

Start Selling on Shopify

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Ecommerce Pot

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About us

Welcome to the e-book **Start selling on Shopify!**

I am Niki, and together with Kristián, we are the founders of Ecommerce Pot, a Shopify agency helping businesses to build and grow their online stores on Shopify. As business and life partners, we are both entrepreneurs, parents, and passionate individuals who love what they do.

I focus on front-end development and marketing, and prior to becoming a Shopify Partner, I have worked at multiple marketing and software development agencies, serving both small and big clients.

Kristian is a software engineer with focus on full-stack web development, data engineering, and mobile apps, with almost a decade of experience under his belt.

At Ecommerce Pot, we focus on smaller businesses, as we enjoy working directly with the stakeholders and making impact quickly. But we do serve larger businesses and corporates occasionally as well. Our clients range from small merchants who are just moving over from ETSY to Shopify, to larger established businesses.

Over the last year, we have also built and launched our first Shopify app, CopyCrab, that helps merchants write compelling product descriptions for their products. In a few weeks, we'll also be launching another app that will help you create custom social sharing images for your Shopify store.

Besides building apps, we love writing, and we love sharing our knowledge with the Shopify community. We already run a blog called "Shopify Q&As", and this e-book is a great opportunity to put our content out there in a more structured and better-packaged form.

Thank you for choosing our e-book, and we hope it provides you with the valuable insights you need to build a successful Shopify store. If you have any questions, remarks, or feedback, feel free to get in touch with Niki directly at niki@ecommercepot.com. We'd love to hear from you!

Introduction

Starting an e-commerce business can be a daunting task, but with a mature platform like Shopify, the process becomes much simpler. However, while Shopify provides almost ready-made online store solutions, there are still many things that you will need to set up and customize to meet your and your customers' expectations, as well as to attract visitors to your store.

To make it easier for you, we have created this e-book, which covers everything from setting up your account to launching your store and reaching your target audience.

The aim of this e-book is to give you a birds-eye overview of what you need to do to start a business on Shopify. At each stage, we provide a brief explanation of why it is important, a piece of actionable advice that you can follow, as well as a few links to additional resources, where applicable, in case you wanted to dig deeper.

The first chapter covers the basics, including the highlights of Shopify, creating an account, and an overview of the available pricing plans.

Then, in the second chapter, we will guide you on how to design your store, from selecting the right theme for your business to customizing the storefront.

The third chapter covers the admin part of your business, mainly how to set up payments, shipping, and other policies.

In the fourth chapter, we dive into launching your store, including what to test and try before making it live.

And finally, in the fifth chapter, we provide tips and tricks on how to promote your store and reach your target audience.

We hope this e-book will be your go-to guide when setting up your (first) store on Shopify. Enjoy the read!

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Getting started with Shopify

In this chapter, we cover the essential aspects of creating a store on Shopify and getting started with selling. You will get an overview of what Shopify has to offer, what you will need to get started, how to create an account, and what pricing plan to choose.

Why Shopify?

Advanced e-commerce features. When it comes to e-commerce platforms, there are numerous options available. Some provide basic e-commerce features, while others are more complex and can meet the needs of businesses of all sizes. Shopify is one such platform that offers a plethora of features and capabilities to help any businesses sell their products.

Mature, established platform with a large ecosystem. Shopify is a well-established e-commerce platform founded in 2006. Over the years, Shopify has continuously evolved and expanded, adding new features and possibilities. With a large ecosystem that includes Shopify Partners, Experts, the Shopify community, Shopify Collabs, and other parts, Shopify offers a unique and comprehensive e-commerce environment.

Wide possibilities of customization. With the introduction of 2.0 themes, merchants now have even more options to create a storefront that reflects their brand and meets their specific needs. These themes allow for easy customization through drag and drop sections and blocks, which can be added and arranged in a user-friendly, no-code way.

Multi-channel sales platform. Shopify allows you to sell your products in multiple places, from one centralized admin location. Sell online, on social media, in physical stores, and pop-up shops with ease, and keep track of all your sales and inventory in one place.

Global market. With support for multilingual stores, a wide range of payment providers, shipping carrier integrations, marketing tools, third-party

integrations, and other admin settings, Shopify provides a comprehensive environment for businesses to thrive in the global marketplace.

Support when you need it. Shopify understands that running an online store can be challenging, which is why they offer 24/7 support to all merchants. Additionally, Shopify has a vast community of partners, experts, and developers who are always ready to help solve any day-to-day issues that merchants may face.

What you will need?

Resources. Starting your own Shopify store requires time, effort, and some financial resources. You will need to dedicate time to setting up your store, growing your business, handling orders, and responding to customer requests. Additionally, you will need some financial capital to pay for your Shopify plan and any additional features you may want to use.

Patience. Patience. Patience. It is important to keep in mind that building a successful Shopify store takes time. While it may be tempting to expect immediate success, it is important to remember that it is a process. You will need to work on improving your store, promoting it, iterating on changes, and coming up with new products. Building a thriving business does not happen overnight, but with dedication and hard work. Remember, nothing comes out of the blue.

High-quality product information. Providing high-quality product information is crucial for success on Shopify. This includes using professional images and videos, creating clear product descriptions, and offering detailed information about the features and benefits of your products. By providing quality information, you can build trust with potential customers and increase the likelihood of making a sale.

Note: Shopify has introduced the Shopify Magic feature in its 2023 Winter edition, which utilizes AI to help you generate more compelling product descriptions.

Administration stuff. You will need a bank account that you can use for Shopify to send payouts. Additionally, a credit card is necessary for paying your monthly pricing plan and any additional services you may want to use.

Create an account

Let's get started. To start building a store on Shopify, [visit this link](#) and fill in some basic information about your new store.

Shopify ID. To continue creating the account, you need to create a Shopify ID, which will be used to sign in. You can create a Shopify ID using an email address, or sign in using your Apple, Google or Facebook account. Note that if you sign up through, e.g., Facebook, and then your Facebook account gets suspended for any reason, you will also get locked out from your Shopify account as well. For this reason, we recommend signing up using your email address.

