



What is



shopify
expert

Presented by:
**Nick Hawks the eBay
Guy**





1. What Is Shopify And How Does It Work?

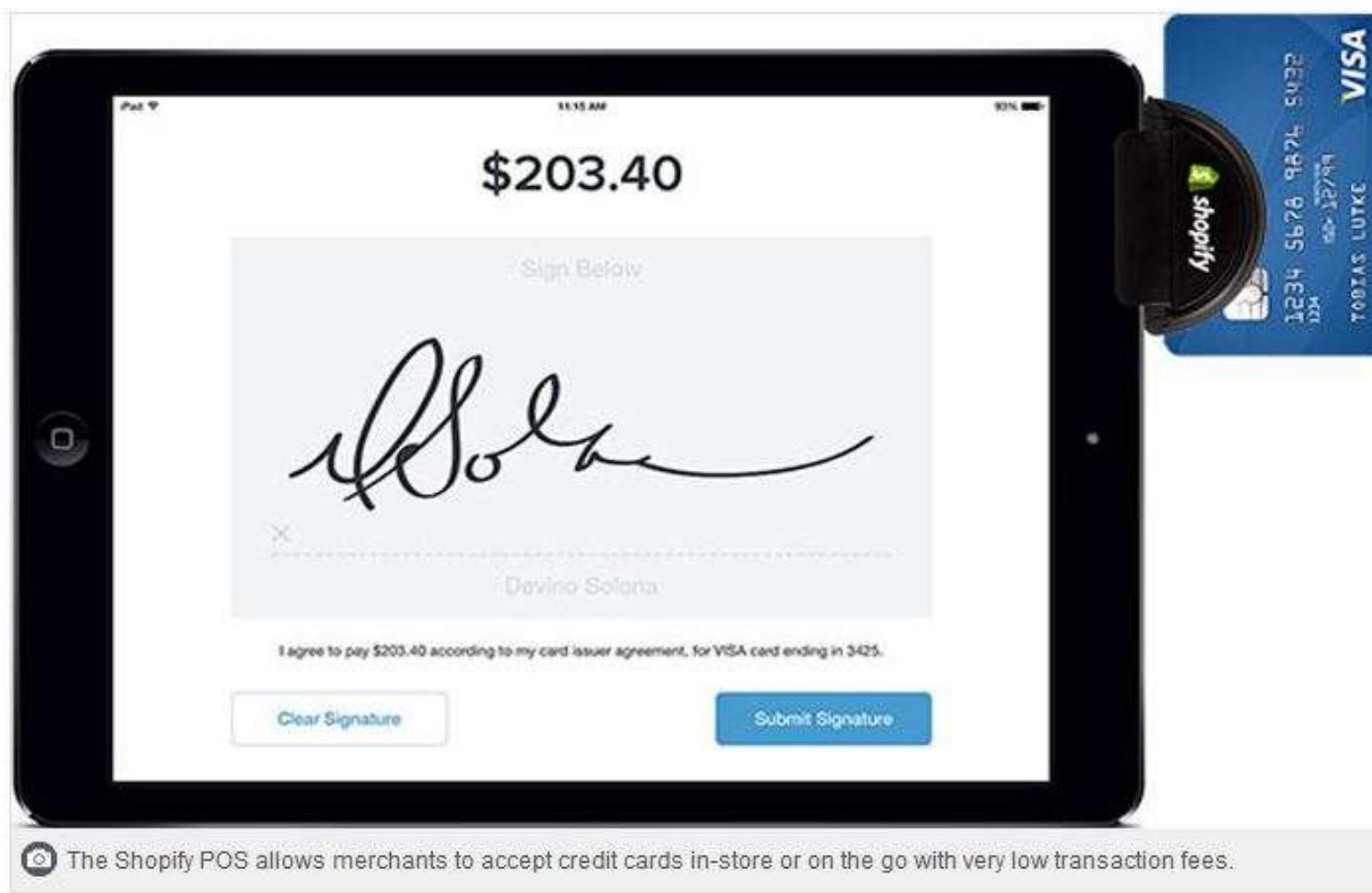
If you're looking to sell products online but don't have a ton (or any) experience in web development or coding, don't worry. Shopify offers a comprehensive eCommerce web builder complete with hundreds of templates ready to go right out of the box.

Signing up is simple, and [Shopify offers a 14-day free trial](#), so merchants can test out the platform to see if it's right for them. All Shopify templates can be customized with images, logos, text, and videos to complement your brand's look. Once your theme is chosen, you can start selling right away with the platform's built-in shopping carts.



4. What is Shopify Payments (POS)?

Not only can consumers use all the major credit cards while checking out on a Shopify site, but merchants can also use Shopify's POS system to accept credit card payments in the store or at pretty much any location.



➊ The Shopify POS allows merchants to accept credit cards in-store or on the go with very low transaction fees.

With the Shopify card reader, businesses can enjoy low rates — down to 2.4 % — on all credit card transactions. The POS system syncs payment details with orders, giving merchants visibility into incoming revenue. Shopify also generates chargeback responses so businesses can recover lost sales.



Shopify

Company



shopify.com

Shopify is a Canadian e-commerce company headquartered in Ottawa, Ontario. It is also the name of its proprietary e-commerce platform for online stores and retail point-of-sale systems. [Wikipedia](#)

Stock price: SHOP (NYSE) \$171.75 0.00 (0.00%)

Jul 20, 4:02 PM EDT - [Disclaimer](#)

Customer service: 1 (888) 746-7439

Headquarters: Ottawa, Canada

CEO: Tobias Lütke

Revenue: 580.9 million USD (2017)

Founded: 2004

Founders: Tobias Lütke, Daniel Weinand, Scott Lake



Step-By-Step



shopify

Beginner Friendly Tutorial

**use *Shopify* to
create your online store**



WAYS TO SELL ▾ PRICING BLOG RESOURCES ▾

Help Center Log in

Get started

The ecommerce platform made for you

**Email Address
Goes Here**



Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered.

Enter your email address

Get started

Try Shopify free for 14 days. No risk, and no credit card required.

Then Click Here



Next

Start your free 14-day trial of Shopify

Password



Store Name Here



Email address

12teachyou@hotmail.com

Password

Password Here

Your store name

Candle Palooza

Create your store

Click Here



Then Answer the Questions.



Tell us a little about yourself

Are you already selling?

Please choose one...



What is your current revenue?

Please choose one...



Are you setting up a store for a client?

Yes, I'm designing/developing a store for a client

Next



shopify



Tell us a little about yourself

• •

Are you already selling?

I sell with a different system



Which system do you use the most?

eBay



Why are you creating this store?

I want to move my existing business to Shopify



What is your current revenue?

\$50,000 to \$250,000



Are you setting up a store for a client?

Yes, I'm designing/developing a store for a client

Next



shopify

Welcome to Shopify, Nick.

Here are some tips to help you get started.



No sales yet



No orders yet



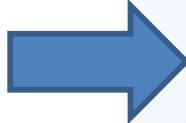
No sessions yet

0

LIVE

Visitors right now

See live view



Your trial just started

Select a plan

Migrate your eBay store to Shopify

Save time by using a CSV to import all of your products into Shopify.

Import products

Add a product to start selling

Take the first step to launching your store. Add physical items, digital downloads, services, or anything else you can dream up.



Good afternoon, Nick.

Here's what's happening with your store today.



No sales yet



No orders yet



No sessions yet

0

• LIVE

Visitors right now

[See live view](#)

Click Here to Start Listing Products

Add a product to start selling

Take the first step to launching your store. Add physical items, digital downloads, services, or anything else you can dream up.

[Add product](#)

...



shopify



◀ Products

Add product

Title

Short Sleeve T-Shirt

Description



Title & Description Go Here

Title

15oz Wood Wick Wood Lights Tropical Bliss Jar Candle Coconut, Sugar Cane & Mango

Description



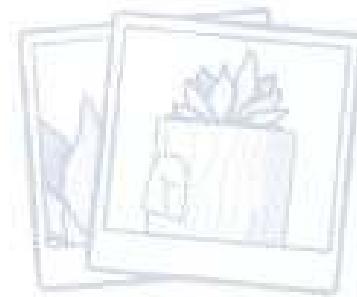
New 15 oz Patriot Candle Wood Lights Tropical Bliss Scented w/ Wood Wick

- Made in the U.S.A.
- Premium Candle Line
- Made with a Wood Wick
- Crackles like a real fire when lit.
- Eco Friendly Green

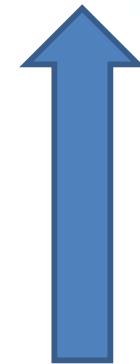


Images

Upload image



Drop files to upload



Click Here

Pricing

Price

\$ 0.00

Compare at price

\$



Charge taxes on this product



shopify

Choose well.

