

Shopify

How you will make money

* build a shop 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 cart
card.

home:

Summary

Title

Content

Sales channel

online store

pages

visibility

search online listing.

visible

hide

meta description
(content)

template

content.

work on

it

working page

submit goes to email.

General \Rightarrow Gmail we receive mail via link

Pages \Rightarrow Add Page

How to build menu:

Category to my expertise

Customer Service

Navigation

Admin

\Rightarrow content

\Rightarrow menu

Menus

main menu

Header & footer

We can remove the name to category to my Expertise.

Add new menu item

Label (name) (link).

all the contents are on Page.

about the contact menu But included with customer service.

from it becomes customer services sub-link.

sub-menu item

my store Home my Expertise

customer service

Contact me

(act in touch)

How to choose your store name.

Your name + 'E-commerce' + Expert / Specialist / consultant.

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

Selling

General

chat GPT

store detail

Home Page Image

unique image.

chat GPT.

Content

File

upload & manage our files.

Shopify - Expert

Your Expertise

design \rightarrow online store.

E-commerce - Marketing, mobile

apps - apps

update store name. Add Page manager.

online store \Rightarrow design

theme \Rightarrow customize \Rightarrow Template \Rightarrow Product list

first

Email Setup \Rightarrow find

Template Hero

Image with text

with
Button (next Page)

Add Post to
Button Label
label

\Rightarrow Add

link

\Rightarrow Product

\Rightarrow Page

\Rightarrow Blog

Group

\Rightarrow heading

\Rightarrow Design

Group

\Rightarrow text

\Rightarrow description

Group

\Rightarrow Button

(discovered more...)

Image with text

Menu Item

To add Menu Item

Path

content / menus / main menu
Add Menu Item

label

[[APPS]]

link

Page \Rightarrow APPS

\Rightarrow E-commerce
 \Rightarrow design

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

online store:

Reference:

Social Sharing VIDEOS

Home Page title:

Website Entrance specialist - clarity
Excerpt, in design, APPS, E-commerce

video description

copy

Responsive Design:

Customize

Desktop Icon: Mobile Icon

edit mobile reference

Site Pathing.

If the mobile page version is not
responsive edit it, where text merging.

setting

Policy:

writing Policies.

Returning Terms & conditions,
Privacy Policy

Footer, terms & conditions, Privacy Policy,

E-commerce

All things ledger you need.

Store defaults

Path.

Settings \Rightarrow General \Rightarrow Store default
Store default.

Currency display - Euro, dollar, INR.

Bootstrap Region:

If customer visit outside our country, territory, the decision will change & metrics makes & everything change @

Unit \$ & Secm

Default weight unit

* Metrics

* File system

* Timezone system.

* Day

* mile

* Round

Time zone

GMT 5:30 INDIA

UTC 12:30 USA

GMT 1:30 London.

Location

where the locations are

Settings = location

one in India

one in USA.

location

location domain:

old location

India:

location - India
name - website

Address

order details:

India ~~to~~ were there.

default location

change location from

India were there

to
USA were there

then click India were there

down below deactivate.

then

location, deactivated

locations

its location

India were there

USA were there

San Francisco were

here.

where are we are
going to sell our
Products

\Rightarrow
products module.

Add product:

product condition:

European Union:

added European

countries and

their currency

must be same.

USA, Australia, Belgium countries ~~of~~ have

some currency in European Union.

to deactivate one product (one regio)

click on that; But that is draft (it's

right side after the same column.

When more actions & then delete status.

NOA Market:

Name:

United States:

Add condition:

Market condition

Search conditions:

United States:

Create Market:

Name:

International:

231 Countries:

---+---

Shipping rates over setup.

Setup shipping rate

We have location & shipping:

Shipping & deliveries

Shipping:

Where where you ship & how much you charge.

check on the Profile

General

Rate for

Shipping rate

1 location - 2 zones

No rate for

2 locations

Full Payment location:

Add location:

USA

INDIA -> Add them.

>

Save them.

Shipping zones:

Add shipping zone:

European union countries Add all countries.

United States: self country.

International add all countries.

Add rate:

↓

Let go on

Just be discuss with clients & the info.

Add rate:

Price

Let it be Free

Add conditional pricing

Based on item weight.

Based on Price

Rate Name Free

Custom rate name:

Free shipping

Free shipping:

to all the three countries:

Next module:

Products \rightarrow Module next

All Products:

Pricing:

Compared at Price:

Original Price:

Before discounted

rest of the time to sale.

