



E-commerce Tutorials

E-commerce Option: Shopify

Tutorial 2-3a

Agenda

Schedule

- 1 Introduction
- 2 Setting Up Your Shopify
- 3 Starting Out
- 4 Launching Shopify POS
- 5 Launching an Online Store
- 6 Other Options
- 7 Conclusion

Introduction

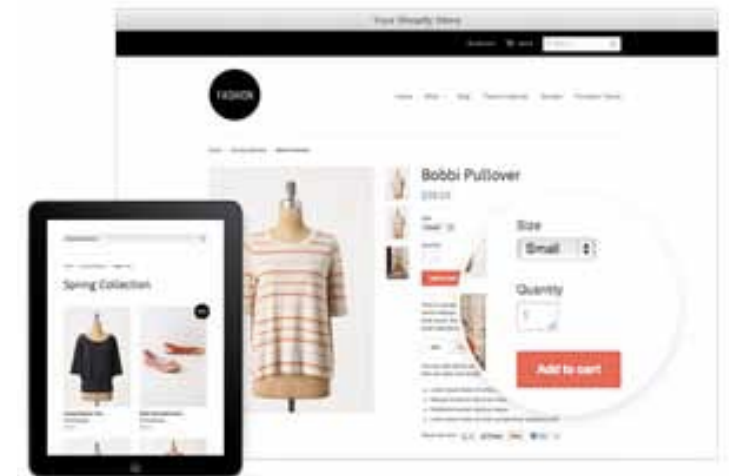
What is Shopify?



An all-in-one E-commerce platform

Content management system with functions such as managing inventory, creating discount codes, etc.

Fantastic support system, with great customer service options



No technical or design experience needed to create a beautiful online website

Setting Up Your Shopify

Steps Away from Launching Your Shopify

Starting Out

 Creating an Account

Launching Shopify POS



Step 1: Add Your Products



Step 2: Download Shopify POS for iPad



Step 3: Get Your Hardware From Shopify (e.g. credit card reader, iPad stand)

Launching an Online Store



Step 1: Customize Your Design



Step 2: Add Your Products



Step 3: Set Up Your Domain Name (Optional)