File Upload X

Upload image

← → ↑ This PC > Desktop > Shopify Pics

Search Shopify Pics

Organize New folder

This PC

3D Objects

Desktop

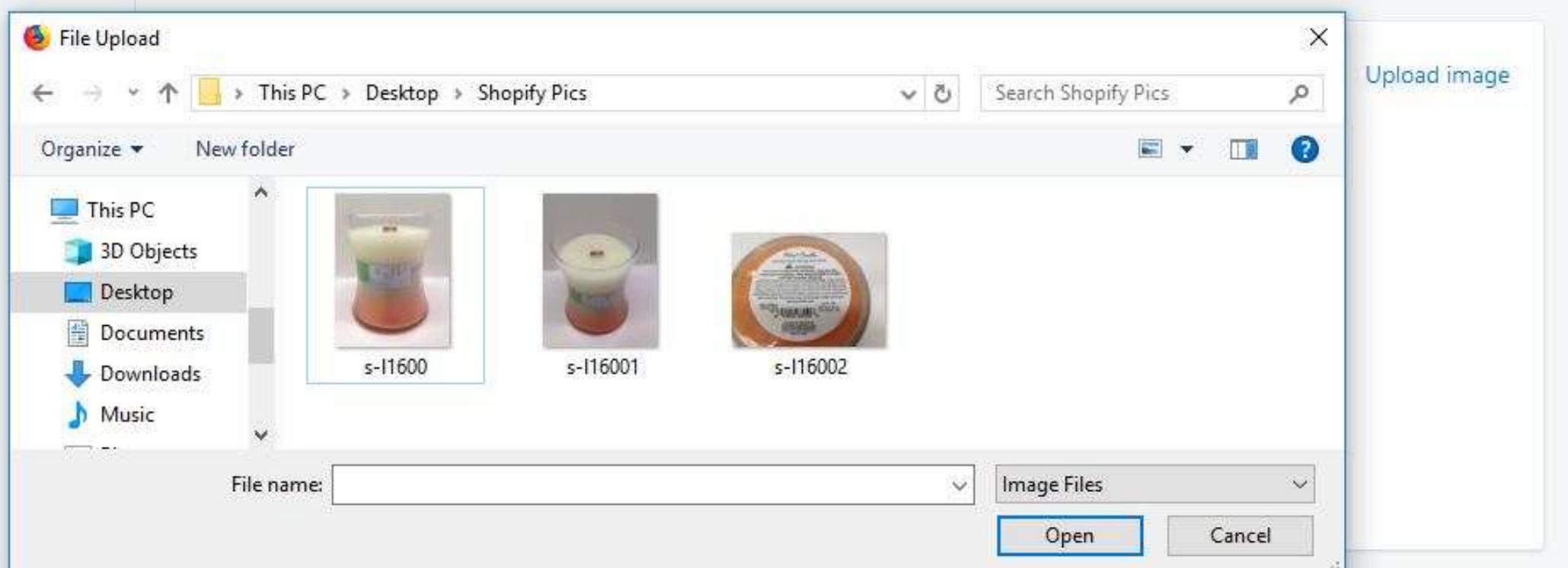
Documents

Downloads

Music

File name:

Image Files



Pricing

Price

\$ 22.91

Compare at price

\$ 34.99

Charge taxes on this product



Images

[Upload image](#)



**Your Customers are
Picture Shopping**



Pricing

Price

\$ 22.91

Compare at price

\$ 34.99

Charge taxes on this product

Inventory

SKU (Stock Keeping Unit)

Barcode (ISBN, UPC, GTIN, etc.)

Inventory policy

Don't track inventory



Shipping

This is a physical product

WEIGHT

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

Weight

0.0	lb	+
-----	----	---

INTERNATIONAL CUSTOMS

HS tariff code (look up code)

Inventory

SKU (Stock Keeping Unit)

Barcode (ISBN, UPC, GTIN, etc.)

Inventory policy

Allow customers to purchase this product when it's out of stock

Quantity



**You Now Have a
Quantity option**

Shipping

This is a physical product

WEIGHT

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

Weight

lb

INTERNATIONAL CUSTOMS

HS tariff code ([look up code](#))

Managing inventory

Inventory is the quantity of a particular product that is available for sale.

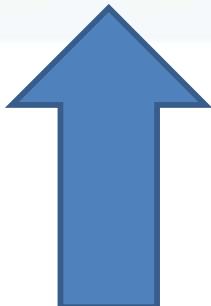
Inventory tracking can help you avoid selling products that have run out of stock, or let you know when you need to order or make more of your product. You can set up inventory tracking, view your inventory, and adjust your inventory counts in the [Inventory](#) area of Shopify. You can also view the history of inventory adjustments for products and variants whose inventory is being tracked by Shopify.

Note

If you need to receive direct notifications of low stock levels, then install an inventory alert app from the [Shopify App Store](#).

In this section

- [Tracking and adjusting inventory](#)
- [Hiding out-of-stock products](#)
- [Transfers](#)





Variants

[Cancel](#)

Add variants if this product comes in multiple versions, like different sizes or colors.



Option name

Option values

Size

Separate options with a comma

Add another option

FULFILLMENT SERVICEManual **Variants**[Add variant](#)

Add variants if this product comes in multiple versions, like different sizes or colors.

Search engine listing preview[Edit website SEO](#)

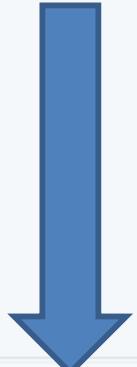
15oz Wood Wick Wood Lights Tropical Bliss Jar Candle Coconut, Sugar Ca...

<https://candle-palooza.myshopify.com/products/15oz-wood-wick-wood-lights-tropical-bliss-jar-candle-coconut-sugar-cane-mango>

New 15 oz Patriot Candle Wood Lights Tropical Bliss Scented w/ Wood Wick Made in the U.S.A. Premium Candle Line Made with a Wood Wick Crackles like a real fire when lit. Eco Friendly Green Scent is a wonderful combo of Coconut Milk, Sugar Cane, and Mango Nectar This candle is Heavily Fragranced and Slow Burning for Lon...



**Click Here
to List Your
Product**

[Cancel](#)[Save product](#)



shopify
designer

themes

Themes for your online store

A theme is a template that determines the way that your online store looks and feels. Different themes have different styles and layouts, and offer a different experience for your customers. For example, if you're selling spa products, then you probably want your online store to feel relaxed and luxurious. Alternatively, if you're selling electronics, then you might want your online store to look energetic and sleek.

You can customize your theme settings from your Shopify admin by using the theme editor. If your theme doesn't have a setting for a change that you want to make, then you can edit your theme code.

When you make changes to your theme or switch to a new theme, it doesn't affect the other parts of your account. You can play around with different theme styles and settings without worrying about the rest of the content in your admin.



Explore free themes



Simple.

Simple is a clean, minimalist theme designed for e-commerce. It features a grid-based product display and a sidebar for navigation.

Simple

Pop

Pop is a vibrant, colorful theme with a focus on beauty and personal care. It includes a large hero image of a woman applying makeup and a "Featured Products" section.

Boundless

Boundless is a sophisticated, modern theme with a focus on women's fashion. It features a large hero image of a woman in a light blue top and beige skirt, with the brand name "Re+Co." overlaid.

Venture

Venture is a theme for outdoor and adventure brands. It features a landscape background and a "ADVENTURE THIS WAY" call-to-action button.

Debut

Debut is a theme for accessories and lifestyle brands. It features a hero image of a leather wallet and a "Live" button.

Jumpstart

Jumpstart is a theme for crowdfunding or startup projects. It features a large "Open Sesame" button and a "Back Us" button.

Close

Customize your online store to match your brand

Choose a theme and make it stand out with a custom logo, product slideshow, and other features.

Customize theme



Add your own domain to strengthen your brand

Your current domain is candle-palooza.myshopify.com. Add or buy a custom domain to help customers remember your online store.

Add domain



INSTAGRAM HASHTAGS



Reach more shoppers with Instagram product tags

Use Instagram posts to share your products with millions of people. Let shoppers buy from your store without leaving Instagram.



Add Instagram

Learn more



Instagram



shopify

Themes

 View your store

Current theme

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



Debut

Showcase your brand and products with Debut, our signature theme.

Actions ▾ Customize

More themes

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

Add a Homepage Title & Meta Tag Description So Customers Can Find You Easier While Searching



Online store is live

Your online store is now visible to customers.

