



Shopify – Online Shop

PREPARED BY: CELESTE NG
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Shopify

Source:

<https://www.shopify.com/free-trial?ref=blue-industries>



Sell online with Shopify

Trusted by over 1,700,000 businesses worldwide

Email address

nakedfashions@gmail.com

Start free trial

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.



Beautiful themes that are responsive and customizable

No design skills needed. You have complete control over the look and feel of your website, from its layout, to content and colors.



Pricing as low as \$29/month

Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered. Start selling anywhere for just \$29/month.



Trusted by over 1,700,000 businesses worldwide

Shopify handles everything from marketing and payments, to secure checkout and shipping

Shopify

Source:

<https://www.shopify.com/free-trial?ref=blue-industries>

Start your free 14-day trial of Shopify

Email address
nakedfashions@gmail.com

Password
.....

nakedfashions.myshopify.com

Edit

This is the URL that customers will use to visit your store. You can also buy a custom domain like nakedfashions.com and connect it to this store. [Learn more](#)

Create your store

Your Store URL ✕

What is a domain?

A domain is a website address used to access your store. When you create a store, we create a domain at myshopify.com for you.

What is a myshopify.com domain?

Your myshopify.com domain will look like this:

your-store-name.myshopify.com

Your myshopify.com is used:

- so you and your customers can access your store
- as a unique way to identify your store when contacting support

Your myshopify.com domain cannot be changed, but you

What is a custom domain?

You can also buy a custom domain that better reflects your brand.

your-brand-name.com

You can buy a custom domain from Shopify or any 3rd party provider.



Sit tight, we're creating your store!

3 of 3: Applying store settings

Shopify - setting

Source:

<https://www.shopify.com/free-trial?ref=blue-industries>

Step 1 of 2

Tell us a little about yourself

We'll help you get started based on your responses

Are you already selling?

I'm selling, just not online

How do you want to sell?

Online only

What is your current revenue?

\$0 TWD (I'm just getting started)

Which industry will you be operating in?

Handcrafts

Are you setting up a store for a client?

Yes, I'm designing/developing a store for a client

Skip

Next

Step 2 of 2

Add an address so you can get paid

This will be used as your default business address.

You can always change this later.

First name

Celeste SP

Last name

Ng

Address

Apartment, suite, etc.

City

Chungli District, Taoyuan City

Country/region

Taiwan

Postal code

320

Phone

Business or personal website (optional)

example.com

This store is a registered business

< Back

Enter my store

Shopify - admin

Source:

<https://www.shopify.com/free-trial?ref=blue-industries>

The screenshot shows the Shopify admin interface for a store named 'nakedfashions'. The user is logged in as 'Celeste SP Ng'. A notification at the top indicates 'You have 14 days left of your trial' with a 'Select a plan' button. The main content area is titled 'Get ready to sell online. Try these tips to get started.' and features three primary actions: 'Add product', 'Customize theme', and 'Add domain'. The 'Add product' section includes a sub-section 'Add your first product' with a description: 'Add physical items, digital downloads, services, or anything else you dream up.' and an 'Add product' button. Below this, there is a video player for 'Shopify Compass: get started on Shopify' with a 'Learn more' button. At the bottom, there is a tip: 'Turn international traffic into sales' with a brief explanation that 35% of Shopify store traffic comes from international visitors.

The screenshot shows the 'Pick a plan for your store' page. It features three plan options: 'Basic Shopify Plan' (USD \$29/mo), 'Shopify Plan' (USD \$79/mo, marked as 'Recommended'), and 'Advanced Shopify Plan' (USD \$299/mo). Each plan includes a 'Choose plan' button. The 'Shopify Plan' is highlighted with a blue 'Recommended' tag. Below the plans, there are sections for 'FEATURES', 'PAYMENTS', and 'SHIPPING' for each plan. The 'Basic Shopify Plan' features up to 2 staff members and 4 locations. The 'Shopify Plan' features up to 5 staff members, 5 locations, fraud analysis, and professional reports. The 'Advanced Shopify Plan' features up to 8 staff members, 8 locations, fraud analysis, professional reports, and an advanced report builder. The 'PAYMENTS' section for all plans lists additional fees for all payment providers: 2.0% for Basic, 1.0% for Shopify, and 0.5% for Advanced. The 'SHIPPING' section for all plans lists USPS Priority Mail Cubic pricing.

Source:
<https://www.shopify.com/free-trial?ref=blue-industries>

Shopify – order mm

The image displays two overlapping screenshots of the Shopify admin dashboard. The top screenshot shows the 'Orders' section, which is currently empty and displays a message: "Your orders will show here. To get orders and accept payments from customers, you need to select a plan. You'll only be charged for your plan after your trial ends." A "Select plan" button is visible at the bottom of this message. The bottom screenshot shows the 'Abandoned Checkouts' section, also empty, with a message: "Abandoned checkouts will show here. See when customers put an item in their cart but don't check out. You can also email customers a link to their cart." A "Learn more about abandoned checkouts" link is at the bottom. Both screenshots feature a left-hand navigation menu with icons for Home, Orders, Drafts, Abandoned checkouts, Products, Customers, Analytics, Marketing, Discounts, and Apps. The top right of the bottom screenshot shows a search bar and the user's name, "Celeste SP Ng".

Shopify – add product

Source:

<https://www.shopify.com/free-trial?ref=blue-industries>

The image shows a composite of two screenshots from the Shopify admin interface. The background screenshot displays the 'Products' section with a large graphic and the text 'Add and manage your products'. Below this, it says 'This is where you'll add products and manage your pricing. You can also import and export your product inventory.' and features a prominent green 'Add product' button. The foreground screenshot shows the product creation form for 'Decoupage Crystal Beverage Bag 1'. The form includes a title field, a rich text editor for the description (containing the text 'Handmade Decoupage Crystal Decorative Beverage Bag! Green environment uses fewer plastic bags!'), a 'Product status' dropdown set to 'Draft', and a 'Media' section with a large image of the beverage bag and a smaller thumbnail grid. The right sidebar contains various settings like 'Product status', 'SALES CHANNELS AND APPS', 'Online Store', 'Insights', 'Organization', and 'COLLECTIONS'.

Shopify – add product

Source:

<https://www.shopify.com/encyclopedia/stock-keeping-unit-sku>

How SKUs are Formed

Companies have their own systems for creating unique SKUs, but there is always a specific method involved.

A SKU for a pair of purple Ugg boots in the Bailey Bow style, size 7 might look something like this:

UGG-BB-PUR-07.

Or a bottle of Tropicana orange juice, no pulp variety, in an 89-ounce plastic bottle might be issued a SKU by a corner bodega that reads: TROP-NP-PLAS-89.

There is no set way to create a SKU, but companies that develop their own system will want to have a method that everyone follows and understands, so that it is easy to decipher the code. SKUs are human readable, meaning that you don't need any equipment to read and break down the code.

What a SKU is Not

SKUs are sometimes thought to be synonymous with UPC bar codes, but they are not. A SKU is an internal code that each business can create for itself. A UPC, however, is the same no matter who sells the product.

Shopify – add product

Home
Orders
Products
All products
Inventory
Transfers
Collections
Gift cards
Customers
Analytics
Marketing
Discounts
Apps

SALES CHANNELS
Online Store

Product Image: NakedFashions

Pricing

Price: NT\$ 250.00
Compare at price: NT\$ 399.00

Cost per item

Cost per item: NT\$ 200.00
Margin: 20%
Profit: NT\$50.00

Customers won't see this

Charge tax on this product

Inventory

SKU (Stock Keeping Unit): BEV-CRYS-001
Barcode (ISBN, UPC, GTIN, etc.):

Track quantity
 Continue selling when out of stock

QUANTITY [View inventory history](#)

Available: 1
Incoming: 0

COLLECTIONS

Search for collections

Home page

TAGS [View all tags](#)