Store's currency. By default, Shopify will select your store's currency based on the location you selected during sign up. However, you can easily customize your store's currency and formatting to better suit your needs later on.

Store password protection. We recommend setting up a password to protect the store during the development stage (this is done by default for development stores—see the next section). This will prevent visitors from accessing your store before it is ready. You can customize the password landing page to provide visitors with an expected launch date and other relevant information. When your store is ready to go live, simply remove the password protection with just one click.

Note: Do not use the admin password for the store password protection!

Pricing plans

Free trial. Shopify currently offers a 14-day free trial. After that, you can extend your trial by paying \$1 for the first month. After your first month, you'll need to start paying the full price of your subscription.

Pricing plans. Shopify offers various pricing plans with different features to cater to the different needs of merchants. Below is an overview of the plan prices as of 1st May, 2023. For a full pricing plans overview and up-to-date pricing information, please visit the [Shopify website](#).

Plan	Price
Starter	\$5 USD/month
Basic	\$39 USD/month*
Shopify	\$105 USD/month*
Advanced	\$399 USD/month*
Shopify Plus	Starting at \$2,000 USD/month
Commerce Components	Depending on the components

* With these plans, you can save 25% by choosing annual billing. However, with annual billing, you are not eligible for the \$1 for first month trial extension (see “Free trial” above)—you'll need to either pay for your annual plan immediately after the 14-day trial, or start on a monthly plan and then switch to annual one.

Generally, the *Basic* pricing plan should suffice for most merchants starting out, unless your business requires some specific advanced e-commerce settings which are only available on higher plans.

Development store. If you work with a Shopify expert or a Shopify partner to set up your store, they will create a *development store* for you, which allows you to build and test your store without the monthly subscription. Once the store is ready to launch, the store ownership will be transferred to you. This effectively replaces the free trial you get after a normal sign up—you do not have to pay anything until your store is ready, but once it is, the subscription starts immediately (development stores are not eligible for any additional free trials or promotions).

Designing the storefront

Creating an attractive and user-friendly storefront significantly enhances the professionalism and credibility of your business. Moreover, a well-designed storefront helps customers navigate your store more easily and find what they need quickly and without hassle, leading to more conversions.

Store theme (layout)

The layout and design of your Shopify store are determined by the theme you select. There are over 130 Shopify themes to choose from, packed with their own set of built-in features.

Free themes. Shopify offers a few free themes built by the Shopify internal team that come at no additional cost. You can find these on the [Shopify Theme Store](#). These themes are a great starting point for your store, especially if your store is in the initial stages, or you are not sure which premium features you need.

Premium themes. [Shopify Theme Store](#) also offers premium themes developed by agencies and solo developers outside of Shopify that come at a cost—typically ranging from \$200 to \$350. These themes include advanced features, making them a great choice for established businesses or those looking for a unique design or particular advanced features.

Third party themes. While there are many freelancers and agencies that specialize in developing custom themes for Shopify, it is important to be cautious when considering a theme that is not sold through the official Shopify theme store. While these themes may offer modern and unique designs, they may not comply with Shopify's strict requirements and could cause issues with your store's functionality. For example, you may have difficulty updating the theme or removing bugs that may arise.

Custom themes. Custom themes are an option if you have very specific needs that cannot be met by existing Shopify themes. In this case, you can hire

a developer to create a custom theme tailored to your needs. However, we recommend this approach only if your business is large, established and requires advanced features that cannot be achieved with existing themes.

Theme updates. Updating your theme to the latest version when it becomes available is recommended to ensure your store runs smoothly and to access new features. However, if you are satisfied with the current version or do not require the new features, it opting to stay on the older version is fine as well. If you do decide to update, it is important to note that if you have made significant code customizations, you will need to migrate those changes to the new version yourself or with the help of a developer.

Theme migration. Later on, you may decide that you want to change your theme to a different one. All data from store administration, such as products, collections, and else, will be ported automatically. However, any changes you made in your old theme, be it smaller tweaks, brand customizations or full custom pages, will need to be ported to the new theme. Hence, this is simple when you are experimenting early on, but will get trickier as you make more changes and customizations to your theme. Therefore, it is usually a good idea to hire a developer to assist you in the process.

Theme Customization

Once you have chosen a theme for your Shopify store, it is time to start customizing it to fit your brand and make it stand out.

Brand colors. Customizing the brand colors of your Shopify store is essential to give it a unique touch, consistent and cohesive brand identity and make it recognizable for your customers. We recommend to choose 2-3 colors and use them consistently across all the store elements, including the website, emails, and marketing materials.

Logo and favicon. Take your time to design a logo that reflects your brand and products accurately. There are several tools available to help you create a logo, such as [Hatchful](#), a free logo maker provided by Shopify, or paid tools

like [Logology](#). Along with your logo, you should also create a favicon, which is a small icon that appears in the browser tab next to your store's name.

Typography. While Shopify offers a variety of free fonts, you may want to consider using premium fonts to give your store a more personalized touch. You can easily integrate premium fonts into your store by using third-party apps or manually adding them to your theme. When choosing fonts (be it free or paid), make sure to select ones that are easy to read, look balanced and match the overall style of your brand.

Products upload

Products are indeed the core element of your Shopify store and therefore, it is important to treat them as such. There are three main ways how to add products to your Shopify store.

Manual upload. Manual upload is the simplest method to add a new product to Shopify. You can easily add a product title, description, images, assign product variants such as color, material, and more essential information through the Shopify admin. There are several admin tools available, such as product duplication and bulk editor, that can significantly speed up the process.

Importing products in a CSV file. Importing products as a CSV file is a more advanced, but significantly faster method of uploading products to your Shopify store. This involves creating a CSV file with all the necessary product information and uploading it back to Shopify. This method allows for bulk uploads and can be accomplished through programs like Google Sheets using helpful shortcuts.

Importing products from another platform (e.g. ETSY). If you are already selling on another platform, you can easily transfer your product information to Shopify using app integrations available on the Shopify app store. This can save you time and effort, as you will not have to manually upload each product to Shopify from scratch.

Product collections

By categorizing your products into specific collections, customers can easily find what they are looking for and get a better shopping experience on your store. Collections can be featured on your homepage, in the navigation menu, as well as in other areas of your store.

