



# Mastering Shopify for Small Business Owners



# Presenter

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# Webinar Outline

- Shopify overview
- Shopify key benefits
- Shopify features that may surprise you
- Selling without inventory using dropshipping
- Shopify best practices
- Top recommended Shopify Apps for functionality, marketing, shipping, and SEO
- How to adapt to the ever-changing landscape of SEO
- Low-cost marketing ideas for small business owners
- BONUS tips for more leads and sales



# Shopify Overview

Shopify is an ecommerce platform that allows anyone to easily create an online store. Shopify provides tools to build a website, accept payments, manage products, and fulfill orders. Over 1 million businesses use Shopify.



# Brands Using Shopify

**NETFLIX**



**B | B | C**

**SEPHORA**

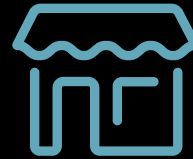


# Key Benefits



## Easy to set up and manage

Shopify has an intuitive dashboard to easily manage products, orders and customers.



## Sell online and in-person

Shopify offers tools to sell across multiple sales channels like online store, retail locations, social media etc.



## Mobile optimized

Shopify themes are optimized for mobile so the store looks great on any device.

With its ease of use, flexibility and robust features, Shopify is a great ecommerce platform for small businesses looking to sell online and grow their brand.

# Pricing

Plan	Monthly Price
Basic	\$39
Shopify	\$105
Advanced Shopify	\$399
Plus	\$2,300
Starter	\$5

\*Pricing information from Shopify.com as of January 2024

# Popular Features

## Online Store

Sell products online with an e-commerce website and shopping cart.

## Payment Processing

Accept credit cards and manage transactions securely.

## Shipping & Fulfillment

Integrate with carriers to calculate shipping rates and print labels.

## Point of Sale

Sell in-person with a fast POS system for retail stores and pop-ups.

## Website Themes

Choose from hundreds of professional themes to easily customize your online store's design.

## 24/7 Support

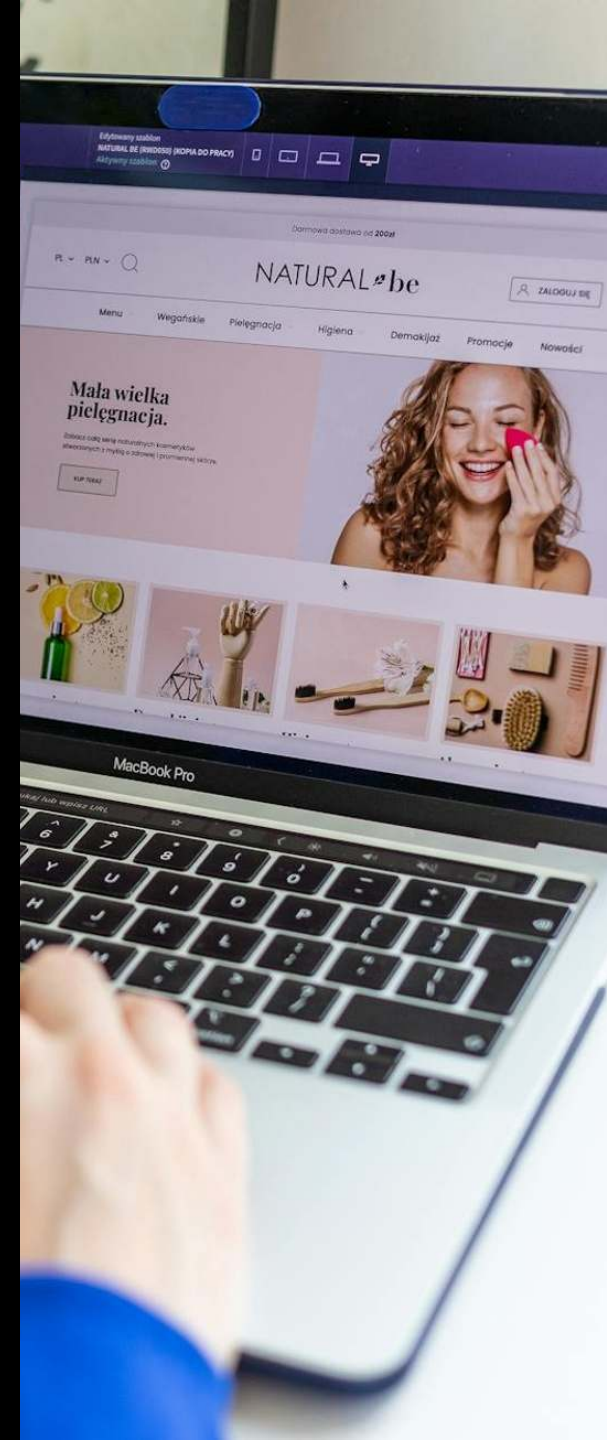
Get help from Shopify experts via email, chat or phone.



