shopify & you

the step-by-step guide
to opening your online store

Thomas Holmes

Shopify & You - the step-by-step guide to opening your online store
by Thomas Holmes

Published in 2016 by Thomas Holmes
5 rue St. Côme, 34000 Montpellier, France.

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The step-by-step guide to opening your online store

3rd edition

Thomas Holmes

Contents

Introduction

I've always thought of running an online store as a little like playing a video game. Except this particular video game involves real people and money. Those first few sales are really thrilling. Sales come in during the day and even at night while you're sleeping, and every time, "beep", a sales notification comes in on your phone or email.

I got my first taste for the excitement of running an ecommerce business when I created an online store to sell sporting equipment in France. We had just started building the store and we only had one product listed and the description was not yet translated into French.

Then, out of the blue, my business partner got a call from a guy asking where on earth his order was! We hadn't even checked for sales: the store wasn't launched. It turned out that my partner had posted the store on a public bookmark site, Google had found the store and not one but two people had put through orders!

I had been keeping an eye on Shopify for a couple of years before I had the chance to build a store on it. I loved how simple it was to use and how beautiful the stores created with it were. And then there were the interactions with the sales and support teams - such a positive bunch of people, everything was possible and above all "awesome".

It's such an inspiration to see all these new stores launching and hear the stories behind them. Real people creating real businesses that work! What's more there's the "Build a Business" competition that Shopify runs each year: build an ecommerce business and compete for prizes. That's just brilliant!

For all these reasons, I really do believe that Shopify is the way to go if you want to develop an online store. And it was this enthusiasm that inspired me to write "Shopify & You." I hope this book will make it easier for you to build your own business with Shopify. Good luck as you begin on this exciting adventure!

Who is this book for?

This book is for people who are new to Shopify and want to learn the basics of the software quickly. It's also for people who already use Shopify and think a book could help them get a better grasp of the software and serve as a handy reference for specific tasks.

In writing the book I assumed that the reader was already familiar with a web browser and web applications (such as Yahoo Mail, Gmail or Facebook). There's no need for HTML, CSS or programming skills. They're not necessary in order to create a beautiful store with Shopify, so I felt they were beyond the scope of this book.

How is this book structured?

This book covers the basics of opening an online store with Shopify. The book is divided into the following chapters:

1. **Setting up your first basic store:** This chapter covers creating a first basic store with Shopify and introduces the admin, where you'll develop and run your store.

2. **The key features of an online store:** The features that make up an online store and a sneak-peek at the "imposters" demonstration store that we follow the building of throughout the book.

3. **Choosing a theme for your store:** We take a look at the important decision of how to choose the design theme that will give your store its look and feel.

4. **Publishing your products:** Find out about effectively presenting your products online and then learn how to create and manage your products in the admin.

5. **Installing and customizing your theme:** How to install and customize a design theme of your choice and give your store the look and feel you want.

6. **Building your store navigation and collections:** Covers how to group products together into collections and build the navigation so that your store's visitors can easily find their way around.

7. **Creating pages and a blog:** This chapter looks at how to create a blog to attract interest in your store and create pages to answer your visitors' questions.

8. **Finalizing your store's settings:** Here's how to tell Shopify exactly how you want your store to run.

9. **Launching your store, managing orders and customers:** Learn about the statistics available after launch and how to manage orders and customer profiles.

About the author

I was born and raised in Dublin, Ireland. After studying mathematics at university and working for Local Ireland, one of Ireland's biggest web projects, I returned to college again, this time for a degree in fine art. Today I live on the island of Paros in Greece.

So what qualifies me to write this book? For a start, donkey's years playing and working on the Internet. I created my first website in the summer of 1994. A year later I established the Internet Society at my university in Dublin and, with a friend, created an online magazine featuring interviews and reviews of films, plays and gigs. I was hooked and I've been working with the web ever since.

I have also created several businesses. In 2006 I set up my first business, an Internet marketing consultancy called logic+intuition. In 2007, with the help of two partners, I created my first online store. Over a period of four years, this second business generated nearly 1.5 million euros in sales. With this book, I launched my third Internet-related venture.

I really love photography and they're my photos that you see throughout the book.

Acknowledgements

I was fortunate to have a top team helping me put together this book. For initial inspiration, continual encouragement, proofreading, design, technical support and reading, I have a lot for which to be thankful.

Special thanks go to Daniel Stanton and Camille Decitre. Dan proofread each of the chapters and was the first to come back and say that it was actually "quite good"! This book is much better for his many suggestions. Camille and I collaborated on the design of the book. Her patient, step-by-step approach made a complex project a whole lot simpler.

Thanks to the folks at Shopify for all their help, support and encouragement. I'd particularly like to acknowledge Mark Hayes, Tamara Solomon, Caroline Schnapp and Liz McDonald. I'd also like to thank those who wrote the existing Shopify documentation and the Shopify blog.

Thanks also to Simon Banner and Brian Cameron. It's great to float an idea and get such a huge ever-positive response. These two always delivered.

For inspiring me into action, I'd like to give credit to Brett Kelly, Chris Guillebeau and Tim Ferriss. Brett Kelly wrote the excellent ebook "Evernote Essentials" on the Evernote software. Chris Guillebeau wrote about Brett in his inspirational book "The $100 Startup" and in an article on Tim Ferris's blog. Tim Ferriss, of course, wrote the "The 4-Hour Workweek," a book which I absolutely love.

Respect to Pascal at "atelier 19" in Montpellier, France, who graciously gave me permission to feature the store's window display on the cover of the book.

Thanks to Dolano for showing me the peace that helped me write this book.

Thanks to Stella for her patience, love and ever-smiling presence.

1. Setting up your first basic store

Now it's time to get started! In this chapter you will see the simple steps involved in setting up your first basic store on Shopify. That then leads us into the admin, where you will develop and run your online store. We'll do a tour of the admin, show you how to get around within it and introduce you to all the main sections.

An ecommerce platform made for you

Whether you sell online, on social media, in store, or out of the
trunk of your car, Shopify has you covered.

| Enter your email address | Get started |

Try Shopify free for 14 days. No risk, and no credit card required.

Shopify really is an easy-to-use service for creating a beautiful online store and starting a new entrepreneurial journey!