Vintage, cotton, summer

handmade
green environment
drinks
decoupage

Online store

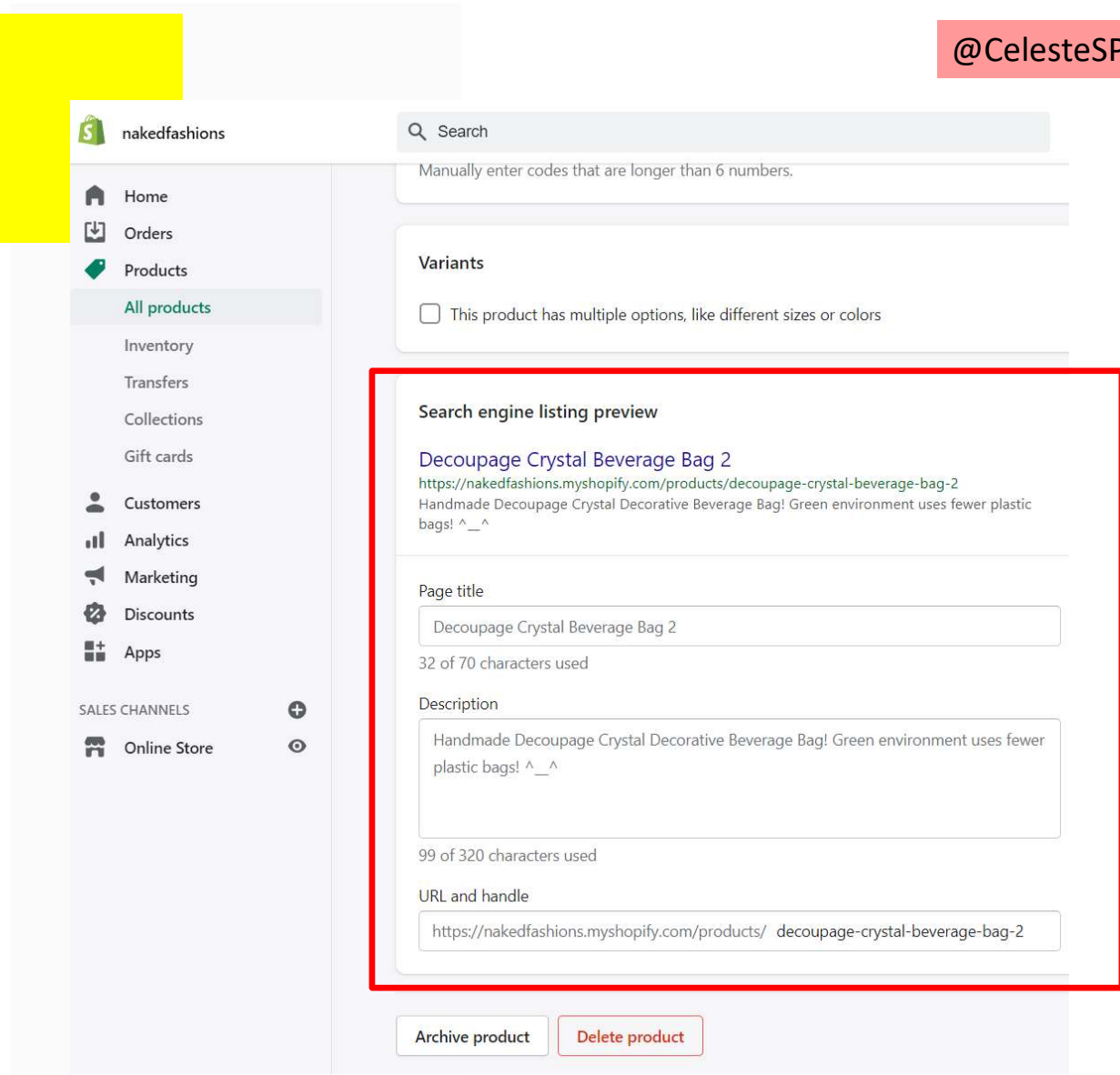
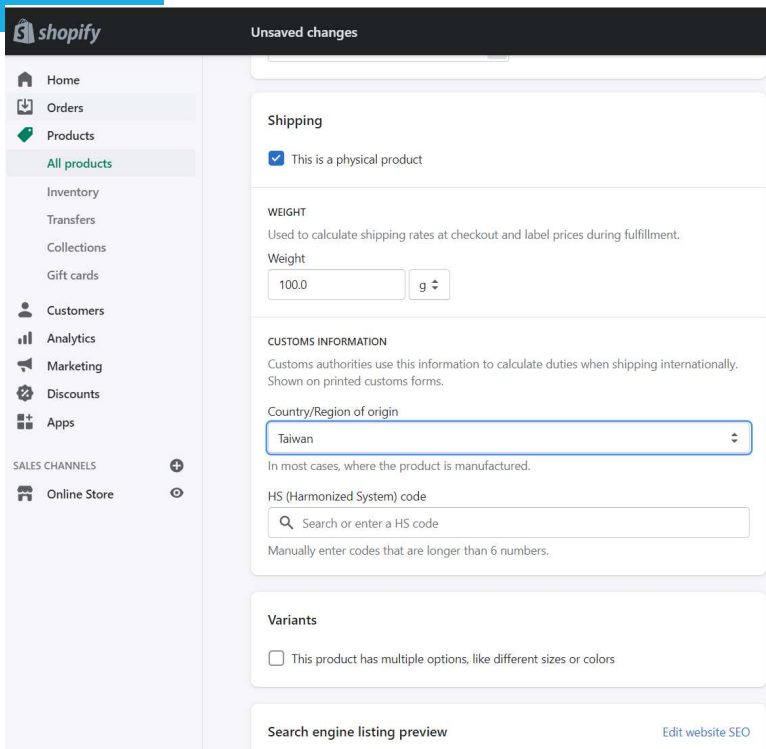
Theme template: Default product

Assign a template from your current theme to define how the product is displayed.

Source:

<https://www.shopify.com/free-trial?ref=blue-industries>

Shopify – add product



Source: <https://www.shopify.com/free-trial?ref=blue-industries>

Shopify – add product

nakedfashions

Search

Decoupage Crystal Beverage Bag 2 Draft

Product status: Draft

SALES CHANNELS AND APPS: Online Store

Insights: Insights will display when the product had recent sales

Organization: Product type: handcraft, Vendor: nakedfashions

Media: Add media from URL

NAKEDFASHIONS

Home Catalog

Decoupage Crystal Beverage Bag 2

\$250.00 ~~\$\$\$99.00~~ SALE

ADD TO CART

BUY IT NOW

Handmade Decoupage Crystal Decorative Beverage Bag! Green environment uses fewer plastic bags! ^_^

SHARE TWEET PIN IT

Source: <https://www.shopify.com/free-trial?ref=blue-industries>

Shopify – add pr

7/48e7u0oem6uacw-59203190953.shopifypreview.com/products_preview?preview_key=678a23d5a20118f7573c4a0aabb48f3

NAKEDFASHIONS

Home Catalog



Decoupage Crystal Beverage Bag 3

\$250.00 ~~\$399.00~~ SALE

ADD TO CART

BUY IT NOW

Handmade Decoupage Crystal Decorative Beverage Bag!
Green environment uses fewer plastic bags! ^_^

SHARE TWEET PIN IT



NAKEDFASHIONS

Home Catalog



Decoupage Crystal Beverage Bag 6

\$250.00 ~~\$399.00~~ SALE

ADD TO CART

BUY IT NOW

NAKEDFASHIONS

Home Catalog



Decoupage Crystal Beverage Bag 4

\$250.00 ~~\$399.00~~ SALE

ADD TO CART

BUY IT NOW

Handmade Decoupage Crystal Decorative Beverage Bag!
Green environment uses fewer plastic bags! ^_^







SHARE TWEET PIN IT



Source: <https://www.shopify.com/free-trial?ref=blue-industries>

Shopify – all products

The screenshot shows the Shopify admin interface for the store 'nakedfashions'. The user is logged in as 'Celeste SP Ng'. The 'Products' page is active, showing a list of six draft products. Each product is a 'Decoupage Crystal Beverage Bag' with a unique ID (g 1 to g 6). All products are in 'Draft' status, have an inventory of '1 in stock', and are categorized as 'handicraft'.

Product	Status	Inventory	Type	Vendor
<input type="checkbox"/>  Decoupage Crystal Beverage Bag 1	Draft	1 in stock	handicraft	nakedfashions
<input type="checkbox"/>  Decoupage Crystal Beverage Bag 2	Draft	1 in stock	handicraft	nakedfashions
<input type="checkbox"/>  Decoupage Crystal Beverage Bag 3	Draft	1 in stock	handicraft	nakedfashions
<input type="checkbox"/>  Decoupage Crystal Beverage Bag 4	Draft	1 in stock	handicraft	nakedfashions
<input type="checkbox"/>  Decoupage Crystal Beverage Bag 5	Draft	1 in stock	handicraft	nakedfashions
<input type="checkbox"/>  Decoupage Crystal Beverage Bag 6	Draft	1 in stock	handicraft	nakedfashions

Source: <https://www.shopify.com/free-trial?ref=blue-industries>

Shopify – inventory, transfer, collection, gift card

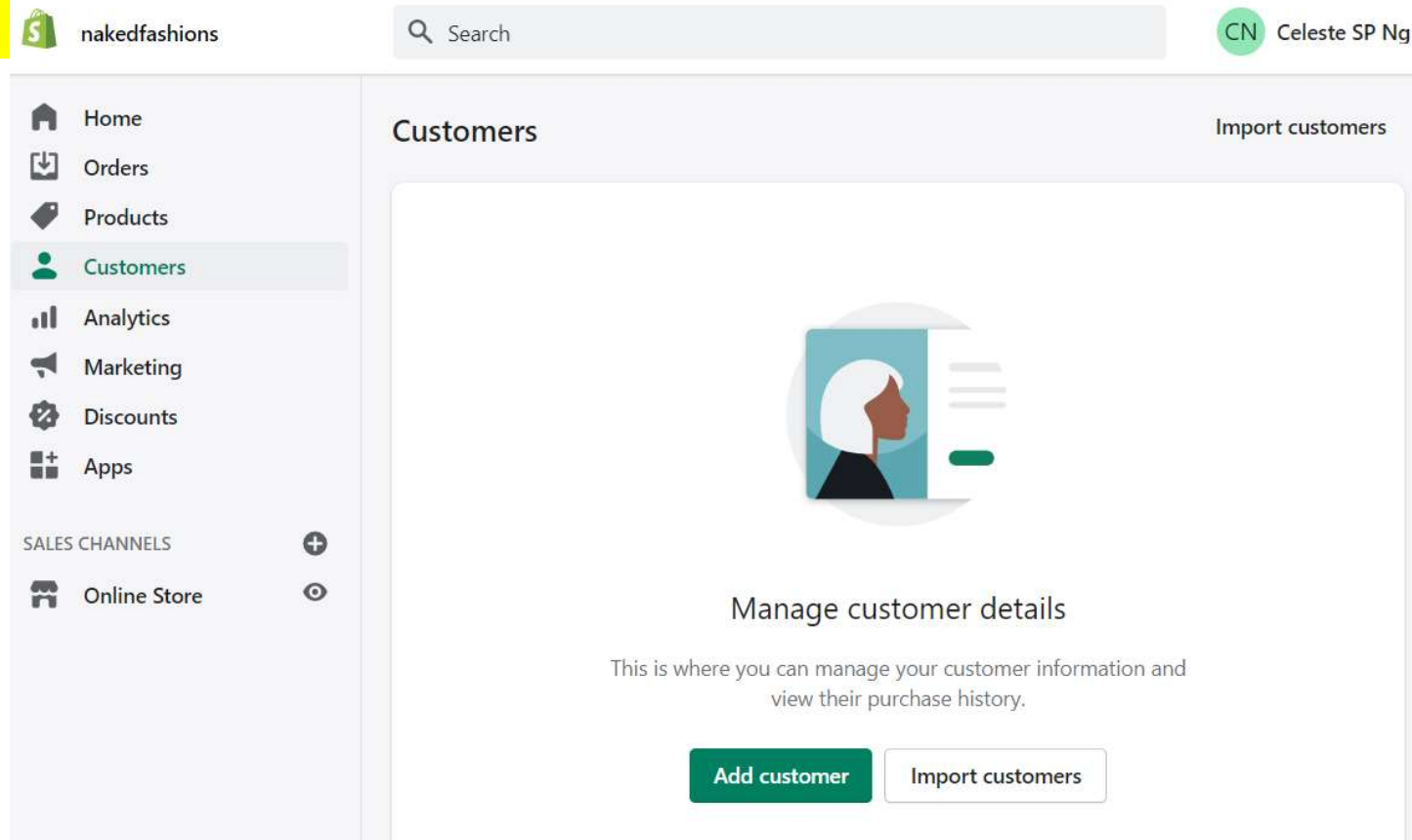
The image displays three overlapping screenshots of the Shopify admin interface:

- Top-left screenshot:** Shows the 'Inventory' page. A list of products is visible, including 'Decoupage Crystal Beverage Bag 1' through '6'. The 'Filter' and 'Sort by Available (ascending)' options are visible.
- Top-right screenshot:** Shows the 'Transfers' page. It features a 'Manage your incoming inventory' section with the text 'You can track and receive incoming inventory from your suppliers and business locations.' and an 'Add transfer' button.
- Bottom-center screenshot:** Shows the 'Conditions' section of a product edit page for 'Beverage Bag with Decorative Crystal'. This section is highlighted with a red box. It includes a 'Products must match' section with radio buttons for 'all conditions' (selected) and 'any condition'. Below this, there are two conditions: 'Product tag is equal to drinks' and 'Product tag is equal to crystal'. An 'Add another condition' button is also present.
- Bottom-right screenshot:** Shows the 'Gift cards' page. It features a 'Digital gift cards' section with the text 'Gift cards can be sold as a product, or sent directly to customers.' and two buttons: 'Add gift card product' and 'Issue gift card'.

Source: <https://www.shopify.com/trial?ref=blue-industries>

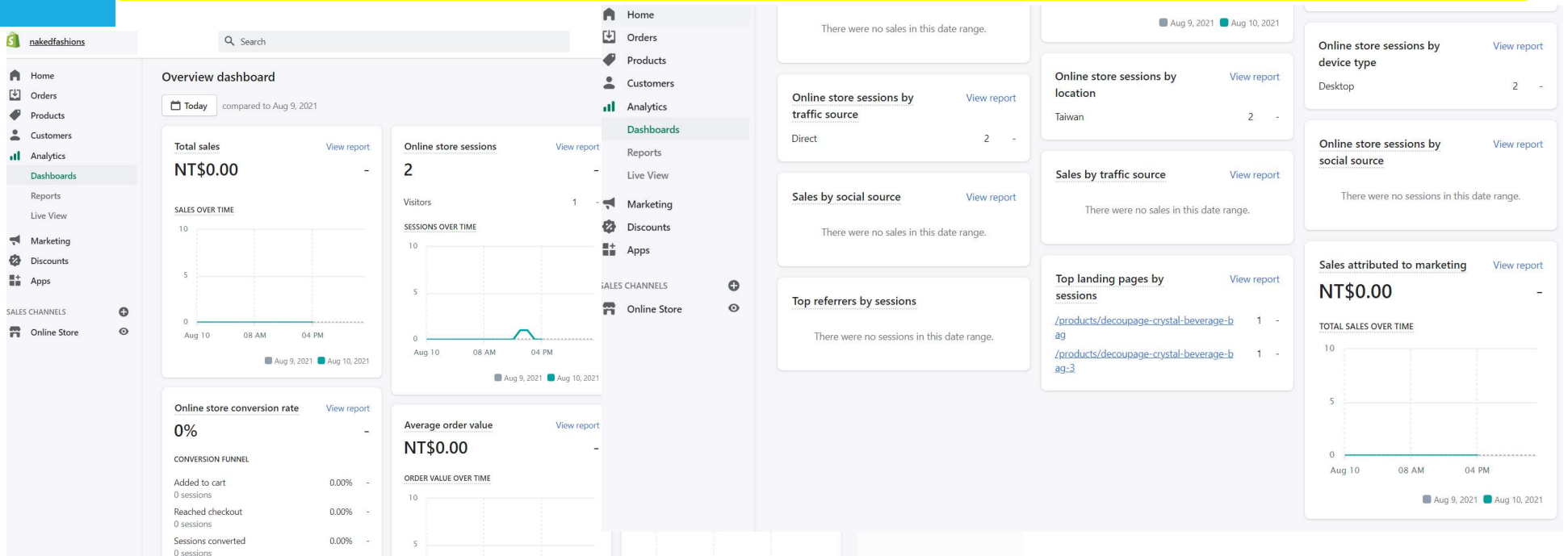
Shopify – customers

To manage your customers details



Source: <https://www.shopify.com/free-trial?ref=blue-industries>

Shopify – analytics: dashboard, reports, live



Source: <https://www.shopify.com/free-trial?ref=blue-industries>

Shopify – analytics: reports

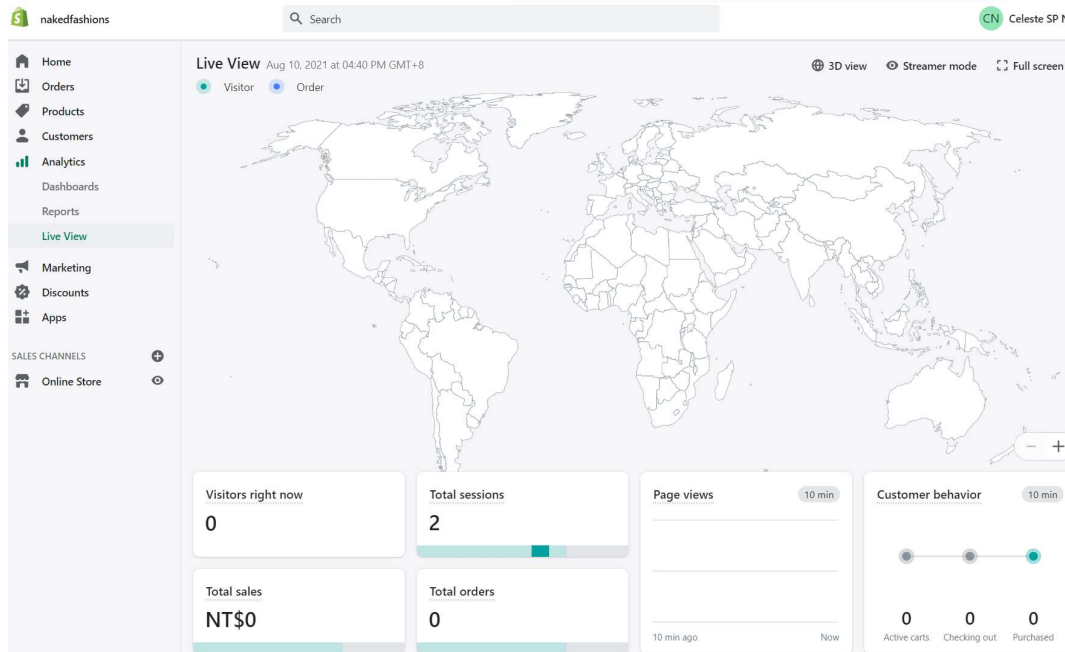
The screenshot displays the Shopify Analytics Reports dashboard for the store 'nakedfashions'. The interface includes a left-hand navigation menu with options like Home, Orders, Products, Customers, Analytics, Dashboards, Reports, Live View, Marketing, Discounts, and Apps. The main content area is titled 'Reports' and features a 'Create custom report' button. It is organized into several sections:

- Sales:** Make business decisions by comparing sales across products, staff, channels, and more. **TOTAL SALES LAST 30 DAYS: NT\$0.00**
- Acquisition:** Increase visitor engagement by knowing where your visitors are coming from and measuring the success of your campaigns. **SESSIONS LAST 30 DAYS: 0**
- Orders:** Get a sense of your store's order volume and flow, as well as overall fulfillment performance, with orders reports. **ORDERS LAST 30 DAYS: 0**
- Profit margin:** See how products and locations contribute to the gross profit and margin for your business. **PROFIT THIS MONTH TO DATE: NT\$0.00**
- Customers:** Gain insights into who your customers are and how they interact with your business. **CUSTOMERS LAST 30 DAYS: 0**
- Finances:** View your store's finances including sales, returns, taxes, payments, and more. **TOTAL SALES THIS MONTH TO DATE: NT\$0.00**
- Behavior:** Improve your store by understanding how visitors move through your site. **REACHED CHECKOUT LAST 30 DAYS: 0**
- Marketing:** Gain insights into where your online store customers are converting from. **SALES ATTRIBUTED TO MARKETING LAST 30 DAYS: NT\$0.00**
- Custom reports:** Create custom reports that have tailored dimensions and metrics to further understand your store's data. (Currently no custom reports are present.)
- Inventory:** Track and understand the movement of your products for more efficient inventory management.