[View store](#)

Title and meta description

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

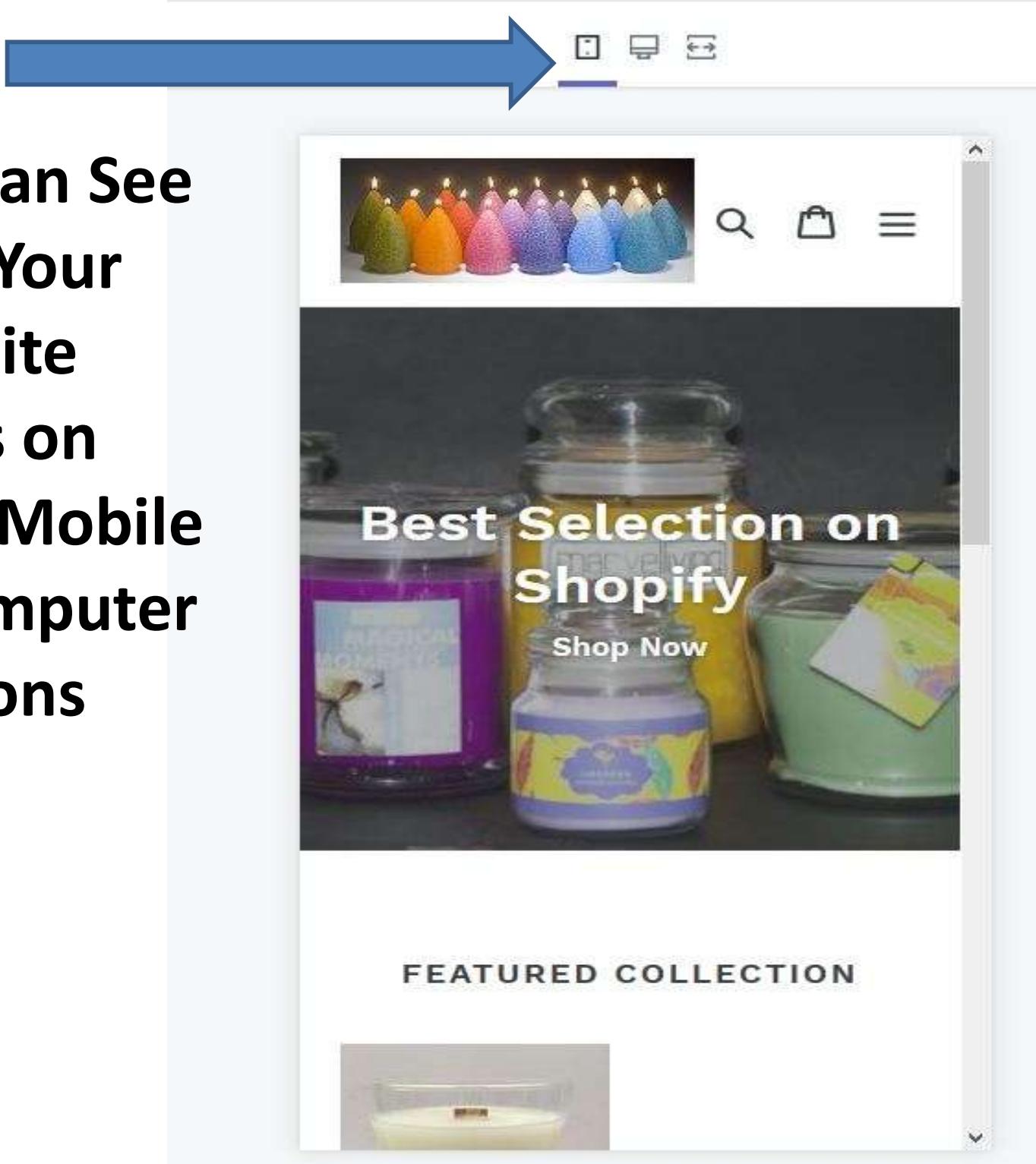
Homepage title 14 of 70 characters used

Candle Palooza

Homepage meta description 64 of 320 characters used

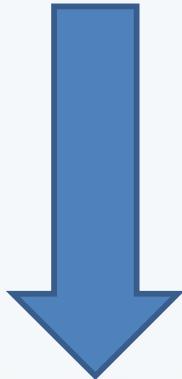
Your place for name brand glass jar candles at huge discounts!!!

You Can See
How Your
Website
Looks on
Both Mobile
& Computer
Versions



Shopify

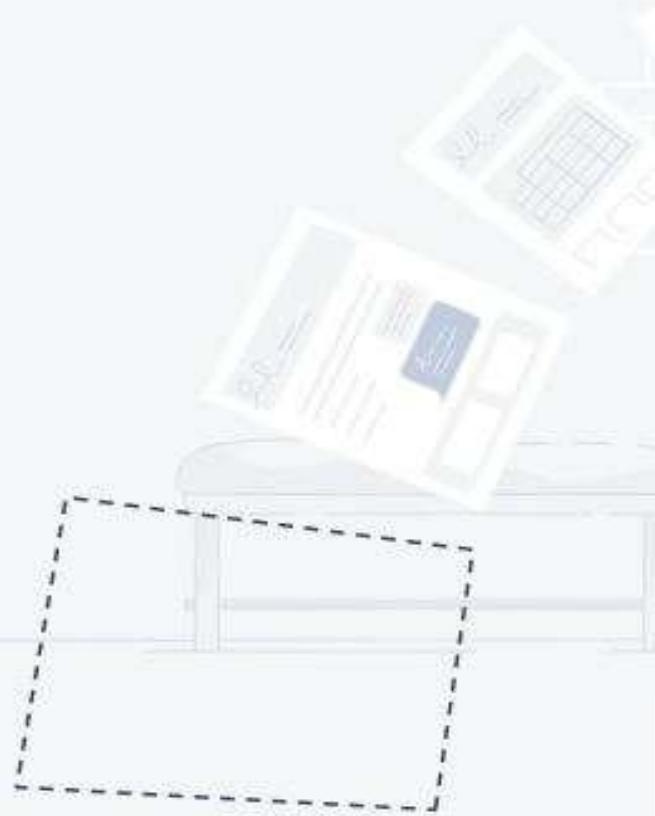
Pages



Add pages to your online store

Write clear page titles and descriptions to improve your search engine optimization (SEO) and help customers find your website.

[Add page](#)



**SOCIAL SHARING IMAGE****Image**

Shown when sharing a link on social media. [Learn more about image thumbnails.](#)


Select image[Explore free images](#)**SOCIAL SHARING OPTIONS**

- Share on Facebook
- Tweet on Twitter
- Pin on Pinterest

Choose a Picture To Share On Your Social Media Accounts





Selling on **shopify**





Add a product once, sell it anywhere

Selling the same product across multiple sales channels used to be complex and frustrating. Shopify gives you one unified platform to do it all.

Enter your email address

Get started

Try Shopify free for 14 days. No risk, and no credit card required.





This is One of My Favorite Functions of Shopify

**The Ability to Add All of My Different Sales Channels
and Control My Sales From One Website**





shopify partners

Sales channels

Increase sales by selling your products across multiple sales channels. Sync inventory and orders when you sell in person, online, and through social media.

All sales channels connect with the core of your Shopify business, so you can easily keep track of your products, orders, and customers across all platforms from your Shopify admin.

shopify Point of Sale

Point of Sale Made by Shopify

Free

62 reviews

eBay

eBay Made by Shopify

Custom

133 reviews

shopify Facebook Shop

Facebook Made by Shopify

Free

276 reviews

shopify Messenger

Messenger Made by Shopify

Free

51 reviews

shopify Buy Button

Buy Button Made by Shopify

Free

52 reviews

shopify Sell on Amazon

Amazon Made by Shopify

Custom

97 reviews



NEW!

Trendly — Community Marketing

Custom



5 reviews



Visual Search & Discovery
Mobile Apparel Marketplace

Shop Instagram
Shop by Photo
Shop by Color

SiBi - See It Buy It

Free



15 reviews



linkr

From \$150.00 / month



8 reviews



Curate

Free

2 reviews



PRIVATE DROP SHIPPING NETWORKS

Mothership

\$299.00 / month



5 reviews



LOCALYYZ®

Localyyz

Free

25 reviews



Instagram

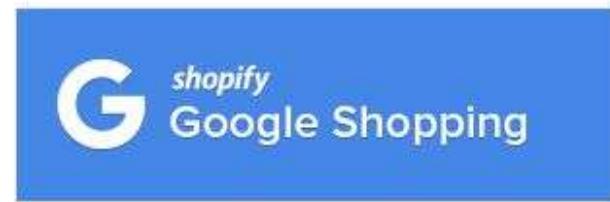
Free

Made by Shopify



Couture Lane

Free



Google Shopping

Free

Made by Shopify



 **shopify**
Pinterest Buyable Pins

Pinterest
Free Made by Shopify

★★★★★ 38 reviews

 **BuzzFeed** FREE

BuzzFeed
Free

★★★★★ 30 reviews

 **WANELO**
Sell on Wanelo.
Manage orders on Shopify.



Wanelo
Free

★★★★★ 160 reviews

 **houzz**



Houzz
Free

★★★★★ 25 reviews

 **kik**



Kik
Custom

★★★★★ 13 reviews

 **lyst**
The global fashion search platform

Lyst
Free

★★★★★ 8 reviews

 **shopify** partners

 **shopify**

eBay

right now on
ebaytm

The eBay channel is a third-party app created by eBay to sync the products you have listed in Shopify with your eBay store. After you've connected your accounts, you can also manage your eBay orders directly from the Shopify admin. You can find information on how to use the eBay channel in the [*Guide to selling on eBay*](#).

Set up the eBay channel

You can add the eBay channel directly in your Shopify admin by clicking the **+** button beside the **Sales channels** heading or by [installing the eBay app](#) from the Shopify App Store. After you've started the setup process, you can follow eBay's [Quick Start to Selling on eBay from Shopify](#).

Eligibility requirements

To use the eBay channel, you need to meet a few requirements:

- You need to have a U.S. or Canadian eBay sellers account.
- You need to sell in USD or CDN.
- You need to be on an active Shopify Lite plan or higher.
- You need to use PayPal as a payment provider.