Shopify.com/tools

# Additional Free Features

- 1 | AI logo maker
- 2 | Business name generator
- 3 | Slogan maker
- 4 | Domain name generator
- 5 | Link in Bio for commerce on social media
- 6 | Paystub generator
- 7 | Business card maker
- 8 | Privacy policy generator
- 9 | Terms and conditions generator
- 10 | Image re-sizer



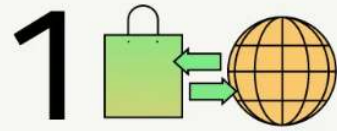
Shopify.com

# Dropshipping with Shopify

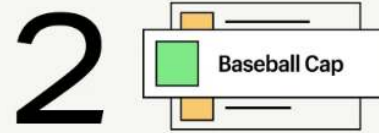
- 1 | No upfront costs.
- 2 | Easy to start, test and scale.
- 3 | You don't have to worry about storing any inventory, and you only pay for what sells.
- 4 | No hassles with fulfillment. The dropshipper takes care of packing stuff up and sending it out.
- 5 | Lower profit margins.



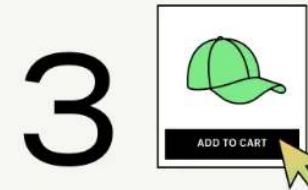
# How does dropshipping work?



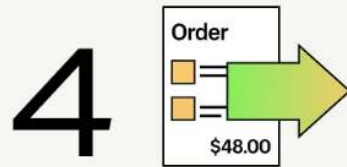
A retailer partners with a dropshipping supplier.



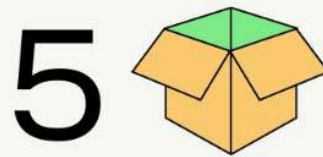
The retailer lists products from the supplier's inventory in their online store.



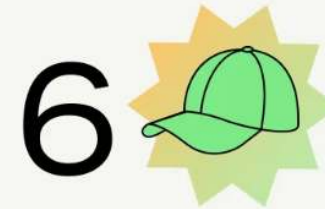
A customer buys a product from the online store.



The retailer forwards the order to the dropshipping supplier.



The dropshipping supplier packages and ships the product.



The customer receives the product.



# Dropshipping Apps

Sell products hassle-free,  
without inventory or delivery  
worries.

 spocket

 Printify

AUTO-DS

 Zendrop

TRENDSI

DSers

# Getting Started

- Set SMART goals
- Identify Target Audience
- Register for Shopify
- Register domain
- Choose a theme
- Add your products
- Set up payments
- Configure shipping
- Set up taxes
- Install apps
- Set up legal pages
- Test and launch



