A Guide to Your New

SHOPIFY WEBSITE
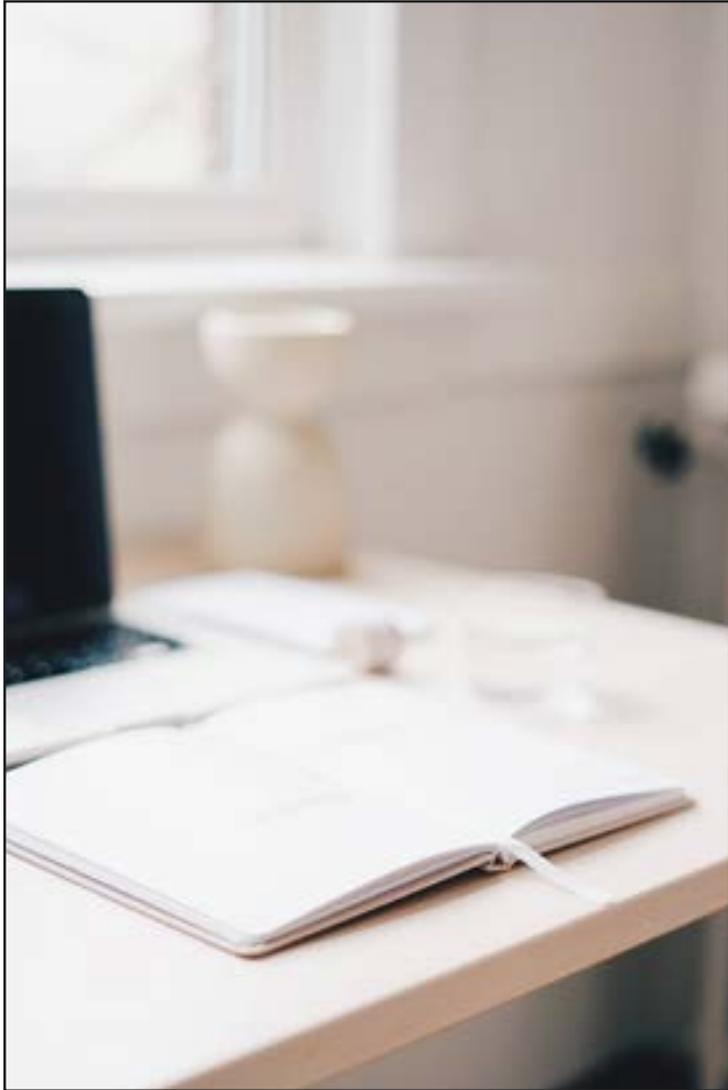
AND WELCOME TO YOUR *new* WEBSITE!

Your website is now complete and although we have worked super hard to get the site to this fully finalized and launched stage, one of the great things about Shopify is that you'll be able to manage and maintain your website on your own as the need arises to make some changes and updates. To get you started, here is a selection of key Knowledge Base articles to reference as you get more familiar with your website.

If you need support or help, the Shopify Customer Care team is at the ready 24/7. You can reach out at anytime here.

If you need any help specifically regarding the design of your website, please reach out to me below:

rachel@intentionally-designed.com

DISCLAIMER

This guide is focussed on guiding you with tutorials and information in order to help you feel confident maintaining, editing and updating your new, finalized website that has been set up and designed by a professional designer.

This guide is not focussed on teaching you how to DIY your site design or how to design a website in general. It is not aimed at providing any information on design decisions like page layouts, typography choices or design elements.

Should you want to learn how to design pages, page layouts and/or study to become a website designer, please get in touch via email and I can recommend various courses and design schools.

This resource is in no way sponsored, endorsed or administered by, or associated with, Shopify.

CONTENTS

WHERE DO I EVEN START?!

1. Accessing your site

You can access your site via shopify.com/login.

TIP
Once you have logged in, I recommend bookmarking this backend version of your site in your browser so it's easy to access every time.

Trouble with your password or logging in? Go Here.

2. Account and billing

Want to update your billing or change any billing information for paying for your Shopify website and other subscriptions? Go Here.

3. Adding a contributor (someone to help you manage the site)

Shopify supports multiple contributors and multiple levels of permissions – these might be people you need to help you update the site, team or staff members, other designers or even a guest blogger. If you want to give someone access to your website, Go Here.

