

* Custom date & time

Path:

APP → Email

→ Your email has been scheduled.

* Postin Exit PopUp Email PopUp (APP)

This app is alternatively for collecting emails

Create PopUp that stimulate visitors to input their email.

View demo:

Skin to win PopUp



Thank you for Playing

Enter your Email to claim Your Prize



Get \$5 free w/ 10 orders

{
Don't leave without an
exclusive offer from us!



#2

Very useful.

Prizing

Free
By
Pay

Post Postbox Marketing

Running ads on Platform such as

Google or Facebook or Twitter.

Provide link on Platform & when they click they landup on website store for that we need to pay.

This method every company uses their sales.

* whole new level (Investment & Time)

+ not only level of Investment

significantly more, but also the time required as the full time job

essential full time job.

* who should you approach this?

There are apps in the APP store

* There are two fundamental steps.

Step 1: understand the ideal customer

* identify who come to our store and buy products.

* don't loose money for unwanted customers.

#1

My ideal customers

Questions

Answers

* Age

* where do they live

Ames → sales channel

* what source do they live

Facebook, Instagram

* what product do they like

other apps in shopping

* what brand do they like

=> easy to integrate's, less effort.

* what community groups do they belong to.

Shopify collections / with shopify integration

* what is the ideal customer

Step 2: understand the ideal customer

* start small and measure results

Send \$5 or \$10 per day not more.

* don't blame Facebook or Google ad platform

+ they are effective &

* the problem lies with them

* please don't be that person.

Step 1 and Step 2 are the most skills

Part - Pen die, planning - having your app.

* Gender

* Age

* where do they live

* what source do they live

* what product do they like

* what brand do they like

* what community groups do they belong to.

* what is the ideal customer

Step 2: understand the ideal customer

* start small and measure results

Send \$5 or \$10 per day not more.

* don't blame Facebook or Google ad platform

+ they are effective &

* the problem lies with them

* please don't be that person.

* what is the app?

* what is the app's purpose?

* what is the app's target audience?

* what is the app's value proposition?

* what is the app's unique selling point?

* what is the app's user experience?

* what is the app's user interface?

* what is the app's user flow?

* what is the app's user segmentation?

* what is the app's user retention?

* what is the app's user acquisition?

* what is the app's user engagement?

* what is the app's user satisfaction?

* what is the app's user retention?

* what is the app's user satisfaction?

* what is the app's user retention?

* what is the app's user satisfaction?

* what is the app's user retention?

* what is the app's user satisfaction?

* what is the app's user retention?

* what is the app's user satisfaction?

* what is the app's user retention?

* what is the app's user satisfaction?

* what is the app's user retention?

we chat off for Facebook for target customers
for niches.

Facebook:

Compare Shopify sales channel apps.
Twitter, Facebook, Instagram, Google, YouTube, LinkedIn
which is the best for targeting customers
in the pet niche. Present as a table

Select Facebook & Instagram nothing more.

Once we install that it will show that in

Facebook marketing →
for various channels.

channel	Type
Direct	Direct
Google search	organic
Social	organic

ROI - return on Investment

ROI - return on Ad spent

CPL - cost per Acquisition

(How much we spent to get a

(long period time) customer)

CTR - click through rate

Relate to content and ad.

It takes lot of time for result.

Once we select our channel, we are going to
be well presented these directly within
your Shopify admin.

Facebook marketing

Reserve

(Just) section 8 → 12 video
Refer the video's in YouTube
Playlist & kind videos.

Analysis

traffic analysis

Track paid channels using Marketing Sales
channel and Campaigns.

SEO, Email marketing, Blog

Admin → Analytics

→ Reports

→ type [referrer]

5 reports

visitors referrer

1 = social referrer

2 = category → acquisition

possibly referrer

①

paid sales by referrer

where are the
coming from

paid sales by
socia referrer

Dimension

Path => Admin > Analytics > Reports

- * Session city
=> click on one referer source

=> element long

* Referer name.

* Referer URL

=> referer

* Landing page URL

+ Heatmaps & Relays

Screny Dring

Heatmaps & Replay

* Whole analytics section.