# S.M.A.R.T GOALS

- **Set goals that are Specific**

The goal should clearly state what you want to accomplish

- **Set goals that are Measurable**

The goal should have defined criteria that measure your progress

- **Set goals that are Achievable**

The goal should push you but still be realistic given your circumstances

- **Set goals that are Relevant**

The goal should align with your overall objectives and priorities

- **Set goals with a Timeline**

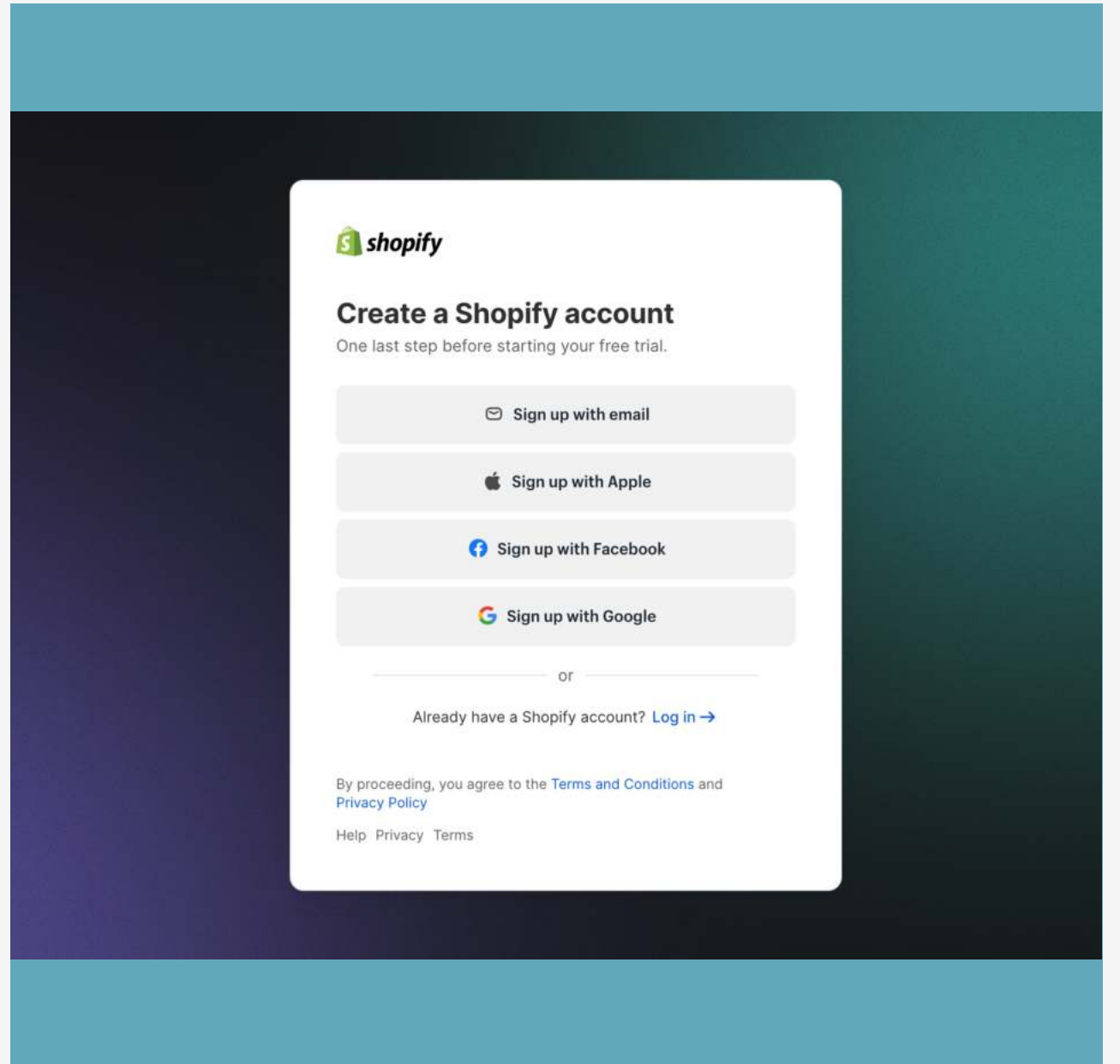
The goal should have a clearly defined time-frame including a target date



# How to Identify Target Audience



# Create Account



Shopify.com

# How to Connect Your Domain

- 1 | Buy a domain through Shopify or another provider
- 2 | Connect your domain to Shopify
- 3 | Follow domain set up steps on Shopify



Type the domain you want

**Search Domain**

**.shop** \$1.99\*

**.net** \$14.99\*

**.TV** \$19.99

 \$0.01

Websites & Commerce

# Tools for all your business firsts.

Website and store solutions for any small  
business.

**Get Started**

[Learn More](#)

No credit card required\*\*




Domain Names

## Grab a .com for just \$2.99\*/1st yr

2-year purchase required\*

**Find Your Domain**

Transfer Your Domains

Domains include free domain privacy  
forever+ 



# The Best Web Hosting

- **FREE** Domain Name for 1st Year
- FREE SSL Certificate Included
- 1-Click WordPress Install
- 24/7 Support

Starting at ~~\$7.99~~ \$2.75/month\*

Get Started

*\* Special intro offer and 30-day money-back guarantee*



# Shopify Best Practices

- Choose the Right Theme
- Optimize User Experience (UX)
- High-Quality Product Images & Descriptions
- Streamlined Checkout Process
- Implement Trust Signals
- Optimize for Website Speed
- Leverage SEO for Organic Traffic
- Marketing Integration
- Analytics and Conversion Tracking
- Customer Support & Communication
- Optimize for Mobile
- Upselling and Cross-Selling

# Choose the Right Theme

**Mobile-Responsive Design:** Ensure your theme is fully responsive and optimized for mobile devices since a significant portion of shoppers use mobile.