ADDING CONTENT/ SOCIAL MEDIA

Adding a page

Adding a new page itself is a simple process and then with additional design training you can learn how to create dynamic page layouts. When you're ready to read up on the detailed instructions, Go Here.

Images and videos

Want to add, edit or remove images on your site?. Shopify makes it easy to add and format a variety of media and file types. To learn how, Go Here.

Blogging

Blogging is a great way to generate engagement on your website as well as improve SEO. To learn more about the ins and outs of adding posts, RSS feeds, comments, and blog excerpts, Go Here.

Social media

Just set up a new social media account or need to change a current one on your site? To learn about adding new social media accounts, Go Here.

Announcement Bar

You can use the announcement bar to display a custom message above your site. This is a great way to announce a sale, promotion, a change to your hours, or other important updates. Learn how to edit yours here.

SEARCH ENGINE OPTIMIZATION AND METRICS
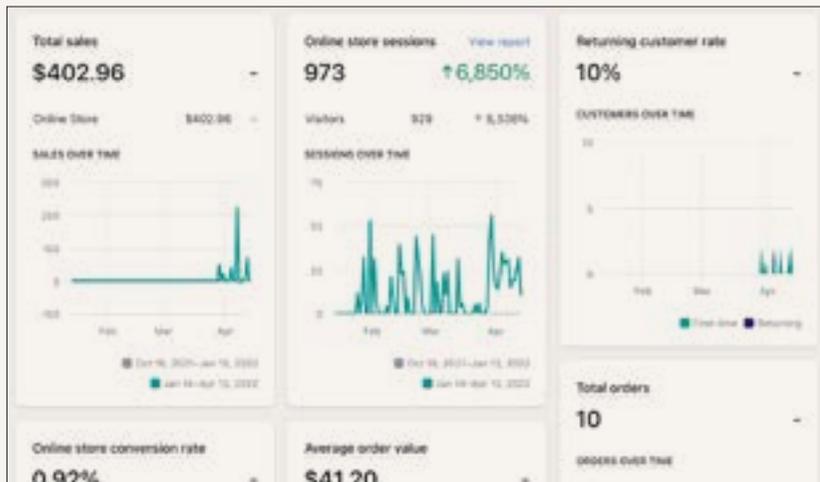
Search Engine Optimization (SEO)

SEO refers to actions that allow your website to show up in search results for your audience to find. Your website already has many SEO elements baked right in and to learn how to make the most of them, start here.

Analytics

Shopify makes it easy to keep track of your websites performance through its own analytics tools. You can monitor website traffic, track popular content, and find out which visitors are browsing from which devices. To learn more about how to use the Analytics tools, Go Here.

LET'S TALK SHOP

Products

As your business grows and changes, you might want to add or update your products. To learn more about product edits, adding variants, scheduling product launches, and how to handle a sold out product, Go Here.

Taxes

It's important to be in compliance with all tax rules and regulations when you sell products online.To learn how to create tax rules for every country and state to which you ship physical products, Go Here.

Shipping

Shipping is a major component of selling physical products online. Whether you want to ship flat rate, by weight, or carrier calculated, Shopify lets you configure the right option for your store. To learn more about the ins and outs of shipping rates, Go Here.

Discount codes and coupons

Offering discounts, coupons or special pricing can be a great strategy to drive sales and encourage spending. To learn more about creating discount rules, Go Here.

Orders

If you want to learn more about canceling or refunding orders managing and fulfilling orders, adding notes to an order, or even exporting orders, Go Here.

