

E-Commerce Workbook

.....

You must do the things you think you cannot do." Eleanor Roosevelt

Module 3

In this module we will set up our product and integrate our Vendor with Shopify.

Now that you have your Shopify Store trial account open and you have your Vendor account open, let's make sure they talk to each other. To ensure that your customers get their orders in the quickest possible time, you'll want to make sure that Shopify hands off your orders to your Vendor right away.

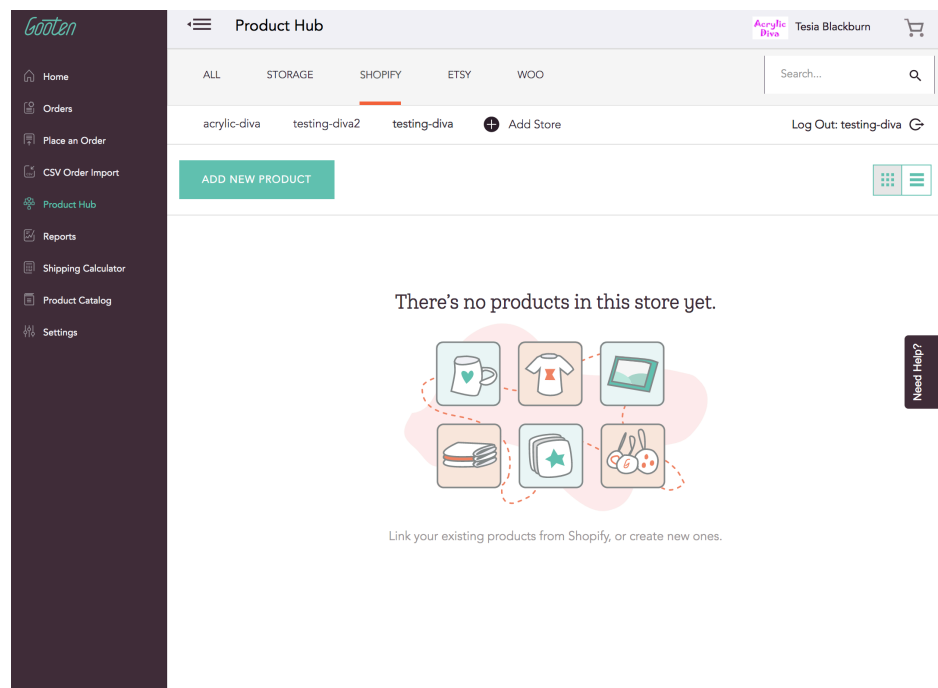
Again, I'll be working with Gooten, but your Vendor (if you choose another one) will have a similar setup.

Log into your Shopify store and choose your Vendor under Apps.

If the Vendor you want to use isn't listed as a Shopify App you can still use that Vendor. We will cover non-Shopify Vendors in this lesson.

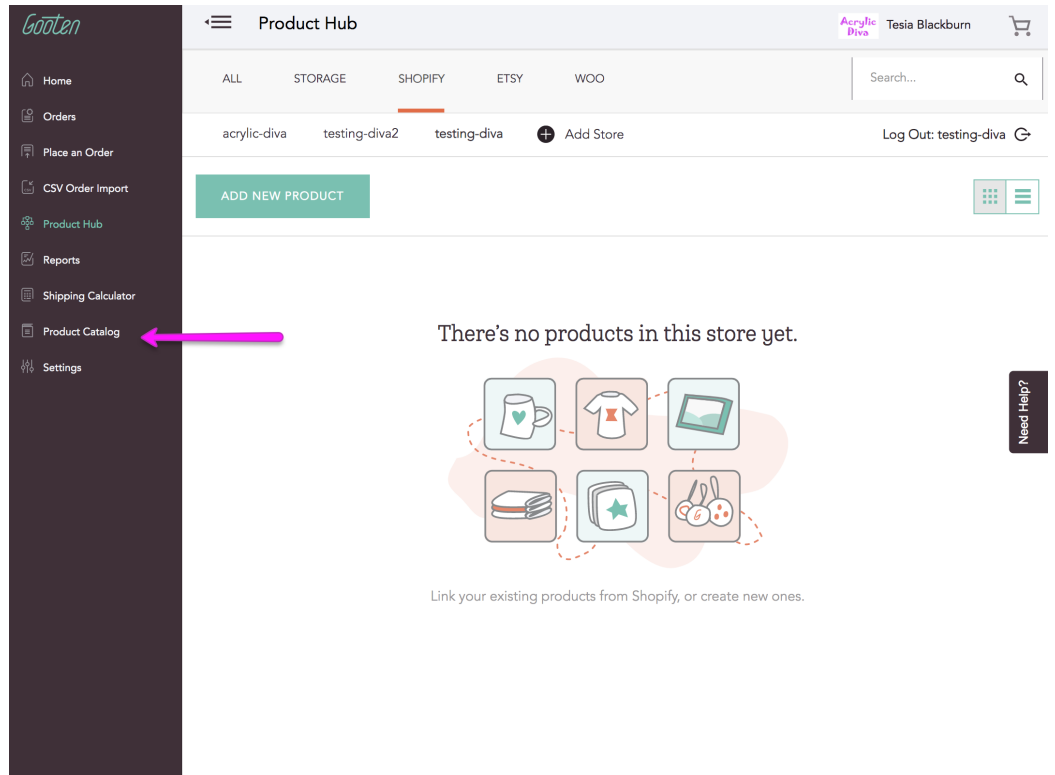
Start inside your Shopify dashboard. It's kind of nifty that Shopify integrates nicely with the Vendors. One-stop shopping so to speak. So always start inside your Shopify dashboard. That's going to be home base for everything we do.

Go to Apps and click on your Vendor account. I'm using Gooten so Shopify sends me over to the Gooten dashboard.

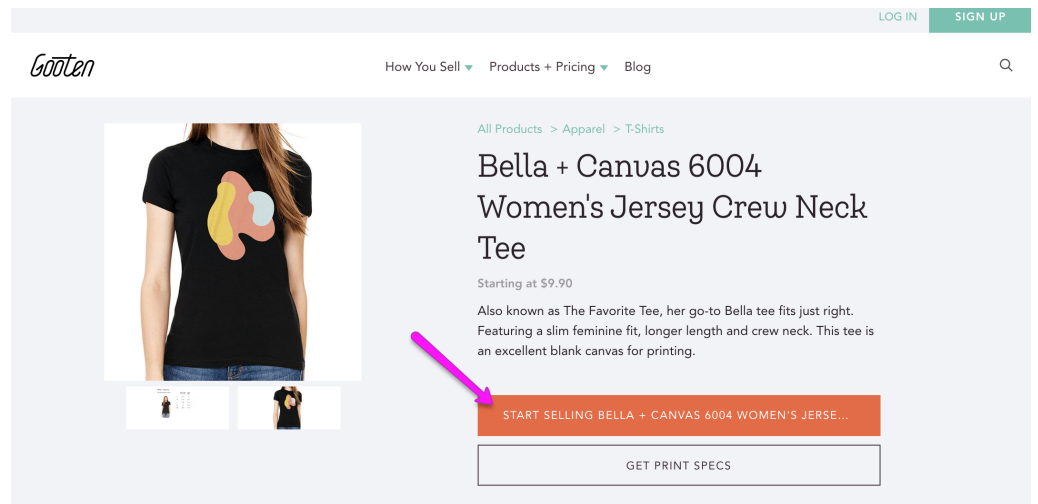


Let's walk through creating your first product.