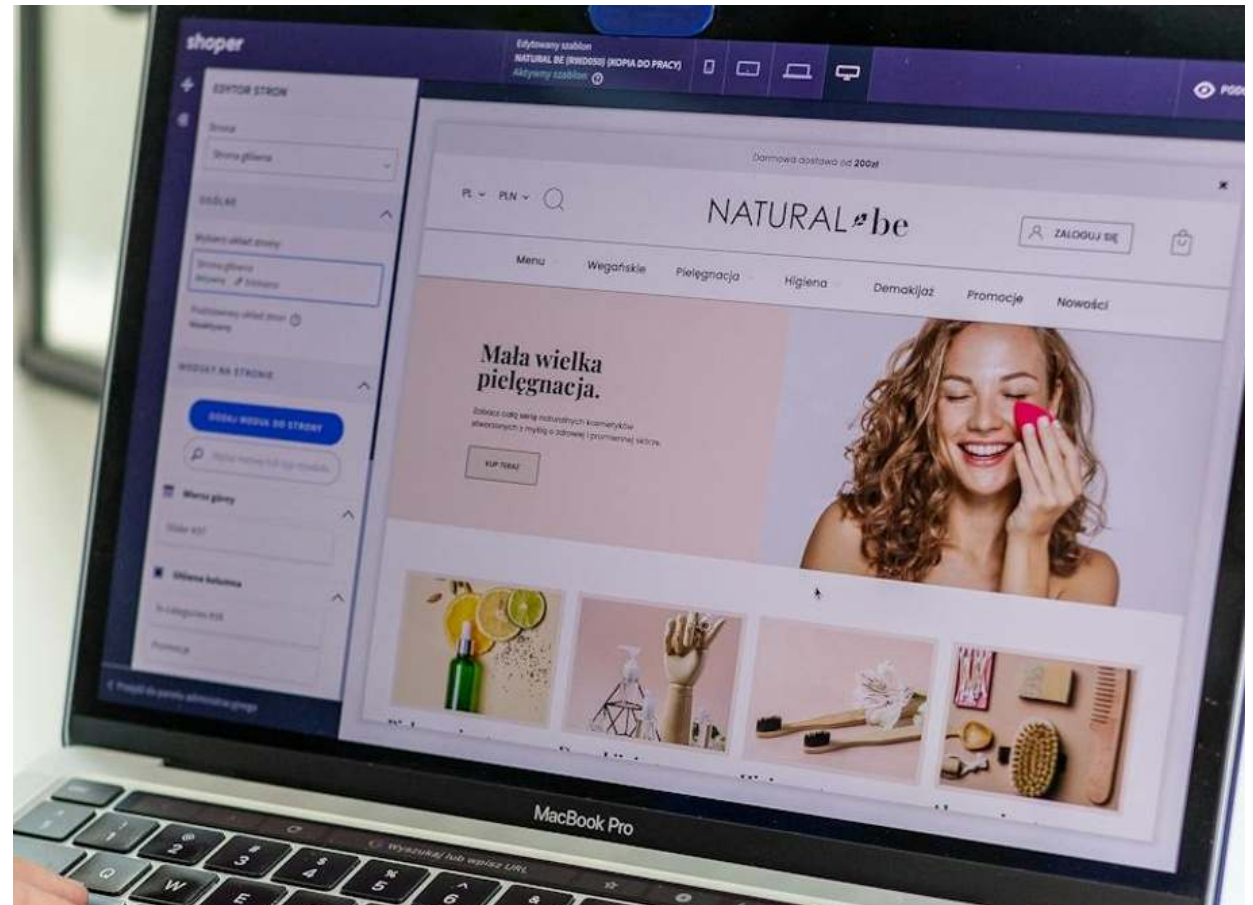
**Customizable Themes:** Choose a theme that can easily be customized to match your brand identity without needing extensive coding knowledge.

**Fast-Loading Themes:** Opt for themes optimized for speed to enhance user experience and SEO.



# Visual Appeal & User Experience UX/UI

- Keep it simple
- Consistency across web pages
- Clear call-to-action
- Visual hierarchy to distinguish important info from less important
- Responsive design on different devices
- Accessibility for people with disabilities
- User testing to get feedback





# Mobile responsive design

Responsive website design means that the website adapts its layout to fit different screen sizes, like on mobile phones or tablets. This allows visitors to easily view and navigate the site regardless of device.





# Treat your website like a beautiful organized store

Upload your product details. Organize them into collections. Improve load speed. Add contact info or chat. Mobile friendly. Relevant



