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LOS ANGELES

HOW TO CREATE AN E-SHOP
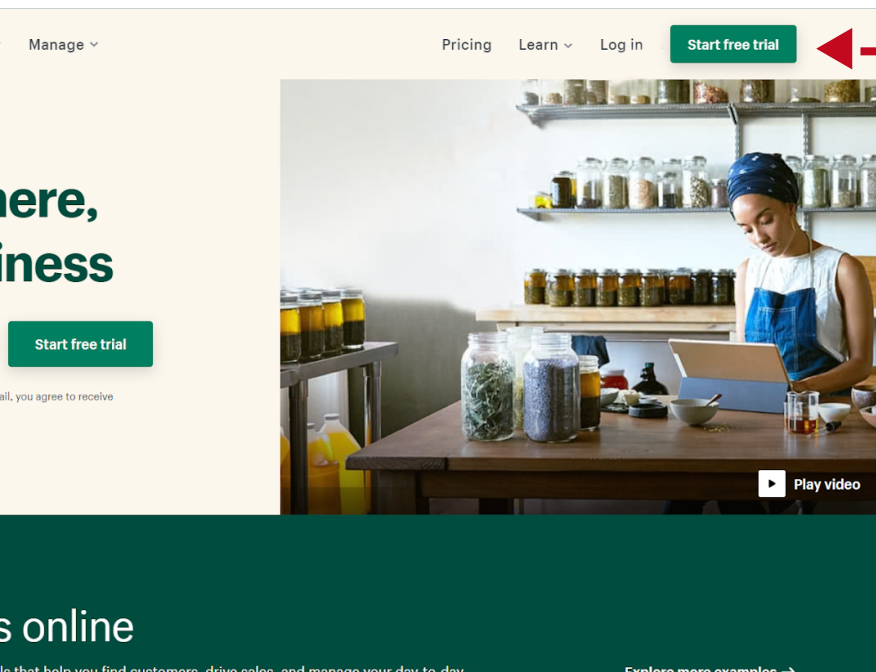
Step by step guide on how to create an e-shop using Shopify

CONTENTS:

01. SETTING UP A SHOPIFY ACCOUNT

SETTING UP A SHOPIFY ACCOUNT

01 Open the shopify website
https://www.shopify.com

02 Click on **'Start Free Trial'**

03 Enter your details
(email, password, site name).

a) Be sure to create a secure password with upper/lower case alpha numeric mix
b) Select a sitename that matches your salon/brand name

Tell us a little about yourself
We'll help you get started based on your responses

Are you already selling?

I'm selling, just not online

How do you want to sell?

Online only

What is your current revenue?

£5,000 GBP to £50,000 GBP

Which industry will you be operating in?

Beauty

Are you setting up a store for a client?

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

Skip   Next

04 Choose options that best describe your business in "Tell us about yourself" section

05 Enter your address and other details

Add an address so you can get paid
This will be used as your default business address.
You can always change this later.

First name
John

Last name
Smith

Address
205 Regent Street

Apartment, suite, etc.

City
London

Country/Region
United Kingdom

Postcode
W1B 3HH

Phone

Business or personal website (optional)
example.com

☐ This store is a registered business

‹ Back   Enter my store

By clicking "Enter my store" you agree to Shopify's Terms of service 🗗 and Privacy policy 🗗.

02. BASIC CONFIGURATION & USING YOUR OWN WEBSITE ADDRESS

Here we show how to make your domain name point to the store. Be careful if you are using your primary website as this will re direct your website to your e-shop.
You can always buy a new one in Shopify.

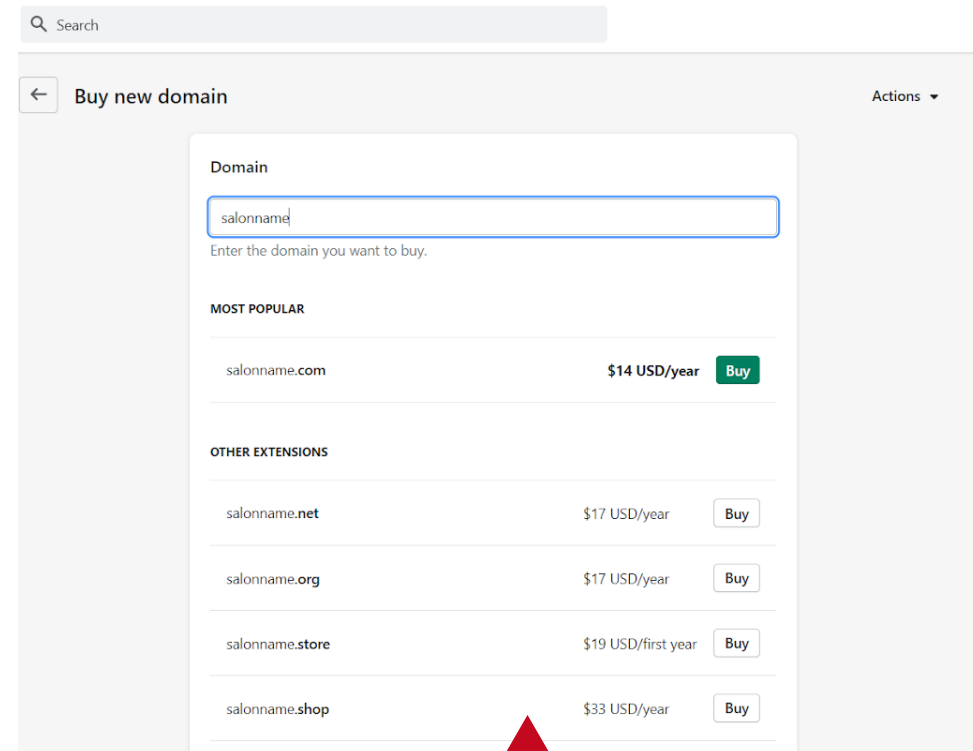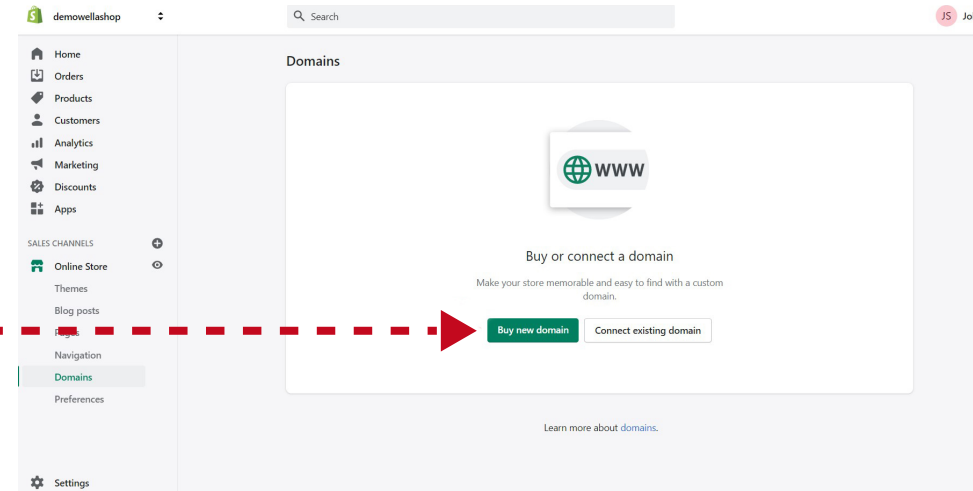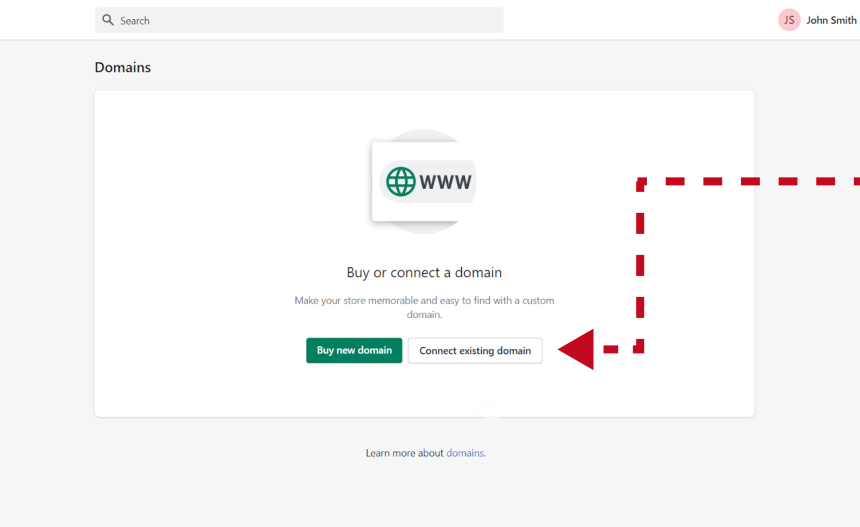# BASIC CONFIGURATION AND USING YOUR OWN WEBSITE ADDRESS

