

O·P·I

LOS ANGELES

# HOW TO CREATE AN E-SHOP

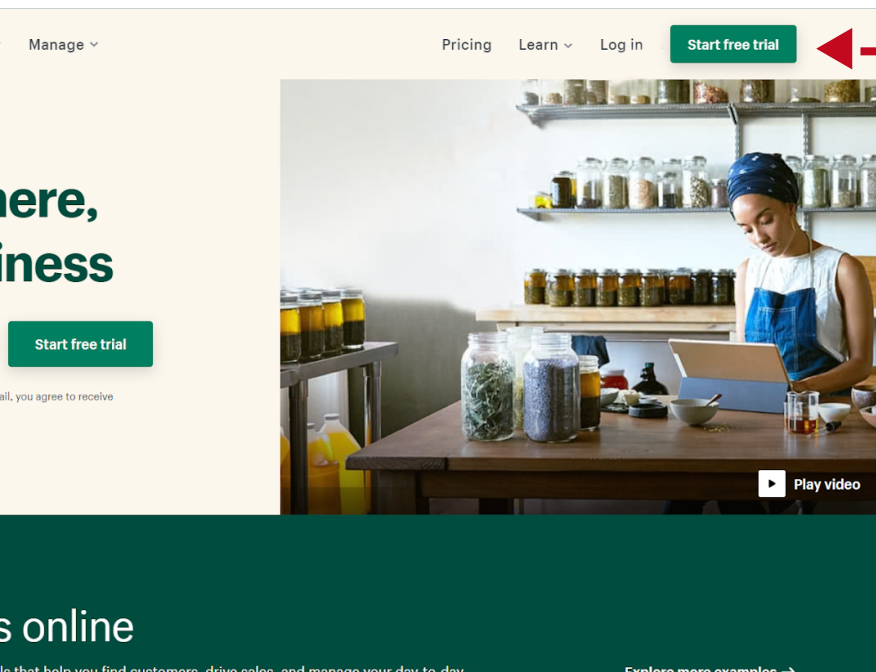
Step by step guide on how to create an e-shop using Shopify



# CONTENTS:

- 01 Setting up a Shopify account
- 02 Configuration and using your own website address
- 03 Selecting a design template
- 04 Adding a Payment Service Provider
- 05 Uploading Your Products and Managing Inventory
- 06 Fulfilment. Viewing Sales and Shipping orders

# 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

Start your free 14-day trial of Shopify

Email address  
sales@wellasalon.co.uk

Password  
.....

Your store name  
wellasalon

Create your store



Step 1 of 2

### 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

Step 2 of 2

### 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

05

Enter your address and other details

# 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

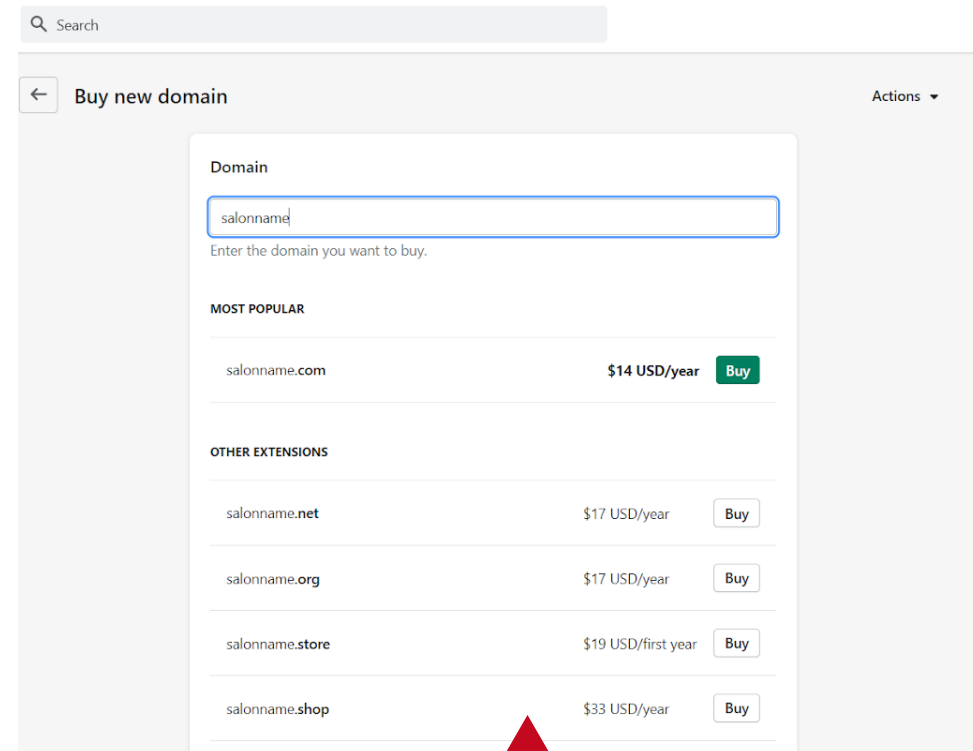
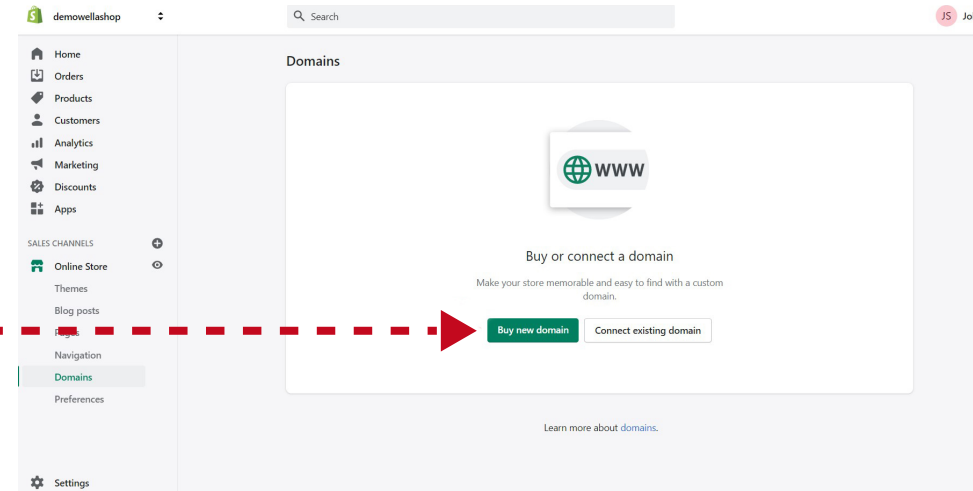
01

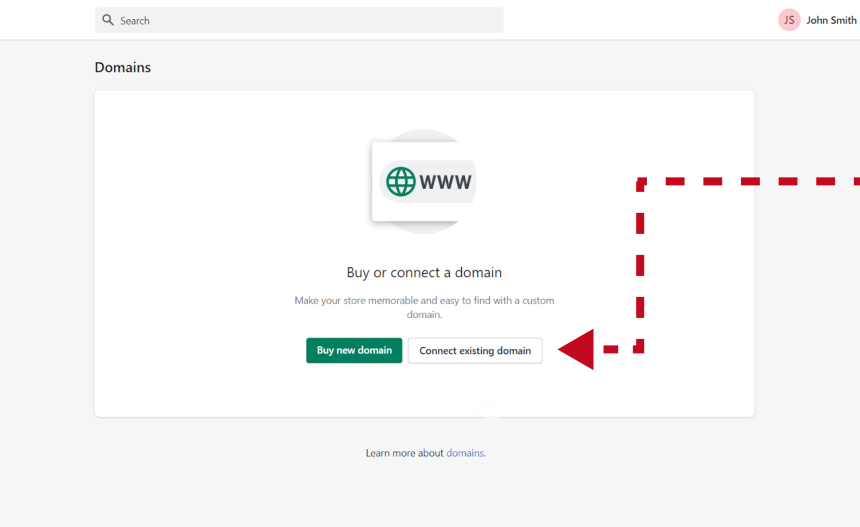
Open this link, replacing **[your\_site\_name]** with “site name” created in Section 1  
**[https://\[your\\_site\\_name\].myshopify.com/admin/settings/domains](https://[your_site_name].myshopify.com/admin/settings/domains)**

