



Getting Set up for E-Commerce



Poll #1

Do you currently have a e-commerce website?

Yes/No



Poll #2


Did you know it is possible for a small business to manage a website?

Yes/No



Why Change to e-commerce?

- Global e-commerce sales 3.5 trillion in ecommerce sales in 2019
- Share of online traffic generated via Mobile 51.3%
- Most popular online website – Amazon.com
- PayPal's total payment volume worldwide – 2777.07bn USD
- Average number of Monthly visits to global retail e-commerce websites – 21.96bn



How has COVID Changed Consumers

- Increase on essential products purchased online (groceries & health)
- Changed consumers desire for convenience. (Example order and pick up groceries online)
- Virtual experience becoming more popular (purchasing, makeup, eyeglasses, clothing using programs to see the results)
- Free shipping offered to encourage online shopping and safe shopping
- Change in consumers habits (subscriptions, weekly ordering etc.)



By 2022

- Potential 3 billion buyers in 2022
- New ecommerce brands popping up and target local audiences.
- Debate on if/when brick and mortar will change in the future.



E-Commerce (food, plant and animal)

- Check the Government of Canada website under e-commerce
www.inspection.gc.ca/importing-food-plants-animals
- Make sure products that you are importing and shipping in Canada are following the current rules set out by the Government of Canada.



Poll #4

Are you selling your product or service with an e-commerce system and POS system?

Yes/No



Poll #3

Do you currently have a Shopify or Squarespace website?

Yes/No



Shopify

Shopify Back End

The screenshot displays the Shopify admin dashboard for a store named "SF Boutique OKGN". The interface is viewed through a web browser with the URL <https://sf-boutique-okgn.myshopify.com/admin/themes>. The left sidebar contains navigation menus for "Home", "Orders", "Products", "Customers", "Analytics", "Marketing", "Discounts", "Apps", "SALES CHANNELS", "Online Store", "Themes", "Blog posts", "Pages", "Navigation", "Domains", "Preferences", and "Settings". The "Themes" section is active, showing a notification that the "Online store is password protected" and a "See store password" button. Below this, the "Current theme" is identified as "Debut", with a "Customize" button and a note that it was last saved on Sunday at 8:09 p.m. A preview of the Debut theme is shown on both desktop and mobile views. At the bottom, a section for "Online store speed" indicates that the score is unavailable for protected stores and provides a "View report" button.

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https://sf-boutique-okgn.myshopify.com/admin/themes

SF Boutique OKGN Search SB Stacey Barber

Home Orders Products Customers Analytics Marketing Discounts Apps

SALES CHANNELS +

Online Store

Themes

Blog posts Pages Navigation Domains Preferences

Settings

Themes

View your store

Online store is password protected
Your store is in development. Only visitors with a password can access your online store.
[See store password](#)

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

Debut Actions Customize
Last saved: Sunday at 8:09 p.m.

SF Boutique OKGN
Lifestyle in the Okanagan

SF Boutique OKGN
Lifestyle in the Okanagan





Online store speed
The score shows how fast your store is loading for visitors. Store speed is affected by
Speed score is unavailable for protected stores
To view the score, disable password protection and wait 1-3 days for it to be calculated. [View report](#)

Shopify Theme

The screenshot displays the Shopify admin dashboard for 'SF Boutique OKGN'. The left sidebar contains navigation options: Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (Online Store, Themes, Blog posts, Pages, Navigation, Domains, Preferences), and Settings. The 'Themes' section is active, showing a search bar and a list of themes: Boundless (last saved Sunday at 7:55 p.m.), Debut (last saved Sunday at 6:11 p.m.), and Simple (not customized yet). Each theme has 'Actions' and 'Customize' buttons. Below the theme list are sections for 'Free themes' (Explore free themes) and 'Shopify Theme Store' (Visit Theme Store). A 'Speed score' notification is visible at the top right, stating 'Speed score is unavailable for protected stores' and providing a 'View report' button. The browser address bar shows the URL 'https://sf-boutique-okgn.myshopify.com/admin/themes?channel=true'.

Shopify Products

The screenshot shows the Shopify admin interface for 'SF Boutique OKGN'. The left sidebar contains navigation options: Home, Orders, Products (selected), Inventory, Transfers, Collections, Gift cards, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (Online Store), and Settings. The main content area is titled 'Products' and includes tabs for All, Active, Draft, and Archived. A search bar and filter options (Product vendor, Tagged with, Status, More filters, Saved, Sort) are visible. The product list table shows the following items:

<input type="checkbox"/>	Product	Status	Inventory	Type	Vendor
<input type="checkbox"/>	 Dress	Draft	0 in stock		SF Boutique OKGN
<input type="checkbox"/>	 Long Sleeve T-shirt	Draft	0 in stock		SF Boutique OKGN
<input type="checkbox"/>	 Sweater	Draft	0 in stock		SF Boutique OKGN
<input type="checkbox"/>	 T-Shirt	Draft	0 in stock		SF Boutique OKGN

At the bottom right, there is a link: [Learn more about products](#)





Shopify Collections

The screenshot shows the Shopify admin interface for 'SF Boutique OKGN'. The left sidebar contains navigation options: Home, Orders, Products (with sub-items: All products, Inventory, Transfers, Collections, Gift cards), Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (with sub-item: Online Store), and Settings. The main content area is titled 'Collections' and features a 'Create collection' button in the top right. Below the title is a search bar for 'Filter collections' and filter controls for 'Availability', 'Type', 'Saved', and 'Sort'. The collections are listed in a table with columns for checkboxes, titles, and product conditions.

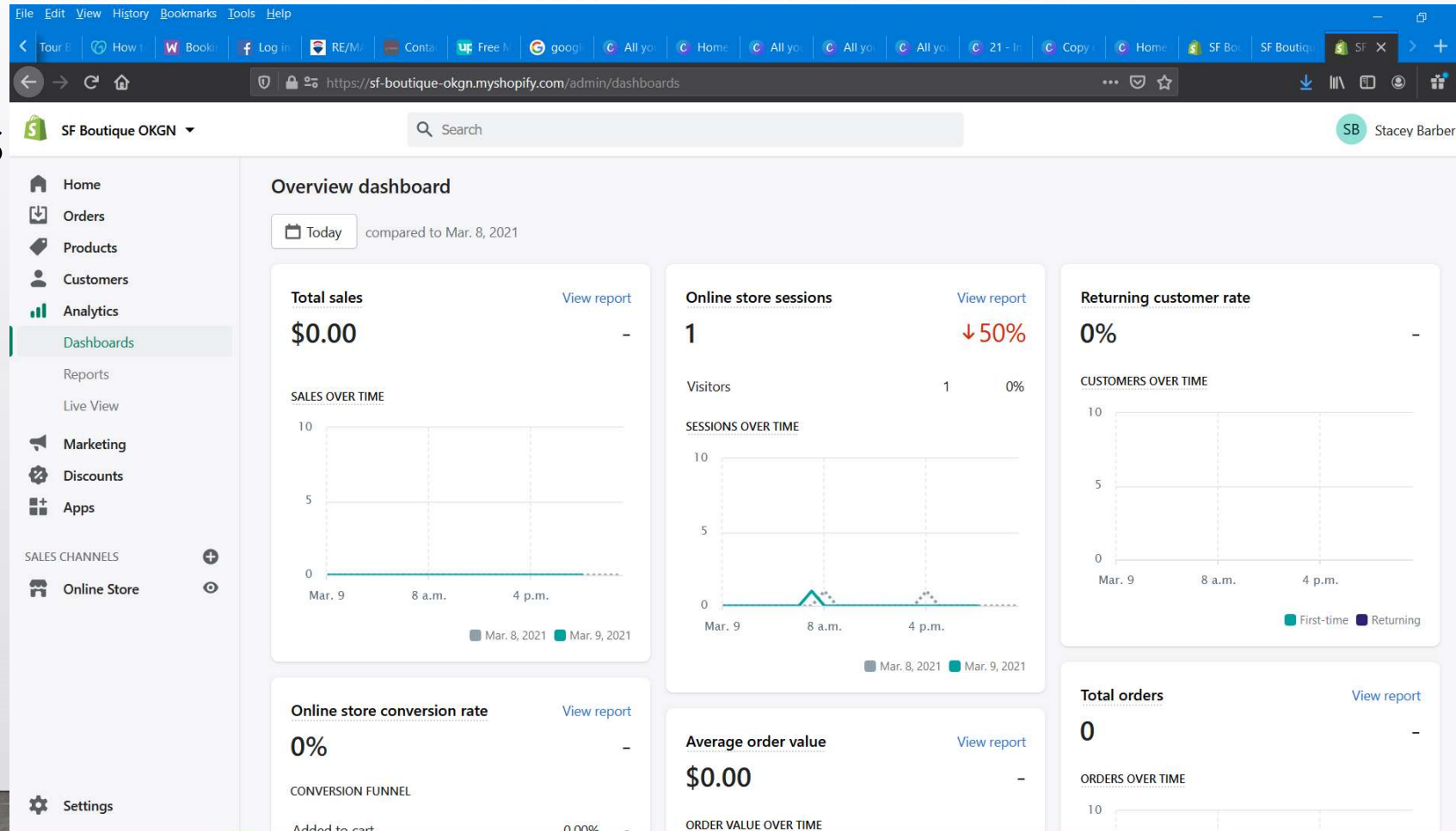
<input type="checkbox"/>	Title	Product conditions
<input type="checkbox"/>	T-Shirts	
<input type="checkbox"/>	Sweaters	
<input type="checkbox"/>	Dresses	Product tag is equal to Dress
<input type="checkbox"/>	Long Sleeve T-Shirt	Product tag is equal to Long Sleeve T-shirt Product tag is equal to Long Sleeve Tshirt
<input type="checkbox"/>	Dresses	Product tag is equal to Dresses Product tag is equal to Dress

Shopify Inventory

The screenshot shows the Shopify admin interface for 'SF Boutique OKGN'. The left sidebar contains navigation options: Home, Orders, Products (with sub-options for All products, Inventory, Transfers, Collections, and Gift cards), Customers, Analytics, Marketing, Discounts, and Apps. Under 'SALES CHANNELS', 'Online Store' is selected. At the bottom of the sidebar is 'Settings'. The main content area is titled 'Inventory' and includes 'Export' and 'Import' buttons, along with a 'View products' button. A search bar is present with the text 'Search inventory'. Below this is a table with columns: Product, SKU, When sold out, Incoming, Available, and Edit quantity available. The table lists four items: Sweater, T-Shirt, Dress, and Long Sleeve T-shirt, all with 'No SKU' and 'Stop selling' status, and zero items in both 'Incoming' and 'Available' categories. Each row has an 'Add' button, a 'Set' button, and a quantity input field with a 'Save' button below it. A link at the bottom right says 'Learn more about managing inventory'.

Product	SKU	When sold out	Incoming	Available	Edit quantity available
<input type="checkbox"/>  Sweater	No SKU	Stop selling	0	0	<input type="button" value="Add"/> <input type="button" value="Set"/> <input type="text" value="0"/> <input type="button" value="Save"/>
<input type="checkbox"/>  T-Shirt	No SKU	Stop selling	0	0	<input type="button" value="Add"/> <input type="button" value="Set"/> <input type="text" value="0"/> <input type="button" value="Save"/>
<input type="checkbox"/>  Dress	No SKU	Stop selling	0	0	<input type="button" value="Add"/> <input type="button" value="Set"/> <input type="text" value="0"/> <input type="button" value="Save"/>
<input type="checkbox"/>  Long Sleeve T-shirt	No SKU	Stop selling	0	0	<input type="button" value="Add"/> <input type="button" value="Set"/> <input type="text" value="0"/> <input type="button" value="Save"/>

Shopify Analytics



Shopify Marketing

The screenshot shows the Shopify Marketing dashboard for 'SF Boutique OKGN'. The browser address bar indicates the URL is <https://sf-boutique-okgn.myshopify.com/admin/marketing>. The user is logged in as 'Stacey Barber'.

