



**Welcome to E-Commerce For Artists!**



# Module 10

## PRE-LAUNCH TO DO LIST

### 1. Setup your home page metadata

From your Shopify admin, go to Online Store > Preferences.

In the Title and meta description section, enter your home page metadata under Homepage title and Homepage meta description

**Note:** Search engines will list only about 140 characters of your meta description below your title tag, so keep it short.

### 2. Place a test order

[Go to this help page in Shopify and set up a bogus test order or follow the steps below.](#)

- From your Shopify admin, go to **Settings > Payment providers**.
- If you have a credit card payment provider enabled, then deactivate it before continuing. Click **Manage > Deactivate** (this button also shows the name of your payment provider, for example **Deactivate Shopify Payments**), then confirm your deactivation.
- You will now see the **Accept credit cards** section. In that section, click **Add a provider**.
- Select **Third party credit card provider**, and open the **Provider** drop-down menu.
- Under **Other**, choose (for testing) **Bogus Gateway**:
- Click **Continue**, and then click **Activate**.
- Go to your online store and place an order as a customer would. At checkout, enter the following credit card details instead of genuine numbers:

You did it! This is our last class. In this module we will recap the class and go over the Launch Plan.

Field name	Details to enter
<b>Name on card</b>	Enter Bogus Gateway
<b>Credit card number</b>	Enter each of these in turn to simulate different types of transaction: <ul style="list-style-type: none"> <li>• Enter 1 to simulate a successful transaction</li> <li>• Enter 2 to simulate a failed transaction</li> <li>• Enter 3 to simulate an exception (this generates a message indicating that an error has occurred with the provider)</li> </ul>
<b>CVV</b>	Enter any 3-digit number (for example, 111.)
<b>Expiry Date</b>	Enter any date in the future.

- After you're done testing, click **Change provider** on the **Payment providers** page in your Shopify admin to reset your payment provider.

### 3. Check

- SEO and product description.
- Check your prices
- Check your vendor integration
- Make a test order (see #2).
- Go into "Incognito mode" in your browser and check all of the pages of your site.
- Click on every product and make sure all product listing, prices, descriptions and photos are correct.
- Verify the URL of your store in Incognito mode.
- Verify the shipping costs and zones you have set up.

### 4. Remove the password from your store

- Send out an announcement to your email list and post on social media.

Debut Password page

Sections Theme settings

- Colors
- Typography
- Social media
- Favicon
- Add to cart notification
- Checkout

Change theme style


Save before changing theme style

DEBUT (VERSION 13.4.0)  
Design and support by Shopify

[Read documentation](#)  
[Get support](#)

Theme actions

ENTER USING PASSWORD →



COMING SOON!

Coming in January! A brand new store chock full of goodies!  
Sign up to get advance notice when we open AND get a coupon for 20% off!

Email address

YES! I WANT IN!

Spread the word

### **Check the links in your store. Module 5.**

1. Be sure your domain name is correct and working. Check it in an incognito window.
2. Check all the links in your store from an incognito window.
3. Check your store on mobile and in a browser different from the one you ordinarily use.

### **Make a test order. Module 4.**

1. You've probably done this already. If not do it right away! It's not a good idea to open your store until you have actually ordered something from your vendor and received it.
2. Also go through a test (bogus) order to see what your customer experiences with notifications, etc.

- Home
- Orders 1
- Products
  - All products
  - Transfers
  - Inventory
  - Collections
  - Gift cards
- Customers
- Analytics
- Marketing
- Discounts
- Apps
- SALES CHANNELS
  - Online Store
  - Facebook Shop
  - Instagram
  - Buy Button
- Settings