Each section includes a brief description, a key metric for the last 30 days, and a 'REPORTS' section with links to various report types. A 'Show all' link is provided at the bottom of each section.

Source: <https://www.shopify.com/free-trial?ref=blue-industries>

Shopify – analytics: live



Source: <https://www.shopify.com/free-trial?ref=blue-industries>

Shopify – marketing: campaign

The screenshot displays the Shopify Marketing overview and campaigns interface. The left sidebar shows navigation options: Home, Orders, Products, Customers, Analytics, Marketing, Overview, Campaigns, Automations, Discounts, and Apps. The main content area is divided into two sections: 'Marketing overview' and 'Marketing campaigns'.

Marketing overview

Launch a one-click multichannel campaign
Grow your audience, promote a sales event, or showcase new products across channels. Our customizable templates make it easy, with recommended sales channels, prefilled content, and scheduling.
[View campaign templates](#)

Results from marketing Jul 11–Aug 9, 2021 compared to Jun 11–Jul 10, 2021

Online store sessions 0 —	Orders from marketing 0 —	Sales from marketing \$0.00 —	Marketing cost \$0.00 —
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Recent marketing

Name	Status	Cost	Sales	Sessions
Abandoned checkout emails by Shopify Created: Yesterday at 2:23 pm This feature is turned on by default.	Active	—	NT\$0.00	0

Marketing apps

Increase sessions, engage shoppers, and promote products by adding more marketing apps.

- Snapchat Ads**
Grow your business with shoppable ads on Snapchat!
[Set up app](#)
- Seguno: Email Marketing**
Email marketing in less time — NEW email templates available!
[Set up app](#)
- Omnisend Email Marketing**
Sell More with Email & SMS Marketing Automation
[Set up app](#)
- SMSBump Marketing & Automation**
Text Marketing, Cart recovery, SMS Automation and Chat

Marketing campaigns

Results from campaigns Jul 11–Aug 9, 2021 compared to Jun 11–Jul 10, 2021

Sessions 0 —	Orders 0 —	Sales \$0.00 —	Cost \$0.00 —
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Campaigns

Marketing campaigns are groups of related marketing activities.
[Create campaign](#)

[Learn more about marketing campaigns](#)

Source: <https://www.shopify.com/free-trial?ref=blue-industries>

Shopify – marketing: m. automation

The screenshot shows the Shopify admin interface for a store named 'nakedfashions'. The user is logged in as 'Celeste SP Ng'. The left sidebar contains navigation options: Home, Orders, Products, Customers, Analytics, Marketing (selected), Overview, Campaigns, Automations (highlighted), Discounts, and Apps. Below these are 'SALES CHANNELS' with 'Online Store' listed.

The main content area is titled 'Marketing automations' and features a 'Create automation' button. A red box highlights the introductory text and four automation suggestions:

- Post-purchase offer**: Send a discount to your customers in the Shop app after they complete a purchase. [Create](#)
- Send tailored messages to customers with tags**: Use Seguno to send an email every time a tag is added to a subscriber's customer profile. [Create](#)
- Recover sales and retain customers using SMS**: Use SMSBump text marketing to send offers, upsells and abandoned cart reminders. [Create](#)
- Capture lost sales with abandoned cart emails**: Send automated reminders with discount codes to win back customers who don't complete checkout. [Create](#)

Below the suggestions, a section titled 'Results from marketing automations' compares data for 'Jul 11–Aug 9, 2021' and 'Jun 11–Jul 10, 2021'. The metrics shown are:

Sessions	Orders	Sales	Cost
0 —	0 —	\$0.00 —	\$0.00 —

At the bottom, there is a section for 'Automations' with a note: 'Marketing automations are set up once and run for as long as you want.' and a 'Start automation' link.

Source:
<https://www.shopify.com/free-trial?ref=blue-industries>

Shopify – discount

nakedfashions

Search

- Home
 - Orders
 - Products
 - Customers
 - Analytics
 - Marketing
 - Discounts
 - Apps
- SALES CHANNELS
- Online Store

Discounts

Discount codes Automatic discounts



Manage discounts and promo

Create discount codes and automatic discounts that apply at checkout. You can also combine discounts with [compare at prices](#).

Create discount code

shopify Unsaved discount code [Discard] [Save]

Create discount code

Discount code [Generate code](#)

Customers will enter this discount code at checkout.

Types

- Percentage
- Fixed amount
- Free shipping
- Buy X get Y

Customer buys

Summary

BW9ACWNRVBER

- Available on online sales channels
- Buy 1 item
Get 1 item free
- For everyone
- One use per customer
- Active from Dec 1 to Dec 31

PERFORMANCE

Discount is not active yet.

CAN'T COMBINE WITH OTHER AUTOMATIC DISCOUNTS

Customers won't be able to enter a code if another automatic discount is already applied at checkout.

Customer gets

Customers must add the quantity of items specified below to their cart.

Quantity Any items from

[Browse](#)

AT A DISCOUNTED VALUE

- Percentage
- Free

Set a maximum number of uses per order

Customer eligibility

- Everyone
- Specific groups of customers
- Specific customers

Usage limits

- Limit number of times this discount can be used in total
- Limit to one use per customer

Source: <https://www.shopify.com/free-trial?ref=blue-industries>

Customize your store

Shopify – APP

nakedfashions

Search

- Home
- Orders
- Products
- Customers
- Analytics
- Marketing
- Discounts
- Apps**

- SALES CHANNELS
- Online Store

Apps

Customize your store with the apps merchants love most.

Greatest hits

Get customers

Find products

Stand out

TOP NEW APPS

Most installed and highest rated.



One Click Upsell - Zipify OCU

Build Upsells & Cross Sells - Pre & Post Purchase Funnels :-)

★ 4.6 (136 reviews) • 30-day free trial



AVADA Size Chart: Size Guide

Reduce returning rate with Size chart / Size guides

★ 4.9 (263 reviews) • Free



ModeMagic Badges: Sale Booster

Highlight product images with badges & product feature cards

★ 4.9 (387 reviews) • Free plan available



Vimotia - Shoppable Videos

TikTok-like Shoppable videos on your website, to boost sales

★ 4.7 (19 reviews) • Free

View more apps in this collection

[How app recommendations work](#)

Working with a developer on your shop? [Manage private apps](#)

To other APP (or add-ons) to your store

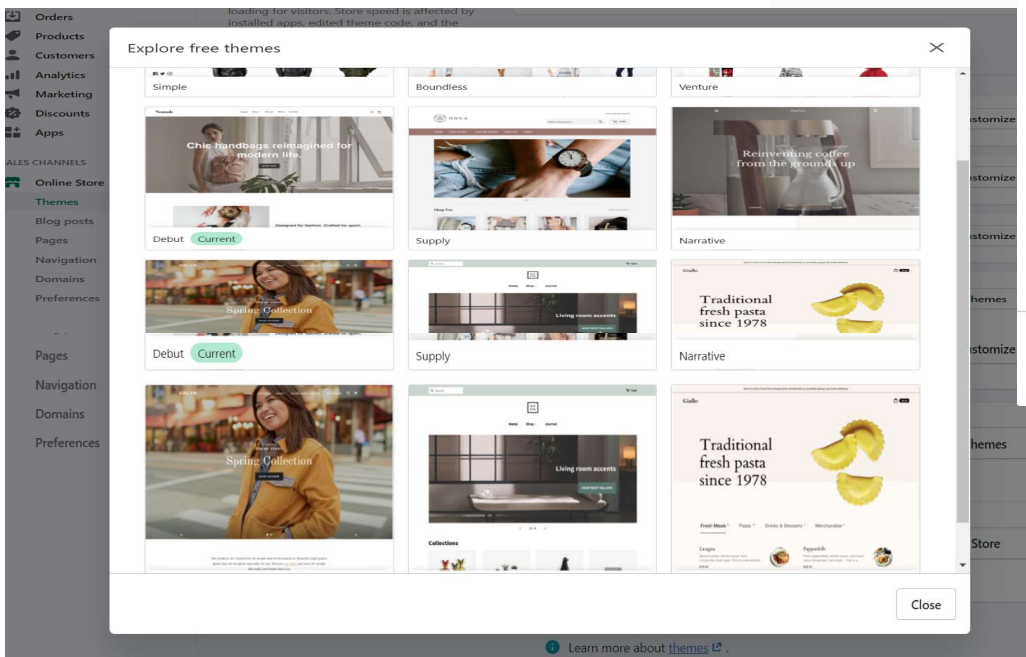
Source:
<https://www.shopify.com/free-trial?ref=blue-industries>

Shopify – Online Store: themes

The screenshot displays the Shopify admin interface for a store named 'nakedfashions'. The user is logged in as 'Celeste SP Ng'. The left sidebar shows the 'Online Store' and 'Themes' menu items highlighted with red boxes. The main content area shows the 'Themes' section with a 'View your store' button highlighted. Below this, there are notifications for 'Online store is password protected' and 'Theme editor updates'. The 'Current theme' section shows the 'Debut' theme with a 'Customize' button highlighted. The 'Theme library' section is highlighted with a red box, showing options for 'Free themes' and 'Shopify Theme Store'. The 'Online store speed' section is also visible, showing a speed score that is unavailable for protected stores.