Price: 49999.00 /

Pricing:

The discounted Price from ~~original~~ compared at

Price: ~~original~~ or ~~discount~~ or

Festival time.

Price like: 49999.00

: 39999.00

09/18-

category \Rightarrow also we for hand much tax for each category.

Cost for item

original cost

we buy the

product from

Manufacturer.

Hand much we paid

for it to

bring for the product.

Importers:

where we are storing our products how much the product we have left.

Hand much products we have at each location.

India 100

India warehouse 10

USA warehouse

out of stock:

Continue selling while when out of stock.

If we are retelling the product

quickly then we can in the continue selling when out of stock

weights:

weight of product.

variants:

Short Product.

variants:

color: Black, blue, green

size: M, L, XL, XS, S

100 unit / price
100 unit / price

Search Engine listing:

Page title:

URL:

Description:

Adding Your First Product

Add Product:

under: Products module

Title:

Description:

upload image:

delete and upload a new image:

category:

LED color LEDs in fact color LEDs

Price: Compared Price

919.95 \$29.95

Cost per item:

\$9.95

Availability:

warehouse 12

warehouses 13

variants:

Green = 200

Price

Price difference

Check on variant name
if green = 200 is not a variant.
Price

Status

Active => will show
or
Draft => not shown

Publish:

where the Product
is available for
selling.

Online store: => online
Print & sell => physical shop

Shop = 70 other apps

We can sell our
Products

name:

name changes:

Product organization
Type

Vendor:

supplier
collection:

Tags:

to improve
SEO of Product.

Theme template:

SE Product Template.

once done: the correct variant's SE
everything is setted.

category metafields:

variants

Price

available:

Green

\$24.99

30

Blue

\$13.29

60

Red

\$19.99

40

category metafields:

Automated E-mail: Informative Filtered

assist us improve Product organization
& also filtering search & particularly
on the view of customers.

we need to focus on it this year slot

clients with hundreds of thousands Product.

The search engine listing

Publishing range:

to Prime on sale

shop
online store

online store will be available

and select
[Endure]
& save

Vendor

Proper vendor name

Header theme Template:
default Product
and Save

more action

View

More Products:

Response CSV File
Export CSV File

Collection:

Just adding a new group of Products.

user view is easy.

Path \Rightarrow Product Module/under

\Rightarrow collection

Add collection.

Title:

Collection Type

external

* spent

Ex: GPS Tracker comes under travel safety, and core collection

Add collection:

Title:

code:

Publish:

we exclude 2 ~~the~~ channels:

* Point-on-sale

* APPS

collections:

* Travel

* safety

* nutrition

* Health

* core

* Toys.

Go to Products

list of Product

will show

select one Product

Product Organisation
under

collection

we can add more than one category of the one Product.

Always note once we did one change or one modification we have to save that

for

Yom Demo Store:

Content \rightarrow Menu \rightarrow Add main menu \rightarrow add

label

Demostore

Link

All Products \Rightarrow All Products.

label link

code

collection \Rightarrow code.

\Rightarrow sub menu of demo store.

Inventory, Purchase orders transfers & Gift

Path:

Inventory

\Rightarrow Product Module

\Rightarrow Inventory.

Inventory (Invoice warehouse, Use warehouse)

Create Purchase order:

\Rightarrow select supplier.

All automated

Transfer items:

Path: Transfer

\Rightarrow Product

\Rightarrow Transfer

origin

Destination.

Products want to transfer:

origin

destination

India warehouse

USA warehouse

India warehouse receive notification to send products.

select the products to transfer

only in inventory
between local warehouses

Gift cardable Gift Products:

Gift Card

For loyal customers & outgoing

Gift card code

7122772

Initial value

7250

Expiry date:

Gift Card Product:

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

Sell Off Warehouse

Including / Excluding Products from

your market.

Path
=> Market Module

wanted to all products to all location

For want to limit few product for that particular location

catalogue => unit status only

select the products in products => save.

✓ XYZ

✓ ABC

✓ EFG

Exclude Product this catalogue.
then click Exclude Catalogue.

Taxes & Duties

Path
Products & Shipping

setting => module

Taxes & Duties.