< Products

< >

# Black Graphic Tee Shirt with Heart and Crown in Orange based on Grateful Dead album cover

Duplicate Preview More actions

**Title**

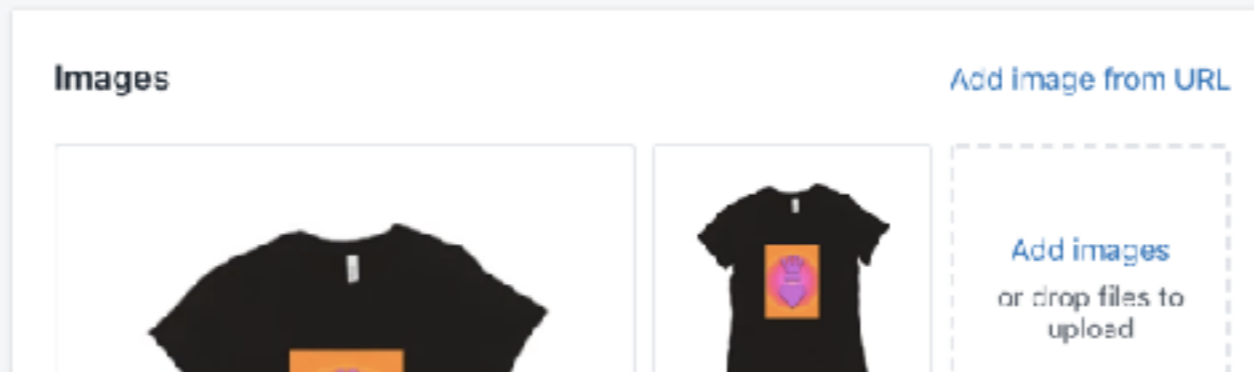
Black Graphic Tee Shirt with Heart and Crown in Orange based on Grateful Dead al

**Description**

Great Black tee shirt!

Super comfy and cool! Great colorful graphics based on Grateful Dead album cover.

Available in four different sizes. 100% cotton. Made in the USA.



**Product availability** Manage

Available on 4 of 5 channels and apps

- Online Store
- Facebook Shop
- Instagram
- Buy Button
- Google Shopping
  - Google Shopping has noticed that your shop does not meet Google's requirements. [Learn more](#)

**Organization**

Product type

e.g. Shirts

- Home
  - Orders 1
  - Products
    - All products
    - Transfers
    - Inventory
    - Collections
    - Gift cards
  - Customers
  - Analytics
  - Marketing
  - Discounts
  - Apps
- SALES CHANNELS +
- Online Store ⊖
  - Facebook Shop
  - Instagram
  - Buy Button

**WEIGHT**

Used to calculate shipping rates at checkout and label prices during fulfillment.

Weight

**CUSTOMS INFORMATION**

Used by border officers to calculate duties when shipping internationally. Shown on customs forms you print during fulfillment.

Country of origin

In most cases, where the product is manufactured.

HS (Harmonized System) code

Used by border officers to classify this product.

**Variants**

This product has multiple options, like different sizes or colors

**Search engine listing preview**

[Edit website SEO](#)

**Black Graphic Tee Shirt with Heart and Crown in Orange based on Gratef...**

<https://testing-diva.myshopify.com/products/tee-shirt>

Great Black tee shirt! Super comfy and cool! Great colorful graphics based on Grateful Dead album cover. Available in four different sizes. 100% cotton. Made in the USA.

Delete product

Save





**Check the store for typos.**

**Content review BACKWARDS**

**Make sure all images are optimized.**

## Preferences

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

Disable password

### Title and meta description

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

#### Homepage title

This is the testing store for Acrylic Diva

42 of 70 characters used

#### Homepage meta description

Welcome to the test store! Use this area for a good description of your store. Be sure to check Google Keywords and Google Trends for words you can use in your description that will capture your visitor's interest and get traffic to your store.

245 of 320 characters used

### 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](#).

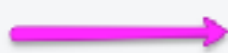
#### Google Analytics account (how do I set this up?)