Manual collections. Manual collections allow you to hand-select products to be added to a collection. This is particularly helpful for smaller stores with a limited number of products, where you can easily choose which items to include in each collection. Besides this, manual collections can be beneficial when you want to group products based on criteria other than shared attributes such as product type, tags, or titles, which can be used by automated collections to automatically assign products to collections.

Automated collections. Automated collections allow you to automatically add products to a collection based on specific conditions that you set. This saves you time and effort by eliminating the need to manually assign products to collections. Automated collections are particularly useful for larger stores with bigger inventories and those who frequently add new products. Set up rules based on shared attributes such as product type, tag, or vendor, which will ensure that your products are categorized correctly and displayed in the relevant collections.

Homepage

The homepage is usually the first page that potential customers visit. Hence, it crucial to create a clear, appealing, and user-friendly page that captures their attention.

Create a compelling hero section. Hero section is a top section that should feature a high-quality image or video, a brief message about your brand, and a clear call-to-action for customers to begin exploring your store.

Feature your products and collections. Showcase your products and collections prominently on the home page. Highlight your best-selling and

newly added products to give customers a quick glimpse of what your store has to offer. Make sure to use clear and readable content that aligns with your brand's voice and appeals to your target audience.

Introduce your brand. Use the opportunity to tell your customers who you are and what your store is all about. A friendly and welcoming introduction can help establish a connection with potential customers, making them more likely to trust you and buy from your store.

Product pages

Product pages are an essential part of your store as they showcase your products to potential customers. Creating a well-organized and visually appealing product page is important in grabbing visitors' attention and encouraging them to make a purchase.

Product images/videos. Use high-quality product images and videos that showcase your products from different angles, in use, or in real-life scenarios. This is essential to grab the attention of potential customers and help them visualize the product in their own lives.

Product description. Write unique and clear product descriptions that are concise and to the point. Include important details such as size, dimensions, material, and any other relevant information that will help customers understand the product. Remember, online shopping does not allow customers to touch or feel the product, so make sure to provide as much detail as possible.

Additional product information. You can further enhance your product descriptions by including additional information that can help your customers make informed purchasing decisions. For example, you can include a size chart that helps customers select the right size to buy. Additionally, you can consider adding product badges or tags such as "100% organic", "cruelty-free", "limited edition", or other relevant information to provide visual cues and highlight important features of your products.

Additional sections. Additional sections can enhance the value and usefulness of your product pages. For example, you can include a “You may also like” section to recommend related products, product reviews, FAQs, links to other collections, or a “Related Blog Posts” section to provide more information and context about the product.

Collection pages

Collection pages serve as a way to group related products together and enable your customers to easily find what they are looking for, resulting in a more efficient browsing experience.

Collection header. Add a collection description that provides more information about what products are included in the collection, as well as any other relevant details. Additionally, you can showcase an image that represents the collection, helping your customers to quickly understand what the collection is about.

Filters. If you have many products in a collection, you may consider adding filters that allow customers to narrow down the products in the collection by various criteria such as price, color, size, or material.

Additional sections. You may choose to showcase the best-selling products within the collection, link to other relevant collections or products, add a FAQ section, or any other relevant information that can help your customers make informed purchase decisions.

Content pages

Content pages are an excellent way to provide value to your customers beyond just selling products. By creating content that is relevant to your brand and your audience, you can attract potential customers and build trust with existing ones.

About us page. Share the story behind your business, introduce yourself to potential customers, and build trust with your audience on this page. Take the time to write a compelling story about your business and include a personal touch that will help you build credibility. Be sure to highlight what makes your brand unique and share your values and mission.

Contact us page. A contact us page provides customers with a way to get in touch with you in case they have any questions or concerns. Make sure to include your email address, phone number, and any other relevant contact information.

FAQ page. A frequently asked questions page can help answer common questions that your customers may have about your products, shipping policies, returns, and more. A well build FAQ page can reduce the amount of customer questions you get, while also providing the customer with the response immediately.

Blog and blog posts. A blog is a great way to share valuable content with your audience and engage them with your brand. By setting up a blog on your store and regularly publishing posts that include tips, tricks, and ideas related to your products, you can provide value to your customers and demonstrate your expertise. Additionally, sharing relevant content regularly can help drive more traffic to your store, which is an important on-page SEO (Search Engine Optimization) tactic that we will discuss later in the [SEO section](#).

Navigation

To enable easy navigation on your store, creating a well-organized navigation system is essential. This involves creating a clear and concise menu bar that lists all the important pages of your website, which is easy to do on Shopify using drag and drop.

Main navigation. The main navigation is usually positioned at the top of the desktop screen and is represented by a hamburger menu on mobile devices. It serves as the primary way for your visitors to navigate through your

store, so make sure you include all of your main collections and other important pages in the menu for easy access.

Footer navigation. The footer navigation is typically located at the bottom of the page. Customers usually turn to the footer navigation when searching for specific store information. Therefore, you should include links to essential pages such as the about page, contact page, shipping and returns policies, and other important policies.

Breadcrumb navigation. Breadcrumb navigation is a secondary navigation that consists of a trail of clickable links that show users their current location on a website and how they arrived there. While not all themes support this, it is commonly found in more complex themes and is recommended for large stores.

Setting up the admin side of the store

In this chapter, we will focus on the essential steps to set up the back-office of your store. This includes setting up sales channels, configuring payments, setting up shipping profiles for different markets, purchasing a domain, writing store policies, localizing your store, and other important back-office tasks.

Sales channels

If you are just starting out, focusing on online store only is usually the recommended way. You can always add more sales channels later on to reach a wider audience. However, if you are selling your goods in person already, then it's good to know that Shopify provides an integrated solution for that as well.

Sell from one place. Shopify offers the ability to sell products on various sales channels, including your online store, social media platforms like Facebook and Instagram, Point of Sale system, Shop app channel, and more. Each sales channel represents a different platform where your products are sold. By connecting each sales channel to Shopify, you can easily manage your inventory, orders, and customers all in one place.