Marketing overview

[Create campaign](#)

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](#)

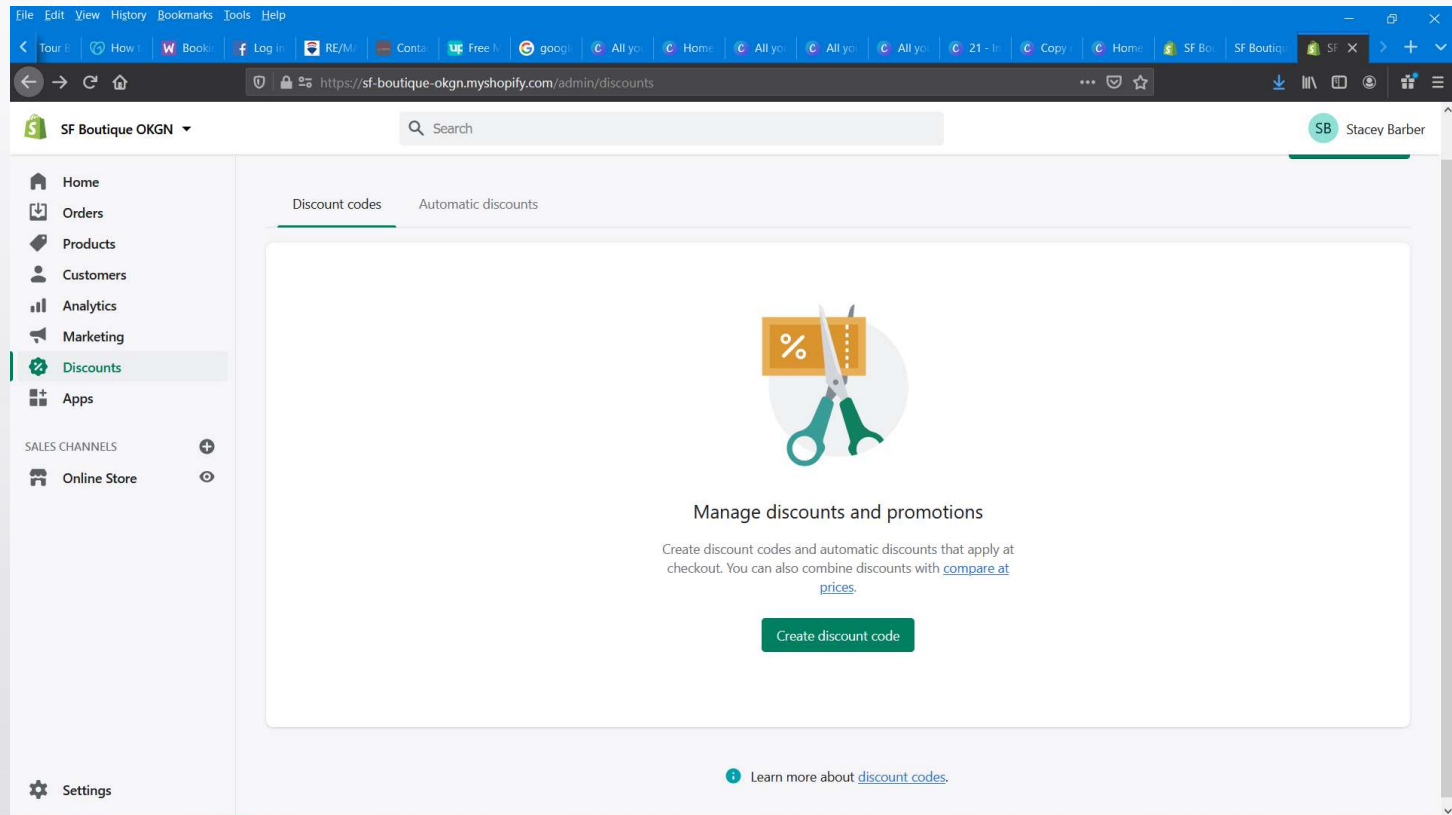
Results from marketing Feb 7–Mar 8, 2021 compared to Jan 8–Feb 6, 2021

Online store sessions 43	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: Feb. 27 at 1:42 p.m.	Active	—	\$0.00	0

Shopify Discount Codes



The screenshot displays the Shopify admin dashboard for 'SF Boutique OKGN'. The left sidebar contains navigation options: Home, Orders, Products, Customers, Analytics, Marketing, Discounts (highlighted), Apps, SALES CHANNELS (Online Store), and Settings. The main content area is titled 'Manage discounts and promotions' and includes a 'Create discount code' button. The page also features a search bar, a user profile for 'Stacey Barber', and a link to learn more about discount codes.


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https://sf-boutique-okgn.myshopify.com/admin/discounts

SF Boutique OKGN Search SB Stacey Barber

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

Discount codes Automatic discounts



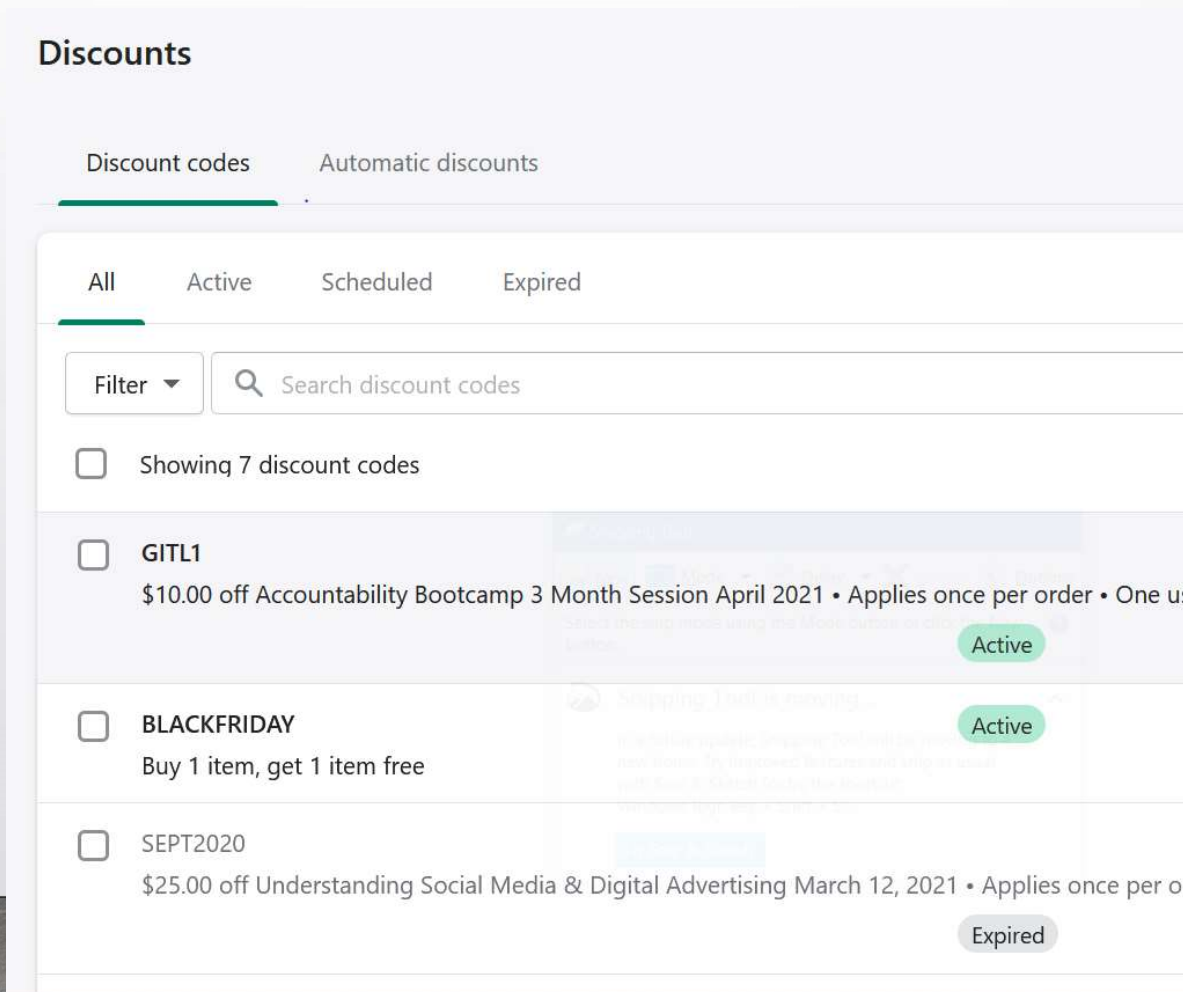
Manage discounts and promotions

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

Create discount code

Learn more about [discount codes](#).

Shopify Discount Codes Examples



The screenshot displays the 'Discounts' management page in Shopify. At the top, there are two tabs: 'Discount codes' (which is selected and underlined in green) and 'Automatic discounts'. Below the tabs, there are filter options: 'All' (selected and underlined in green), 'Active', 'Scheduled', and 'Expired'. A search bar with a magnifying glass icon and the text 'Search discount codes' is located to the right of the filters. Below the search bar, there is a checkbox labeled 'Showing 7 discount codes'. The main content area shows a list of three discount codes:

- GITL1**
\$10.00 off Accountability Bootcamp 3 Month Session April 2021 • Applies once per order • One us...
Active
- BLACKFRIDAY**
Buy 1 item, get 1 item free
Active
- SEPT2020**
\$25.00 off Understanding Social Media & Digital Advertising March 12, 2021 • Applies once per or...
Expired

Shopify Apps

The screenshot shows the Shopify Admin interface for 'Tamarack Tech'. The left sidebar contains navigation options: Home, Orders (with a notification badge '1'), Products, Customers, Analytics, Marketing, Discounts, Apps (highlighted), SALES CHANNELS (Online Store, Point of Sale, Facebook), and Settings. The main content area is titled 'Apps' and includes a search bar and a 'Visit the Shopify App Store' button. Under 'Installed apps', two apps are listed: Facebook and Mailchimp Forms by Mailmunch, each with 'Get support', 'About', and 'Delete' links. Below this is a section 'Apps to start the new year' with tabs for Design, Planning, Shipping, and Bookkeeping. The 'Design' tab is active, showing a recommendation for 'Product Filter & Search ~Sparq' (4.9 stars, 136 reviews, 14-day free trial) and 'Shogun Landing Page Builder' (Build Custom Product Pages, Blog Posts, FAQ Pages & Funnels).