Regional settings:
useful apps

* Global Tax Compliance

* Vertex tax & Compliance

menu lost

Global settings:

value & Added Tax;

Duties & Import taxes:

check links.

relevant 4 International local shipping

relevant for international buyers

Two ways:

once we pay the taxes

or

we include the taxes & receive,
pay the taxes.

— x —

Custom Template

Path:

→ Product:

Theme template

Default Product

Form template

Customize

Name: xyz

Based on

Default Template

Top most TOP menu

x Product

→ Default Product

create

Template:

Path

Left side

Template

Product information
Details.

Header

what did lose text

Price
Text
Text
Text
Price
Text

Save name
text-Template

Go to Product:

Theme template

Default Product

(now we have)

Test-Template

Save:
Name:

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.

* Buy Boost SEO & generate organic traffic

Potential buy

~~customer~~ trust with customers.

educate and build trust with customers

Building trust is the key element to success

* we can share it for

Email Marketing, FB, Insta, other platforms: and create a Blog is completely free

easy to build blog in Shopify compare than WordPress.

what Shopify gave us free

E-commerce - Time to checkout

what Shopify gave us - free

customer service Package, Local checkout

checkout:

based on delivery address

shipping charges applied:

* -
customize the checkout;
modification, modification -> behind.

customer purchase behaviour.

customize the cart & checkout.

Path

online store

=> Home

=> customize

Home Page

customize my website dropdown
Select records:

no need to change

Your card is empty

Continue shopping

You may also like

upgrade
options:

Product list: Grid

checkout customer

Customers need to trust so that they can buy the Product, should be trust the dealer, our site

change title

add logo

sort
by
date
title.

Path

setting \Rightarrow checkout

checkout

configuration

customize.

Customer contact method:

mobile

* Email

Email Marketing

Require customer to login first.

-x
Customer information

Marketing options:

Email Marketing is very Powerful for trafficking.

Also Abandoned Purchase.

Advanced Preferences:

* Allow shipping & billing addresses different.

* validate shipping Address: (important)

add card to limit \Rightarrow 50 is enough

(competitor can also check).

-x

checkout rules:

Payment Provider.

a Payment Provider is a piece of software that integrate with our store. to allow you to take Payments.

check card number correctly
doar cv, expiry date
Refund, transfer money to our account.

This is very important

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

- have to choose right Payment Gateway
- After Payment Provider
by Country in origin.

(Customer bill money to our bank account)

Path:

=> setting

=> Payment

Shopify Payment
(strong suggestion)
PayPal.

* Add Payment method:

BankPal:

Transaction Fee 2%

Install

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

* Bank deposit

* Money order

* Cash on delivery (COD)

— + —

The customer Purchase Procedure:

✓ For 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 fulfill the order

Path:

Admin menu:

orders

Notifications:

Path:

Admin \Rightarrow setting \Rightarrow notifications

Custom notifications:

Order Processing

- * order confirmation
- * draft order invoice
- * shipping confirmation

Local Pickup

- * read for local pickup
- * picked up by customer

Local delivery

- * order out for local delivery
- * order locally delivered
- * order missed local delivery

customize notification:

To add logo

when package done



order fulfillment

Once customer placed an order we receive one little notification in Path

Admin \Rightarrow orders: 0

(payment capture method)

(Paid)

once we checked in the order

Timeline:

complete history of the order

with customer detail

we can check our local customers
we can reward after for customers

check order size

low	medium	high
-----	--------	------

Fullfill item

Tracking information

Tracking number
#SE0001

shipping carrier

EBay
Delivery
Fedex

customers & customer segments

Path:

Admin \Rightarrow customers

Track full activities of customer.

* Amount spent - Total Amount

* orders - Total orders

* Customer since - since 1995

* Last order Placed - details

* Contact Information

* Default address

* Marketing \Rightarrow Email & SMS subscription

* Timeline

All communication between customer and the store.

* Tags

\Rightarrow Internal notification between organisation.

Create order:

customer visited Product out of

specification Product arrived we add the

Product to the card and send the checkout

from directly to Customer mail id to

bill.

segments

* customers who have Purchased at least once

* Email subscribers.

* Abandoned checkout in the last 30 days.

* customers who have purchased more than once

* customers' who haven't purchased.

Targeted group of customers have
showed same behaviours.

useful for E-mail marketing.

APPS \Rightarrow section 7

APPS

apps.shopify.com

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

Landing Page (checkbox)

Shopify Inbox is a free measuring tool that lets you chat with customers as they shop.