Payments

Without a proper payments setup, your customers will not be able to pay for your products. Shopify offers a variety of payment methods (e.g., credit card, Apple Pay) and providers (e.g., Shopify Payments, Stripe) based on your business location and the countries you are selling to. It is important to carefully choose a payment provider that meets your business needs and preferences.

Payment methods vs. providers. Which payment methods you offer to your customers is entirely up to you. The most popular payment methods include

paying by credit card, PayPal, Apple Pay, Google Pay, local payment methods, pay on delivery, and more. However, you will then also need to choose the payment provider that will handle these payment methods for you—usually, the default choice is to go with Shopify Payments, if you are eligible for that, but you can also select a third-party provider such as Stripe.

Fees

There are two types of fees when it comes to processing payments on Shopify—payment processing fees and third-party payment provider fees.

Payment processing fees. Payment processing fees are the fees charged for processing transactions such as online credit card payments, and they typically consist of a percentage of the transaction amount plus a fixed fee per transaction. If you use Shopify Payments, these fees start at 1.9% + \$0.30 on the Basic plan and slightly decrease on higher plans. If you use a different payment provider such as Stripe, then they will charge their own rates

Third-party payment provider fee. If you opt for a third-party payment provider other than Shopify Payments, you will also be subject to a third-party payment provider fee, which is a percentage of the transaction amount and it's charged by Shopify. This fee starts at 2% for the Basic plans, and goes down to 0.5% with higher plans.

In summary—if you go with Shopify payments, you only pay the payment processing fee. If you are not eligible for Shopify payments or you get better rates from another provider, you pay your provider's processing fee, plus the 3rd-party payment provider fee charged by Shopify on top of that.

Note: The third-party transaction and credit card fees may change. For updates on fees, visit the [official Shopify website](#) (as of May, 2023).

Payment providers overview

Shopify supports dozens of payment providers. We have curated a list of the most popular ones below, along with a brief description and a link to learn more.

Shopify payments. Shopify Payments is a payment gateway provided by Shopify, available to merchants in specific countries and regions who meet the country/region requirements. By using Shopify Payments, you can avoid the third-party transaction fees. Shopify Payments supports a range of payment methods, including major credit cards like Visa, Mastercard, and American Express, as well as alternative payment methods such as Apple Pay, Google Pay, and Shopify Pay.

If you are eligible for using Shopify payments and do not have any specific preferences, we'd recommend it as a solid choice to start with. It is straightforward to set up and has no third-party transaction fees. However, if you are a larger business on higher Shopify pricing plans with specific needs, you may want to explore other payment providers that can better meet your requirements.

Shop Pay. Shop Pay is an add-on available to merchants who use Shopify Payments or one of the few third-party payment providers that meet Shop Pay's requirements. Shop Pay enables accelerated checkout and allows customers to save their shipping and billing information, credit card details, and email address, for faster checkouts in the future. This is especially useful for customers who frequently shop on Shopify stores, as they can easily and quickly check out without having to enter their information repeatedly.

Stripe. If you are not eligible to use Shopify Payments due to your business location or other factors, Stripe is a popular, secure and reliable payment gateway option that allows you to accept credit card payments on your Shopify store.

Paypal. PayPal is one of Shopify's default payment providers, making it an easy option for merchants to integrate into their store's checkout process. This payment provider is a widely-used payment platform that enables customers to pay through credit cards, bank accounts, buyer credit, or PayPal account balances.

Klarna. Klarna is a secure and direct payment method that provides various payment options such as Klarna Pay Later, Klarna Pay Now, and Klarna Slice It, which enable your customers to pay immediately, by invoice, or through

installments using a direct debit or credit card. If you use Shopify payments, Klarna is enabled for you by default. However, it is important to note that Klarna is only available in certain countries, and that not all Klarna payment options are available to all customers.

Manual payment methods. You can also set up manual payment methods such as issuing an invoice, bank transfer, or cash on delivery. These payment methods are processed separately from your payment provider and can be attractive to customers who may not be comfortable using a credit card or prefer an alternative payment method.

Note: The payment provider you select applies to your entire store and cannot be customized for specific countries (as of May, 2023).

Shipping

Configuring your shipping options in your Shopify admin allows your customers to see accurate shipping cost at checkout, and choose the shipping method that suits their needs. The most commonly used shipping options are standard delivery via a shipping carrier, local delivery, and local pickup.

Shipping profiles. Shipping profiles allow you to define which products can be shipped to specific destinations. Within a shipping profile, you can create shipping zones that specify the countries you ship to, along with the corresponding shipping rates for those zones. This allows you to offer accurate and transparent shipping costs to your customers based on their location, the weight or size of the shipped items, and so on.

Shopify shipping. With Shopify Shipping, you can easily connect your Shopify account with various shipping carrier accounts, which allows you to purchase and print shipping labels directly from Shopify admin. This also enables you to receive discounted shipping rates and display calculated shipping rates to your customers during checkout, instead of just flat rates. Popular shipping carriers that integrate with Shopify are UPS, DPD, DHL Express, Canada Post, and others. However bear in mind that not all fulfillment locations are eligible for Shopify Shipping.

Third-party shipping carriers. If you plan to use another shipping carrier that is not officially supported by Shopify Shipping (e.g., [Packeta](#)), you might want to check out the [Shopify App Store](#) to see whether your shipping provider has an official or unofficial Shopify integration app, to make shipping management easier for you.

Local delivery, local pickup. Shopify also allows you to offer local delivery or local pickup options to your customers. This is especially useful for businesses that have a physical location or offer delivery services in a particular area.

Taxes and duties

Correctly setting up taxes and duties is important to avoid any legal issues with financial authorities in your country. When selling to foreign countries, make sure that your customers are properly informed about any taxes or duties that may be applicable. Depending on the country's laws, you may need to register with your local tax authority as a tax collector, obtain a VAT ID, and take other steps to comply with regulations.

Tax collection. Shopify allows you to [automatically calculate and collect taxes](#) on orders placed in your store. Shopify will use the tax settings you have configured to calculate taxes based on the customer's location, the products they purchase, and other factors. Bear in mind that it is your responsibility to consult with local tax authorities or a tax professional to verify that you charge your customers the correct tax rates, and to ensure that you file and remit your taxes correctly.