01 Open this link, replacing **[your_site_name]** with "site name" created in Section 1 **https://[your_site_name].myshopify.com/ admin/settings/domains**

02 If you don't have a domain:

a) Click on 'Buy new domain'

b) Choose domain name that you want

c) Follow the steps to connect the domain to your account

Domains

03

If you have domain name that you would like to use:

a) Click on 'Connect existing domain'
b) Enter your domain name
c) Click on 'Connect automatically'

- You will be redirected to your domain name host and prompted you to change the "A Record" setting. This ensures that your domain name points to the Shopify store.

Alternatively if you experience difficulties doing this:

d) Select "Connect Manually"

- Copy the "A Record" settings. You will need to input this into your domain hosting administration.

- Steps to manually update your A Record will vary depending on the domain host that your domain name is registered with. We recommend contacting your domain host support or searching for a guide "How to update A Record on <Your Domain host>"
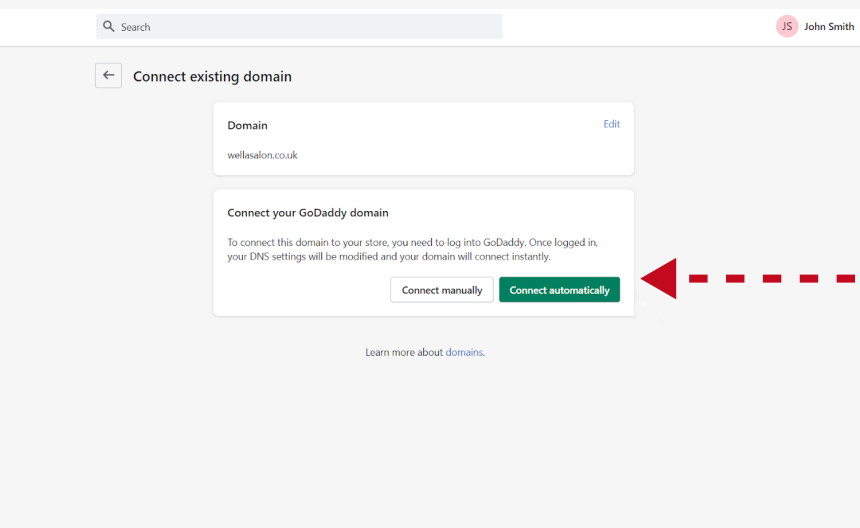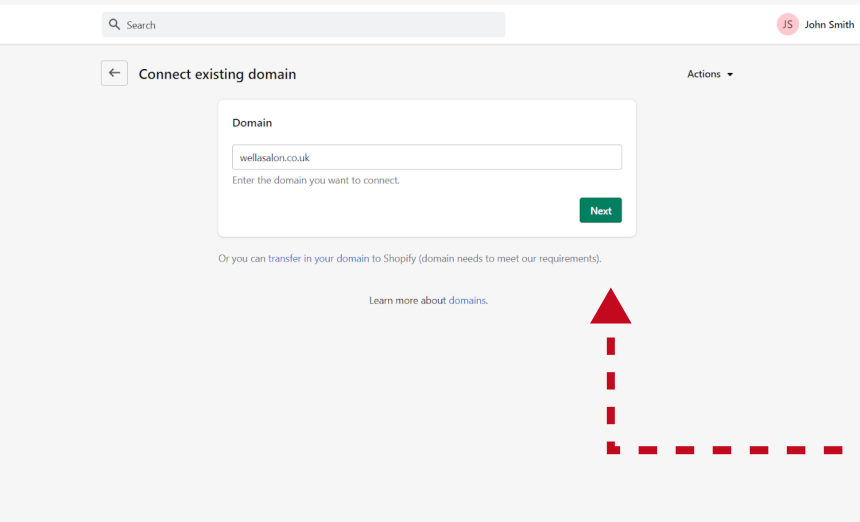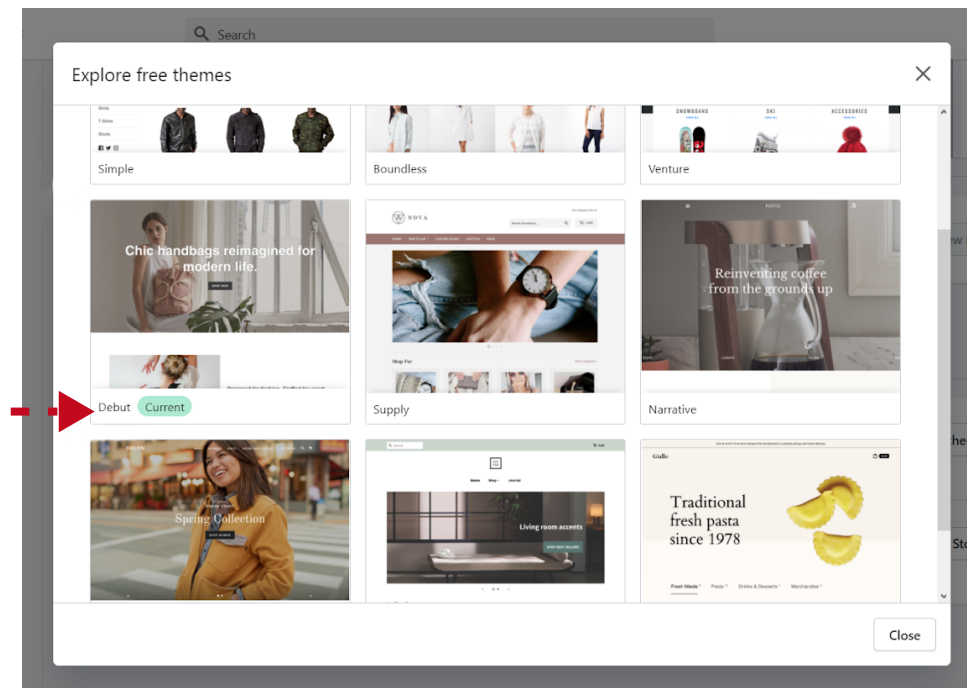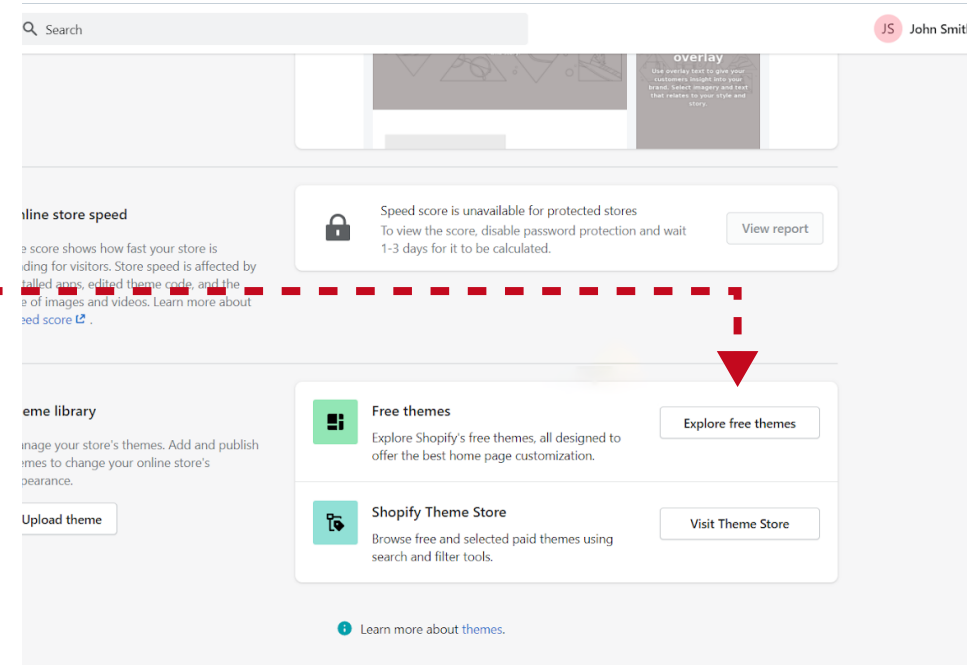
03. SETTING A DESIGN TEMPLATE
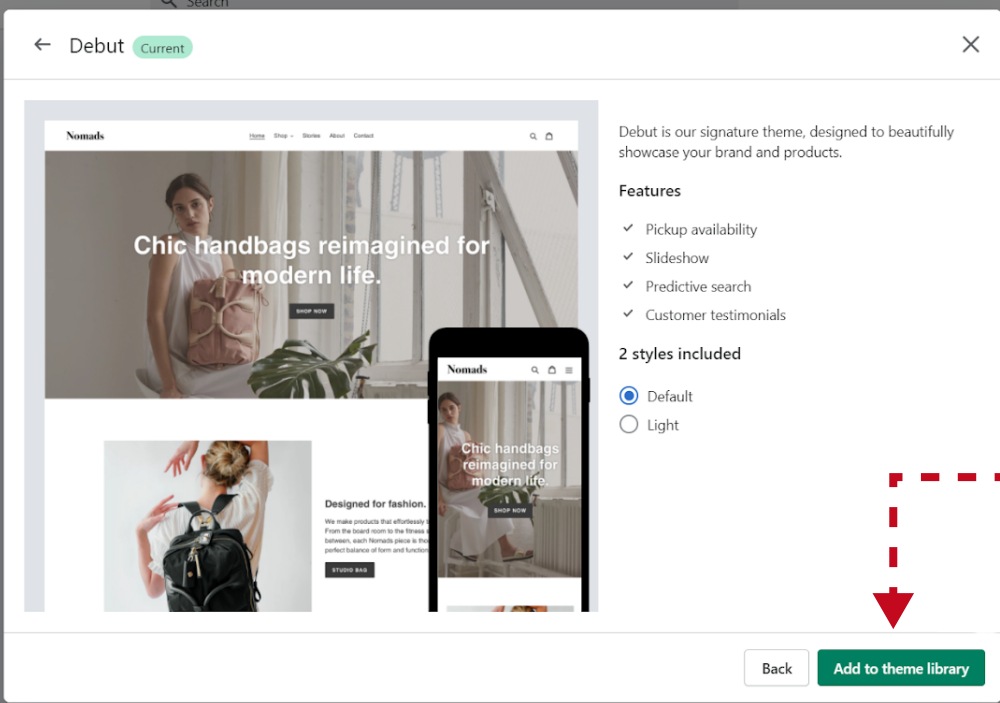
SELECTING A DESIGN TEMPLATE