Home Contact Shop About us Jobs

Shop now

Heatmap

Find the

Shows you where user click and move their mouse and scroll on your web pages.

That help which parts of this site draw the most attention and which are ignored.

Understanding how your visitors interact

- * With your sites, you can optimize

=> click on one referer

* Poor page layout, you can call to actions or perhaps your navigations.

- * Call to action rarely clicked it may be poorly placed or maybe compelling not enough.

Heatmaps reveal confusion and frustration

Robots, and as a result, they can highlight

* Where you might need to adjust

Your design or maybe even your content could result in better user experience and therefore potentially more sales.

Relays:

We can record every visitor

Shows Nav bar, hesitate to buyout, abandon checkout, visit another site, viewing time, we can figure out a

pattern and change our navigation, content, call to action button, theme, brand etc to enhance the sales.

Pricing

(5) Section - 9

APPS - Boosting Sales

Abandoned carts & checkouts:

Self-explanatory

Put the product in the cart & probably
reached the checkout itself.

Or whatever reason they abandoned the
cart or the checkout.

Two third of checkouts or carts are
~~abandoned~~. abandoned.

Top reason:

- * shipping cost too high
- * site wanted me to create an account
- * checkout process too long / complicated
- * total cost not clear

* don't trust the site

* site is poorly designed

* site not looked trustworthy.

* delivery too slow

* websites error / slow / crashed

freedom policies was unsatisfactory.

* not enough payment methods

* credit card declined.

(6)

Recovering Abandoned carts & checkout with Email:

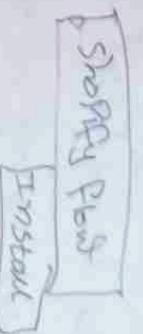
relies on Email:

path:

admin → APPS → Email:

subject:

You left items at discount (default)



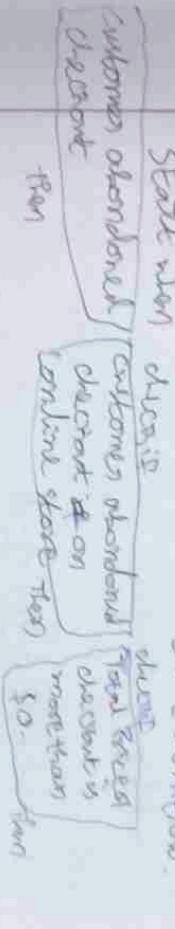
Then Go back to Email:

click the report → set to Active
when the page reloaded it goes to the

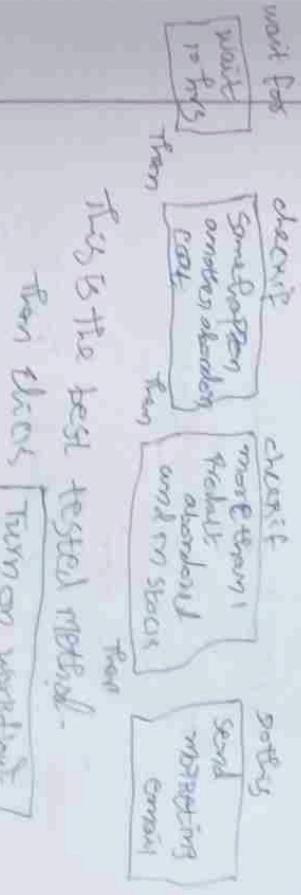
Marketing → Automation Page

→ Recover abandoned carts (Invitation)

Edit workflow



click meal balls (+...)
view workflow



This is the best tested method.

then click [Turn on workflow]

From
Path

Admin \rightarrow APP \rightarrow Aban

Recovered abandoned checkout (Native) now

Something around a bit

=> Email APP

\Rightarrow Retaining Automation

\Rightarrow Front APP

Then
Email

You left items at second Active

This is an automated setting we can

once set them whenever a customer abandoned
their card & check out the Email

Campaign sent the reminders email
hopefully the customer placed the order.

(b) recovered abandoned carts & checkouts
without Email.