VAT on digital goods. If you sell digital goods, customers in the European Union (EU) must pay a [value-added tax](#) (VAT) based on the rate in their country, regardless of where the seller is located. With Shopify, you can assign VAT rates for each EU country that will then be applied to the order automatically based on the customer's billing address.

Duties and import taxes. If you sell internationally, then your customers might be charged additional duties and taxes when the order value exceeds a specific threshold limit (*de minimis* value).

Note: While Shopify attempts to make the tax collection setup as easy as possible, it is a good idea to consult a local tax professional to verify what tax rates you should charge, and then set the collection up on your store accordingly.

Domain

By default, Shopify provides you with a domain that includes “Shopify” in the name, such as *yourstorename.myshopify.com*. While this domain will allow customers to access your store, it will not appear as professional as having your own custom domain that matches your store’s name and branding. Therefore, we highly recommend purchasing a custom domain to enhance your store’s credibility and branding.

Purchasing a domain through Shopify. Purchasing a domain through Shopify is easy and straightforward, and we recommend it in case you have little experience with domains. The domain will be registered for one year and then renewed annually, and Shopify will help you with connecting it to your store. You can use [Shopify’s free domain name generator](#) to find the perfect domain name for your store.

Purchasing a domain through a third-party provider. You can also purchase a domain through any third-party provider such as [GoDaddy](#) and then link it to Shopify afterwards. This way, you can have more control over the domain, and potentially find a better deal. However, you will then also need to configure the domain settings yourself, which might be tricky if you are not experienced with domain settings.

Store policies

Store policies establish clear expectations and guidelines for your customers. Shopify provides policy templates in English for merchants to use (with some

policies available also in French, Spanish and Italian), making it very easy to get started. If your store operates in a different language, you will need to translate the policies on your own or use an app that can do that for you (e.g., [Shopify's Translate & Adapt](#)). It is recommended to consult with a local legal expert to ensure your policies align with local laws and regulations.

Terms & conditions (T&C). This is a legal contract that outlines the rules, terms, and guidelines that customers must agree to before making a purchase on your store. It establishes the rights and responsibilities of both the customer and the store owner.

Shipping policy. A shipping policy is a document that outlines how you deliver packages to your customers. This policy typically includes information such as shipping times, and which countries or regions you ship to.

Privacy policy. Your privacy policy is a legal document that outlines how your business collects, uses, and manages customer data. In some countries, such as those under the GDPR, having a privacy policy on your website is a legal requirement.

Refund policy. Your refund policy should clearly state the conditions under which you will accept returns, such as damaged or defective products, and whether you offer refunds or exchanges. It is also important to specify the timeframe in which customers can return products and how they can initiate the return process. In some countries, customers have a legal right to return orders within a specific time frame without providing a reason.

Shopify Markets & Localization

Shopify Markets allow you to create tailored experiences for customers in different countries or regions by configuring specific settings such as language, domain, currency, available products, product prices, import taxes and duties, and shipping. This helps ensure that your store is relevant and accessible to customers in different parts of the world, offering a localized experience without the need of setting up a new store for each location. You

can add more markets as you go, so we suggest focusing on your primary market initially and then configuring additional markets as needed later on.

Primary market. The primary market is the main country or region that you sell to, which is typically your home or domestic market. It is determined by your store's address and base currency, and it is the default market for your store.

Other markets. Other markets can refer to any additional markets that you set up beyond your primary market. These markets can either group multiple countries into one market or set up specific settings for a single country market to suit the needs of customers in that market.

“Do not sell” markets. Customers from countries that you do not sell to can still access your store and browse products, but they will not be able to check out and complete a purchase.

Note: When selling to multiple countries or markets, the best approach usually is to serve all of them from a single Shopify store using the Shopify Markets feature, as outlined above. However, in some cases, it might still be a good idea to setup multiple separate Shopify stores—such as if you need different, more advanced storefront customizations for each market, or when you need to run separate legal entities and keep information in silos.

Translating content. With [Shopify's Translate & Adapt](#) app, adding translations for products, collections, policies, and other pages in your store is quick and easy. You can either use the app to automatically translate your content, or add your own custom translations. The app currently allows you to translate your store into two languages for free. Once the translated content is ready, you can publish it with just one click. Then, you can assign the translated language to a specific market and create language subfolders (see below). With the [Geolocation](#) app, you can prompt visitors to switch to their language through a popup or enable a language selector in your theme.

Local currencies. To sell in local currencies on your Shopify store, you need to use Shopify Payments. With this feature, your customers can check out in any supported currency. You can customize local prices using a manual currency conversion rate, a percentage price adjustment, or specify fixed

prices for your products. However, if you sell in local currencies, don't forget to enable the country/region selector that allow your customers to choose their local country or region, along with the associated currency.

Setting up unique URLs for each market. When you set up Shopify Markets and localization, you need to create a unique web address or URL for each market where you want to offer a localized shopping experience. Each URL corresponds to a localized version of your online store (e.g., each of your products will have a separate URL per market).

You can set up unique URLs for each market in multiple ways:

- top-level domains, such as *yourstorename.de*
- subdomains, such as *de.yourstorename.com*
- subfolders, such as *yourstorename.com/de-de*

Depending on your search engine optimization (SEO) strategy, you can use one method or a combination of methods. If you're setting up Shopify Markets for the first time, then subfolders are the simplest options because they are easy to set up and offer optimal SEO benefits. See [Shopify Markets documentation](#) for more information.

Staff permissions

If you are working on your store with other people, you will need to grant them permission to access it. Shopify recognizes two parts of access—[staff access](#), which is for your employees and partners; and [collaborator access](#), which is for Shopify Partners and Experts that help you build and configure your store. For each of these two, you can limit the access permissions to specific actions. We recommend paying attention to what permissions you allow to keep your store secure.

Staff access. Depending on your Shopify plan, you can add a certain number of staff members to your store. For example, with the *Basic Shopify plan*, you can add up to two staff members. You can control what each staff member can access and what actions they can take, such as managing products, orders,

analytics, and more. You can also easily remove staff access whenever you need to.