Pricing

over view

Turn on chat

Rating

minimum 4.5

online store chat = on

view demo APP

it shows then Send

useful for email marketing.
online store chat on

live chat is fully operational on my site.

turned on message

FAQ

Path Admin \Rightarrow Inbox \Rightarrow chat settings

where is my order?

Available Time for

Track my order.

live chat

Instant Answers.

Sun - 9:30 - 19:00

Track my order?

what is your return Policy?

TUE
wed
Thur
Fri
sat

Create Instant answers

someone handle their store on their own.

Even if you are not available you can get e-mail alert and restart 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.

once orders are fulfilled,

ITRACK order Tracker stores automatically needs customers informed with real time shipping updates, reducing WISMO tickets. create a branded, multilingual tracking Page with full customization to enhance your brand.

WISMO \Rightarrow where is my order?

Fit it to always be there on the (tracking) Admin Page.

Path ITRACK \Rightarrow A Tracking Page.

How to add the tracking Page to the store navigation bar?
Menu name Track your order

ITRACK

Then it will come back on - home page

But it under

⇒ Admin Content ⇒ menu ⇒ customer service

SEO - ROUTE

- * 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 (PPS)

* search engine listing

PPS = booster SEO

The all in one SEO booster and image optimizer built to improve your ranking, traffic & page speed!

Booster SEO is all you need to improve SEO scores easily.

Alt text

Alternative text for a image.

- * meta description improvements
- * missing Google rich snippet
- * found images to compress
- * meta title improvements
- * found broken links
- * item - found improvements
- * found images to rename.

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 Rename.

with Pro Plans with 14 days trial

SEO score will become 80 to 90 or 100 without any effort.



not setting any changes:

Path: setting \Rightarrow Apps & sales channels

click on the list of Apps installed
simply uninstall to deactivate from
App and not setting any changes.

—+—
SEO-Part-II

use chatgpt for learning—don't buy any course

Command

shopify. niche. shopify expertise in design,
ecommerce, and apps Give me a 3
month plan to improve my SEO ranking.

"use the results well"

direct maybe looking for a SEO strategy.

Command:

"my shopify url" 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 long companies.

General rule:

Example: 1 email = \$11/month Profit

1000 Email subscribers.

voluntarily 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 email from customers
already."

Path:

Automation \Rightarrow Apps \Rightarrow Email.

customize Template branding

Then add logo



Path:

Setting = notification

Sender email

Verify email

then save

Path:

APIs => Email => Get started with Shopify Email.

* Set up brand details defaults ✓

* validate your sender email ✓

Your first Email Campaign

Path

APIs => Email => Get started with Shopify Email

=> create campaign

Email Templates

Campaign => should contain valuable information.

Customer's 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/week)

(max 1/month)

Campaign for type I

=> Email template

Product highlight => new arrivals.

To:

Select segment

(select)

Subject: Test

(As subscriber)

Preview text: critical for campaigns.

From:

important:

Send Test

Preview
Final Test

Schedule Send

3 options:

* Today at 11:39 PM IST

* Now

* Custom date & time

Path:

APP \Rightarrow Email

\Rightarrow Your email has been scheduled.

* Path Exit PopUp Email PopUp (APP)

This app is alternatively for collecting emails
Create PopUp that stimulate visitors to
input their email.

Next demo:

Spin to win PopUp



\Leftarrow Spin

Thank you for Playing

Enter your Email to claim your Prize

Get \$5 free up to orders

Don't leave without an
exclusive offer from us!

Name

Email

I want to hear

Very useful.

Pricing

Free
to
Pay

Pay Per click Marketing

Running ads on Platform such as
Google or Facebook or Twitter.
Provide links on Platform when they
click they land on our 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.

* How 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 lose money for unwanted
customers.

Why ideal customers

Questions

Answers

* Gender

* Age

* where do they live

* what source do they live

* what products do they live

* what brand do they like

* what community groups do they belong to.

Step 1: understand the ideal customer

— + —

Step 2: start small and measure results.

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

* don't have Facebook or Google Ad Platform they are effective b/c,

* The Problem lies with them

* Please don't be that person.

Step 1 and Step 2 are spread sheet stuff.

Post-Pre dice, measuring - during you are.

Path:

Admin \Rightarrow sales channel.

\Rightarrow Facebook, Instagram

\Rightarrow other apps in Shopify

\Rightarrow Easy to integrate, less effort.