Step 4: Set Up Shipping and Taxes



Step 5: Set Up Payments

Starting Out: Creating an Account

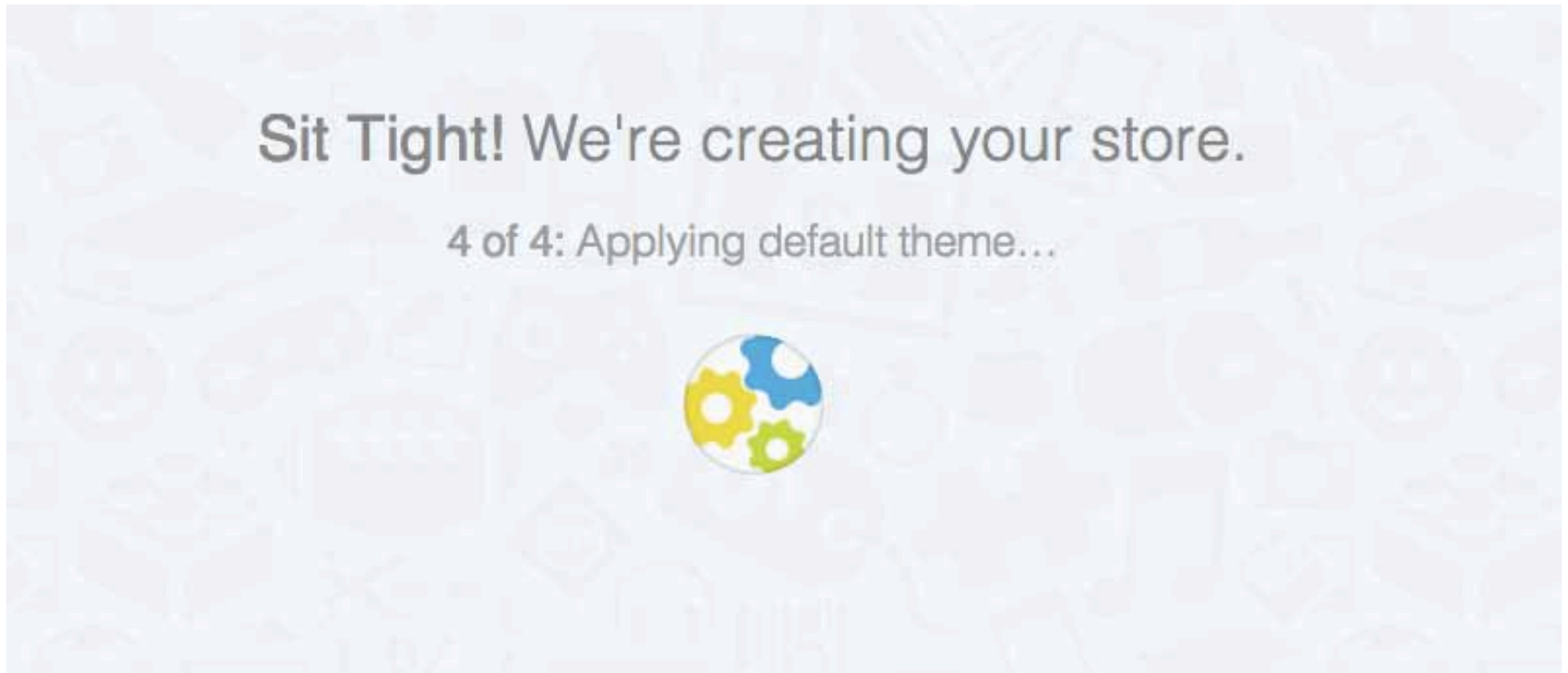
Step 1: Accessing the Shopify Website



The screenshot shows the Shopify homepage with a navigation bar at the top containing the Shopify logo and links for FEATURES, EXAMPLES, PRICING, RETAIL, RESOURCES, and LOGIN. The main content area features a large background image of a woman with glasses and a patterned scarf. Overlaid on this image is the text "Use Shopify to create your online store. Everything you need to start selling online – today." Below this text is a play button icon. To the left, there are two callout boxes: a red one that says "Fill in the required information" and a white one that says "14 day free-trial". At the bottom, there is a sign-up form with a black callout box that says "Start your free 14-day trial today! (you can change your store name afterwards)". The form includes input fields for "Your store name", "Email address", and "Password", followed by a green "Try Shopify Free" button.

Step 2: Creating the Store

- You will be lead to a page like this while Shopify configures your store.



Step 3: Filling in Details

Some final details before your account is set up

Where would you like to sell?

Online Store
Shopify gives you a fully hosted ecommerce website

Retail Store or Pop-up Shop
Shopify POS lets you sell in-store using an iPad checkout system

We'll use your address to set up your shop's currency, initial tax rates, etc.

First Name

Last Name

Street Address

City **ZIP/Postal Code**

Country **Province**

Phone number

This is my retail store address

Do you have products?

Are you setting up a store for a client?

Yes, I'm designing/developing a store for a client

What will you sell?

By clicking the button below you agree to [Shopify's Terms of Service](#)

- You will be prompted to answer additional questions to set up your store.

Step 4: Gaining Dashboard Access

The screenshot shows the Shopify POS dashboard for a user named Donna Yan. The top navigation bar includes the user's name, a home icon, the word "Dashboard", and a notification "Your 14 day trial just started" with a "Select a plan" button. A dark sidebar on the left contains a search bar and a list of menu items: Dashboard, Orders, Customers, Products, Collections, Discounts, Gift Cards, Reports, Blog Posts, Pages, Navigation, Themes, Apps, and Settings. The main content area features a central heading "You are 3 steps away from launching your Shopify POS" and a sub-heading "Your 14 day trial". Below this, three onboarding steps are listed, each with an icon, a title, a description, and a button:

- Step 1: Add your products**
Your store has 0 products.
[Add Products](#)
- Step 2: Download Shopify POS for iPad**
Your iPad will automatically sync with your store's inventory.
[Download the Shopify POS app](#)
- Step 3: Get your hardware from Shopify**
Hardware kits include a credit card reader, cash drawer, iPad stand and receipt printer.
[Order a Shopify POS Hardware kit](#)

A red callout box with the text "Dashboard Overview" is positioned over the first step, and a white callout box with the text "Use this to make adjustments to your website" is positioned over the second step.

