



Welcome to E-Commerce For Artists!



Module 5

We have a lot to cover in this module!

- **Shopify store structure and customization**
- **Domains**
- **Setting up a Staff Account and Hiring A Pro**
- **Setting up a Facebook Business Page**
- **Setting up a Facebook Shop inside Shopify**
- **Connecting Shopify to Facebook and Instagram**
- **Posting Products to Instagram**

Store Structure and Customization

As always, watch the video inside the classroom for a complete overview.

The screenshot displays the Shopify admin dashboard for a store named "Testing-Diva". The user is Tesia Blackburn. The left sidebar contains navigation options: Home, Orders (1), Products, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (+), Online Store (eye icon), Themes (highlighted with a pink arrow), Blog posts, Pages, Navigation, Domains, Preferences, Facebook Shop, Instagram, Buy Button, and Settings. The main content area shows a "View your store" link, a yellow warning banner for "Online store is password protected" with a "Disable password" button, and a "Current theme" section for the "Debut" theme, last saved on Thursday at 09:25 pm EST, with "Actions" and "Customize" buttons. Below this is the "Theme library" section, which includes an "Upload theme" button and two cards: "Free themes" (with an "Explore free themes" button) and "Shopify Theme Store" (with a "Visit Theme Store" button). Pink arrows point to the "Themes" menu item, the "Theme library" section, and the "Shopify Theme Store" card.

Store Structure and Customization

continued

The screenshot displays the Shopify store customization interface. On the left is a sidebar with a 'Debut' theme logo and two tabs: 'Sections' and 'Theme settings'. Under 'Sections', there is a list of customizable elements: Header, Welcome to the ... (with a pink arrow pointing to it), Christmas product, Framed Ambuja ..., Collection list, Sale Items, Image with text, Slideshow, Add section, and Footer. At the bottom of the sidebar are 'Theme actions' and undo/redo icons.

The main preview area shows a live store layout. At the top, there is a red banner with the text 'Regular Shipping is always free!'. Below this is a white header section containing a purple crown logo, the text 'Home', a search icon, and a shopping bag icon. A pink arrow points down from the crown logo. Below the header is a large grey banner featuring a row of seven leaves in various colors (green, yellow, orange, red) and the text 'Welcome to the Test Store' and 'This is the test store for Tee Shirts!'. At the bottom of the preview, a product card is visible with a purple image, the title 'Christmas product', and the price '\$1.00'. In the top right corner of the interface, there are 'Live' and 'Save' buttons.

Store Structure and Customization

continued

Testing-Diva Search Tesia Blackburn

view your store

Online store is password protected
Only visitors with a password can access your online store.
[Disable password](#)

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

Debut
Last saved: Thursday at 09:25 pm EST

[Actions](#) [Customize](#)

Regular Shipping is always free!

Welcome to the Test Store
This is the test store for Tee Shirts!

Christmas product

Theme library
Manage your store's themes. Add and publish themes to change your online store's appearance.

[Upload theme](#)

Free themes
Explore Shopify's free themes, all designed to offer the best home page customization.
[Explore free themes](#)

Shopify Theme Store
Browse free and selected paid themes using search and filter tools.
[Visit Theme Store](#)

Domains

A domain, or domain name, is the address (or URL) that people will use to visit your website on the internet. It appears in the address bar of your web browser (for example, Chrome, Firefox, Internet Explorer, or Safari).

Let's go right over to Shopify for an excellent explanation of domain terminology.

**[https://help.shopify.com/en/manual/domains/
terminology-and-concepts](https://help.shopify.com/en/manual/domains/terminology-and-concepts)**

Inside the classroom I have provided a video regarding setting up domains. I suggest you hire an expert unless you have a clear understanding of Cname, DNS, A names and pointing URLs from one registrar to another.