Start with an unlimited trial
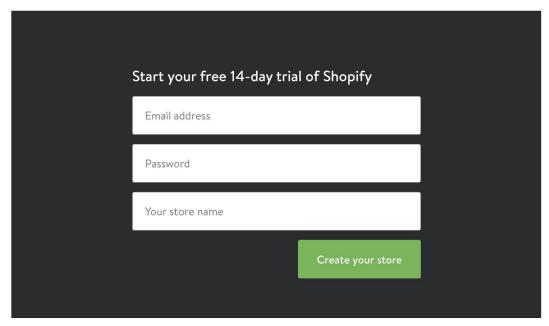
When you sign up on the Shopify website, you will have 14 days to try Shopify for
free. After that you will need to choose a plan and pay a monthly fee.

If you would like a bit more time, send me an email at thomas@shopifyandyou.com
with the name of your store and its address. As a Shopify Partner, I can create you a
Shopify account with an unlimited trial period. That gives you more time to get up
and running with Shopify before you have to start making monthly payments. I will
send you instructions on how to proceed after.

Or if you're impatient to start, jump on to the next page and we'll sign up for Shopify!

Starting with a 14-day trial

Let's open up the Shopify website (http://www.shopify.com). In the field at the top of the home page, fill in your email address and click the button Get Started.

Once you've clicked on the Get Started button, you will need to provide a little more detail to get started.
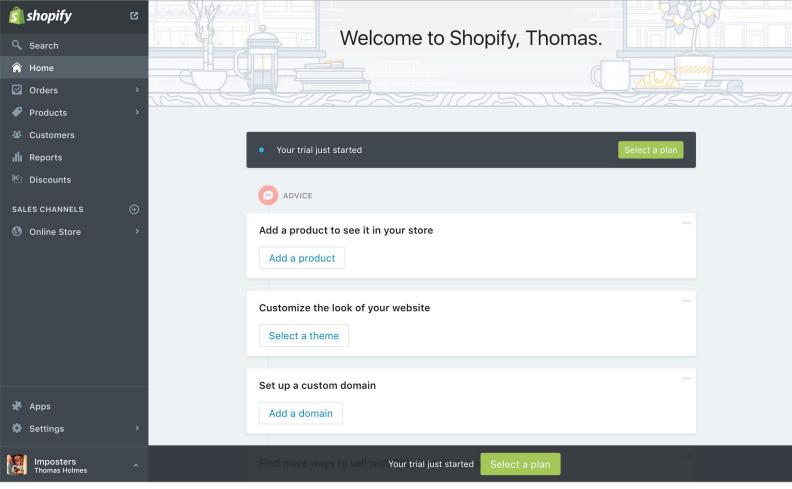
Then fill in the password that you would like to use with Shopify and the name of your store. Make sure to use the store name you want - the address of your store will be based on it. It is literally the store name so you don't need to put in "www", ".com" or anything like that. Note down the password as you will need it again. And click the Create your store button and Shopify will start putting in place your store.

Before we get into the admin, Shopify needs a few more details to complete the setup of your account. Fill in your name, address and telephone number. Then click the Next button. And on the next page, you can provide Shopify with a bit more information about your business. Click Enter my store to finish.

This is the Home section of the Shopify admin. Your future ecommerce empire starts here!
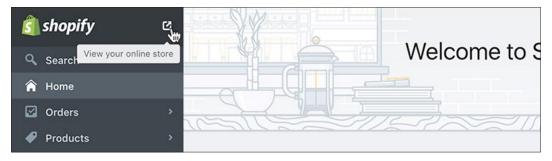
The Shopify admin

Welcome to your store admin! It is from here that you will develop and run your store. Your free trial of Shopify has now begun. Let's take a look at the different elements on this page, starting with the navigation.

The main navigation panel

This is the black panel to the left of the page in your admin. Using this panel, you can access (or navigate to) all the most important sections of the admin. The current section will be slightly highlighted. In the screenshot above, I'm in the "Home" section so you can see that highlighted in the navigation. Let's do a quick tour of the admin. We'll come back and look at each section in more detail in the rest of the book.

View your online store: At the top-left of the page, you will see the Shopify logo. And to the right of that, you will see a little icon that looks like a box with an arrow
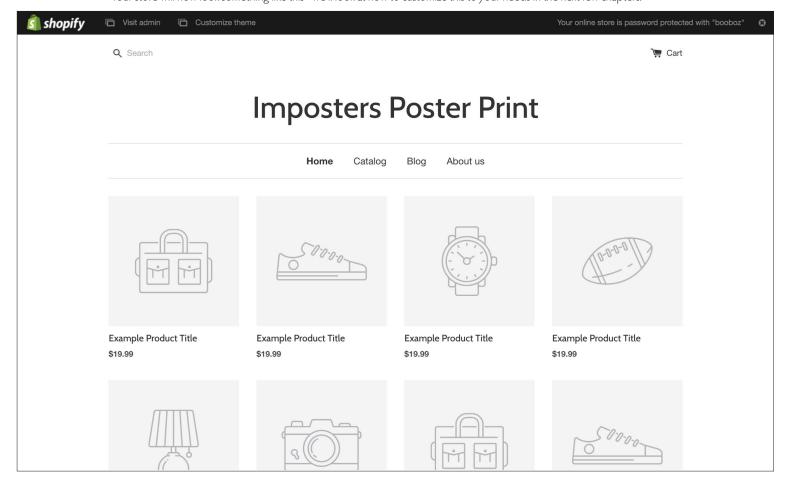
Clicking on this little icon, to the right of the Shopify logo, will open your storefront in a new browser tab or window.
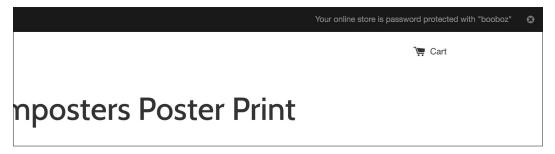
coming out of it. You can see it in the screenshot above. Clicking on this icon will open the home page of your store in a new window or tab in your browser. Click it and let's take a look!

Your storefront is quite basic but looks good! In the next few chapters, we're going to look at how you can get your store to look like you want it. Then we'll look at how you publish your products, general information pages and articles for your blog.

You'll notice the black navigation bar at the top of the page. There's a link Visit admin

Your store will now look something like this - we'll look at how to customize this to your needs in the next few chapters.

