

# Collections Management

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## Steps:

### 1. Access Collections:

- Log in to Shopify.
- Click *Products > Collections*.

### 2. Create a New Collection:

- Click *Create collection*.
- Enter:
  - **Title** (e.g., Sale, New Arrivals)
  - **Description** (optional – may display on your store)

### 3. Choose Collection Type:

- **Automated Collection:**
  - Set conditions (e.g., *Product tag = Sale*).
  - Products matching these conditions are automatically added.
- **Manual Collection:**
  - Click *Add products* to select items individually.

### 4. Set Product Display Order:

- Options include:
  - Alphabetically
  - By best-selling
  - By newest
  - Manual sort (drag and drop)

### 5. Edit SEO Settings:

- Scroll to *Search engine listing preview*.
- Edit **Page title** and **Meta description** for SEO.

### 6. Save Collection:

- Click *Save* in the top right.
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# Best Practices:

- Use **automated collections** for dynamic categories (e.g., Sale, New Arrivals).
  - Use **manual collections** for curated selections (e.g., Staff Picks).
  - Keep collection **titles descriptive and clear** for both customers and SEO.
  - Review collections regularly to ensure they stay relevant.
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