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





03

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

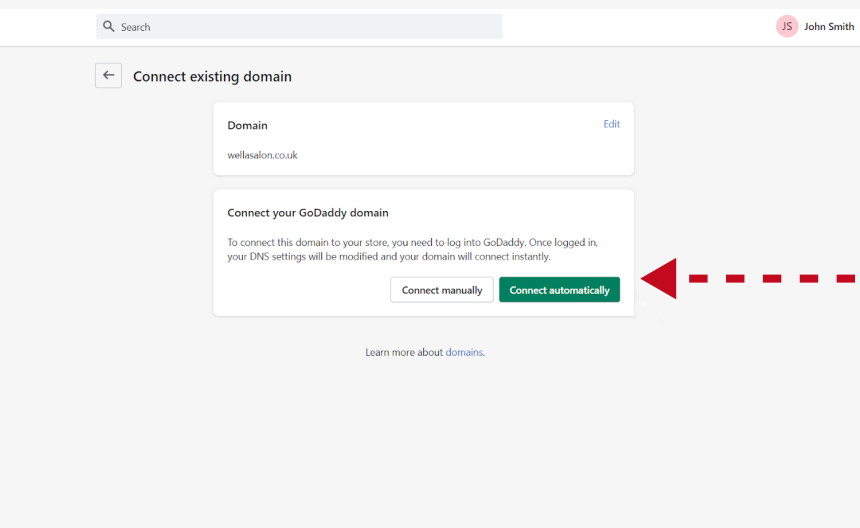
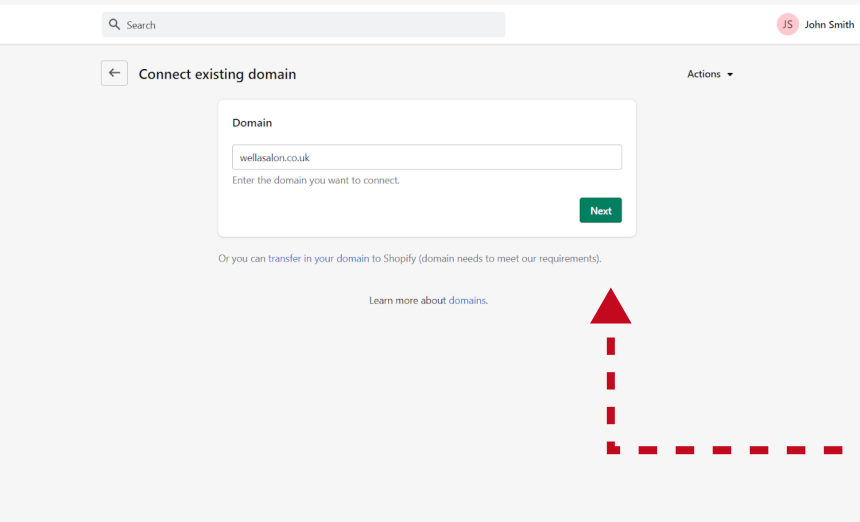


- a) Click on 'Connect existing domain'
- b) Enter your domain name
- c) Click on 'Connect automatically'

- 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

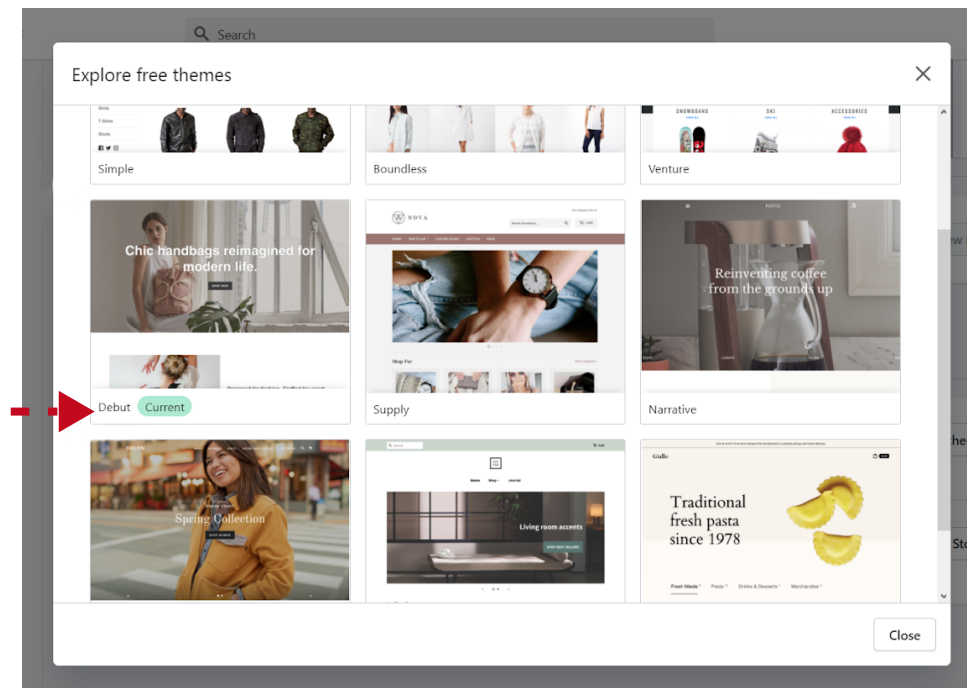
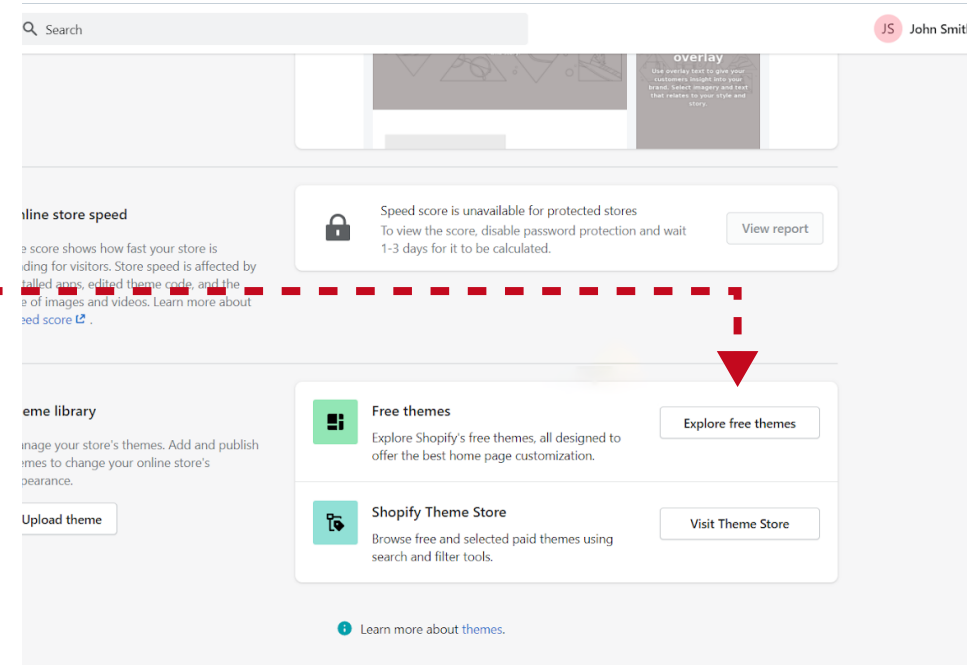
# SELECTING A DESIGN TEMPLATE