Collaborator access. Collaborator access is a useful feature that allows you to grant Shopify Partners and Experts access to your store via their own Partner Dashboard. This is a great way to work with agencies or freelancers that are helping you with your store. Collaborator permissions can be tailored to specific sections of your store, ensuring that they only see what you want them to see. What is great is that collaborators do not count towards your store's staff limit, meaning you can add as many as you need.

Launching your store

This section will guide you through a few final tasks to check off before launching your store, such as adding analytics and testing your store. While some of these tasks are optional, they don't take long and provide significant value in terms of improved customer experience or better insights for you. Once you are confident that everything is working correctly, you can remove the store password and start promoting your store.

Online chat

Adding an online chat to your store is a helpful way to engage with your visitors and address any questions or concerns they may have. Early on, online chat also tends to be an important source of feedback for you, and it is also a good inspiration for your frequently asked questions page content.

Shopify inbox. The Shopify Inbox app is a free tool that enables you to set up a basic live chat on your store. With the app, you can configure automatic first replies, instant answers, quick replies, and customize the design of the live chat logo.

Third-party chat app. There are several third-party chat apps available on the Shopify app store (e.g., [Crisp app](#)) that offer more advanced features and customization options compared to the Shopify Inbox app. These apps come with a cost, but they can provide a more tailored and comprehensive live chat experience for your customers.

Note: As your store grows, online chat might become distracting to you—then, it is usually a good idea to only enable it on certain pages (such as contact page).

Checkout experience customization

The Shopify checkout page has traditionally not been customizable for merchants. However, recent updates have allowed for some limited design changes to help align the checkout experience with your brand. (In addition

to that, in 2023, Shopify will be transitioning to a single-page checkout experience instead of the previous multi-step process.)

Customize the look. To customize the look of the checkout page, you have various options such as adding your business logo, changing the background color or adding a background image, and making changes to the typography.

Checkout form. Simplifying the checkout form can improve the user experience and make it easier for customers to complete their orders. Consider removing unnecessary elements such as the second address line and the checkbox for subscribing to news—each extra form field adds friction to the purchase process for the customer.

Analytics

Shopify offers analytics that help you get insights into your visitors, review the traffic to your store, give you overview of the sales, average order value, and else. However, if you plan to dig into the data more and, for example, plan to start running paid ads (learn more in the following chapter), you may want to integrate other analytics platforms.

General analytic platforms. One of the most common analytics platform is Google Analytics. Google Analytics are free, can be easily integrated into your Shopify store, and give you more advanced e-commerce reports than the built-in Shopify analytics. However, we also encourage you to check out other analytics platforms, such as the privacy-friendly [Plausible Analytics](#), [Fathom Analytics](#), or [Simple Analytics](#)—while paid, these platforms do not sell your visitor’s data, are simpler to navigate than Google Analytics, and alleviate the need for cookie banners (see the note at the end of this section). On the other hand, though, these platforms usually do not provide advanced e-commerce reports.

Social media tracking codes. If you plan to run paid ads on social media, you will need to install their tracking codes on your Shopify store. These codes let you send data to the social media platforms, so you can assess your social media activities, improve your ads’ performance, and optimize your strategy.

Most social media platforms provide an official app that integrates with Shopify and installs the tracking codes for you. Just keep in mind that each tracking code adds Javascript that can slow down your store, so remember to remove them when they are no longer needed.

Note: If you are not using privacy-friendly analytics and you sell to countries under GDPR, it is important to add a cookie banner to your store (e.g., [through this free app](#)). This banner will give your customers the option to accept or decline the tracking of their data.

Transactional emails

Shopify automatically sends transactional emails such as order confirmation, order cancelled, order refund, abandoned checkout, payment error, and else. Most of these transactional emails cannot be disabled.

Customizing transactional emails. These emails have pre-designed templates that have a clean layout and all the necessary information. The templates are usually good enough to start with, but you might want to customize them to better align with your brand. You can consider adding your logo, changing the text and background colors, or modifying the email template code to make it more of your own. You can edit the templates at any time.

Advanced features

As you build your online store, you may find that you need some more advanced features or customizations that are not available on Shopify by default—be it a tweak to some existing functionality provided by Shopify, or some fully custom feature that is specific to the products you sell.

Using third-party apps. The most straightforward way to enhance your store with new features is by integrating a third-party app from the Shopify app store. This is often a faster and more cost-effective solution than custom development. However, keep in mind that these apps are usually generic solutions, and often come with a recurring subscription fee.

Developing custom features. Custom features are designed specifically for your store's needs and can be tailored to match the theme you are using. If you lack coding knowledge, we recommend hiring a Shopify Partner or Expert to help you discuss the scope and cost of your desired feature. It is important to keep in mind that if you migrate to a different theme or update to a new theme version, you may need to adapt the custom feature accordingly.

Testing the store

One important step before launching your store is to thoroughly test everything to ensure it works without any issues. Take your time to test all the features and functionalities. It is also a good practice to ask friends or family to test the store and provide feedback on things that you might have missed.

Pages, links and buttons. Make sure that all the necessary pages, such as collection pages, product pages, policy pages, and other content pages, are visible and accessible on your storefront. Test all the links and buttons to ensure that they redirect you to the correct sections or pages.

Responsive (= mobile-friendly) design. These days, a significant portion of purchases happens from mobile phones, and hence responsive, mobile-friendly design is an important part of the experience. Shopify themes are usually responsive out of the box, but you should still test your store on different devices and screen sizes to ensure that everything looks as expected. You can use the responsive design mode in your browser—while not completely the same as testing on an actual device, it can help you test multiple screen sizes quickly.

Placing a test order. If your checkout flow is broken, customers will not be able to order anything on your store. Shopify makes it easy to issue an order with a fake payment, so you can test the whole checkout flow end-to-end. When using the Shopify Payments gateway, you can switch it to test mode, and then proceed to create an order as if you were a normal customer.

Alternatively, you can also use the [Shopify Bogus Gateway](#). Finally, you can also use a real payment provider, place a test order with a real payment, and then immediately cancel and refund it. However, this option might be subject to fees from the payment provider you use.

Note: Do not forget to disable the test mode or remove the test gateway before you launch your store!