Go to the Product Catalog and choose apparel, tee shirts, "Bella + Canva 6004 Women's Jersey Crew Neck Tee." This will be your sample product. Don't worry if you don't want to sell this tee. This is a sample only and can be deleted from your store at any time.



You will start with this screen.



Filter Results

Ship To

Worldwide from US

PRODUCT INFORMATION

Colors



Gender

Women's

Need Help?

Ship To

Worldwide from US

PRODUCT INFORMATION

Colors

Gender: Women's

Brand: Bella + Canvas

Model: 6004 The Favorite Tee

Sizes: Small (S), Medium (M), Large (L), Extra Large (XL)

Print Placement: Center Back, Center Front, Center Front and Center Back

Materials: Solid Colors - 100% Airlume combed and ring-spun cotton, 32 single 4.2 oz. Ash - 99% combed and ring-spun cotton, 1% poly. Deep Heather - 52% Airlume combed and ring-spun cotton, 48% poly

Features: Sideseamed. Slim fit. Shoulder taping. Longer body length.

Need Help?

Before you click on "Start Selling..." Look at the Product Information. Pay attention to where the product ships from, materials and so on.

Review the information for details that you can use in your product description in your store. Also pay attention to production time. Times may vary for different options (variants).

Features: Sideseamed. Slim fit. Shoulder taping. Longer body length.

Print Technique: Direct to garment with white underbase, white has no underbase

Care: Safe to machine wash and tumble dry on low.

Packaging: Packaged in a poly mailer.

Available Shipping Methods: Standard, Expedited, Overnight

Production time: 4 business days: Army (S, M, L, XL), Asphalt (S, M, L, XL), Black (S, M, L, XL), Deep Heather (S, M, L, XL), Navy (S, M, L, XL), White (S, M, L, XL)

7 business days: Ash (S, M, L, XL), Chocolate (S, M, L, XL), Coral (S, M, L, XL), Gold (S, M, L, XL), Leaf (S, M, L, XL), Olive (S, M, L, XL), Orange (S, M, L, XL), Pink (S, M, L, XL), Red (S, M, L, XL), Silver (S, M, L, XL), Team Purple (S, M, L, XL), Turquoise (S, M, L, XL), Yellow (S, M, L, XL)

Next pay attention to "your price." This will impact the final price of your product.

Be sure to drop down the nested menus for complete information on prices, sizes and so on.

Yellow (S, M, L, XL)

PRICING & SHIPPING

Filter By

Colors

Sizes

Print Placement

Variant	Your Price
Large (L) / Army / Center Back	\$9.90
Large (L) / Army / Center Front	\$9.90
Large (L) / Army / Center Front and Center Back	\$15.90
Large (L) / Ash / Center Back	\$9.90
Large (L) / Ash / Center Front	\$9.90
Large (L) / Ash / Center Front and Center Back	\$15.90
Large (L) / Asphalt / Center Back	\$9.90
Large (L) / Asphalt / Center Front	\$9.90
Large (L) / Asphalt / Center Front and Center Back	\$15.90

Need Help?

Pink (S, M, L, XL),
Red (S, M, L, XL),
Silver (S, M, L, XL),
Team Purple (S, M, L, XL),
Turquoise (S, M, L, XL),
Yellow (S, M, L, XL)

PRICING & SHIPPING

SIZING

PRINT SPECS

Learn More

How You Sell

Products + Pricing

Vendors

Product Price List

Company

About

Blog

Terms of Service

Privacy Policy

White Label Support

Help

How to Create Your Artwork

Support Center

Get Started

Connect Your Store

Place an Order

Inside the “Print Specs” menu you will see the specs for images for that product. It’s a good idea to keep a list of print specs handy for all of your products. Don’t worry right now if you don’t have an image. A sample image for this exercise is included below.



Silver (S, M, L, XL),
Team Purple (S, M, L, XL),
Turquoise (S, M, L, XL),
Yellow (S, M, L, XL)

PRICING & SHIPPING

SIZING

PRINT SPECS

How to Create Print Files

Save your artwork as JPG or PNG files using the print specs below. You can download our PSD and JPG templates for an easy way to get started.

[DOWNLOAD .ZIP](#)

Bella + Canvas 6004 The Favorite Tee Women's (S, M, L, XL)

Print Area (Width x Height)	3600 x 4800 px
Resolution	300 ppi
Safe Zone (Width x Height)	3600 x 4800 px

Need Help?

Go back to the product page and click on “start selling...”

Goatzen

How You Sell ▾ Products + Pricing ▾ Blog

LOG IN SIGN UP

All Products > Apparel > T-Shirts

Bella + Canvas 6004 Women's Jersey Crew Neck Tee

Starting at \$9.90

Also known as The Favorite Tee, her go-to Bella tee fits just right. Featuring a slim feminine fit, longer length and crew neck. This tee is an excellent blank canvas for printing.

[START SELLING BELLA + CANVAS 6004 WOMEN'S JERSE...](#)

[GET PRINT SPECS](#)