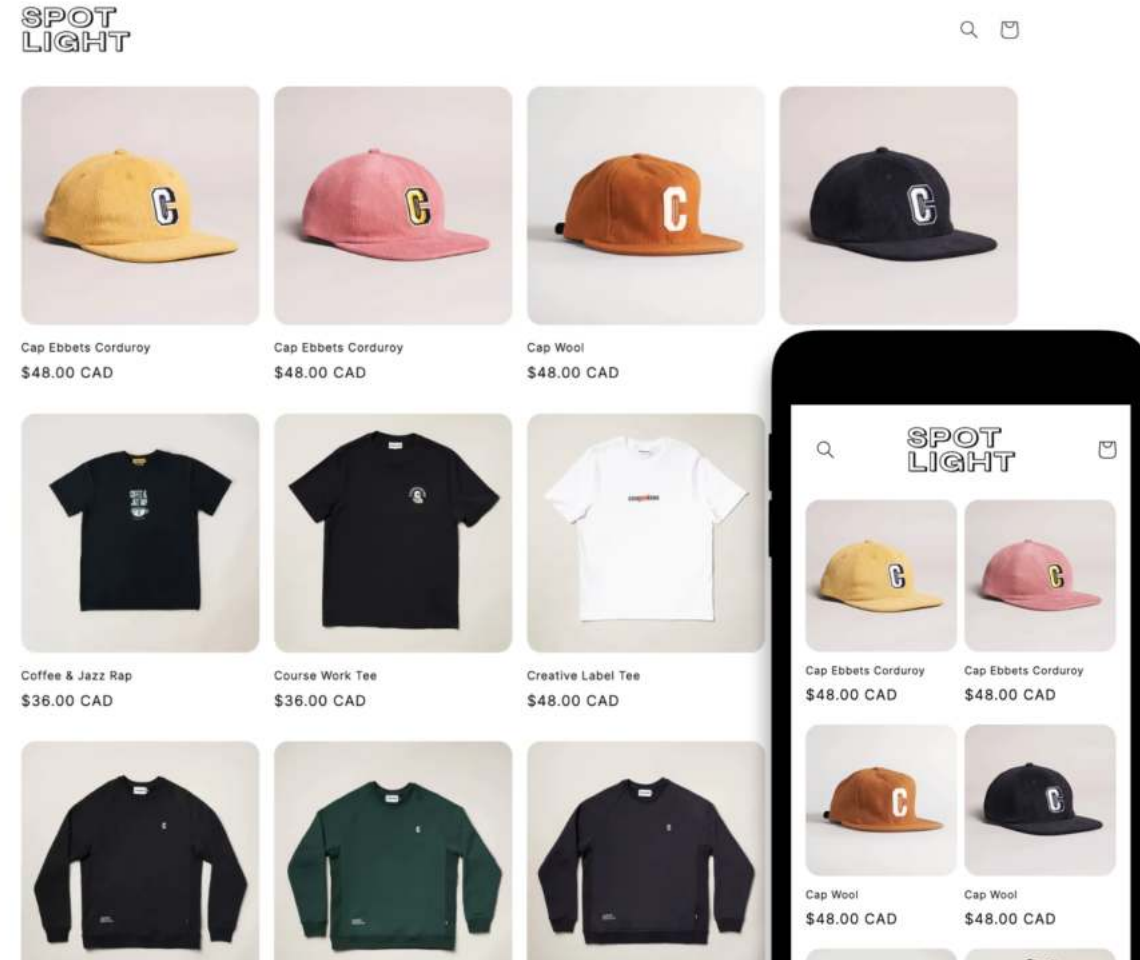
# High-Quality Product Images & Descriptions

**Product Images:** Use high-resolution images with zoom functionality. Offer multiple views of the product, including close-ups.

**Product Videos:** If possible, add product demonstration videos to help users better understand the product.

**Clear Product Descriptions:** Use engaging, concise, and benefit-focused descriptions. Include key features, sizing details, and specifications.