Cart

nposters Poster Print

At the top-right of the page, you can see the password required to view your store at the moment.

to quickly access the admin for your store. There's a confirmation that your store is password protected so that no one else can see it yet. There is also the password required to view your store should you want someone else to look at it while it's password-protected.
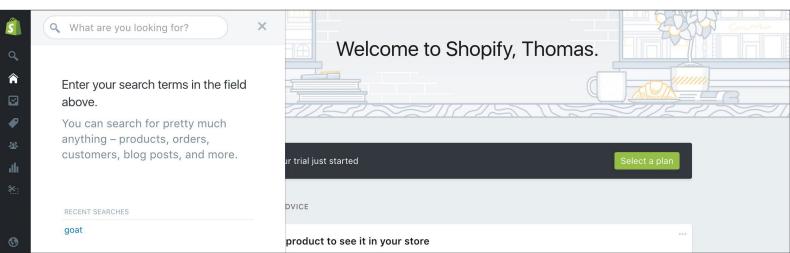
We will look at the features of your store a little bit later. For the moment, let's go back to your admin. Either close the window or tab with your store in it. Or click the Visit admin link at the top left of the page. And let's look at this navigation panel again.
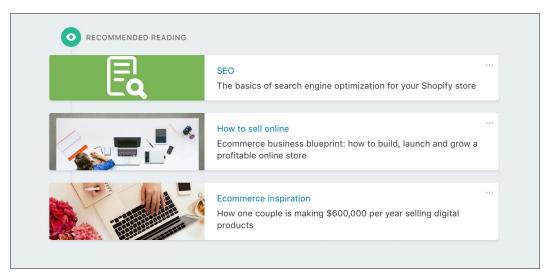
In the navigation panel, click on Search to search for pretty much anything in your store.

Search: Clicking on Search in the navigation will open up the search panel. Here you can search your whole store: products, orders, customers, blog posts, etc. This will be useful when you're launched and juggling products, orders and customers!

This handy search panel is very useful for finding things in your Shopify admin.
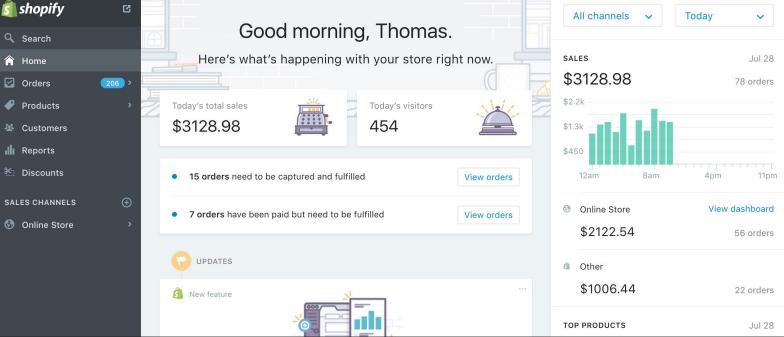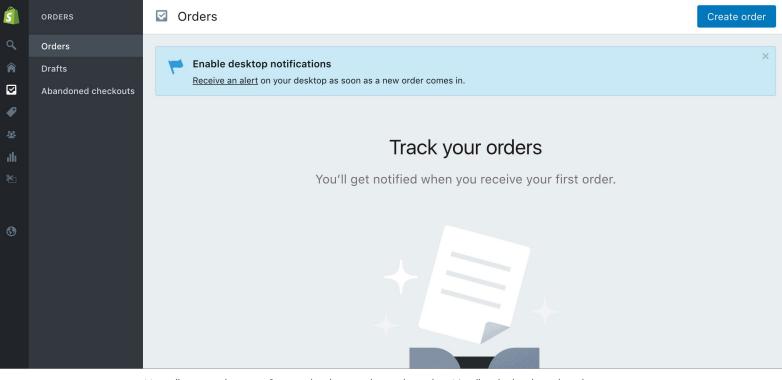
The Home section includes insights, tips and links to articles that will inspire and educate you.

Home: Next up, click on Home in the navigation. This is the home page for your admin. Wherever you are in your admin clicking Home or on the Shopify logo at the top-left will bring you back here. This section functions a little like a dashboard in a car but for your store. When the store is launched, it will provide an overview of recent sales and traffic to your store, insights into how to improve your store, and links to relevant articles on ecommerce. It's a bit like a stream of insights and tips. Before your store is launched however, this stream is focussed on getting you up and running. It includes quick links to add a product, customize your store design, set up a custom domain, etc. And if you scroll further down the page you'll find some useful reading material.

When your store is launched, the Home section will display statistics on your store's sales and traffic.
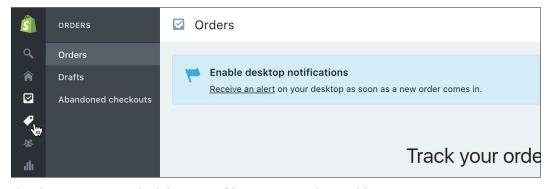
You will manage the core of your online business here - the orders. It's still early days here though!

Orders: Next, if you click on Orders, the next link in the navigation panel, you will be brought through to the orders section. Notice how the navigation panel changed, the main section names are reduced down to only their icons and we can now see sections specific to orders like Drafts **and** Abandoned checkouts.
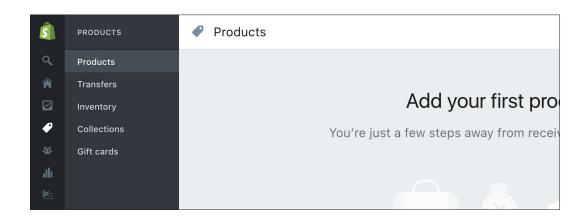
You can reveal the main section titles in the navigation anytime by placing the mouse pointer on the darker part of the navigation with the main section icons. Try it out - it's essential you get to grips with how the navigation works.

Place the mouse pointer on the darker section of the navigation panel to reveal the main sections: Home, Customers, etc.

Now focussing back on the Orders section, it is here that you will manage everything to do with orders. Given that you're just starting out, you're unlikely yet to have any orders. In the future however, you'll be able to manage your orders, filter your
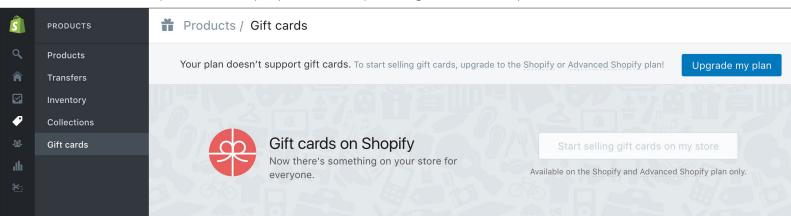
orders by specific criteria (paid or unpaid for example) and apply various actions (like capturing payments) for a group of orders that you have selected, all on this page. You'll also be able to look at orders that have been abandoned at the checkout and create new orders that can be emailed to customers for payment.
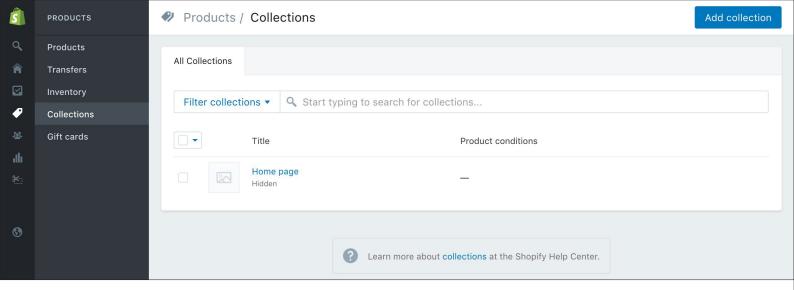
Products: Place the mouse pointer on the darker section of the navigation to reveal the main sections. Let's take a look at the Products section. Of course, before you have any orders or even customers, you're going to need some products. And naturally, it's in the products section that you will create and manage your products. On this page, you will be able to add new products, export products and import products. Once you have some products in place, you will also be able to sort, edit and publish or hide your products. We'll be looking at how to create products in chapter 4.

