Screens fill our pockets, briefcases, dashboards, living room walls, and the sides of buildings.

Kevin Kelly

SELLING ONLINE

Chasing the 1%

@zakmensah

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Home > Homepage > **Holidays Book Bag**

Holidays Book Bag

£9.95

Add to cart

This book bag is exclusive to Bristol Museum & Art Gallery and features a design which uses the *Holidays* painting from our own collection by artist Harry Watson.

100% made in the UK.

The perfect souvenir of your visit to Bristol Museum & Art Gallery.

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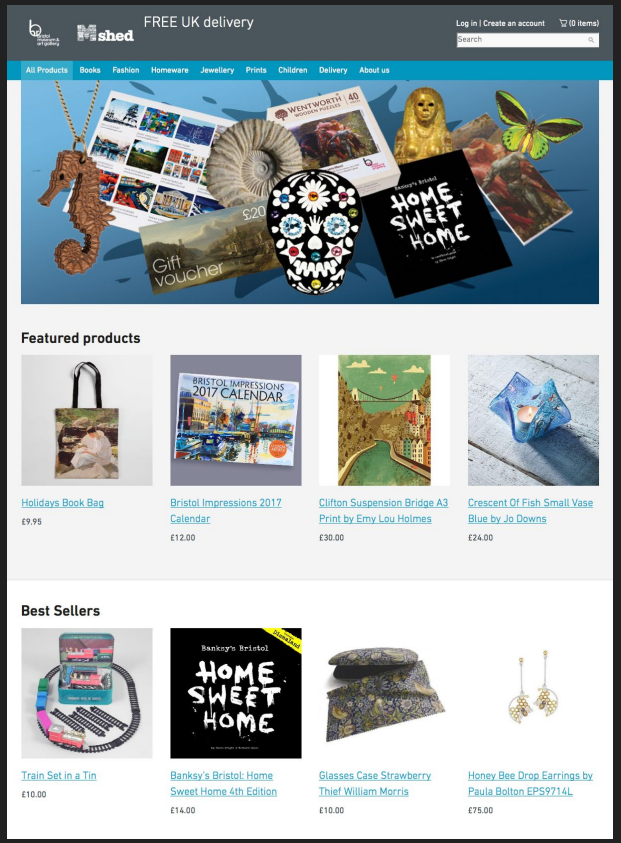
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£14.00
Glasses Case Strawberry Thief William Morris
£10.00
Honey Bee Drop Earrings by Paula Bolton EPS9714L
£75.00

shopify

Getting started

https://help.shopify.com/manual/sell-online/getting-started/online-store

Step 1: Configure your basic administrative settings

Before you start adding products and setting up your payments, there are a few administrative tasks that you should do:

1. Complete the initial setup so that your store address, email address, and other store settings are up to date.
2. Know where to manage your account and access your billing information.
3. Add staff accounts so that each of your staff members has a personal login account and all sensitive account information remains secure.

Step 2: Add and organize your products

Now that you've completed your initial store setup, you can add products to your Shopify store.

> ⓘ Did you know?
>
> If you are selling **digital products or services**, make sure you are familiar with the differences between digital and physical goods.

If you don't have anything in your store yet, then you can start with some of the basics:

1. Add your products to your store.
2. Configure the taxes for your products.
3. Add meta descriptions to your products to increase your website's visibility in web searches done with search engines like Google and Bing.

   If you're not sure where to start, then you can find out more about Shopify's features to improve your store's SEO.
4. Create product variants if you will be selling multiple versions of your products. For example, you are selling art prints in multiple sizes, or you are selling a shoe style that is available in different colors.
5. Create a collection to organize your products into categories and make them easier for your customers to find.

   You can add drop-down menus and create links to collections right on your storefront.
6. Get familiar with product inventory and transfers since you'll want to keep track of the products that you have available in your store.

   You can even find inventory apps in the Shopify App Store that can help you with this task.