Filter Results

Ship To

Worldwide from US

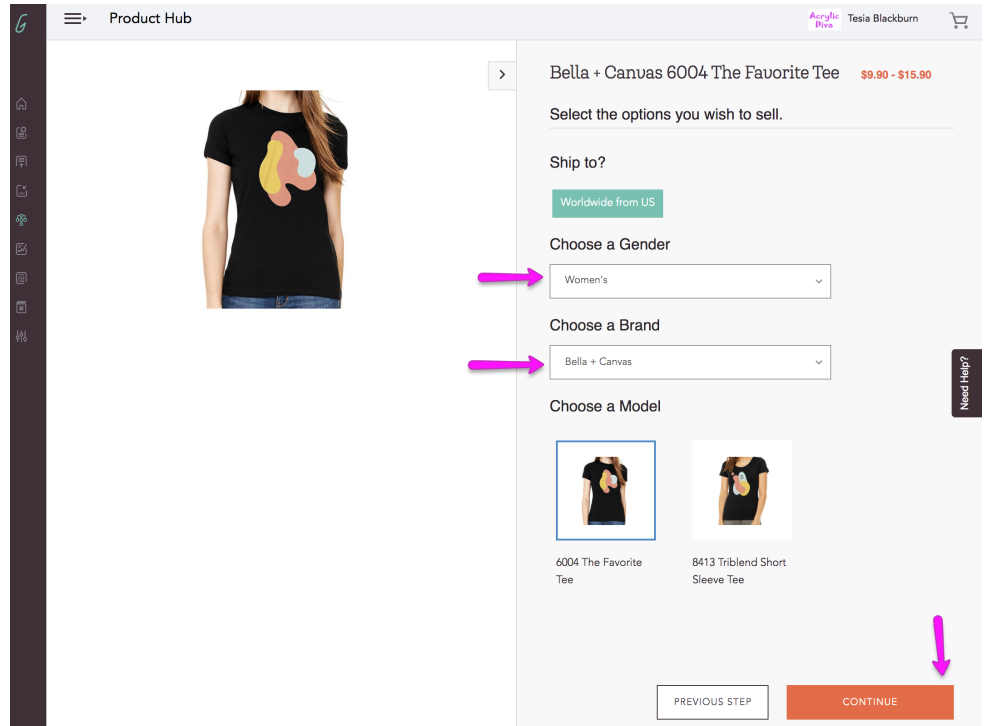
PRODUCT INFORMATION

Colors

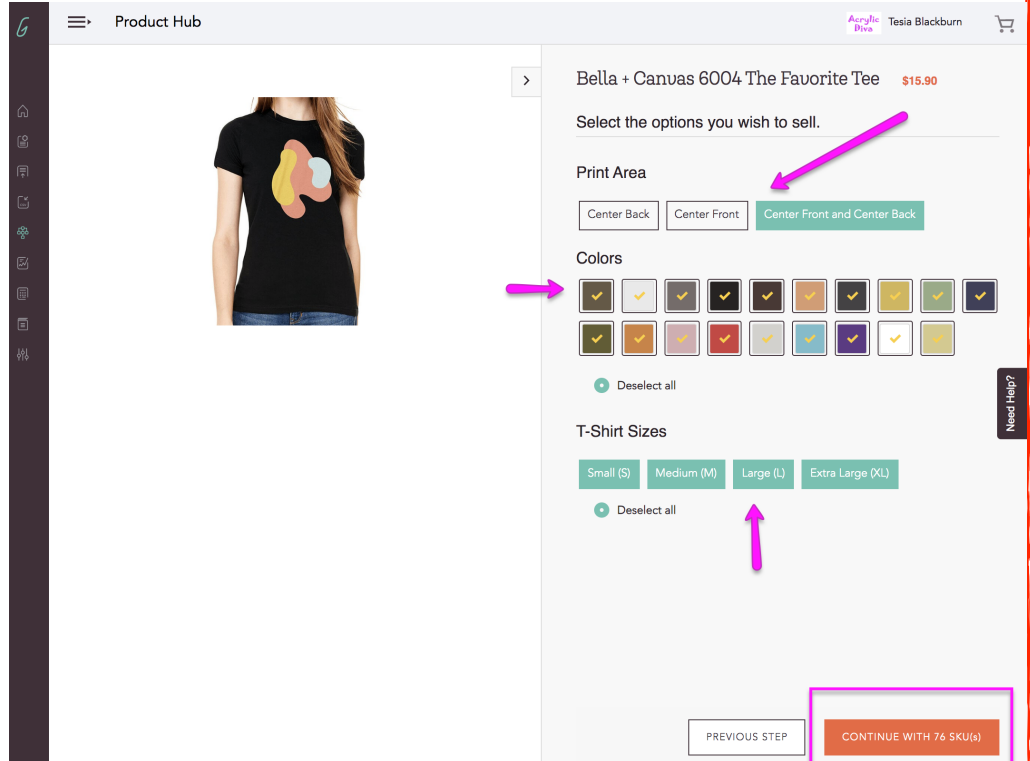
Gender Women's

Need Help?

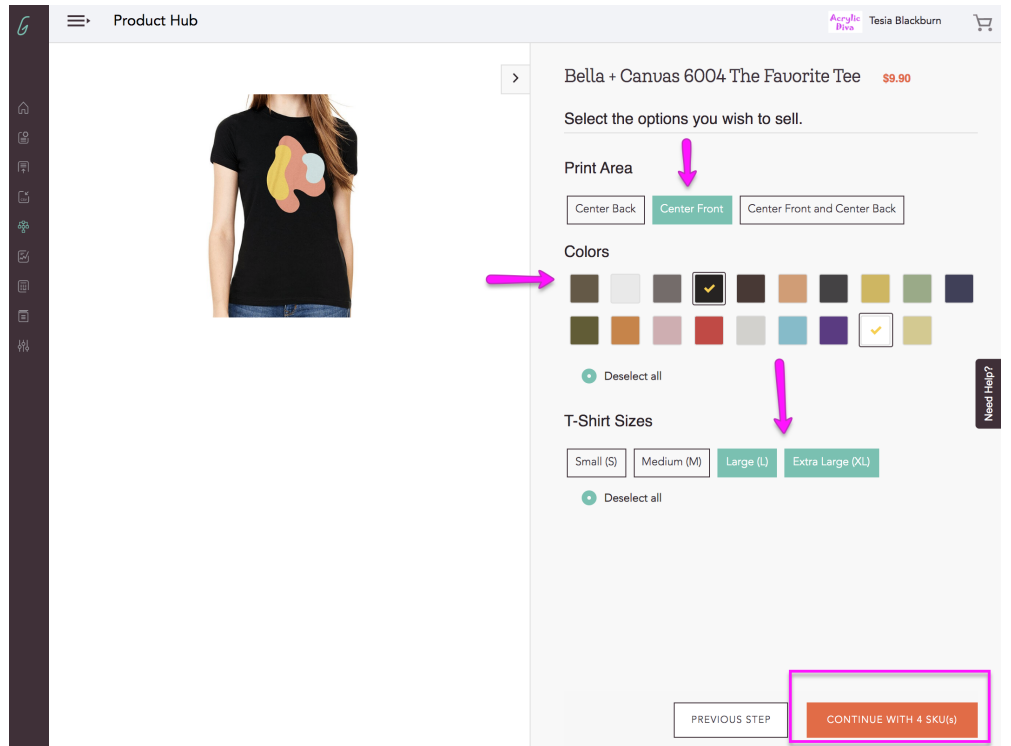
The next window will open and you can choose the options, also referred to as variants, for the product that you will sell.



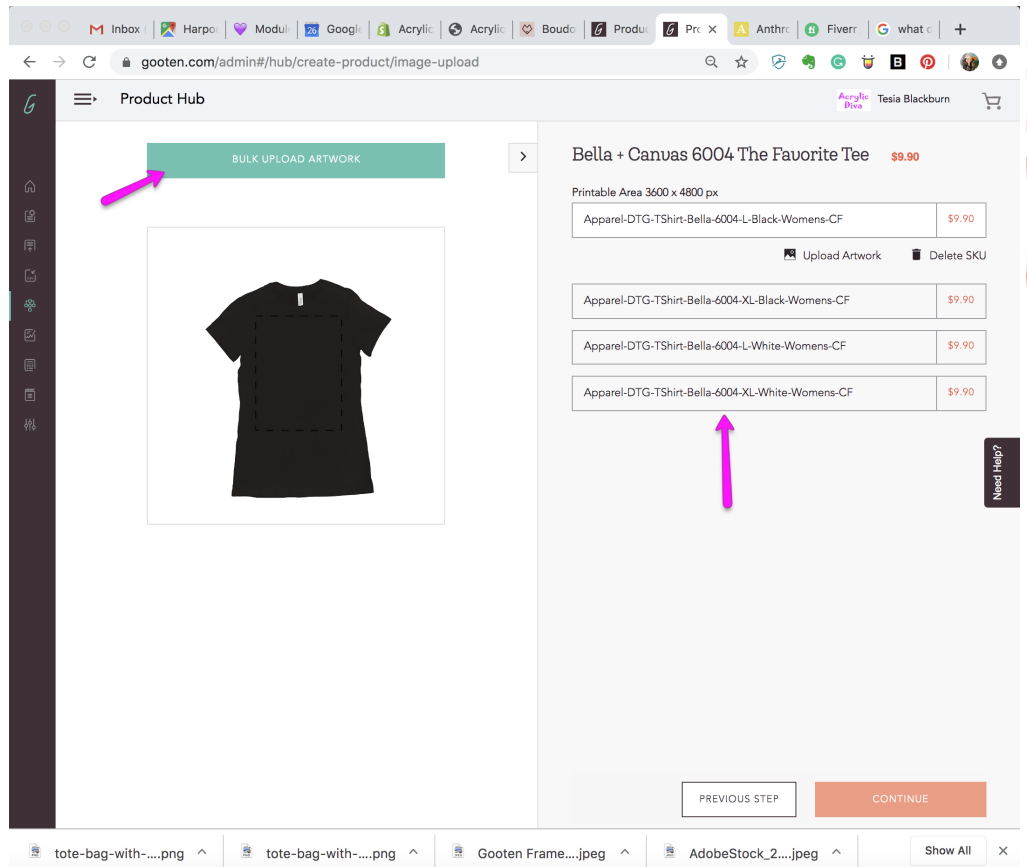
A word of warning here. Don't choose too many variants for a product to start with. You could end up with too many products to keep track of.