Source: <https://themes.shopify.com/>

Shopify – Online Store: themes



Source: <https://themes.shopify.com/>

Publish Brooklyn

× elesteSPNg

! Your password page is enabled. It can be disabled after publishing.

Are you sure you want to publish Brooklyn? This will replace your current theme Debut.

Themes

View your s

! Online store is password protected
Only visitors with a password can access your online store.

Disable password

i Theme editor updates
Customize your theme faster with powerful theme editor updates.

Learn more

✓ You successfully added Brooklyn

Customize theme

Current theme

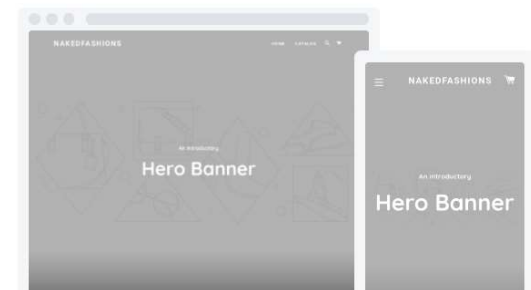
This is the theme customers see when they visit your store.

Brooklyn

Added: 19 minutes ago

Actions

Customize



Shopify – Online Store: themes – customized the homepage's logo and wordings

The screenshot shows the Shopify theme editor interface. At the top, a dropdown menu is set to 'Home page'. The main preview area displays a homepage design for 'NakedFashions' featuring a wooden background, a tote bag with a floral decoupage, and the text 'Decoupage Handicraft' and 'Together We Make the World Green'. The 'NakedFashions' logo is visible in the top left and on the tote bag. On the left, a sidebar menu lists sections: 'Header', 'Slideshow', 'Featured collection', 'Newsletter', 'Custom HTML', 'Image with text', and 'Footer'. The 'Header' section is selected. On the right, the 'Header' settings panel is open, showing options for the logo image, custom logo width (set to 145px), and a checked option for 'Enable transparent header on the homepage'. A 'Select Image' button is visible in the transparent logo section.

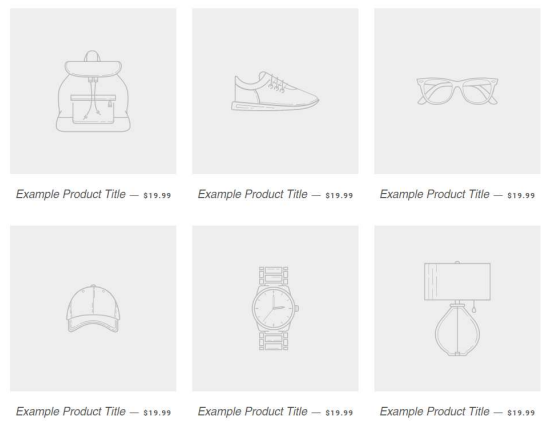
Source:
<https://themes.shopify.com/>

Shopify – Online Store: themes – customized the homepage’s featured collection

Make sure “product status” is set to “ACTIVE”



Featured collection



shopify Unsaved changes

Home Orders Products All products Inventory Transfers Collections Gift cards Customers Analytics Marketing Discounts Apps SALES CHANNELS Online Store

Decoupage Cake Beverage Bag 2 Draft Duplicate Preview

Title: Decoupage Cake Beverage Bag 2

Description: Handmade Decoupage Cake Decorative Beverage Bag! Green environment uses fewer plastic bags!

Product status: Active

SALES CHANNELS AND APPS: Online Store Selected

Insights: Insights will display when the product has had recent sales

Organization: Product type: handcraft Vendor: nakedfashions

Source: <https://themes.shopify.com/>

Shopify – Online Store: themes – customized the homepage: remove section

The image shows a screenshot of the Shopify theme editor interface. On the left, there is a sidebar menu with sections like Header, Slideshow, Featured collection, Newsletter, Image with text, and Footer. The main area displays a preview of the homepage layout. A red box highlights the 'Image with text' section title in the top-left corner of the preview. Below it, the configuration panel for this section is visible, showing options for Image, Image alignment, Heading, Text, Button label, and Button link. A 'Remove section' button is located at the bottom of this configuration panel, also highlighted with a red box. The preview shows a 'Featured collection' section with three product cards, each with a 'SAVE' badge. The 'Image with text' section is positioned above the 'Featured collection' section.

Shopify – Online Store: themes – customized the homepage’s featured collection

Change or select your “collection”

Online Stores → Themes → Customize

← Featured collection

Heading

Featured collection

Collection

Collection

Beverage Bag with Decorative Crystal

Edit collection

Change

Select collection

Search

Create collection

Beverage Bag with Decorative Crystal



Decoupage Crystal Beverage Bag 6 — \$250



Decoupage Crystal Beverage Bag 5 — \$250



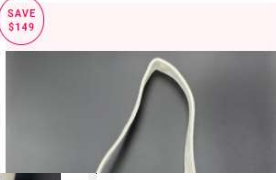
Decoupage Cake Beverage Bag 4 — \$250



Decoupage Cake Beverage Bag 3 — \$250



Decoupage Cake Beverage Bag 2 — \$250



Currently selected Beverage Bag with Decorative Cak...

Remove section

Shopify – Online Store: themes – customized the homepage's featured collection: add more section & details


steSPNg

Online Stores → Themes → Customize

- THEME SECTIONS
- Custom HTML
- Blog posts
- Collection list
- Featured collection**
- Image with text
- Slideshow
- Featured product
- Newsletter signup
- Map
- Rich text
- + Add section**


Home page

Featured collection



SAVE \$149

Decoupage Cake Beverage Bag 4 — \$250



SAVE \$149

Decoupage Rabbit Beverage Bag 5 — \$250

Remove section

Exit Shopify Live

Home page

Featured collection

Heading

Featured decoupage collection of playful rabbits

Collection

Beverage Bag with Decorative Rabbit


Edit collection

Change

Grid style


Collage

Featured decoupage collection of playful rabbits



SAVE \$149

Decoupage Rabbit Beverage Bag 5 — \$250



SAVE \$149

Decoupage Rabbit Beverage Bag 4 — \$250



SAVE \$149

Decoupage Rabbit Beverage Bag

Shopify – Online Store: themes – customized the homepage's: overview

@CelesteSPNg

Online Stores → Themes → Customize

URL: <https://nakedfashions.myshopify.com/>

Featured decoupage collection of delightful cakes and ice-creams



Decoupage Cake Beverage Bag 4 — \$250
Decoupage Cake Beverage Bag 3 — \$250
Decoupage Cake Beverage Bag 2 — \$250



Decoupage Cake Beverage Bag 1 — \$250

Featured decoupage collection of playful rabbits



Decoupage Rabbit Beverage Bag 1 — \$250

Featured decoupage collection of delightful cakes and ice-cream

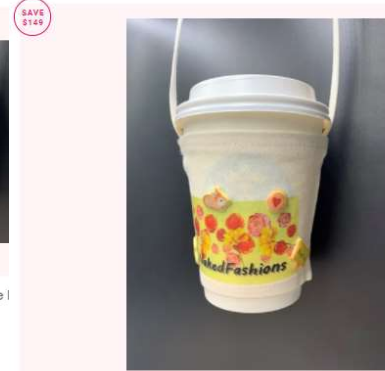


Decoupage Cake Beverage Bag 4 — \$250
Decoupage Cake Beverage Bag 3 — \$250



Decoupage Cake Beverage Bag 1 — \$250

Featured decoupage collection of playful rabbits



Decoupage Rabbit Beverage Bag 5 — \$250



Decoupage Rabbit Beverage Bag 4 — \$250



Decoupage Rabbit Beverage Bag 3 — \$250



Decoupage Rabbit Beverage Bag 2 — \$250



Decoupage Rabbit Beverage Bag 1 — \$250

- Home page
- Header
- Slide show
- Slide
- Slide
- Slide
- Slide
- Slide
- Add Slide
- Featured collection
- Featured collection
- Featured collection
- Newsletter
- Footer

Theme settings

Shopify – Online Store: themes – customized the homepage’s: overview

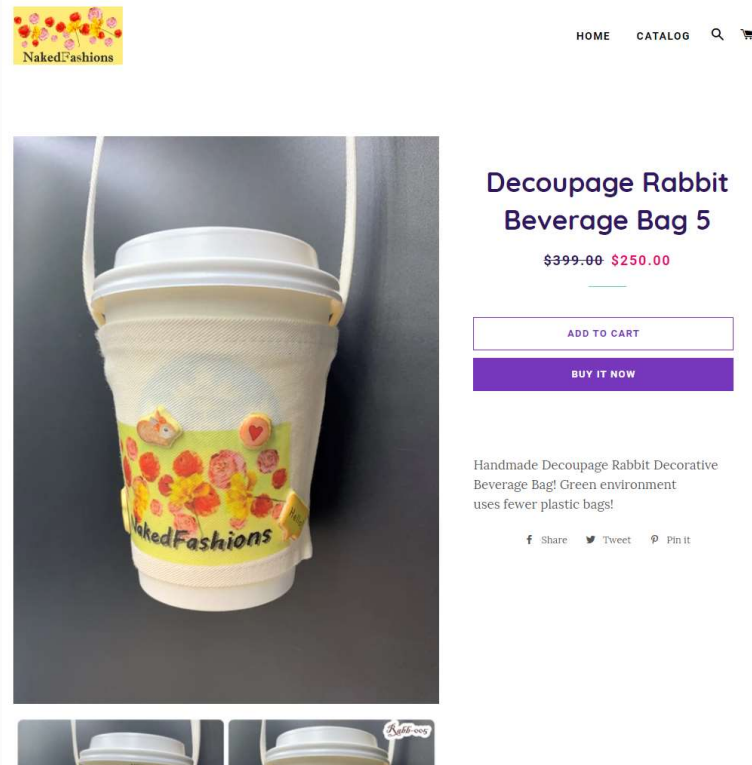
Online Stores → Themes → Customize

Featured decoupage collection of playful rabbits

URL: <https://nakedfashions.myshopify.com/>



Click



Shopify – Online Store: themes – customized the homepage's: cart and recommendation

@CelesteSPNg

Online Stores → Themes → Customize



HOME CATALOG



Decoupage Rabbit Beverage Bag 5

\$399.00 \$250.00

ADD TO CART

BUY IT NOW

Handmade Decoupage Rabbit Decorative Beverage Bag! Green environment uses fewer plastic bags!