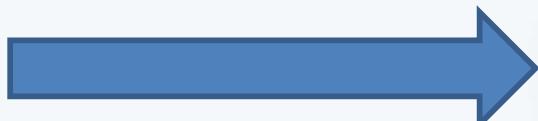
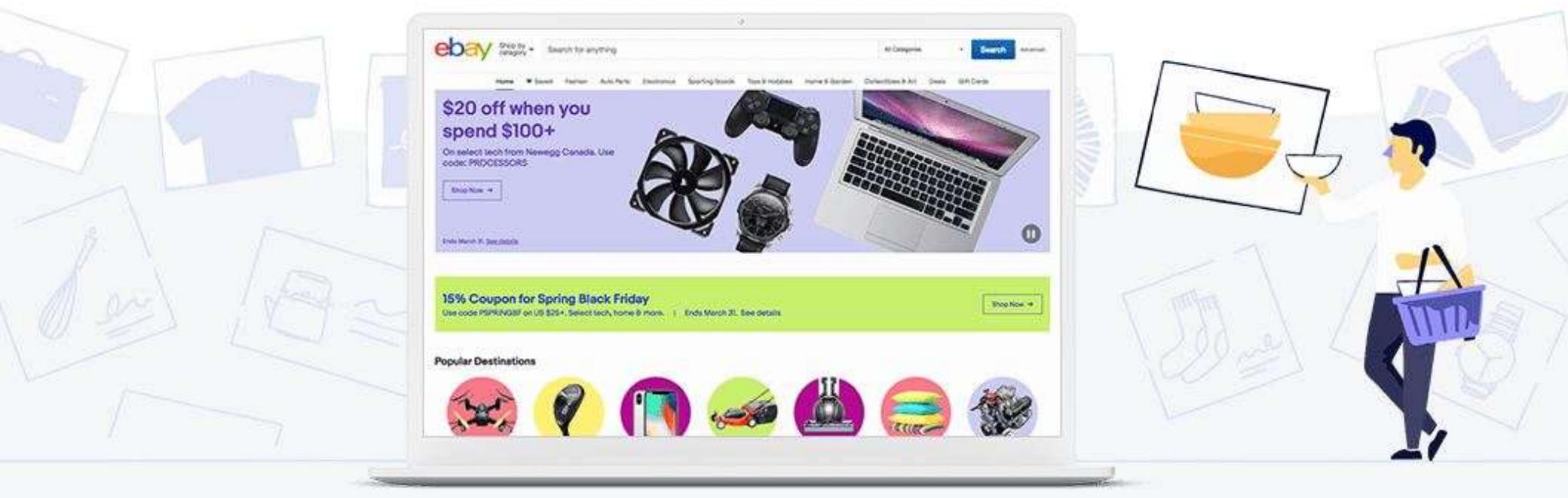


Me Adding an eBay Sales Channel



Reach more customers by selling on eBay

List your products on one of the world's most popular marketplaces, all within Shopify



Install eBay



App Store

Powerful new features, services and plugins for your Shopify store
Sell your own app

Category: All

Price: All

Sort by: Popular

Collections

 Search[All Apps](#) / [Sales channels](#) / [eBay](#)

eBay

Developed by eBay, Inc.

 133 reviews

- ✓ Reach more than 171 million active buyers
- ✓ Manage your store's inventory and sales channels all in one place
- ✓ Expand your brand footprint on eBay's global marketplace

Selling with Shopify and eBay

When you integrate your Shopify business on eBay, you can effortlessly sync your products, manage your eBay orders, and increase your sales velocity.

 Get

Price

Custom

Free to Install, fees may apply

Requirements

Shopify Lite \$9/mth Plan or Higher PayPal account for eBay eBay US or Canada account 

Sell in USD or CAD currency

Support & Sales

Developer



2. Get started by connecting your existing eBay account or registering a new account by selecting the **Connect** button

No account connected

Connect



Connect your eBay seller account to Shopify to start selling

By clicking Connect, you are accepting eBay's User Agreement. Listings created with the eBay channel may have [additional fees](#).

3. Sign in to your existing eBay account or register a new account. If you're signing in with an existing account, you will be taken to an **Agree** button to complete the link from eBay to Shopify. If you're registering a new eBay account, follow the on screen prompts to submit your business information to eBay. Once submitted, select **Agree**.

 Sign in

 Register

Sign in with your eBay account to link your account to Shopify

Email or username

Password

Sign in



4. Once you're returned to the eBay app in Shopify, there are a few product setup steps to set up for your eBay listings. The first step is to **configure your inventory location**.

- If you've added a **new eBay account**, please **Continue**.
- If you've linked an **existing eBay account**, you most likely have eBay business policies already set up within eBay and the set up steps will be skipped for payment settings, tax tables, shipping settings, and return settings since the existing eBay business policies will import from eBay. You may edit or add new business policies later. Please select **Complete Setup** and continue below at step 9.

 Your eBay account has been connected to Shopify

In order to start listing on eBay, please provide a few details to help you get started.

Where do you keep most of your inventory?
Give us a heads up on your inventory's location so we can calculate accurate shipping for your listings.

Inventory location 

Country	Postal / ZIP Code
United States	60185
Location	West Chicago, IL

Complete Setup

5. Enter your **Paypal** email address and set up your **state tax** details. Then **Continue**.

Where should we send your payments?

You need a PayPal account in order to sell on eBay. Enter the email address associated with your account below so you can accept payment from your buyers. If you don't have a PayPal account, don't worry—you can create one quickly and easily [here](#).



Your PayPal account email address (example@email.com)

example@email.com



Inventory location



Payment & taxes



Shipping settings



Return settings

Connect your taxes (optional)

You can use the optional eBay tax table to specify a sales tax rate for each US state in which you're required to charge sales tax. You can also charge tax on shipping and handling, if that's required by law.

You don't have any taxes set up at the moment.

[+ Add a state](#)

[Previous](#)

[Continue](#)

6. Free **domestic shipping** is pre-selected for you. You may edit or add additional **domestic** and **international shipping** options.

How do you want to ship your products to buyers?

Be sure to specify your estimated handling time, as well as the postage services and costs associated with your listings.

 **Domestic (US) shipping services**

Become a Top Rated eBay seller: To help you qualify for our Top Rated Seller benefits, we've automatically selected "Free Standard Shipping with 1 Day Handling" for your listings. If don't want this setting applied, you can edit the shipping options to update your preferences..

Standard Shipping (1 to 5 business days)

Cost: \$0.00 (Free shipping)

Each Additional: \$0.00

Edit



[Edit domestic shipping options](#)

 **Want even more exposure? Set international shipping (optional)**

No international shipping options have been specified.

[Edit international shipping options](#)

7. A default 30 day **return policy** is pre-selected for you, you may edit this policy. Then choose **Complete Setup**.

How do you want to handle returns?
Decide whether or not you'll accept returns from buyers. If you do accept them, specify any conditions and the amount of time a buyer has to send an item back.

We want you to become a Top Rated eBay Seller. That's why we've recommended return settings to your listings. You can turn these off by editing the settings below.

30 day returns
Money back
Buyer pays shipping (no restocking fees)

Edit return settings

Previous **Complete Setup**

8. Choose your **eBay categories** or continue with the **categories** that have been pre-selected for you (you may change these selections later).

Where do you sell?
Based on your Shopify product titles it appears you should be selling in these eBay categories. If this doesn't look right please correct it on this page. Your choices can be changed later.
These top level categories will help us narrow down which eBay categories your Shopify products will be mapped to. Correct category placement is very important to help buyers find your products on eBay.

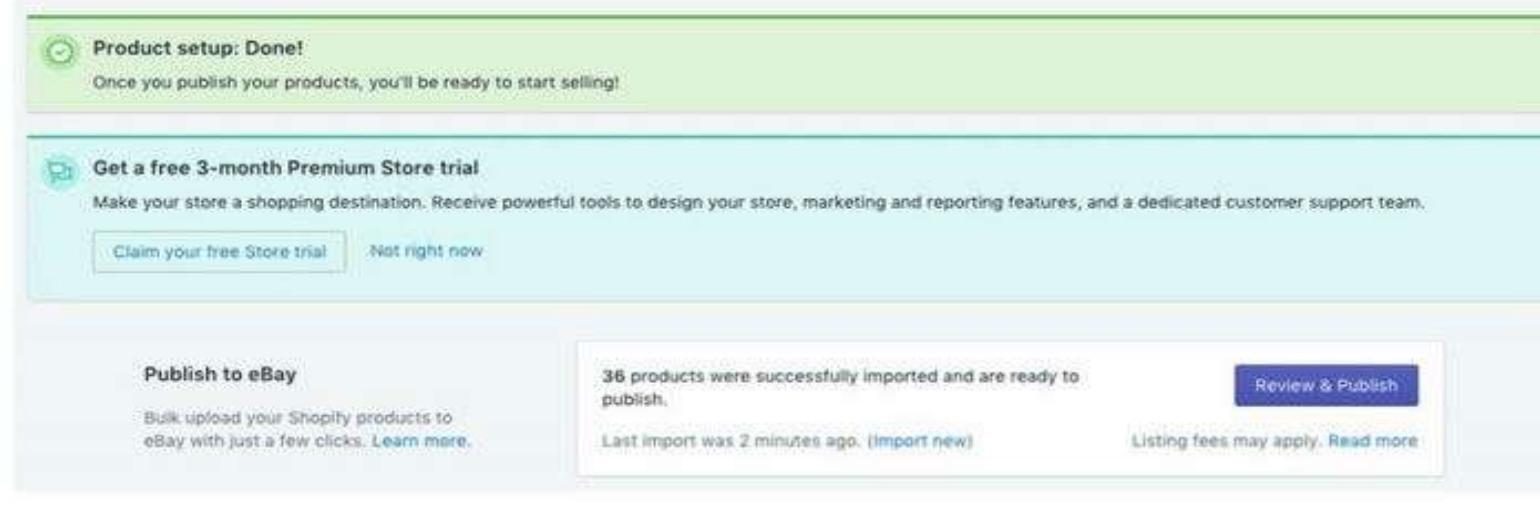
Choose categories [Add additional category](#)

Clothing, Shoes & Accessories [Edit](#)

Continue



9. Once **product setup** is complete, you're ready to **start selling on eBay!** Select the **Review & Publish** button.