Instead, narrow your variants to one or two. You can always add more variants later.



Click "continue with skus" and you will get to this page.



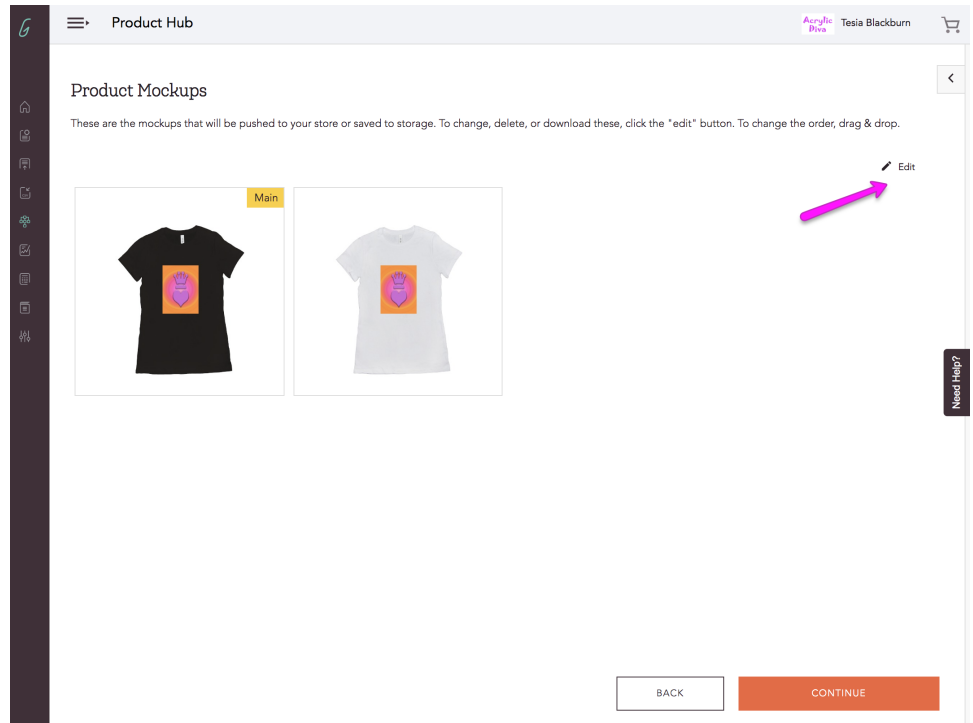
Double check that you have the correct variants listed. [Download this sample image to use on your tee shirt.](#) Click “Bulk upload artwork.” We will cover images in great detail later in the course. For now just use this sample image.

Once you click on Upload Artwork you should see this screen. Take note of the image percentage. You can make it smaller or larger. Gooten will tell you if the image does not have enough resolution.

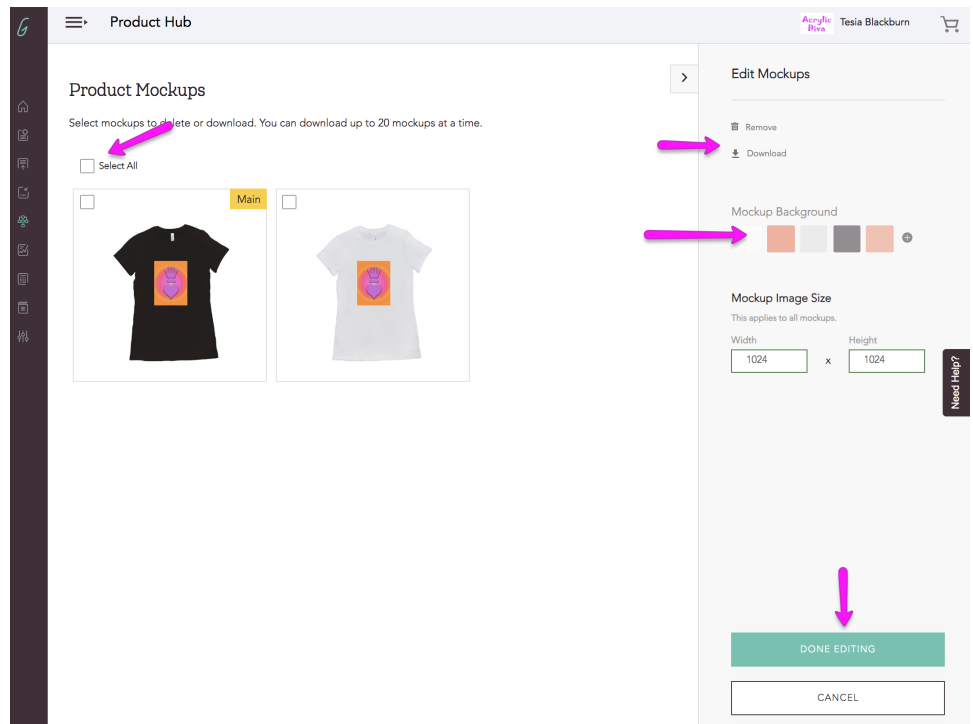
Check that you have “Apply edits to all skus” checked. And check your products for correctness in the right hand window. Then click “continue.”

The screenshot displays the Acrylic Diva Product Hub interface. The top navigation bar shows 'Product Hub' and the user's name 'Tesia Blackburn'. The main workspace is divided into two sections: 'Product' and 'Print Area'. The 'Product' section features a central preview of a black t-shirt with a pink crown graphic. Below the preview, there is a zoom slider set to 62% at 484dpi, and a toggle for 'Apply Edits to All SKUs' which is currently turned ON. The 'Print Area' section on the right lists four product variants, each with a price of \$9.90. The variants are: Apparel-DTG-TShirt-Bella-6004-L-Black-Womens-CF, Apparel-DTG-TShirt-Bella-6004-XL-Black-Womens-CF, Apparel-DTG-TShirt-Bella-6004-L-White-Womens-CF, and Apparel-DTG-TShirt-Bella-6004-XL-White-Womens-CF. At the bottom of the interface, there are buttons for 'PREVIOUS STEP' and 'CONTINUE'. A 'Need Help?' button is also visible on the right side.