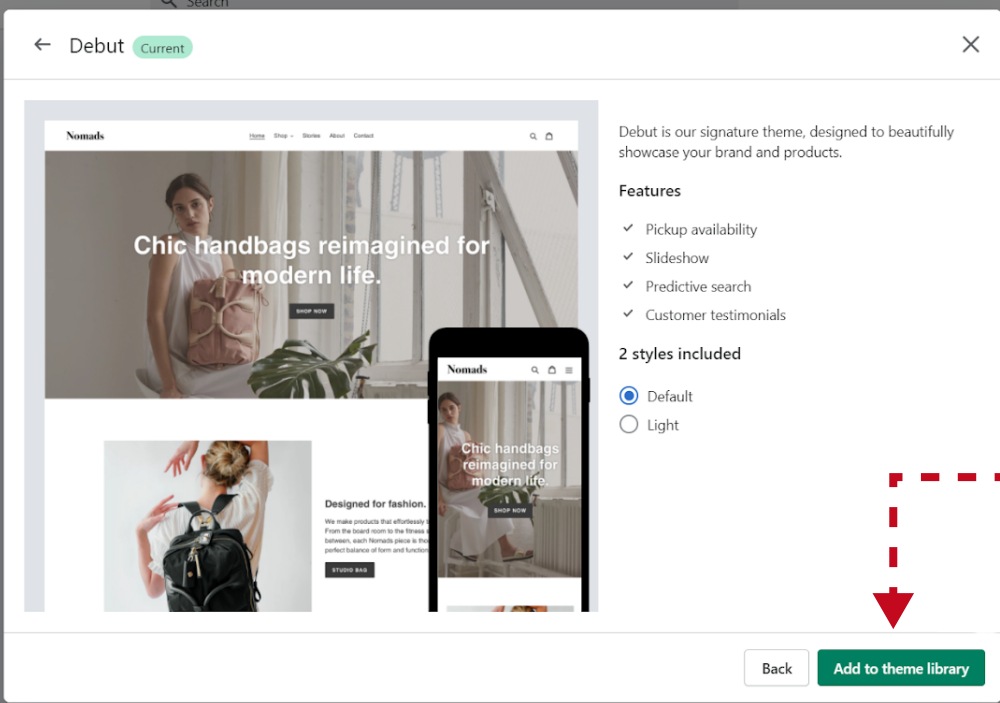
Let's start with adding free design template or theme to your Shopify site. This will give your site an Ecommerce design and functionality.

**01** Open this link replacing **[your\_shop\_name]**  
**[https://\[your\\_shop\\_name\].myshopify.com/admin/themes](https://[your_shop_name].myshopify.com/admin/themes)**

**02** Click on 'Explore free themes'

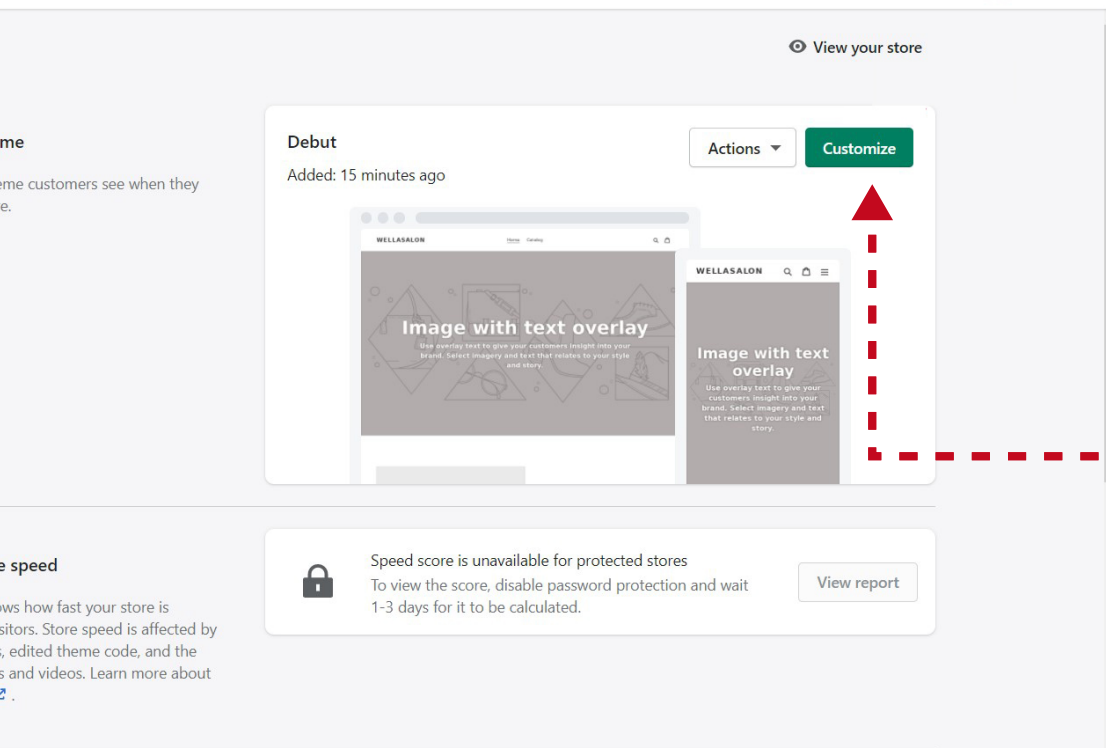
**03** Choose a design that you like such as 'Debut' or any other





