

To build your online store adding your products is one of the most important steps for you.

Step 1: From Shopify admin, go to Products.

 Home Orders 	Products	Export	Import	Add product
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Step 2: Enter the Product Details

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Transfers.	Short sleeve t-shirt	Dut t
Collections	Description	This product will be hidden from all sales
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It is an important part of the steps for "add the product to your Store". Now you have to enter the product details like title, description, and other options like size, color, etc. Product information that you have to enter is: –

Title: – Title of a product means Product name. The product name should be short and easy to remember as it becomes easy for you and your customer to call it.

Description: – This is the part where you have to enter the detailed description or information of your product. Enter the information that attracts your target audience, enter the useful information that shows your customer that it is worth buying that product. Content is the key to attracting your customer, make sure the description should be rich in content to impress your customer.

Options: – On the screen now you have to tick the box "This product has options, like size or color". Then it will show you the blank options like size, color, and material and you can also add "option" according to your product like weight, transparency, etc. then add values to these options. After that then click on "done".

Vendor: – Here you have to enter the name of the brand if you are selling a selfmade product then enter your brand name otherwise enter the name of suppliers or manufacturers.

shopify	Unsaved product			Setup guide: 0/7	Discard
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Products				Product organizat	ion
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Collections				per co gran	
Gift cards				Vendor	
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all Analytics	Pricing			Collections	
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Step 3: Add Images for Product

After entering all the descriptions now scroll down to "images" and click on "upload images". Start uploading photos from your device. You should upload at least 3-4 images of your product from all angles so that customers get satisfaction. The images should be impressive and according to the brand. The correct image enables the customer to view your product. Another important thing is that you should name your product image very consistently. <u>Use SEO keywords</u> so that customers navigate to your online store easily via search engines.

Home				Vendor	
Orders Products	Pricing			Collections	
Inventory	Price	Compare at price			
Transfers Collections	# 0.00	e 0.00	0		
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ull Analytics	Cost per item			The second se	
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O Discounts	Customers won't see this			Online store	
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Step 4:- Input pricing of a product

Set pricing according to your brand positioning. You can also give a discount offer for your product. Shopify provides a setting to its user when customers can apply the discount code. You can also compare price and cost per item.

Step 5: - Enter Inventory information

B shopify	Unsaved product		Setup guide: 0/7 Discard
Home Crokers Products Inventory Transfers Collections	Inventory SKU (Stock Keeping Unit)	Barcode (ISBN: UPC. GTIN. etc.)	Channe store Theme template Assign a template from your current theme to define how the product is displayed.
Gift cards	Continue selling when out of stock		
Analytics Marketing Discounts Apps	QUANTITY Location name	Available	
Sales channels O T Online Store O O Facebook	Sman	0 (8) (8)	

Now enter inventory information like SKU (Stock Keeping Unit), Barcode, and Inventory Policy.

- SKU: It means Stock Keeping Units. SKUs are the unique codes that help you to identify the product within your company. Each product has its own code in your store.
- Barcodes: Barcodes are the identifiers. If you are a reseller or you want to sell globally. These unique identifiers locate product information. Global Trade Item Number (GTIN) is required in some channels before a product is published. There are other product types that vary in length using UPC, EAN, and ISBNs; these are different facets of the GTINs.
- **Inventory policy:** Enter the desired Inventory Policy in this bar.

Step 6: – Add shipping details

Settings		💌 Setup guide: 0/7
Shamcart shamcart.myshopfy.com t2	Shipping and delivery	
Store details	Delivery methods at checkout Manage how customers receive their orders, Learn more about <u>delivery methods</u> .	
Plan		
E Billing	Shipping Choose where you ship and how much you charge for shipping at checkout. Learn more about shipping atops	
Users and permissions	GINERAL SHEPPING RATES	Matazia
💬 Payments	0 products Rates for	
Checkout	O Dometic O Rest of World	
Shipping and delivery	V ARIC OF HOINS	
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Q Locations	Create a shipping profile to add custom rates or destination restrictions for groups of products. Learn more about ;	heerogerafiles
Gift cards	Local delivery	
A Marine	Deliver orders directly to local outcomers. Learn more about local delivers	

In this step add shipping details if your product requires shipping. You can tick the "this product requires shipping". After that, enter details like weight, Country/Region of origin, HS (Harmonized System) code, and Fulfillment Service.