Step 3: Configure your taxes

Charging sales tax is an important part of running your business. Depending on your location, there are different rules and regulations about sales tax that apply to your products. To make sure that your store meets those rules, take some time to understand Shopify's tax setup process.

> Note
>
> If your store ships to Europe, note that there are regulations that apply when selling **digital products**.

Charge taxes based on your shipping destinations

When you set up your shipping, you can apply shipping taxes to your products based on the customer's provincial, state, or regional tax regulations. These are calculated automatically by Shopify.

If you need to adjust taxes manually, based on a region with unique tax restrictions or based on a specific collection of products, you can do so with a tax override.

Keep track of your taxes

When you configure the tax settings for your products, you should also think about how you are going to keep track of your taxes throughout the year.

If you're not sure about what system you are going to use to keep track of your taxes, you may want to look at some accounting apps in the Shopify App Store.

Step 4: Set up your shipping

It's very important to set up shipping rates and shipping methods correctly before you launch — you don't want to be refunding customers for overcharging them, or emailing them and asking them to pay more because you didn't charge enough to cover the shipping of their order.

Need some background on shipping? Have a look at this Shipping and Fulfillment guide.

> Note
>
> If you are selling **digital products or services**, then you need to disable the shipping option because your customers won't be receiving any physical goods.

To set up your shipping:

1. Add your shipping address to get accurate shipping rates based on your location.
2. Add shipping destinations to enable shipping to different regions, states, and countries by configuring shipping zones.
3. Configure your shipment dimensions if you're using carrier-calculated shipping rates. Many carriers use volumetric weights of your shipments (the height, weight, and depth of your package) to calculate their shipping rates.
4. Set up shipping rates for the shipping zones that you've created.
5. Pick a shipping strategy that works for your business. You might find it helpful to look through some options and see what best fits your needs before making a decision.
6. Look through fulfillment services and decide if you're going to ship the orders yourself or let someone else do it for you.

Step 5: Activate your online sales channels

You can use Shopify to reach your customers wherever you do business, whether it's in person, through your Shopify store, or elsewhere online. Each place where you sell your products appears in your Shopify admin as a separate sales channel.

There are several **online** channels that you can add to your Shopify admin to sell online:

- Shopify Buy Buttons
- Facebook
- Pinterest
- Twitter

> Note
>
> Each sales channel has eligibility requirements that are based on your region, your product types, and sometimes on your Shopify plan.

Step 6: Make sure customers can pay you

To make sure that customers can pay you, you need to set up a payment gateway. A payment gateway lets you accept credit ayments securely. Shopify offers n payment gateway (Shopify Payments) as well f supported third-party p ays.

To set up a

1. Se

> Did y
>
> When you cho oid paying additional transaction fees and you ca opify admin.

2. Enable S opify admin.
3. Ch uy something from your

Now that you've ent gateways, you n our checkout page so you can process customer

To set up your checkout:

1. Decide how you want to process customer orders so you have a strategy to fulfill the orders.
2. Add your store's policies so your customers are aware of them before they complete checkout.
3. Collect customer emails and use them to update customers about events and promotions.

Step 7: Place some test orders

Now that you[illegible]figured your payment [illegible], you should try out a few transactions to make sure that everyth[illegible]. Running a te[illegible]lp you understand the process your customers go thro[illegible]roducts [illegible]can access all of the orders that customers place[illegible]

You can run[illegible]ansaction:

- completing a [illegible]ction
- refunding a[illegible]
- fulfillin[illegible]
- ar[illegible]

As you cre[illegible]d fulfill orders[illegible]e emails that your customers receive at each stage. You ca[illegible]e templates for thes[illegible]rom the **Notifications** page in your Shopify admin.

MAKE SURE ZAK GOES BACK 2 SLIDES

50 Ways to Make Your First Sale

52 chapters

Eager to make your first online sale? This comprehensive guide will teach you everything you need to know about making your first ecommerce sale.