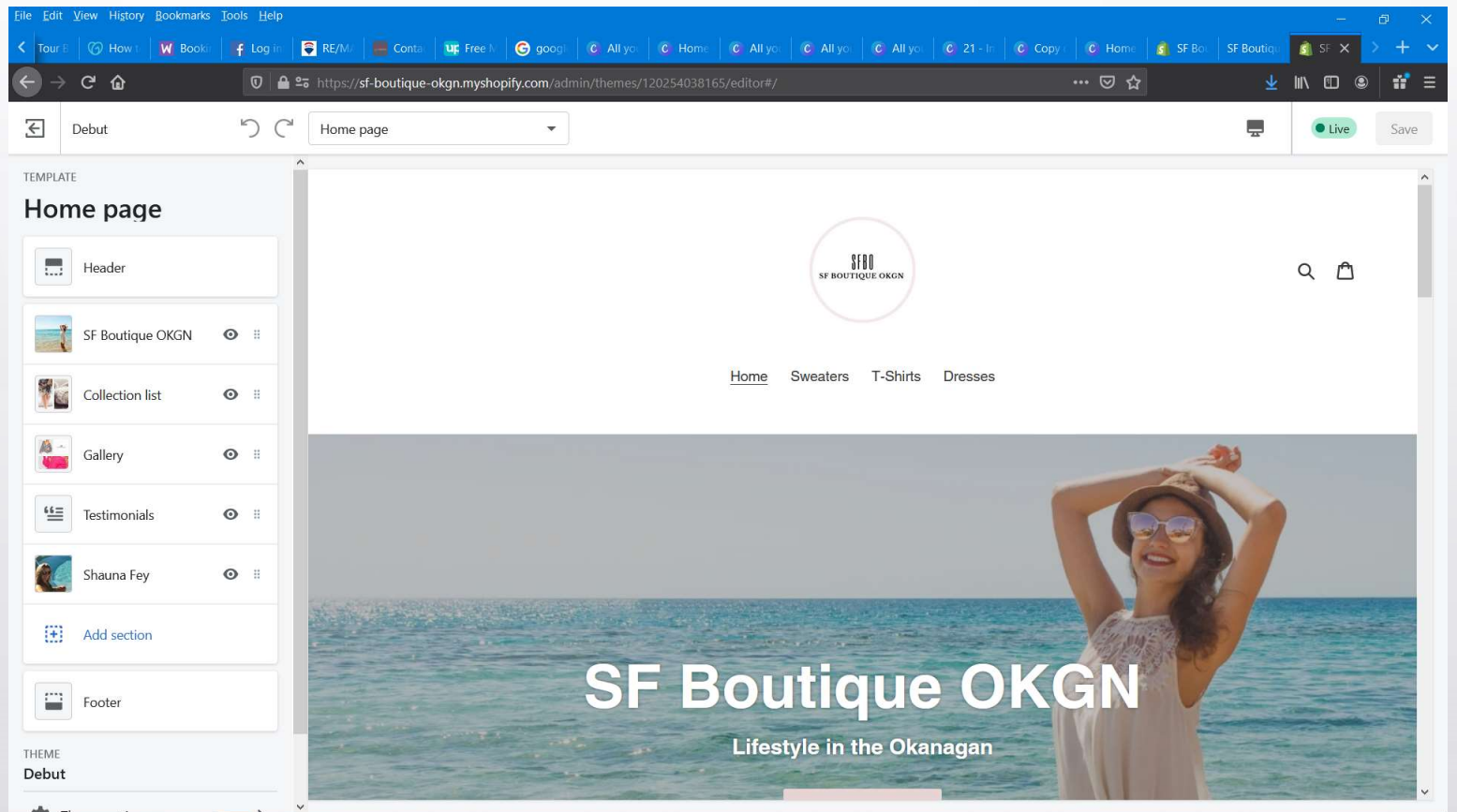
Shopify Apps

The screenshot displays the Shopify Admin interface for 'Tamarack Tech'. The left sidebar contains navigation options: Home, Orders (1), Products, Customers, Analytics, Marketing, Discounts, Apps (selected), SALES CHANNELS (Online Store, Point of Sale, Facebook), and Settings. The main content area is titled 'Apps' and includes a search bar and a 'Visit the Shopify App Store' button. Under 'Installed apps', two apps are listed: Facebook and Mailchimp Forms by Mailmunch, each with 'Get support', 'About', and 'Delete' links. Below this is a section 'Apps to start the new year' with tabs for Design, Planning, Shipping, and Bookkeeping. The 'Design' tab is active, showing a recommendation for 'Product Filter & Search ~Sparq' (4.9 stars, 136 reviews, 14-day free trial) and 'Shogun Landing Page Builder' (Build Custom Product Pages, Blog Posts, FAQ Pages & Funnels).

Shopify Apps

The screenshot shows the Shopify Admin interface for 'Tamarack Tech'. The left sidebar contains navigation links: Home, Orders (1), Products, Customers, Analytics, Marketing, Discounts, Apps (selected), SALES CHANNELS (Online Store, Point of Sale, Facebook), and Settings. The main content area is titled 'Apps' and includes a search bar and a 'Visit the Shopify App Store' button. Under 'Installed apps', two apps are listed: Facebook and Mailchimp Forms by Mailmunch, each with 'Get support', 'About', and 'Delete' links. Below this is a section 'Apps to start the new year' with tabs for Design, Planning, Shipping, and Bookkeeping. The 'Design' tab is active, showing a recommendation for 'Product Filter & Search ~Sparq' with a 4.9 rating and 136 reviews, and 'Shogun Landing Page Builder' for building custom product pages and funnels.

Shopify Front End



Shopify Header

The screenshot displays the Shopify theme editor interface for the 'SF Boutique OKGN' theme. The browser address bar shows the URL: <https://sf-boutique-okgn.myshopify.com/admin/themes/120254038165/editor?section=header>. The editor is set to the 'Debut' theme and the 'Home page'.

The left sidebar contains the 'Header' configuration panel:

- Header** (Left/Centered): The 'Centered' option is selected.
- Logo image**: A circular logo with the text 'SFBO SF BOUTIQUE OKGN' is displayed. Below it are 'Change', 'Edit', and 'Remove' buttons.
- Custom logo width**: A slider is set to 155px.
- Menu**: A 'Main menu' is visible with 'Change' and 'Remove' buttons. An 'Edit menu' link is also present.
- ANNOUNCEMENT BAR**: A section for announcements.
- Theme Settings**: A gear icon for general theme configuration.

The main preview area shows the live header layout:

- A circular logo with 'SFBO SF BOUTIQUE OKGN' centered at the top.
- Search and cart icons on the right.
- A navigation menu with links: [Home](#), [Sweaters](#), [T-Shirts](#), and [Dresses](#).
- A hero banner image of a woman by the ocean with the text 'SF Boutique OKGN' and 'Lifestyle in the Okanagan' overlaid.

Shopify Block

The screenshot displays the Shopify admin interface for editing a theme section. The browser address bar shows the URL: <https://sf-boutique-okgn.myshopify.com/admin/themes/120254038165/editor?section=hero-1>. The interface is divided into a left sidebar and a main preview area.

Left Sidebar (Settings for SF Boutique OKGN):

- SETTINGS**
- Image:** A preview of a woman on a beach. Below it are buttons for **Change**, **Edit**, and **Remove**.
- Image alignment:** A dropdown menu set to **Middle**.
- Layout:** A dropdown menu set to **Full width**.
- Section height:** A dropdown menu set to **Large**.
- Text size:** A dropdown menu.
- Remove section:** A button with a trash icon and a refresh icon.

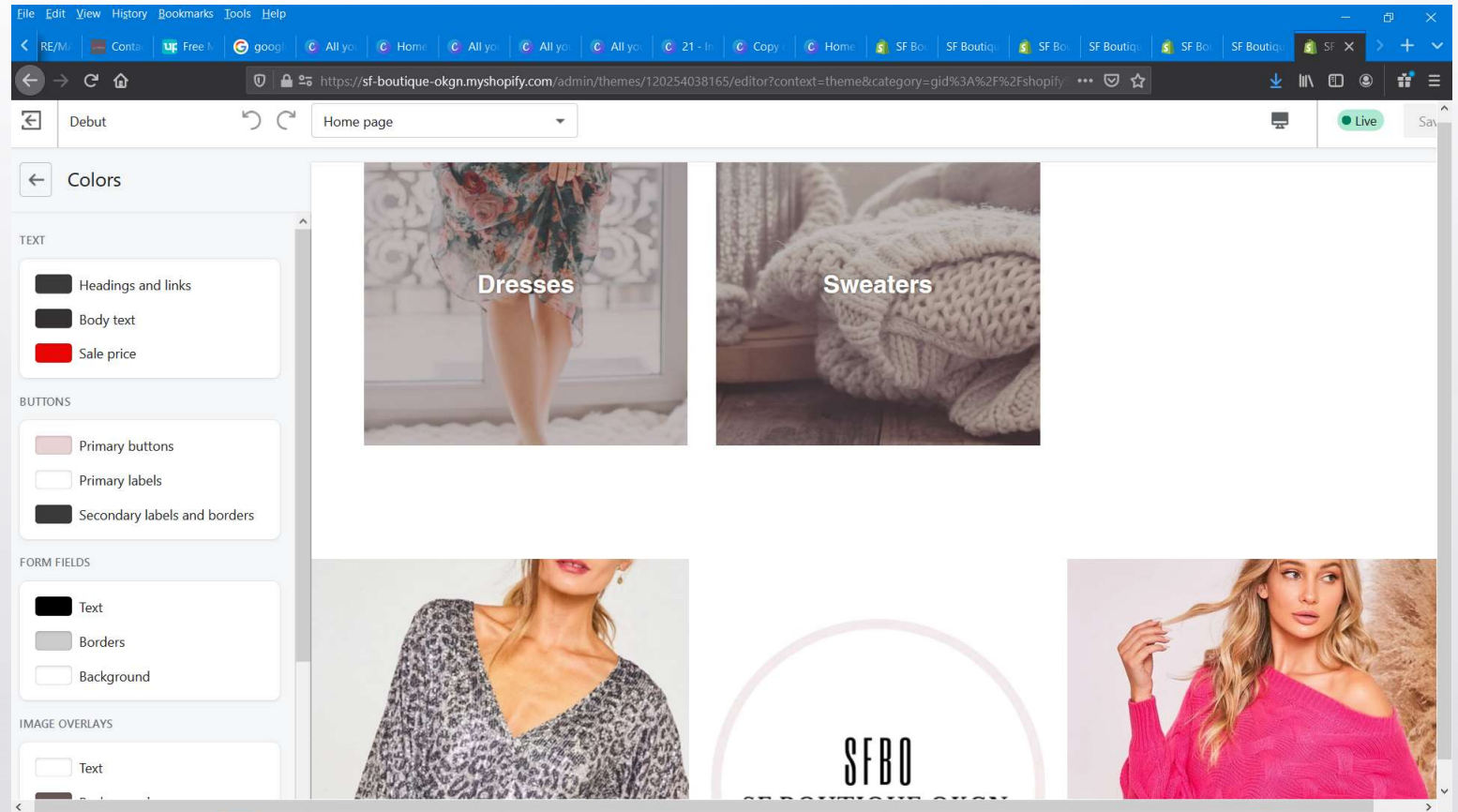
Main Preview Area:

- Header: A circular logo with the text **SFOO SF BOUTIQUE OKGN**. Search and shopping bag icons are on the right.
- Navigation: Links for **Home**, **Sweaters**, **T-Shirts**, and **Dresses**.
- Hero Image: A large image of a woman on a beach. Overlaid text reads **SF Boutique OKGN** and **Lifestyle in the Okanagan**.