Once installed then go to marketing section to track how our e sales channels performing (apps)

W1 for particularly apps

apps: Shopify, Comptexions, W1 - with Shopify.

marketing

* Twitter

* Facebook & Instagram

* Google Analytics

* Google Ads

* Pinterest

* Microsoft channel.

Marketing at niche (niche):

A specific segment of a market that focuses on a particular product or service.

* The target is focuses on niche - money: supply - face capes.

* Their niche is Crocheting brand accessories.

use default for prompt fast target customers

Per Mtl.

Prompt

Configure Shopify sales channel app.

Then go to Settings > Channels > Google Analytics > Shopify which is the best for tracking customers in the Per Mtl. Present as a table

Select Facebook & Instagram nothing more.

once we install that it will show that in

Both Marketing > Adwords

of marketing channels.

Channel	Type
Direct	direct
Google Search	organic
Shopify	organic

ROI - Return on Investment

ROI - Return on Ad Spend

CAC - Cost Per Acquisition

(How much we spent to get a

customer)

CTR - Click through Rate

Relate to context and ad.

It takes lot of time for result

once we select our channel we are going to be well presented here directly within your Shopify admin.

Per Mtl. Marketing

Resource

(Link) Section 8 => 12 video
Refer the video's in Youtube
Must & learn video.

Analysis
Traffic Analysis

Track Paid channels using marketing sales channel and Campaigns.

SEO Email marketing, Blog

Both
Admin => Analytics

=> Reports

=> type (referrer)

Reports

referrer

referrer

referrer

referrer

referrer

referrer

where are you coming from

Dimension

Path \Rightarrow Admin \Rightarrow Analytics \Rightarrow Reports

- * Session City \Rightarrow click on one
- * Referrer source \Rightarrow Referrer
- * Referrer name \Rightarrow dimensions
- * Referrer url
- * Landing Page url.

Heatmaps & Refs

jQuery orange

Heatmaps & Refs

* whole analytics section.

Home career 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

* Your page layout, you call to actions or

perhaps your navigations.

if call to action barely clicked it may be

* poorly placed or maybe compelling

not enough.

- Heatmaps reveal confusion and frustration

points, 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.

Refs

We can record every visitor

and they navigate, 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, ^{leave the site} ~~around~~ etc to enhance the sales.

Pricing

Section 9

APR - Boosting Sales

Abandoned carts & discounts

Self-experimentation

Put the Product in the cart & perhaps read the discount itself.

Whatever reason they abandoned the cart or the discount.

Two third of discount or cart is abandoned. abandoned.

Top Ten 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 delivered trustworthy.
- * Delivery too slow
- * Websites error / slow / crashed
- * Return Policy was unsatisfactory.
- * Not enough Payment methods
- * Credit card declined.

Recovering Abandoned carts & discount with Email:

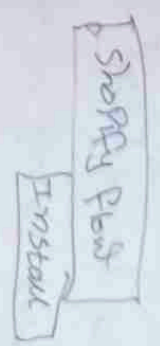
relies on Email:

path:

abandon => APR => Email:

subject:

You left items at checkout (default)



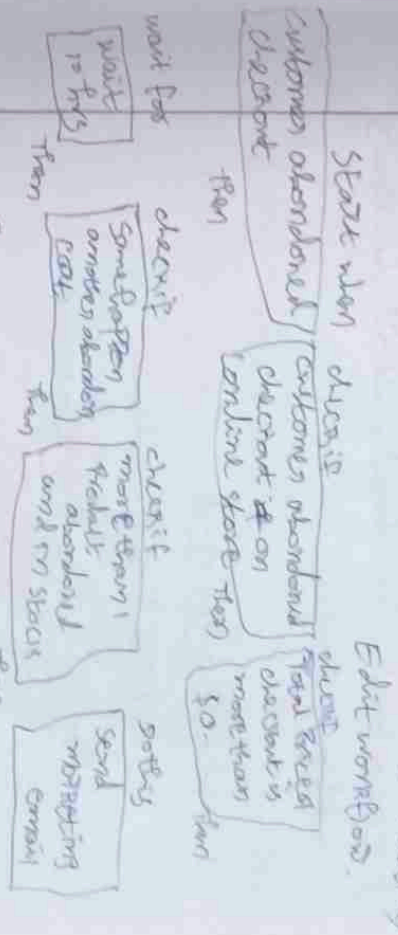
check mail box (1000) view workflow

Then Go back to Email

check the default => set to Active when the Page recalled it goes to the

path Monitoring => Automation Page

> Recover abandoned checkout's (install)



This is the best tested method.

