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THE
MENTA
GUIDE to Shopify

THE
MENTA
GUIDE **TO** **Shopify**

is written and designed to help new and young businesses enhance their digital presence.

Introduction

The MENTA Guide to Shopify is a tool to help you on your digital journey when it comes to getting your e-commerce business online and selling. Use this guide to find out how Shopify can benefit your business, establish your shop, create blog articles, start getting seen online and to kick-start your digital marketing for your store.

This guide was created in November 2021 for those who are just beginning their Shopify experience. All data and information covers current updates until this point. Any future updates will not be included in this version of The MENTA Guide to Shopify - please keep up to date with this information on Shopify's website. You can find more guides and business support on our website - www.menta.org.uk!

Contents

What is Shopify?

A Basic Breakdown

In a nutshell, Shopify is a subscription-based website builder that can be used by anyone wanting to set up and manage an online store. It's the perfect selling tool that is simple to use as well as quick to set up.

Shopify provides the shop owner with a variety of 'themes' that can be customised to meet the shop owners needs. As well as this, it's a completely cloud-based and hosted platform, which means you don't need to be a tech expert to manage your online store. You can rely on Shopify's software to manage your website traffic, and take care of any software updates and maintenance for you.

As well as customisable themes, Shopify also houses an app-store where you can download and integrate third party apps to your store. Such as your Instagram feed, Mailchimp and reviews. These can help personalise your site, as well as showcase your products in a more advanced way.

For more advanced users, Shopify also can let you build a theme from scratch, or customise an existing theme using custom code. This means you're not limited to set templates. We would recommend if you are not experienced with code, to either use a theme or hire a professional coder to make a bespoke Shopify store.

Shopify gives you the option to add blogs to your website, so that you can start building an audience and bring more traffic to your website. Shopify offers a selection of SEO tools so that people can find your store easier. Here you can include keywords that people would search for.

List your key search terms below:

_____   _____
_____   _____
_____   _____
_____   _____

Brands that use Shopify:

- Redbull
- Kylie Cosmetics
- Gymshark
- P & Co
- The Economist
- Budwiser
- Bulletproof
- Lazy Oaf

How Does Shopify Work?

Using Shopify, you can build and design your own website with ease, using either a selection of free themes, or paid to choose from. Within Shopify, you can add all of your products, discounts, payment and shipping details as well as your policies, in order to start selling.

The system also houses basic email sending for invoices and order details. For those who want to plug-in a bespoke email provider in order to utilise email marketing to subscribers, Shopify also allows Apps to be added onto your account (for example, Klaviyo or MailChimp).

Shopify offers a 7 day free trial so that you can start to get to grips with the system*. Once your trial has ended, from there you will be charged $29 USD a month (£21.58 GBP per month) for the Basic Shopify plan. For more advanced stores there are other plans available.

*This guide was written as of 2021 and so includes any updates up to this point.

Tip: Before getting started, check out the breakdown of Shopify's plans on their website as you may find one of their more advanced plans might work best for your business.

Before setting up your store, here's a checklist:

- **Business Plan** - Before setting up your store, it is key to understand what your business is and where it will be going.

- **Branding** - It is important to have a strong brand identity so you can stand out from your competitors.

- **Products to Sell** - Consider what you're going to start selling.

- **Photography** - Having clear and appealing photos of your products will ensure your customers know what they are buying, and help them stand out.

