



PRODUCT GUIDE

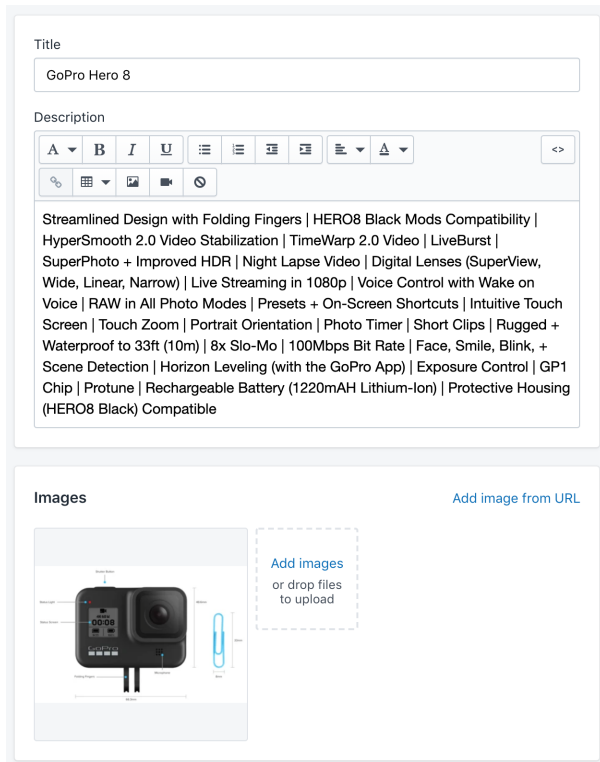
YEY STUDIO

CONTENTS

Adding Products	2
Editing Variant Options	4
Adding / Editing products using CSV	5
Uploading Images & Files	6
Adding Links - Product Description	6
Using Shopify - product edit feature	6
Using CSV to bulk add	7
Exporting / Importing Products	7
Inventory - Transfers	8
Managing Inventory	9
From the user interface	9
Using a CSV	9
Collections	10

Adding Products

You can add a new product by going to 'products' on the side menu and clicking 'add product'.



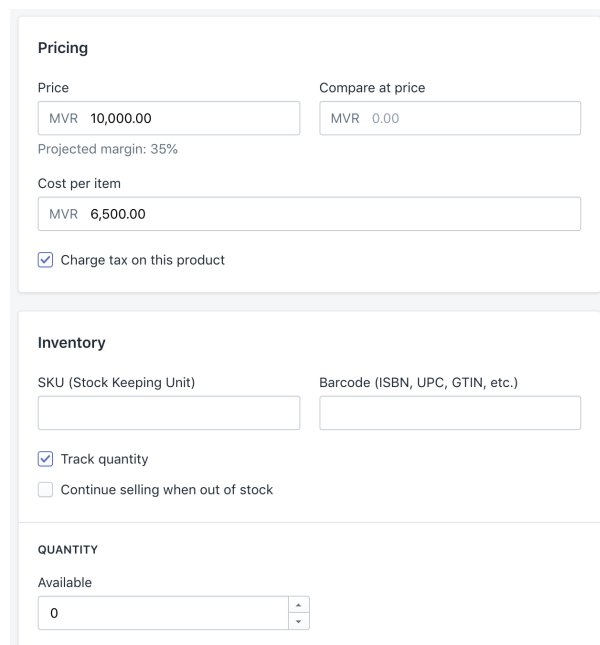
The screenshot shows the 'Add Product' form with the following sections:

- Title:** A text input field containing 'GoPro Hero 8'.
- Description:** A rich text editor with a toolbar (bold, italic, underline, list, link, unlink, image, video, code) and a text area containing a detailed product description for the GoPro Hero 8.
- Images:** A section with a placeholder image of the GoPro Hero 8 and a dashed box with the text 'Add images or drop files to upload'. A link 'Add image from URL' is visible in the top right corner.

Give your product a title.

Add a description including specifications or any other relevant information about the product.

Add at least one picture so that customers can see what the product is. Please make sure you add an alternate text to increase your website's SEO performance.