Payments

You can view successful payments, refunds, and other transactions in the Payment Activity panel. Clicking a transaction leads to a detailed payment summary, this may be useful if you want to review refunds, failed charges, and payment processor fees for a specific order. To read more, Go Here.
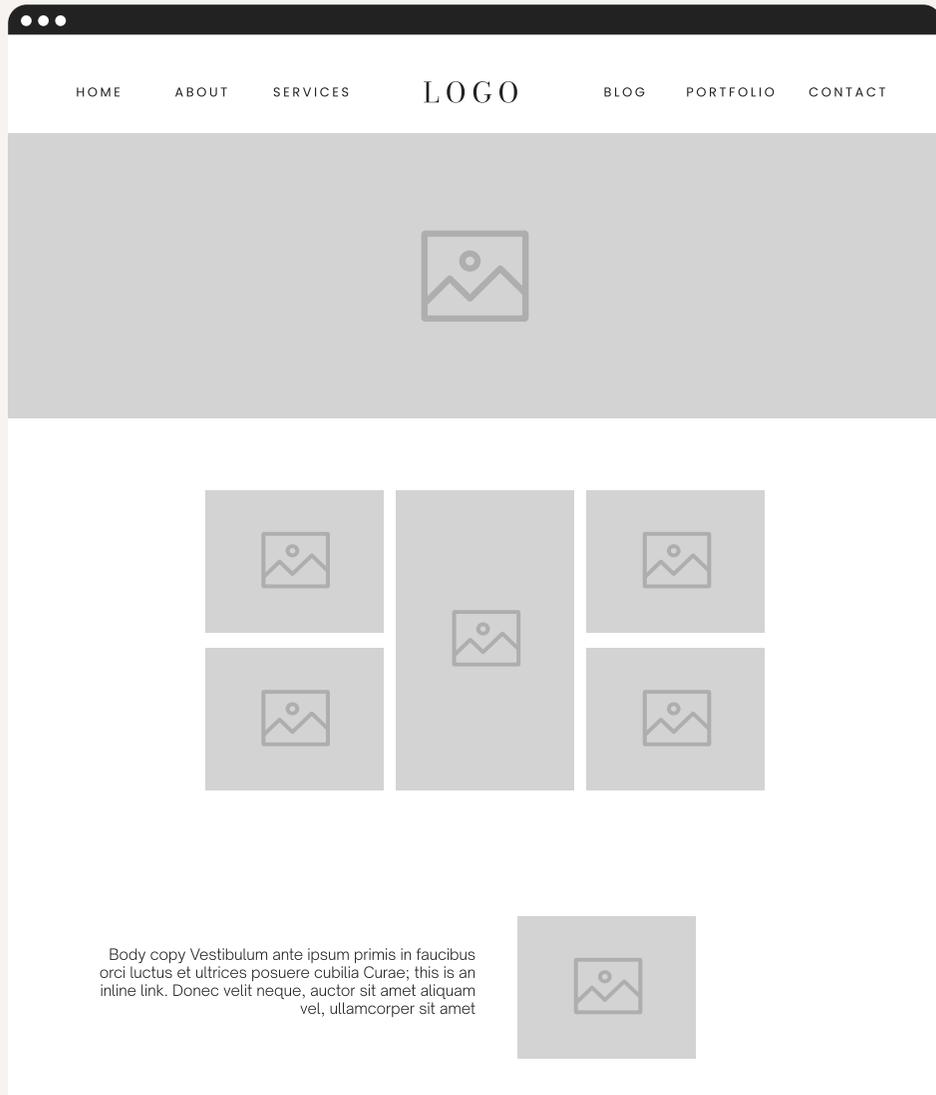
MY WEBSITE?
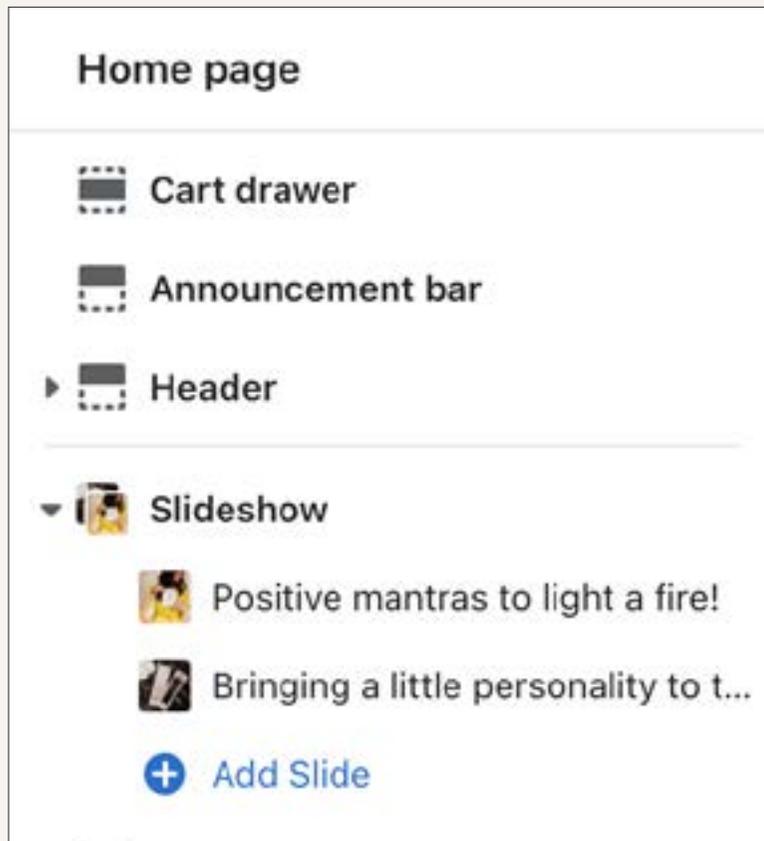
You can edit your theme to customize your online store's content, layout, typography, and colors. Each theme provides sections and settings that allow you to change the look and feel of your store without editing any code. Go Here for a how-to.