Product setup: Done!

Once you publish your products, you'll be ready to start selling!

Get a free 3-month Premium Store trial

Make your store a shopping destination. Receive powerful tools to design your store, marketing and reporting features, and a dedicated customer support team.

Claim your free Store trial Not right now

Publish to eBay

Bulk upload your Shopify products to eBay with just a few clicks. [Learn more](#).

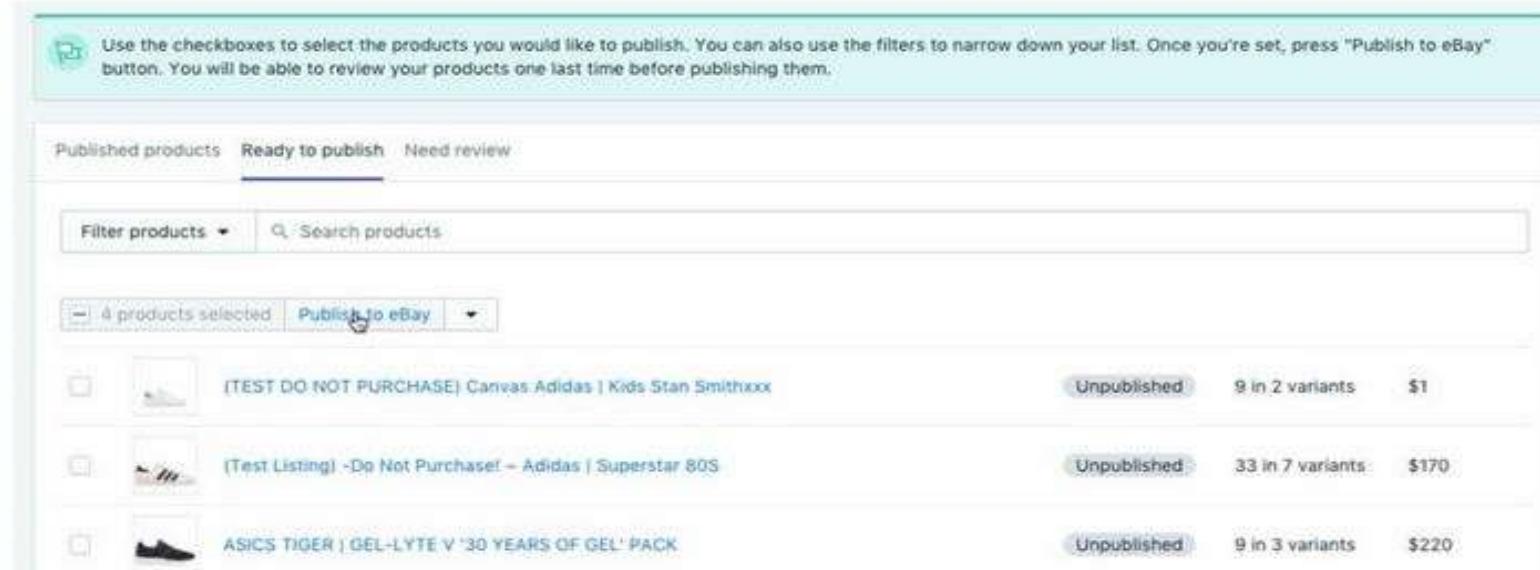
36 products were successfully imported and are ready to publish.

Last import was 2 minutes ago. [\(Import new\)](#)

Review & Publish

Listing fees may apply. [Read more](#)

10. Use the checkboxes to select the products you would like to publish and choose **Publish to eBay**.



Use the checkboxes to select the products you would like to publish. You can also use the filters to narrow down your list. Once you're set, press "Publish to eBay" button. You will be able to review your products one last time before publishing them.

Published products Ready to publish Need review

Filter products

<input type="checkbox"/>	(TEST DO NOT PURCHASE) Canvas Adidas Kids Stan Smiths	Unpublished	9 in 2 variants	\$1
<input type="checkbox"/>	(Test Listing) -Do Not Purchase! - Adidas Superstar 80S	Unpublished	33 in 7 variants	\$170
<input type="checkbox"/>	ASICS TIGER GEL-LYTE V '30 YEARS OF GEL' PACK	Unpublished	9 in 3 variants	\$220

11. You have one more chance to **review** prior to publishing. On the **review** page, you may edit your eBay title, pricing, inventory, category selection and more.

Ready? Select Save & Publish!

eBay / Listings / Review & Publish

Cancel Save & Publish

ebay title × ebay price × Shopify inventory × ebay inventory × ebay category × ebay attributes × Policies × Add fields Bulk Update

	eBay title	eBay price	Shopify inventory	ebay inventory	ebay category
14k White Gold	Petite Solitaire Engagement Ring in 14k White Gold	\$ 5000.00	100	100	Jewelry & Watches > Engagement
CAP	NIKE SWOOSH PRO FLAT PEAK CAP	—	—	—	Clothing, Shoes & Accessories > N
	—	\$ 30.00	3	3	—
	FLEX FIT MINI OTTOMAN BLACK	—	—	—	Clothing, Shoes & Accessories > N
	—	\$ 29.99	3	3	—
	—	\$ 29.99	3	3	—
	—	\$ 29.99	3	3	—
	NIKE CRACKLE PRINT TB TEE	—	—	—	Clothing, Shoes & Accessories > N
	—	\$ 40.00	3	3	—
	—	\$ 40.00	3	3	—
	—	\$ 40.00	3	3	—

13. Congrats! You're now selling on eBay!

Published products Ready to publish Need review				
Filter products	Search products			
	Product	eBay status	eBay inventory	Price
<input type="checkbox"/>	 FLEX FIT MINI OTTOMAN BLACK 162717962570	Published	12 in 4 variants 0 sold	\$15.66
<input type="checkbox"/>	 NIKE CRACKLE PRINT TB TEE 162717962571	Published	12 in 4 variants 0 sold	\$40
<input type="checkbox"/>	 NIKE SWOOSH PRO FLAT PEAK CAP 162717962648	Published	3 0 sold	\$30
<input type="checkbox"/>	 Petite Solitaire Engagement Ring in 14k White Gold 162717962587	Published	10 0 sold	\$9.99

14. Your **eBay orders** will automatically be shown in Shopify and once fulfilled in Shopify, that status will automatically be shared with **eBay**.

Grant Application Access: Shopify

Ready to use **Shopify**? Great! To share info about your eBay account and let **Shopify** act on your behalf, we need your consent first. Don't worry: We won't give the application your eBay password. And if you ever change your mind about consenting to this application, no problem. Just go to [My eBay](#) to take care of it.

Please be sure to read the [Shopify](#) terms of service and [Privacy Policy](#), because these are the terms and policy that will apply when you use this application. We don't manage policies set by other companies.

When you **agree**, you're letting us share your eBay account data with **Shopify**, and you're letting **Shopify** act on your behalf on eBay, as described in their terms of service.