The screenshot shows the 'Add Product' form with the following sections:

- Pricing:** A section with input fields for 'Price' (MVR 10,000.00), 'Compare at price' (MVR 0.00), and 'Cost per item' (MVR 6,500.00). It also shows a 'Projected margin: 35%' and a checkbox for 'Charge tax on this product' which is checked.
- Inventory:** A section with input fields for 'SKU (Stock Keeping Unit)' and 'Barcode (ISBN, UPC, GTIN, etc.)'. It also has a checkbox for 'Track quantity' which is checked, and a checkbox for 'Continue selling when out of stock' which is unchecked.
- QUANTITY:** A section with a label 'Available' and a numeric input field set to '0'.

Enter the price of the item into 'price'. If you wish to put the item on sale write the new price in the 'price' field and the usual price in 'compare at price' so that customers can see that the item is on sale. In order to generate better profit reports you can also input the 'cost per item' price at which point you'll immediately see the markup percentage below 'price'. Select charge tax if it's a taxable item.

In order to keep track of your inventory you could assign a SKU to it. You can follow this [guide](#) for further information on formats. Alternatively, with the shopify app you can even directly add the barcode of items. If you are keeping track of your shopify inventory you can also add the available quantity of the item to the relevant warehouse locations you've set up.

Shipping

☒ This is a physical product

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

Weight

1.0 kg

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

Country of origin

Maldives

In most cases, where the product is manufactured.

HS (Harmonized System) code

Search by product keyword or HS code

Used by border officers to classify this product.

You need to check this box for all items that are not 'digital'.

Adding a shipping weight lets you create prices later depending on weight.

Variants

☒ This product has multiple options, like different sizes or colors

OPTIONS

Option 1 [Remove](#)

Color

Black X Grey X

Option 2 [Remove](#)

Bundle

With 32GB Card X With 64GB Card X

Add another option

Select the variants checkbox to offer customers more options.

Variants help you to add conditions such as colour, measurement, type or material. This tag can say anything you'd like to and you can add variant tags by typing a comma after each tag.

PREVIEW

Variant	Price	Quantity	SKU	Barcode
Black / With 32GB Card	MVR 10,200.00	4		
Black / With 64GB Card	MVR 10,350.00	2		
Black / Without Card	MVR 10,000.00	2		
Grey / With 32GB Card	MVR 10,200.00	3		
Grey / With 64GB Card	MVR 10,350.00	2		
Grey / Without Card	MVR 10,000.00	2		

You can add different prices for different variants as well as the quantity.

Editing Variant Options

If you have added variants to a product, then you will not have the usual option of selecting 'This product has multiple options'. If you wish to make changes to a variant that you have already added, you can click on 'add variant' and make the necessary changes by adding the price, SKU etc for the variant. However, if you have a variant added but would like to add another option, (for example if the product has sizes but now you wish to add colours as well) please choose 'more options' and 'edit options' where you can select or type in the new variant.

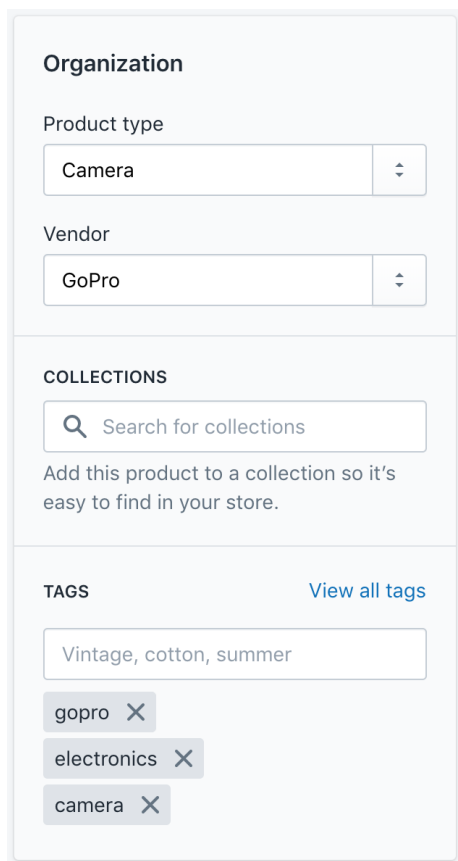
The screenshot shows the 'Edit options' modal in Shopify. At the top, there's a 'Variants' section with links for 'Add variant' and 'More options'. Below this, a 'Select:' dropdown is set to 'All', with 'None' and 'WHITE' as options. A table lists variants with columns for 'Color', 'Price', and 'Quantity'. One variant is shown with 'Color' as 'WHITE', 'Price' as 'MVR 0.00', and 'Quantity' as 'N/A'. An 'Edit' button is next to it. The modal title is 'Edit options'. Inside, there's a form with a 'Color' label and a 'WHITE' input field, a trash icon, and a 'Default value' input field. Below this is an 'Add another option' button. At the bottom are 'Cancel' and 'Done' buttons.