Also nestled within the Products navigation, you will also find sections for: Transfers, Inventory, Collections and Gift Cards. In the Inventory section, you'll be able to manage the inventory (or stock) levels for your products. In Transfers, you can receive and track incoming inventory. And in Gift Cards, you will be able to create and manage gift cards for your store. Note: Gift cards are only available if you sign up for the Shopify or Advanced Shopify plans.

Gift cards provide a flexible way for your customers to purchase a gift for someone from your store.
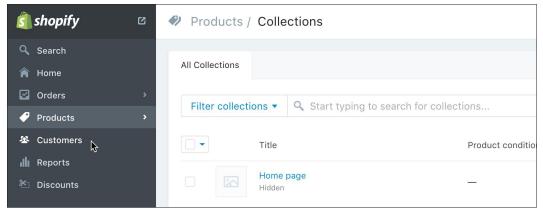
In the collections section, you can group products into collections of similar products, for presentation in your store.
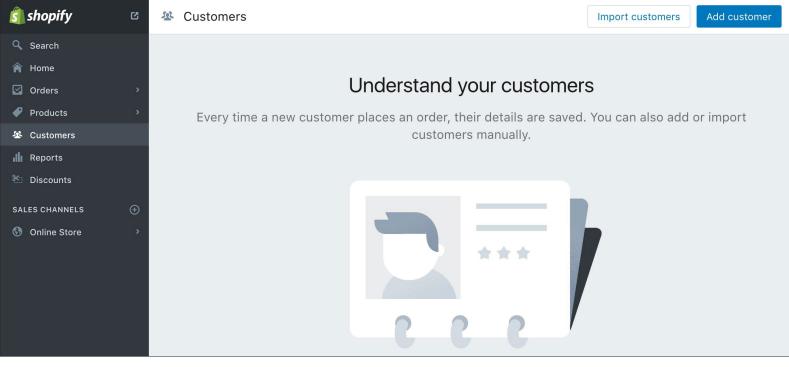
Within the Products section of the navigation, you will also find collections. Your products can be grouped together into collections. So for example, if you were selling kitchen products, you might group all your coffee makers into a coffee makers collection. If you then make this collection available in your store, your store's visitors will be able to see all your coffee makers grouped together. In your new store, you'll see one existing collection called "Home page". This is a collection of products that are displayed on your store's home page.

There are two different types of collections: one where you select manually which products are included and another where the products are included automatically based on conditions you set (all coffee makers that cost less than $100 for example). We'll look at this in full later in the chapter on collections.

Let's get back to looking at the main sections - click on Customers in the navigation.

Opening up the main navigation again, click into the Customers section.

Import customers   Add customer

Understand your customers

Every time a new customer places an order, their details are saved. You can also add or import customers manually.
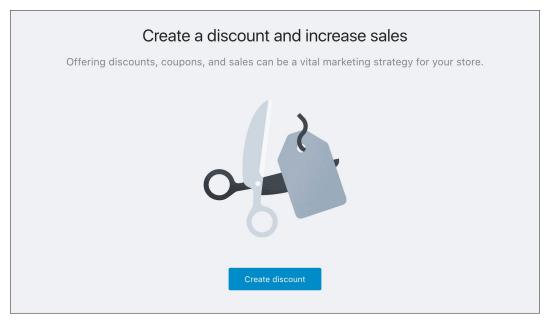
When your store is up and running, you'll be able to manage your customers in this section.

Customers: In this section, we will find all the details on your store's customers. We don't actually have any customers yet so this page is a little bare. For each customer that makes a purchase in your store, a customer profile will be available in this section. Here you'll be able to sort, search and filter through your customers. For example, maybe you'll want to see which ones spent the most or who passed the most orders. All this information and much more will be contained in this section once your store is running.

Reports: Next we have the reports section, which is available on the Shopify Plan and above. It provides a summary of your store's performance with individual reports on sales, visitors, top products, and referrals among others.
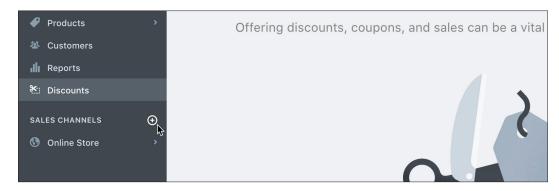
An example of one of the many reports available - this one shows the sales by month over the period selected.

Create a discount and increase sales

Offering discounts, coupons, and sales can be a vital marketing strategy for your store.

Create discount

With Shopify, you can create and manage discount codes to offer customers reductions, free shipping, etc.
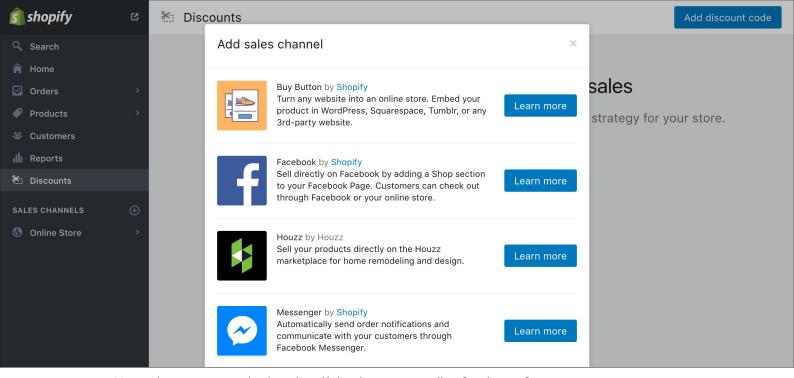
Discounts: In this section, you can create discount codes to give customers special discounts or free shipping. You'll also be able to manage existing discount codes.