**SEO-Friendly Content:** Write product descriptions with relevant keywords to improve your search engine rankings.

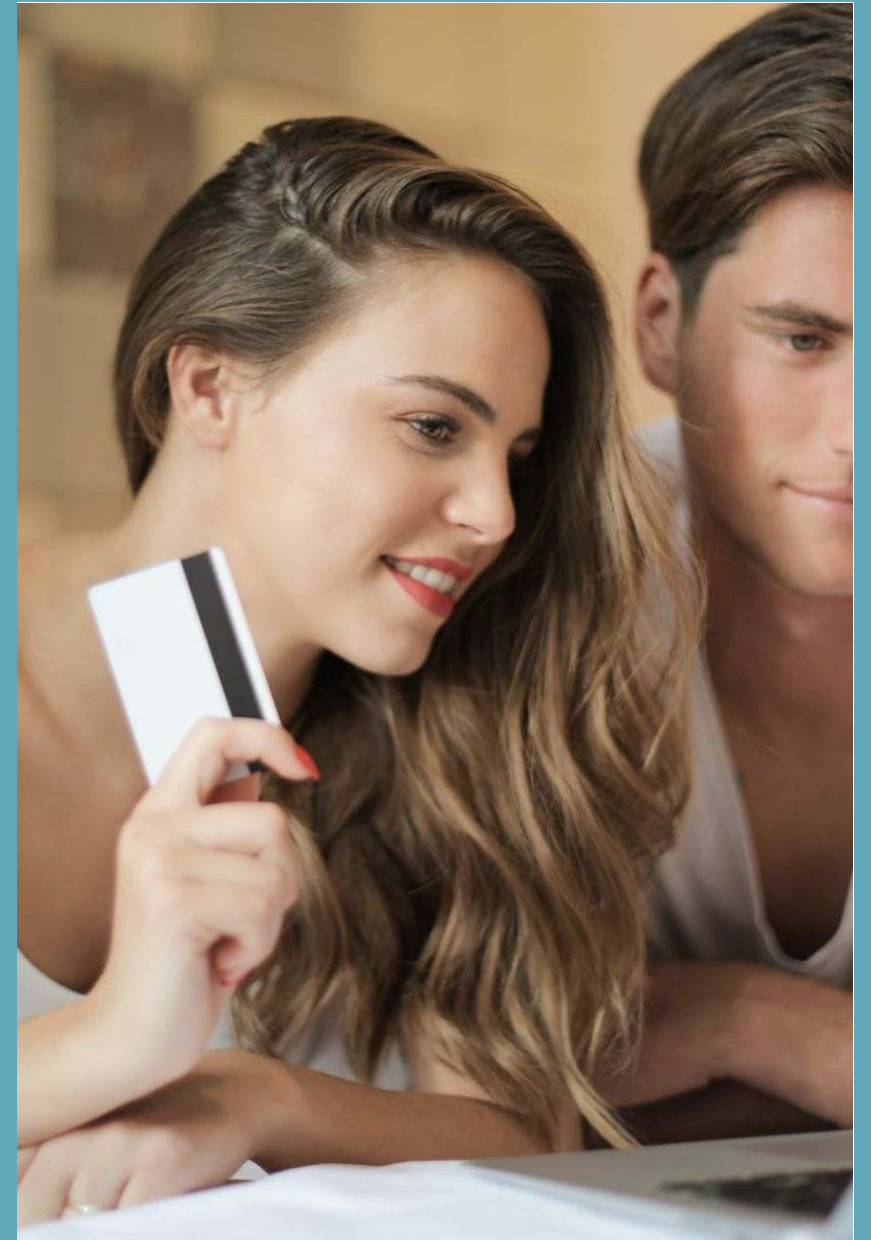


# Customer Support & Communication

**Live Chat:** Use a live chat tool to answer customer queries in real-time, increasing conversion rates and reducing cart abandonment.

**FAQ Section:** Include a Frequently Asked Questions page to address common customer concerns.

**Post-Purchase Follow-Up:** Automate follow-up emails to thank customers for their purchase and request reviews.





# Use Upselling and Cross-Selling

Want to sell more? Try showing customers more products they might like!

**Recommended Products:** Show similar or related items on product pages or in the cart.

**Bundle Deals:** Offer discounts when people buy more than one item together.



# Streamlined Checkout Process

**Guest Checkout Option:** Allow customers to complete purchases without creating an account to reduce abandonment rates.

**Auto-Fill Features:** Make the checkout process fast by enabling auto-fill for shipping and payment details.

**Fewer Clicks to Purchase:** Simplify the steps needed to complete a transaction.

**Progress Indicators:** Include visual cues showing how many steps remain in the checkout process to encourage completion.





# Implement Trust Signals

- ☆ **Security Badges:** Showcase trusted payment methods, and secure checkout with third-party endorsements to reassure customers.
- ☆ **Customer Reviews:** Integrate customer reviews on product pages to build trust and influence purchasing decisions.
- ☆ **Money-Back Guarantee:** Offer a satisfaction or money-back guarantee to reduce buyer hesitation.
- ☆ **Clear Return Policy:** Make your return policy easy to find and understand to further build trust.



# Optimize Your Website for Speed

**Image Optimization:** Compress images without losing quality to improve page loading times. (Use TinySEO app or TinyPNG)

**Minimal Apps:** Only use necessary apps to avoid slowing down your site.

**Video Links:** Use video links instead of embedding videos directly on your site to ensure fast load times.



# SEO Best Practices

## On-Page SEO

Optimizing the content and structure of your website, including elements like page titles, meta descriptions, header tags, and keyword placement.

## Off-Page SEO

Building authority and credibility through external factors like backlinks, social shares, and online mentions of your brand.

## Technical SEO

Ensuring your website is fast, mobile-friendly, and easily crawlable by search engines, with proper site architecture and technical configurations.

## Local SEO

Optimizing your online presence for location-based searches, including managing your Google My Business listing and leveraging local citations.

## Content SEO

Creating high-quality, informative content that provides value to your target audience and helps improve your search rankings.

## E-commerce SEO

Optimizing product pages, category pages, and other ecommerce-specific elements to drive more organic traffic and sales.

# SEO Tools for Shopify

[www.ubersuggest.com](http://www.ubersuggest.com)

[www.Semrush.com](http://www.Semrush.com)

[www.trends.google.com/trends/](http://www.trends.google.com/trends/)