The screenshot shows the 'Search engine listing preview' section. It displays the product title 'Lux Vase Elegant Low Terrazzo' and the URL 'https://blancmv.myshopify.com/products/lux-vase-elegant-low-terrazzo'. Below this is a description: 'This Capi planter with a terrazzo look weighs only 8 kg! The sleek finish provides a modern and minimalist look. Due to its XXL size, this planter is a real eye-catcher.' The page title is 'Lux Vase Elegant Low Terrazzo' and the URL and handle is 'https://blancmv.myshopify.com/products/lux-vase-elegant-low-terrazzo'.

Help customers find your products better on search engines by optimising your SEO.

Change the title and description and see how your product would appear on google searches. Please follow this [guide](#) to ensure that you are using the best practices.

If required, you can add a custom link to the product as well.



The screenshot shows a product management interface with three main sections:

- Organization:** Contains two dropdown menus. The first is labeled "Product type" and has "Camera" selected. The second is labeled "Vendor" and has "GoPro" selected.
- COLLECTIONS:** Features a search bar with a magnifying glass icon and the placeholder text "Search for collections". Below the search bar is a note: "Add this product to a collection so it's easy to find in your store."
- TAGS:** Includes a text input field containing "Vintage, cotton, summer" and a link "View all tags". Below the input field are three tag chips: "gopro" with an 'X' to remove it, "electronics" with an 'X', and "camera" with an 'X'.

In order to categorise your items better, give it a product type and relevant tags. Each product can only be assigned one product type.

Customers can search your store using tags so include all the relevant tags that you could possibly write for each item to make it easier for your customers to locate the item. Additionally, make sure that every product has its main and subcategories tagged. Tags and group tags are often used for site navigation purposes as well. If you wish to use grouped tags (relevant for some themes) please use the format 'title of group tag_tag'. For example, if you have a group tag of electronics and want to include a camera for the electronics group you can use the tag electronics_camera.

You can use product type and tags to automatically create collections.

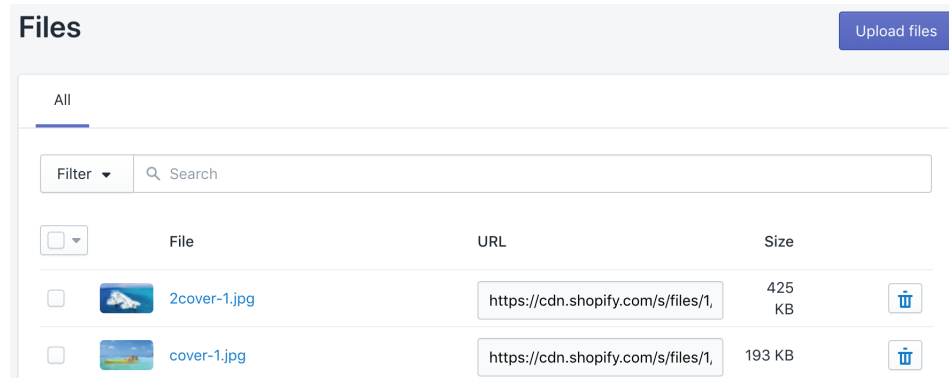
Adding / Editing products using CSV

Adding and editing products using import and export functions help you to quickly add bulk items and also make changes easily for a large number of products. You can find a template to start adding products [here](#) as well as a comprehensive guide to all the sections you need to fill [here](#). Please upload your product CSV sheet to google drive and share the link in order to let us support you with enquiries.

!! Before you start adding products please add the images for your products so that you'll be able to link them correctly in your excel sheet.

Uploading Images & Files

Please head over to 'settings' on Shopify and then to 'files' to bulk add images for your products. You would then be provided with a link for each image that you can copy to your product upload sheet. This is also where you will upload any specification PDF's etc that you want to link in the product description.



Any detail about the product including its name, description, SEO information etc can be changed later and updated using the same method. In order to make sure that your data is consistent, it is best to export your product list and make your changes to that before uploading the list to your store.