I agree

[Go back to Shopify](#)

[Go to home page](#)



[Link to Shopify Product](#)

eBay / Listings / Unlinked eBay listings

<input checked="" type="checkbox"/>	 New Febreze Birchwood Forest Home Collection Glass Jar Candle 12 oz. Dual Wicks 162210114909	\$17.11	Link to Shopify Product
<input checked="" type="checkbox"/>	 New 12oz Soy White Pumpkin Glass Jar Candle by Colonial Candle 162138491780	\$16.17	Link to Shopify Product
<input checked="" type="checkbox"/>	 New 15oz Wood Wick Wood Lights Autumn Evenings Jar Candle Sage, Musk, Patchouli 162137713086	\$22.91	Link to Shopify Product
<input checked="" type="checkbox"/>	 New Febreze Candied Apple Home Collection Glass Jar Candle 12 oz. Dual Wicks 162285905370	\$14.11	Link to Shopify Product
<input checked="" type="checkbox"/>	 New Febreze Palm Leaf Home Collection Glass Jar Candle 12 oz. Dual Wicks 162899382924	\$15.11	Link to Shopify Product
<input checked="" type="checkbox"/>	 New Febreze Winters Walk Home Collection Glass Jar Candle 17oz. 162314782670	\$21.37	Link to Shopify Product



shopify

All the features you need

Perfect for beginners and experts alike



Fully customizable website, online store, and blog

[Website features](#)



Accept credit cards instantly with Shopify Payments

[Shopify Payments](#)



Unlimited bandwidth, product inventory, and customer data

[Inventory features](#)



Save time and money with Shopify Shipping and discounted rates

[Shopify Shipping](#)



Sell on new sales channels like Pinterest and Amazon

[Sales channels](#)



We're here to help with 24/7 award-winning customer support

[Help Center](#)

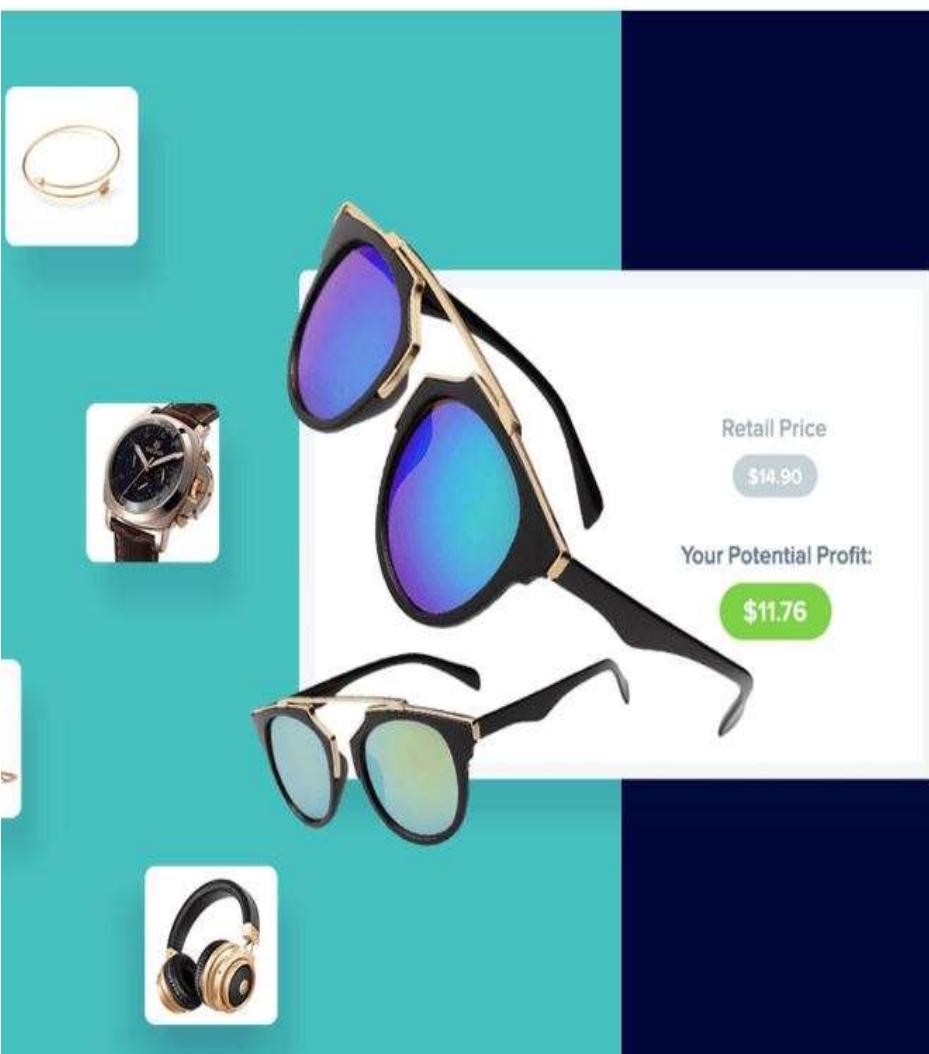
Shopify will help you to find products to sell too.

Need products to start?

No worries. We're here to help you at every stage of your journey.

[Find products](#)





Retail Price

\$14.90

Your Potential Profit:

\$11.76

Find products to sell on Shopify with Oberlo

Never worry about shipping, packaging, or holding inventory

[Get started](#)

How Oberlo works

Oberlo is helping thousands of people like you to find products to sell on Shopify

Find products

Oberlo helps you find and add products directly into your Shopify store that you can start selling right away.

Free of inventory

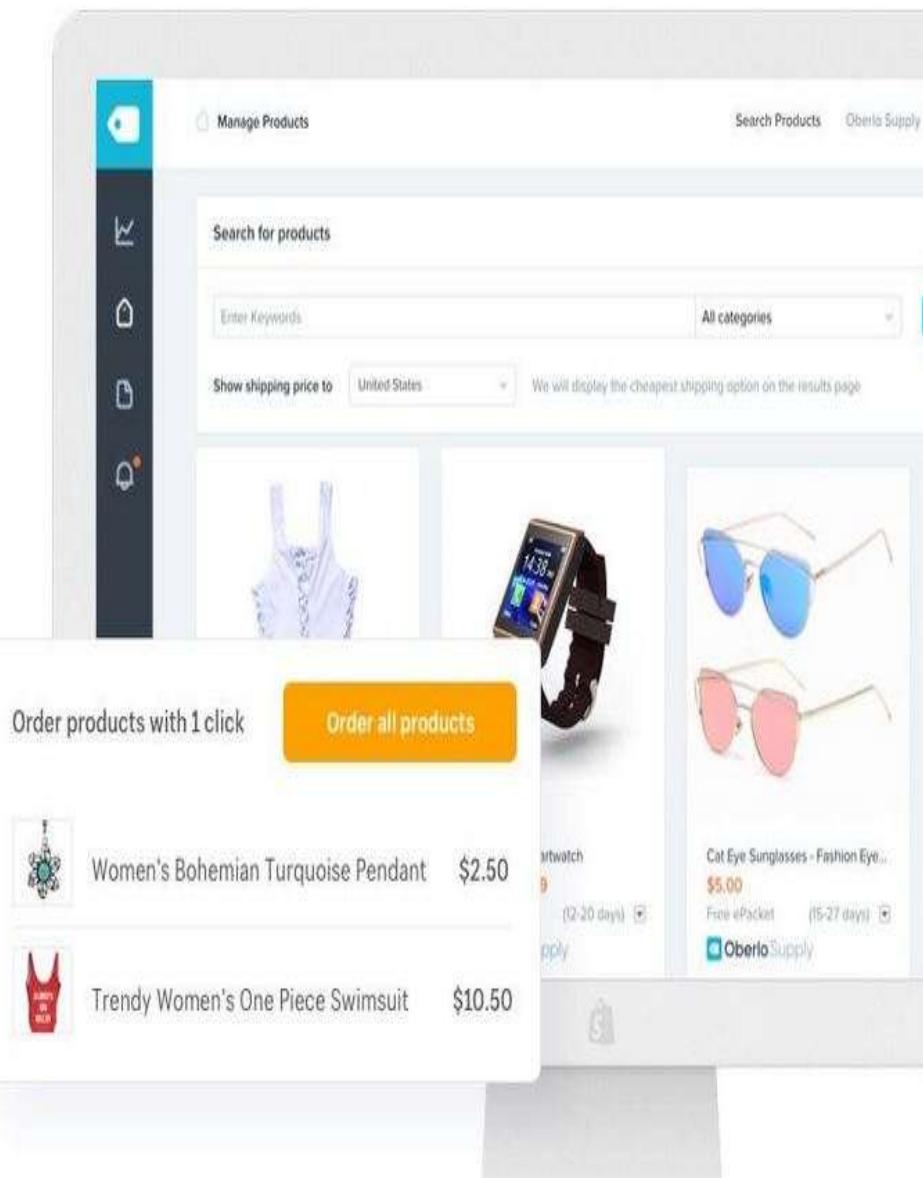
When you find products, you'll never have to keep them in a warehouse or have them stored in your house because Oberlo will hold the products for you.