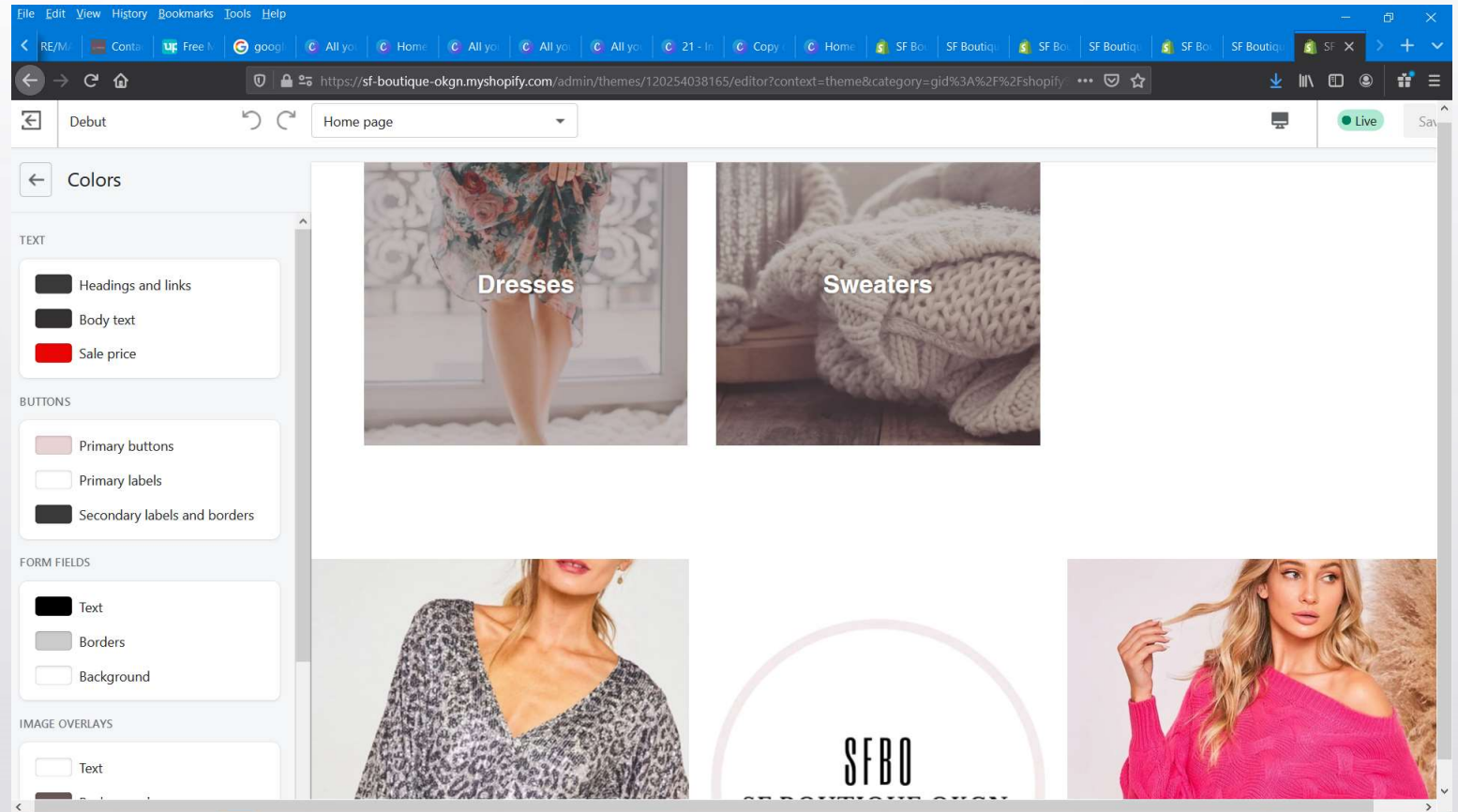
Shopify Add Section

The screenshot displays the Shopify admin interface for a store named 'SF Boutique OKGN'. The browser address bar shows the URL: <https://sf-boutique-okgn.myshopify.com/admin/themes/120254038165/editor?picker=section>. The interface is in the 'Debut' theme editor, with the 'Home page' selected. On the left, the 'Add section' dialog is open, showing a list of available sections under various categories: ADVANCED LAYOUT (Custom content), BLOG (Blog posts), COLLECTION (Collection list, Featured collection), IMAGE (Gallery, Image with text). The 'Select' button is highlighted. The main preview area shows a website layout with a circular logo for 'SF BOUTIQUE OKGN', a navigation menu with links for 'Home', 'Sweaters', 'T-Shirts', and 'Dresses', and a large hero image of a woman by the ocean. The hero text reads 'SF Boutique OKGN' and 'Lifestyle in the Okanagan'. The interface includes a 'Live' button and a 'Save' button in the top right corner.

Shopify Theme Colors Use Your Branding



Shopify Theme Colors Use Your Branding



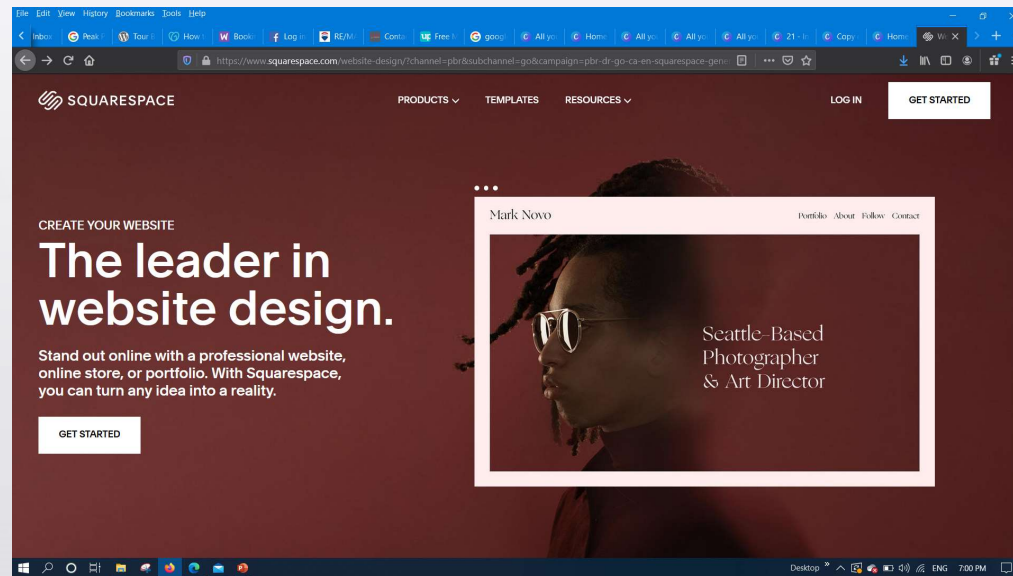


Demo of Shopify
Including Current packages and pricing

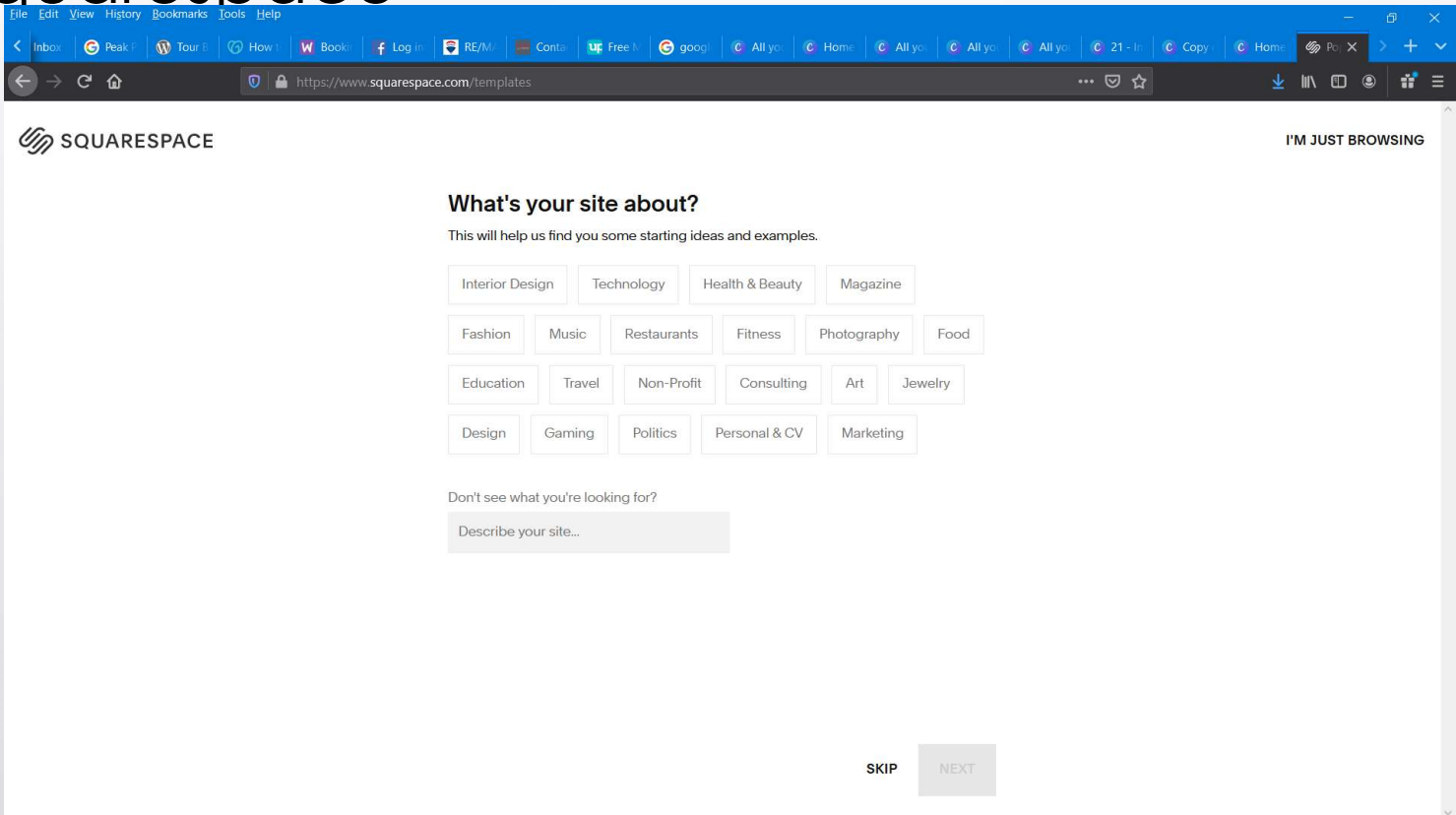


SQUARESPACE

Squarespace



Squarespace




The screenshot shows a web browser window displaying the Squarespace website template selection page. The browser's address bar shows the URL <https://www.squarespace.com/templates>. The page features the Squarespace logo in the top left and the text "I'M JUST BROWSING" in the top right. The main heading is "What's your site about?" followed by the subtext "This will help us find you some starting ideas and examples." Below this, there is a grid of category buttons: Interior Design, Technology, Health & Beauty, Magazine, Fashion, Music, Restaurants, Fitness, Photography, Food, Education, Travel, Non-Profit, Consulting, Art, Jewelry, Design, Gaming, Politics, Personal & CV, and Marketing. At the bottom of the grid, there is a text input field with the placeholder "Describe your site...". At the very bottom of the page, there are two buttons: "SKIP" and "NEXT".

File Edit View History Bookmarks Tools Help

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← → ↻ 🏠 🔒 https://www.squarespace.com/templates

 SQUARESPACE I'M JUST BROWSING

What's your site about?

This will help us find you some starting ideas and examples.

Interior Design Technology Health & Beauty Magazine

Fashion Music Restaurants Fitness Photography Food

Education Travel Non-Profit Consulting Art Jewelry

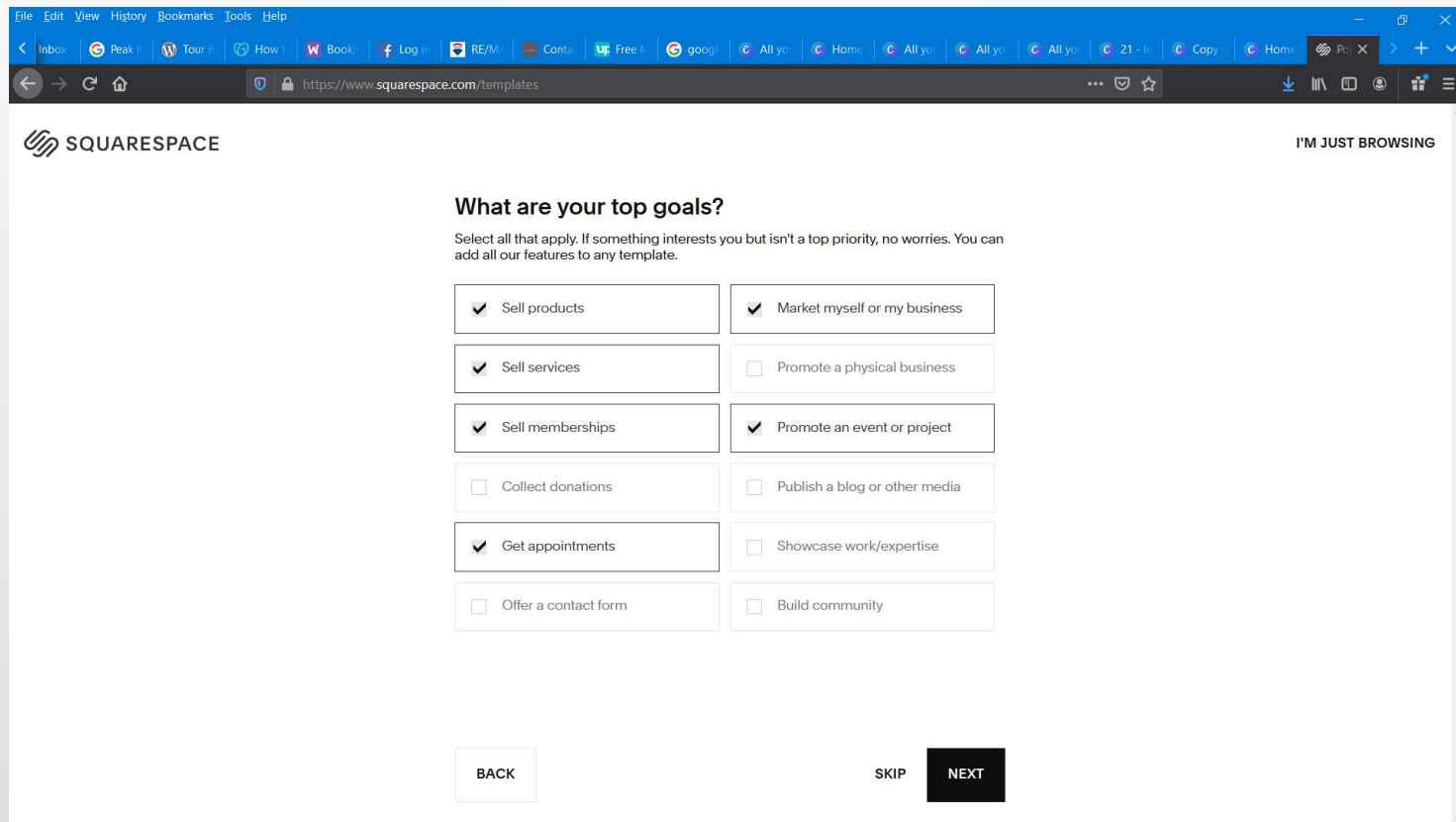
Design Gaming Politics Personal & CV Marketing