Adding Links - Product Description

If you need to add links to PDFs (specification sheets etc) in the product description you must add an html link to the description field (body HTML) on your CSV file or edit your product description on your product page and hyperlink a text. You must have the file online so if your PDF isn't already online and has a link you must upload it by following the guide above on how to upload files to your file manager. Once you have a link to your PDF these are the two ways in which you can add a link to the product description

Using Shopify - product edit feature

Head over to the product you want to add the PDF file to and add the text you want to link, for example 'Technical Specifications'. Highlight this text and at the tool bar you should see the hyperlink icon



In the window that appears, copy paste the URL for your PDF (either from your file manager or external source), set 'Open this link in' to 'A new window', include a relevant

link description such as 'Specification sheet for product x' and then click insert link.'

Using CSV to bulk add

On your CSV file, head to 'body (HTML)' column and at the point where you want the linked text to appear copy + paste the following line:

```
<a href="replace this text with the entire URL link">Text that you want appearing as a link</a>
```

The URL link can be from the PDF that you uploaded into shopify or any link that already exists online. This way the PDF opens in a new tab and customers can choose to either download it or print it.

Here's an example of what it would look like if you wanted to create a link to google:

```
<a href="https://www.google.com">Google</a>
```

Your customers would only see the following:

[Google](#)

Exporting / Importing Products

Export products to CSV file

This CSV file can update all product information. To update just inventory quantities use the [CSV file for inventory](#).

Export:

☒ Current page

☐ All products

☐ Selected products

☐ 6 products matching search

Export as:

☒ CSV for Excel, Numbers, or other spreadsheet programs

☐ Plain CSV file

Learn more about [exporting products to CSV file](#) or [the bulk editor](#).

Cancel

Export products

You can head to products and either search for a product or set a filter that selects products based on type or tags so that when you export the list, you can choose to export the selected products instead of your entire catalogue.

You can also export your entire product list. This helps you make bulk changes.

!! Please make sure that when you are uploading an edited sheet of products, you

Import products from CSV file

Choose file No file chosen

☒ Replace any current products that have the same handle. Existing values will be used for any missing columns. [Learn more](#)

Download a [sample CSV template](#) to see an example of the format required.

☒ Need help importing products?

Cancel

Upload file

must tick 'Replace any current products that have the same handle'. If not you might get copies of your products imported into your store. You must also keep in mind that if you change the handle, the product will be treated as a new product.

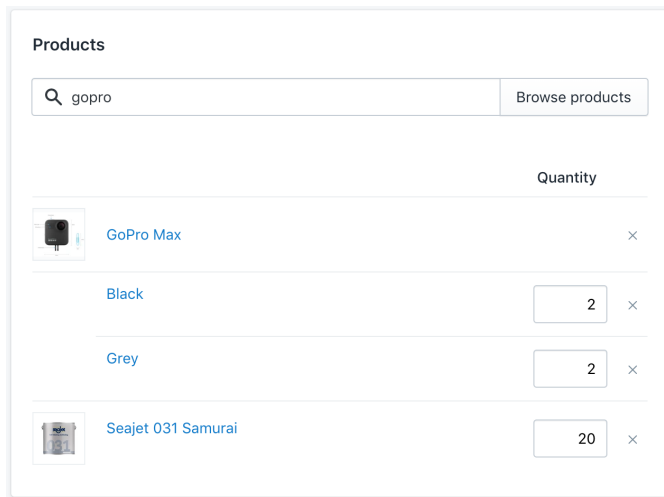
You would get to see how your product tags have been picked up from the CSV file and you would get an email once your products have been uploaded.

Yey Studio LLP 2020

Shopify Guide - Products Version 3.0 | Page 7

Inventory - Transfers

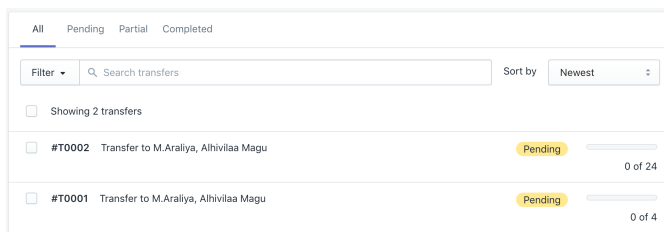
You can add products to transfer after you put in an order so that it's easier to maintain your inventory. You can create a new transfer by heading here and clicking 'add transfer'.