Start reading or download PDF

Try Facebook sales Channel (found via report area)

Find a better header image

Photography- keep consistent background

Organise products a in range or collection instead of long product pages

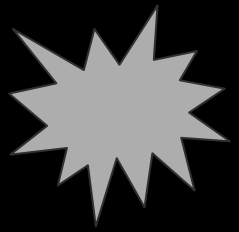
Updated on the bus

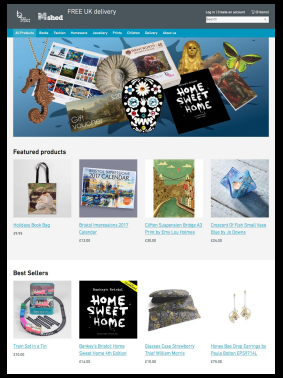
Customers BUY

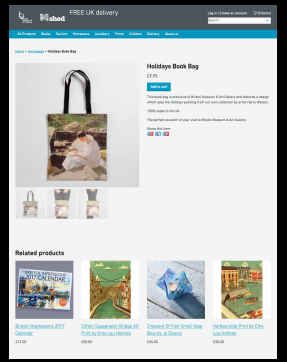
Prospects

Web traffic is not #customers

The buying process (in your head)

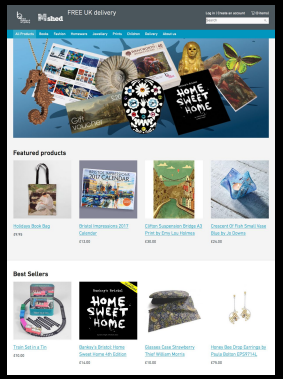


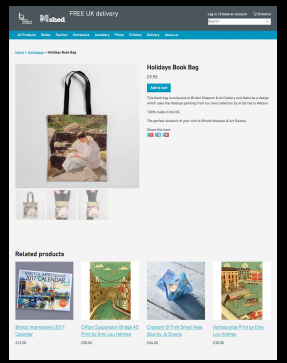




£

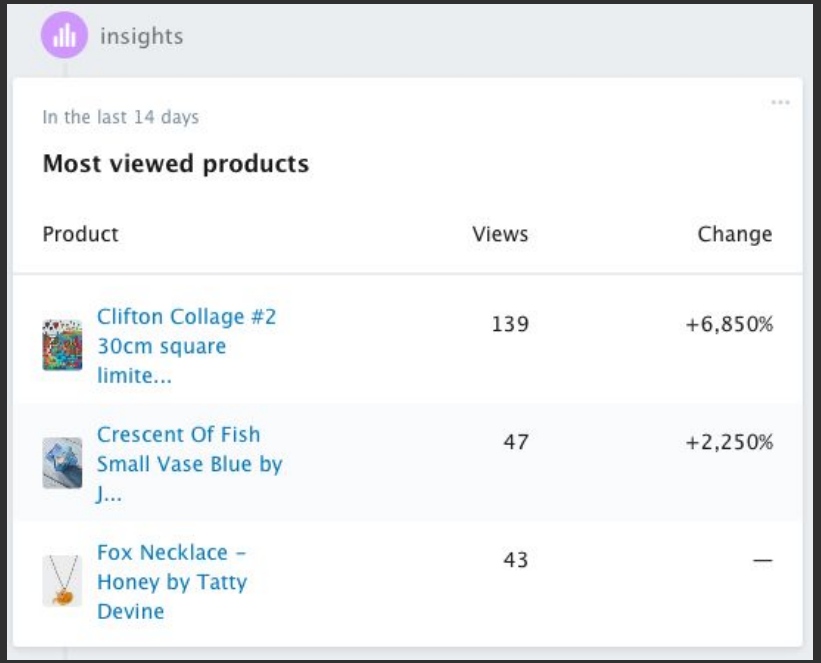
The buying process





Facebook

Paid advertising



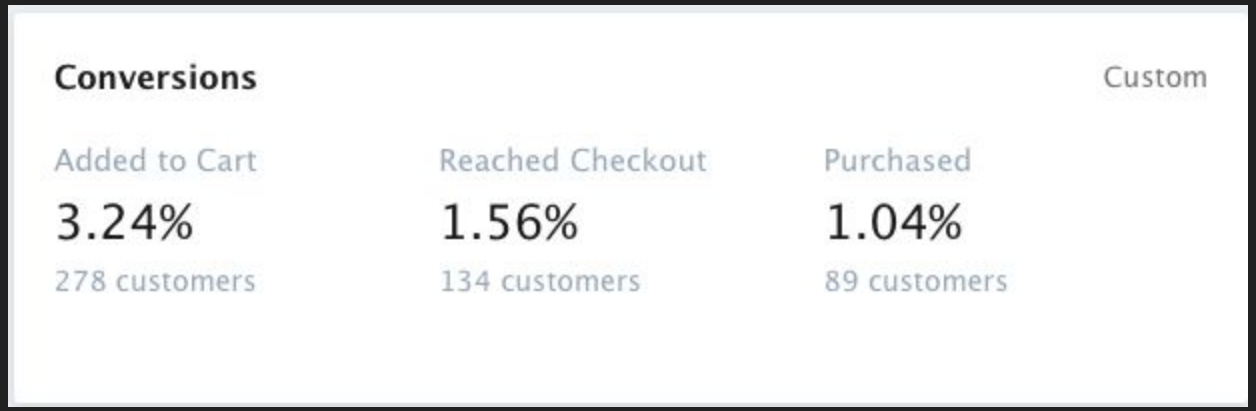
Facebook