Let's start with adding free design template or theme to your Shopify site. This will give your site an Ecommerce design and functionality.

01 Open this link replacing **[your_shop_name]** **https://[your_shop_name].myshopify.com/admin/themes**
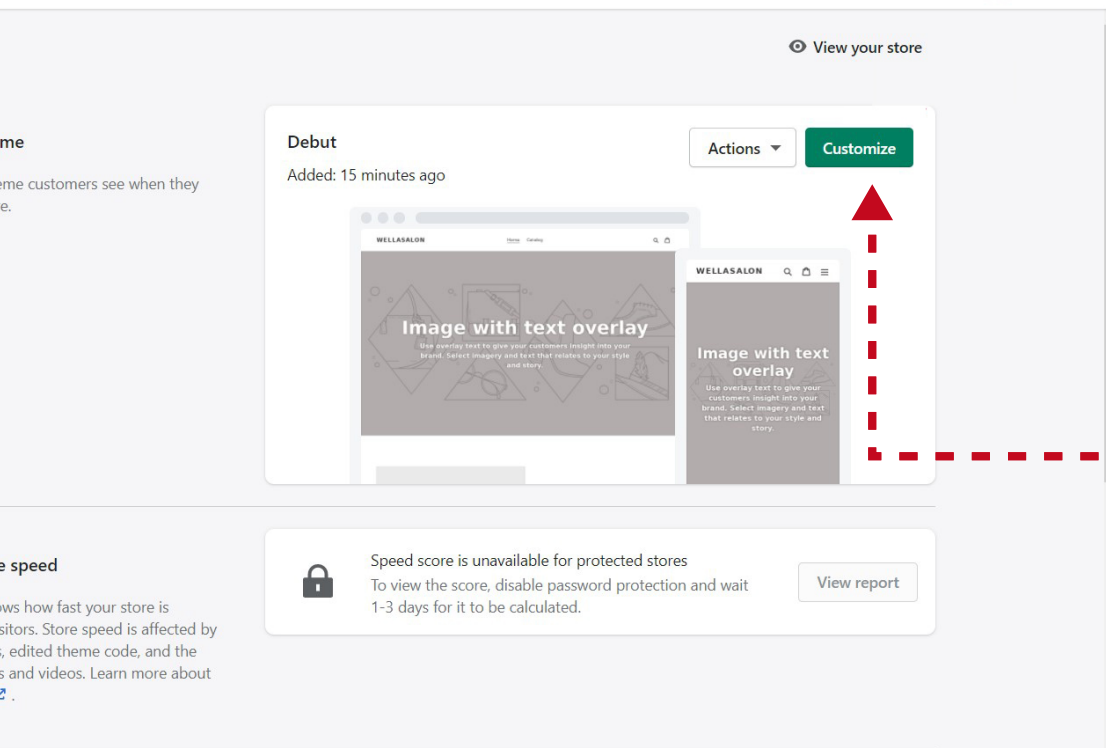
02 Click on 'Explore free themes'