The 'Products' window shows a search bar with 'gopro' entered and a 'Browse products' button. Below the search bar, a table lists products with their quantities. The table has columns for product name, variation, and quantity. The products listed are GoPro Max (Black, Grey) and Seajet 031 Samurai.

Product	Quantity
GoPro Max	
Black	2
Grey	2
Seajet 031 Samurai	20

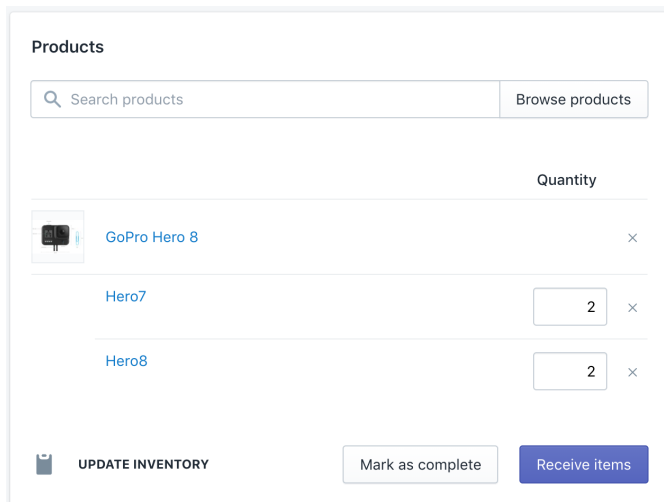
Searching for products brings up a window where you can select the items for which you are receiving stock. You can check all the items and the variations and enter the quantity of items you're receiving and click 'save'.



The 'Transfers' window shows a list of pending transfers. The list has columns for transfer ID, description, status, and progress. Two transfers are shown: #T0002 and #T0001, both with a status of 'Pending' and a progress bar.

Transfer ID	Description	Status	Progress
#T0002	Transfer to M.Arاليا, Alhivila Magu	Pending	0 of 24
#T0001	Transfer to M.Arاليا, Alhivila Magu	Pending	0 of 4

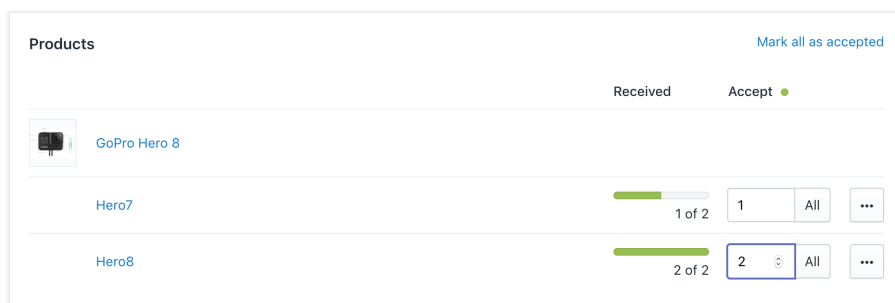
You can then view your pending transfers and when you receive the items, click on the order so that you can process the transfer and add the items to your inventory.



The 'Products' window shows a search bar with 'Search products' and a 'Browse products' button. Below the search bar, a table lists products with their quantities. The products listed are GoPro Hero 8, Hero7, and Hero8. At the bottom, there are buttons for 'UPDATE INVENTORY', 'Mark as complete', and 'Receive items'.

Product	Quantity
GoPro Hero 8	
Hero7	2
Hero8	2

If the quantity of items you ordered had changed you can edit that before you choose to 'receive items'



The 'Products' window shows a search bar with 'Search products' and a 'Browse products' button. Below the search bar, a table lists products with their quantities. The products listed are GoPro Hero 8, Hero7, and Hero8. At the bottom, there are buttons for 'UPDATE INVENTORY', 'Mark as complete', and 'Receive items'. The 'Received' column shows progress bars and the 'Accept' column shows a green dot.