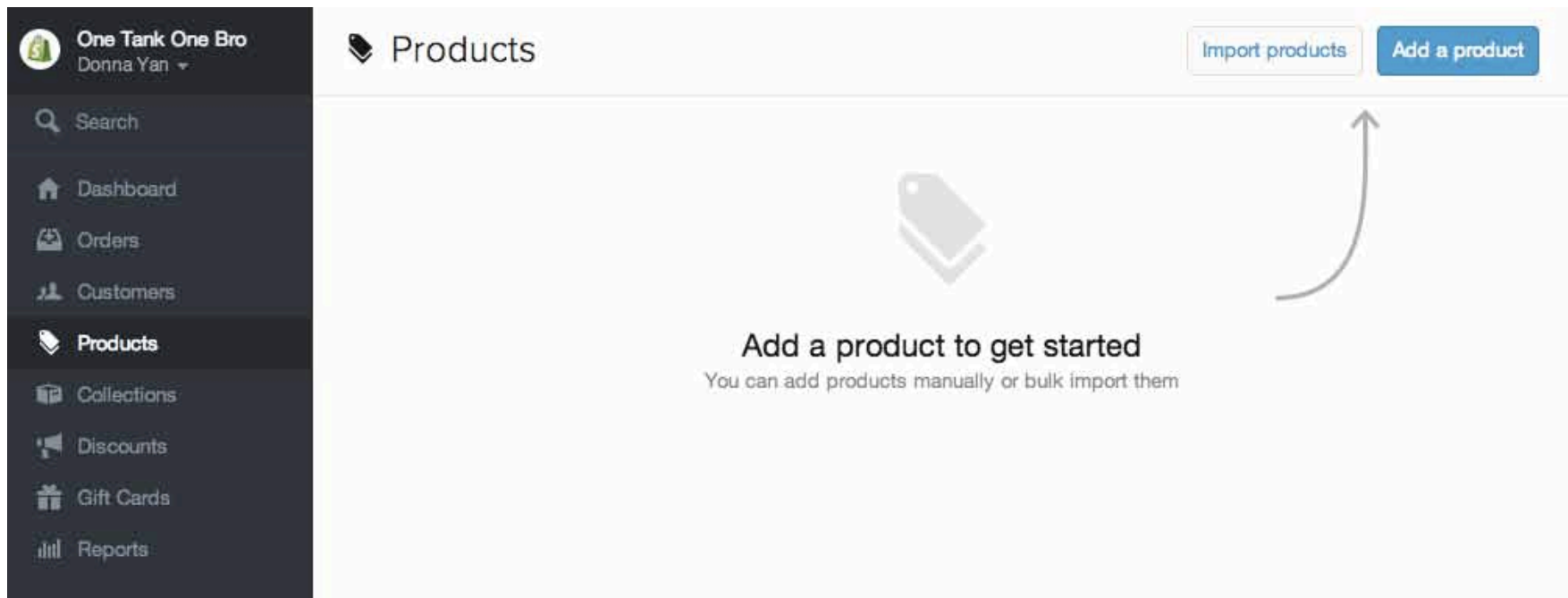
Step 5: Selecting the Plan

- Shopify will provide you with three different plans to choose from after the trial period.

Plan	Price	Label	Credit Card Rates	Features
BASIC	\$29/month	Choose this plan	2.9% + 30¢ 0% Transaction fee *	1 GB File Storage 24 / 7 Phone support Full HTML/CSS editor Discount code engine Gift cards Abandoned cart recovery
PROFESSIONAL	\$79/month	Choose this plan	2.5% + 30¢ 0% Transaction fee *	5 GB File Storage 24 / 7 Phone support Full HTML/CSS editor Discount code engine Gift cards Abandoned cart recovery
UNLIMITED	\$179/month	Choose this plan	2.25% + 30¢ 0% Transaction fee *	Unlimited GB File Storage 24 / 7 Phone support Full HTML/CSS editor Discount code engine Gift cards Abandoned cart recovery