Google Ads Keyword Planner

SEO Ant Shopify App

Booster SEO Shopify App

Tapita SEO & Image Optimizer

ChatGPT AI Product  
Description Shopify App

Jolt Blog and Image Creation  
Shopify App

**Ubersuggest**



Google Trends

Google Ads



 SEOAnt



**BOOSTER SEO**

 **Tapita**

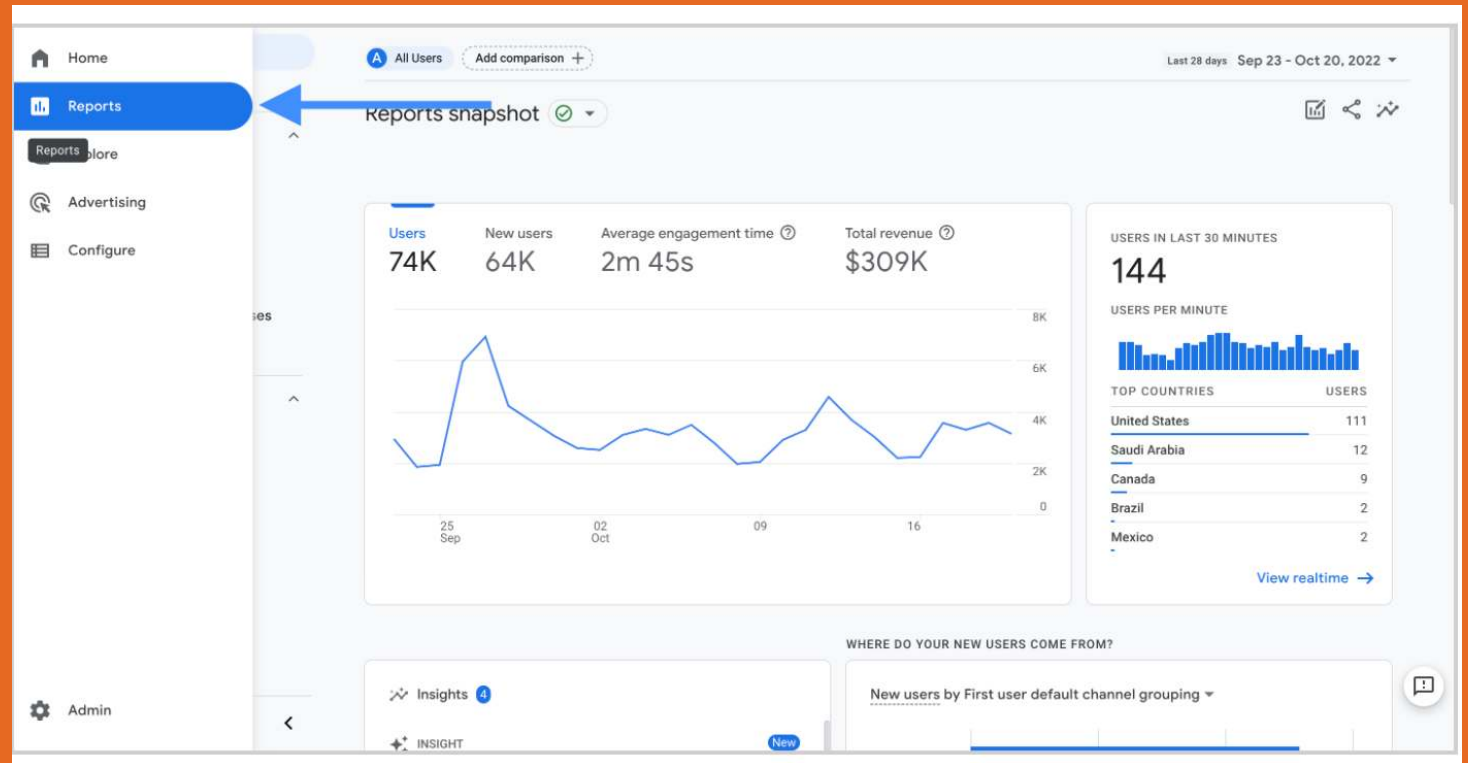
**jolt**

# Analytics & Conversion Tracking

**Shopify Analytics:** Use Shopify's built-in analytics tools to track store performance, customer behavior, and sales metrics.

**Google Analytics:** Integrate Google Analytics to gain deeper insights into your traffic sources, conversions, and user flow.

**A/B Testing:** Continuously test different product page layouts, CTAs, and images to optimize conversion rates.





# Google Search Console

Go to [www.search.google.com](http://www.search.google.com)

1. Find out how many people see and click your pages in search results.
2. Discover which keywords people type to find you.
3. Submit your sitemap to Google
4. Spot SEO errors (mobile usability problems, pages not being indexed, broken links, speed + user experience)
5. Analyze rankings and clicks
6. Track your average position in Google
7. See which pages are getting the most traffic.
8. Monitor backlinks to find out which websites are linking to you
9. Fix site issues to detect security issues. Shows if Google can't access certain pages.



# Shopify App Recommendations

Connect to improve your store

# Low-Cost Marketing for Small Business to Get Started

Send Emails, Write  
Blogs and Create videos

Organic Social Media Posts

Offer Limited-Time Coupons and Discounts

Optimize for SEO and Search AI

Encourage Testimonials, UGC and Reviews on Local Search on  
Google, Yelp, etc



SearchGPT: How to Get Ready  
www.rpctigital.com

Confidential  
All Rights Reserved

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# SEO Isn't Obsolete – It's Becoming **Omnipresent**

The customer journey is getting increasingly complex, with multiple touchpoints along the way.



Neil Patel "SearchGPT: How to Get Ready"

# Rethink Search Strategy. Neil Patel

- Google is still #1 in 2025
- Optimise for SearchGPT
- SEO is omnipresent
- People will continue searching
- Create high-value content
- Encourage User Generated Content: comments, reviews, links
- Improve technical SEO
- Keep content updated and fresh
- Use Chatbots for customer support



# Collect and Send Out Emails

Offer incentive and collect emails to bring your visitors back to your website.