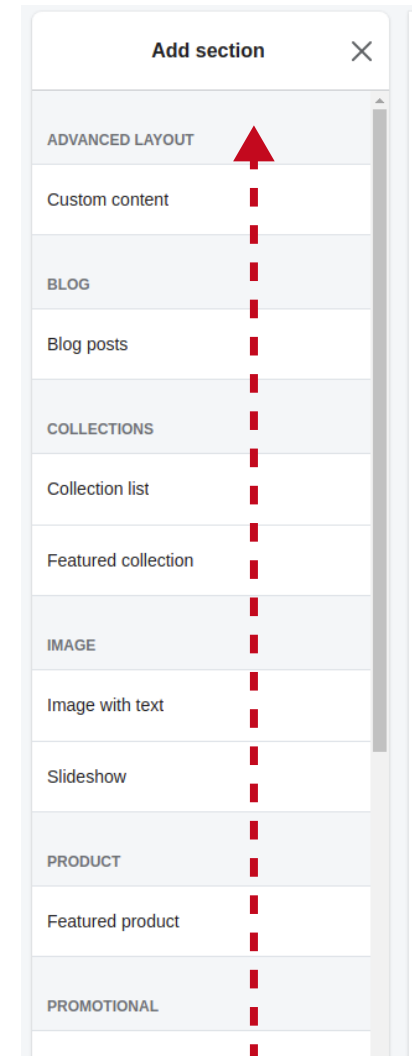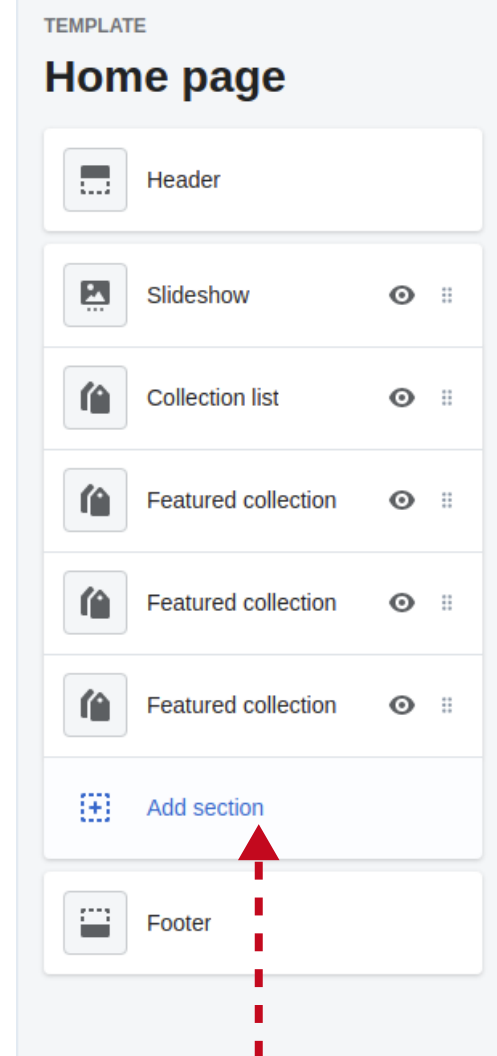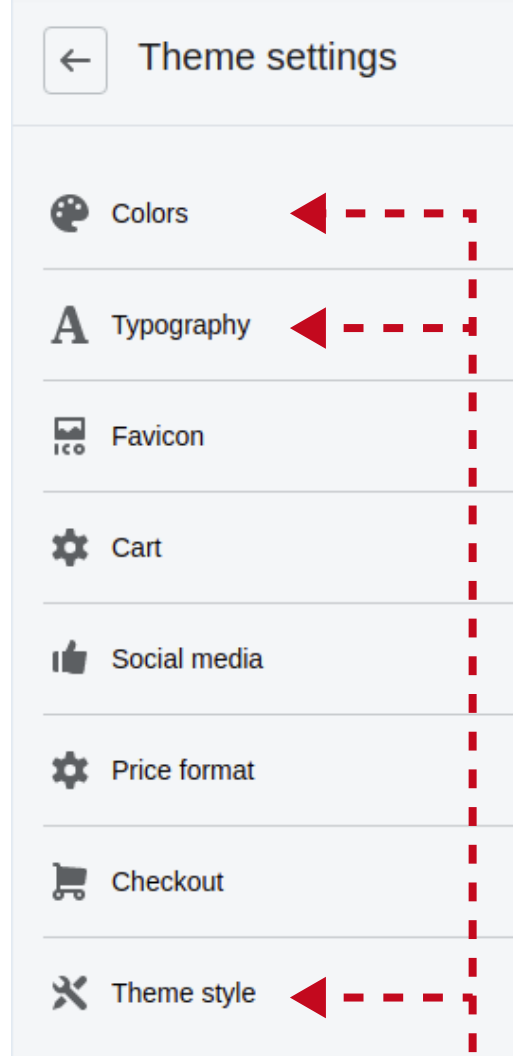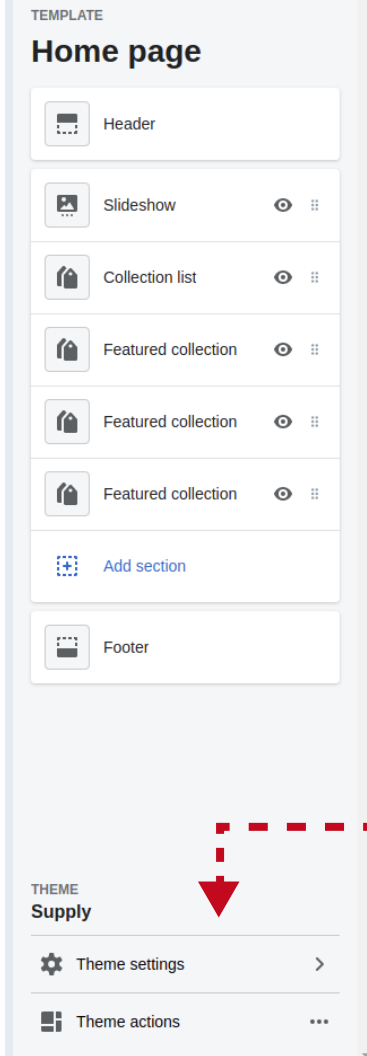**03** Choose a design that you like such as 'Debut' or any other

Debut Current

Debut is our signature theme, designed to beautifully showcase your brand and products.

Features
- ✓ Pickup availability
- ✓ Slideshow
- ✓ Predictive search
- ✓ Customer testimonials

2 styles included
- ● Default
- ○ Light

Back | **Add to theme library**

04 Click 'Add to the library'

JS John Smith

👁 View your store

Debut
Added: 15 minutes ago

Actions ▾ | **Customize**

05 To edit and customize the template click on 'Customize'

Below are some examples of basic design changes that you can make in the theme editor.

Speed score is unavailable for protected stores
To view the score, disable password protection and wait 1-3 days for it to be calculated.

View report

Home page

	Header		
	Slideshow	👁	⋮⋮
	Collection list	👁	⋮⋮
	Featured collection	👁	⋮⋮
	Featured collection	👁	⋮⋮
	Featured collection	👁	⋮⋮
	Add section		

| | Footer | | |

THEME
Supply

⚙ Theme settings   >
🖳 Theme actions   ⋯

← Theme settings

🎨 Colors   ◀ - -

A Typography   ◀ - -

🖼 Favicon

⚙ Cart

👍 Social media

⚙ Price format

🛒 Checkout

🛠 Theme style   ◀ - -

Home page

	Header		
	Slideshow	👁	⋮⋮
	Collection list	👁	⋮⋮
	Featured collection	👁	⋮⋮
	Featured collection	👁	⋮⋮
	Featured collection	👁	⋮⋮
	Add section		

| | Footer | | |

Add section   ✕

ADVANCED LAYOUT

Custom content

BLOG

Blog posts

COLLECTIONS

Collection list

Featured collection

IMAGE

Image with text

Slideshow

PRODUCT

Featured product

PROMOTIONAL

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a) Click 'theme settings'
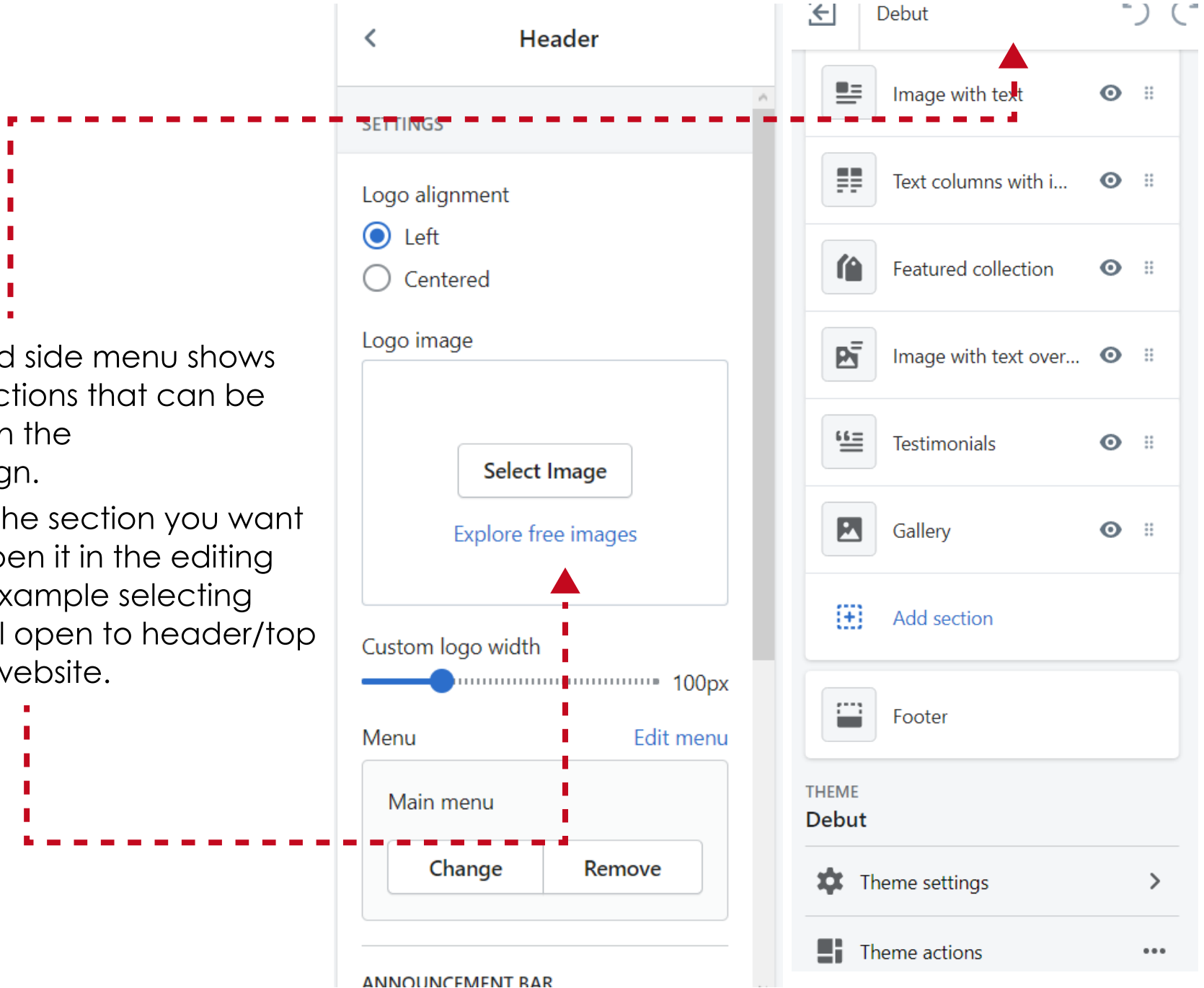- Change favicon
- Change colours and fonts
- Change theme style