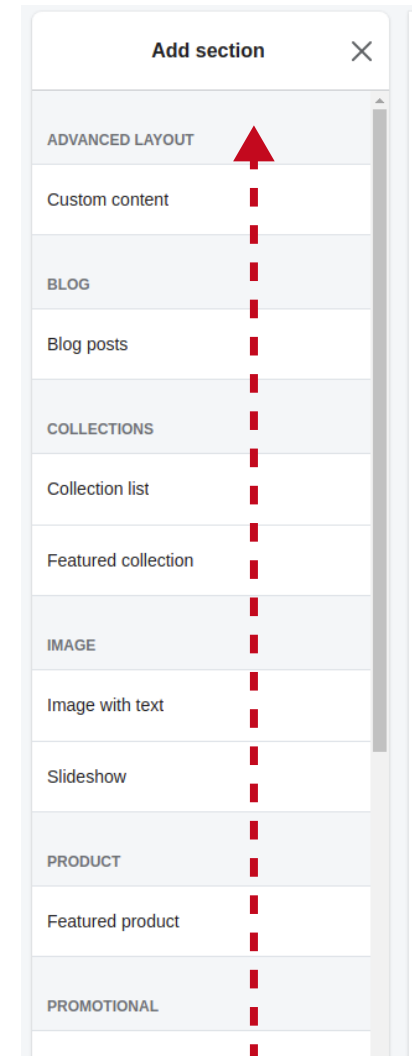
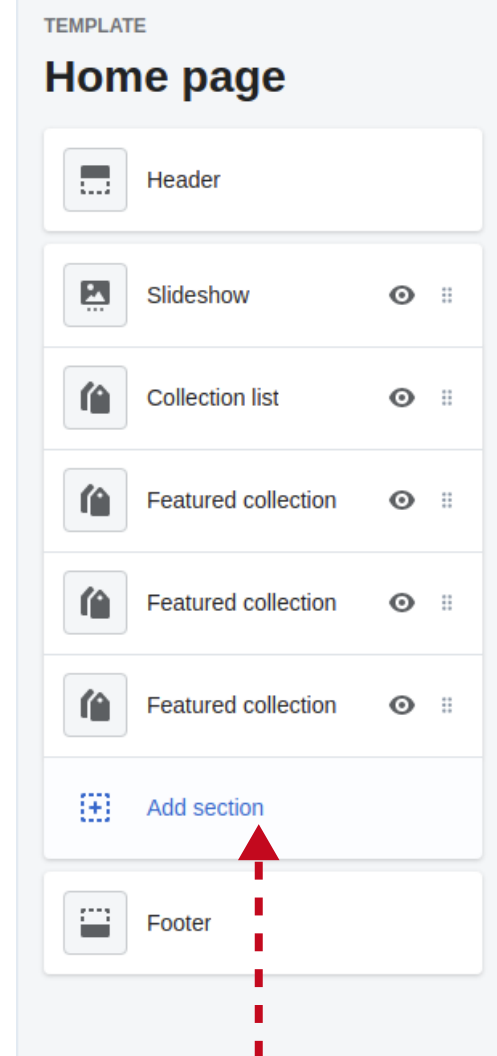
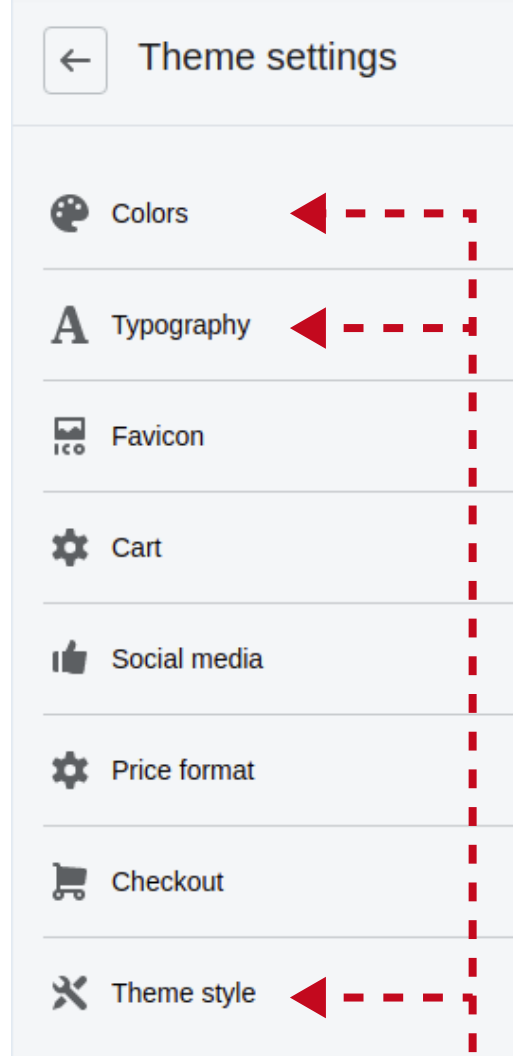
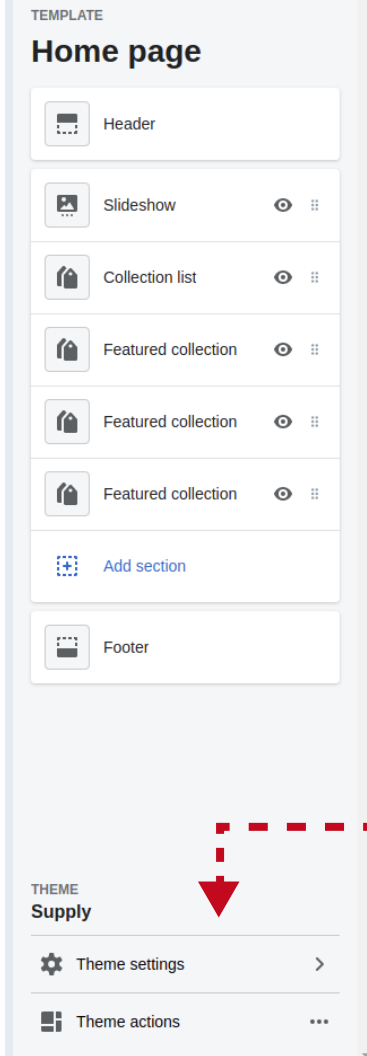
04 Click 'Add to the library'

JS John Smith



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.



**a) Click 'theme settings'**

- Change favicon
- Change colours and fonts.
- Change theme style

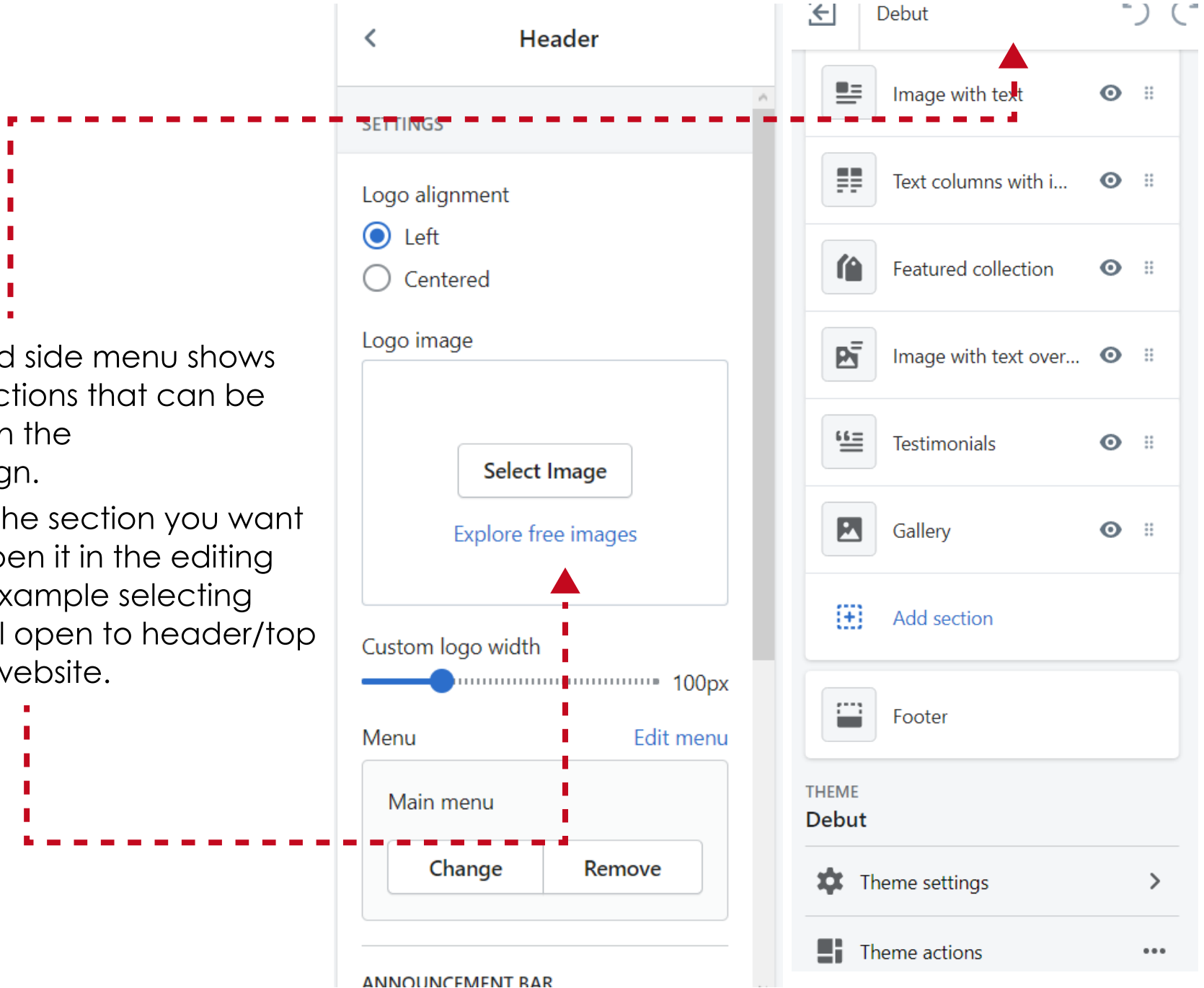
- Click "Add Section" on the left menu to add a new section to your website. You can also drag and drop sections to change the order of them on your website.