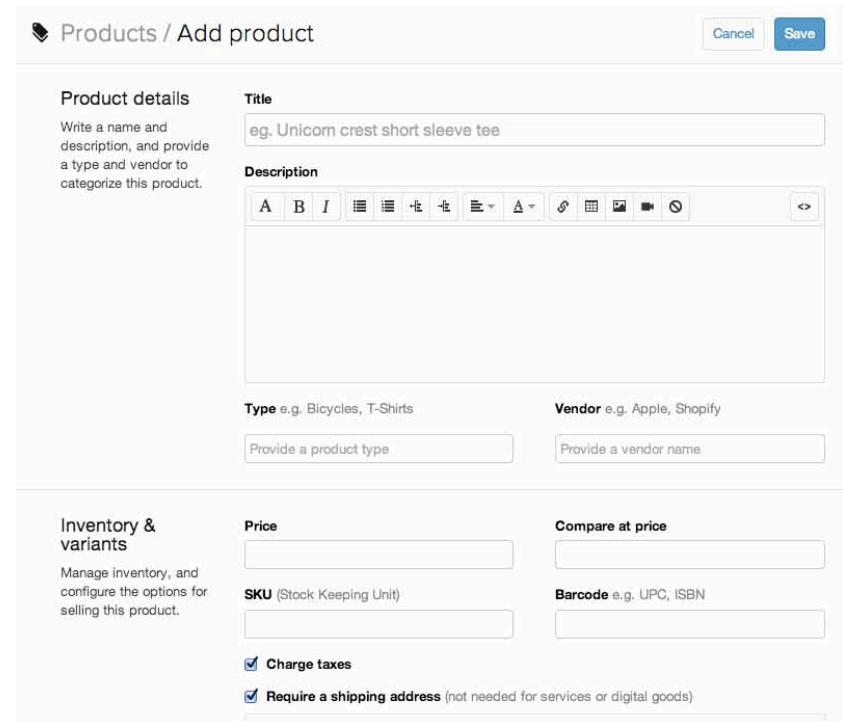
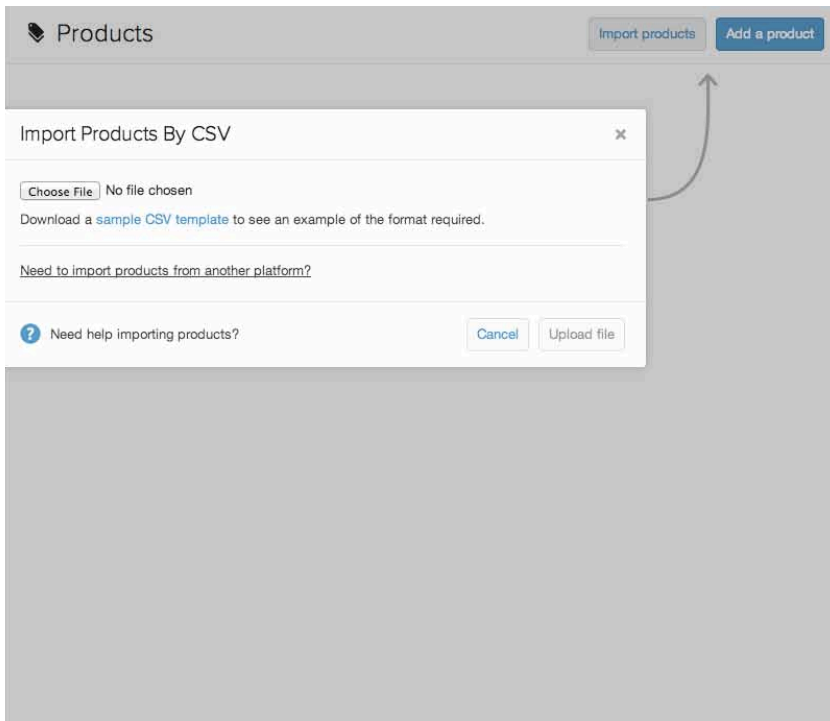
Step 1 – Add Your Products (1/2)

- To add products, there are two methods: importing products from your pre-existing method, or adding a new product via the Shopify interface.