Paid advertising

Total Sales

Custom

	Total sales	Order count
Custom	£2.2k	89

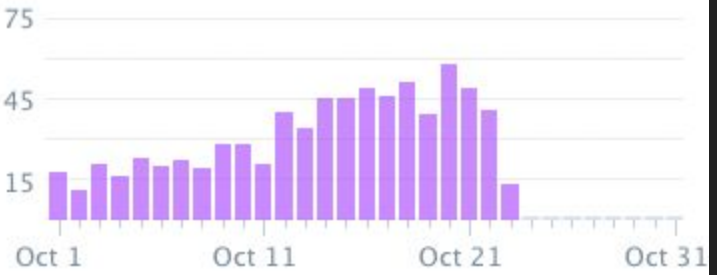

Conversions
Custom
Added to Cart
3.24%
278 customers
Reached Checkout
1.56%
134 customers
Purchased
1.04%
89 customers

total sales Oct 1–31

£141.95 4 orders

visitors Oct 1–31

737 694 unique



conversion funnel Oct 1–31

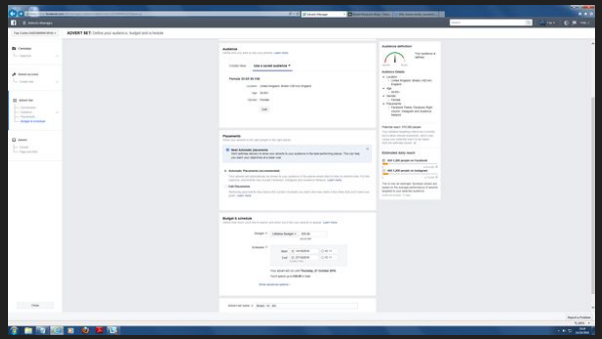
Added to cart	12	1.63%
Reached checkout	6	0.81%
Purchased	4	0.54%

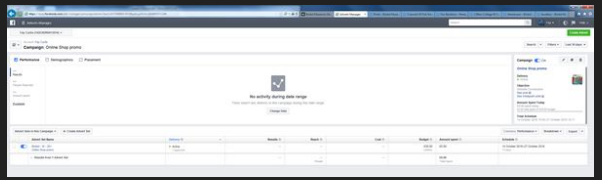
The Ultimate Guide to Dropshipping

11 chapters

Looking to build a successful online business? This comprehensive guide covers everything you need to know about running a dropshipping business.