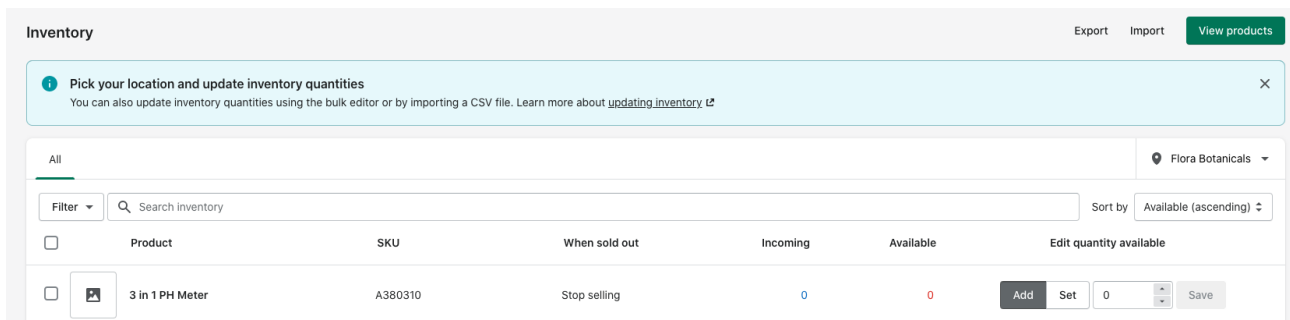
Product	Received	Accept
GoPro Hero 8		
Hero7	1 of 2	1 All ...
Hero8	2 of 2	2 All ...

Enter the amount of items you received. Orders can be received in part or you can choose to mark all as accepted if you got the entire order at once.

Managing Inventory

From the user interface

You can head to 'products' on your side menu and the 'inventory' to get a breakdown of your stock. From here you can download or upload your inventory, see if you have an order coming in or change the quantity of items that you have straight from the user interface. Make sure you click save to confirm the changes.



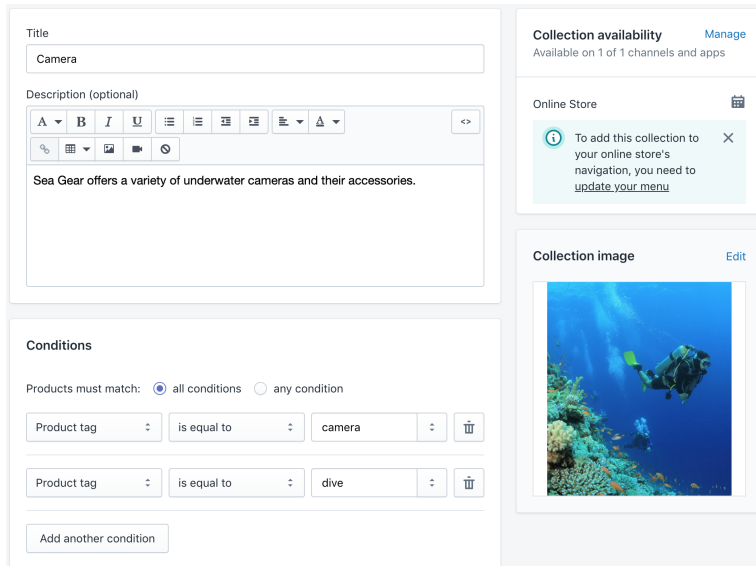
Using a CSV

If you have set up multiple locations or warehouses, the best way to update your inventory would be via the CSV sheet that you can download by clicking on export. From here you can select to download all your items or just the items that you want to change the inventory for. The separate location columns on the sheet would allow you to keep track of items at the specific locations and once you're done you can import the sheet to see the new values. If you have multiple locations, you will also be able to change the location from the top right corner so that you see the inventory for the specific location.

You can find Shopify's knowledge base on inventory [here](#).

Collections

You can group products into collections so that it's easier to manage what products you show on certain parts of your website and even help customers to find your products easily. To start a new collection head over to 'products' on the Shopify side menu and then 'collections' and click 'create collection'.



Add a title for your collection and add a photo as well as a description.

You can easily add products that meet either one of the conditions you set or if you'd like to be more specific, set it to meet all conditions you've set. Using product tags can help you to easily create automated collections but you also have the option to create a manual collection for example a list of items that you have special offers for.

!! Please make sure that your product tags match your categories and subcategories exactly. For example if you have 'product x' under 'main category 1' and 'subcategory 3' then 'product x' must have the tags 'main category 1' and 'subcategory 3'. Spelling errors or any other inconsistencies would mean that your product will not appear in your store.