Share Tweet Pin It



Decoupage Rabbit Beverage Bag 5

\$399.00 \$250.00

ADD TO CART

BUY IT NOW

Handmade Decoupage Rabbit Decorative Beverage Bag! Green environment uses fewer plastic bags!

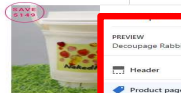
Share Tweet Pin It

You may also like

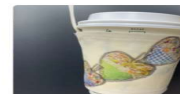
Brooklyn Live



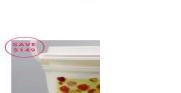
Decoupage Crystal Beverage Bag 6 — \$250



Decoupage Rabbit Beverage Bag 5 — \$250



Decoupage Crystal Beverage Bag 6 — \$250



Decoupage Rabbit Beverage Bag 5 — \$250

Theme settings

Default product



Decoupage Rabbit Beverage Bag 5

\$399.00 \$250.00

Quantity 1

ADD TO CART

BUY IT NOW

Handmade Decoupage Rabbit Decorative Beverage Bag! Green environment uses fewer plastic bags!

Share Tweet Pin It

Handmade Decoupage Rabbit Decorative Beverage Bag! Green environment uses fewer plastic bags!

Share Tweet Pin It

- Show product vendor
- Enable product sharing

PRODUCT OPTIONS FORM

- Show quantity picker

Picker type

Button

ADD TO CART BUTTON

- Show dynamic checkout button

Each customer will see their preferred payment method from those available on your store, such as PayPal or Apple Pay.

Button size

Large

MEDIA

Learn more about media types

Learn more about media types from those available on your store, such as PayPal or Apple Pay.

Learn more

Button size

Large

MEDIA

Learn more about media types

Gallery layout

Stacked

- Enable image zoom
- Enable video looping

THEME SETTINGS

Shopify – Online Store: themes – customized the homepage’s: “shop now” button in the slide

@CelesteSPNg

Online Stores → Themes → Customize

The screenshot displays the Shopify theme editor interface. On the left, a sidebar lists various sections, with 'Slide' selected and highlighted by a red box. The main area shows a slide with a background image of a white tote bag on green grass. The slide contains the text 'You Love the Earth', 'Decoupage Handicraft', and a 'SHOP NOW' button, all highlighted with red boxes. On the right, the settings panel for the slide is visible, with a red box highlighting the 'Button label' and 'Button link' fields. The 'Button label' is set to 'Shop now' and the 'Button link' is set to 'All products'. Below these, there are color selection options for text and the button background.

Header

Slideshow

- Slide
- Slide
- Slide
- Slide
- Add Slide

Featured collection

Featured collection

Featured collection

Newsletter

Add section

Footer

Theme settings

HOME CATALOG

NakedFashions

You Love the Earth

Decoupage Handicraft

SHOP NOW

Image position

Middle center

Show overlay

Overlay opacity 25%

TEXT

Text alignment

Center

Heading

Decoupage Handicraft

Subheading

You Love the Earth

Button label

Shop now

Button link

All products

Text and icons

EF7E7E

Button label

EF7E7E

Button

1F2021

Remove block

Shopify – Online Store: themes – global settings

@CelesteSPNg

The screenshot displays the Shopify admin interface for a store named 'NakedFashions'. The main content area shows a preview of the store's home page, which features a green grass background, a white tote bag with a 'Hello!' tag, and the text 'Decoupage Handicraft'. The navigation menu on the left includes sections for Header, Slideshow, Featured collection, Newsletter, and Footer. The 'Theme settings' panel on the right is highlighted with a red border and contains the following sections: COLORS, TYPOGRAPHY, CART PAGE, SOCIAL MEDIA, FAVICON (with a 'Select Image' button and a note 'Will be scaled down to 32 x 32px'), CHECKOUT, and THEME STYLE. The 'Theme settings' label at the bottom left of the interface is also highlighted with a red border.

Shopify – Online Store: themes – customized the homepage: Pages

The image displays two overlapping screenshots of the Shopify admin interface. The top screenshot shows the 'About Us' page editor, and the bottom screenshot shows the 'Pages' list.

Top Screenshot: 'About Us' Page Editor

- Title:** About Us
- Content:** We are a group of people creating unique decoupage handicraft stuff for people like you!
- Visibility:** Visible (as of 8/11/2021, 3:47 PM GMT+8)
- Online store:** Theme template: Default page
- Search engine listing preview:** About Us, <https://nakedfashions.myshopify.com/pages/about-us>, We are a group of people creating unique decoupage handicraft stuff for people like you!

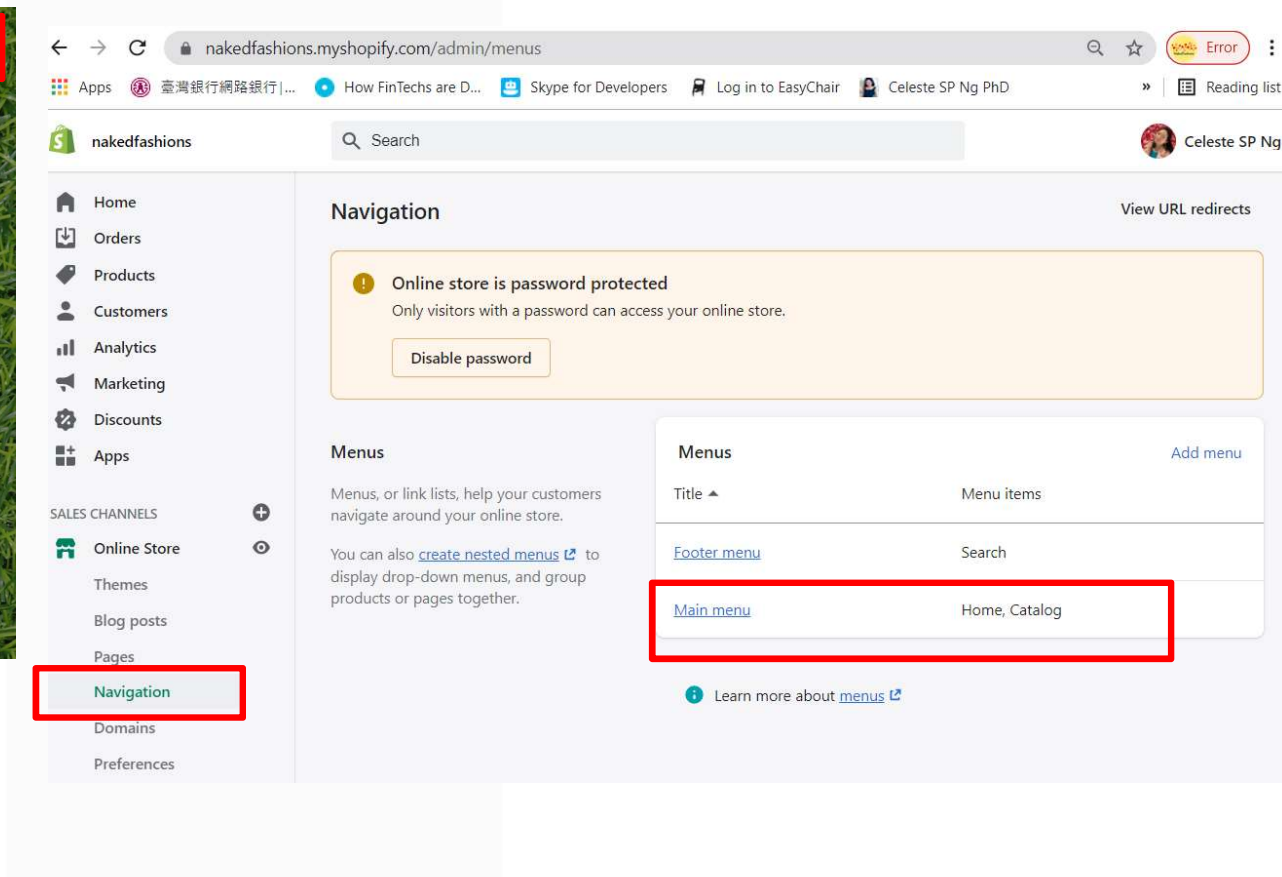
Bottom Screenshot: 'Pages' List

The 'Pages' list shows two pages:

Page Name	Created At
Contact Us	Yesterday at 04:18 pm
About Us	Yesterday at 03:47 pm

The 'About Us' page is highlighted with a red box in the original image.