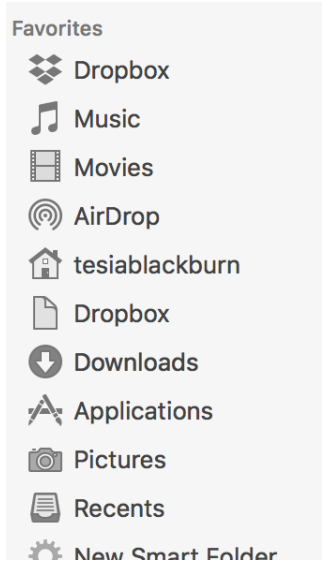
You'll see this page. Click on "Edit" to download your Product Mockups.



On this page you can choose the mockup background and size. Click "Select all" and download your mockups. These will be used in your product description and/or for marketing purposes.



Save your mockup files with a new name for later use.



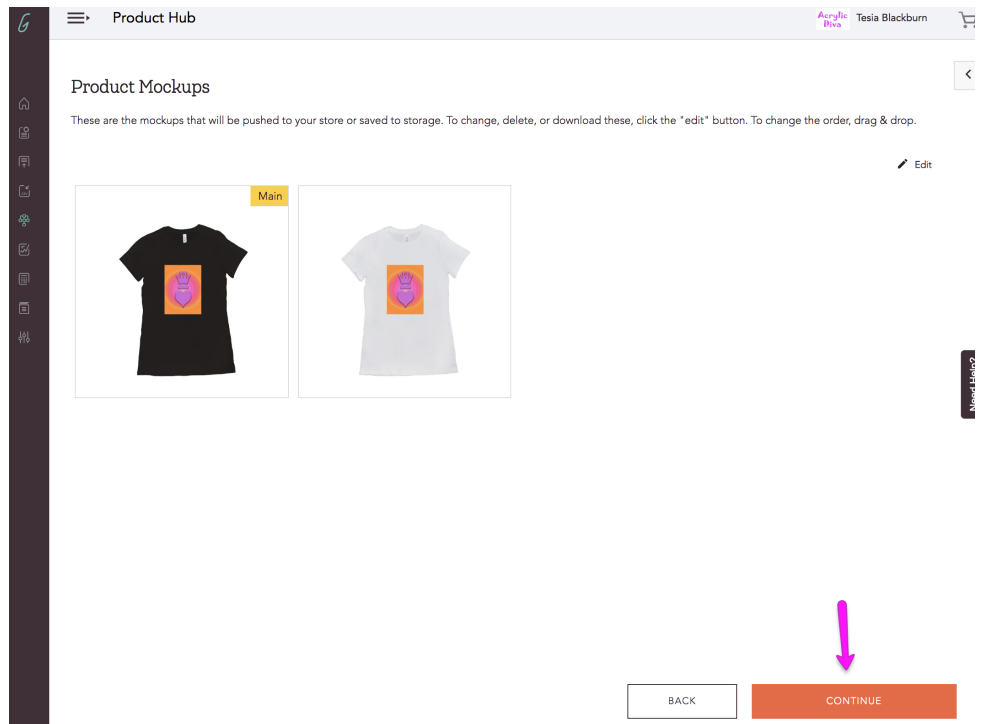
Apparel-DTG-TShirt-Bella-600...ns-CF.png



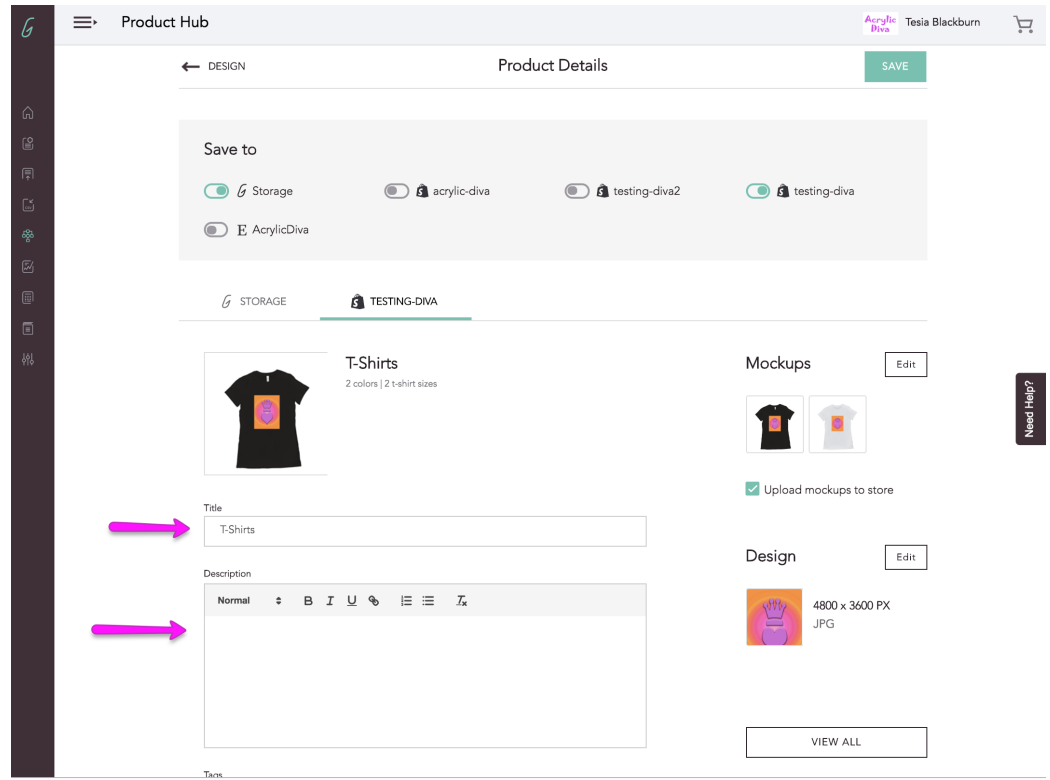
Apparel-DTG-TShirt-Bella-600...ns-CF.png