Setup A Staff Account and Hire A Pro

Setup A Facebook Business Page



Setup A Facebook Business Page

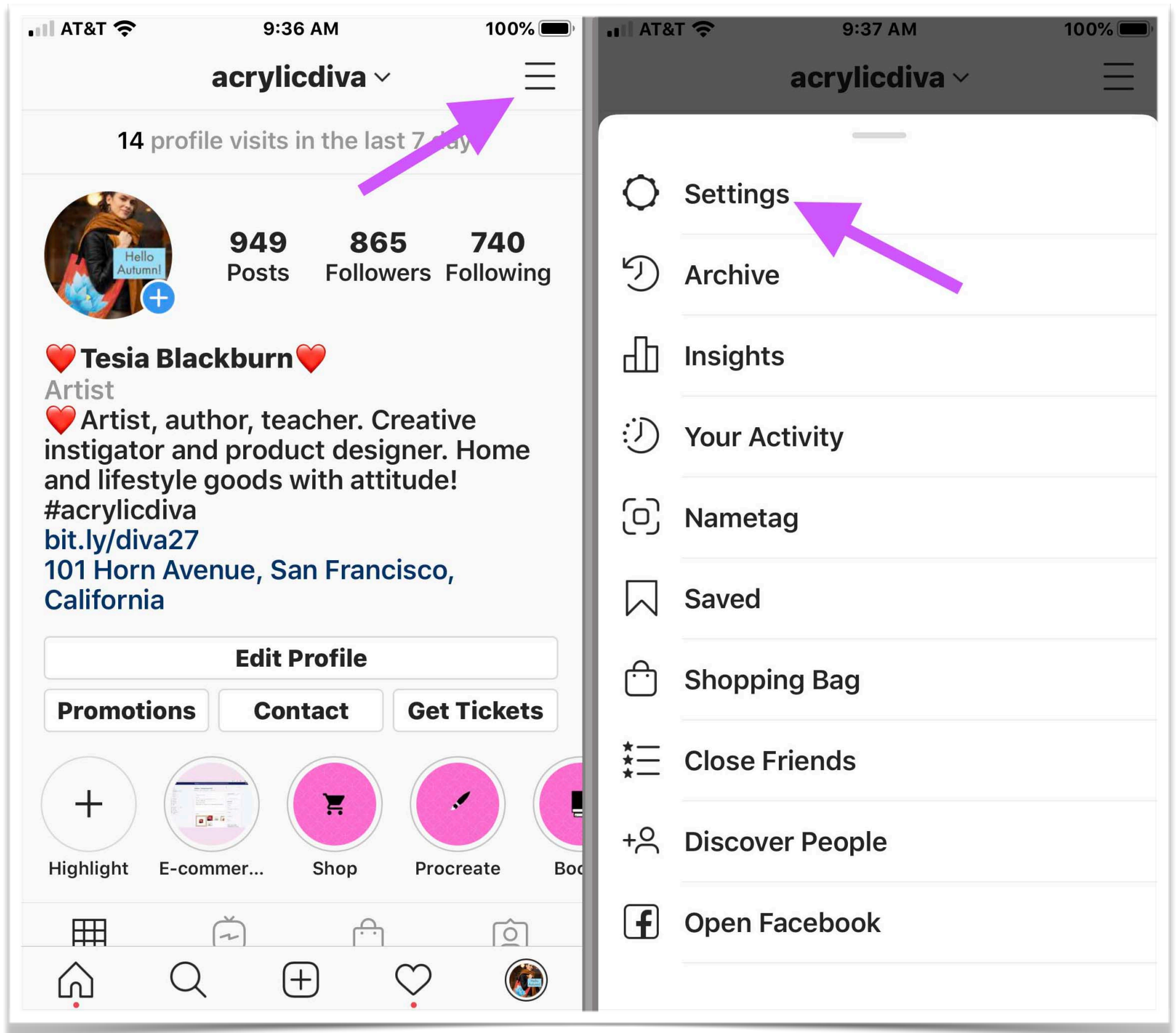


Setup An Instagram Business Account



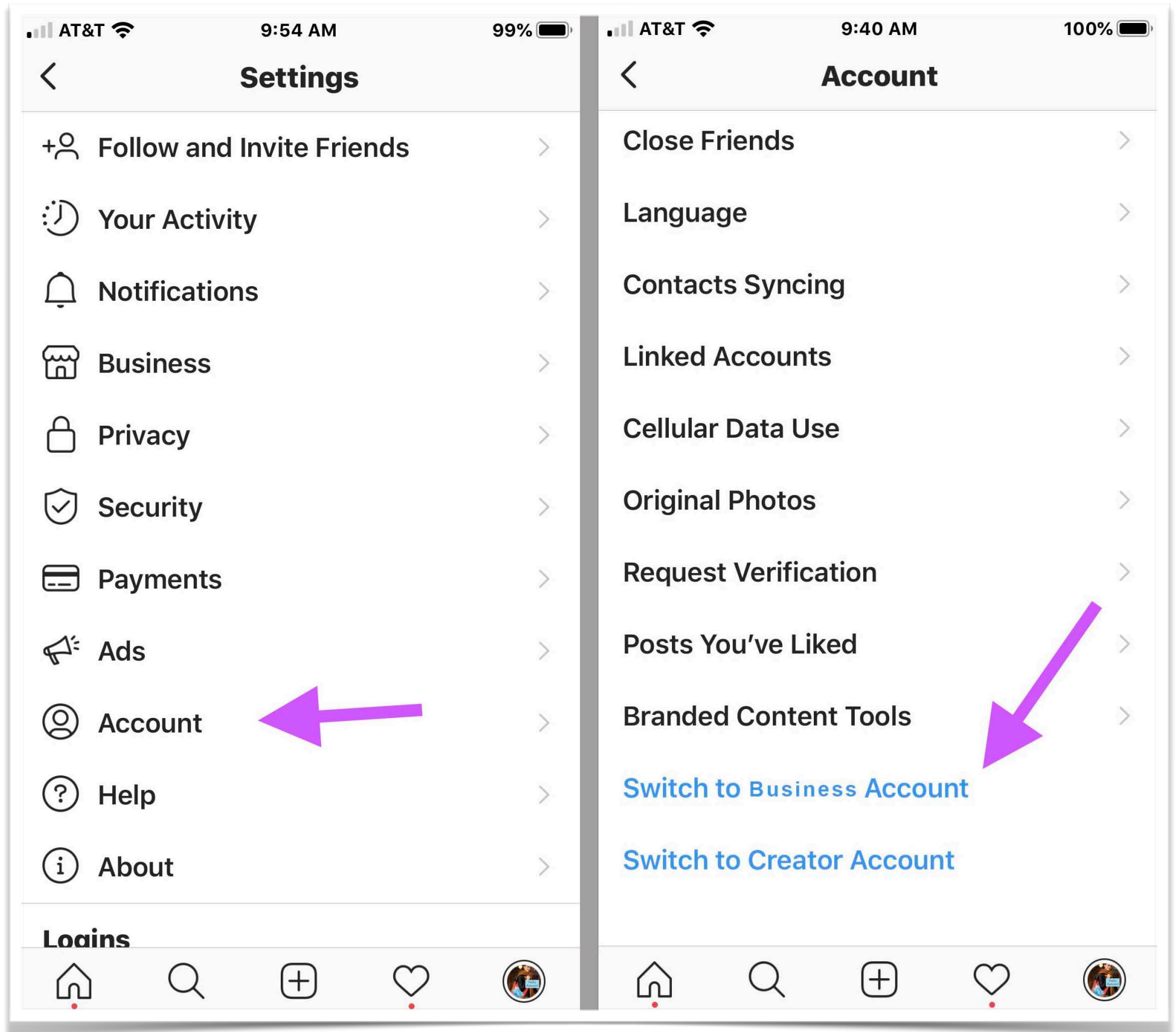
**Click on the
hamburger icon
to open settings.**

**Then click on
Settings.**



**Scroll down and
click on
Account.**

**Then click on
Switch to
Business
Account.**