Shopify – Online Store: themes – customized the homepage: Navigation



Source:

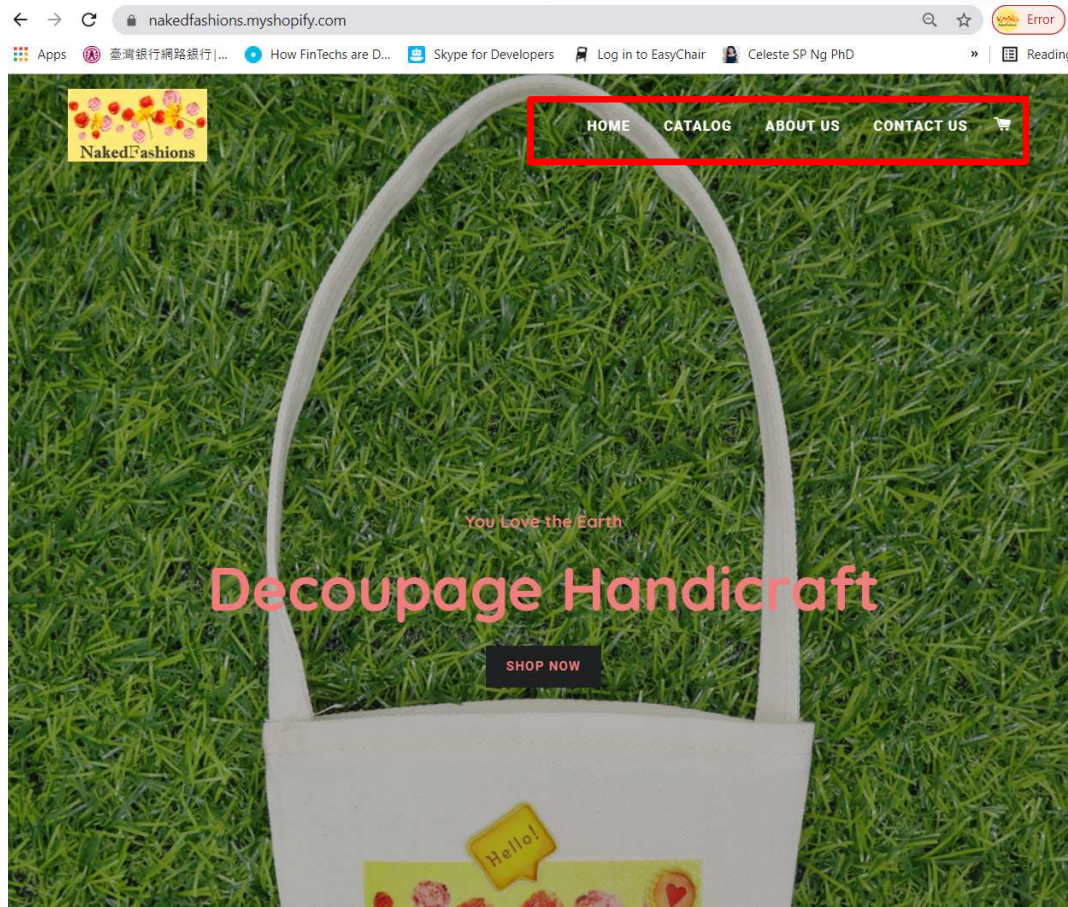
<https://themes.shopify.com/>

Shopify – Online Store: themes – customized the homepage: Navigation

The image displays two overlapping screenshots of the Shopify admin interface. The top screenshot shows the 'Main menu' configuration page with a modal window titled 'Add menu item' open. The modal contains fields for 'Name' (filled with 'About Us') and 'Link' (filled with 'About Us'). A red box highlights this modal. The bottom screenshot shows the 'Main menu' configuration page with a list of menu items: 'Home', 'Catalog', 'About Us', and 'Contact Us'. Each item has 'Edit' and 'Delete' buttons. A red box highlights the 'Add menu item' button at the bottom of the list. A 'Save menu' button is visible at the bottom right of the page. A 'Shopify' banner with 'Unsaved changes' and 'Discard'/'Save' buttons is visible at the top of the bottom screenshot.

Source:
<https://themes.shopify.com/>

Shopify – Online Store: themes – customized the homepage: Navigation



Shopify – Online Store: themes – customized the homepage: Blog



The image shows two screenshots from the Shopify admin interface. The left screenshot displays the 'Write a blog post' screen. A red box highlights the 'Create blog post' and 'Learn more' buttons at the bottom. The right screenshot shows the 'Different Categories of Decoupage Products' post editor. A red box highlights the 'Title', 'Content', 'Excerpt', and 'Search engine listing preview' sections. The 'Content' section contains the text: 'There are many different categories of decoupage products. This includes ...'. The 'Excerpt' section contains the text: 'Add a summary of the post to appear on your home page or blog.' The 'Search engine listing preview' section contains the title 'Different Categories of Decoupage Products' and the URL 'https://nakedfashions.myshopify.com/blogs/news/different-categories-of-decoupage-products'. The right sidebar shows the 'Visibility' settings (set to 'Visible'), 'Featured image' upload area, 'Organization' settings (Author: Celeste SP Ng), and 'TAGS' (Vintage, cotton, summer).

Source:
<https://themes.shopify.com/>

Shopify – Online Store: themes – customized the homepage: Blog

The screenshot displays the Shopify Admin interface for a store named 'nakedfashions'. The user 'Celeste SP Ng' is logged in. The left sidebar shows navigation options: Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, and SALES CHANNELS (Online Store, Themes, Blog posts, Pages, Navigation, Domains, Preferences). The main content area is titled 'Edit Blog' and includes a 'View page' link. The 'Blog details' section has a 'Title' field with the value 'News'. The 'Search engine listing preview' section has a description: 'Add a description to see how this blog might appear in a search engine listing'. The 'Comments' section, highlighted with a red box, is titled 'Manage how comments are handled on this blog.' and contains three radio button options: 'Comments are disabled' (selected), 'Comments are allowed, pending moderation', and 'Comments are allowed, and are automatically published'. The 'Online store' section has a 'Theme template' dropdown set to 'Default blog'. At the bottom, there are 'Delete blog' and 'Save' buttons.

Shopify – Online Store: themes – customized the homepage: Domain name

The screenshot shows the Shopify Admin interface for 'nakedfashions'. The user is logged in as 'Celeste SP Ng'. The main content area is titled 'Domains' and includes a 'Buy new domain' button. A table lists the current domain: 'nakedfashions.myshopify.com'. A modal window titled 'Buy new domain' is open, showing search results for 'www.nakedfashions.store' and other extensions like .net, .org, .shop, and .info with their respective prices and 'Buy' buttons. A sidebar on the left contains navigation options like Home, Orders, Products, Customers, Analytics, Marketing, Discounts, and Apps.

Domain Name	Status	Date added	Provider
nakedfashions.myshopify.com			

Domain	Price	Action
nakedfashions.store	\$13 USD/first year	Buy
nakedfashions.com	Unavailable	
nakedfashions.net	\$17 USD/year	Buy
nakedfashions.org	\$17 USD/year	Buy
nakedfashions.shop	\$18 USD/first year	Buy
nakedfashions.info	\$22 USD/year	Buy

Shopify – Online Store: themes – customized the homepage: Preferences (for SEO)

@CelesteSPNg

nakedfashions

Celeste SP Ng

Preferences

Title and meta description

The title and meta description help define how your store shows up on search engines.

Homepage title

0 of 70 characters used

Homepage meta description

Enter a description to get a better ranking on search engines like Google

0 of 320 characters used

Social sharing image

When you share a link to your store on social media, an image is usually shown in your post. This one will be used if another relevant image can't be found. [Learn more about social sharing images](#)

Social sharing image preview

Change image

Image (Recommended size: 1200 x 628 px)

Page title

Meta description

Google Analytics

Google Analytics enables you to track the visitors to your store, and generates reports that will help you with your marketing. [Learn more about Google Analytics](#)

Google Analytics account ([how do I set this up?](#))

Paste your code from Google here

Enhanced Ecommerce

You must upgrade to the latest version of Google Analytics in order to use Enhanced Ecommerce.

Facebook Pixel

Connect your pixel with the Facebook app. The app ensures proper setup, while enabling advanced tracking options and other features that help you target new and existing customers.

Facebook Pixel tracks customer behavior

shopify help center

Search the documentation

Shopify Help Center > Topics > Marketing and promotions > Analyzing online marketing > Facebook pixel

Facebook pixel

When you set up the Facebook channel, you can add a pixel to track customer data and behaviour on your Online Store. To use a Facebook pixel, you need to set a customer data-sharing level. It's up to you to decide how much data you want to track using the pixel. The Standard data sharing setting sends only customer behaviour. The Enhanced and Maximum settings send additional customer information including name, location, and email address.

You can create a Facebook pixel using Facebook Ads Manager, or in the Facebook channel.

If you've added a Facebook pixel to your online store theme code before, then remove the Facebook pixel code from your online store after you set up your pixel using the Facebook channel.

Facebook pixels can help improve your stores marketing capabilities and the performance of Facebook ads. To create Facebook ads you need to connect a Facebook ad account.

- Intro to Shopify
- Migrate to Shopify
- Shopify admin
- Your account
- Online Store
- POS
- Sales channels
- Shopify checkout
- Products
- Payments
- Locations
- Shipping and delivery
- Customers
- Orders
- Discounts
- Metafields
- Shopify Inbox
- Marketing and promotions

Source: <https://help.shopify.com/en/manual/promoting-marketing/analyze-marketing/facebook-pixel>

Shopify – Online Store: themes – customized the homepage: Preferences (for **SEO**)

@CelesteSPNg

The image displays two screenshots of the Shopify admin interface. The left screenshot shows the 'Customer privacy' and 'Password protection' settings. The right screenshot shows the 'Pick a plan for your store' screen.