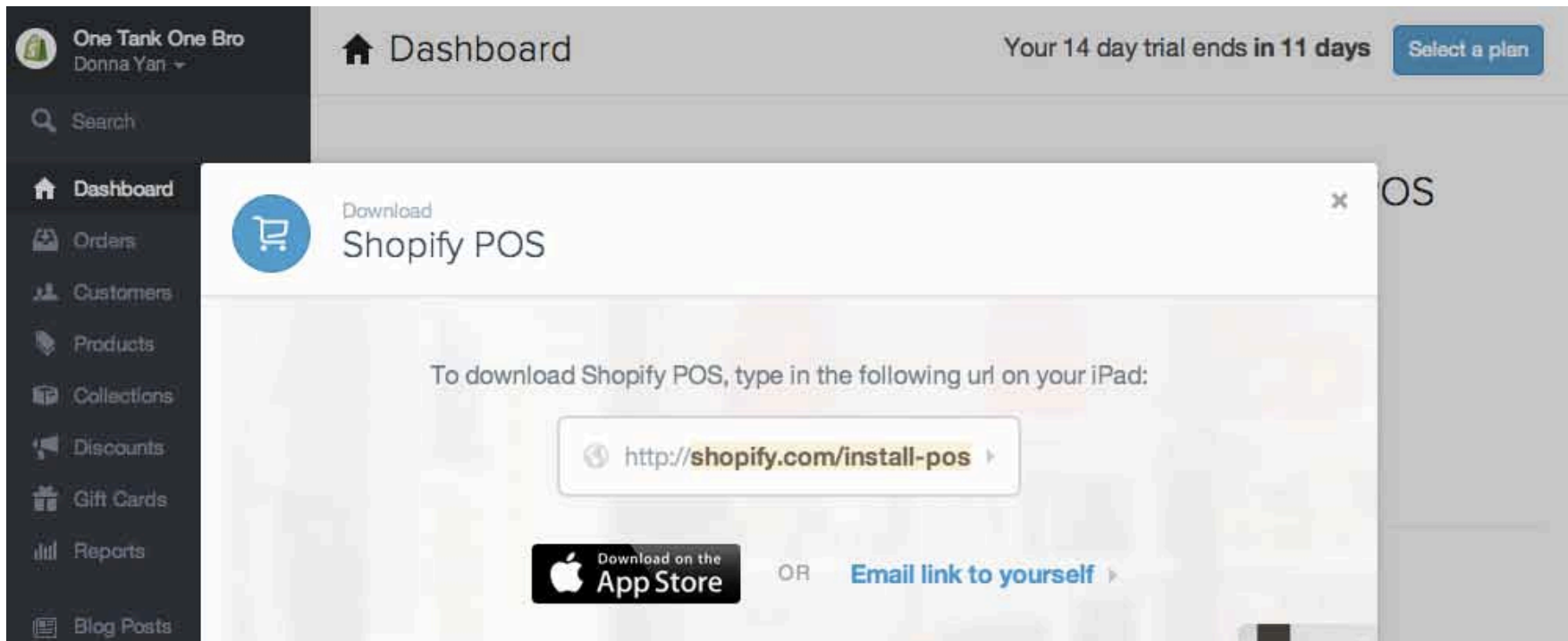
Step 1 – Add Your Products (2/2)

- Opportunity to add details by CSV (using a premade template) or adding products manually.



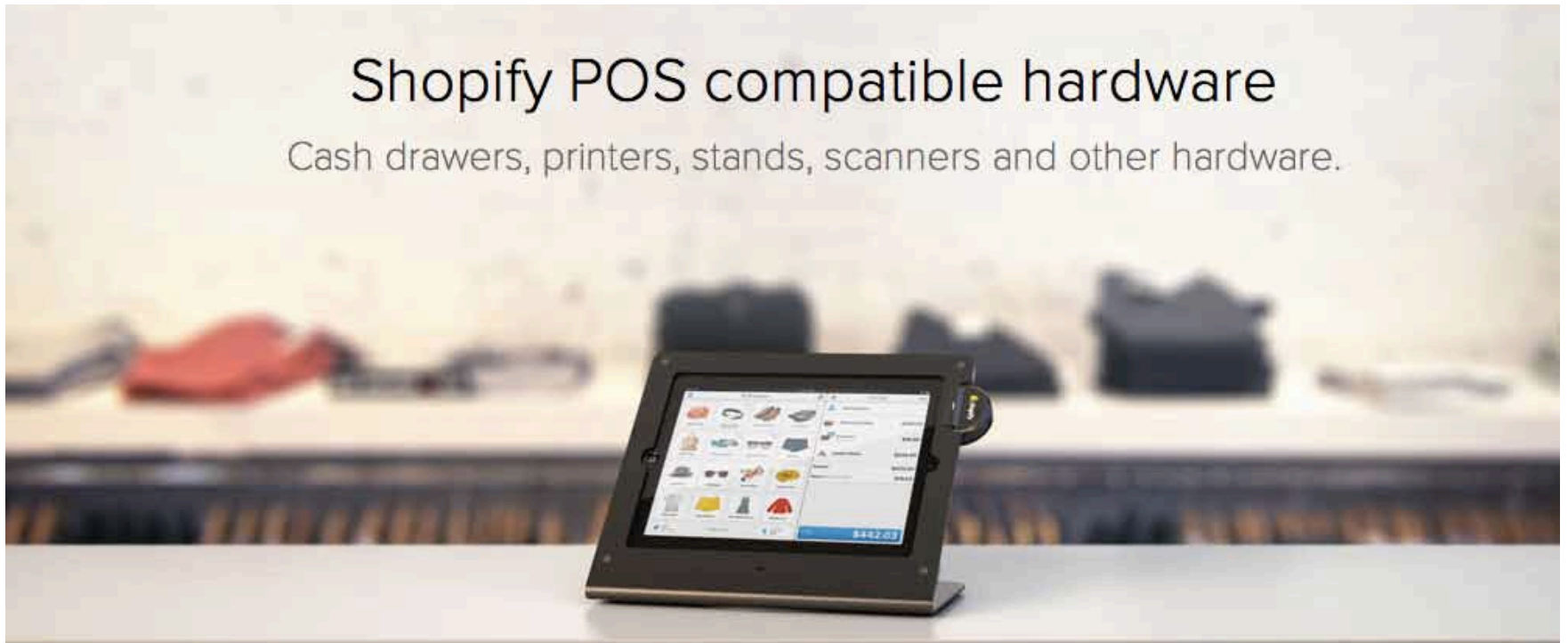
Step 2 – Download Shopify POS for iPad

- Your iPad will automatically sync with your store's inventory.