Don't see what you're looking for?

Describe your site...

SKIP NEXT

Squarespace



The screenshot shows a web browser window with the URL <https://www.squarespace.com/templates>. The page features the Squarespace logo and a navigation link "I'M JUST BROWSING". The main heading is "What are your top goals?", followed by the instruction: "Select all that apply. If something interests you but isn't a top priority, no worries. You can add all our features to any template." Below this, there are ten checkboxes arranged in two columns. The first column contains: "Sell products" (checked), "Sell services" (checked), "Sell memberships" (checked), "Collect donations" (unchecked), "Get appointments" (checked), and "Offer a contact form" (unchecked). The second column contains: "Market myself or my business" (checked), "Promote a physical business" (unchecked), "Promote an event or project" (checked), "Publish a blog or other media" (unchecked), "Showcase work/expertise" (unchecked), and "Build community" (unchecked). At the bottom, there are three buttons: "BACK", "SKIP", and "NEXT".

File Edit View History Bookmarks Tools Help

Inbox Peak Tour How Book Log in RE/M Contas Free M googl All yo Home All yo All yo All yo 21 - In Copy Home Po x

https://www.squarespace.com/templates

SQUARESPACE I'M JUST BROWSING

What are your top goals?

Select all that apply. If something interests you but isn't a top priority, no worries. You can add all our features to any template.

<input checked="" type="checkbox"/> Sell products	<input checked="" type="checkbox"/> Market myself or my business
<input checked="" type="checkbox"/> Sell services	<input type="checkbox"/> Promote a physical business
<input checked="" type="checkbox"/> Sell memberships	<input checked="" type="checkbox"/> Promote an event or project
<input type="checkbox"/> Collect donations	<input type="checkbox"/> Publish a blog or other media
<input checked="" type="checkbox"/> Get appointments	<input type="checkbox"/> Showcase work/expertise
<input type="checkbox"/> Offer a contact form	<input type="checkbox"/> Build community

BACK SKIP NEXT

Squarespace

The screenshot shows a web browser window with the URL <https://www.squarespace.com/templates>. The page features the Squarespace logo in the top left and a link labeled "I'M JUST BROWSING" in the top right. The main heading is "Where are you in your process?" followed by the instruction "Let us know what stage you're at." Below this are five radio button options:

- Collecting inspiration
- Formalizing an idea or personal project
- Turning a project or hobby into a business
- Growing an existing business
- Replace my site with one from Squarespace

At the bottom of the form are three buttons: "BACK", "SKIP", and "FINISH".



File Edit View History Bookmarks Tools Help

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https://www.squarespace.com/templates/browse/topic/community-non-profit

SQUARESPACE PRODUCTS ▾ TEMPLATES RESOURCES ▾ LOG IN GET STARTED

Starting points for your organization.

Get started with any of our best-in-class website templates and customize it to fit your needs, whether it's contact forms or color palettes. Making a beautiful website has never been faster.

TYPE

- Online Store
- Portfolio
- Memberships
- Blog
- Launch Page

TOPIC

- Popular Designs
- All Templates
- Art & Design
- Photography
- Health & Beauty

- Personal & CV
- Fashion
- Professional Services
- Local Business
- **Community & Non-Profits**

- Food
- Entertainment
- Travel
- Restaurants
- Media & Podcasts

- Events
- Weddings
- Real Estate & Properties

MY FAVORITES

Recommended starting points

About Programs Blog Little Cemets Academy Login

Begin your at-home learning adventure

Lusaka Projects Our vision Donate

Preview Templates to see the look and feel you want

The screenshot shows a web browser window displaying a Squarespace template preview page. The browser's address bar shows the URL: <https://www.squarespace.com/templates/browse/topic/community-non-profit>. The page features a navigation menu with categories: Blog, Photography, Local Business, Restaurants, Launch Page, Health & Beauty, **Community & Non-Profits**, and Media & Podcasts. Below the navigation is a section titled "Recommended starting points" which displays two template preview cards. The first card, titled "COMET", features a child in a hammock and the text "Begin your at-home learning adventure". The second card, titled "LUSAKA", features a teacher in a classroom and the text "START WITH LUSAKA → Empowering teachers for a brighter future. PREVIEW LUSAKA". Both cards include a "Preview" button and a heart icon for favoriting.

File Edit View History Bookmarks Tools Help

Inbox Peak Performance WordPress Tour Blog How to Write Bookmarks Log In RE/MAX Contact Us Free Mail google All you Home All you All you All you 21 - In Copy Home

[Blog](#) [Photography](#) [Local Business](#) [Restaurants](#)
[Launch Page](#) [Health & Beauty](#) **→ [Community & Non-Profits](#)** [Media & Podcasts](#)

Recommended starting points

Little Comets Academy

Begin your at-home learning adventure

Only \$20/month, cancel anytime

Explore programs

COMET
Memberships — Blog — Community & Non-Profits

Lusaka

START WITH LUSAKA →
Empowering teachers for a brighter future. PREVIEW LUSAKA

Supporting education and innovation.

LUSAKA
Blog — Popular Designs — Community & Non-Profits

Create Account


File Edit View History Bookmarks Tools Help


https://www.squarespace.com/templates/browse/topic/community-non-profit

< Back LOG IN

Create Your Account

By creating an account, you agree to our [Terms of Service](#) and have read and understood the [Privacy Policy](#).

 Continue with Google

 Continue with Email

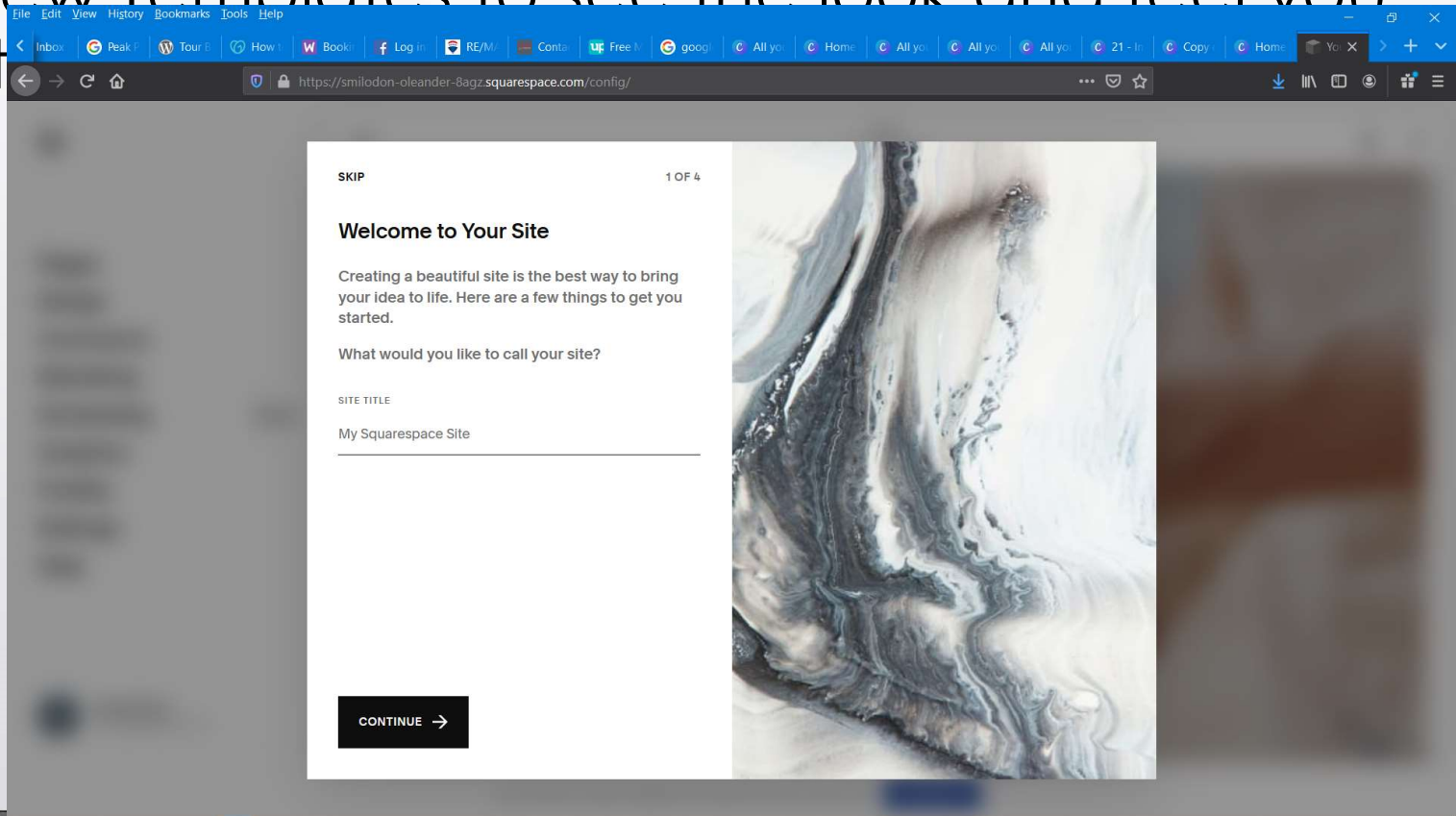
MORE OPTIONS

Secure Login with reCAPTCHA subject to Google [Terms & Privacy](#)