Going live

Your store is ready to be launched! Simply remove the password protection in the settings to open your store to visitors. Congratulations, your store is now live!

Time for celebration. This is a major accomplishment, so take a moment to celebrate. You can pop open a bottle of wine, grab a beer, or do anything else that brings you joy. Enjoy the moment and congratulations once again!

The hard work starts now. While launching your store is an important milestone, it is just the first step towards running a successful business. You cannot just launch and expect customers to come and start placing orders in great numbers—if you want potential customers to find you, you will need to start promoting your store. In the next chapter, we will provide you with a basic overview of what you can do to get your store in front of the right people.

Promoting your store

To have customers coming to your store and purchase your products, you will need to make your store seen. If you already have a strong social media presence or other form of audience, you have a significant advantage. If not, we outline a few ways how you can market your store below.

The tactics outlined below vary in how much time and money they require, as well as in how much time they need to start taking effect (in most cases, marketing takes time to start paying off, so brace yourself and build some patience!).

You definitely do not need to implement everything we cover in this chapter. Instead, we suggest outlining a marketing strategy and experimenting with several tactics based on that. Try different things to see what works best for your store and products, and then focus on those successful tactics.

However, we recommend to start focusing on social media presence and SEO from the start, as these two take a lot of time to develop and bring results, but once they do, they can have significant effects.

Social media presence

Being present on social media platforms is almost a must-have these days. While some brands can succeed without social media, having a strong social media presence is a very valuable asset which can help you build your credibility, engage with your audience, and promote your store in the process.

Picking the right platforms. When it comes to social media, it is important to choose the platforms that make the most sense for the products you sell. There are numerous social media platforms available, including Facebook, Instagram, TikTok, and Pinterest. However, managing all of them can be very time-consuming, especially if you are a one-person team. We recommend choosing one or two platforms that best fit your audience and goals.

Profile page. To make the most out of your social media presence, it is important to polish your social media profiles. This means adding

high-quality images and videos that reflect your brand, including information about your store and yourself, and adding contact information so that customers can reach out to you. You should also consider aligning the profile page design with your store's colors and overall branding to create a cohesive look and feel across all platforms.

Organic content. Organic content is a powerful way to engage with your audience and build your credibility without paying for promotions. To make the most of it, you can create a plan outlining the type of content you want to share with your followers, such as tips and tricks, behind-the-scenes info, product updates, new arrivals, special offers, limited edition products, and any interesting information related to your brand and product type. This can help you organize your thoughts and write more effective organic content. Remember that sharing content regularly is important since it helps you find out what kind of content works best and increases your brand's credibility.

Search engine optimization (SEO)

Search engine optimization (SEO) is a powerful tactic that helps people find your store through search engines like Google. While there are many aspects of SEO that can be optimized and improved regularly, we are listing some areas that you can focus on without hiring an SEO expert.

Keywords. Keywords are words or phrases that people use to search for information. They help search engines understand the content on your website, which can increase your chances of ranking higher in search engine results pages (SERPs) for those particular keywords. It is important to create a list of relevant keywords, including long-tail keywords (more specific and longer keywords that get a small number of searches compared to broader keywords), and use them strategically throughout your website and content. There are also tools available to help generate more keywords and ensure that you are using them effectively (e.g., [Google Keyword planner](#) or [Ahrefs Keyword Explorer](#)).

Product descriptions. When shopping online, customers cannot physically see or touch your product, which makes product descriptions very important. Take your time to provide detailed information about the product's features and benefits including relevant keywords and content. This will help your products and store rank higher in the SERP. Also, make sure your descriptions are unique and easily readable by breaking up the text into smaller paragraphs, or using bullet points. Avoid copying descriptions from your competitors or any other sites—search engines will penalize you for that.

Blog post content. To increase the visibility and drive more traffic to your store, it is important to regularly publish fresh, unique, and relevant content that incorporates the desired keywords. One of the best ways to achieve this is through an active blog, where you can provide valuable content such as advice, information, and education. Keep in mind that blog posts are written for people, so you should avoid keyword stuffing and write in a natural, human way. Additionally, blog posts can be shared on social media and included in your marketing emails to reach a wider audience.

Google Search Console. Google Search Console offers a variety of valuable tools and informative reports to help you measure your website's search traffic and performance, resolve issues, and enhance its visibility in Google Search results. We recommended to utilize this tool and regularly monitor your pages to ensure they are being properly indexed, as well as review the queries that people are searching for on Google where your pages appear.

Store speed. Optimizing your images and videos by compressing them and removing any unnecessary tracking codes and JavaScript code can significantly improve your store loading speed. This is important because search engines take loading speed into account when ranking websites, and slow loading times can also lead to a higher bounce rate as visitors are more likely to leave the page.

Note: Producing quality and relevant content for SEO requires time and patience. The results will likely not be immediate, but the payoff in the long term can be significant.

Email marketing

Email marketing is a highly effective direct marketing technique that allows you to communicate with your subscribers and customers. Sending out regular emails in the form of a newsletter can keep your subscribers informed about new products, promotions, blog posts, and other important updates, which in turn can encourage them to visit your store and make a purchase.

Collecting email addresses. Collecting email addresses is an important step in building a solid email marketing strategy. You can utilize email addresses of customers who purchased goods in your store, have a newsletter sign up form in the footer, or show a sign up pop-up some time after the customer enters your store. Whichever techniques you choose, make sure you are not too intrusive (pop-up banners in particular tend to turn customers away), and that you follow all legal requirements of countries you are selling to. This usually means that, in EU and similar countries where legislations such as GDPR are in effect, you should collect an explicit consent from the users before using their email address for marketing purposes. This can be done, e.g., in the form of a checkbox. Shopify and other emailing apps usually support that already.

Shopify email app. The [Shopify Email app](#) is entirely free and available to all Shopify store owners. With its default integration, you can access a wide range of email templates for various purposes, including product promotions, holiday greetings, special occasions like Black Friday or Cyber Monday, restocking alerts, and more. You can customize these templates easily using the intuitive drag-and-drop editor. The app allows you to send emails to specific segments of your customer base, personalize emails with customer names, and track the results of your campaigns. We recommend to start out with this app unless you already have some special needs.