TIPS
When adding text to your site, follow these best practices:

- If you're pasting text from another source, paste it as plain text. This action removes formatting that can interfere with how your text displays. For preparing text outside of Shopify, consider using a plain text editor such as Notepad for Windows or TextEdit for Mac.
- To troubleshoot text you've already pasted, use the Text Toolbar to remove formatting. For more tips, visit Fixing text formatting.
- Use the Text Block to add your text. Use the Style Editor to change fonts, colors, and sizes.

Body copy Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; this is an inline link. Donec velit neque, auctor sit amet aliquam vel, ullamcorper sit amet

How do I change an image on my website?

STEP 1 - OPTIMIZE

Firstly, please optimize your images for web! In basic terms, this is making sure they are a good file size that is still clear and crisp but isn't too big (which can cause slow loading speeds for your website = not good!). Run your images through an optimizer like TinyPNG and try to get them under 500kb if possible.

STEP 2 - CHANGE IMAGE

• For more info, Go Here

STEP 3 - ADD ALT TAG (WHERE POSSIBLE)

Alt text is text associated with an image that some browsers display instead of the image. Search engines use it to identify the content of a page. Adding alt text to images is a great way to give your site an SEO boost and make it more accessible.

Alt text is also helpful for assistive screen readers or browsers with images disabled. Find out how to add alt tags to images here

FOR THE DIY'ER

I WANT TO LEARN MORE!

The great thing about your new Shopify website is that you now have full control to make any updates / edits / style changes / anything you can imagine.

If you are wanting to take full control and learn how to do this yourself without having to rely on a developer or designer for help, check out these resources and empower your learning!

ALL HELP GUIDES

VIDEO SERIES

WEBINARS / WORKSHOPS

COMMUNITY

FOR THE BUSY BIZ OWNER

CAN I LEAVE THIS TO YOU?

100% yes! I didn't just build this website to leave you high and dry. My primary reason for creating websites for passionate people like you is to free up your time to spend energy where you want to, not on things that are neither your bag of tricks or best use of your time.

So if you need your site edited, updated, if you need a picture changed, a page added, anything at all, please give me a shout and we can sit down and work out the scope (either charged by the hour, or a flat fee dependent on complexity) and then I can work away while you do business from your hammock on a sandy beach somewhere (or equivalent).

Because I do book out quite early, I do ask that if you have any site requests after our project together has been competed, just give me a big heads up and I will do my best to work your job into my very next availability.

I can also do retainer work on request, so please reach out if this is something you are interested in!

RACHEL@INTENTIONALLY-DESIGNED.COM

SHOPIFY CUSTOMER CARE

If I am ever unavailable, you can contact the Shopify team 24 hours a day, seven days a week (totally FREE support too).

When you contact support, you'll always talk to real, friendly humans. All Customer Support Advisors work from the Squarespace headquarters in New York, Portland, and Dublin.

You can reach out to them at anytime here.

THANK YOU!

WWW.INTENTIONALLY-DESIGNED.COM

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