Next we get to the **Sales channels**. The layout of the navigation for this tends to vary a little bit - Shopify like to play with things and see what works best. So what you see may not look the same as you see in the screenshots.

You can easily add new sales channels to your store. Options include: Point of Sale, Facebook, Twitter, Pinterest, etc.

Shopify offers a number of different sales channels for your business. The main one, an online store you already know about. But did you know you can also have a **Point of Sale** (POS) app for your retail store? With it, you can easily accept payments, print
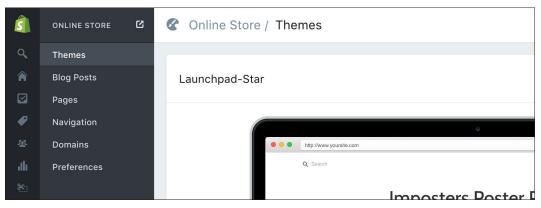
More and more interesting sales channels are likely to be appearing in Shopify in the near future.
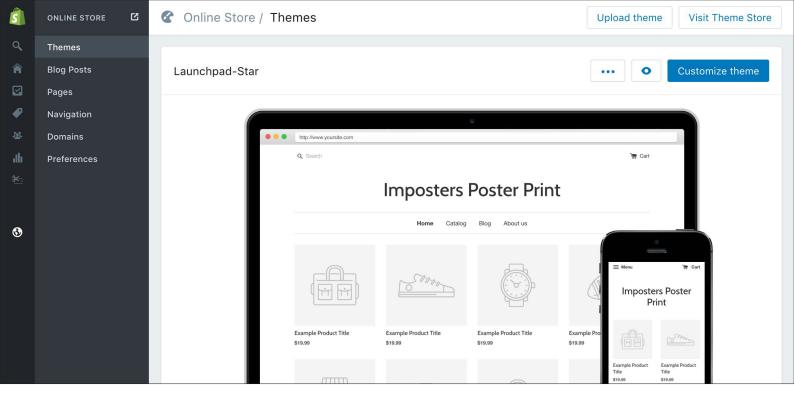
receipts and manage your inventory between your online and retail stores. You can also have a **Facebook Shop** integrated into your Facebook page, so that your brand's fans can buy your products directly through Facebook. There are also channels to sell through: **Twitter**, **Pinterest**, **Wanelo** and **Houzz**. And if you have another website, you can integrate your products with a **Buy button** easily into it.

There are likely to be many more sales channels added to Shopify in the near future. Shopify recently made it very simple for developers to create new channels. Note however that many of these channels are only available in the U.S. for the moment.

If you just opened your Shopify account then most likely you will have the **Online Store** sales channel already activated. Click into Online Store in the navigation and let's take a look at where you will manage your online store.

In the Online Store sales channel, you can manage your store's design, blog, navigation, pages, domains and preferences.
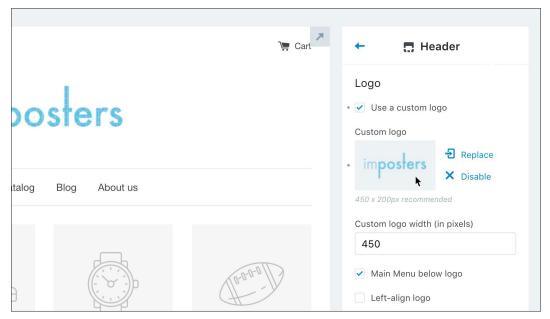
In the themes section you control your store's theme or to put it another way, your store's look and feel.

There's quite a lot to look at in the Online Store sales channel. Let's look at the subsections one by one:

Themes: Every store using Shopify is styled using a theme - the theme provides the store's look and feel. There are about one hundred of them available. There are some excellent free themes and there are many beautiful premium themes (costing around $140 to $180). They're all designed to render beautifully on computers, as well as mobiles and tablets. You can also design your own theme if you have the skills, or if you prefer, you can pay a Shopify Expert to develop a unique theme for your store.

On the main page of the themes section, you can manage the themes that you have already installed. You can change which theme is currently live on your store. You can also work on a theme without it being live on your store. When you first open an account with Shopify, you'll have one of the free standard templates. My store is set up with Launchpad Star in the screenshot above.

From the Themes section, you can also customize each of the themes you have installed. It's easy to customize your store's look and feel. You can adapt the store to your branding by customizing the color scheme, fonts used, and put in place your logo. You can put in place images that relate to your products and branding. And choose

Clicking "Customize theme" for a theme brings you into the theme customizer. Here I've just uploaded a logo.

which products or collections you want to push on your home page.

Returning to the themes section, you'll see a button Visit Theme Store at the top right of the page. Clicking this will bring you through to the theme store where you can browse, read about and view the more than one hundred themes available. When you have chosen one you like, you can then purchase it and have it installed on your store. We're going to look at this in-depth in chapter 3.
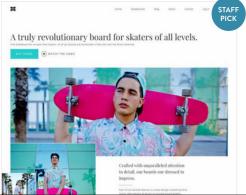
The theme store provides you with a large choice of themes to use to style the look and feel of your store.
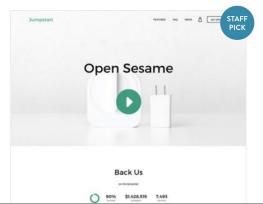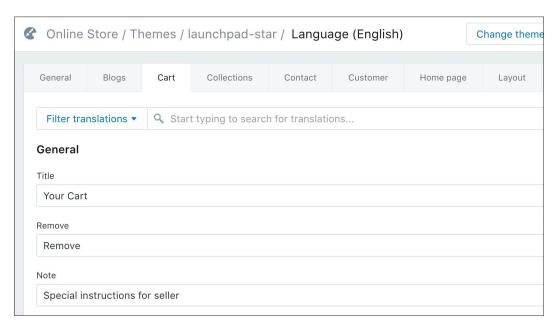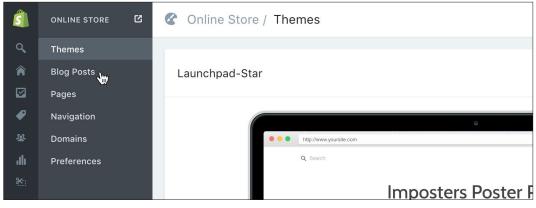
The Theme section also has a HTML/CSS editor for those experienced with HTML and CSS. If you have the skills, you can customize your store exactly how you want it. Don't touch this area however unless you really know what you are doing as you could easily break your store!
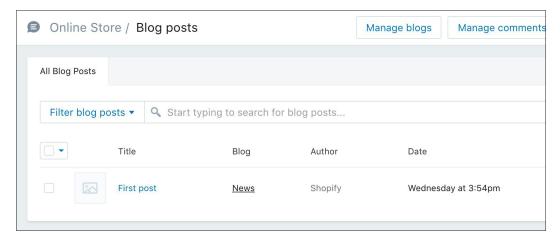
The language editor allows you to edit the text that appears on your storefront, or change the language entirely.