Start reading or download PDF





GETTING PHOTOS

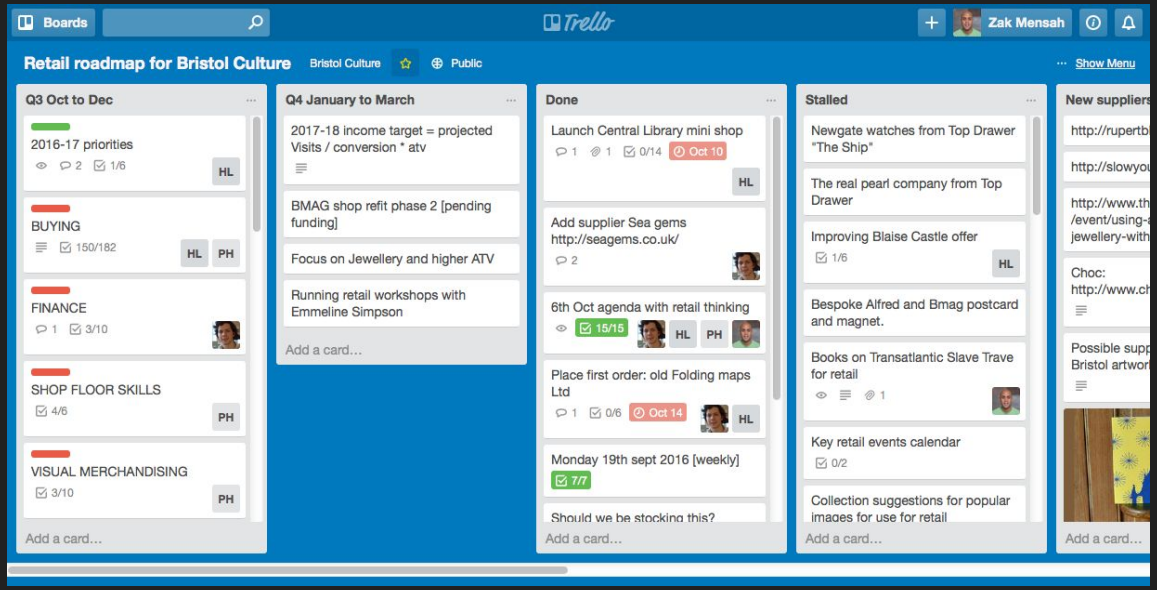
IS PAINFUL

Telephone enquires

DELIVERY

COSTS ARE !#!

ROADMAP


Boards
Trello
Zak Mensah
Retail roadmap for Bristol Culture
Bristol Culture
Public
Show Menu
Q3 Oct to Dec
2016-17 priorities
BUYING
FINANCE
SHOP FLOOR SKILLS
VISUAL MERCHANDISING
Add a card…
Q4 January to March
2017-18 income target = projected Visits / conversion * atv
BMAG shop refit phase 2 [pending funding]
Focus on Jewellery and higher ATV
Running retail workshops with Emmeline Simpson
Add a card…
Done
Launch Central Library mini shop
Add supplier Sea gems http://seagems.co.uk/
6th Oct agenda with retail thinking
Place first order: old Folding maps Ltd
Monday 19th sept 2016 [weekly]
Should we be stocking this?
Add a card…
Stalled
Newgate watches from Top Drawer "The Ship"
The real pearl company from Top Drawer
Improving Blaise Castle offer
Bespoke Alfred and Bmag postcard and magnet.
Books on Transatlantic Slave Trave for retail
Key retail events calendar
Collection suggestions for popular images for use for retail
Add a card…
New suppliers
Add a card…

THANKS

@zakmensah / zak.mensah@bristol.gov.uk

Bristol Culture Team, Bristol City Council

07775227272

ABC

Always Be Closing