● Click "Add Section" on the left menu to add a new section to your website. You can also drag and drop sections to change the order of them on your website.
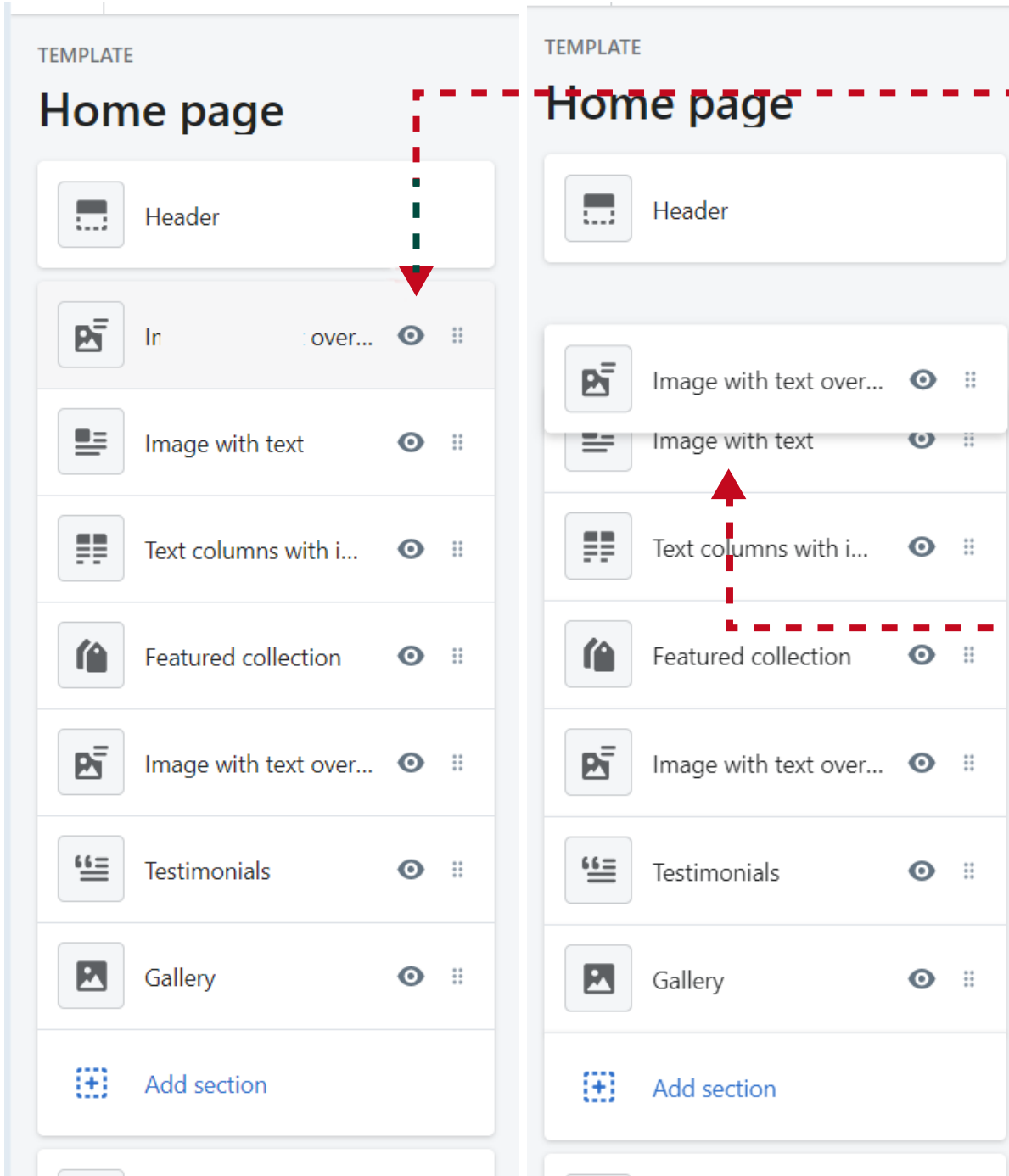
Header

< Debut

SETTINGS

Logo alignment
- ● Left
- ○ Centered

Logo image

Select Image

Explore free images

Custom logo width
━━━━●┈┈┈┈┈┈┈┈┈┈ 100px

Menu   Edit menu

Main menu

Change | Remove

ANNOUNCEMENT BAR

06 The left hand side menu shows all of the sections that can be edited within the theme/design.

a) Click on the section you want to edit to open it in the editing panel. For example selecting "Header" will open to header/top part of the website.

Image with text

Text columns with i...

Featured collection

Image with text over...

Testimonials

Gallery

Add section

Footer

THEME
Debut

⚙ Theme settings >

Theme actions ...

TEMPLATE

Home page

	Header

	In over...	👁	⠿

	Image with text	👁	⠿

	Text columns with i...	👁	⠿

	Featured collection	👁	⠿

	Image with text over...	👁	⠿

	Testimonials	👁	⠿

	Gallery	👁	⠿

⊕ Add section

	Image with text over...	👁	⠿

	Image with text	👁	⠿

	Text columns with i...	👁	⠿

	Featured collection	👁	⠿

	Image with text over...	👁	⠿

	Testimonials	👁	⠿

	Gallery	👁	⠿

⊕ Add section

b) Clicking on the eye icon will hide this section but not remove it.

c) Left Click and drag the section with the mouse to change the section order

04. ADDING A PAYMENT SERVICE PROVIDER

In this section we explain how to set up Shopify payments.
This is Shopify's own payment service provider. In later guides we will explain how to add your own merchant. To get started quickly Shopify Payments is the easiest.
You can find out more about rates here.

ADDING A PAYMENT SERVICE PROVIDER

CREDIT CARD PROCESSING

01 To edit settings open page replacing **[your_site_name]** with the site name your selected in step 1
https://[your_site_name].myshopify.com/admin/settings/payments

02 Click "Complete account setup"

03 Enter business information:

- Business type
- Companies House Registration Number (CRN) (optional)
- Do you have a VAT number?
- VAT number
- Business address
- City
- ZIP/postal code

04 Enter Personal details

- First name
- Last name
- Date of birth

05 Fill all fields detailing the types of products you will sell in the "Product details" section

- Business category
- Description of products or services

06 Enter Customer billing statement

- Statement descriptor is the company's name that appears on a credit card statement. It is very important to use a name that customers will recognise or you may get chargebacks from customers
- Phone number should be your customer services support number

07 Enter Banking information to get paid from Shopify

- Sort code
- Account number

08 Click "Complete account setup"

Personal details

The person associated with your account should be a business owner or significant shareholder.

First name

Last name

Date of birth

Year | Month | Day

Product details

Business category

Select industry

Description of products or services

Customer billing statement

Edit the way your store name and phone number appear on your customers' bank statements.

