# *Introduction to Shopify*
# *Step-by-step instructions*

## Dr N.MESSAOUDI

Dr N.MESSAOUDI
2023/2024

# *What is Shopify?*

*To set the parameters, follow this beginner's tutorial:*
*https://www.youtube.com/watch?v=V1IfZGximdg&t=66s*

- Shopify is a SaaS e-commerce platform that allows companies to sell their products online to customers worldwide. It offers multiple plans designed to work for businesses of all sizes, from self-employed entrepreneurs to huge corporations.

- Using Shopify, companies can create a personalized online store, integrate with third-party shopping channels like Google or Amazon, or add e-commerce capabilities to an existing website.

Dr N.MESSAOUDI
2023/2024

# Features and tools

- **Online store builder.** With free website templates, Shopify makes e-commerce store building easy. You don't need design or coding expertise. Full responsiveness makes all Shopify themes mobile-friendly and consistent across devices.

- **E-commerce capabilities for existing websites**. Adding a Shopify buy button to your website or blog lets users buy products.

- **Secure checkout.** Shopify offers an integrated purchasing cart and payment system that ensures the security of customers' data. Additionally, it is optimized for consumers who purchase on their devices.

- **Payment processing**: Shopify offers credit card payment processing for online and in-person sales with Shopify Payments. They also support third-party payment options, such as Paypal

- **Shipping platform:** You can get products to customers easily with Shopify's built-in shipping options. Plus, you can keep track of inventory levels.

- **shopping channels**: Shopify makes it easy to save product details in one place and sell on multiple channels, such as Facebook, Google, Amazon, eBay, Pinterest, and TikTok.

- **Marketing tools**: You can manage your email marketing, content marketing, SEO, and ad campaigns all in one place with Shopify's marketing tools.

- **Blog**: A built-in blogging platform makes it easy to share valuable information with customers and keep your content fresh.

- **Analytics and reporting tools**: You can stay up to date on how the store is performing with real-time analytics and reports you can share with stakeholders. 24/7 customer service: If you need help, you can visit Shopify's help center online or contact their customer support team any time, day or night.

# Step-by-step-instructions

1) Graphic charter and logo

2) Open a free Shopify store: https://www.shopify.com/partners and enter your e-mail address.

3) Congratulations, you have successfully logged in and are now ready to create a **new partner account**. You are being questioned about the reason for your actions. Put : **Building new Shopify stores for clients.** Once you're in, you simply fill in all of your company's details (business name, business email address, etc.) and then agree to the **Partner Program Agreement**.

4) Once you've done that, you're in the partner account. To start with, you'll have a URL called **The name of the store + myshopify.com**, which is the free name Shopify allows you to have. Here, we'll let the latest version begin.

# 5) Create a <mark>development store</mark> to test applications or themes

Before you can create a developer store, you'll need a Shopify partner account.

- In your partner dashboard, click on **Stores.**
- Click on **Add a store > Create a development store** (Start with an empty store)
- In the **Development Store Usage** section, select **Create a store to test and develop.**
- In the **Shop Details** section, enter a name for your store.
- Select the version you wish to use.
- Under **Data and configurations**, indicate whether you wish to start with an empty store or a store filled with test data generated by Shopify. Stores that start with generated test data cannot be transferred to a merchant.
- Click on Create a **Development Store**.

When you've finished working on a development store, you can archive it.

6) **How to configure your Shopify store?**

Now that the store has been created, the next step is to set the parameters.

Go to the bottom left, click on "**parameters**" and let's get started:

**6.1. Store information**

✓Time zones and units of measure

✓Order ID format: if your company uses a particular format, this is where you should enter it.

✓Register

Dr N. MESSAOUDI
2023/2024

**6.2) The second tab is the payment plan.** Here you'll see that you don't have any payment methods added. The day your store is finished, you can go to change plans, and then you'll have access to the different Shopify plans, and that's when you can start selling.

**6.3) Invoicing**: same as point 2. Your store will cost you 0 USD every 30 days.

**6.4) Uses and authorizations** You will be able to add employees. You'll need to look at everything, as there may be access you don't want your employees to have. Once you've finished, you can send the invitation.
NB: I invite you to look at everything. There may be finicky details. Perhaps there are certain accesses you don't want to allow your employees. By confirming these sensitive authorizations, this user will have access to actions that could significantly affect your store. This user can also assign these authorizations to other users. Request customer data Modify authorizations Modify invoice payment methods and pay invoices Manage other payment methods.
Once you've finished, you can send an e-mail to your employee, from which he or she can simply create an account and gain access.

**6.5) Payment methods section**  This is where you select the payment options available to your customers.

Since Shopify released Shopify payments, it's actually much easier for you to create a payment account and open and receive payments. You can also activate PayPal, Amazon pay and many others.