A new way of self-care

Shop now

GET 15% OFF  
YOUR FIRST  
ORDER

AND BE THE FIRST TO HEAR ABOUT  
OUR NEW PRODUCT DROPS!

ENTER YOUR EMAIL

---

GET 15% OFF



no  
ro

an abundance of nutrients and antioxidants that nourish your body. with our organic te

the fi  
t's s

# Scale with Paid Ads

Most marketers focus the majority of their retargeting campaigns on social platforms like Facebook and Instagram.

**Google advertising comes in second**, with 69% of marketers naming Google as part of their remarketing strategy.

[www.explodingtopics.com](http://www.explodingtopics.com)

**77% of marketers use retargeting in Facebook and Instagram advertising**



# Retargeting

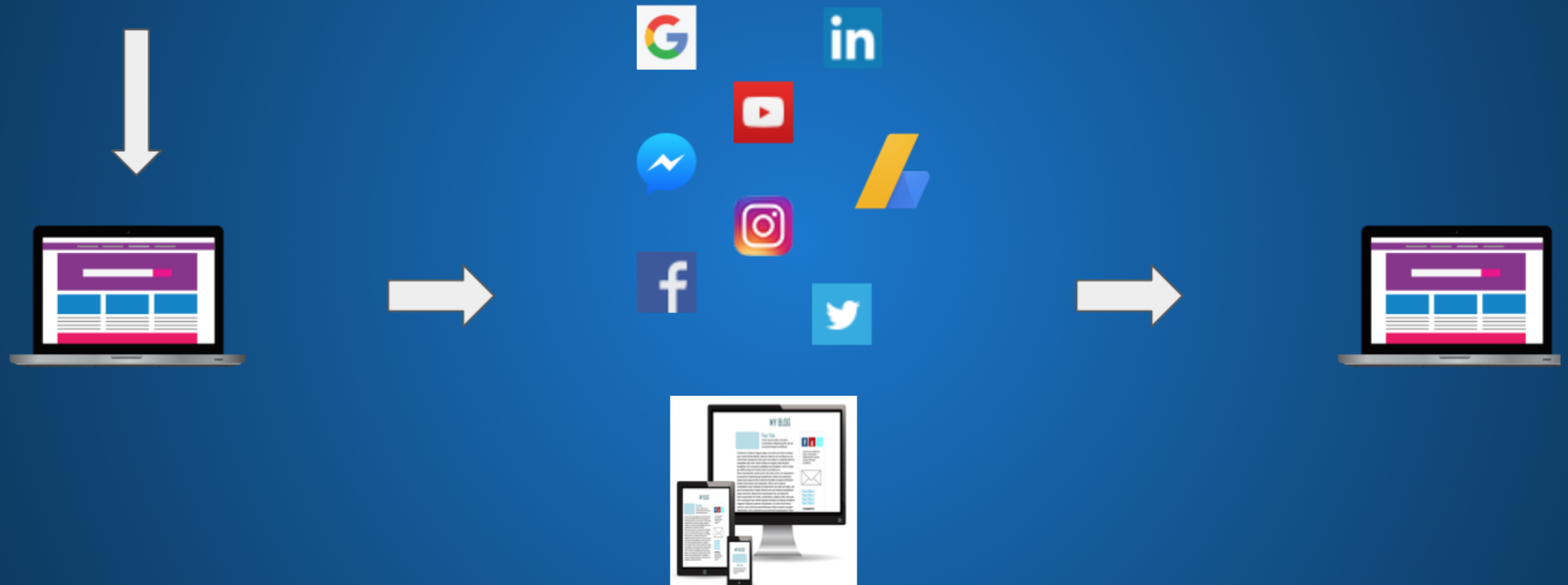
Online shopping cart abandonment rates range from 50-98% ([Statista](#))



Resource: [www.explodingtopics.com](http://www.explodingtopics.com)

# Retargeting Platforms

A visitor can be retargeted using multiple platforms



# BONUS TIPS. Secure More Sales Faster

- **Obsess over your customers**  
Create avatar and segmentations
- **Product/market fit**
- **Stand Out with Unique Selling Proposition (USP)**  
How do you differentiate from competition
- **Share founder's/ brand story**  
Connect on emotional level
- **Use attention grabbing 'hooks'**  
Stop the scroll by speaking to your ideal clients' pain points
- **Describe product benefits not features**  
How can your product improve your customers' lives
- **Include handwritten founder's note for personalisation**
- **Learn and implement AI and automation tools.**
- **Improve Life Time Value (LTV) of your customers and encourage repeated purchase**
- **Implement referral marketing strategy: testimonials, reviews, UGC**



Thoughts? **Questions?**  
[www.digitalstrategyleague.com](http://www.digitalstrategyleague.com)