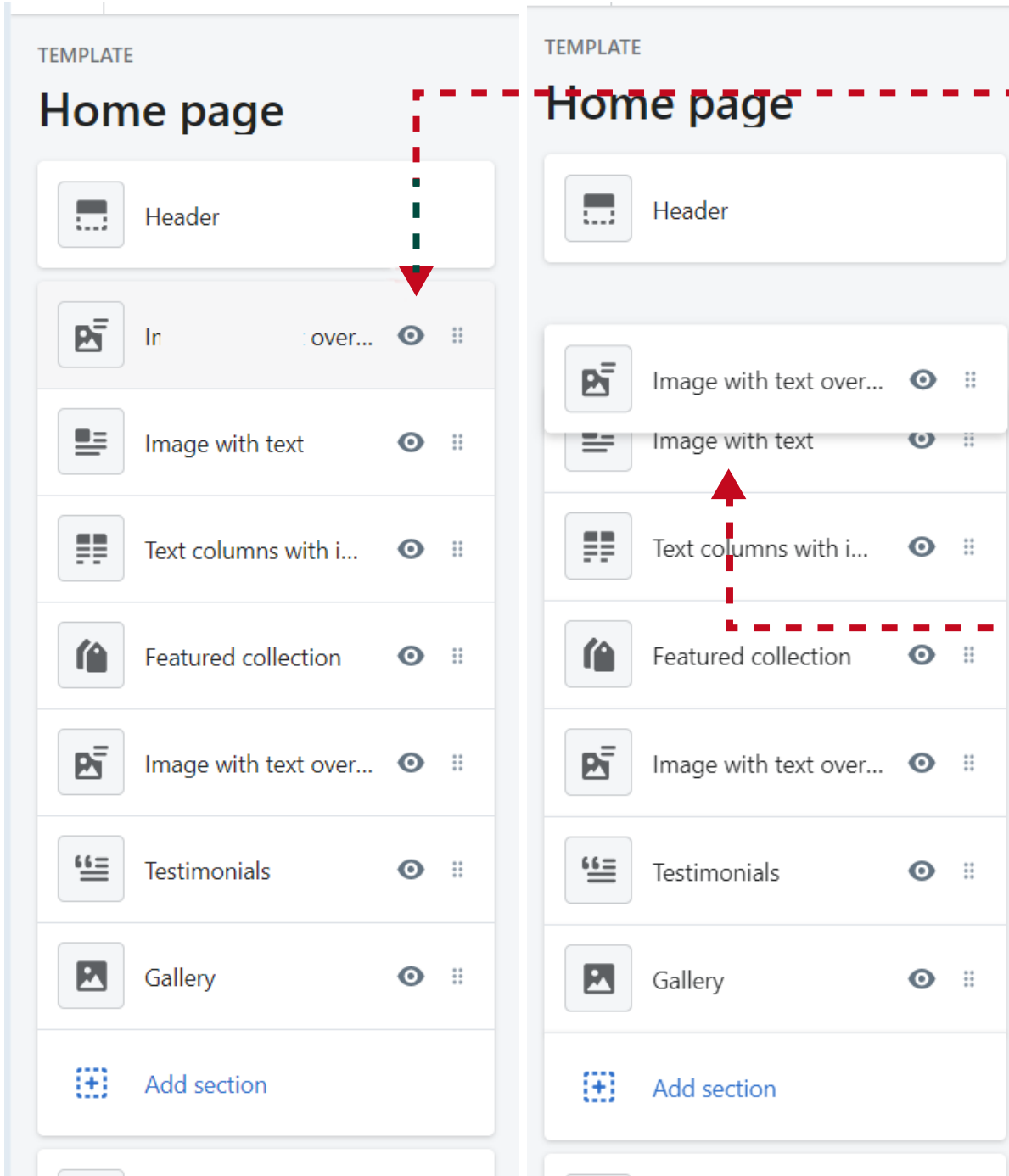


06

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.





**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 you 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

ments

Providers

Shopify Payments

You need to provide more information to start receiving payouts. [Complete Shopify Payments setup](#)

Credit card rate: As low as 1.6% + £0.20

Transaction fee: 0%

Accepted payments: VISA, Mastercard, AMEX, Discover, DigiPay, Apple Pay, Google Pay

View payouts | Complete account setup

PayPal Express Checkout

After your first sale, PayPal will email you at [tim@gstpm.co.uk](mailto:tim@gstpm.co.uk) with instructions for setting up a PayPal business account and claiming your funds.

A button that enables customers to use PayPal directly from your checkout. [Learn more about PayPal Express Checkout](#)

Credit card rate: Set by PayPal Express Checkout

Connected account

Deactivate PayPal Express Checkout | Complete account setup

Search

Shopify Payments

Your store accepts credit cards with Shopify Payments. Before your sales can be deposited into your bank account, you need to provide some additional information.

Business type: Individual/sole trader

Companies House Registration Number (CRN) (optional):

8 digits

Do you have a VAT number?  
 Yes  
 No

By selecting No, you confirm that you are purchasing Shopify's services for business purposes and not for personal use.

VAT number:

Format: GB123456789

Business address: LINN BURN HOUSE

City: CORBRIDGE | ZIP/postal code: NE45 5LS

## 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  Phone number

WellaColour

Banking information

Your funds will be deposited into this bank account.