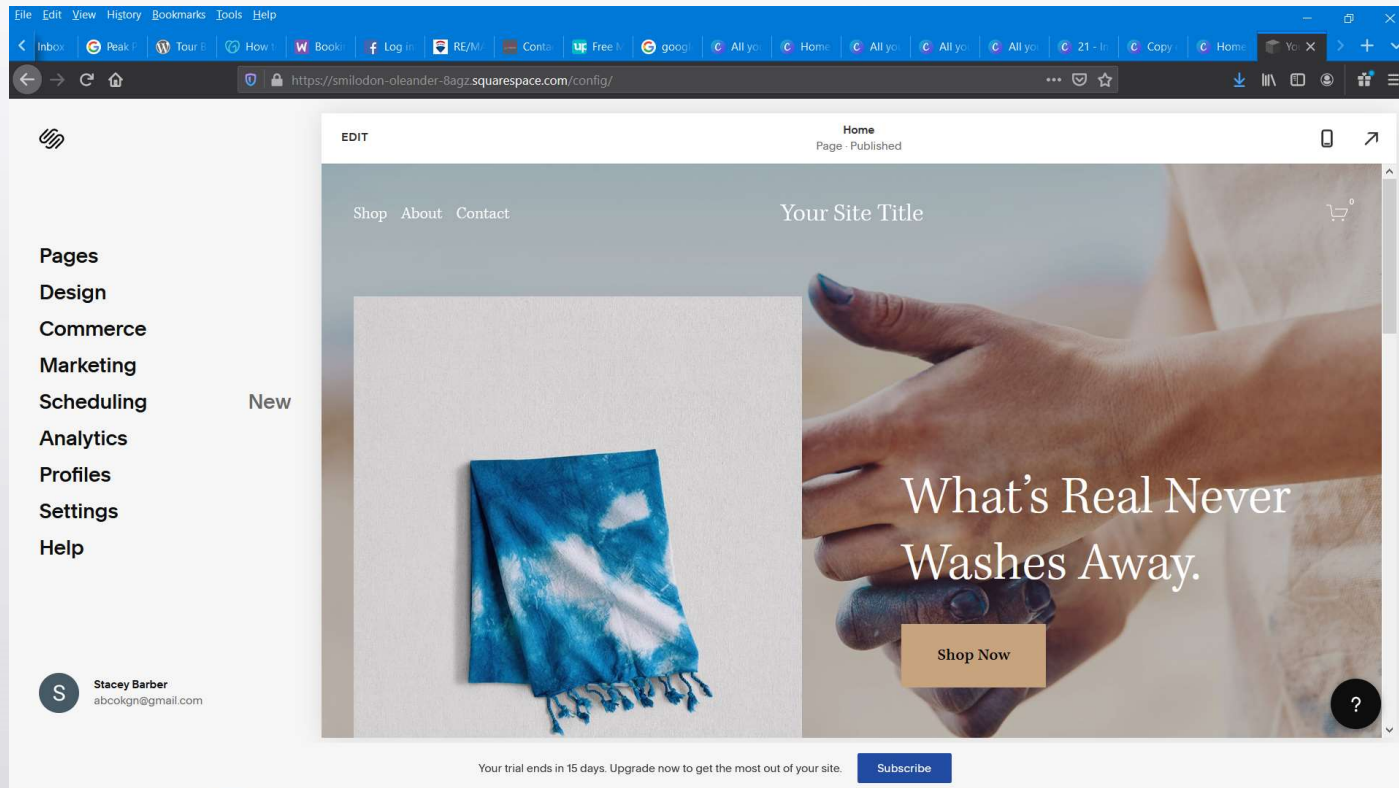


Choose your gmail account or email

Preview Templates to see the look and feel you want

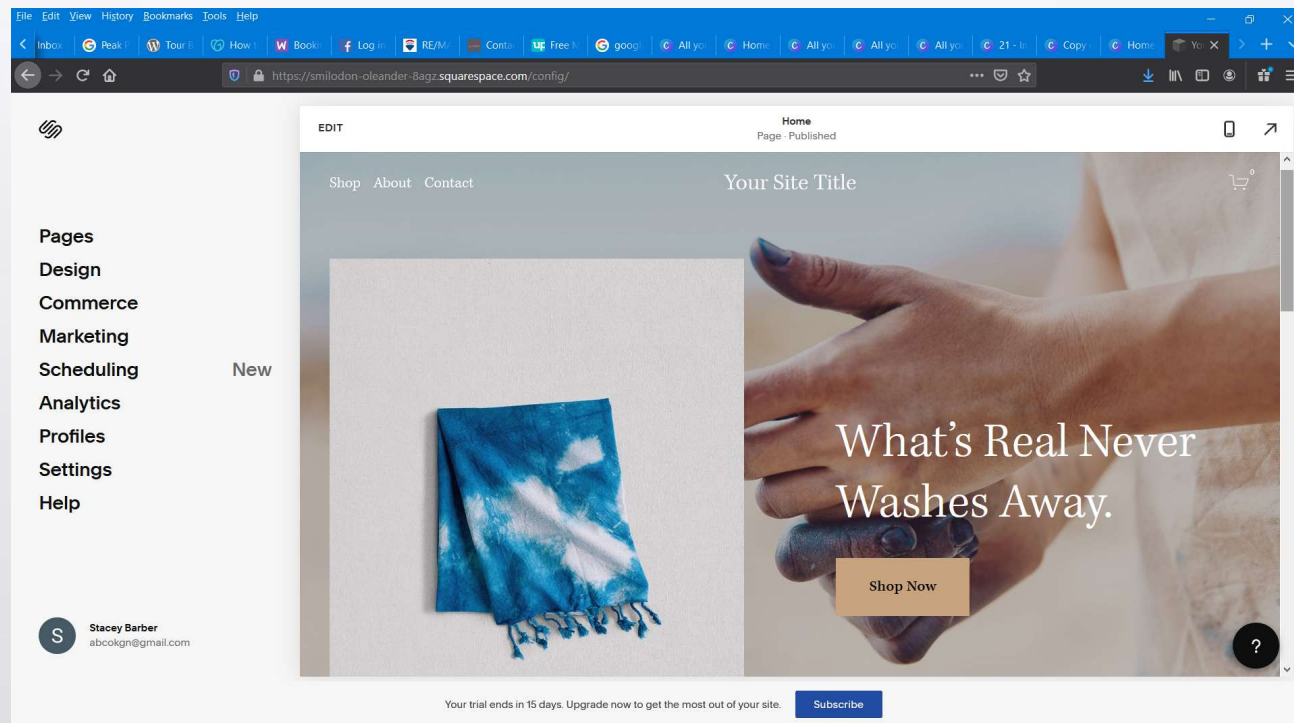


Preview Templates to see the look and feel you want

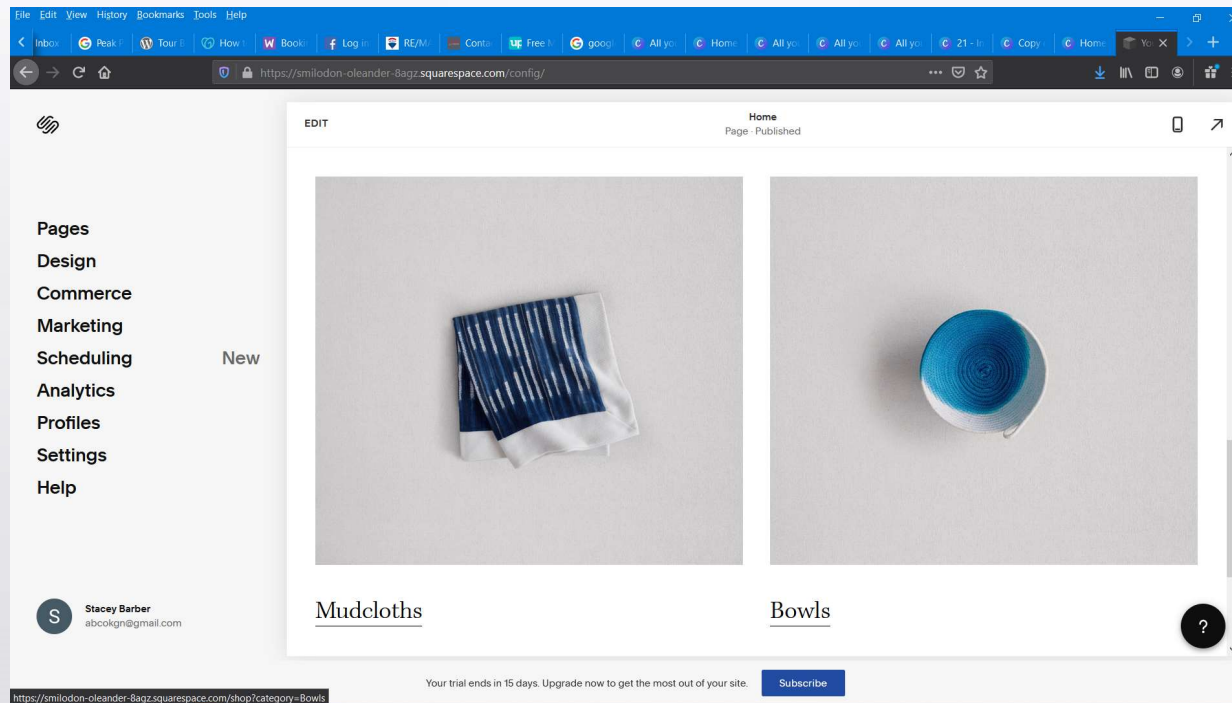


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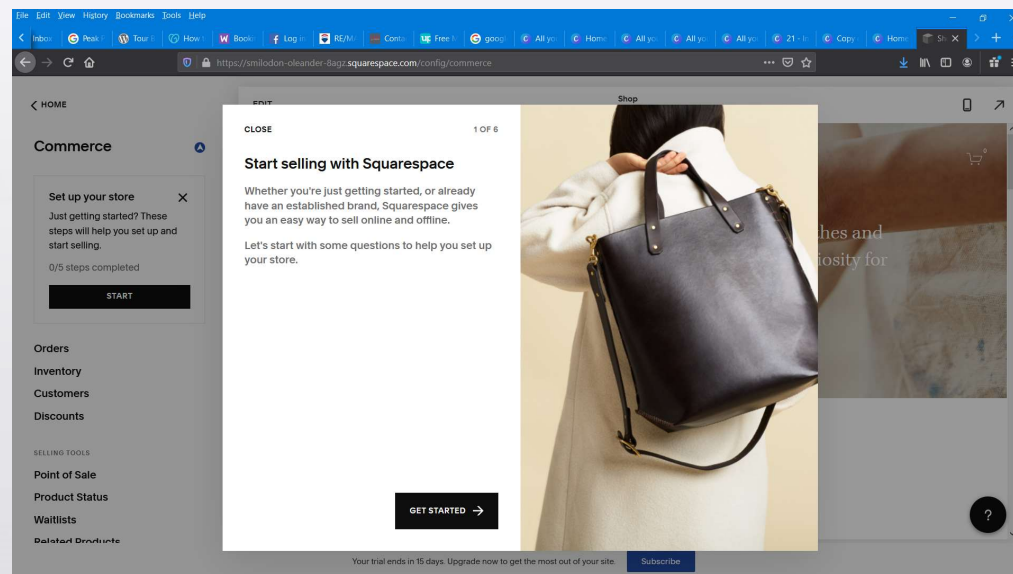
This is the beginning to start to build your site



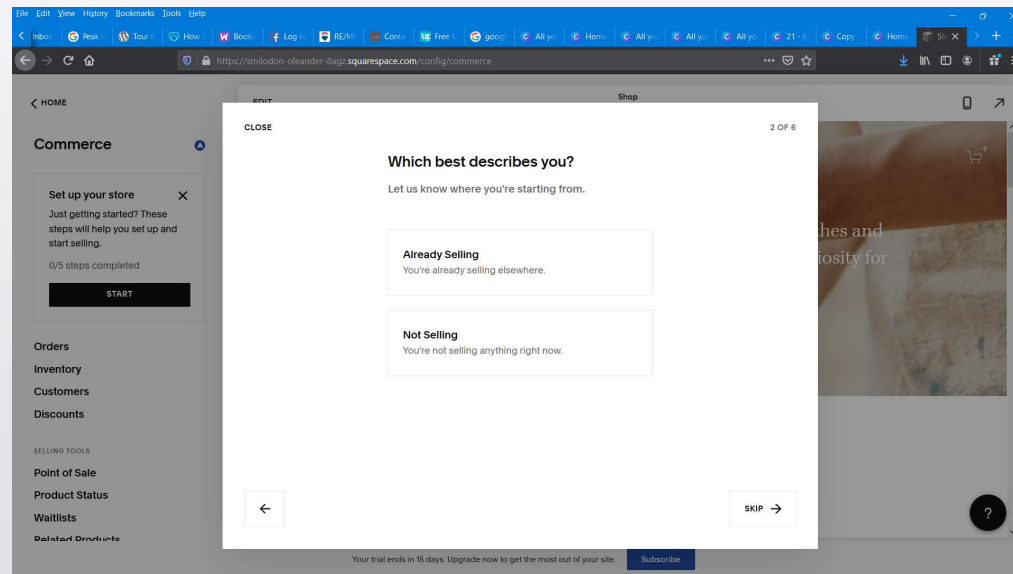
Blocks you can customize for your business