Customer privacy settings:

- Limit data collection for EU buyers is Deactivated. [Under the European Union's General Data Protection Regulation \(GDPR\), customers must give permissions before their data can be tracked. Learn more about GDPR and data tracking.](#) **Activate**
- Limit data collection for California buyers is Deactivated. [Under the California Consumer Privacy Act \(CCPA\), customers in California should be able to opt out of the sale of their data. Or, if no option is provided, they should be automatically exempt. Learn more about CCPA and data sharing.](#) **Activate**

Password protection settings:

- To disable your password page, you need to [pick a plan](#).
- Enable password
- Enable password
- crapau
- 6 of 100 characters used
- Message for your visitors
- Enable password
- Enable password
- crapau
- 6 of 100 characters used
- Message for your visitors
- 0 of 5000 characters used

Spam protection settings:

- Enable Google reCAPTCHA on contact and comment forms
- Enable Google reCAPTCHA on login, create account and password recovery pages

Pick a plan for your store screen:

- ← Pick a plan for your store
- If Shopify isn't right for you, cancel before August 23 and you won't be charged.
- Basic Shopify Plan**
All the basics for starting a new business
USD \$29 /mo
Choose plan
- Shopify Plan** (Recommended)
Everything you need for a growing business
USD \$79 /mo
Choose plan
- Advanced Shopify Plan**
Advanced features for scaling your business
USD \$299 /mo
Choose plan

Basic Shopify Plan Features:

- Up to 2 staff members
- Up to 4 locations
- Additional fees for all payment providers: 2.0%

Shopify Plan Features:

- Up to 5 staff members
- Up to 5 locations
- Fraud analysis
- Professional Reports
- Additional fees for all payment providers: 1.0%
- USPS Priority Mail Cubic® pricing

Advanced Shopify Plan Features:

- Up to 15 staff members
- Up to 8 locations
- Fraud analysis
- Professional Reports
- Advanced Report Builder
- Additional fees for all payment providers: 0.5%
- USPS Priority Mail Cubic® pricing
- Third-party calculated shipping rates

Shopify – Online Store: themes – customized the homepage: Preferences (for **SEO**)

@CelesteSPNg

nakedfashions Search Celeste SP Ng

← Pick a plan for your store

[If Shopify isn't right for you, cancel before August 23 and you won't be charged.](#)

Basic Shopify Plan	Shopify Plan	Advanced Shopify Plan
All the basics for starting a new business	Everything you need for a growing business	Advanced features for scaling your business
USD \$29 /mo	USD \$79 /mo	USD \$299 /mo
Choose plan	Choose plan	Choose plan
FEATURES Up to 2 staff members Up to 4 locations	FEATURES Up to 5 staff members Up to 5 locations Fraud analysis Professional Reports	FEATURES Up to 15 staff mem Up to 8 locations Fraud analysis Professional Report Advanced Report B
PAYMENTS Additional fees for all payment providers: 2.0%	PAYMENTS Additional fees for all payment providers: 1.0%	PAYMENTS Additional fees for . 0.5%
	SHIPPING USPS Priority Mail Cubic® pricing	SHIPPING USPS Priority Mail C Third-party calculat Show calculated rates third-party apps at che

BASIC, SHOPIFY, AND ADVANCED PLANS INCLUDE:

- Online store
- Unlimited products
- 24/7 support
- Abandoned cart recovery
- App ecosystem with 4,100+ apps
- Print shipping labels
- Sales channels
Sell on online marketplaces and social media.
Channel availability varies by country.
- Fast and reliable checkout
- Free SSL certificate
- Over 100 currencies for your online store
- Discount codes
- Shopify POS Lite
Accept casual, in-person payments at markets, fairs, pop-ups, and more.
- Shopify POS Pro for \$89 USD a month for each location
Run your brick-and-mortar business with powerful tools built for omnichannel selling.
- Manual order creation
- Gift cards

Remove your online store
Sell with Buy Button and in person with Point of Sale for only \$9 USD/month.

[Remove online store](#)

@CelesteSPNg

Shopify – Online Store: themes – customized the homepage:

The screenshot shows the Shopify admin interface for a store named 'nakedfashions'. The user is 'Celeste SP Ng'. The left sidebar contains navigation options: Home, Orders, Products, Customers, Analytics, Marketing, Discounts, and Apps. Under 'SALES CHANNELS', 'Online Store' is selected, and 'Themes' is highlighted. The main content area is titled 'Themes' and features a red-bordered notification: 'Online store is password protected. Only visitors with a password can access your online store. [Disable password]'. Below this is a light blue notification: 'Theme editor updates. Customize your theme faster with powerful theme editor updates. [Learn more]'. The 'Current theme' section shows 'Brooklyn' (last saved 8 minutes ago) with an 'Actions' dropdown and a 'Customize' button. A preview of the theme shows a homepage with a 'Decoupage Handicraft' product.

<https://nakedfashions.myshopify.com/>

bit.ly/MyShopifyFreeTrial -
-- from this course

Shopify – Online Store: themes – customized the homepage: addressing customer complaints

@CelesteSPNg

Upset Customers? Here's How to Stop Customer Complaints Before They Happen

by Alexa Collins · Retention
Jan 6, 2021 · 11 minute read · Leave a comment



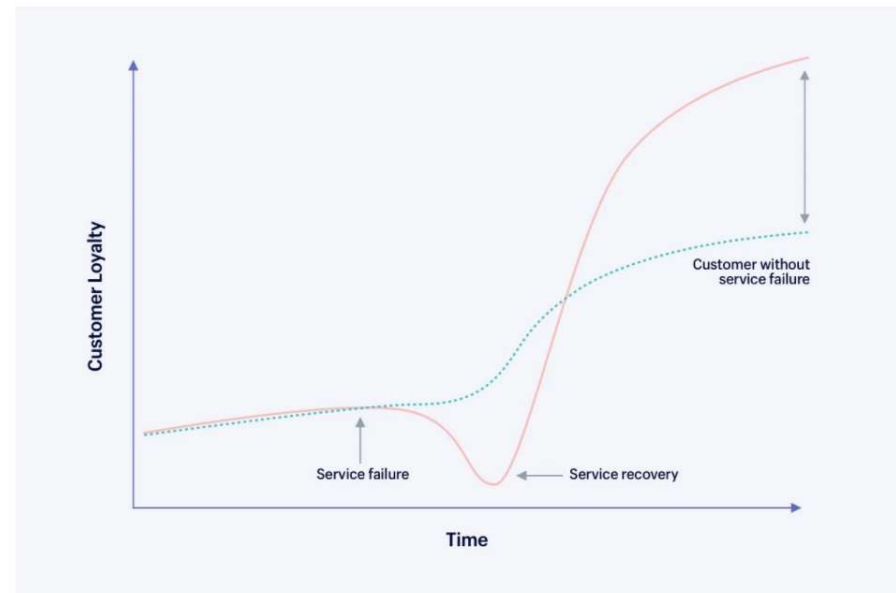
Customer complaints can be your biggest hurdle or your biggest ally.

Though complaints are frustrating and time consuming to deal with, they provide you with invaluable honest customer feedback. Complaints will show you where you can improve your store and give you the opportunity to leave a lasting positive impression once you solve the problem.

Source: https://www.shopify.com/blog/customer-complaints?utm_source=Shopify&utm_medium=AdminHomefeed&utm_campaign=Homecards

Why addressing customer complaints matters

Customer support isn't about always being right, it's about always being willing to make it right. The service recovery paradox indicates this, too: there's evidence that recovering from a mistake can build more goodwill with customers than what you started with.

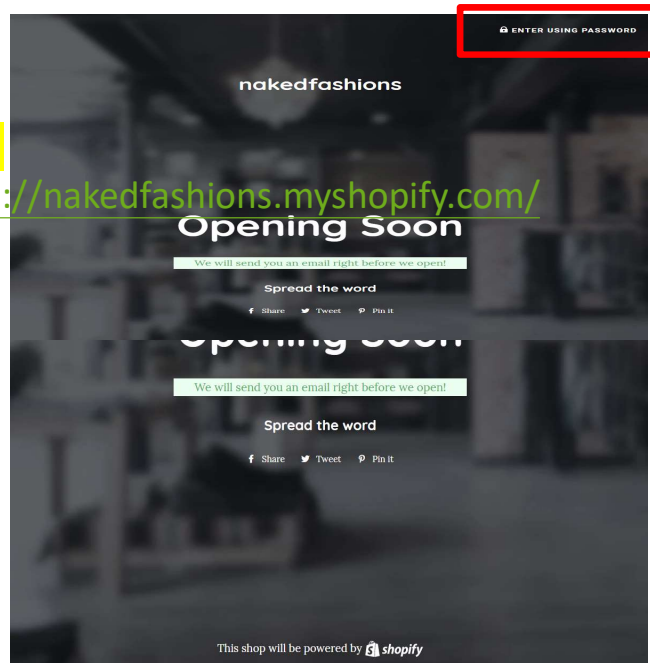


Mistakes are impossible to avoid completely, but the silver lining is that they often provide an opportunity to show your commitment to earning a customer's business. If you can recover from a blunder, your customer might end up more loyal than if the issue had never happened. This is known as the service recovery paradox, a term first coined by Sundar Bharadwaj and Michael McCollough.

Shopify – Online Store: themes – customized the homepage:

URL:

<https://nakedfashions.myshopify.com/>



Password:

Enter store using password:

 ENTER

Are you the store owner? [Log in here](#)



THANK YOU!

 Celeste SP Ng

 Email: celeste@saturn.yzu.edu.tw

 Phone: 2614

 Website: <http://celesteng.mis.yzu.edu.tw/>