Connect Shopify with Facebook and Instagram

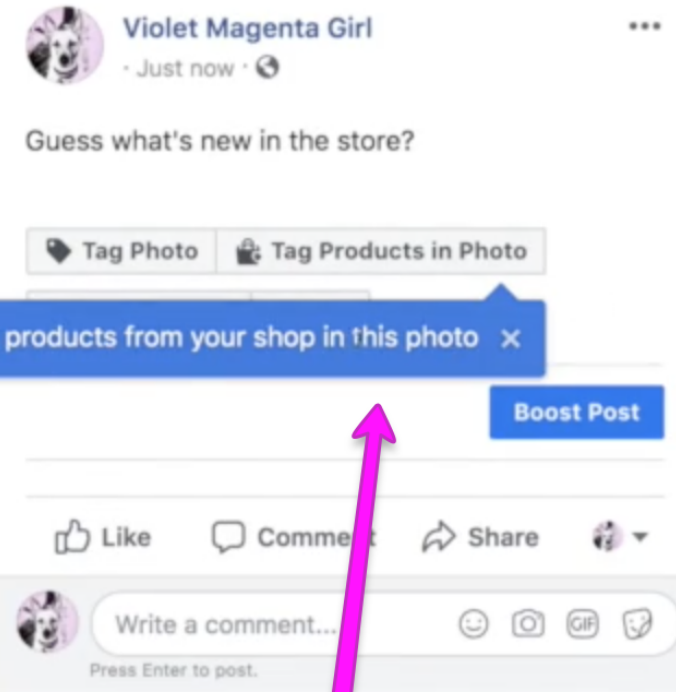
Once your store is populated with products and you have created collections, you're ready to setup your Facebook Shop and start posting products for sale inside Facebook and Instagram. Take a look at the video inside the classroom for a complete guide to connecting your Shopify catalog to Facebook and Instagram.