Third-party email marketing apps. In addition to the default Shopify email app, there are numerous third-party [email marketing apps](#) available that offer a wide range of advanced features and customization options, such as the ability to add unique discount codes. While using these apps may require

creating a separate account, sharing customer databases, and configuring settings, they can provide greater flexibility and control over your email marketing campaigns.

Email flows. Email flows are a series of automated emails that are triggered by specific actions or behaviors of your customers or subscribers. These can be set up using the [Shopify flow app](#) or third-party email marketing apps. For example, you can create a welcome flow that sends a series of emails to a new subscriber, introducing them to your brand, products, and services. You can also customize the flow by setting conditions that determine when the next email is sent, such as after a certain amount of time has passed or after the customer has made a purchase.

Paid ads

Running paid ads can be an effective short-term marketing tactic to increase traffic and sales on your store. However, they do not have a long-lasting effect such as SEO (when you turn ads off, customers stop coming), and it is also important to note that recent privacy changes have made targeting the right audience more challenging and may lead to suboptimal results.

Finally, it is not wise to rely solely on paid ads, as store owners often tend to do—depending on one tactic or platform is risky, as changes to the platform or new privacy regulations can impact your results significantly in just one day. Therefore, we advise to have a diverse and risk-resilient marketing strategy that includes a mix of multiple tactics.

Social media paid ads. Utilizing paid ads on social media platforms can be an effective way to promote your store to a wider audience. By identifying the appropriate interests, search keywords, or user activity, you can target your ads to reach your desired audience. Social media platforms offer a range of ad formats, and allow you to select specific placements for your ads to appear in.

Google ads. [Google Ads](#) allow you to display ads across Google's network, including search results pages, YouTube, Google's websites, third-party

websites, and more. By targeting specific demographic, psychographic, and sociographic factors, you can reach your desired audience. With a variety of ad formats, you can choose the best format for your advertising goals. Plus, Google Ads offers detailed analytics and reporting, allowing you to track the performance of your ads extensively.

Influencers

Collaborating with influencers can be a powerful tool to increase awareness of your store among your desired audiences. With the help of social media platforms, it's now easier than ever to search for the right influencers.

Collaboration with influencers. When starting collaboration with influencers, it is important to set clear requirements (e.g., how many posts and stories the influencer should make), payment conditions, and other important aspects in a contract. As influencer marketing has grown in popularity in recent years, and laws are still catching up with the changes, there are some influencers who may not play fair. It is crucial to protect your business by ensuring that you work with professional influencers who comply with the requirements you agree on.

Shopify collabs. Shopify has recently released a new app called [Shopify collabs](#) that allows brands using Shopify to connect with influencers. By joining the platform, you can find influencers who align well with your brand and create affiliate links, promo codes, and else. This presents a significant opportunity to expand your customer base, drive traffic to your store, and increase sales.

Other marketing tactics and tips

There are a variety of marketing tactics available to help grow your business, and we have only covered a few in this e-book. In this section, you will find a few additional tactics and tips, along with a brief description of how to use

them. You may want to consider incorporating them into your marketing strategy depending on your business and goals.

Product packages. The way you package and present your product to the customer can have a significant impact on their overall purchasing experience. Therefore, it is important to take the time to carefully and thoughtfully package your products. Consider including a “Thank You” card or a personalized note to show your appreciation for their purchase. You may also want to include branded cards with additional information about the product or discount codes for their next purchase. These small touches can help you build brand loyalty and encourage repeat business.

Post-purchase communication. Post-purchase communication is a critical aspect of building customer relationships and encouraging repeat purchases. After a customer places an order, it is essential to keep them informed about the expected delivery date, shipping status, and any other relevant information. Additionally, providing tips on how to care for the product (if applicable) can enhance the customer experience. Prompting customers to contact you if there are any issues with the package is also an excellent way to demonstrate your commitment to customer satisfaction. Finally, asking for feedback and reviews after some time from the purchase can help you improve your products and services and provide social proof to potential customers.

Affiliate marketing. Affiliate marketing is a valuable tool to promote your online store. It involves partnering with affiliates who promote your products to their audience and receive a commission on each sale. This marketing tactic is effective for both online and physical sales. You can partner with bloggers, influencers, other online stores, or even local brick-and-mortar stores that can physically present and sell your products.

Fairs and exhibitions. Fairs can be a great way to expand your business beyond online channels, reach new audiences, build brand awareness, and receive a valuable face-to-face feedback on your products. Even if you primarily operate online, attending various fairs, such as fashion fairs, can help you achieve these goals. Research events or fairs in your target regions/countries that you can attend as an exhibitor. To manage sales you generate

from these events, Shopify offers an excellent solution called Point of Sale (POS), which is available on all pricing plans. Simply add the POS sales channel to your Shopify admin, publish your products on the channel, and start selling via the Shopify POS app using hardware that you can purchase from the Shopify hardware store or other supported outlets. Since the POS setup process is quick and easy, you can use it even if you sell your products in-person only a few times per year.

Public relations (PR). Public relations (PR) can be a valuable tool for building a positive reputation for your growing brand. By effectively communicating with the public through various channels, you can increase your brand's visibility and credibility. One effective way to approach PR is to connect with local (or international, depending on your target market) journalists or bloggers who regularly cover topics related to your products. This can help you generate buzz, establish credibility, and reach new audiences who may not have discovered your brand otherwise. You can also leverage PR by participating in outreach initiatives, such as sponsoring local events, supporting charitable causes, or engaging in community activities. Such activities can help you demonstrate your brand's values and commitment to social responsibility, thus building a positive image and fostering trust with your audience.

Wrapping things up

Congratulations on successfully setting up your store on Shopify! We wish you a lot of success as you grow your store.

And thank you for choosing our e-book! We hope our it has been a helpful guide for building your online business from the grown up.

We would love to hear from you—if you have any questions or concerns regarding your store setup, or any other suggestions and feedback, please don't hesitate to reach out to us. You can write directly to Niki at niki@ecommercepot.com.

Once again, congratulations on your new Shopify store, and best of luck in all your future endeavors!

Warm regards, Niki & Kristián