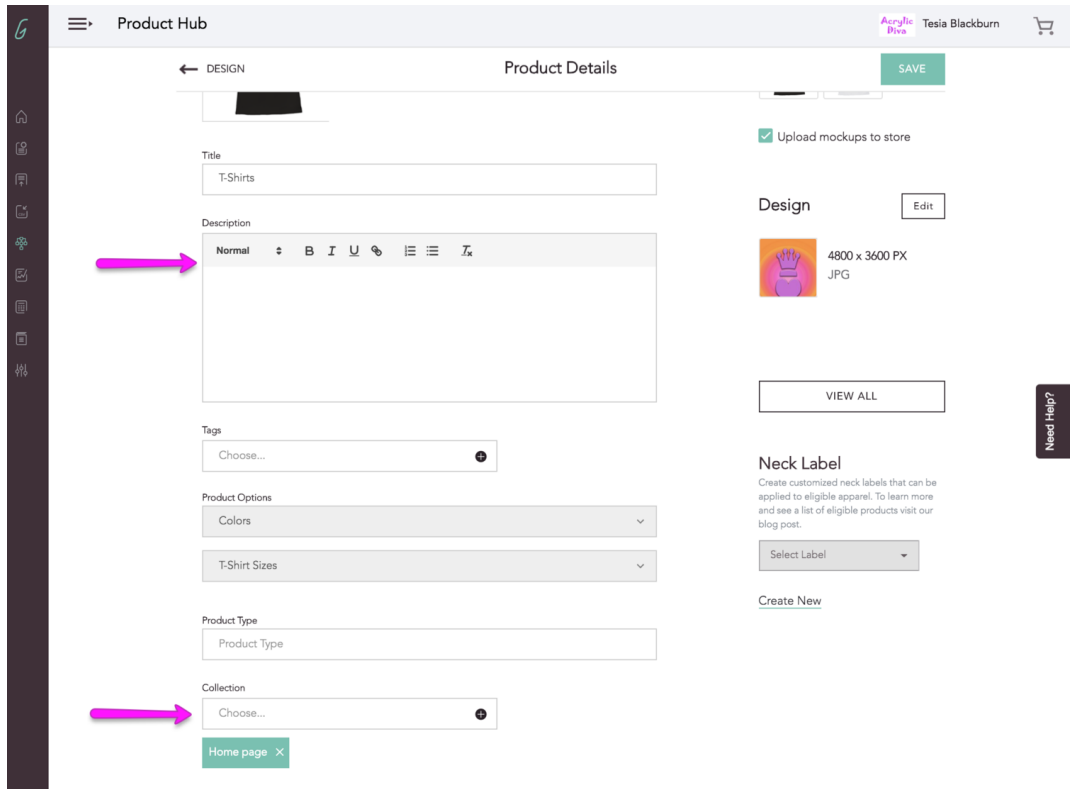
After you've saved your files, click "Continue."



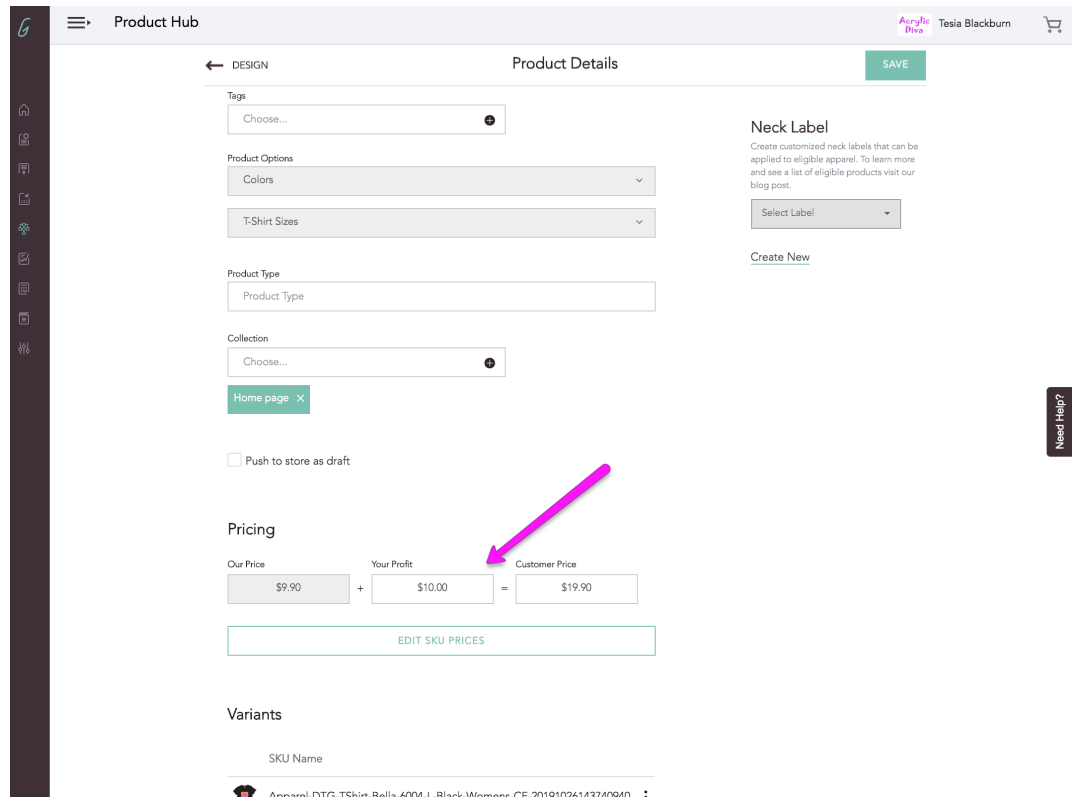
This page will open. You will see your store name (you'll see several for me) and "Storage." Be sure the radio button for your store is selected as well as "Storage." Put in the title and description for your product.



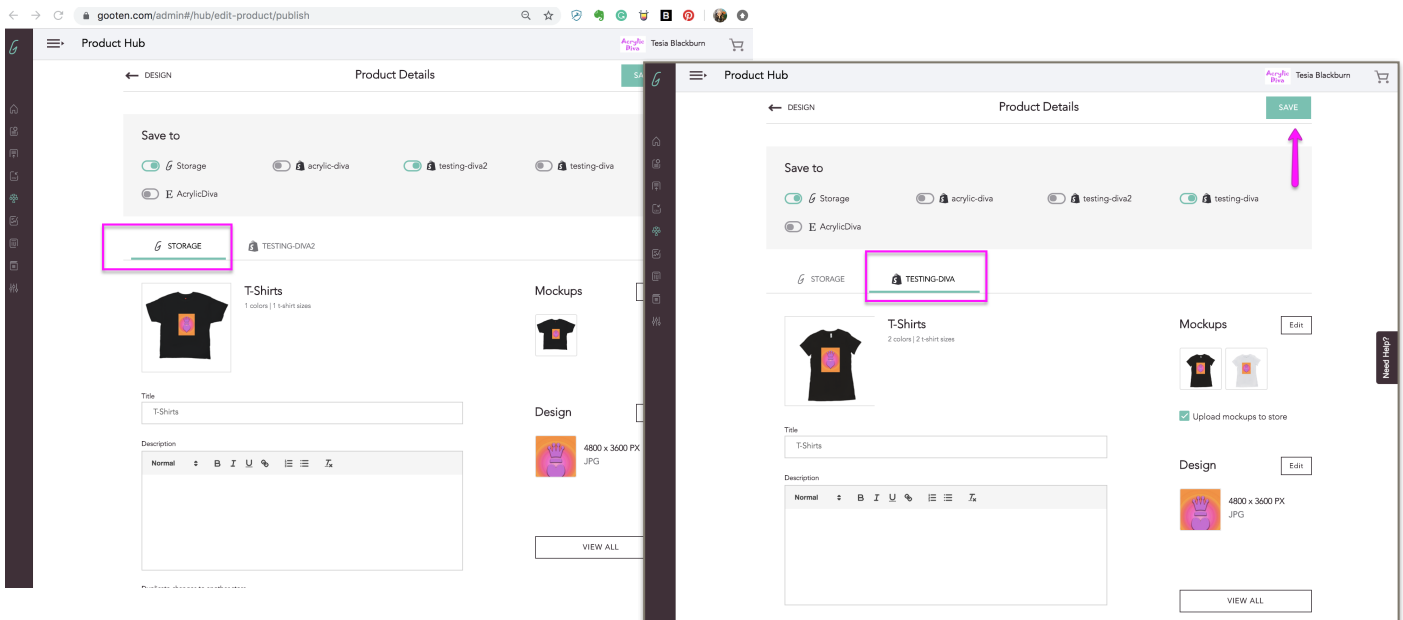
Scroll down and include tags and create a collection if desired. See "Tutorials" for an overview of tags and collections.