Step 3 – Get Your Hardware from Shopify

- Hardware kits include a credit card reader, cash drawer, iPad stand and receipt printer.



Step 1: Customize Your Design

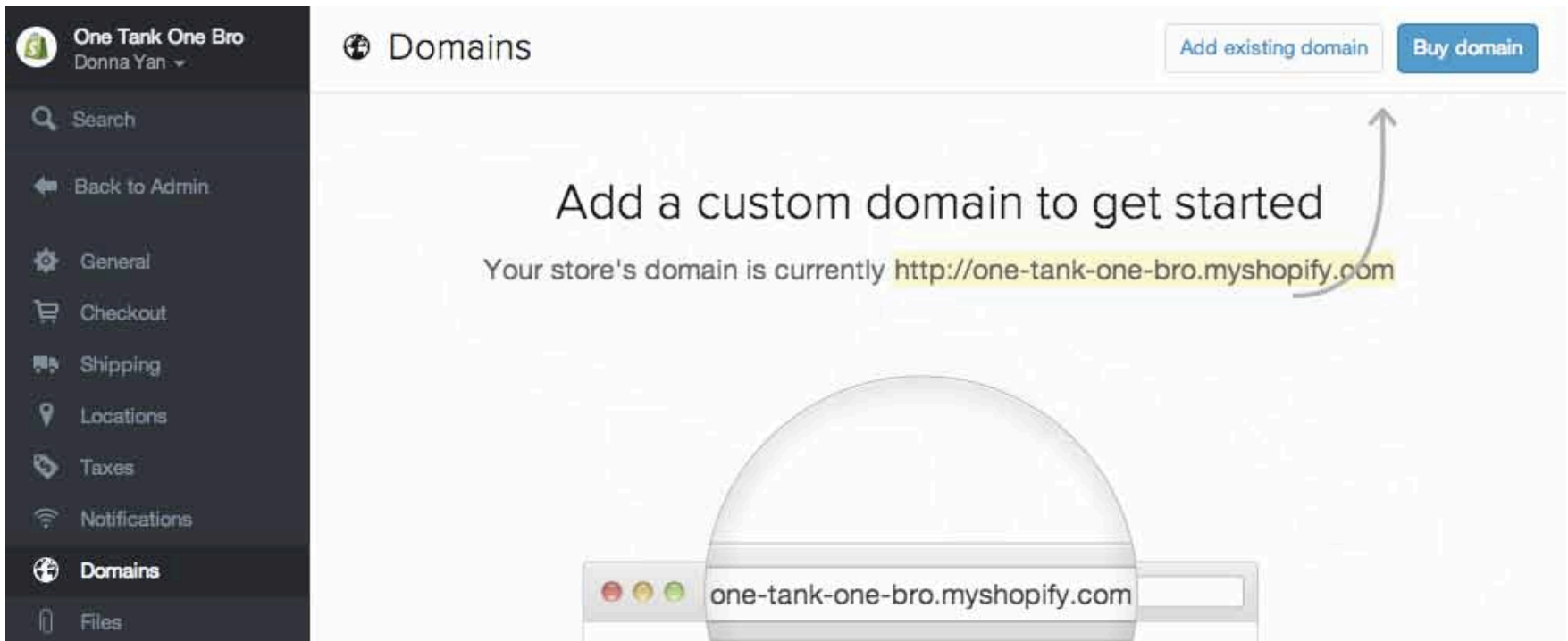
The screenshot shows the Shopify Themes customization interface for the 'launchpad' theme. On the left is a dark sidebar with navigation options: Search, Dashboard, Orders, Customers, Products, Collections, Discounts, Gift Cards, Reports, Blog Posts, Pages, Navigation, and Themes. The main content area is titled 'Themes / launchpad' and includes buttons for 'Template Editor', 'Rename', and 'Save'. The 'Aesthetics' section is active, showing 'Live theme preview' instructions and a 'Preview in new window' button. Below that are 'Theme presets' with a 'Custom' dropdown and a 'Try a new theme' section. The 'Customization Options' panel is open, displaying settings for 'Logo, favicon, and cart settings' and 'Colors'. A red callout box highlights the 'Customization Options' title with the text: 'Use this to make adjustments to your website'. The 'Colors' section includes color pickers for website background color (#ffffff), top toolbar background color (#000000), top toolbar text color (#bbbbbb), link color (#f45b4f), and nav link color (#888888).