Business category

Select industry

Description of products or services

Customer billing statement

Edit the way your store name and phone number appear on your customers' bank statements.

Statement descriptor

WellaColour

Phone number

Banking information

Your funds will be deposited into this bank account.

Sort code

Account number

Terms and conditions

By using Shopify Payments you agree to the terms of service.

Complete account setup

IMPORTANT NOTE: It is critical to test payments thoroughly. At least test using Shopify test transaction cards which can be found **here**. Follow the steps in **this video tutorial**. It is advisable to test with real cards and other payment methods such as Paypal or Apple Pay, if you have them configured, to ensure everything works before releasing this to the public.
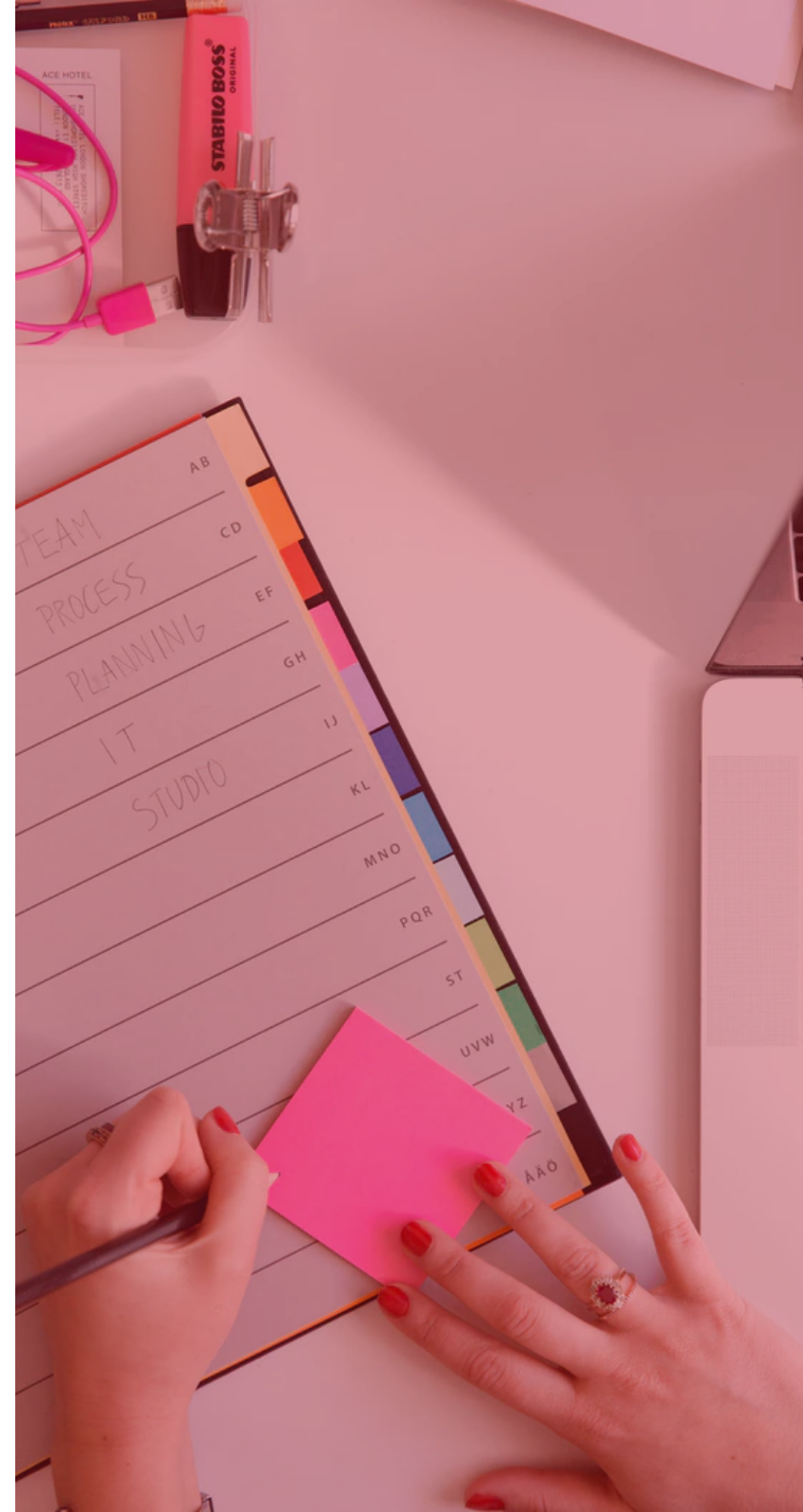
PAYPAL PAYMENTS

You will need a Paypal account associated with the email you used to setup the Shopify store in order to proceed adding Paypal payments to your Shopify store.
If you don't have a PayPal business account with the email address you used to set up your store, then you can **add your email address to an existing PayPal account** or **sign up for a new PayPal business account** with the same email address you used to set up your store.

01 To enable Paypal payments navigate to "Settings" then "Payments" in the Shopify admin

02 In the Paypal Section select "Activate" (or if already active select "Deactivate" then activate again),

- Enter the email address for your PayPal account, then click "Next"

- Enter the password for your PayPal account, then click "Log In", On the PayPal permissions page, click "I Give Permission"

03 Return to Shopify admin and make a test transaction to verify it works

05. UPLOADING PRODUCTS, CREATING A CATEGORY & MANAGING INVENTORY

In this section we show in detail how to add a product Category (Shopify call them "Collections") and then how to add a single product to that Category.
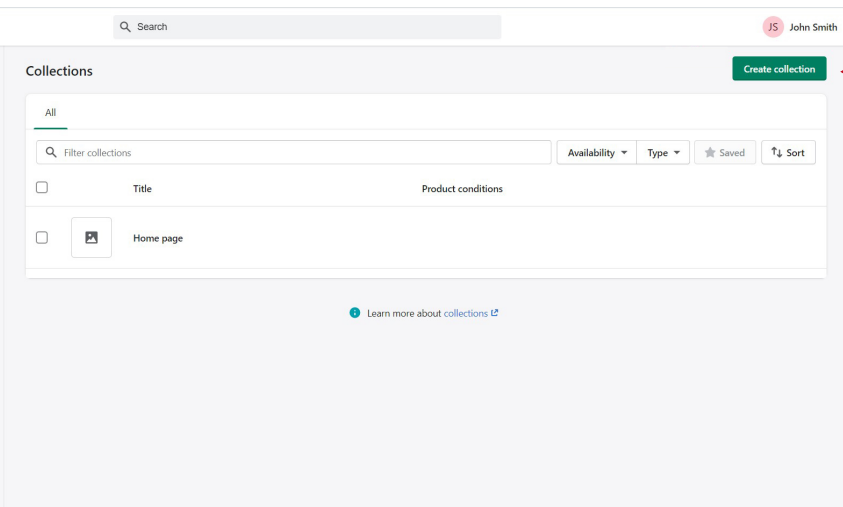
UPLOADING YOUR PRODUCTS, CREATING A CATEGORY AND MANAGING INVENTORY
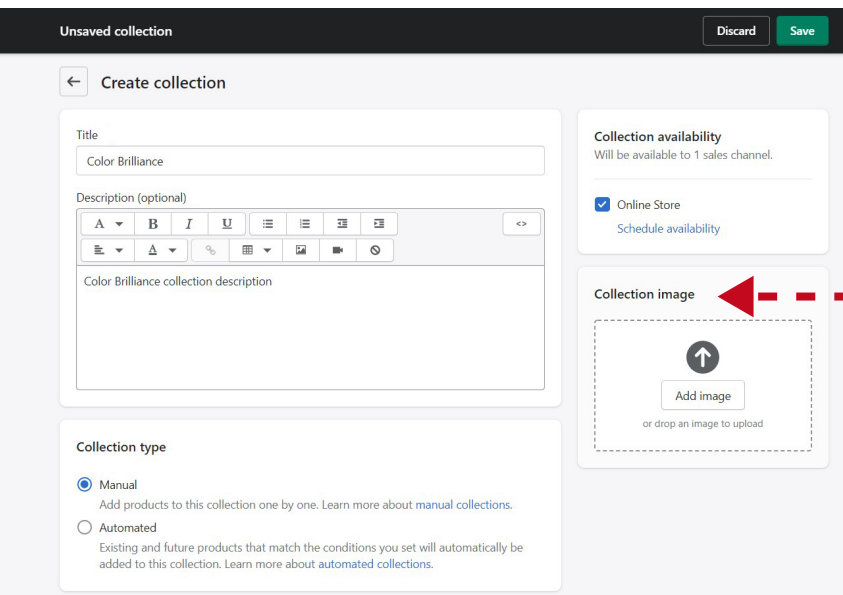
01

To create a Category open the page
https://[your_site_name].myshopify.com/admin/collections
Click 'Create collection' and Enter collection details as follows:

- Collection title (required)

- Description (optional)

- Collection type - Switch to 'manual'

- Add image if you wish (optional)

NOW TO ADD YOUR FIRST PRODUCT

02 Open
https://[your_site_name].myshopify.com/admin/products or select "All Products" in the navigation
To add your first product click 'Add product' and add the following information

a) Product title
b) Product description
c) Upload product images
d) Choose product status
- 'Draft' if the product not ready to sale
- 'Active' if the product ready to be sold

03 Product price - Add the price that you wish to sell the product for

Products — Import

Add and manage your products

This is where you'll add products and manage your pricing. You can also import and export your product inventory.