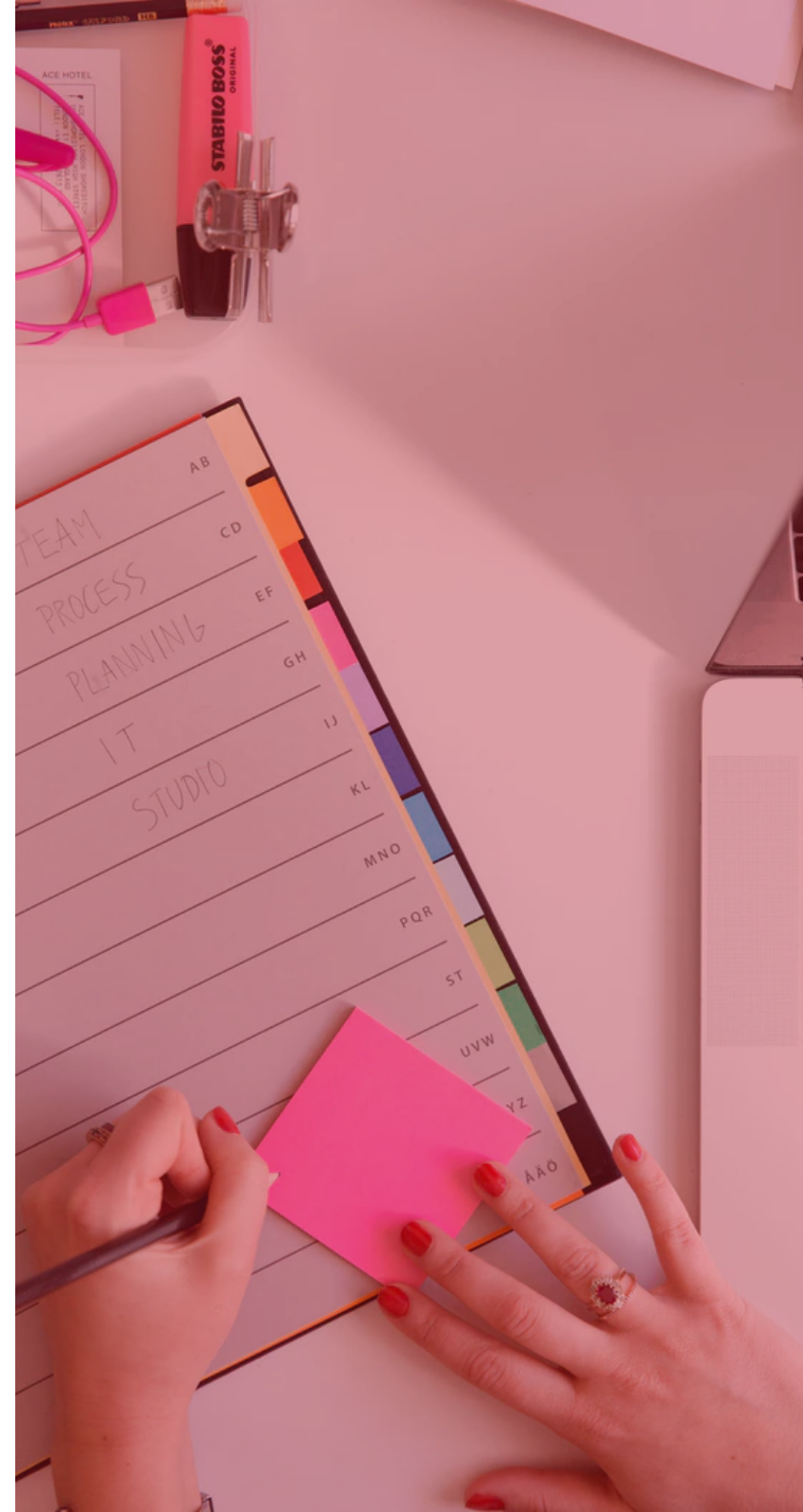
Sort code  Account number

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

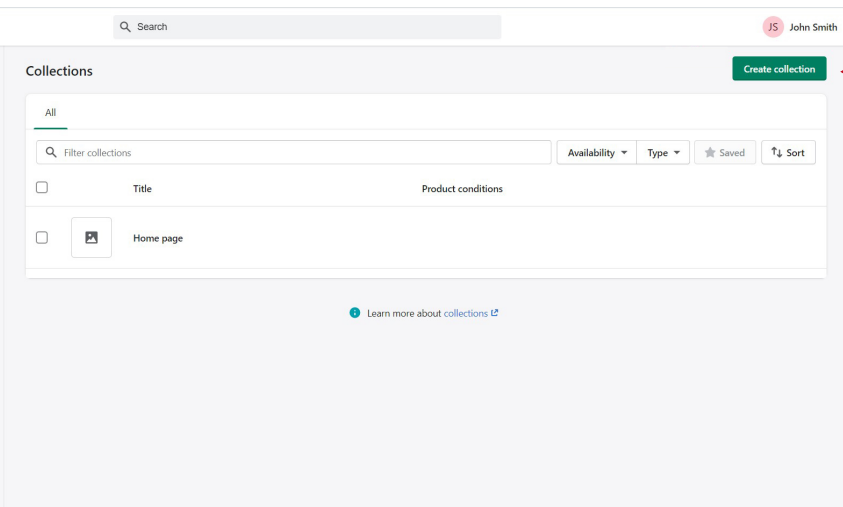
The screenshot displays the 'Payments' settings page in a Shopify admin interface. It features several sections for configuring payment methods:

- Credit card rate:** As low as 2.2% + £0.20
- Transaction fee:** 0%
- Payout bank account:** \*\*\*\*\* 25 (GBP)
- Accepted payments:** Includes logos for VISA, Mastercard, AMEX, Discover, DPay, Apple Pay, and G Pay. A 'View payouts' button is located to the right.
- PayPal Express Checkout:** Features the PayPal logo and a description: 'A button that enables customers to use PayPal directly from your checkout. Learn more about PayPal Express Checkout'. A red dashed line with a downward arrow points to the 'Activate PayPal Express Checkout' button.
- amazon pay:** Features the Amazon logo and a description: 'A button on your store checkout that enables customers to use the payment and shipping information stored in their Amazon account. Learn more about Amazon Pay'. An 'Activate Amazon Pay' button is located to the right.
- Third-party providers:** Description: 'Providers that enable you to accept payment methods at a rate set by the third-party.' A 'Choose third-party provider' button is located to the right.
- Alternative payment methods:** This section is partially visible at the bottom of the screenshot.

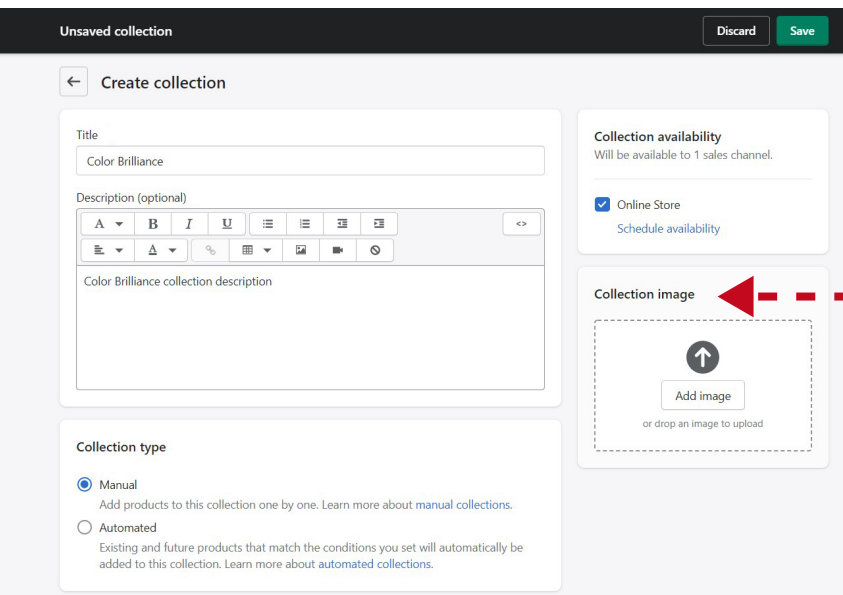
# 05. UPLOADING PRODUCTS, CREATING A CATEGORY & MANAGING INVENTORY

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](https://[your_site_name].myshopify.com/admin/collections)

Click 'Create collection' and Enter  
collection details as follows:

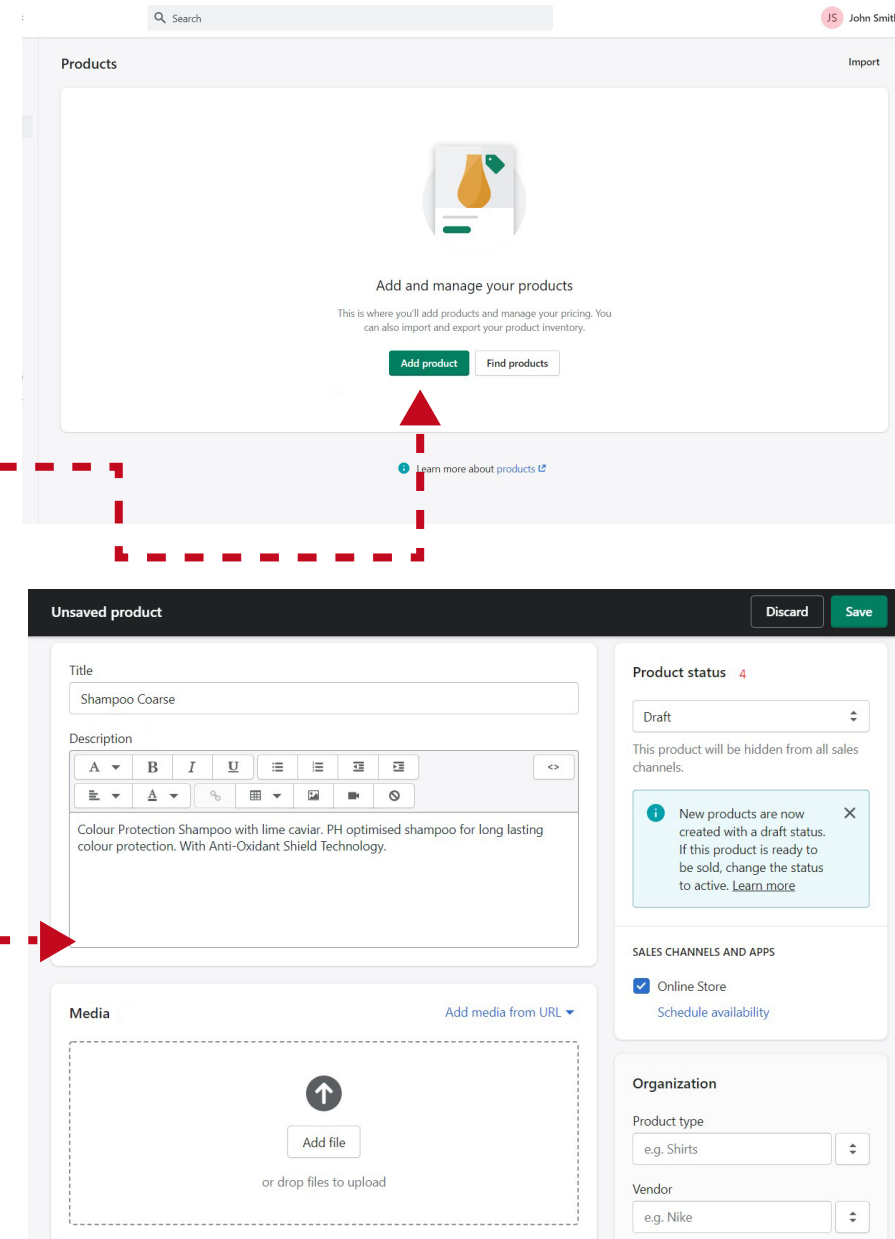
- Collection title (required)
- Description (optional)
- Collection type - Switch to 'manual'
- Add image if you wish (optional)

# NOW TO ADD YOUR FIRST PRODUCT

**02** Open [https://\[your\\_site\\_name\].myshopify.com/admin/products](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



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

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

SALES CHANNELS AND APPS  
 Online Store  
Schedule availability

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

Unsaved product

Shipping  
 This is a physical product

WEIGHT  
Used to calculate shipping rates at checkout and label prices during fulfillment.  
Weight  
0.0 lb

CUSTOMS INFORMATION  
Used by border officers to calculate duties when shipping internationally. Shown on customs forms you print during fulfillment.  
Country/Region of origin  
Select country/region  
In most cases, where the product is manufactured.  
HS (Harmonized System) code  
Search by product keyword or HS code  
Used by border officers to classify this product.

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.

The screenshot shows the 'Unsaved product' form. At the top, there is a 'Country/Region of origin' dropdown menu with the text 'Select country/region' and a downward arrow. Below this is a note: 'In most cases, where the product is manufactured.' The next section is 'HS (Harmonized System) code' with a search input field containing the text 'Search by product keyword or HS code' and a magnifying glass icon. Below this is a note: 'Used by border officers to classify this product.' The 'Variants' section is highlighted with a red dashed box and a red arrow pointing to it. It contains a checked checkbox with the text 'This product has multiple options, like different sizes or colors'. Below this are two 'OPTIONS' sections. 'Option 1' has a 'Size' input field and a text field containing 'Separate options with a comma', with a 'Remove' link to the right. 'Option 2' has a 'Color' input field and a text field containing 'Separate options with a comma', also with a 'Remove' link to the right. At the bottom of the options section is a button labeled 'Add another option'.

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.**

The screenshot shows the 'Unsaved changes' form. At the top right, there are 'Discard' and 'Save' buttons. The main content area is divided into two columns. The left column contains the 'Variants' section, which has a table with columns for 'Size', 'Price', 'Quantity', and 'SKU'. The table has two rows: one for '1000' and one for '250', both with a price of '£ 20.00' and a quantity of '0'. Each row has an 'Edit' button. Above the table are 'Add variant' and 'More options' links. Below the table is a 'Search engine listing preview' section with a 'Shampoo Coarse' product name and a URL. The right column contains a search bar for collections, a 'Home page' link, and a 'TAGS' section with the tag 'Vintage, cotton, summer'. At the bottom right, there is a large green 'Save' button.

# 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

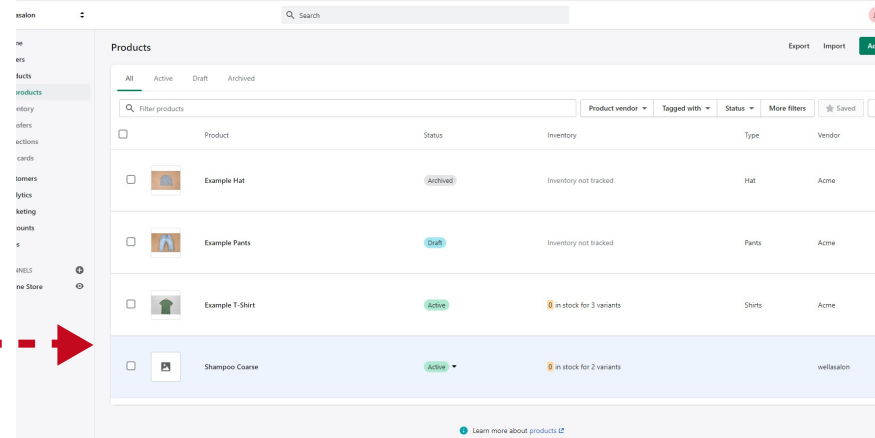
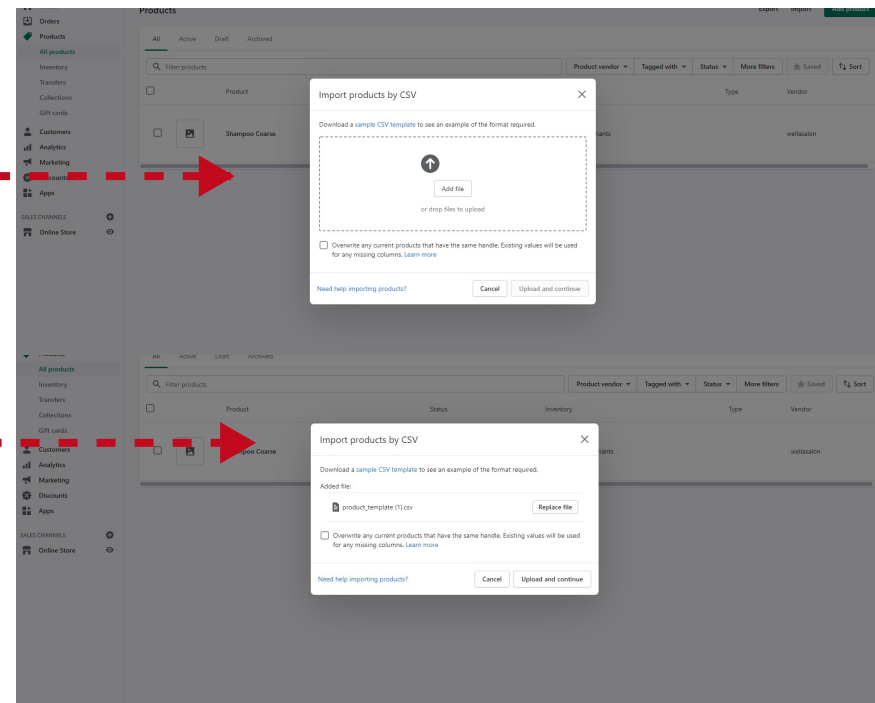
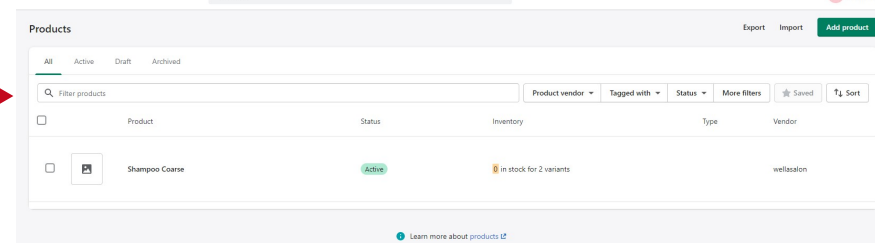
Select “Import Products” and Shopify will start adding your products. Note this can take a few minutes to complete depending on the size of your catalogue.