What it Looks Like...
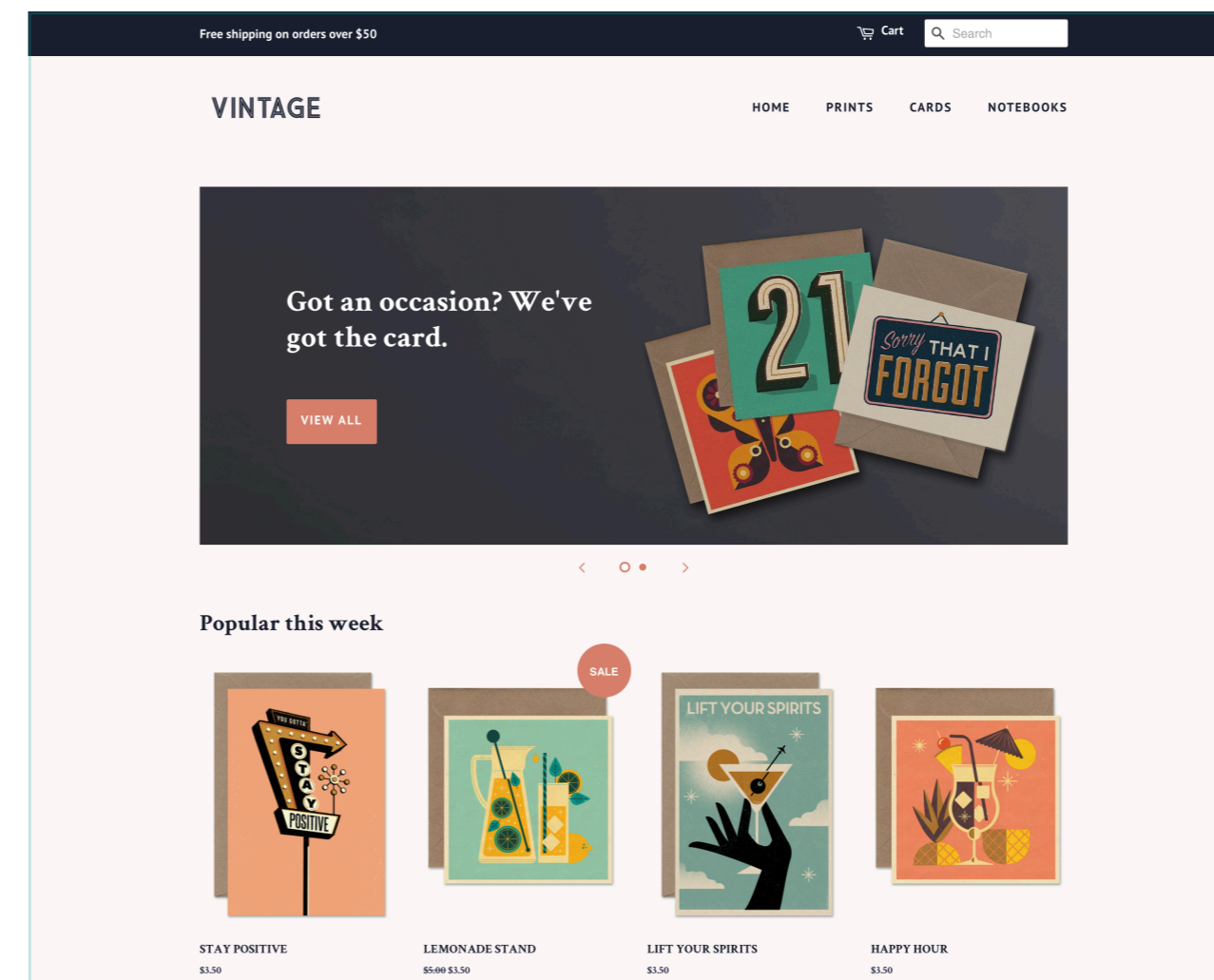
Business Plan/Branding - This should be one of the first steps you make when devising a business idea, alongside the name, you should nail the ethics, mission/goals of your business and then reflect these into the branding of your business. Not only is this a good way to differentiate you from your competitors, as a website is very visual, it's kinda important to get this 100%...

Products to sell - On Shopify, you can sell digital products, as well as physical products. If you don't bulk out your product section, your shop front will appear empty as this is what most of the shop is made of.

Photography - Ensure you've got photos that show off your products and business. These should be high resolution (not blurry) so that it doesn't make your product look cheap! It's surprising what a good photo can do!

What You Get When You Sign Up

Storefront

Hosted online store - When you sign up, you instantly get a hosted online store, meaning you can create web pages, blog articles and sell products to your customers. Using one of Shopify's themes, you can design the look and feel of your shop to suit your business needs and branding.

POS Lite - For those who want to sell online and in a physical location, Shopify's point-of-sale app is perfect! This includes brick-and-motor stores, markets and pop-up shops. To sign up for this service, all that you need to do iOS register a store in your admin and order your hardware.

Payments

Payment Processing - With Shopify, you have the option to choose from a large selection of payment gateways according to your location, or you can opt for Shopify Payments.

Using either of these, you can accept all major payment methods and sell in 133 currencies!

Checkout - Shopify uses a fast, friction-free checkout method for all Shopify merchants. Shopify's checkout is optimised for mobile (and good thing too as 70% of shoppers buy on mobile, according to checkouts based on Shopify stores). This method also utilises use of local payment methods including digital wallets and multi currency.

Shipping

Shipping - You can create shipping options that work for you, whether it's worldwide, UK only, local delivery or curtsied pickup!

With Shopify shipping you can get competitive shipping rates from DHL Express, UPS or USPS. Check Shopify's plans for more details as they vary depending on your plan.

Back End

Analytics - Keep track of your store with Shopify's insights into your visitors and website performance.

App Store - Make use of Shopifys App Store with a collection of free and premium apps to choose from.

Support - Shopify offers 24/7 customer support for merchants as well as educational resources so that you can continue to discover and make the most of Shopify.

> If this document feels like reading a foreign language, or you don't know where to start, don't panic!
>
> Shopify offer a wide range of resources to help you get started - from set-up to ongoing sales.

Your Shopify Plan

Use this template to help plan what it is you want your website to do!

What is your goal?	
What do you want your website to look or feel like?	
What pages do you intend on including on your website?	
What categories do you plan to breakdown your products into?	
How do you plan to market your website?	

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