And lastly on themes, you can also easily edit all the text displayed on your storefront. You can change the entire language of your store though note most of the time you will need to supply the translations yourself. Although the Shopify admin is currently only available in English, your storefront can be in any language you want it.

Let's click into the Blog Posts section in the navigation:
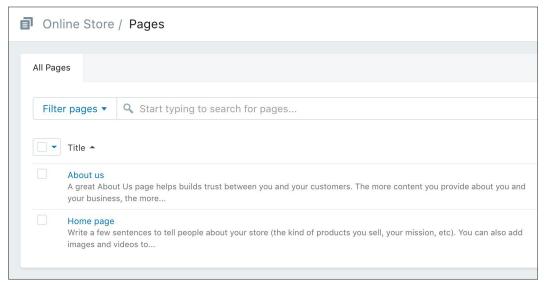
From anywhere within the Online Store sales channel, we can click into Blog Posts in the navigation.

Use the Blog Posts section to craft a broader story about your store and its products by publishing a blog.
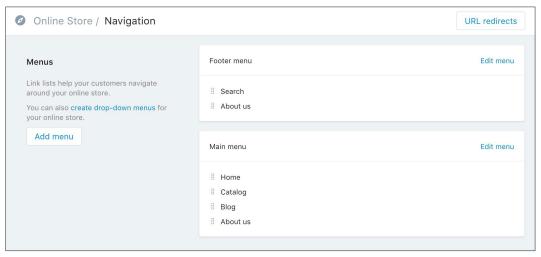
Blog posts: Your store however, will be made up of more than just products and collections. It's generally a good idea to publish a blog, or a section on your store where you can publish up to date information. For example, an article about a special new product, or an article related more broadly to your industry. Providing just information about your products in your store is only of interest to so many people. But with a blog, you can talk about far wider topics that are of interest to your target customer base. Plus a blog can be fun and broaden the story of your store and its products!

With pages you can provide more information about your store like an about us page or frequently asked questions.

Pages: You will also need to provide pages with information about your business. For example, most stores have a customer service page which describes how their

service works. You might also need a page about you and your store, your terms and conditions, and many other things. These type of pages can be created in the pages section. For every new store, there are two pages already created: "About Us" and "Welcome". We'll look at how to edit these and create new pages later.

In the Navigation section, you create the means for your store's visitors to navigate around your store.

Navigation: Providing your store's visitors with a quick and simple way to get around your store is very important. Say someone is buying a coffee maker in your kitchen store but they also want to buy a juicer. You want it to simple for them to find the juicers when they are finished in the coffee maker's section. They will do this through your store's navigation. Of course, at the moment, we are working through the navigation of your admin for Shopify. Hopefully, you are already seeing how well laid out it is!
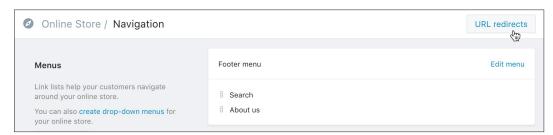
It's in the section marked Navigation under Online Store that you can control the navigation for your store. This is done through the editing or creation of menus. Each menu is, to put it simply, a list of links. On the web, a link is a way to move from one page to another. In your menus, you can put in links to the front page of your store, specific collections, products, pages or the blog.

To start your store off, there are two existing link lists: the "Main menu" and the "Footer menu". These you will see in action when we look at the navigation on your store.

The navigation "Home", "Catalog", "Blog", "About Us" comes directly from the "Main Menu" menu in the navigation section.

Notice in the screenshot above, how the links in the navigation "Home", "Catalog", "Blog" and "About Us" underneath the store logo, "Imposters" correspond directly to the "Main Menu" links in the links section of the admin. You'll find the links corresponding to the "Footer" link list towards the bottom of your store's page.
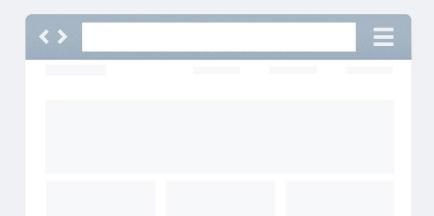
In the Navigation section, you will also find the link to access the URL redirects.

If you are moving from an existing store on another platform, the URL Redirects also available in this section are very useful. Using them you can redirect from your old web page addresses to the new addresses on your Shopify store. This is very important for ensuring that the search engines transition smoothly from the old to new store.
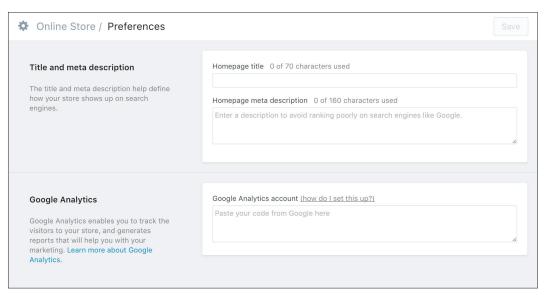
Next up, in Online Store > Domains, you can register a new domain or set up an existing domain for your store.

Buy a custom domain

Switch from myshopify.com to a custom domain and strengthen your store's brand.
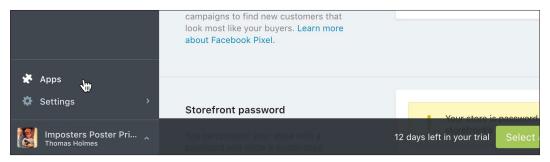
Domains: In this section you can choose the address that visitors will use to access your store. You do this using what are called domain names or domains for short. Well-known examples of domain names are: shopify.com, google.com, etc. In this part of the admin, you can register your own domain (for an annual fee) or set up your store with an existing domain that you already own.

In Online Store > Preferences, you can put in place some important settings for your online store.