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. VIEWING 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](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 [here](#).
- 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"

Orders

Your orders will show here

To get orders and accept payments from customers, you need to select a plan. You'll only be charged for your plan after your free trial ends.

Select plan

Pick a plan for your store

Pick a plan to use when your free trial ends.

There is no risk – if Shopify isn't right for you, cancel before 31 January and we won't charge you.

Your plan includes **online store**. [Add/remove](#)

USD \$ 29 /month

Choose this plan

Basic Shopify

All the basics for starting a new business, including online store, sales channels, gift cards, and the Shopify POS app for in-person selling.

Credit card rates

Online: 2.2% + £0.20 GBP ⓘ  
In Person: 1.7% + £0.00 GBP ⓘ

Staff accounts 2 ⓘ

Locations 4 ⓘ

POS subscription

Recommended

USD \$ 79 /month

Choose this plan

Shopify

Everything you need for a growing business, including all basic features, retail hardware and analytics.

Credit card rates

Online: 1.9% + £0.20 GBP ⓘ  
In Person: 1.6% + £0.00 GBP ⓘ

Staff accounts 5 ⓘ

Locations 5 ⓘ

POS subscription

USD \$ 299 /month

Choose this plan

Advanced Shopify

Advanced features for scaling your business, including data modelling, professional analytics, and calculated shipping rates.

Credit card rates

Online: 1.6% + £0.20 GBP ⓘ  
In Person: 1.5% + £0.00 GBP ⓘ

Staff accounts 15 ⓘ

Locations 8 ⓘ

POS subscription

Billing cycle

Choose how often you'd like to be billed. You can cancel anytime.

\$29.00 USD every 30 days

\$312.00 USD every year Save \$36.00 USD

\$558.00 USD every 2 years Save \$138.00 USD

\$783.00 USD every 3 years Save \$261.00 USD

Payment method

Choose how you'd like to pay for Shopify.

Credit card

PayPal

Connect your PayPal account and use it to pay your bills. You'll be redirected to PayPal to add your billing information.

Basic Shopify plan

\$29.00 USD + tax every 30 days

You will be charged \$29.00 USD + tax on 31 Jan 2021, when your trial ends.

PLAN DETAILS

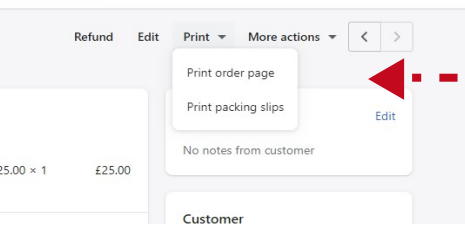
- 2.2% + £0.20 online credit card rates
- 1.7% + £0.00 in-person credit card fees
- 2 staff accounts
- Good Shopify shipping discounts
- Shopify POS for markets and events

Billed now \$0.00 USD

Start Plan

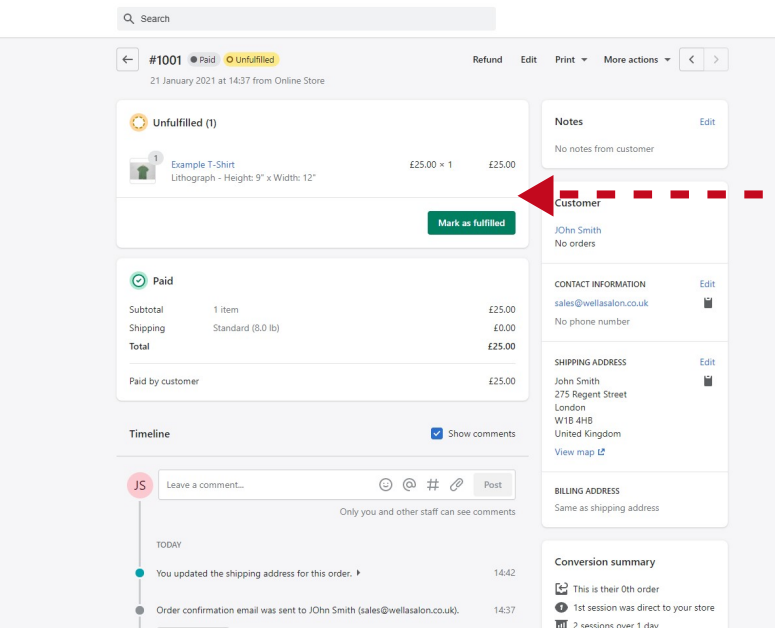
You need to select a payment method before you can start this plan.





## 6.2 FULFILLING CUSTOMER ORDERS MANUALLY

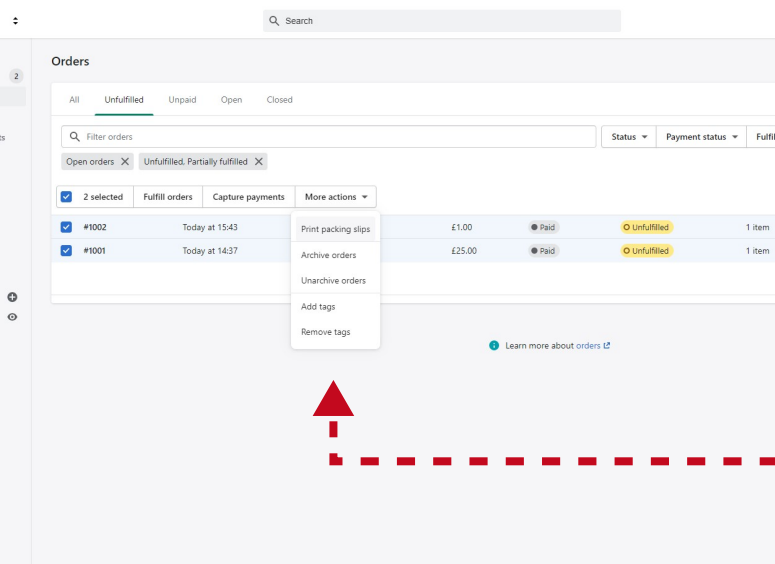
Before you start fulfilling orders make sure that you have not selected “Automatically fulfill all of the order’s line items” in the “Order Processing” section of your store Admin. It is also worth considering using a specialist label printer



Open

**01** [https://\[your\\_site\\_name\].myshopify.com/admin/orders?selectedView=all](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.

The screenshot displays the Shopify admin interface. At the top, there's a search bar and navigation options. The main content area shows an order summary for order #1001, dated 21 January 2021 at 14:37. The order is marked as 'Unfulfilled' and 'Paid'. A red arrow points to the 'Mark as fulfilled' button. Below this, there's a 'Paid' section with a summary of the order: Subtotal (1 item, £25.00), Shipping (Standard (8.0 lb), £0.00), and Total (£25.00). A 'Timeline' section shows a comment from 'JS' and a log entry: 'You updated the shipping address for this order.' at 14:42. Below the order details, there's an 'Orders' list with columns for Order, Date, Customer, Total, Payment, Fulfillment, Items, Delivery method, and Tags. A red arrow points to the 'Learn more about orders' link in the list.