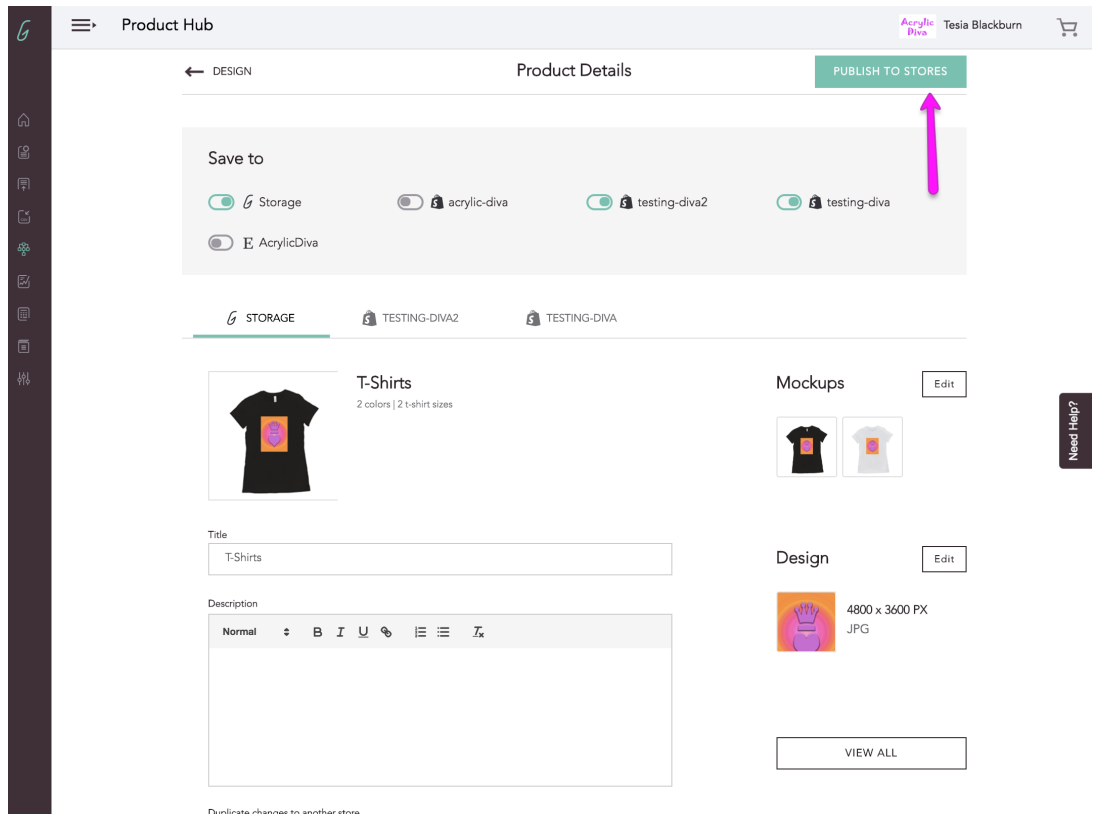
Scroll down further and set the “Customer Price” for your product. You should have filled out [Product Cost Analysis](#) so you know what to charge for your product.



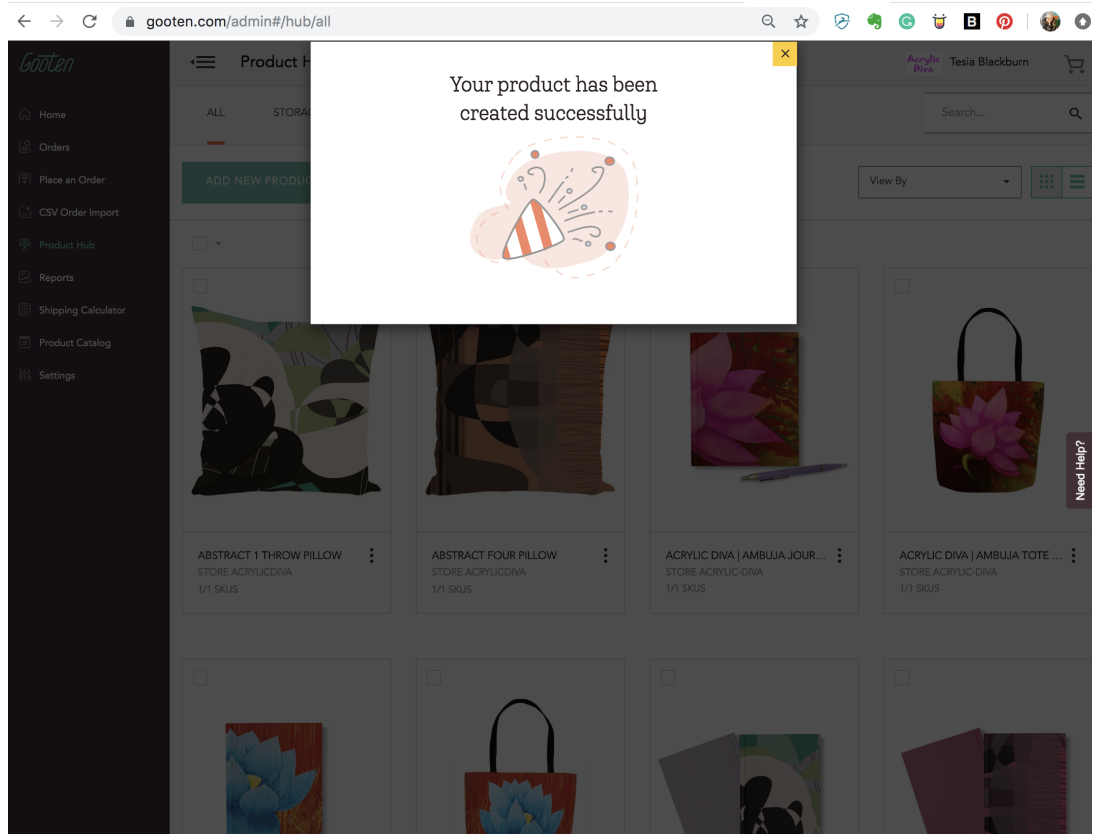
Verify that the information is correct in both “Storage” and “Your Store”. Then click “Save.”



