10 SHOPIFY

ACTIONS YOU MUST TAKE!

Build a stronger online store.

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1. Select your sales channels.

Consumers who conduct a single purchase with a brand across multiple channels spend 10% more than those who do not use multiple channels. For your online store, you want to take advantage of multi-channel retailing. Begin by determining which sales channels are most profitable for you, and then adding them to your store. All of your sales channels are linked to the base of your Shopify business, allowing you to easily track orders, items, and customers across all platforms.

Here are several online sales channels you may integrate into your Shopify store:

• Buy button and checkout links

• eBay

• Amazon

• Instagram

• Facebook Shop

• Google Shopping

• Messengers

• Pinterest

2. Add a custom company domain.

Your website's domain name establishes your brand and makes it easier for visitors to remember you.

To begin, perform a domain name search to discover if your company name is accessible. You may generally purchase your domain name through a domain registrar directly through Shopify if the name isn't currently a trademark in use by another firm in your field.

You don't have to give up your custom domain name if you can locate one. Come up with a unique website name that relates to your goods. Your company name and your brand name may differ at times. For the web domain, perhaps you could utilize a key word.

3. Review your checkout experience and payment gateway settings like you are the customer.

You must make sure that the customers can successfully execute a transaction on your website. Because the abandonment rate for online shopping carts is around 70%, if you don't make the purchase easy for your clients, they will leave before completing it.

You can solve any issues and delete anything that goes wrong at checkout by testing your cart and payment system. To confirm that everything is working, Shopify Payments allows you to place a test order on your site using a live payment gateway.

Here are a few things to review on your checkout process:

1. Shipping rates appear during checkout
2. Discount codes can be applied in the cart
3. A shopper can edit their cart's content
4. Familiar payment methods, such as PayPal and Shop Pay, are available
5. There is an option for order status tracking
6. The contact page can be easily accessed in case order editing is needed
7. An email notification is sent to confirm a purchase
8. A language and currency switcher and a shipping policy clearly stating who pays duties and taxes are both available if offering international sales and shipping

4. Prepare your standard pages.

It's important to have a few pages that visitors can browse to learn more about your company and build customer trust.

Here are the pages your online stores should have and include in their sitemap:

Homepage. Your homepage is the most important page on your site and normally the first impression a customer has. The homepage is a place to establish the overall look and feel of your website and ensure you have clear navigation to browse your store.

Contact page. A Contact page offers shoppers reassurance a store is authentic. List a phone number, email, and retail address (if there is one). Consider including a contact form or a chat feature so they can send you a message without ever leaving your site.

About. Your About page is where shoppers go to learn more about your company, your brand, and the people behind your products. Shoppers want to build trust so this page shows them that your store is real. Sharing your brand's purpose, principles, and why the business was started can win you new customers who support similar causes.

Frequently Asked Questions (FAQ) page provides answers to questions customers will ask the most. An effective FAQ page predicts inquiries, answers questions about shipping, return policies and how to get in touch with you. Take a look at competitors to see what questions they answer on their websites.

5. Review your email notification settings.

Shopify has several tools that will allow you to use automatic Emails. On your Shopify store, there are several automated emails you'll want to customize before launch. Edit your email templates and create sequences that nurture your list and ultimately drive sales.

6. Conduct a content and site review.

Consistency is one of the most crucial things to remember when it comes to your content and copy. It's crucial to develop a distinct editorial style and tone of voice. It's critical to make sure your message is on brand and consistent throughout your website.

On the technical side, examine for broken links and 404s, as well as any difficulties with picture rendering and mobile responsiveness. Examine your site on a variety of browsers and devices to determine whether a bug is universal or exclusive to a particular device or browser.

7. Optimize images on your website.

Lower conversion rates are caused by longer load times. The user experience and search engine performance of your site are both harmed by slow-loading and low-quality photos. To ensure fast load times, make sure all of your photos are optimized.

Here's what you can do to optimize your images:

• When naming your images, be specific. Use the keywords you're attempting to rank for. This aids your site's and product pages' SEO rankings.

• Carefully optimize your alt image properties, being informative and mindful of your goal keywords. For web accessibility and SEO, alt image attributes are employed.

• Reduce the size of your photographs while maintaining their clarity.

• Select the appropriate file type. JPEG pictures for photography and PNG images for graphics and icons are a decent rule of thumb for most web photos.

• Go over your thumbnails again. Thumbnails can be found all throughout ecommerce sites, so make sure they're legible in all of their sizes.

• Put your photographs to the test. You'll want to know what is and isn't functioning.

8. Choosing the proper keywords.

People searching for what they need to solve their current problem or satisfy a current need. This means that they search for more than just keywords. At times it's key phrases. Look for a keyword or phrase that suggest an intention to buy.

Shopify has five crucial places to put your keywords:

1. Your Page Title - This is the title that will appear on Google's results page. Make your title a call-to-action that someone will have to click. For example: "Buy your program online"
2. Meta Description - This is the short piece of wording that shows up underneath the title for Google. Place your keywords here BUT try to make it descriptive. This is your chance to engage the customers to click. Make sure every page has a different meta description.
3. Image Description & Alt Tags - Google runs on AI and is a smart learning system but recognizing pictures is not one of the great things Google does. You must tell Google what your image is before you upload your picture. To do this, change the name of the picture file to the name you want to show before uploading.

Another thing you should also do is add 'alt-text', i.e. the text that's shown if a web browser can't load the image. Make it descriptive and include your keywords so Google can find it, read it, and rank it.

1. Headers and Titles (H1 tags) - The headers are one of the first places Google looks to see what your site's about. Make sure your product pages all have descriptive headers and don't forget to include your keywords.
2. Product Descriptions and Copy - Always include your keywords in the product description to help Google find your page. It's also essential that you write unique and exciting product descriptions. Google prefers unique original copy so just copying the manufacturer's description or the same one over and over again don't help. Think of your descriptions as a great chance to show your own brand voice and convince customers to make a purchase.

9. Connect Your Pages And Content With Internal Links

Links are an essential ranking factor for SEO. You can easily start by using internal links throughout your site. You can link to your product pages from the home page, product pages to blog pages. Use your category links and link to products from your blog out. The more internal links you have connected within your website, the more Google understands about your store and its products.

10. Create Backlinks To Your Shopify Store

Google looks at which other websites are linking to you to create a Domain Authority ranking. Google uses this algorithm based on number of links and the authority of the site linking to you to determine your rating. So a well-respected, popular website linking to your website will give you higher ranking authority. There are a number of ways to generate links back to your Shopify store. One of the easiest ways to do this is by sending out a free press release that could help you get coverage on blogs and news sites that normally link back to your site (there ay be a fee for this on the PR system you use). You can also offer to write guest posts for blogs in your category which may earn you a link too. An old-fashioned email to the website contact could work and ask them to review or link to your products.

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Stay away from buying links because Google looks for this and will blacklist your site if they detect that.