Free of packaging

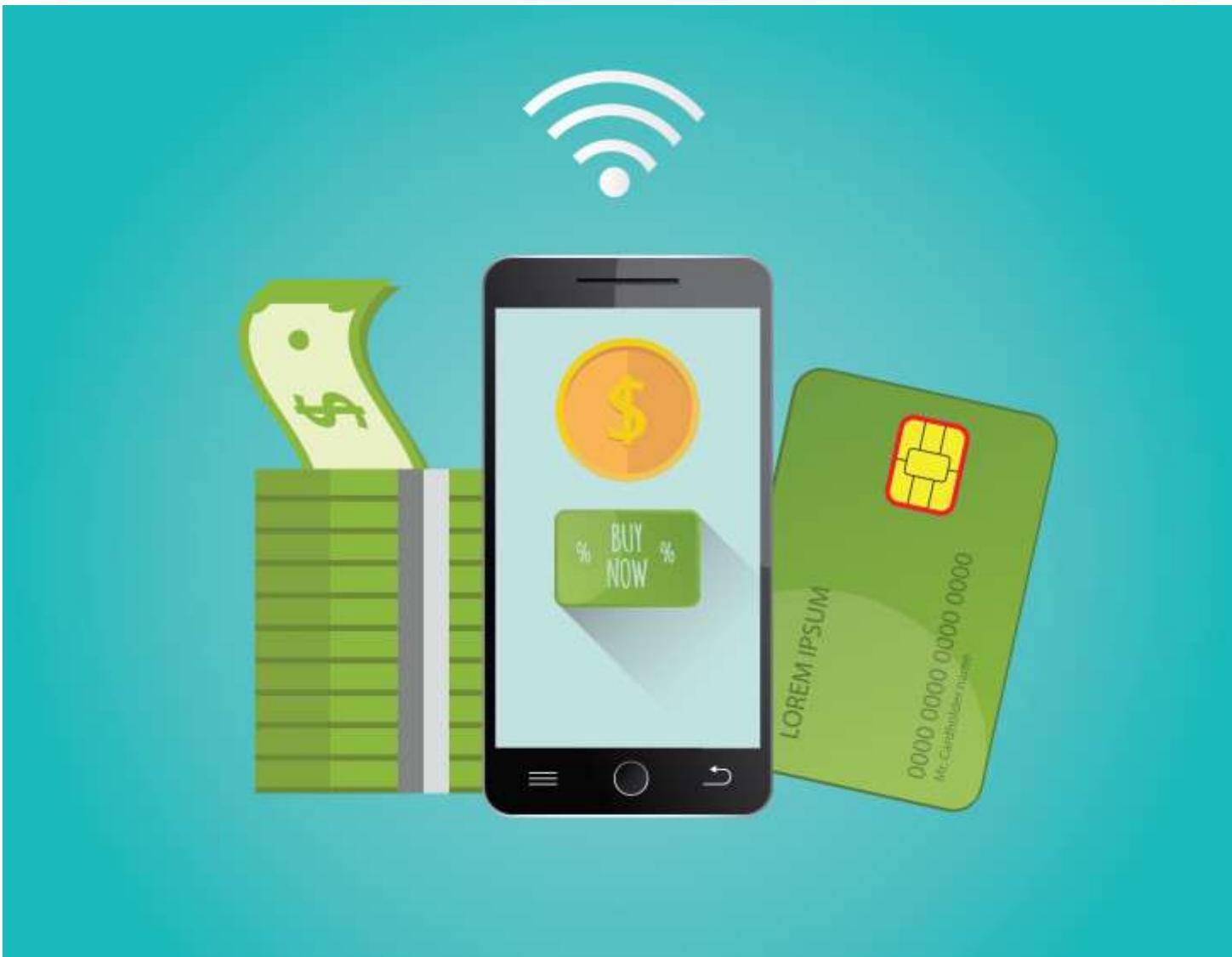
When you sell something, just order it on Oberlo and you'll never have to package or ship the products. Oberlo will do this for you.

Is Oberlo that easy?

Yes. Oberlo can do all of this for you because they are experts in dropshipping, which means they have a network of suppliers who will hold your inventory, package, and ship the products for you.



Payments



SHOPIFY PAYMENTS

Accept credit cards directly with Shopify

Instant set up — no third-party accounts required

Enter your email address

Get started

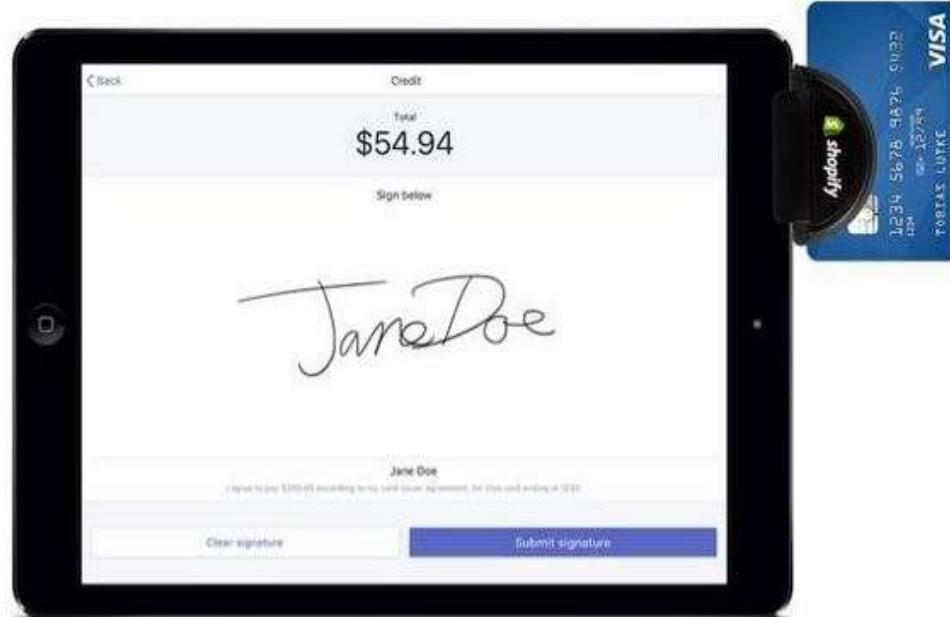
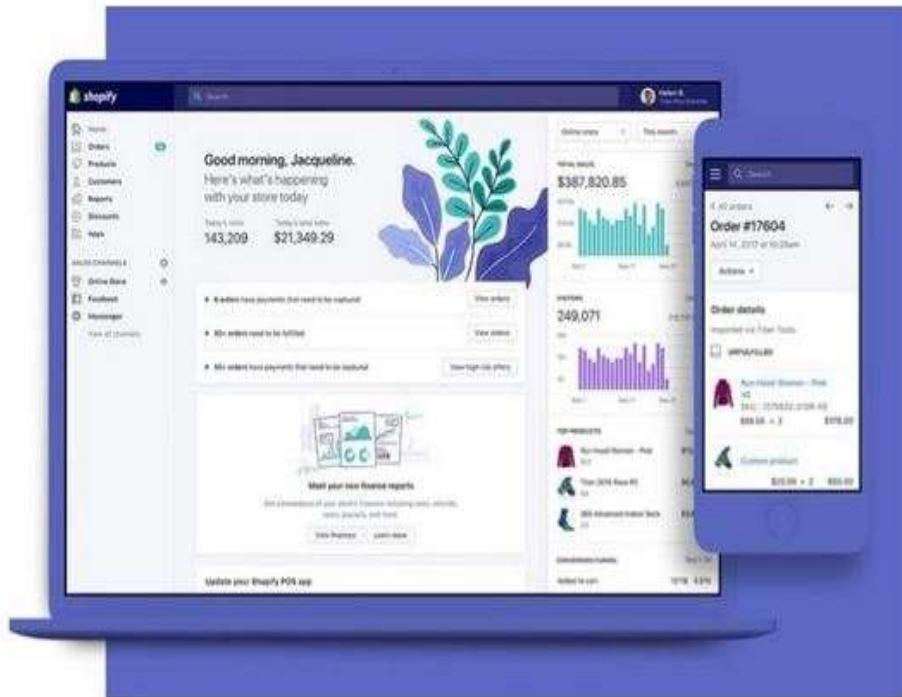
Already have a Shopify store?



Stay in control of your cash flow

Track your balance and payment schedule at any time from your store's dashboard.

Receive email alerts whenever new funds hit your bank account.



Accept and swipe credit cards

With Shopify POS, you can easily accept Visa, Mastercard, American Express, and Discover credit cards on the go, or in your retail store.

Using the Shopify card reader, you'll get swipe rates as low as 2.4% + 0¢ on all credit card transactions. There are no hidden fees or complicated costs.





Orders and payments, together

Payment details are clearly synced with orders, making it easy to see how much you've been paid without ever leaving Shopify.



Increase conversion rates

Get access to accelerated checkouts, like [Shopify Pay](#) and Apple Pay. Let your customers check out effortlessly, improving their experience and helping you sell more.



Recover lost sales from chargebacks

Respond to chargebacks with just one click. Shopify generates an automatic, customized chargeback response to make your life easier.



Taxes

As a merchant, you might need to charge taxes on your sales, and then report and remit those taxes to your government. Although tax laws and regulations are complex and can change often, you can set up Shopify to automatically handle most common sales tax calculations. You can also set up tax overrides to address unique tax laws and situations.

Shopify uses many default sales tax rates, which are updated regularly. If you use the default rates, then you need to confirm that they are current and correct for your particular circumstances. You can override them whenever necessary.

Shopify doesn't file or remit your sales taxes for you. You might need to register your business with your local or federal tax authority to handle your sales tax. The calculations and reports that Shopify provides should help make things easier when it's time to file and pay your taxes.

You should always check with a local tax authority or a tax accountant to make sure that you charge your customers the correct sales tax rates, and to make sure you file and remit the taxes correctly.

Payouts



Keep track of your payouts

You'll be able to view details and transaction breakdowns for each payout.

[View Transactions](#)

[Learn more](#)





Shipping features

Fast and simple shipping

Prepare multiple orders at once with bulk order fulfillment and label printing that works out of the box.

Checkout control

Choose to show exact rates from carriers or offer flat rate shipping to your customers.

Manage shipping in one place

Shopify tracks every part of your order, so you don't have to copy and paste another address again.