Step 2: Add Your Products

- Refer to Launching Shopify POS, Step 1: Add Your Products

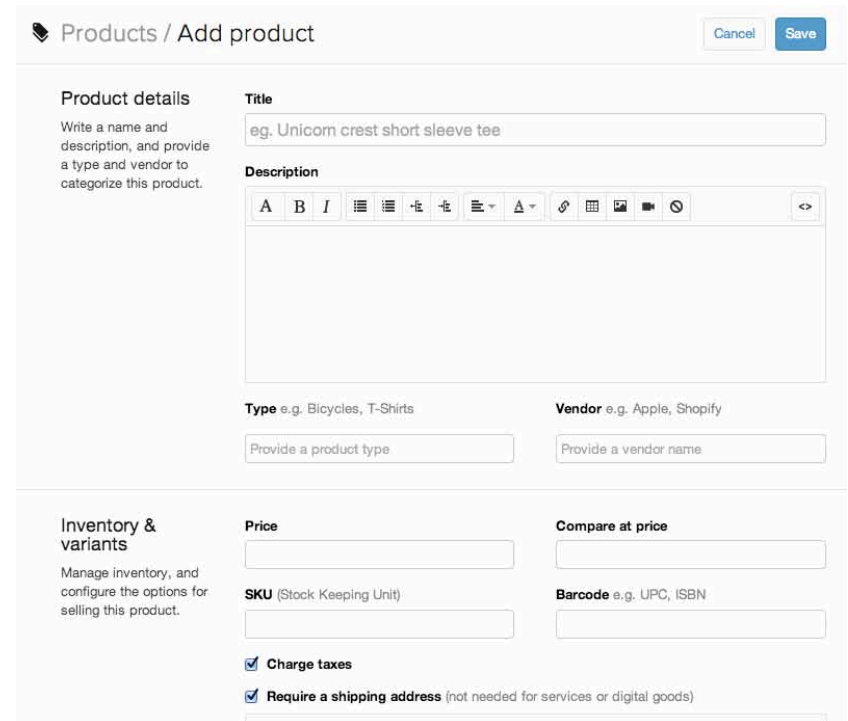
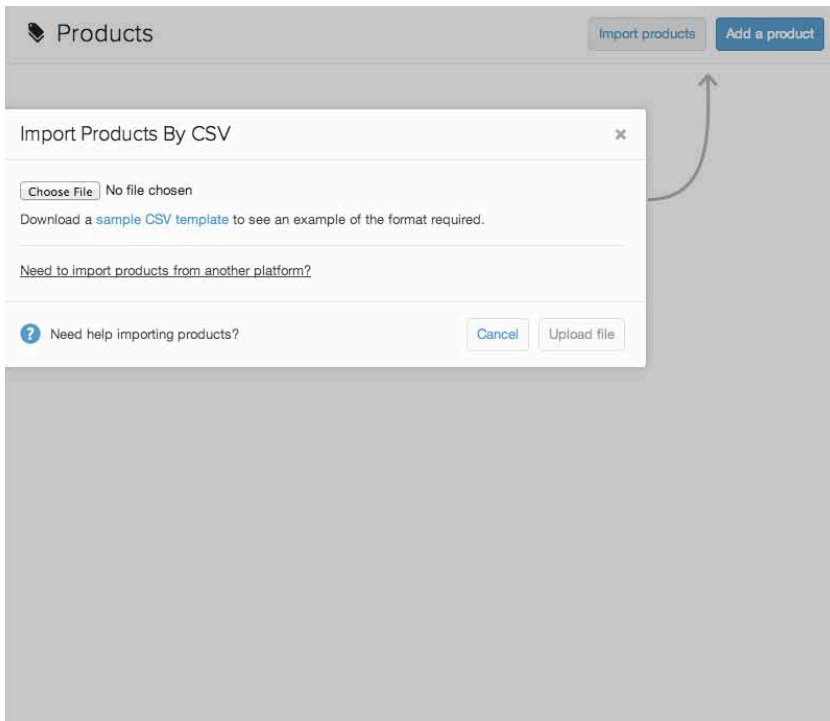
Step 3: Set Up Your Domain Name (Optional) (1/2)

- To add a domain, you can either add an existing domain or buy a new domain through Shopify.