Then check Turn on workflow

Then
Path

Abandon \Rightarrow APP \Rightarrow Flow

Recovered Abandoned checkout (Active) not

Summaries showed a bit

\Rightarrow Remain APP

\Rightarrow Recovering Automation

\Rightarrow Flow APP

Then

Email

You left items at checkout Active

This is a Automated setting we can
once set then whenever a customer abandoned
his cart ~~start~~ checkout the email
campaign sent the remainder email
especially for customer placed the order.

67 Recovered Abandoned cart's checkouts
without Email.

Path:

Admin \Rightarrow APP \Rightarrow Pushmail

Web Push notification:

Benefit

Basic bundle

Enable now

Pushmail APP Email Enable

Save

Path

Pushmail \Rightarrow Web Push \Rightarrow Automation

Abandon cart recovery Active

Remainder #1 (20 min)

+12

Remainder #2 (2 hour)

+12

Remainder #3 (1 day)

+12

Statistics

Cart Recovered
moment

Revenue Generated
moment

68 Monitoring Abandoned cart's checkouts.

Path
Admin \Rightarrow order \Rightarrow Abandoned checkouts:

Recover status

we can figure out by some product
maybe high shipping price, price related
visit once a week and
analyze this

(6) Crossells & upsells

upsells

customer orders something at \$60 and salesperson recommended a similar or slightly large size same product at \$65 that's called upsells.

with some complimentary product sales person asked us to add is called complimentary product.

McDonald

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

Path

store \Rightarrow website \Rightarrow demo store \Rightarrow code

You may also have

(complimentary products)
purchase of upsells & crossells

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

You may also have

Product 1 Prod 2 Prod 3 Prod 4
\$ \$ \$ \$

recognize Patterns:

Path

Amazon \Rightarrow sales channel \Rightarrow online store \Rightarrow phone

Top homepage
scroll down
Products
Default Products

Recommended Products

\Rightarrow change parameters for

You may also have instead

customers also bought.

Save

Path:

app \Rightarrow recommend.

The ultimate upsell & crosssell app built for Shopify.

upsells

upsells and crosssell

increasing

their sales.

New demo store:

checkout Bundle Example

Product #1 \$10
#2 \$30
#3 \$50

Add 3 items \$90

Total Price \$90.

10) Discounts

Path:

Admin \Rightarrow Discounts:

Select discount types:

Amount off Products

Buy X get Y

Amount off order

Free shipping

Create discounts:

Amount off Products

methods

Discount code | Automatic discount

Free Product Amount code:

Discount code

When Product

Discount value

Percentage

10%

Applies to

Specific Products:

collections

Product

Eligibility:

All customers

Specific customers

maximum discount uses

☒ Limit to one use per customer

Active dates

Start

20/11/14

End

20/11/14

Save

once saved copy the link and
share on email campaign

Path

Admin \Rightarrow Discounts:

Title

New Product

Status

Active

Product Reviews

For Product reviews Product reviews
are extremely important for sales.

Right way / wrong way.

App: Apple's 100X

Google customer trust,
Google customer,
Google Product value

Collect Product reviews on auto pilot with

* customized emails and review form.

* offer discount for photo/video review.

* Reward with gift:

APPS => NOVA

(12)

Formatting currencies

or

NOVA:

offer you international customers a

seamless shopping experience by using a

currency switcher, this floating currency bar

automatically converts currencies based on

location and round off the prices by the decimal.

Install

Pin to APPS

Name US warehouse

Includes: United States

Currencies { EUR }

Start selling in multiple currencies

{ Coins for shopping Payments }

complete account setup.

we use PayPal

APP => NOVA

setting => General

change currency formatting

change currency formatting:
HTML with currency

$\in \in \{ \$ \}$ Amount with -com ... 33

 ... 33

HTML without currency

 $\in \in \{ \$ \}$ Amount with -com ... 33

(Save)

> Edit the money format

Auto currency status

(enable)

currency reference

show our ~~the~~ currency = enable

then Go to APP Store Save theme customize

APP Enteds

(below settings icon)

new currency converter

(enable)

Multiple currency