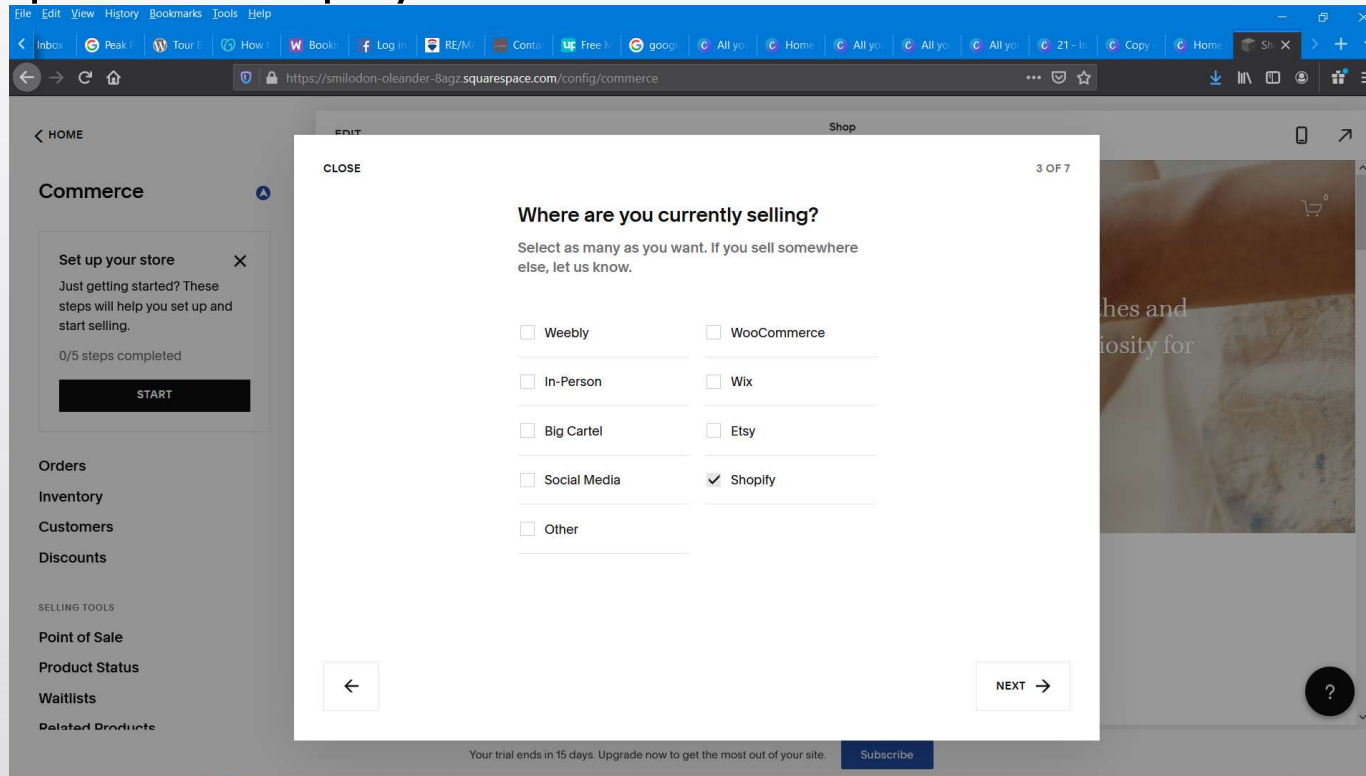
Step 1 Set up your Store



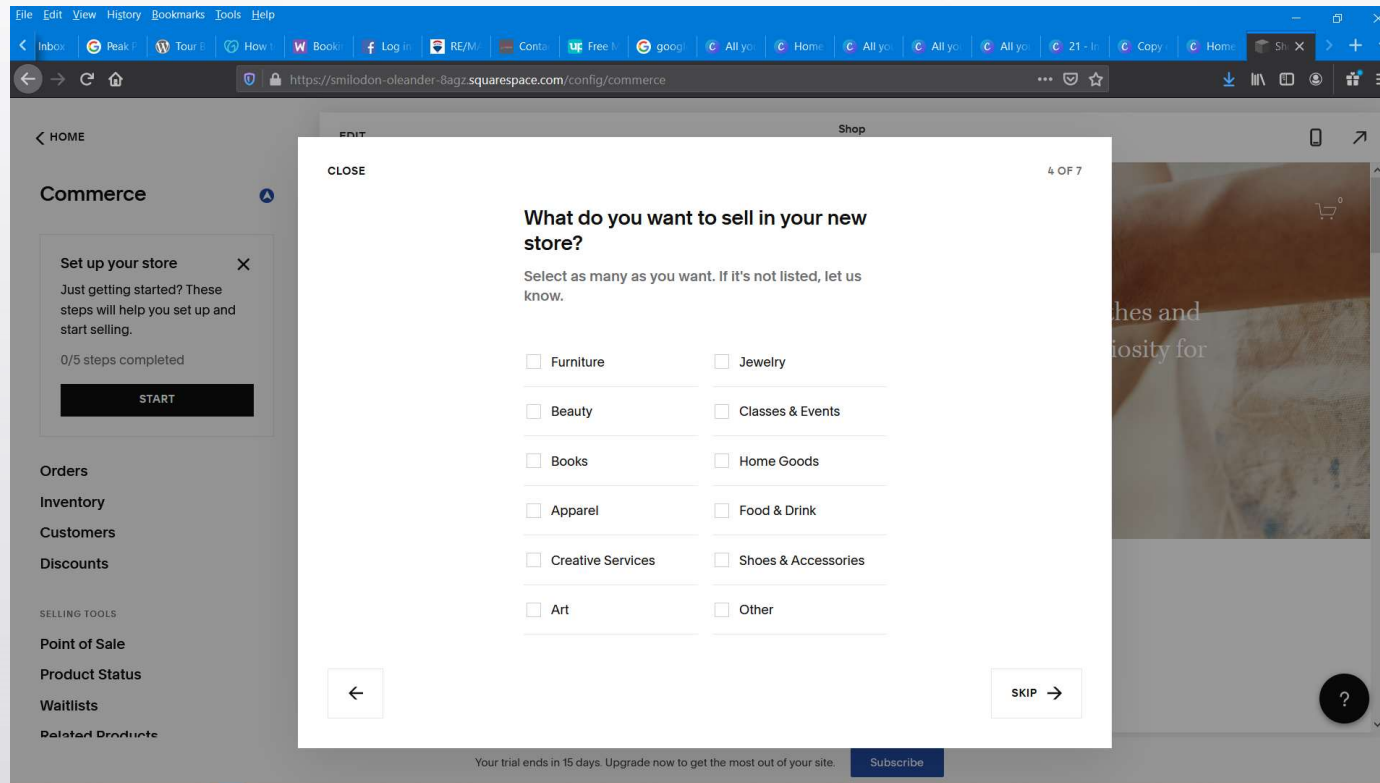
Step 1 Set up your Store



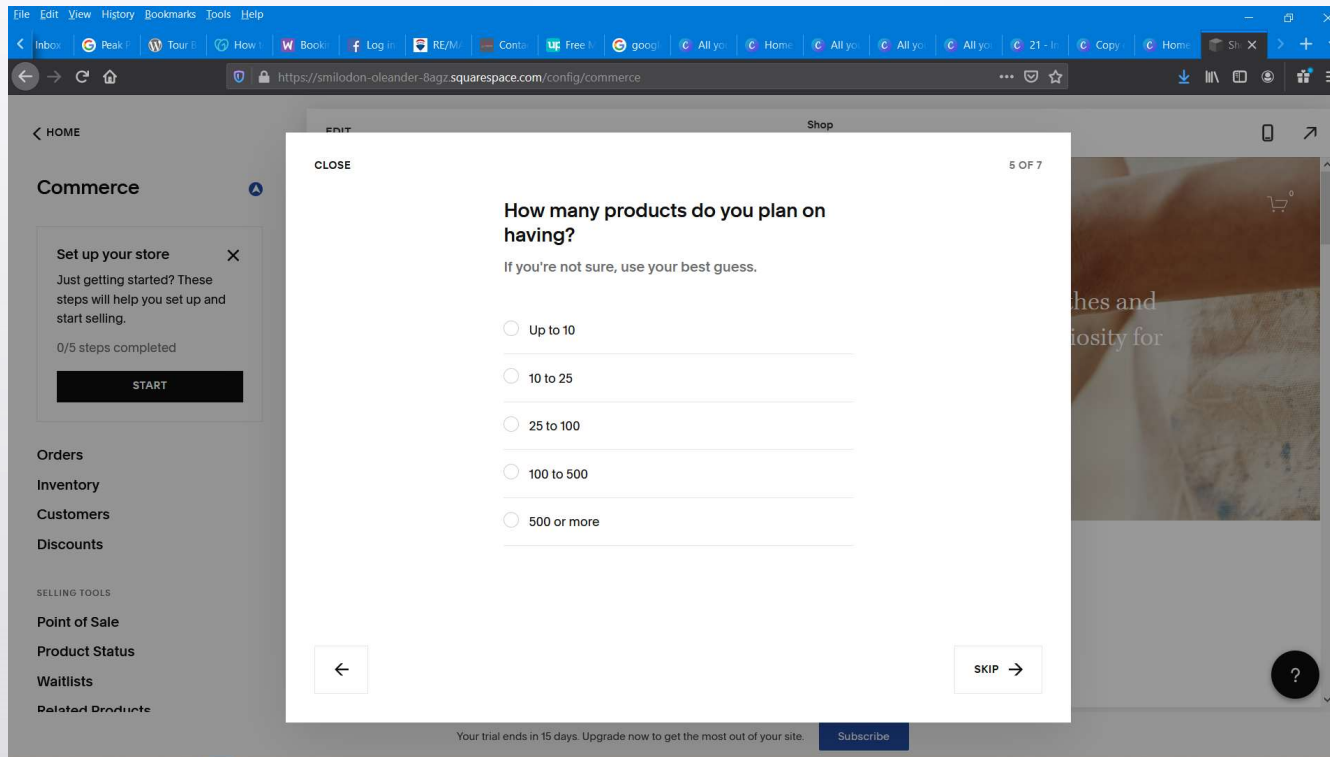
Step 1 Set up your Store



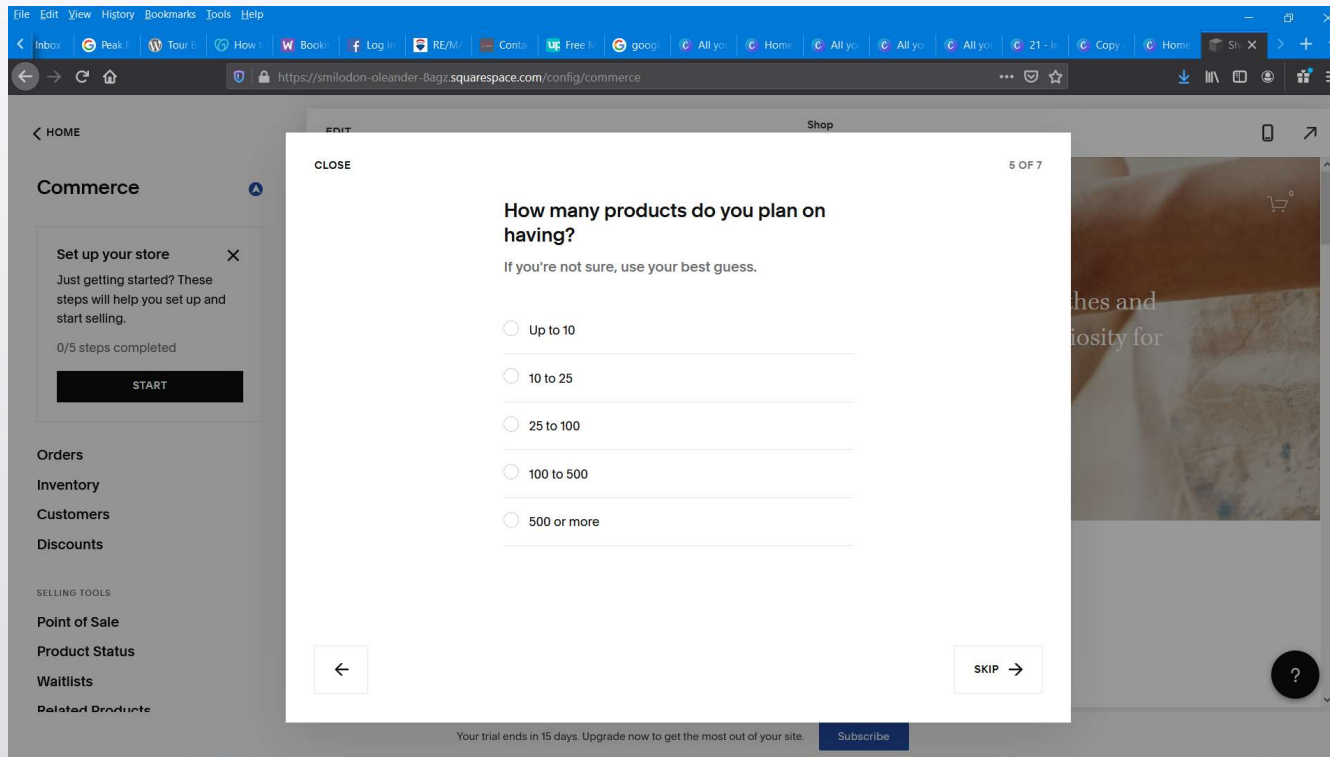
Step 1 Set up your Store



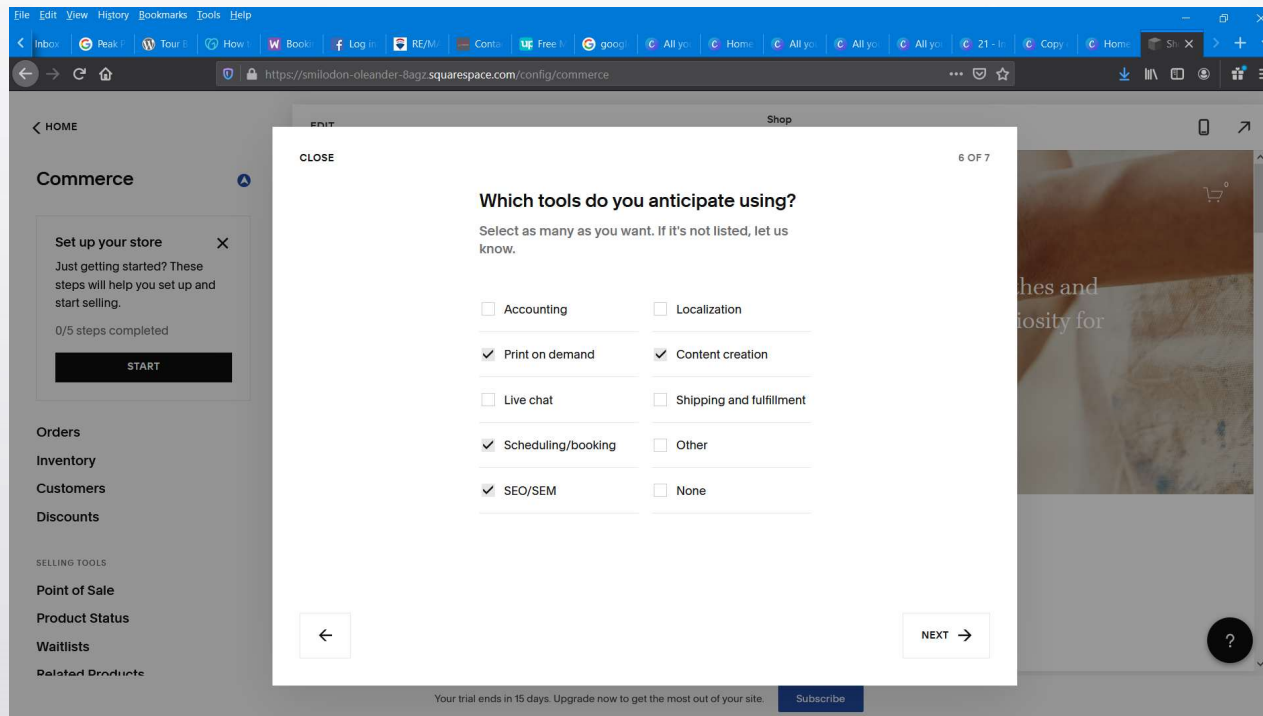
Step 1 Set up your Store



Step 1 Set up your Store



Step 1 Set up your Store



Step 1 Set up your Store

File Edit View History Bookmarks Tools Help

Inbox Peak 1 Tour B How 1 W Book f Log in RE/M Conta Free M googl All yo Home All yo All yo All yo 21 - In Copy Home Sh X + v

https://smilodon-oleander-8agz.squarespace.com/config/commerce

HOME

Commerce

Set up your store X

Just getting started? These steps will help you set up and start selling.

0/5 steps completed

START

Orders

Inventory

Customers

Discounts

SELLING TOOLS

Point of Sale

Product Status

Waitlists

Related Products

EDIT Shop

CLOSE 7 OF 7

Set up your store

Create your store and start selling products.

Add products for sale ↗

Add a way to get paid ↗

Choose how to ship your products ↗

Choose a subscription plan ↗

Publish your store ↗

←

Hyde

Edge Cradels

Bogard Cradels

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Your trial ends in 15 days. Upgrade now to get the most out of your site. [Subscribe](#)

Choose Add Products for Sale (Brings you to Shop)

The screenshot displays the Squarespace website editor interface. The browser's address bar shows the URL: <https://smilodon-oleander-8agz.squarespace.com/config/pages/60483a58d556e707a353f0ab>. The editor is in 'EDIT' mode for a page titled 'Shop' (Products - Published).

Left Sidebar (PAGES):

- Shop (Settings icon, +)
- All (Grid icon, 10 >)
- CATEGORIES
 - Bowls (3 >)
 - Kits (1 >)
 - Mudcloths (5 >)

Main Content Area:

- Navigation: Shop (underline), About, Contact
- Header: Your Site Title (Shopping cart icon)
- Text: It connects you to the process of designing your own clothes and home goods in a way that gives you more respect and curiosity for the materials used and the process itself.
- Section: Shop
- Footer: Bowls | Kits | Mudcloths

Bottom Bar: Your trial ends in 15 days. Upgrade now to get the most out of your site. [Subscribe](#)

Pages (Shop, About, Contact)

The screenshot shows a web browser window displaying the Squarespace website editor. The address bar shows the URL: <https://smilodon-oleander-8agz.squarespace.com/config/pages>. The editor interface includes a left sidebar with navigation options: HOME, MAIN NAVIGATION (Shop DEMO, About DEMO, Contact DEMO), and NOT LINKED. The main editing area shows a page titled 'Home' (Page - Published) with two image blocks: 'Mudcloths' and 'Bowls'. The footer contains social media links for Instagram and Twitter, the name 'Maru', 'Made with Squarespace', and contact information: email@example.com and (555) 555-5555. A 'Subscribe' button is visible at the bottom right, and a trial notice states 'Your trial ends in 15 days. Upgrade now to get the most out of your site.'

Pages (Shop, About, Contact)