Path:

Admin \rightarrow APP \rightarrow PushNotification

Web Push notification:

Benefit: Basic bundle

[Enable now]

Pushed APP Email [Enable]

[Save]

Path
PushNotification \Rightarrow WebPush \Rightarrow Automation
Abandon Cart Recovery Active

Abandon Cart Recovery Active

+12

Remainder # 1 (25 min)

+12

Remainder # 2 (2 hours)

Statistics

total recovered

Revenue generated:

Metric

+ Monitoring Abandoned web-checkouts

Path:
Admin \rightarrow order \Rightarrow Abandoned checkouts:

Recover status

we can figure out by some Product
maybe high shipping Price, Price reduced
visit once a week and
analyze this

(6) Crossells & upsells

upsells

Customer orders something at \$60 and salesperson recommends a similar or slightly larger size some product at \$65 that's called upsell.

With some complimentary Product sales Person asked us to add is called Complimentary Product.

recomend

Burger + fries
\$65 + \$25 \rightarrow \$90

Path
store \Rightarrow website \Rightarrow demo store \Rightarrow cart

You may also like

(Complimentary Products)

The ultimate upsell crosssell app built for shopping

view demo store:

Product 1 + Product 2 = Total
\$120 + \$150 = \$270.
upsells.

You may also like

Product 1 Prod 2 Prod 3 Prod 4

\$ \$ \$

recognize Pattern:

Path
Home \Rightarrow sales channel \Rightarrow online store \Rightarrow home

Top HomePage

scroll down
Products

Default Products

[recommended products] \rightarrow choose parameters
for

| You may also like
instead
[customers also bought.]

Save

To) Discounts

Path:

Admin->Discounts:

Select discount types:

Amount of Products

Buy X get Y

Amount of order

Free shipping

Create discounts:

Amount of products

methods

Discount code / Automatic discount

New Product Announcement:

Discount code

[New Product]

Discount value

[Percentage]

Applies to

Specific products:

Collections

Pet care

Eligibility:

Disciplines

Specific customers.

maximum discount uses
 limit to one use per customer?

Active dates

Start

End

Duration

[Save]

once saved copy the link and
share on email campaign

Path

Admin->Discounts:

Title

New Product

Status

Active

Product reviews:

For Product owners Product reviews
are extremely important for sales

Right way

/ & wrong way.

APP: Leave's Loot

Loose customer trust,
lose customer,
lose product value

- * Collect product reviews on auto pilot with
customized emails and review form.
- * Offer discount for photo/video review
- * Beautiful widget.

APPs \Rightarrow NOVA

(T2)

Maintaining currencies

②

NOVA:

offer your international customers a seamless shopping experience by using a currency switcher. This floating currency button automatically converts currencies based on location and round off the prices by the decimal.

Installed

Print to APPs

Name US warehouse

Includes: United States

Currencies {Euro}

Start selling in multiple currencies

Sonris for Shopify Payments

complete account setup

we use paspa

APP \Rightarrow NOVA

Selling \Rightarrow General

change currency formatting

change currency formatting:
HTML with currency
 amount-with-currency
(d) Span class = money
HTML without currency
span class = money > amount-with-currency
Auto currency status
(enable)
Currency Preference
Show all currency = enable
Save

Then go to APP Store Save

Customize
Enable

then go to APP theme customize

APP enabled
Enable setting now currency converter
Enable

Multiple currencies

Multiple currencies

multiple language:

path:

Setup => Language => Add a language

Spanish

Assign Spanish to domain:

multilingual.ecommerceplatform.com -> enabled

Added successfully.

Add unpublished languages:

Spanish domain translate

translated

auto

localized content: Spanish auto translate

| Auto-Translate Spanish

translate.

Manage

Language

unpublished language

...
Publish.

Finalize two expertise pages:

* Design

* E-commerce

* ARPs

* Remove products in homepage:

* Add image with text

for design, E-commerce
ARPs.

Look at the great opportunities you have

* iWork

* Reverb

* Freelancer.com

* Freshnessy express.com

* Cafepress.shopify.com