Preferences: Last up under Online Store, you will find Preferences. In here are grouped some of the settings specific to your online store, starting with your home page title and meta description (both important for search engine optimization). You can set up Google Analytics, a very useful statistics package for your store. You can configure your Facebook Pixel, which is important if you're advertising on Facebook. And you can set or remove a password for your store. If you're still on a trial, you'll have to sign up for a plan to remove the password.
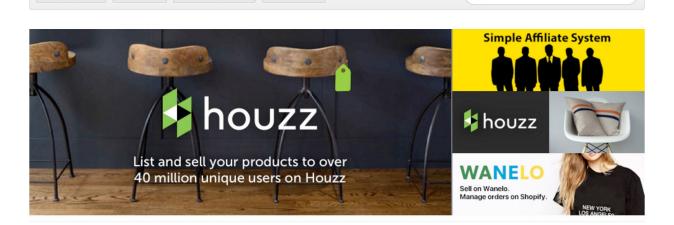
Next, to Apps in the main navigation. Remember to place the mouse pointer on the dark area of the navigation.

App Store

Powerful new features, services and plugins for your Shopify store

Sell your own app   Imposters Poster Print (log out)

Category: All ⌄   Price: All ⌄   Sort by: Popular ⌄   Collections ⌄   Search

New and Noteworthy

View all ›

Popharvest
★★★★★

Increase sales, analyti...
★★★★★

Simple Shop Automat...
★★★★★

Inventory by erplain
No reviews yet
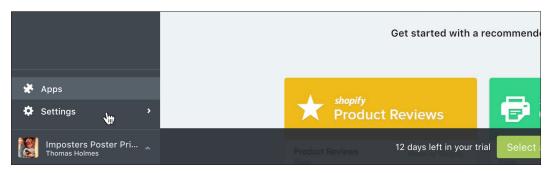
In the App Store, you'll find hundreds of great features, services and plugins that you can add to your store.
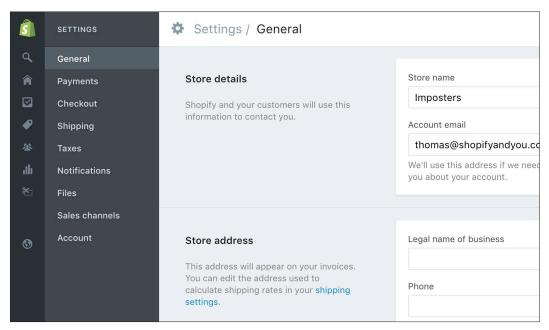
Apps: Next in the navigation is Apps, which is short for applications. You'll have to put the mouse pointer on the darker area of the navigation to reveal the main navigation, and you'll find Apps down at the bottom. There are hundreds of Shopify applications that can add useful features to your store. When you have apps installed, you can manage them in the Apps section of your admin.

To look at what apps are available, click on the blue button Visit Shopify App Store. Shopify themselves offer some excellent free apps that provide for example: product reviews, integration with Mailchimp newsletter software, Google Shopping integration, etc. Most apps involve a once-off or monthly fee to use them.

After Apps, we arrive at Settings where the most important settings for your store are managed.

Settings: Returning to the admin, the next section in the navigation is called "Settings". Clicking into the section will update the main navigation panel so it contains a list of the main settings sections. We'll look at the settings in detail later but let's start now with a quick overview of what is in each section.

When you click into "Settings", the navigation panel on the left updates to list all the main sections for your store settings.
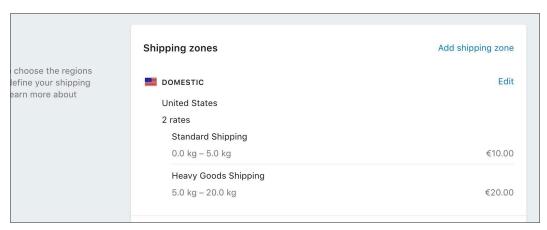
Settings > General: Set your store name, email preferences, business name, phone number and address. Adjust standards and formats for your store, like your timezone, units (metric or imperial), currency as well as the format for your order numbers.

Settings > Payments: As an ecommerce store, you need to offer your visitors a means to pay you. Depending on where your business is based, you will have different options. Shopify offer their own Shopify Payments, which is fully integrated into the admin so that you can track your balance and payment schedule from your store's dashboard. This is only available in a limited number of countries for the moment. But there also well-known options like PayPal, Apple Pay, Amazon Payments or Stripe, which are widely available. There are really many options for how to get paid.

If you have a merchant account and a payment gateway in place then you can take

payment through these. If you are selling enough volume this can reduce the commissions you pay on accepting credit card payments. You can also accept payments offline through cash on delivery, bank deposit, etc.

Settings > Checkout: In this section, there are a lot of important settings related to the checkout process in your store. Do you wish to offer customer accounts? Should the customer's telephone number be a required field? There are also some settings related to order processing.

	Shipping zones	Add shipping zone
choose the regions define your shipping earn more about	🇺🇸 DOMESTIC	Edit
	United States	
	2 rates	
	Standard Shipping	
	0.0 kg – 5.0 kg	€10.00
	Heavy Goods Shipping	
	5.0 kg – 20.0 kg	€20.00
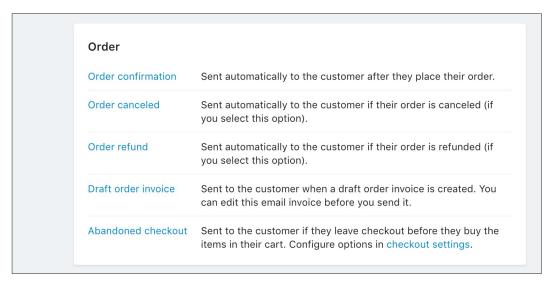
In the Shipping settings, you can control how shipping will be charged in your store.

Settings > Shipping: In the shipping section, you define which countries you ship to and how much shipping fees will be charged on each order. You can define shipping based on individual destination countries, order weights or order prices. On the most expensive Shopify plan, you can also have carrier-calculated shipping rates direct from the big transporters like UPS, FedEx and USPS.

You can also connect your store to external dropshipping and fulfillment services like Amazon, Shipwire or Rakuten (formerly Webgistix). Or if you work with another service, you can set it up so that they are emailed orders.

Settings > Taxes: Set the tax rates that will be applied to customers coming from each country you ship to. The tax rates will be based on your country of business. Shopify will pre-fill what it understands the tax rates to be based on the country you

chose when you set up your Shopify account. You may need to check these with your accountant though. From this page, you can also choose whether or not to include taxes in your product prices and whether taxes are also applied to shipping rates.

Order

Order confirmation	Sent automatically to the customer after they place their order.
Order canceled	Sent automatically to the customer if their order is canceled (if you select this option).
Order refund	Sent automatically to the customer if their order is refunded (if you select this option).
Draft order invoice	Sent to the customer when a draft order invoice is created. You can edit this email invoice before you send it.
Abandoned checkout	Sent to the customer if they leave checkout before they buy the items in their cart. Configure options in checkout settings.