Easy printing

Print labels from your phone or computer using a thermal label or desktop printer.



We're partnering to bring you savings

See what you get below



Get exclusive international rates and free pickups

[Ship with DHL Express](#)



Guaranteed domestic and international service with discounted rates

[Ship with UPS](#)



Automatically receive Commercial Plus pricing

[Ship with USPS](#)

Start shipping with Shopify

Enter your email address

Get started





shopify

Pricing Review

How Much Does It Cost?



Simple, transparent pricing

Credit card rates are based on your Shopify plan

BASIC SHOPIFY

\$29/mo

ONLINE RATE

2.9% + 30¢ ⓘ

IN PERSON RATE

2.7% + 0¢ ⓘ

SHOPIFY

\$79/mo

ONLINE RATE

2.6% + 30¢ ⓘ

IN PERSON RATE

2.5% + 0¢ ⓘ

ADVANCED SHOPIFY

\$299/mo

ONLINE RATE

2.4% + 30¢ ⓘ

IN PERSON RATE

2.4% + 0¢ ⓘ

Large volume business?

Enterprise-grade selling capabilities without the hassles of traditional enterprise applications.

[Learn about Shopify Plus](#)

Flexible plans

Change plans any time to gain access to the exact set of features your business needs.

[View all plans](#)

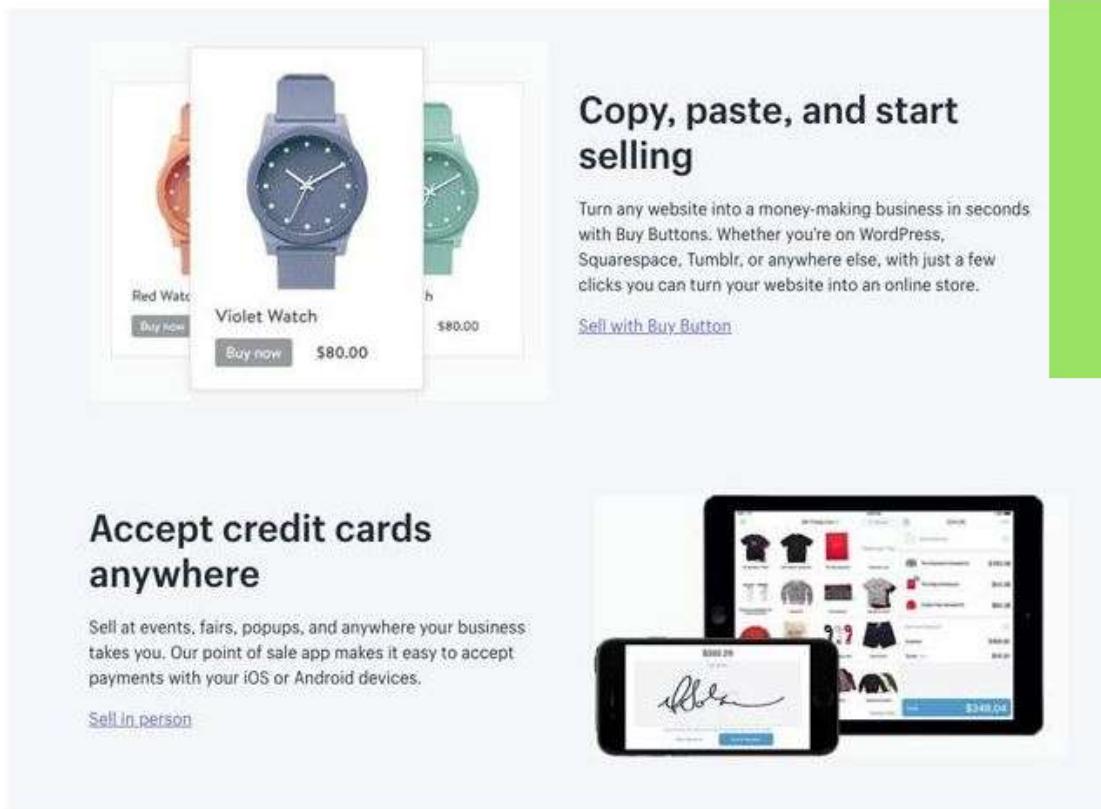
	Basic Shopify All the basics for starting a new business	Shopify Everything you need for a growing business	Advanced Shopify Advanced features for scaling your business	Shopify Plus Enterprise level features
Discounts available for yearly plans				
Monthly price				
	\$29	\$79	\$299	\$2000+
CREDIT CARD RATES				
Online ⓘ	2.9% + 30¢	2.6% + 30¢	2.4% + 30¢	On Request
In person ⓘ	2.7% + 0¢	2.5% + 0¢	2.4% + 0¢	On Request
TRANSACTION FEES				
Using Shopify Payments	None	None	None	None
Using external payment gateways	2.0%	1.0%	0.5%	On Request



shopify

The Shopify Lite Plan

The Lite plan goes for \$9 per month and gives you tools for selling on Facebook, accepting credit card payments and using Buy buttons. It's not exactly a real online store with a shopping cart, but it does the trick for smaller companies. I also like it if you're trying to install a few basic Buy buttons on an existing website, like for your blog or podcast website.



The image shows the Shopify Lite landing page. It features a grid of three watch products: a red watch, a violet watch, and a green watch. Each product has a 'Buy now' button and a price of \$80.00. To the right, there's a section titled 'Copy, paste, and start selling' with a subtext about turning any website into a money-making business using Buy Buttons. A 'Sell with Buy Button' link is provided. On the right side of the page is a large green shopping bag icon with a white 'S' on it, and below it is a 'Like' button with a thumbs-up icon.

Accept credit cards anywhere

Sell at events, fairs, popups, and anywhere your business takes you. Our point of sale app makes it easy to accept payments with your iOS or Android devices.

[Sell in person](#)

A new addition involves the Facebook Messenger app, which is included with Shopify Lite and allows you to chat with customers through the Facebook Messenger. This is perfect for customer support.

Who is this Shopify Pricing plan best for?

Shopify Lite won't work just by purchasing a hosting plan – the intent with Shopify Lite is to add ecommerce functionality to *something you already have* like a blog or information site. Therefore, you need a full website already configured with hosting, a domain and everything. For example, you could install Shopify Lite on a WordPress site.

The Basic Shopify Plan



Shopify POS ⓘ



Unlimited products



24/7 Support



Discount code engine



No transaction fees ⓘ



Fraud analysis tools ⓘ

The Basic Shopify Plan takes it up a notch since you receive a discount code engine, fraud analysis tools and the ability to upload an unlimited number of products to your store. The primary step up is the fact that you gain a fully functional website and blog through Shopify. Therefore, all of your products and orders are managed through Shopify, and you won't need a separate website to make it work.

Some other perks include a free SSL certificate, manual order creation, shipping labels, unlimited file storage and 24/7 support.

The pricing structure is set at \$29 per month + 2.9% and 30¢ per transaction, which is a bit higher than the Lite Plan, but it gives you the freedom to expand your store with tons of products.

Who is this Shopify Pricing plan best for?

If you need a beautiful and functional online store, but you don't want to pay for the features in the more expensive Shopify Plan, this is the sweet spot for you. It's also the plan you go with if you don't already have a website that you can pair with the Lite plan.



PROS

CONS



What Are The Pros & Cons Of Shopify?

Pros

- **Easy To Use:** This is by far the biggest reason merchants love Shopify. Shopify is built for the technically illiterate. It's simple to add products, create discounts, and process orders. Web design is user-friendly — and even easy — with the new drag-and-drop editing tool.
- **Low Startup Cost:** Shopify's relatively low monthly fees make setup affordable. How much does Shopify cost, you ask? The basic plan costs \$29/month and the mid-level plan is priced at \$79/month.
- **Beautiful Themes:** Subscribing merchants can choose from a variety of free, mobile responsive themes. Premium (paid) themes are also available for merchants who want more options.
- **Good For Dropshippers:** Shopify is the platform of choice for many dropshippers. Integrations with Ordoro and Oberlo make dropshipping from your Shopify admin a lot simpler.
- **Lots Of Support Options:** You can access technical support every hour of the day through phone, live chat, or email. Self-help options are available as well. Customers like that support is available outside of regular business hours.





CONVENIENCE

The Biggest “Pros” for Me is the Ability to Manage My Sales for Amazon, eBay, Etsy, & Shopify All in One Place. It’s a Big Time Saver



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What Are The Pros & Cons Of Shopify?

Cons

- **Limited Functionality:** Shopify comes pre-loaded with almost all of the features smaller merchants need to build an online store. However, every business has some specialized requirements, and Shopify typically does not have the features to meet those specific needs. This is where add-ons come in. Many merchants end up needing to purchase a handful of add-ons to make this shopping cart work the way they need it to.
- **Costly Add-Ons:** As I've said, while Shopify offers almost every basic feature, the software is lacking many advanced features. You'll have to find these features in the form of add-ons, which are not free. The cost of adding just three add-ons can double your monthly fees.
- **Transaction Fees:** Although most shopping carts have dropped their transaction fees entirely, Shopify has retained their 0.5% to 2.0% fees (depending on your pricing plan).





Grow your business,
create an online shop

Try it free today