Dr N.MESSAOUDI 2023/2024

**Shopify product data sheet** involves outlining the essential information you need to present to potential customers. Below is a basic structure for a Shopify product data sheet:

Dr N.MESSAOUDI
2023/2024

# Shopify product data sheet involves outlining the essential information you need to present to potential customers. Below is a basic structure for a Shopify product data sheet:

- **Product Title**: The name or title of the product, which should be clear and descriptive.

- **Product Images**: High-quality images of the product from different angles and, if relevant, in various colors or variations.

- **Product Description**: A concise and compelling description of the product that highlights its key features, benefits, and use cases. Use clear and persuasive language.

- **Price**: The price of the product, including any discounts or sale prices.

- **Product Variations**: If your product comes in different options (e.g., sizes, colors), provide a drop-down menu or list to choose from.

- **Product Availability**: Indicate whether the product is in stock or if it's currently out of stock. You can also provide estimated restocking dates.

- **Product Reviews and Ratings**: If available, display customer reviews and ratings to build trust and help potential buyers make informed decisions.

- **Shipping Information**: Include details about shipping options, costs, and estimated delivery times.

- **Returns and Refunds**: Explain your return policy, including the process for returning items and any conditions or fees.

- **Product Specifications**: List specific details about the product, such as dimensions, materials, weight, and any technical specifications.

- **Product Features**: Highlight the key features or functionalities that make the product stand out.

- **Product Care Instructions**: If applicable, provide guidance on how to care for and maintain the product.

- **Product Warranty**: Mention any warranties or guarantees associated with the product and how to claim them, if applicable.

- **Related Products**: Suggest other products that are related or frequently bought together with the item the customer is viewing.

- **Add to Cart Button**: A clear and prominent button that allows customers to add the product to their shopping cart.

- **Quantity**: A field where customers can specify the quantity of the product they want to purchase.

- **Social Sharing Buttons**: Include buttons that enable customers to share the product on social media platforms.

- **Customer Support Information**: Provide contact details for customer support, such as a phone number or email, in case customers have questions or issues.

- **Size Chart or Sizing Guide**: If the product's size is relevant (e.g., for clothing or shoes), include a size chart to help customers choose the right size.

- **Call to Action (CTA):** Encourage customers to take action, such as "Buy Now" or "Add to Cart."

Dr N.MESSAOUDI
2023/2024

| Section | Description (example : surfboard) |
|---|---|
| Product Title | Catchy and descriptive name for the surfboard model. |
| Product Images | High-quality images showcasing the surfboard from various angles, including close-ups of unique features. |
| Product Description | A detailed, enticing description of the surfboard model, highlighting key features, materials, and benefits for surfers. |
| Price | The surfboard's price, possibly with options for different sizes or variations. Include any discounts or special offers. |
| Product Variations | If you offer different types or sizes of surfboards, present them with options for easy selection. |
| Product Availability | Clearly state if the surfboard is in stock and provide expected restocking dates if applicable. |
| Product Reviews and Ratings | Display customer reviews and ratings to build trust and credibility. |
| Shipping Information | Outline shipping options, costs, and estimated delivery times for surfboards. Include information on international shipping if available. |
| Returns and Refunds | Explain your return policy for surfboards, including the process, conditions, and any return fees. |
| Product Specifications | List specific details about the surfboard, including length, width, volume, weight, and construction materials. |
| Product Features | Highlight key features such as the board's design, fins, shape, and suitability for different surfing conditions. |
| Product Care Instructions | Provide guidance on how to care for and maintain the surfboard to ensure its longevity. |
| Product Warranty | Detail any warranties or guarantees associated with the surfboard, including the duration and terms. |
| Related Products | Suggest related products such as surfboard wax, leashes, or bags for a complete surfing experience. |
| Add to Cart Button | Prominently display a button that allows customers to add the surfboard to their shopping cart. |
| Quantity | Include a field for customers to specify the quantity of surfboards they wish to purchase. |
| Social Sharing Buttons | Add social media sharing buttons to encourage customers to share their potential purchase with friends and followers. |
| Customer Support Information | Provide contact details for customer support, such as an email address or phone number, in case customers have questions. |
| Size Chart/Sizing Guide | If different surfboard sizes are available, offer a size chart or guide to help customers choose the right size. |
| Call to Action (CTA) | Encourage customers to take action, such as "Buy Now" or "Add to Cart," with a clear and persuasive call to action |

# 5 key steps to setting up your store:

- **Add products to your store**

a) From your Shopify administrator interface, go to Products.

b) On the Products page, click on Add a product.

c) Enter a title for your product with additional details (price, stock, shipping, etc.).

d) Click on Save.

- **Customize your theme**

- **Add your domain**

- **Set up payments**

- **Launch your store**