[Add product] [Find products]

Learn more about products
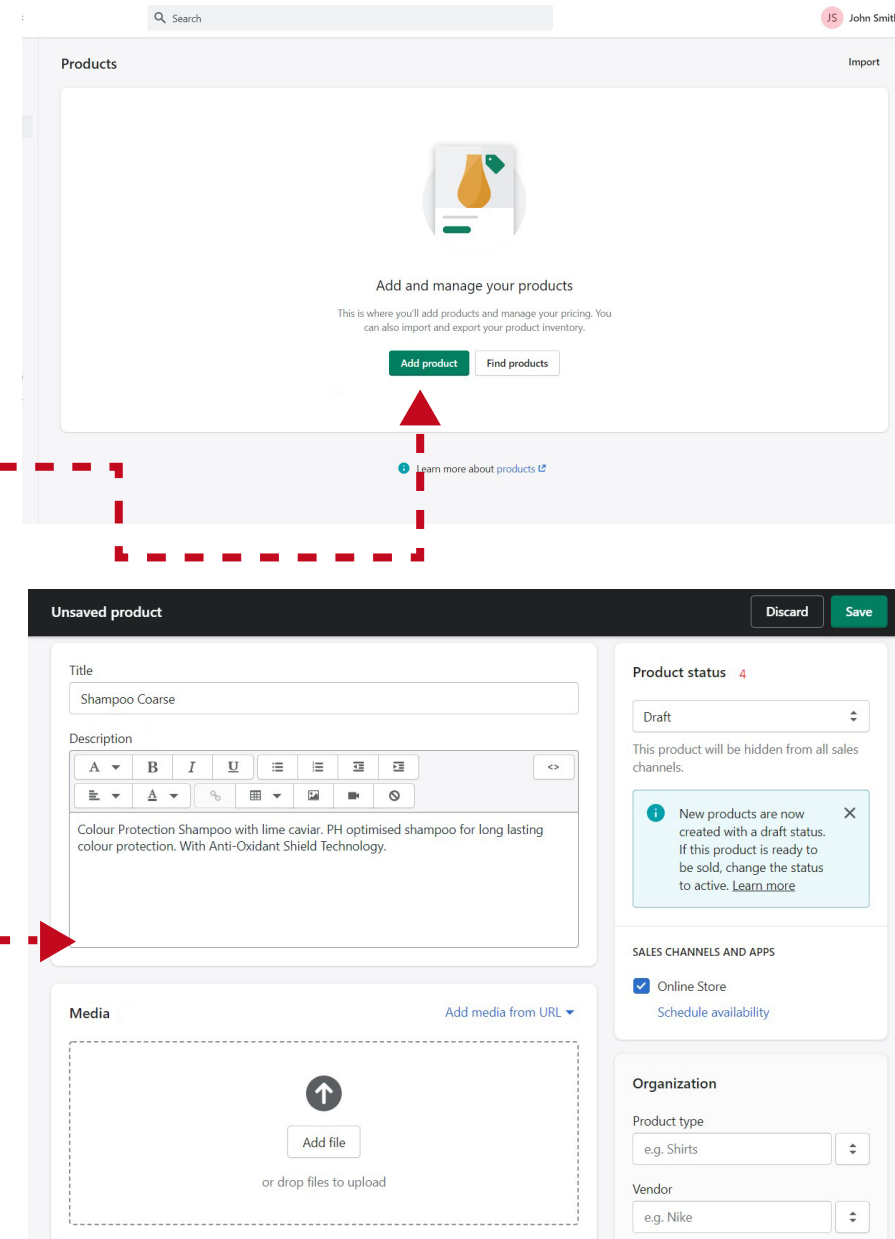
Unsaved product — [Discard] [Save]

Title
Shampoo Coarse

Description
Colour Protection Shampoo with lime caviar. PH optimised shampoo for long lasting colour protection. With Anti-Oxidant Shield Technology.

Media — Add media from URL
Add file
or drop files to upload

Product status 4
Draft
This product will be hidden from all sales channels.

New products are now created with a draft status. If this product is ready to be sold, change the status to active. Learn more

SALES CHANNELS AND APPS
☑ Online Store
Schedule availability

Organization
Product type
e.g. Shirts
Vendor
e.g. Nike

04 Inventory

- add "SKU (Stock Keeping Unit)", this should be provided in your supplier product catalogue or Salon stock management system but you can create your own (E.G. "SHAM001). Each product and variant should have a unique SKU. This is to help manage stock.

- GTIN (Optional). GTIN is the barcode number.

- Add Product Quantity
  Add the total available stock available for sale. You can deselect "Track Quantity" to sell without tracking your stock or "Continue selling when out of stock" if you want to sell when out of stock. Be careful with these options as customers will express dissatisfaction if you cannot fulfil an order.

05

In the right column under "Organisation" Choose the "Collections" field and select the appropriate collection. You created this in step 1

06

In Shipping Details section - enter the appropriate weight for the product

07

If a product has multiple variants then you should add those Variants. For example different colours and sizes.

a) View the "Variants" section

b) You can add new product variants adding different product size, product and other options. Be sure to add the correct size and image if appropriate to ensure good user experience.

08

Once you have added your first Collection/Category, Product and Variants (if needed) then finally click the "Save" button.

Congratulations you have saved your first product. It is possible to upload products in bulk.

BULK PRODUCT UPLOAD

You may want to ask for some technical support to do this step or follow the this guide, referring to Shopify help pages, as these steps can change:

01 First you will need to download the sample product excel spreadsheet **here.**

02 Add your products to the excel file maintaining the exact format and field names that they provide:

a) Refer to "Description of the product import CSV file" in the **Shopify** help guide referencing mandatory and non-mandatory fields

b) Linking products to "Collections" (Shopify product categories) can be achieved by adding an additional column to the excel called "Collection".

- You must create these collections first in the Shopify admin following Step 1 - Section 5

c) Adding Variants and Multiple Product Images. See Shopify guide **here**

03
When your file is ready Select "Products" then "All Products" in the left menu
NOTE: Before you start the next step you must have "Collections" created that match those in your product catalogue.

04
Select "Add File", navigate to the product catalogue excel and import the file.

05
Select "Upload and Continue" then preview your products to ensure they are correct.

06
Select "Import Products" and Shopify will start adding your products. Note this can take a few minutes to complete depending on the size of your catalogue.