Paste your code from Google here

#### Enhanced Ecommerce

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

- Home
- Orders 1
- Products
- Customers
- Analytics
- Marketing
- Discounts
- Apps
- SALES CHANNELS
- Online Store
- Facebook Shop
- Instagram
- Buy Button



## Settings

- General**  
View and update your store details
- Locations**  
Manage the places you stock inventory, fulfill orders, and sell products
- Plan and permissions**  
View plan information and manage what staff can see or do in your store.
- Payment providers**  
Enable and manage your store's payment providers
- Gift cards**  
Enable Apple Wallet passes and set gift card expiry dates
- Store languages**  
Manage the languages your customers can view on your store
- Checkout**  
Customize your online checkout process
- Notifications**  
Manage notifications sent to you and your customers
- Billing**  
Manage your billing information and view your invoices
- Shipping**  
Manage how you ship orders to customers
- Files**  
Upload images, videos, and documents
- Legal**  
Manage your store's legal pages
- Taxes**  
Manage how your store charges taxes
- Sales channels**  
Manage the channels you use to sell your products and services



Settings

Footer ←

Home page ▾

SETTINGS

PAYMENT METHODS

Show payment icons

COLOR

Background

Text

CONTENT

▶ Information #

▶ Refund Policies #

▶ Newsletter # ←

Add content

THEME SETTINGS ▶

Theme actions ▾

Shipping calculated at checkout.

SOLD OUT

This area is used to describe your product's details. Tell customers about the look, feel, and style of your product. Add details on color, materials used, sizing, and where it was made.

SHARE TWEET PIN IT

Information

Search

Terms of Service

Refund Policy

Contact

Refund Policies

Share store details, promotions, or brand content with your customers.

Newsletter

Email address

SUBSCRIBE

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Merchant Center



Smart Shopping campaigns



Search Ads



Shopping Actions



Local inventory ads



Manufacturer Center



Shopping campaigns with partners

# Set up a Smart Shopping campaign

Promote your products to the shoppers who are looking for what you offer on Google—whether they're at home, on mobile, or in-store.

[Get started](#)

1

## 1. Verify and claim your website

Create a Merchant Center account, then claim and verify your website.

2

## 2. Upload your products

Once you're set up on Merchant Center, upload your product data so shoppers can see your product details, like the product image, price and availability.

3

## 3. Create your campaign

Link your Merchant Center and Google Ads accounts. Set up conversion tracking and a remarketing list to start your first Smart Shopping campaign.

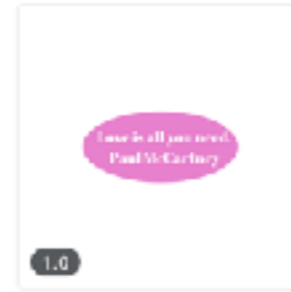
T tesia.artist  
[Add your picture](#)

# All your designs

Create a design

- Home
- All your designs
- Templates
- Photos
- Print
- Brand Kit
- Design School
- Create a team
- Folders
- Trash

Folders you open will be pinned here so that you can quickly access them.



Untitled Design



I don't paint this



Untitled Design

Sp Projects Manage brand



## Unleash your creative potential

Professionally designed templates to take your content to the next level are here!

Check them out



Your Projects Shared with you

Show: All Sort: Newest first



Testimonials Slideshow

VIDEO



My Video

VIDEO



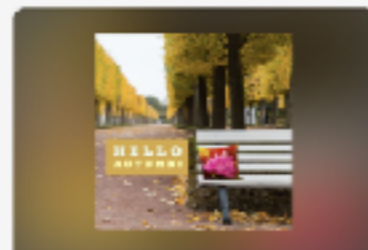
My Post

POST



My Post

POST



My Post

POST



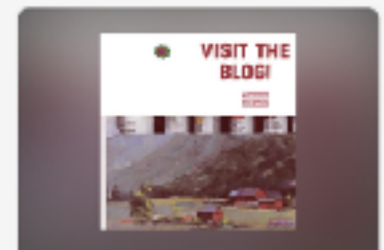
My Post

POST



My Post

POST



My Post

POST

## FINAL LAUNCH PLAN

1. Check “coming soon” page.
2. Check your store’s domain.
3. Check all links in store both desktop and mobile.
4. Make a test order.
5. Check your products’ availability and sales channels.
6. Check your store for typos.
7. Make sure all images are optimized.
8. Check your meta tags.
9. Review all the store settings; taxes, shipping, legal and notifications.
10. Double check your payment processor.
11. Check the newsletter widget.
12. Check your ad settings in Facebook and/or Google Shopping.
13. Create and schedule social media posts.
14. Remove your password and open your store.