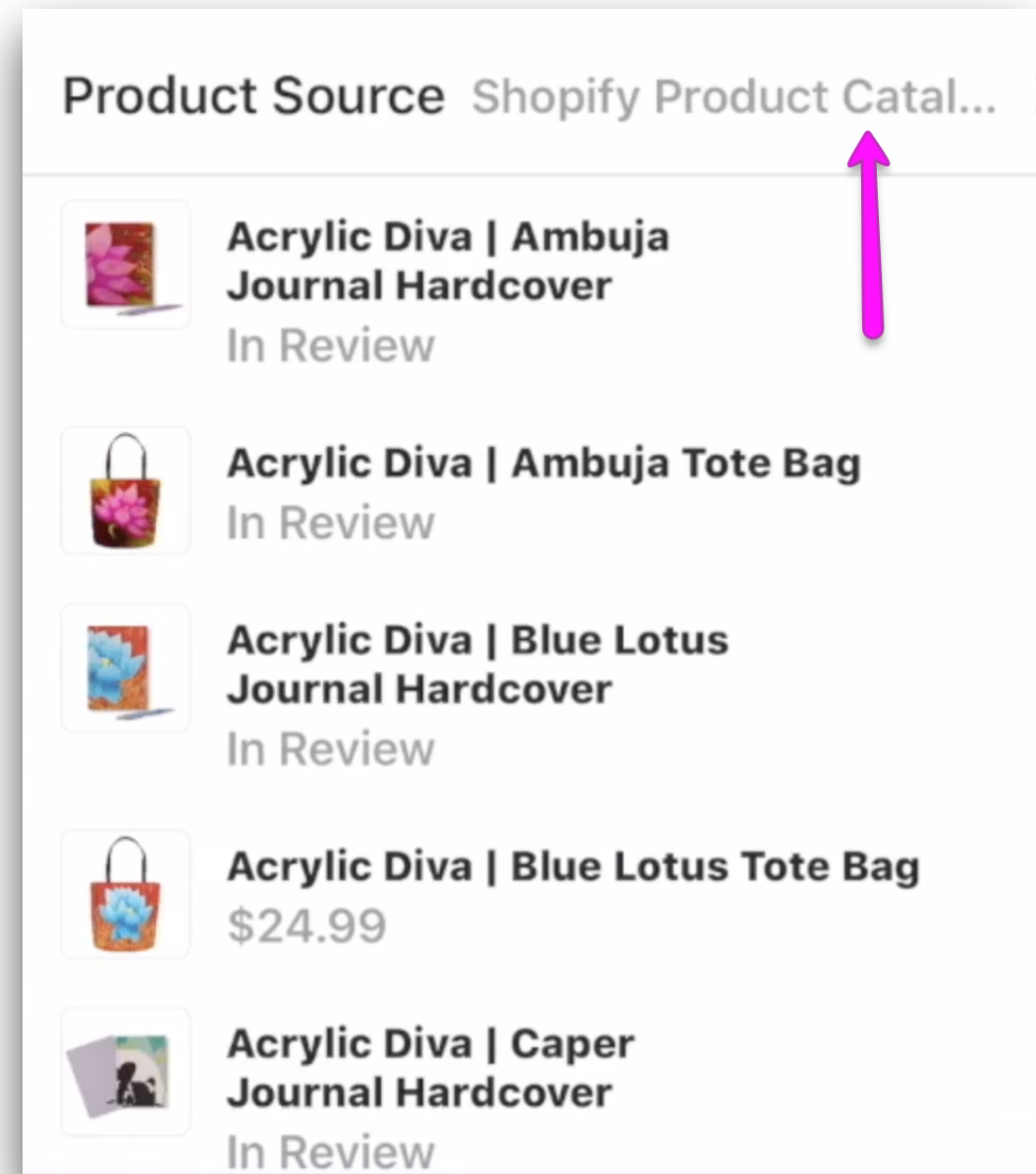
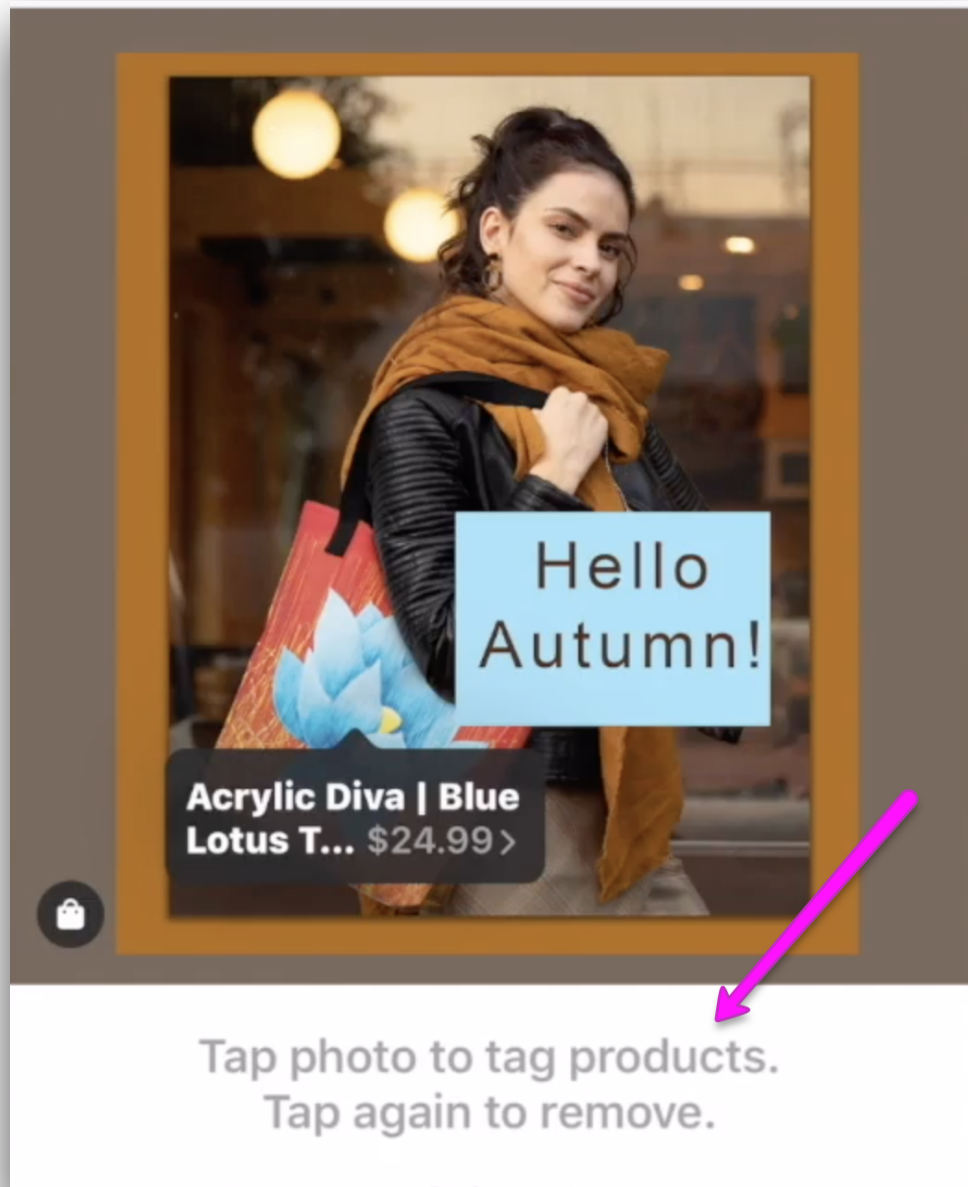
**Connect Shopify with Facebook
and Instagram**



Tagging Products in Facebook and Instagram



Tagging Products in Facebook and Instagram



I'm sick of following my dreams. I'm just going to ask them where they're going and hook up with them later.

- Mitch Hedberg