The screenshot shows a web browser window with the URL <https://smilodon-oleander-8agz.squarespace.com/config/pages>. The browser's address bar and tabs are visible at the top. The main content area displays the 'Home' page configuration in an 'EDIT' mode. On the left, a sidebar menu shows 'HOME' with a sub-menu for 'MAIN NAVIGATION' containing 'Shop DEMO', 'About DEMO', and 'Contact DEMO'. Below this is a 'NOT LINKED' section with a warning message and a 'Learn more' link. The main page layout features two product cards: 'Mudcloths' with an image of a blue and white striped cloth, and 'Bowls' with an image of a blue and white striped bowl. The footer area is light green and contains social media links for 'Instagram' and 'Twitter', the brand name 'Maru', 'Made with Squarespace', and contact information: 'email@example.com' and '(555) 555-5555'. A 'Subscribe' button is located at the bottom right. A trial notice at the very bottom states 'Your trial ends in 15 days. Upgrade now to get the most out of your site.' A help icon (question mark in a circle) is also present in the bottom right corner.



Demo of SQUARESPACE
Including Current packages and pricing



What is an App or Plug-in?

A Plug-in or App are an extension added to your website. This can allow the current platform to add features to your website.



Why an App or Plug-in?

Categories

Scheduler

Video

Reviews

SEO

Boost Sales

Store Design

Marketing

Shipping

Customer Support

Accounting

Productivity

Inventory Management

Finding Products

Places to Sell (Facebook,
Instagram)



Use of App's Shopify stats

“85% of merchants use apps and have paid a total of over \$100 million for the privilege.


The app store offers more than 2,400 apps.

12+ millions apps were installed and 33,000 downloaded each month.

Average Shopify app price is \$19.14 but the median is only \$4

On average merchants use 6 apps“

Reference : <http://hostingtribunal.com/blog/shopify-stats.tics>



Most Used Shopify stats

- “ 1. Privy – over 6100 reviews
- 2. SEO Image Optimizer by Booster Apps – over 3200 reviews
- 3. Free Shipping Bar by Hextom – around 3000 reviews
- 4. Sales Pop 2600+ reviews
- 5. Loyalty Rewards Points by Sweet Tooth – 2500 reviews“


Reference : <http://hostingtribunal.com/blog/shopify-stats.tics>



Shopify Top App's for 2021

1.	Oberlo (Source Suppliers)	12.	Promo.com (Create Product Videos)	21.	Stocky (Smart Inventory Management)
2.	Offset (Calculates total emissions generated by shipped orders)	13.	Easyship (Shipping App World Wide)	22.	Printful (Print on Demand)
3.	Shopify Email (Building Email List and Managing Campaigns)	14.	Pre-order Alpha (Pre-order out of stock items)	23.	Gameball (Loyalty & Rewards)
4.	ReConver Upsell and Cross Sell (Increase order size)	15.	Change Commerce (Donation App)	24.	Secommapp (Affiliate Marketing)
5.	BetterReplay (Record how shoppers interact with your site)	16.	Super Reports (Track Sales)	25.	PixPix (Image Editor)
6.	Advoz (Create Ads for Facebook/Instagram)	17.	Shopify Local Delivery (When doing local delivery)	26.	Smart SEO (Increase SEO)
7.	Jebbit (Custom Product Quizzes)	18.	Easy Digital Products (Sell Digital Products)	27.	Product Reviews (Add Reviews to your site)
8.	Friendly Accessibility Tools				
9.	Fancy FAQ	19.	TikTok (Create Video ads, track and manage orders)		
10.	PayWhirl (Sell Subscriptions)	20.	Mochi (Texting and Live Chat Support)		
11.	Tip Quik (Add Tips in Cart)				

Information taken from Shopify website



SQUARESPACE Top 8 Apps

1. Instagram Block
2. ChowNow (Restaurants)
3. MailChimp
4. Xero (only US currently)
5. AMP (Connect Blog and will be simplified when viewed on a mobile device)
6. Disqus (For Blogs support image, conversations and comments)
7. Amazon Block (Display a link for an item for sale on Amazon)
8. SoundCloud Block (Put in music, playlist into your Squarespace site)

Information taken from Squarespace website



Q&A