07
When complete you will see your products listed on the products page.

08
It is highly recommended to review your product listings in detail in the customer facing store. Make sure they are in the correct categories.
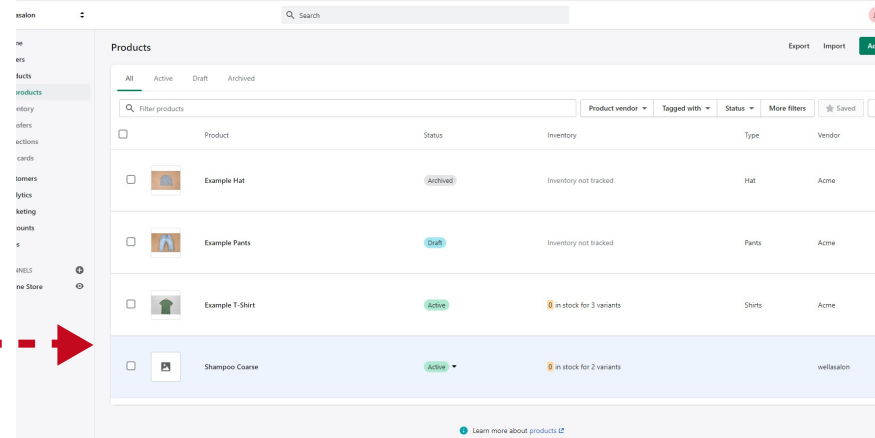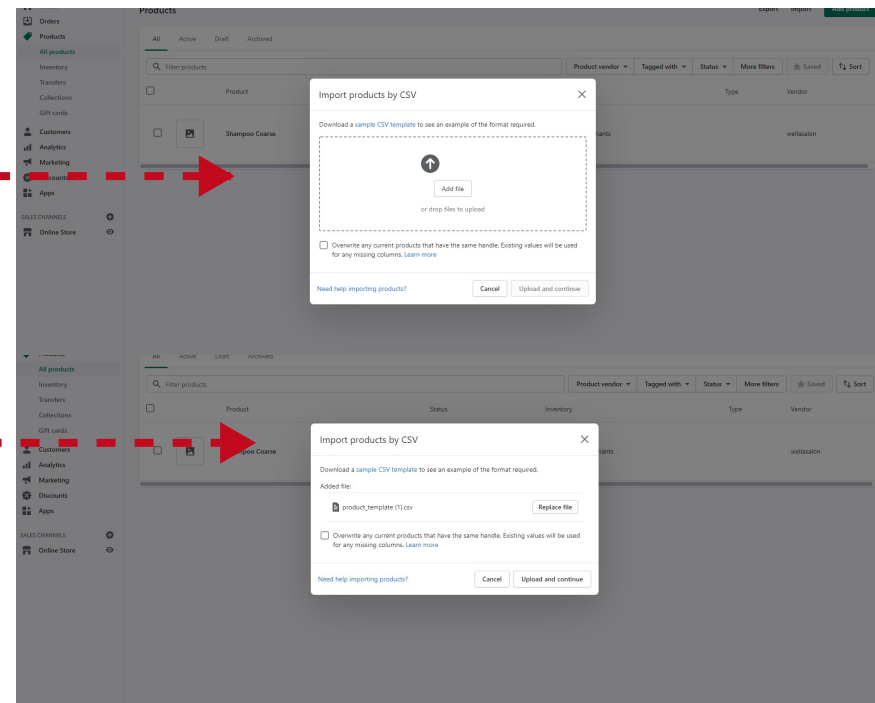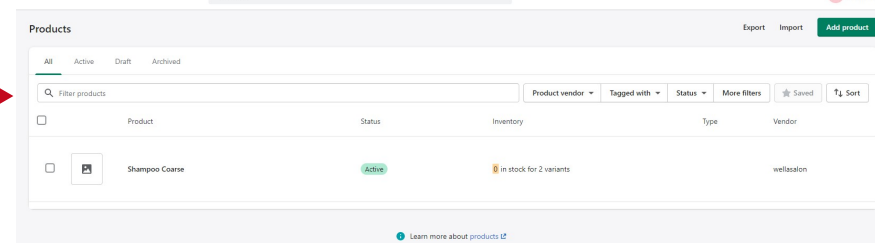
06. VIEING SALES & SHIPPING ORDERS

Please make sure you have selected a Shopify plan before you proceed to this step.

6.1 SELECT YOUR "SHOPIFY PLAN"

01 Open
https://[your_site_name].myshopify.com/admin/orders?selectedView=all

02 Click on 'Select plan'

03 Choose plan

- "Shopify Basic" is suitable for most businesses. Shopify charge 2.2% + 20p for every transaction with a monthly subscription of $29. You can compare all of the plans <u>here</u>.

- You can also upgrade later to benefit from lower credit card processing rates.

04 Choose 'Billing cycle' and 'Payment method' (Monthly, Yearly)

05 Select "Start Plan"

# 6.2 FULFILLING CUSTOMER ORDERS MANUALLY

Before you start fulfilling orders make sure that you have not selected "Automatically fulfill all of the order's line items" in the "Order Processing" section of your store Admin. It is also worth considering using a specialist label printer
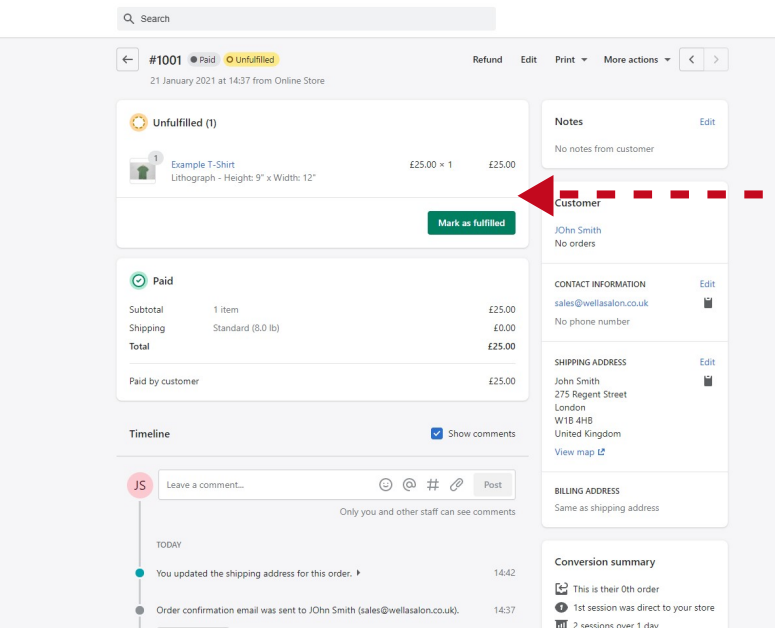
01 Open **https://[your_site_name].myshopify.com/admin/orders?selectedView=all** or select "Orders" in the left admin menu

02 Select the order you want to fulfil
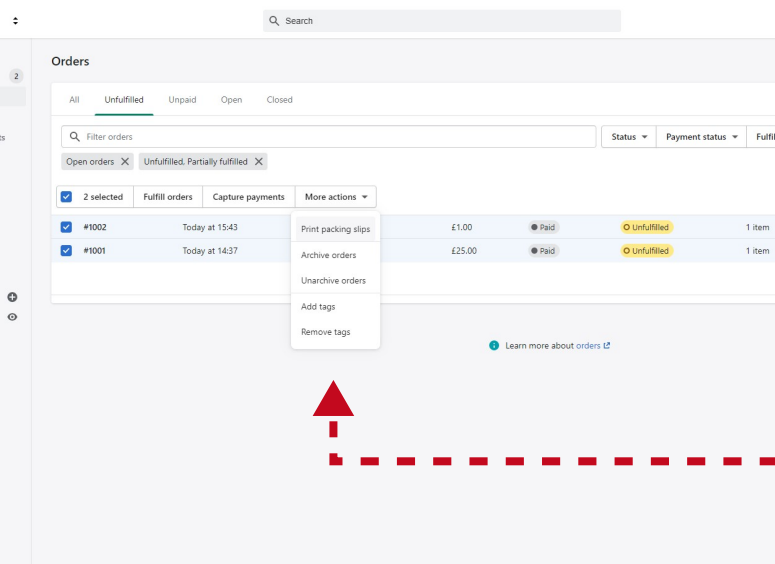
03 In the Order Details Page use "SHIPPING ADDRESS" which can be used to create a label. You can also select "Print" drop down menu and "Print Packaging Slip" which should be included with the order.

04

After you have packaged & posted the order, mark it as fulfilled so the customer receives a notification

Notes On Shipping:

- You can take bulk actions, such as Printing Packaging Slips and marking orders as fulfilled, in the Orders page by filtering and selecting orders, then selecting actions from the actions menu above the orders list.
- Shopify provides a wide range of shipping options. For more details review the **Shopify Shipping Guide.** Here you will find more detailed information around streamlining this process, integrating with hardware and courier services.