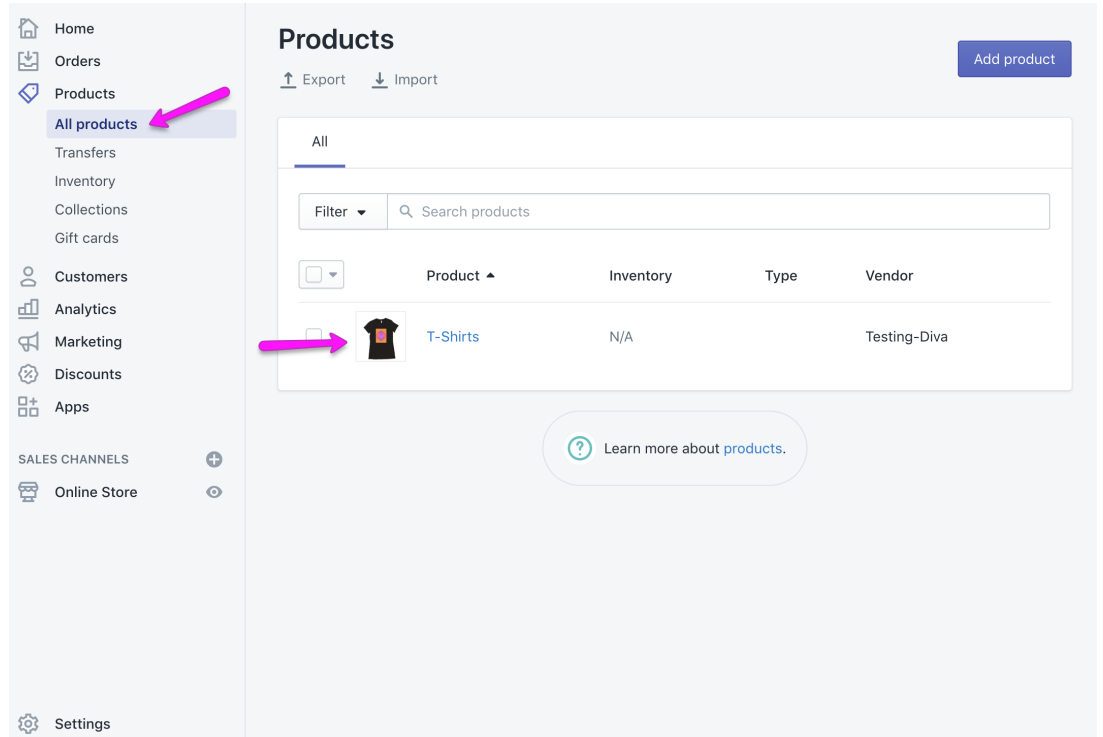
Once your product is saved to both "Storage" and your store, click on "Publish to Store." Your product is still not live in the store but is available for you to edit inside your store.



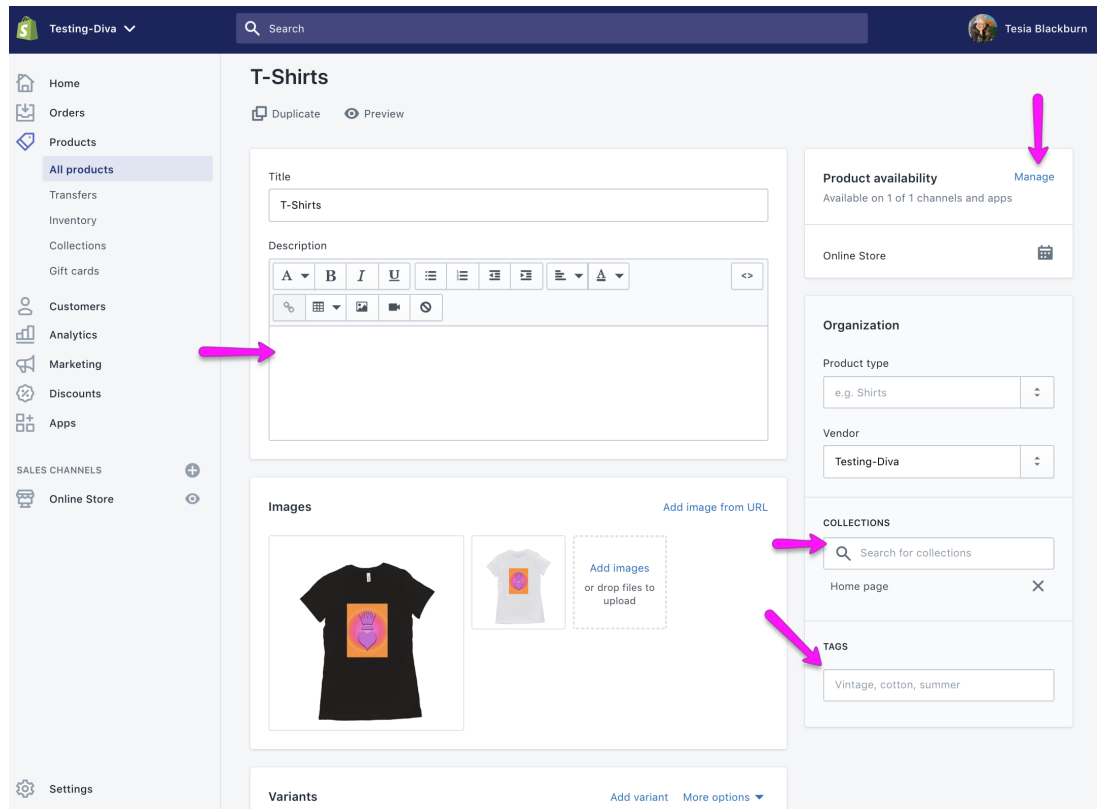
Once your product has been published to your store you should see this. Head on over to your Shopify dashboard to verify that the product has been published.



Inside your Shopify dashboard, click on “All Products” and you should see your tee shirt. If your Shopify store and Gooten are integrated properly, you should see your product listed.



Click on the product to open it and review the details. Your product is still not live in your store. On this page you can rename the product, add a description, create tags and put the product in a collection. Tags and collections are covered in Tutorials.



Scroll down on the Product page and verify that the variants that you created are correct. Take note of the Search Engine Listing Preview. This will be discussed later when we cover marketing.

The screenshot shows the Shopify admin interface for a product page. On the left is a navigation sidebar with categories like Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, and Settings. The main content area displays a product image at the top, followed by a 'Variants' section. This section includes a table with columns for 'Colors', 'T-Shirt Sizes', and 'Price'. There are five variants listed: two white shirts (Large and Extra Large) and two black shirts (Large and Extra Large), all priced at \$19.90. Below the variants is a 'Search engine listing preview' section with a blue link to 'Edit website SEO'. On the right side, there are panels for 'COLLECTIONS' and 'TAGS'. Two pink arrows are overlaid on the image: one points to the price field of the first variant, and the other points to the 'Edit website SEO' link.

	Colors	T-Shirt Sizes	Price
<input type="checkbox"/>	White	Large (L)	\$ 19.90
<input type="checkbox"/>	White	Extra Large	\$ 19.90
<input type="checkbox"/>	Black	Large (L)	\$ 19.90
<input type="checkbox"/>	Black	Extra Large	\$ 19.90

You need to make your product available. There are several channels that you can use. Watch the video below for information on how to set these up.

How to Setup Product Availability in Shopify



Your homework this week:

1. Create the sample tee shirt product in your store.
2. Order at least one sample product from your preferred vendor.
3. Tag your product and create at least one collection.
4. Review “Product Availability” above.
5. Review “Using Outside Vendors” above.