- Weight: Now enter the weight of the product and set the weight as pounds (lb), ounces (oz), kilograms (kg), and grams (g) according to the product.
- **Country/Region of origin:** The country/ region where your product is manufactured.
- **HS (Harmonized System) code:** HS code is a code used for products when you sell your product overseas. With this appropriate tariffs will be applied to the customer's order.
- **Fulfillment Service:** Scroll down to see "Custom Order Fulfillment" if you are using fulfillment service and click on "Add Fulfillment Service".

Step 7: – Add variants of the products

🖻 shopify	Unsaved product	Setup guide: 0/6 Discard Save
Home Orders Products	Options This product has options, like size or color	
Inventory Transfers Collections Gift cards Customers all Analytics Marketing Discounts Apps	Option name Size Option values Medium Done + Add another option	
Sales channels O R Online Store O O Facebook		

Add the variants of your product. A product has different properties like sizes, colors, and weight. You can create up to 100 variants with a combination of different properties. For example, a t-shirt in many sizes like small, medium, large, extralarge, and in many colors like white, blue, yellow, etc. so you can combine properties of a t-shirt like a white small t-shirt or white large t-shirt or yellow small t-shirt or blue small t-shirt. Add the variant's details and then see a preview.

Step 8: – SEO (Search Engine Optimizer) listing preview

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A Home Orders		Search engine listing preview]	
Products Inventory		Add a title and description to see how this product might appear in a search engine listing		
Transfers Collections		Page Stie		
Gift cards		0 of 70 characters used		
2 Customers		Meta description		
all Analytics				
G Marketing				
Ø Discounts				
11 Apps		0 of 320 characters used		
Sales channels	0	URL handle		
Online Store	0	https://azoucart.myshopidy.com/products/		
O facebook		And the complete state of the second state of		

SEO will help you to navigate your customers to your online store. After entering all the relevant information about your product, entering

keywords for search engines is the goal to attract customers. Generally, Shopify automatically generates meta descriptions and page titles. Click on "Edit website SEO" and now edit your Meta Title and Meta Description with useful keywords which will appear to your customer when searching for your product.

• URL and Handle: – In this section, you can edit your website address. Here you can add keywords but remember URLs can't contain any spaces.

Step 9:- Enter Product Availability on Platforms

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Home Orders	← Add product	
Products	Tide	Product status
Inventory	Short sleave t-shirt	Product starts
Transfers		Draft 8
Collections Gift cards	Description	This product will be hidden from all sales
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ull Analytics		SALES CHANNELS AND APPS
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II Apps		Schedule availability
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Settings		

In this section, you can manage the availability or visibility of your product on different platforms. You can choose the sales platforms where you want to show your products. Click on the "manage sales channel visibility" and tick on the options. You can also set a particular time for a particular product to be visible at that time.

Step 10:- Product Organization

🖪 shopify	Unsaved product			Setup guide: 0/6	Discard Save
Home Orders Products Inventory Transfers Collections		Add from URL videos, or 10 models		Product organizat Type Search types Vendor	ion
Gift cards Customers Analytics	Pricing Price	Compare at price		Collections	
S Marketing Discounts II Apps	t 0.00	₹ 0.00	0	1405	Manage
Sales channels O	Cost per item			Find or create tags	

A product can be ordered in different methods.

- **Product Type:** Product type is used to categorize your product. You can create or enter product type by clicking on the textbox and saving. There are some automated product types, you can choose from them and save.
- Vendor: Vendor is the product's vendor, wholesaler, or manufacturer of your product. You can select or enter vendors from the list.
- **Collections:** Collection means the group of your product. You can add your product to an automated list or you can add a collection manual according to your product. Just click on the collection textbox and enter.
- **Tags:** Tags are the keywords that are searchable. Use the keywords that associate well with your products. They help your customers to find your product online through the search option. You must add at least 5-6 tags for your products.

Step 11:- Publish your product and view



This is the last step before saving, just review all the details and information that you have entered, take a quick review, and scroll up and down to the pages. Before clicking on the "Save Product" button on the right of the screen, Shopify allows you to see the preview of your product. Click on the "View on your website" option and you will see the preview of your product on your website. You can edit anything if you find something is wrong or missing by just going to the first step. And then just click the "Save" button.

You can edit your product details at any time. To edit a page, just login into your Shopify admin page and click on Products and then click on the name of the product which you want to edit or modify. Change the details accordingly, and then click Save.

Conclusion

Adding products to Shopify isn't difficult if you follow the step to step guide.

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