Digital Boost Shopify Bootcamp.

Week One Homework

- Prepare product write ups and photography
- Prepare "about us" and "contact us" write ups
- Prepare brand identity logo, font, tone of voice

Prepare Product write ups and photographs

What's an online store without anything to buy? Adding products/services should be one of the first things you do, because your products are what you'll design the look and feel of your website around. We will be adding products next week so all you have to do is prepare your product information. Follow the instructions below.

[Homework 01] Write your product title and description for each product

Product pages are where customers go to learn about a product and decide whether or not to buy it. Details matter, and sharing the right information in the right way, from pricing to sizing, through text or visuals, can make all the difference. If you're not sure what to include, you can look at other online stores in your market for inspiration.

Your **product title** should make it clear what the product is. This is what customers will see as they browse your store and what will help them find what they're looking for in your catalog. Try to keep it short and use your product description or variants (more on those later) to surface other specific information or product options, such as colors or sizes.

Product descriptions describe and sell your product. They're also a common source of writer's block. The good news is you don't need to be a professional copywriter to write a compelling product description. You just need to:

- **Know who you're speaking to.** Think about what your customer needs to know to feel confident buying your product and try to communicate it in your description.

- **Highlight incentives.** Do you offer a generous return policy or free shipping? Are your products eco-friendly? Consider what features, benefits, and offers really matter—and cut the fluff. Many stores mix text and icons to quickly communicate these selling points on their product pages.
- **Anticipate common questions or objections.** What might make a customer hesitate to buy? Are they afraid of buying the wrong size? Do they need to know what your products are made of in case they have allergies? Do they need to know that your products are ethically made?
- **Make your text easy to scan.** Make your descriptions easier to read with short paragraphs, bullet points, subheadings, bolded text, etc. Then ask yourself how quickly a visitor can pull out the information they need.
- **Help customers see themselves using your product.** Customers can't taste, feel, touch, or try on your products. Outside of product photos, you can bring your products to life by listing the materials you use, including a sizing chart, or sharing the story about how they're made—it all depends on your product.

[Homework 02] Product photos

Prepare photographs for all products or services you are offering. Ensure the file name the photographs match the product. This will help you when populating them into Shopify

Extra Information:

In the **Media** section of your product page, you can upload any visual media that helps you share richer details about your products: photos, GIFs, videos, or even 3D models.

Presentation makes all the difference. Help customers imagine owning your product. Help them see it in action or proudly displayed in their space. Here are a few points to remember:

- Use high-quality photos that put your products in the best light. Avoid blurry or low-resolution images.

- Try to maintain the same aspect ratio (i.e. the ratio between the width and height) across your product photos so that all your photos appear the same size. This consistency creates a cleaner, more professional appearance for your store.
- If you're on a budget, most modern smartphones are capable of shooting high-quality product photos and you can use [free photo editing tools](#) to touch them up (like [remove.bg](#), which lets you remove the background for free).

I recommend using a single photo on a white background. But for products where the customer might need more visual information, such as clothing or jewelry, using multiple photos that offer additional angles or details can help [improve customer trust](#).

[Homework 03] Variants

If your product comes with different options, like sizes or colors, instead of adding each one as its own product, you can simply add them as variants of the same product. Each variant can have its own image, price, tracked inventory, and individual settings associated with it

With variants, you can even add additional product options, for example, offering multiple colors that come in different sizes.

If your products have variants add that information to your product write up.

Create key pages for your online store

So far, we've focused on products. But your online store needs to do more than just have products to purchase. It needs to help shoppers understand your business, give them reasons to trust you, and make other essential details available to customers who are looking for them.

You don't need to have all your pages ready for launch, but some of the most helpful ones to create include:

- **Contact page**. This page gives customers clear ways to reach you if they have questions or points them to a place to find answers, such as an FAQ page.

- **About page**. An About page connects personally with customers, explains your business model, and/or shares the reason you started your business. A persuasive About page can go a long way in earning trust for new online stores.
- **FAQ page**. A frequently asked questions page helps alleviate some of the more common customer support inquiries.
- **Policy pages.** There are certain legal pages customers expect and that can help protect you in case of disputes, such as your return policy and privacy policy, that you can set up under Settings > Legal.

For your homework have the text written and ready for populating into Shopify on week two.

[Homework 4] About page - write the text

About pages are a great way to embrace the "small" in small business and earn trust as a new store.

You can have a video introducing yourself as a founder, links to awards and press mentions, images that explain your supply chain, or include anything that helps this page tell your customers who you are and what you're about.

We'll be creating a simple About page, written like a letter to the customer that explains our philosophy and our reason for starting the business.

When someone visits your store and they're not quite sold on making a purchase, I want them to be met with an endearing and heart-felt message if they choose to visit your About page to learn more.

[Homework 5] Contact page

Your Contact page is what customers will look for to ask a question or get support.

Most Shopify themes let you create one easily. Have all your contact info ready so we can add it to the page on week two

Extra Credit

[Homework 6 Extra Credit] Prepare Brand Identity Logo, Font, tone of voice

"Your brand is how people perceive you wherever they interact with your business—both the impressions you can control and the ones you can't."

[How to Build your brand](#)

Resources

Importing Products via CSV

Importing products is useful if you switched to Shopify from another platform or if you want to make many changes to your products or inventory. When importing, Shopify converts the data from the CSV file into products. [Importing Product via CSV files](#)

[Julians method of creating the perfect Shopify CSV file](#)

Migrating from another platform?

Use the Transporter app to import customer, product, and order records into your Shopify store. This app accepts comma-separated values (CSV) files for each of these record types, processes the records, and then imports them as objects into Shopify [Transporter App](#)