Step 3: Set Up Your Domain Name (Optional) (2/2)

- Shopify will walk you through the steps necessary to set up your domain name.



Step 4: Setting Up Shipping and Taxes

- Shopify will walk you through the steps necessary to set up your shipping and taxes.

Shipping

You currently have not setup a shipping address. [Add one now.](#)

Shipping rates

Add new shipping rates to new countries and existing countries.

[Add a country](#)

Country	Shipping Rate	Weight Range	Rate
Canada - remove country	Add shipping rate		
Standard Shipping		0.00 kg - 5.00 kg	\$10.00 CAD
Heavy Goods Shipping		5.00 kg - 20.00 kg	\$20.00 CAD
Rest of World - remove country	Add shipping rate		
International Shipping		0.00 kg - 20.00 kg	\$20.00 CAD

Carrier calculated shipping

If you want to use UPS, USPS, FedEx or other carriers for real-time shipping rates for your customers then you need to enable carrier calculated shipping.

Your current plan doesn't support carrier-calculated shipping. If you want to enable real time shipping you need to [upgrade your plan](#).

Taxes

Tax Rates

A list of all the tax rates for the countries you ship to. To add a country to this list, go to [Shipping settings](#) and click on Add a country.

[Add tax override](#)

Destination	Country Tax Rate	Sub-Regions
Canada	5%	13 provinces
Rest of World	0%	0 regions

Tax settings

Change the way Shopify calculates taxes on your store.

Include taxes in prices
If the checkbox below is selected all taxes will be calculated using this formula:
 $\text{Tax} = (\text{Tax Rate} * \text{Price}) / (1 + \text{Tax Rate})$. Example £1.00 at 20% VAT will be £0.17 (rounded).

All taxes are included in my prices

Charge taxes on shipping rates.

[Save changes](#)

Need help? Go to the Shopify [Taxes Manual](#)

Step 5: Set Up Payments

The screenshot shows the Shopify admin dashboard for 'One Tank One Bro' (Donna Yan). The left sidebar contains navigation options: Search, Back to Admin, General, Checkout (highlighted), Shipping, Locations, Taxes, Notifications, Domains, Files, and Account. The main content area is titled 'Checkout & Payment / Shopify Payments' and includes a 'Complete account setup' button. The central message states: 'Your store accepts credit cards with Shopify Payments! Before we can transfer sales from orders to your bank account we'll need some additional information about your business.' Below this, the 'Business details' section includes a dropdown for 'Your business type' (set to 'Corporation') and another dropdown for 'Estimate of your average order' (set to '\$0 - \$10'). There are two checkboxes: 'We process more than \$150,000 a month on average' (unchecked) and 'We sell and ship physical goods' (checked).

Miscellaneous Effects

- There are many other options available on the Shopify website.

Navigation

Link lists

Link lists help your customers navigate around your website. They can be added to your theme via [Theme Settings](#).

Link lists can also be used to [create drop-down navigation](#) for your storefront.

[Add link list](#)

Main Menu

- Home
- Catalog
- Blog
- About Us

[Edit Link list](#)

Footer

- Search
- About Us

[Edit Link list](#)

Apps

You don't have any apps installed

[Visit the App Store](#)

Pages

[Add page](#)

Filter pages

<input type="checkbox"/>	Title	Last Modified
<input type="checkbox"/>	About Us The About Us page of your shop is vital because it's where users go when first trying to determine a level of trust. Since trust is such an ...	Mar 5, 2014
<input type="checkbox"/>	Welcome You made it! Congratulations on starting your own online store! This is your shop's frontpage, and it's the first thing your customers ...	Mar 5, 2014

[Manage blogs](#) [Manage comments](#) [Add blog post](#)

Blog Posts

Filter blog posts

<input type="checkbox"/>	Title	Blog	Tags	Author	Date
<input type="checkbox"/>	First Post	News	-	Shopify	Mar 5, 2014

Blog posts are a great promotion tool that can be used to write about new products and deals.




In Summary

Steps Away from Launching Your Shopify






Starting Out

 Creating an Account

Launching Shopify POS

-  Step 1: Add Your Products
-  Step 2: Download Shopify POS for iPad
-  Step 3: Get Your Hardware From Shopify

Launching an Online Store

-  Step 1: Customize Your Design
-  Step 2: Add Your Products
-  Step 3: Set Up Your Domain Name (Optional)
-  Step 4: Set Up Shipping and Taxes
-  Step 5: Set Up Payments