

Product Management

Steps:

1. Access Products:

- Log in to Shopify.
- Click *Products* from the left-hand menu.

2. Add a New Product:

- Click *Add product*.
- Enter:
 - **Title** (product name)
 - **Description** (detailed, customer-friendly)
 - **Media** (images/videos)
- Set:
 - **Price**
 - **SKU** (if used)
 - **Inventory levels**
 - **Shipping details** (tick *This is a physical product* if applicable)

3. Add Variants (if applicable):

- Scroll to *Variants*.
- Click *Add variants*.
- Enter options (e.g., size, colour) and individual details for each variant (price, stock).

4. Organise Products:

- **Collections:** Assign the product to relevant collections (e.g., Men's, Sale).
- **Tags:** Add internal tags for better organisation (e.g., Summer, New Arrival).

5. Edit Existing Products:

- Click on any product from the product list.
- Update details as needed (price, inventory, images, description).
- Use the *bulk editor* for batch updates:
 - Select multiple products.
 - Click *Bulk edit*.
 - Modify fields like price, stock, or tags in one go.

6. Archive or Delete Products:

- **Archive:** Removes product from the storefront but keeps it in your records.
 - **Delete:** Permanently removes the product.
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Best Practices:

- Use **high-quality images** and detailed descriptions to improve conversions.
 - Regularly review **inventory levels** to avoid stock issues.
 - Keep product titles **clear and descriptive** for SEO.
 - Use **collections** to improve website navigation for customers.
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