You can customize all the email notifications sent out by Shopify in the notifications settings.
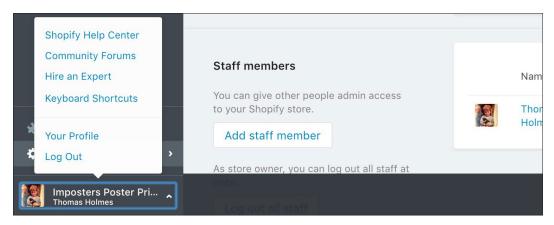
Settings > Notifications: Customers are sent an email from your store when they create an account, confirm an order, when their order is shipped or is cancelled. In this section, you can customize the design and text in these emails. You can also customize emails that are sent to you or your team when orders are confirmed.

Settings > Files: In this section, you can upload images, videos and other documents that you can use throughout your store. You can also delete no longer needed files.

Settings > Sales channels: With Shopify, you can now sell through many different sales channels: your online store, a point-of-sale in your store, on Facebook, Twitter, Pinterest, etc. In this section, you can control which channels are currently active.

Settings > Account: In the Account section, you can manage your Shopify account. Here you will find your invoices for the payments you make to Shopify. You can upgrade or downgrade the Shopify plan you have chosen. You can give new staff access to the admin for your store. If you're eligible, it is also in this section that you

can get a merchant cash advance through Shopify Capital. And if you need to, you can put your store on pause, or close your store. Don't do this, unless you really mean it!
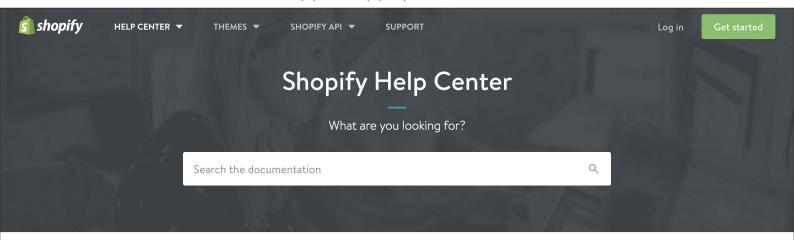
There are also some useful links to the Help Center, Forums and Experts in the menu at the bottom of the navigation panel.

At the bottom of the navigation panel, you will see the name of your store and your name. Clicking on this will open up a small menu with links to the Shopify Help Center and Community Forums. Shopify provide extensive documentation in the Help Center and the forums are an excellent resource with discussions on many aspects of ecommerce as well as discussion on Shopify itself. Both are well worth a look.

Shopify provide excellent support. You can call with your questions 24/7, you can contact them by email or at certain times of the day, you can chat with someone online. You can find their contact details through the Help Center. I recommend calling them as the fastest means to answer your questions and resolve problems.

You'll find a wealth of information on Shopify in the Shopify Help Center. Just start with a search.

Keyboard Shortcuts

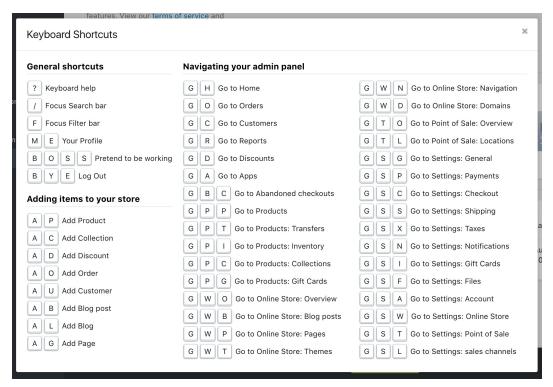| General shortcuts			Navigating your admin panel		
`?` Keyboard help			`G` `H` Go to Home		`G` `W` `N` Go to Online Store: Navigation
`/` Focus Search bar			`G` `O` Go to Orders		`G` `W` `D` Go to Online Store: Domains
`F` Focus Filter bar			`G` `C` Go to Customers		`G` `T` `O` Go to Point of Sale: Overview
`M` `E` Your Profile			`G` `R` Go to Reports		`G` `T` `L` Go to Point of Sale: Locations
`B` `O` `S` `S` Pretend to be working			`G` `D` Go to Discounts		`G` `S` `G` Go to Settings: General
`B` `Y` `E` Log Out			`G` `A` Go to Apps		`G` `S` `P` Go to Settings: Payments
Adding items to your store			`G` `B` `C` Go to Abandoned checkouts		`G` `S` `C` Go to Settings: Checkout
			`G` `P` `P` Go to Products		`G` `S` `S` Go to Settings: Shipping
`A` `P` Add Product			`G` `P` `T` Go to Products: Transfers		`G` `S` `X` Go to Settings: Taxes
`A` `C` Add Collection			`G` `P` `I` Go to Products: Inventory		`G` `S` `N` Go to Settings: Notifications
`A` `D` Add Discount			`G` `P` `C` Go to Products: Collections		`G` `S` `I` Go to Settings: Gift Cards
`A` `O` Add Order			`G` `P` `G` Go to Products: Gift Cards		`G` `S` `F` Go to Settings: Files
`A` `U` Add Customer			`G` `W` `O` Go to Online Store: Overview		`G` `S` `A` Go to Settings: Account
`A` `B` Add Blog post			`G` `W` `B` Go to Online Store: Blog posts		`G` `S` `W` Go to Settings: Online Store
`A` `L` Add Blog			`G` `W` `P` Go to Online Store: Pages		`G` `S` `T` Go to Settings: Point of Sale
`A` `G` Add Page			`G` `W` `T` Go to Online Store: Themes		`G` `S` `L` Go to Settings: sales channels

It's well worth noting some of these keyboard shortcuts for getting around the admin quickly, creating new products, etc.

The link Hire an Expert in the menu will bring you to the Shopify Experts directory, where you can hire someone to help you with your store. As you get up and running with Shopify, Keyboard Shortcuts provide super quick ways to get around the admin, create new products, blog posts, etc. Your Profile brings you to a page where you can change your email, password and some other personal settings. Lastly, you can Log out, in other words "Disconnect", or "Sign out" from Shopify. Remember you will need your email address and password to get back into your store admin.

Summary

In this chapter, we went through the simple steps to create your store with Shopify. We looked at the navigation of your store admin and we did a tour of all the different sections that make up your admin. You should feel pretty comfortable getting around the admin now. In the next chapter, we will move on to look at the key features that make up an online store.